They're almost ready...WHN's million-dollar new studios and offices at 711 Fifth Avenue! A few more equipment tests...a little more trim here and there...and we'll proudly open the doors of what we think to be the finest broadcasting plant in America. But this is going to be more than just a move to new quarters! We've been keeping under wraps some other important news too, news that will astound the whole radio world.

Watch for announcement of "the day."

THE BIGGEST DAY IN OUR 27 YEAR HISTORY!
A red-letter day for advertisers in the nation's Number One Market!

50,000 WATTS...1050 ON YOUR DIAL
Corralled!
for Alert Advertisers

THIS GREAT FOUR-STATE* MARKET
WITH ONE STATION, ONE COST,
AND ONE BILLING

It's a Four and One-Half Billion Dollar retail sales market, this four-state area of Eastern Ohio, Western Pennsylvania, West Virginia and Virginia served by WWVA. More than eight million people live and work in this foremost steel-and-coal belt; that they listen and respond to WWVA's friendly programming is proved by more than one million contacts in 1947 through mail response and personal appearances of WWVA artists. For more details, write or call WWVA—or Edward Petry & Co.

*Plus bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.
Closed Circuit

AT INSTIGATION of Edgar Kobak, MBS president, complete review of radio rate structures may be undertaken in cooperative study by broadcasters and agencies. High agency quarters understood to be in agreement with Mr. Kobak’s belief that investigation needed to determine whether present rate schedules are realistic or outmoded.

PEPSI-COLA, long-time heavy user of radio, through new agency, Bow Co., New York, planning most intensified advertising campaign in its history. Radio spots will play important part. Spot schedule already started in some areas, such as New York and Cincinnati.

PERENNIAL problem of “irritant” commercial copy, not taken care of by NAB code, may lead to pantry-shelf laboratory test under joint auspices of NAB, American Assn. of Advertising Agencies and Assn. of National Advertisers. Idea already discussed informally with advertising groups.

NETWORK-AFFILIATE relationships worrying FCC again. There’s talk that year-old WING Dayton protest against ABC’s insistence on six-month cancellation clause in affiliation contract [Broadcasting, July 7, 1947] will soon get action and may inspire thorough review of problem by FCC, as WING requested.

SEASONAL spot advertisers preparing fall radio campaigns. Gardner agency is looking at availabilities for their Grove Labs. (cold tablets). Morse International, New York, preparing annual campaign for Vicks.

MOST TV-minded federal agency, Dept. of Agriculture, has jumped budget hurdle and is engaged in long-range planning for wide use of television in keeping farm populace informed on crop and market developments. Department, minus budget sanction for TV since start of fiscal year July 1, will reveal project in few days.

VISIT of James Lawrence Fly at White House Friday noon inspired speculation that ex-FCC chairman, who spent more than decade in government, might return to temporary federal service. Communications assignment with international aspect among possibilities mentioned. Ex-chairman strictly mum on subject of interview with President, which he requested.

LEVER BROS. planning to switch Bob Hope from Pepsi to another product in autumn, it was indicated Friday. Possibility of ABC transcribed program mentioned for comedian, heretofore on NBC.

SIGN that Frank E. Mullen, president of G. A. Richards stations who resigned as executive vice president of NBC in mid-May will (Continued on page 90)

Business Briefly

DOUBLEDAY NEWS • Doubleday & Co. returns to networks Sept. 12, 1:15-1:30 p.m. (EDT), sponsoring weekly news series by John B. Kennedy, on MBS. Agency, Huber Hoge & Sons, New York.

$1,000,000 SPOT CAMPAIGN • Kellogg’s Variety Package, New York, Aug. 2 starts big campaign in 50 major markets for 52 weeks. Estimated cost, $1,000,000. Agency Kenyon & Eckhardt, New York.


DE SOTO CHAIN BREAKS • De Soto Division of Chrysler Corp. to begin 52-week chair break campaign about Aug. 1 in 46 markets. Agency, BBDO, New York.

SPONSOR TV DRAMA SERIES • CHEVROLET Dealers Assn., in addition to sponsoring New York Yankees pro football games on WABD, DuMont video station, this fall, also will sponsor half-hour dramatic series tentatively titled Chevrolet Playhouse or WNYT for New York for 13 weeks starting about Sept. 1. Sponsor will probably present show Mondays, 8-9:30 p.m. Program is an NBC package. Series may be sponsored later in season on other stations with various dealers picking up tab. Agency, Campbell-Ewald, N. Y.

Military Ad Policy Draws NAB Protest

ADVERTISING forces, aroused last week by reported ruling disallowing tax deductions for advertising featuring products or services used by military, have banded together behind NAB in demand for public hearings by government board, which maintains misunderstanding exists.

Tempest touched off when reports reached advertisers that Joint Audit Coordinating Board of military, headed by Rear Admiral Frank Baldwin of Navy’s Supplies & Accounts Division, intended to issue ruling, or proposed ruling, to affect that advertising costs are inadmissible on government contracts for supplies or services “except for Help Wanted and required public notices.”


Adm. Baldwin acknowledged his group was “engaged in making recommendations to Munities Board on advertising which has no application to fixed price advertising.” but denied it would turn toey-tuery public service campaign and other forms of industry advertising.

“The only thing we are interested in,” Adm. Baldwin said, “is the cost or cost-plus fee where the government shares some of the risk with the contractor.” He indicated his office was swamped with mail and telegrams containing protests because government was going to disallow tax deductions on this type of advertising. “That is not so,” Adm. Balwin declared, saying advertisers were “needlessly alarmed.”

“We have issued no rulings,” he said. “We have no authority to issue rulings. The Munities Board asked us to study the principle involved in advertising and make recommendations to them. We have made no firm commitments. The advertising we have in mind has no application to advertising of a competitive bid character, that negotiated between the government and the contractor. The government will continue to allow deductions for advertising of commercial fixed price products.”

Upcoming


July 20-21: Georgia Assn. of Broadcasters, summer meeting, Henry Grady Hotel, Atlanta.


(Continued on page 36)

Bulletins

WILSON SPORTING GOODS Co., Chicago, will sponsor football game between college All-Stars and Chicago Cardinals at Soldier Field, Chicago, Aug. 20, over full Mutual network. Harry Wismer, ABC sports director, will handle play-by-play and Harold (Red) Grange color. Armed Forces Radio Services to broadcast game. Ewell & Thurber Assoc., Chicago, is agency.

DEMOCRATIC Convention coverage cost NBC $275,000 in cancelled commercials, network said late Friday (early story page 22). Similar NBC figure for GOP conclave was $325,000.

INCREASED relay service for Voice of America broadcasts started over weekend by State Dept., using five more BBC transmitters to bring service from three to nine hours daily.

Page 4 • July 19, 1948
Response from listeners throughout 6-state Mid-America area indicates audience approval of KCMO's diversified programming. Mail response—(shaded area on map)—has come from 415 counties in 6 states, plus 22 other states not shown above!

Inside the measured ½ millivolt* 213-county area are over 5 million people...54% rural, 46% urban. With KCMO's 50,000 watts daytime non-directional, you're sure of reaching the entire Mid-America market.

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

*50,000 Watts Daytime, Non-Directional

...10,000 Watts Night—at 810 Kc.

KCMO

...and KCFM—94.9 megacycles

KANSAS CITY, MISSOURI

Basic ABC Station for Mid-America
Our leading industry hangs by a thread...

One-fourth of the nation’s cotton goods comes from Spartanburg County and the Spartan textile industry ... the world’s largest producer of cotton fabrics. We turn out $152,294,265 worth of cloth a year — and make capital of the fact that our leading industry hangs by a thread.

But industries generate only a part of the Piedmont’s wealth. From the land, Spartan farmers draw 226 million dollars a year. Peaches, cotton, dairy produce and poultry combine with urban enterprise to balance the WSPA-Piedmont’s billion-dollar economy.

That’s why, when the Piedmont people go to market, they have $1,054,811,000 to spend.

And for the past 19 years they’ve gone to market over WSPA, South Carolina’s oldest station — dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shuff, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market
ON THE
WASHINGTON SCREEN

RUTH CRANE, long Washington's favorite woman broadcaster, is now featured in her own television program, "THE MODERN WOMAN," on WMAL-TV. The program is packed with personalities, culture, and human interest. Above, on a recent program, the television audience enjoys an authentic surprise bridal shower in honor of Miss Pat McDaniel. Miss Crane is standing just to the bride-to-be's left.

JACKSON WEAVES, an important part of both AM and TV versions of "THE MODERN WOMAN," is caught in the middle, as Officer Adam P. Scherl of the D.C. Police Department gives pertinent advice on how to outwit purse snatchers and thugs.

MR. JOHN GREER, eminent interior decorator, shows Ruth Crane and her television audience fashions in summer furnishings—a room decorated for cool summer living. Miss Crane's telegraphic features make her a television natural.

TYPICAL OF programs featuring personalities from "Embassy Row," was the one in which the Ambassador of Iran participated. A colorful touch was added by the Misses Bakhtiar, who demonstrated Iranian tribal dances.

CRANE, program, is packed with personalities, culture, and human interest. Above, on a recent program, the television audience enjoys an authentic surprise bridal shower in honor of Miss Pat McDaniel. Miss Crane is standing just to the bride-to-be's left.

Agencies

ELEANOR REASONER, of media department of Brisacher, Van Norden & Staff, San Francisco, advances to radio timebuyer, succeeding MARIE EATON, resigned.

TAYLOR ADAMS, former account executive with Kudner Agency, and previously with Young & Rubicam, both New York, rejoins latter agency as account executive.

GEORGE J. KUBACH, former account executive with Comstock, Duets Co. and J. Jay Fuller & Assoc., both Buffalo, N. Y., appointed account executive with Lindsay Adv., New Haven, Conn. Among other duties, he will supervise radio accounts.

BRIAN MacCABE, executive director of London office of Foote, Cone & Belding, appointed attache to British team in Olympiad in London.

YOUNG & RUBICAM, New York, newly merged radio-television department announces following new members: WALLACE CHATEAUVERT, transferred from another department; BROADUS JOHNSON Jr., former program director of WYBC, undergraduate radio station at Yale; ODEN KNAPP, formerly with Music Corp. of America and Foote, Cone & Belding; and WILLIAM H. BROWN Jr., former concert director of Julliard School of Music.

HERSCHEL DEUTCH, formerly with Grey Adv., New York, joins Small & Seifler Inc., New York. As part of his executive duties he will supervise all radio operations for the agency.

THOMAS P. CAREY, former partner in Burke, Dowling Adams Adv., and one time program director of international division of NBC, joins overseas staff of Foote, Cone & Belding International.


JOHN ARCHER CARTER, formerly with J. Walter Thompson Co., New York, joins McCann-Erickson, New York, as radio script supervisor.

FLETCHER S. UDALL, former head of own San Francisco agency and previously on executive staff of American Assn. of Adv. Agencies in New York, and RICHARD RAILTON Co., San Francisco media advertising representative, combine to form Railton, Udall & Co., with offices in Manadnock Bldg., San Francisco. Los Angeles office to be opened with Mr. Udall as head.

LEONARD DAVIS, former commercial manager of WPJB (FM) Providence, R.I., forms Leonard Davis Adv. at 274 Main St., Worcester, Mass.

JON H. BJORNSON, Minnesota newspaperman and brother of BJORN BJORNSON of NBC Washington, joins Melamed-Hobbs Inc., Minneapolis agency.


MRS. JANET WOLFF, former copy chief of Bennett, Walther & Menadier Inc., Boston, and previously in copy department of Compton Adv., New York, rejoins Compton in same department.

BOB SIMPSON, radio director of Young & Rubicam, Toronto, resigns. No successor named as yet.

MILLER-GOULD & Co., New York agency, moves from 35 W. 53rd St., to 277 Broadway. Telephone: BBeekman 3-1514.

CORNWELL JACKSON, vice president and manager, Hollywood office, J. Walter Thompson Co., named radio director of Los Angeles Community Chest Drive starting end of September. Committee includes WAYNE TISS, BBDO Hollywood vice president;

(Continued on page 40)
Sweet Potatoes make sweet music . . .

YOU MAY or may not care for their homespun sound in a hillbilly band . . . but Virginia's 1946 crop value of the yellow tuber, totalling six and a half million dollars, helps keep cash registers singing in the Old Dominion! And $13,452,000 worth of white potatoes . . . Virginia's 1946 crop value . . make a sales-producing duet! These are another two of Virginia's outstanding crops which are making the lucrative billion dollar market so effectively and continually reached by Virginia's 50,000 watt voice . . WRVA . . represented by Radio Sales.

$50,000 WATTS . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK
Feature of the Week

TO THE GARISH aspect of the giveaway, something new has been added—even advertising agency vice presidents get radio's jackpots.

Take Bob Parman, vice president of Ted Bates Inc., for instance. On one recent weekend, Mr. Parman, won a Gruen wrist watch from ABC for guessing the Hooper rating of the Louis-Walcott fight. From Mutual, he made off with a case of scotch by answering a phone call in connection with the network's new quiz show, Three For The Money.

Lest there be momentary misgivings, it should be added Mr. Parman won the liquid as part of extra-curricular activity—not on the air itself. For the past two weeks, the network has been querying advertising agency men and advertising clients on quiz tunes which form the format of its Saturday night show. They are quizzed early Saturday evening and notified the following Monday.

Prizes range from one bottle of scotch (consolation) to a case (for two sets of tunes correctly identified), with intermediate guesses netting the winner three bottles, half a case, etc.

According to Mutual's New York publicity office, the stunt is primarily a promotion gimmick—directed for good will purposes at

(Continued on page 54)

On All Accounts

TED STEELE, vice president and newly appointed general manager of Benton & Bowles operations in Hollywood, ought not to be confused with Ted Steele, the well known bandleader. Yet the confusion persists, for Vice President Steele was a bandleader before forsaking the baton for the swivel chair. Mr. Steele retains his AFM card, although now he transmits the letters to signify "A Former Musician."

Louis Thornton Steele took his pabulum in Boston and his matriculation at Bowdoin College, Maine, where he majored in English composition between band dates with a local jazz group.

His first post-graduate job was as copywriter with the Porter-Sargent Agency in Boston, from which he transferred to another Boston agency, Chambers & Wiswell. At the latter agency he wrote copy, serviced accounts and advanced ultimately to the post of assistant account executive.

In 1932 Ted sacrificed his advertising career temporarily to join a musical group on the French liner, the La Fayette. Convinced finally that his paradiddles were no competition for the beating drums on the continent, he forsook Europe completely to return to America and advertising. He joined Louis Gasser Inc. in Boston, writing and producing air shows and performing other duties at the agency.

Five years later Ted went to New York and the Benton & Bowles agency as a member of the research department, and two years after that he was named account executive on five products of General Foods.

In 1942 he took temporary leave from the agency to join the Army Air Force. During his four-year military term he served as Army radio officer at the headquarters of Admiral Nimitz in the Pacific, and General Eisenhower in Europe, and was for one year executive producer of the Army Hour.

Returning to Benton & Bowles in 1946 as manager of the radio department, he shortly afterward was elected vice president and radio director under Walter Craig.

A further promotion came last month [Broadcasting, June 28] when he was named general manager of the agency's operations in Hollywood. In this capacity he and Al Kaye, vice president and radio

(Continued on page 74)
OFFERS COVERAGE
OF THIS
LUCRATIVE MARKET

MERCHANDISABLE COVERAGE
AREA

Population — 1,633,400
Radio Homes 406,000
Farms 94,601
Retail Sales $1,168,785,000
Form Income $508,419,224

BONUS COVERAGE AREA

Population — 92,137
Radio Homes 20,790
Farms 7,123
Retail Sales $82,734,000
Form Income $43,354,774

20 HOME TOWN
MARKETS COMprise
THE
INTERMOUNTAIN
NETWORK

UTAH
KALL, Salt Lake City
KCEO, Ogden
KVOO, Provo
KOA, Price
KXVF, Logan
KSVC, Richfield

IDAHO
KVFX, Boise-Nampa
KXVD-FM, Boise-Nampa
KVAY, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls
KYBS, Butte*

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station of the
Intermountain
Network and its
MBS Affiliates

* Under Construction

THE INTERMOUNTAIN
NETWORK Inc.

Concentrated Coverage where the people live

Avery-Krodel, Inc. National Representatives
For Cleveland's Chief Station

The combination of WJW's potent programming and its scene-of-action broadcasts of the Indians baseball games, according to latest ratings, have put WJW in top spot across the board.

BILL O'NEIL, President

WJW

ABC Network

CLEVELAND

5000 Watts

...A COMBINATION THAT CAPPED 1st place

By every measurement WTIC dominates the prosperous Southern New England Market

For your share of these audiences... phone or see Headley-Reed.

For Cleveland's Chief Station

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WJW

ABC Network

CLEVELAND

5000 Watts

...A COMBINATION THAT CAPPED 1st place

By every measurement WTIC dominates the prosperous Southern New England Market

For your share of these audiences... phone or see Headley-Reed.
RCA Audio Accessories
FOR EVERY STATION NEED—AM·FM·TV

Represented here are items from broadcasting's most complete line of fine audio accessories. Microphone stands... studio warning lights... cabinet racks... panel-mounted auxiliary units... transformers of many kinds. In all, more than 100 different items—with every type of unit you need from large size cabinet racks down to patch cords.

Designed by audio men for audio men, these accessories are built with the professional thoroughness needed to meet the most exacting requirements of broadcast use. Mechanically and electrically, every unit is built to "take it."

For information on RCA's complete line of audio accessories... immediately available from stock... call your RCA Broadcast Sales Engineer, or Dept. 19 GC, Engineering Products, RCA, Camden, New Jersey.

MAIL THIS COUPON FOR YOUR FREE COPY

RCA'S NEW AUDIO ACCESSORY BULLETIN—KEEP IT HANDY!

RCA Engineering Products Dept.
Camden, New Jersey

Please send me my copy of your bulletin on RCA's Audio Equipment Accessories.

Name
Address
Station
City
Position
State

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

In Canada: RCA Victor Company Limited, Montreal.
STORY OF A SIX RING CIRCUS ★ The Big Top’s pitched every Saturday morning from nine till noon on the NBC Network. First ring: story-teller Craig McDonnell cracks his whip and favorite characters of fairy lore come to life. Second ring brings us back to this world with small fry themselves participating in a Mind Your Manners session during which Proper Deportment jumps through hoops and illustrates how easy it is to make friends and influence people.

A fanfare, and American hero Frank Merriwell sprints into ring three for another dramatic adventure. The Adventures of Frank Merriwell is higher than the circus’ loftiest serial act with the January to March quarterly Hooperating soaring to 5.4. The Gilbert Youth Research Organization Survey shows that availability of younger listeners reaches its peak when Frank carries the ball for NBC. Incidentally, Frank Merriwell, Mind Your Manners, and Story Shop are all waiting for a sponsor’s banner to fly over their rings.

Swift and Company hold the hot-dog concession at this NBC Saturday morning circus when they present Adventures of Archie Andrews—the comic-strip lad and a first-
rate clown in his own right. Ring five is filled with the zany characters of Meet the Meeks, as wacky a family as ever staged a circus of its own—again for Swift and Company.

Smilin' Ed McConnell and His Buster Brown Gang throng into ring six with thirty minutes of thrills, drama and fantasy bringing all the world of glamour and imagination to the sawdust trod by the millions of young folks who wear shoes made by the Brown Shoe Company.

Just like the circus that rolls across the continent, pitching its tents in the soil of America, the Saturday morning NBC big top is visited by Mom and Dad as well as the young folks—only the NBC big top stretches from the Rock Bound Coast of Maine to the Sunny Shores of California.

How to stage a circus? Jump on the Band Wagon in the big parade that goes on every Saturday morning through all the forty-eight states. Route your act over the powerful facilities of the NBC Network. Stretch your canvas over the vast NBC audience. Join the performers of other great NBC acts. The result: a circus of sales that pays off week after week for show-minded sponsors.

...the National Broadcasting Company
Offers “IQ” Test on FM
EDITORS, BROADCASTING:
Please permit me the use of your column for the following “IQ” test.
Answer “YES” or “NO” and score accordingly.

Did the battery set and morning glory horn replace the crystal set and earphones?
Did the all-electric receiver with built-in speaker replace the battery set?
Have men tried for years to overcome static and undesirable noises in radio reception?
Do you honestly believe the outmoded AM system is better than the perfected, genuine Armstrong FM system?
Is it necessary to blow a sweet note into a fine instrument, in order to get a sweet note out of it, or can you do better blowing a sour note?
Is it logical a finer instrument for transmission and reception requires better performances by better performers—same copy practices?
Isn’t it possible these might reinstate radio into the high esteem it once had with the listener?
Has America grown to be the finest, and most desirable Nation simply because intelligent men were willing to roll up their sleeves, go to work, and to scrap what they had for something better?
Has the new Ford replaced the Model T?

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

Do you need both your eyes and your ears, each in their proper place doing the job they were given to do?
THEN—Is there not a place for BOTH FM and TV?
Has history proved the opponents of same progressive improvement have always been wrong?
Gentlemen, if your answers are all NO, please send your name and address. I shall be only too happy to pay my deepest respects by sending appropriate flowers, post-haste, for I am among those who mourn your passing as one commonly known as a die-hard.

Chester F. Peterson
“FM” National Adv. and Publicity
Hollywood.

Agency Clarifies Status
EDITORS, BROADCASTING:
In the interests of accuracy, we would like to call to your attention to a news item in June 21 BROADCASTING which concerned this agency. We would greatly appreciate any publication of the correct facts which you may give us.
I refer to the story concerning the purchase of some of our Dallas accounts by Ted A. Workman, formerly vice president of Glenn Advertising. Your story is substantially correct, except for these points.
(a) Ted did not purchase the Dallas office of Glenn Advertising, but merely those accounts which he had handled himself for a number of years.
(b) This organization will continue to operate Glenn Advertising offices in Dallas, as well as in Fort Worth and Los Angeles. Glenn Advertising “retains” the account of the Prito Company.
In other words, Glenn Advertising continues as before with offices in Fort Worth, Dallas and Los Angeles. There is a new agency in Dallas called Ted Workman Advertising, for which we all wish the best luck and business success.

John H. Stewart
Vice President
Glenn Advertising Inc.
Fort Worth
* * *

Use of ‘Spot’ Favor ed
EDITORS, BROADCASTING:
I have been asked to fill in a small form contained in a Raymer advertisement referring to the suggested title of “National Selective Broadcasting” as a replacement for the presently used spot advertising.

The form allows enough space for (1) approval or (2) disapproval of the term (3) suggestion of another name (4) name of person submitting blank—and no appreciable amount of space devoted to comments.
I don’t see the necessity for completely overthrowing the name of spot advertising when it refers to broadcasting other than announcements or network programs. Why not break spot broadcasting down to comprehensive terms like “spot programming” and “spot announcements.” I think you will find that rather than a substitute, “National Selective Broadcasting” will eventually prove to be only an additional term to apply to spot broadcasting...

The term “National Selective Broadcasting” does not signify a specific form of radio media but it sounds a bit discriminatory against the networks. The word “Selective” suggests exclusiveness and distinctiveness, and used this way, it implies that spot programming is the ultimate in radio advertising.

To quote the ad “With it (National Selective Broadcasting) and it alone the advertiser can select his markets, stations, talent, etc. With the exception of being able to choose only a preferred and given number of stations or markets, the client can accomplish any of the above points using network, providing the time, talent and so forth are available. The same conditions prevail when selecting individual stations on a spot basis. He cannot always be guaranteed preferred positions. If he has the problem of covering a specific area, he has the privilege of selecting a regional network with a fair chance of realizing all of the above points.”

Annabelle Anderson
Robert W. Orr & Assoc. Inc.
New York, N. Y.

On WSBT, every CBS show has a Hooper that’s higher...
Yes, 23% to 202% higher!

WSBT South Bend
CBS • 960 KC • 5000 WATTS

WSBT Hooperatings on all CBS shows are higher than the national ratings. Not just a little higher, but much higher—23 to 202 per cent!* And no other station, either local or out-of-town, even comes close in Share of Audience. It is WSBT—and only WSBT—that gives you blanket coverage of the South Bend market.

*Hooper Report, Fall-Winter 1947-48

Page 16 • July 19, 1948

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting
These proved tubes are "money in the bank" for medium-size AM broadcast stations

- Plenty of power . . . Either tube in push-pull will handle the final output of a 10-kw transmitter.
- Dependable . . . Already GL-892's and GL-892-R's are on the job in scores of stations where a 24-hour day and 7-day week make exacting demands.
- Long-lived . . . General Electric superior design and workmanship pay valuable dividends in extra hours of tube service.
- Versatile . . . Applications include broadcast and communications work as amplifiers and modulators—also industrial electronic-heating use as oscillators. A plus-feature: the special 2-unit filament will take 2-phase or single-phase a-c current, or d-c.

Your tube investment is soundest when backed by proved quality, a proved record of performance. In key radio stations—in factories where electronic heating speeds production—GL-892's and GL-892-R's are respected because their performance is well known, their reliability demonstrated many times over. G-E tubes are a standard by which others may be judged . . . Builders of equipment, by specifying General Electric tubes, take an important step toward buyer acceptance. Your G-E electronics office gladly will help you choose the correct types for new circuits in the development stage . . . On tubes for replacement, station operators and manufacturers will obtain the fastest, most efficient service from their nearby G-E tube distributor or dealer, with same-day delivery a customary feature! General Electric Company, Electronics Department, Schenectady 5, N. Y.

**GENERAL ELECTRIC**

**F I R S T A N D G R E A T E S T N A M E I N E L E C T R O N I C S**

**TYPE GL-892**

**Water-cooled**

**TYPE GL-892-R**

**Forced-air-cooled**

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**TABLE**

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<th>GL-892</th>
<th>GL-892-R</th>
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**NOTES:**
1. Filament voltage and current are per unit of 2-unit filament.
2. Max frequency for both tubes is 1.5 mc at top plate input, up to 20 mc at reduced ratings.

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**BROADCASTING • Telecasting**

July 19, 1948 • Page 17
Telestatus

(Chart on rates on page 44)

WHERE will network television be available and when? No question in recent broadcasting history has driven so many usually clear-eyed seers to such a wild assortment of predictions.

Last week Broadcasting sought and got probably the calmest assessment yet of the future development of network television. The American Telephone & Telegraph Co., whose coaxial cables and radio relays will carry the bulk of chain video, disclosed its progress and its plans.

Major milestones in the company’s television development:

1. Some 5,000 miles of television channels will link 15 major cities from the East Coast to the Mississippi by the end of this year. Whereas there are now 5,000 miles of television channels in operation, there were only 450 miles of them, joining New York and Washington, in July 1947.

2. A mid-western video network connecting Cleveland, Toledo, Detroit, Chicago and St. Louis, with branches to Buffalo and Milwaukee, will be available at the end of next September. Connection of this network to that now existing in the East is scheduled for the end of this year to link the 15 cities.

(3) It is impossible to predict with certainty the date when coast-to-coast television will be ready. Coaxial cable equipped for telephone service will be working in the spring of 1949, but west of St. Louis the cable will not be equipped to carry television. AT&T does not know how long it would take to prepare the St. Louis-Los Angeles cable for video and has not set specific schedules for such construction. No orders for coast-to-coast television service have yet been received by AT&T.

An indication of the rapidity with which network television has grown is seen in a comparison of facilities now available and those existing a year ago. Whereas there are now 5,000 miles of television channels in operation, there were only 450 miles of them, joining New York and Washington, in July 1947.

A complete analysis of the Bell System’s television service, including rates, follows:

Both coaxial cables and radio relay systems are used to provide the intercity television channels. Although these facilities are constructed primarily to meet the needs of long distance telephone service, provision is being made at the same time for video channels and other Bell System communication services where demand warrants it.

Used During Conventions

The Bell System’s entire Eastern television network—which extends from Boston to New York by radio relay and from New York to Philadelphia, Baltimore, Washington and Richmond by coaxial cable—was used during the Democratic Convention in Philadelphia, as during the recent Republican Convention. Three video channels were set up to carry different programs to cities on the network both north and south of Philadelphia.

Next contemplated step is re-arrangement of facilities to provide four television channels in coaxial cable along the network—three from New York to Washington by way of Philadelphia and Baltimore, and one from Washington to New York via Baltimore and Philadelphia. Programs reach Richmond by the extension of a coaxial cable channel from Washington. In addition, a microwave radio relay system provides one television channel in each direction between Boston and New York. Newark also receives programs from New York over a television channel provided by microwave radio.

A Mid-western television network is now being constructed and will be available for service at the end of September, in time to carry televised games of the coming football season. At that time, two-way network service will be provided to connect Cleveland, Toledo, Detroit, Chicago and St. Louis and branches will be available to carry programs from this network to Buffalo and Milwaukee. The Detroit-Toledo and Milwaukee-Chicago links will be radio relay; the

Bell System Television Routes

(Continued on page 44)
PLANS PROCEED APACE

It's the middle of August for a test pattern . . .
. . . the first of October for programs. We are making schedules now.

WSB-TV
ON PEACHTREE STREET

"THE EYES OF THE SOUTH"

Represented Nationally by EDW. PETRY & CO., INC.
The level of building activity continues to soar upward in GREATER Miami, breaking all records as it goes. Here's the score for 1947... Building permits issued: 24,405... Estimated value of private construction: $127 million... Estimated value of public projects: $55 million. Last year Miami was one of the three U.S. cities which exceeded their own 1946 totals. And, on the basis of population, Miami ranked a pace-setting First for the entire nation.

*Building inspectors of greater Miami

Yes, building is big business in GREATER Miami... one of the many key industries which combine to make this an active, solid year-round market. And when it comes to Sales, you'll reach more of the people who spend most of Miami's $½ billion bank-roll via WQAM, the station whose clear signal covers all of Miami's rich trading areas, and serves an additional 15 of Florida's fastest growing counties.

Miami's First Station

WQAM

WQAM FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

WQAM-FAX

* OWEN F. URIDGE, General Manager

* JOHN BLAIR & CO., National Representatives
By HERMAN BRANDSCHAIN

RADIO AND TELEVISION

were given a plank in the platform adopted by the Democratic National Convention in Philadelphia. It is the first time television has ever been included in any political platform.

The plank urged world-wide freedom in the furthering and dissemination of news by press, radio and television and stated that the primary step toward achievement of world-wide freedom is access by all peoples to the facts and the truth.

By the plank, the broadcasting industry became one of the few industries especially singled out for mention in the platform.

Adoption of the measure was interpreted as due to two developments:

(1) The recognition of the impact radio and television are making in the life and politics of the country, and;

(2) The fact that the Republican platform wholly ignored the matter. Democratic platform drafters were determined to avoid omissions of the GOP policy piece wherever possible.

Incorporation of a freedom of radio and television plank, which were given mention on parity with the press, was a step in motion by Broadcasting. In a telegram to Sen. Francis J. Myers (D-Pa.), chairman of the Resolutions Committee, Broadcasting urged adoption of language along the lines of the 1940 plank. What was adopted, however, was regarded as going further than the 1940 plank. In 1940, television was given no status in the plank and the plank confined itself only to freedom of radio newsgathering inside continental limits of United States. The present plank not only includes television but also urges "world-wide freedom" in gathering and piping news.

The 1948 plank is printed in full in the adjacent column.

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 in the future on the subject of governmental industry regulation. But the industry leaders generally considered the Democratic effort satisfactory since broadcasters did not join in any concerted lobby or exert any pressure on the party for inclusion of the plank on which every platform drafter was in complete agreement. The plank gave little trouble at all.

The subcommittee which was given the task of writing the party's policy worked on the matter as a whole, said Sen. Myers, but particularly it was worked on by Solicitor General Philip E. Perlman, of Maryland. Mr. Perlman had added one of the most important platform jobs, that of reporting the Committee's actions in Clark Clifford, White House legal adviser, and to State Department officials. There can be little doubt that the plank has White House endorsement.

Observers at subcommittee hearings, where witnesses were given opportunity to argue on behalf of matters they wished to be included in the platform, believed that the radio and television plank stood a good chance of finding a place in the platform structure. There could be little doubt that the hand of the Democratic party was out to the media. The probing of witnesses by members of Sen. Myers' group indicated, that, too, the Democrats were bent on exposing every weakness they could find in the Republican platform, capitalizing on such weaknesses and correcting them in their own draft. It (Continued on page 62)

Democrats Would Better GOP Effort

Freedom of Information Plank

Following is the text of the freedom of information plank, which embraces radio and television, adopted by the Democratic Convention in Philadelphia at its closing session last Wednesday.

We urge the vigorous promotion of world-wide freedom in the dissemination of news by press, radio, television and newspapers with complete confidence that an informed people will determine wisely the course of domestic and foreign policy.

We believe the primary step toward the achievement of world-wide freedom is access by all peoples to the facts and the truth. To that end, we will encourage the greatest possible vigor on the part of the United Nations Commission on Human Rights and the United Nations Economic and Social Council to establish the foundations on which freedom can exist in every nation.

We deplore the repeated attempts of Republicans in the 80th Congress to impose thought control upon the American people and to encroach on the freedom of speech and press.

It contains libelous or slanderous material.

The suit, of which the FCC authorities reportedly were aware in advance, is designed to resolve the controversy between the FCC's rulings and state laws against libel and slander. Both can't be applicable, FCC was told repeatedly by radio spokesmen in the course of arguments before the decision was made final.

The FCC suit brings this controversy clearly into focus, stressing that the Texas State Attorney General has ruled that Texas stations must still abide by Texas libel laws, regardless of the Commission's rulings.

With a Democratic primary scheduled July 24 and a second primary four weeks later, KPRC's (Continued on page 53)

KPRC Files Suit
FIRST STEP in what looms as a general investigation of the qualifications of major motion picture producers to own and operate radio stations—AM, FM, or TV—was taken by FCC last week.

The Commission said it was holding up action on the application for consent to the sale of KSO Des Moines to give the participants a chance to file briefs on the qualifications of Paramount Pictures, which would acquire 25% of KSO, in the light of the Supreme Court's decision in Paramount and other major producers guilty of anti-trust law violations.

Millions of dollars in present and contemplated investments in AM, FM, and TV stations would be affected if the Commission should decide that the Supreme Court's findings are enough to disqualify these film companies as licensees (list of film companies in radio, below).

Disclosures that FCC will make an inquiry into the subject came as no surprise since it was revealed a month ago that its legal experts were studying the Supreme Court decision with that prospect in mind [BROADCASTING, June 21].

But the use of the KSO transfer case and the timing of it—just two days before the sales agreement was slated to expire—appeared to startle participants in the case. The sales application has been on file since February.

FCC authorities said the question of the motion picture anti-trust case undoubtedly will be raised in connection with all film companies who have or seek radio interests and who were found guilty of anti-trust violations.

Solution Possible

The method FCC will use appeared less certain. Some officials thought it would be more expedient to call a general hearing for all the companies involved who have licenses or applications. Others felt the Commission might initiate an investigation but handle each case separately, requesting each company to submit its views. Or, it was pointed out, FCC might choose to wait and decide each case whenever the situation arises via renewal or other applications.

The Commission could settle the entire question favorably to the motion picture companies without a hearing. But it must offer a hearing before it can deny any application or revoke any license.

In the KSO case, Tri-States Meredith Broadcasting Corporation, which is included by Paramount in buying the 5-kw CBS affiliate (1460 kc) from Kingsley H. Murphy for approximately $450,000 [BROADCASTING, Feb. 9]. The contract provided for termination if FCC hadn't approved by July 15, unless extended by mutual consent. Decision on whether to extend was expected to be reached Friday.

The Commission's letter in the KSO case, released last Tuesday, conceded that the action came virtually on the eve of the controversy. But it ``assumed'' that the agreement would be extended by mutual consent. The letter continued:

As you are probably aware, the Supreme Court of the United States, in an action by the U. S. vs. Paramount Pictures Inc. filed on May 3, 1948, its decision in the case of U. S. vs. Paramount Pictures Inc. That decision, predicated on a finding that the U. S. vs. Paramount and others for violating the Sherman Anti-Trust Act, adjudged (Continued on page 83)

ARGENTINA stands rebuked internationally for its stifling of free radio, following adjournment July 11 of the Inter-American Broadcasting Assn. meeting at Buenos Aires.

In adjourning at 7 a.m. Sunday the conference wound up a busy fortnight during which a uniform 15-point basis for standard broadcasting on the American republics was adopted.

This legislation will be presented to national legislatures throughout the hemisphere with the assurance that existing laws are to be altered to conform. Exemption from special taxation is included, with official stimulus to manufacture and sale of radio equipment and parts envisioned.

Fourteen nations joined in a declaration upholding Feb. 4 findings of the association that the Peron government in Argentina had virtually taken over private broadcasting.

Argentina's answer was an impassioned reiteration of the official "line," based on the theory (recently heard elsewhere) that people will believe anything shouted loudly and frequently, that complete freedom exists and that restrictions ranging from banning Peron's opponents from air to open censorship of scripts of foreign correspondents are only mirages, however real they may be for those affected.

The assembly took no further action, however, being content with expression of hope that the situation will be corrected. No time limit was fixed but a poll indicated the situation likely will be examined within the year.

Field of international politics was entered when moral support was offered Guatemala in its territorial dispute with Great Britain. Gilmore N. Nunn, head of the Nunn stations, U. S. delegate and acting also for Canada, refused to vote on this issue on the ground he was unable to understand the issue or the debate.

In the resolution condemning Argentina's interference with radio freedom, Mr. Nunn voted in favor. Other signers were from Brazil, Canada, Chile, Costa Rica, Cuba, Mexico, El Salvador, Guatemala, Panama, Puerto Rico, Uruguay and Venezuela.

The new executive committee is composed of Uruguay, Mexico, Brazil and the United States.

Peronist newspapers took up defense of the policy after the conference had adjourned. Their line followed that of Eduardo Pellicari, Argentine delegate to the conference, who contended that opposition parties had more time than Peron's supporters in the 1946 presidential election, without referring to the basic charge that all private broadcasting in Argentina is controlled directly or indirectly by the government.

Venezuela was selected as site for the 1949 meeting, the United States having rejected the offer due to conflict with the NAB convention [BROADCASTING, July 12]. Havana Country, the U. S. station and permanent headquarters.

Goar Mestre, Cuban delegate, was elected president of the association. He led the condemnation movement. Emilio Ancarano, Mexican broadcaster, declined to be a candidate.

The main portion of the declara-
GOP Experience Aids at Demo Session

PHILLY COVERAGE

RADIO and television last week gave the Democratic National Convention in Philadelphia the same goldfish bowl treatment it accorded the Republican gathering three weeks before— and in doing so chalked up new records for the media along the way.

Broadcasters came for the quadrennial donkey nominations in greater force than during the GOP rally and, taking advantage of the former experience, put on a show that was regarded as smoother, although not as consistently exciting.

In brief, these were the high points:

On hand were approximately 1,200 broadcasters from networks. Affiliates and independent stations sent almost a third more than during the GOP Convention. Personnel came from every part of the United States. They sent back the total picture and the local angle to every nook and cranny of the country. An estimated 1,600 stations carried Convention doing.

The television audience was estimated at 10,000,000, while the audience following proceedings by sound was estimated in the 60 millions. Proceedings were also relayed abroad by shortwave.

Total expense to radio and television was estimated as running around the $2,000,000 mark.

The Democratic Convention's radio and television achievements were accomplished despite an enormous handicap—the gathering started in a wake-lik atmosphere and program material for the kind of job the broadcasters came prepared for was lacking. In the Convention preliminaries, there weren't enough big news breaks and there weren't enough big names present for interviews to give radio and television programming what was needed.

With facilities all in place and pool arrangements working smoothly after the Republican experience so short a time before, broadcasters were ready for a really tough job. But news material just wasn't there compared to the GOP session—until the final day of the convention. That last day, however, climaxed by the acceptance speech of President Truman, was one of radio and television's greatest days in history.

Up to that last day, broadcasters swung away from the spot news approach to look for feature material. Interviews ran the gamut from live donkey brays to busy bellhops, with the usual string of politicians in the middle. This was not always enough to keep the bright stars of network news staffs working full time. In the middle of the first day, one national commentator was reading a murder mystery; another had time to see his first movie in weeks.

But the final day provided enough excitement for everyone present trying to do a job for radio and television. And the two media got a terrific break.

This break came with the Hollywood-like outcome of President Truman's personal appearance and his uncanned speech. Because no copies of the speech were ready for release in advance with hold orders, its content was a surprise first carried to the nation by radio and television. Because copies were not prepared in advance, newspaper editors did not have the speech in type prior to its delivery. Because of the lateness of the hour, morning papers in the east had to forego carrying the text of what was undoubtedly the most dramatic speech made by a member of the Democratic Party in recent years.

Some observers called it the most effective political speech in their experience. This was the cleanest radio and television got before the tired delegates went home.

Radio and television benefited in numerous ways from the convention. Many of their news gatherers who had worked only in local areas came out into the national news arena for the first time and won valuable experience. Television especially made the most of the opportunity—aided by big drives on the part of set manufacturers and dealers to sell receivers. The effects of the two conventions on set sales undoubtedly will be felt for months to come.

Radio and television also benefited from the friends they won in high places in both parties. Praise of the media was lavish. They

(Continued on page 70)

Philadelphia Sidelights

GOVERNOR BEAUFORD JESTER of Texas, and owner of KWTX, MBS affiliate in Waco, Tex., made his debut as a reporter on the last day of the Convention. When asked by Fred Vandeneker, WOR New York commentator, to describe action on the floor, Governor Jester admitted that never before had he attempted to describe a scene for radio. He performed in great style, receiving complimentary phone calls from the Lone Star State on his reporting.

THOMAS VELOTTA, ABC vice president in charge of news and special events, alerted all staffers during the Democratic Convention to the possibility of a quick flight to Birmingham, Ala., to cover rump convention of Southern Democrats.

THAT speech of India Edwards, executive director of the Women's Division, Monday night, won wide acclaim from telecasters. It was tailored for TV. Charles Denny, NBC executive vice president, described it as "a television production. From her hat box prop, Mrs. Edwards released a toy balloon to depict inflation; she jerked out a steak to illustrate soaring food prices, and then, with a tow-headed tot on the stand, she dissected every item of expense in her feeding, clothing and up-bringing."

ED SCOVILL, CBS special events director in Washington, talked a Missouri delegate into giving him one of the Convention's prize souvenirs, a foot-wide Truman button—only to lose it an hour later to the President himself. Mr. Scovill was one of the report-ers who met the Chief Executive at Philadelphia's B & O station when the President arrived to make his acceptance speech. The President spotted the oversized Truman badge and had little difficulty persuading Mr. Scovill to yield it.

WITH Convention Hall a sweeter- (Continued on page 66)
**RADIO LOGS**

**QUESTION** of how to get the program logs of radio stations before listeners now that newspapers are showing an increasing tendency to charge for publishing logs (Broadcasting, June 21) was covered thoroughly in the tenth survey of station manager opinion conducted for Broadcasting by Audience Surveys Inc.

Among the salient points brought out by the survey and not covered in the June 21 review were these:

Majority of stations use publications other than their home city newspapers to carry program listings.

- Slightly more than half (51%) of the representative cross-section of commercial AM station managers polled said they use their own radio time to broadcast their logs.

- Broadcasters gave a resounding "yes" (95%) to the question of whether they believed program logs should be published as a public service without charge.

- On the question of how much space newspapers in their home cities devote to radio, 54% of the stations reported that at least one column, radio feature or radio page was carried.

- Detailed breakdown on the aforementioned and other questions follows:

**Are your logs carried in publications other than your home city daily newspapers?** (See Table I this page)

The majority of stations use publications other than their home city newspapers in their service areas to carry their program listings to their audiences. More than a quarter of the stations (26%) publish their logs in daily papers outside their home city; 19% use weekly papers; 18% publish a station paper themselves in which their logs appear; 9% have their logs in shopping news publications; 4% print their logs in advertisements, and 5% use miscellaneous other publications.

43% of the stations use no publications outside their home city newspapers (if they have them) to carry their logs.

**Do you broadcast your own logs?** (See Table II below)

- Stations divide almost evenly on using their own radio time to broadcast their logs—47% do, 51% do not. Among those who do broadcast their logs, about a third (33%) do so once a day; another third (33%) do so twice a day; and the final third have no special pattern—varying from several times daily to station break feature spots.

**How many of the newspapers in your home city publish...?** (See Table III this page)

- 54% of the stations reported that the newspapers in their home cities carried at least one radio column, radio feature or radio page.

- 35% of the stations are served by newspapers which carry a local radio column. 23% have papers which carry a Sunday radio page. 19% have papers with regular radio features, and almost as many (17%) carry a syndicated radio column. 13% have papers which offer a daily radio page.

- Approximately one-fifth (20%) of the stations have newspapers which publish the radio logs as a public service.

**Trends’ Finds Listings Widely-Circulated**

**Table I**

<table>
<thead>
<tr>
<th>Publications</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other daily papers</td>
<td>28</td>
</tr>
<tr>
<td>Weekly papers</td>
<td>19</td>
</tr>
<tr>
<td>Station papers</td>
<td>18</td>
</tr>
<tr>
<td>Shopping news publications</td>
<td></td>
</tr>
<tr>
<td>Advertisements</td>
<td>4</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5</td>
</tr>
<tr>
<td>No other publication</td>
<td>4</td>
</tr>
</tbody>
</table>

**Table II**

<table>
<thead>
<tr>
<th>Do you broadcast your own logs?</th>
<th>% of stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47%</td>
</tr>
<tr>
<td>No</td>
<td>51%</td>
</tr>
<tr>
<td>No answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Table III**

<table>
<thead>
<tr>
<th>How many of the newspapers in your home city publish...?</th>
<th>% of all stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local radio column</td>
<td>35%*</td>
</tr>
<tr>
<td>Sunday radio page</td>
<td>23</td>
</tr>
<tr>
<td>Regular features about radio</td>
<td>19</td>
</tr>
<tr>
<td>Syndicated radio column</td>
<td>17</td>
</tr>
<tr>
<td>Daily radio page</td>
<td>13</td>
</tr>
<tr>
<td>None of the above</td>
<td>36</td>
</tr>
<tr>
<td>At least one of the above</td>
<td>54</td>
</tr>
<tr>
<td>No answer</td>
<td>10</td>
</tr>
</tbody>
</table>

*Percentages add to more than 100 because some stations indicated more than one answer.

**BULova BUDGET**

**By FLORENCE SMALL**

THE BULOVA WATCH Co., for many years one of the largest purchasers of radio spot time, is currently contemplating an increased emphasis on television. This was confirmed last week to Broadcasting by Terry Clyne of The Bliow Co., account executive on Buloav and a member of the agency's plans board on radio and television.

Mr. Clyne pointed out that Buloav, in addition to pioneering in radio, was the first sponsor of a time signal on television when six years ago it started with a spot schedule on WNBT New York.

In the last year, Buloav has increased its television schedules from two stations in New York to more than 20 stations in all markets receiving television service. The latest schedules contracted for are time signal packages over three ABC-owned and operated video stations, WXYZ-TV Detroit, WENR-TV Chicago and KGO-TV San Francisco. The opening dates of the stations are as follows: WENR-TV, Sept. 1; WXYZ-TV, Oct. 1, and KGO-TV on Dec. 1. The contract specifies 17 time signals a week on each station and the starting date coincides with the opening dates of the stations.

Buloav plans for the balance of 1948 and 1949 call for continuation of current radio expenditure which is the greatest in the history of the company. Buloav radio time signals are now broadcast on more than 200 stations throughout the country. All of these markets and stations are under continuous analysis in terms of degree of expenditure impact, and station efficiency. As new factors develop, changes which appear advisable will be made.

Buloav's advertising budget for radio and television runs to more than $3,000,000 annually.

The watch company's sales figures in 1947 reached an all time high and it is predicted that in 1948 sales returns will be even greater. Inasmuch as it is reported that 80% of the company's entire advertising budget is channeled to radio and television, those media must be credited as a great factor in the successful sales figures.

Mr. Clyne showed a recently completed study which attempts to analyze and evaluate television as it is today and will be in the foreseeable future. The study outlines the growth of television circulation and estimates what this circulation will be at the end of 1948 and the end of 1949.

Also analyzed is the cost of television impact in all cities getting television service today. The study estimates that television (Continued on page 61)

**TV Emphasis Planned**

**Table IV**

<table>
<thead>
<tr>
<th>How many of the newspapers in your home city publish...?</th>
<th>% of all stations</th>
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</tr>
<tr>
<td>Daily radio page</td>
<td>13</td>
</tr>
<tr>
<td>None of the above</td>
<td>36</td>
</tr>
<tr>
<td>At least one of the above</td>
<td>54</td>
</tr>
<tr>
<td>No answer</td>
<td>10</td>
</tr>
</tbody>
</table>

*Percentages add to more than 100 because some stations indicated more than one answer.

**Do you do any advertising in newspapers?** (See Table V page 60)

86% of the stations buy newspaper space to advertise a specific program, more than twice as many (35%) as buy newspaper space for institutional advertisement. 13% of the stations buy newspaper space from time to time for special occasions and purposes.

**Is your station owned by a newspaper?** (See Table VI page 60)

Approximately one-fifth (20%) (Continued on page 60)
DISTRICT MEETINGS

By J. FRANK BEATTY

GRASSROOTS drive to bring broadcast stations within the terms of the NAB Standards of Practice, and keep them there, will open next week as the annual series of NAB district meetings gets under way. Scarcely a month after the code's July 1 enforcement date, NAB President Justin Miller will start a 2 1/2-month tour covering every NAB district. This is the first important step ordered by the NAB board to inform stations of the code terms and to induce their adherence.

Every one of the 15 district meetings (Districts 7-8 and 10-12 meet jointly) will have a code session during the opening day luncheon. Judge Miller will speak at these luncheons, featuring code problems and going also into other national and international matters. The district meetings start at White Sulphur Springs, W. Va., July 26 (District 4) and run through Oct. 15. The luncheons will last 2 1/2 hours in most cases. This will give all stations a chance to get into the discussion and pose code problems, it is felt. Judge Miller will be backstopped by Harold Fair, NAB Program Dept. director, Mr. Fair has been key headquarters contact in the two-year code writing and drafting project.

A special Standards of Practice Committee is to take over the main job of bringing about adherence to the code. It definitely is not an "enforcement" committee, all taint of compulsion being avoided in the code-drafting process at suggestion of the Dept. of Justice.

Membership of this committee has not been announced but it is understood Judge Miller has asked the following if they will serve: William B. Quarton, WMT Cedar Rapids, Iowa, District 10 director, committee chairman; Hugh B. Terry, KLZ Denver, Colo., district director; Gilmore N. Nunn, head of the Nunn Stations and District 7 director. Proposed as ex officio members are Eugene S. Thomas, WONY New York, chairman of the Sales Managers Executive Committee, and John S. Hayes, WINX Washington, chairman of the Program Executive Committee.

Some Confusion Prevails

The committee plan for code observance was suggested by the board at Los Angeles in May at the time the code was formally adopted. Acceptances have not been received from all members, Mr. Quarton being in Europe and Mr. Nunn en route home from the Inter-American conference at Buenos Aires (story page 22).

First signs of station difficulty in conforming to the code have appeared, but the reaction is so scattered at this early date that NAB officials feel no conclusions can yet be drawn.

Some stations appear confused over the language opposing programs which "burden" an FCC via contests and other devices instead of relying on entertainment

BROADCASTING • Telecasting

Code on Agenda of NAB Sessions

ABBV Recommends Standards

A SET of "recommended standards, looking toward the promotion of public understanding of television advertising," was released July 9 by the Advertising Standards Committee of the Assn. of Better Business Bureaus in New York City.

The standards were prepared at a two-day meeting of leading BBB representatives, headed by Victor H. Nyborg, ABBV president, directed at manufacturers, wholesale dealers and retailers of TV receivers, their text covers such factors as price and installation terms, performance claims, picture size, guarantees and other matters.

Key portions are:

Advertising shall clearly and conspicuously indicate whether the price advertised . . . includes cost of installation, antennas, or other equipment, or service necessary for reception of television.

Advertising of television receivers shall not represent to prospective purchasers generally, either directly or indirectly, that any . . . receiver will get satisfactory reception on all channels within range, unless such is a fact. If a set is not equipped, the number of channels . . . shall be stated.

Whenever program material which is to be televised from motion picture film, as distinct from direct televising, is referred to in advertising, such fact shall be clearly and conspicuously stated.

The standards also provide for statement of tube diameter, where mentioned in made to order direct view receivers, and mentions of projection or built-in screen enlargers where indirect references are made. P.D.C. rules on furniture woods and the radio manufacturing industry also apply, the standards point out.

"But, there must be something in the fair practices section to cover her!"

July 19, 1948 • Page 25
By ED KEYS

WILL any major radio legislation be born during the second special session of the 80th Congress? It was to an almost deserted Capitol Hill that Broadcasting carried this vital question in the wake of President Truman's acceptance speech announcement last Thursday that he intended to call Congress July 26.

A few Senators and Congressmen attempted to forecast what battle plans might be drawn up by Republican strategists upon their return to Washington. The more cautious relied on the "no comment" avenue of retreat.

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FANTASTIC power may be re-quired in the 500-900 mc area pro-posed as the ultimate home of television if signals of usable strength are to be received in locations at higher points, according to recent studies. RCA Labs. Research Dept.

Serious multipath effects become severe in the higher band, compared to slight ghosting at the same site in 68 and 288 mc chan-nels, according to a study, which appears in the June issue of the RCA Review.

Shading from hills and other obstructions increases steadily as the frequency increases, thus requir-ing higher power at these higher points in the spectrum, it is stated. Authors of the study are George H. Brown, Jess Epstein and Donald W. Peterson, of the Research Dept.

The service area, in general, will be about the same size for the high as for the lower frequen-cies, according to lookings, but the service for the high frequencies "will be spotted with local areas where the signal is low or non-existent."

At Level Terrain

In case of relatively level ter-rain, a "very substantial service with a radiated power of the order of 100 kw" could be expected, the study discloses.

The problem of receiving an-tennas is dealt with at length in the article. In most obstructed or hilly areas, it was found that a clean picture could be obtained by orienting the receiving antenna.

"It was generally possible to find several responses which gave a good picture," according to the study. "This was true when the receiving antenna was a large array having a narrow beam and a front-to-back ratio of a single dipole and reflector with low front-to-back ratio and a broad pattern. It is quite likely that the best position and orientation of the basic array, as a sta-tion operating in the frequency band between 500 and 900 mc will not prove to be best or even suit-able for one or more other stations operating on other channels in the band."

Indeed, receiving antennas may be required which are rotatable and even this added luxury may prove to be insufficient. At least, it seems evident that the receiving antenna problem will be of primary importance in establishing a success-ful television broadcasting service at these higher frequen-cies. Use of high-gain directive receiv-ing antennas doesn't offer a quick solution to the high-band problem, according to the article, which explains the problem this way, "Failure of high-gain direc-tive receiving antennas to function properly in shadowed areas where the field is badly distorted cannot be over-emphasized since this makes it impossible to employ a simple means of making use of weak signals."

In studying multipath effects it was found that a strong clean pic-ture was received when the an-tenna was pointed toward the transmitting antenna on the Bldg. balcony in New York. When the antenna was rotated, weak re-flected signals were noted occa-sionally but they were too weak to use. In the vicinity of some oil storage tanks, reflected signals compared in intensity to the main signal. A clean picture could be obtained on either 510 or 910 mc with an array or a dipole in front of a screen.

The "difference between multi-path effects at 510 and 910 mc is that the high-frequency signals are more profuse at the higher frequency, and, of course, in shad-owed areas it was harder to rec-ognize a signal of sufficient strength to give a satisfactory picture at the higher frequency," the study revealed. "At many points where an acceptable picture was obtained at 510 mc, the signal was too weak to give a good picture at 910 mc."

Under Typical Conditions

RCA's study was designed to study propagation and multipath effects under typical broadcast con-ditions. Measurements were taken along two radials from New York City, one slightly north of west over extremely hilly country, the other southwest over fairly level terrain with very few hills.

Best agreement with theoretical values at all frequencies was ob-tained along the relatively level southwest line.

According to the article, "there was closer agreement with the theoretical curves at 67.36 mc than at other newscasts, and the theoretical values at 510 and 910 mc were usually far below the theoretical."

20th Century-Fox, UP Sign Agreement

A NEW NATIONAL television news service within 60 days is foresen as the result of a long-term agreement signed July 12 by the 20th Century-Fox Film Corp. and United Press Assn.

The film company's newscast di-vision, Fox Movietone News, will supplement the regular UP wire service with weekly quotas of back-ground motion pictures, which will be sent to subscribing video stations as part of the station's basic film library. UP news stories will be cued by letter or other sym-bol to the appropriate illustrative film in the background library.

Whether spot film coverage of current news stories would also be provided was not disclosed.

Roy Keller, UP's general sales manager, said that a report of potential station clients for the new service.

The agreement launching the project was signed by Sypros F. Sozopoulos, a front of 20th Cen- tury-Fox, and Hugh Baillie, presi-dent of UP.

ABETV CENTER

PLANS for the location and equipment installation of ABC's new Tele-vision Center in New York have been consummated and its studios will launch operations before year's end, Robert E. Kintner, executive vice president of the network, announced today (July 19).

The studios, which will serve WJZ-TV New York and ABC's ex-panding video network, will occ-upy the width of an entire city block between 66th and 67th streets off Central Park West. The build-ing has 2,000,000 cubic feet of usable space, which is being taken over by ABC effective immediately. Principal studio will be 200 ft. by 100 ft. with a 45 ft. ceiling. Sound-proof translucent panels, affording division of the large studio into smaller units, are included in the plans.

A distribution system, requir-ing video amplifiers and special coaxial cables, will enable viewing of programs, rehearsals and auditions in lobbies, clients' room and offices of the executives. Provision also will be made for amplifiers and audio lines for sound pur-poses.

ABC's producers will have about 16 cameras with which to work, all image orthicon and of the standard pan and tilt type, according to present plans. Each studio will have its control room containing picture monitor, camera controls and audio equip-ment, as well as a push-button op-erated TV switching system for choice of cameras.

The network will immediately begin an extensive recovery job on the building, which for-merly was used as an arena for the New York Riding Club. It is expected to be finished in six months, during which time ABC will occupy temporary quarters for origination of its television network programs. Reconstruction at the site, leased for a long term, will start at once, Mr. Kintner said.

WJZ-TV is due to go on the air, on Channel 7, Aug. 10. Its New York transmission tower is being erected atop the Hotel Pierre, at 5th Ave. and 61st St., adjacent to Central Park. With the August in-auguration, WJZ-TV will begin orig-ination of regularly-scheduled tele-casts to ABC affiliates in Philad-ephia, Baltimore, Washington and Boston.

WITH the space-hungry television industry confused and concerned, essentially on the band above 475 mc in the spectrum, results of RCA low and high-band propag-a tion studies were disclosed by RCA in the R.C.A. Review. ABC cur-rently is installing a 500 mc trans-mitter in Washington for test op-erations slated to start a few weeks before FCC's Sept. 20 high-band hearing.

For television personnel changes, programs, etc., see various notes departments in this issue

RORABAUGH ENTERS TV; FIRST REPORT MAILED

N. C. RORABAUGH Co., compilers of the Rorabaugh Report of spot broadcasting industry, has said it had entered the television field.

The company will issue periodic reports of sponsors, programs, and all commercial time on U. S. te-levision stations.

The first Rorabaugh Report on television, covering all video mar-kets save St. Louis and Detroit, was sent to subscribers last week. It listed grades and program agencies, length and type of pro-grams and announcements, on all reporting stations. The company, situated at 147 Madison Ave., New York, will expand its report to cover all video stations as new ones go on the air.

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Third Party Meet Coverage Planned

Radio-TV Job To Be As Through As at Dem., GOP Sessions

HENRY A. WALLACE' s Third Party Convention in Philadelphia July 23-25 will be covered as completely by radio and television as were the Democratic and Republican sessions, it was indicated last week.

The four large networks have announced plans to report all phases of the Wallace conclave in Philadelphia, with NBC, ABC and DuMont, and the Third Party rally scheduled for Shibe Park on Saturday, July 24.

Specific details of the Wallace coverage had not been disclosed by the end of last week. It was understood, however, that many of the network personnel who had been covering the Democratic Convention were reassigned to Philadelphia for the Third Party gathering.

Meanwhile, J. R. Poppele, presi-
dent of the Television Broadcasters Assn. and coordinator of the General Television Committee for Pooled Coverage of Major Political Conventions, disclosed the commit-
tee's plans for the Wallace con-
vention.

All video network outlets and independent stations in Boston, New Haven, Schenectady, New York, Philadelphia, Baltimore and Washington will carry the pooled coverage, according to Mr. Poppele. Television cameras inside and outside of Convention Hall will be operated by NBC, CBS, ABC, and DuMont. The Philco Corp., operators of WPTZ, Philadelphia, will have cameras at Shibe Park for the Saturday night rally.

The video firms will rotate produc-
tion duties on alternate days, as was done during the Democratic and Republican conclaves.

Mack Firm Merges With Buchanan Co.

THE MERGING of Norman A. Mack Agency of New York with the $14,000,000-a-year Buchanan and Co., New York, Chicago, Los Angeles and San Francisco agency, was announced last week.

The Mack firm, whose three major accounts involve about $750,000 in sales, has been dis-
reected the last 15 years by Nor-
am A. Mack, who joins Buchanan as vice president in charge of merchandising. The three accounts are General communications, the Rits and Five-Day Laboratories.

Other key personnel making the transfer with Mr. Mack are Ger-
trude Browne, fashion director with Mack; Mrs. F. C. Millar, sales posi-
tion at Buchanan, and Elliott Greenfield, Mack research head, who will devote himself to market analysis in the new setup.

The offices will be formerly located at 37 W. 57th St., New York.

TV PLAN HIT FCC Allocation Procedure Challenged by FCBA

BOTH the wisdom and the legality of the procedures anticipated in FCC's proposal to rely on rule-making for changes in the television channel allocations table [BROADCASTING, March 29] will be challenged by the Federal Communications Bar Assn. in a brief now in preparation.

In a HUDDLE preparatory to launching of intensive introductory advertising campaign July 26 for Surf, Lever Bros. Co.'s new general household detergent, is 11 to 11:30 roundtable, Michael J. Roche, advertising manager, John R. Gilman, vice president in charge of ad-
vertising, and Lawrence Leach, assist-
ant manager in charge of Surf. Radio spots will be used as a basis for use of television spots each weekday on 35 stations in 11 Illinois, Indiana and Wisconsin markets.

Output of TV Tubes Tripled, RMA Finds

Total Transmitting Sales Less For Quarter Than in 1947

SALES of cathode ray receiving tubes in TV sets were tripled in the first quarter of 1948 com-
pared to the same period a year ago. Radio Mfrs. Assn. announced in its first output of radio and television equipment.

First-quarter TV tube output in 1948 totaled 170,400 units com-
pared to 51,214 a year ago. Of the 1948 total, 168,706 were set in set equipment manufacturers, 10,742 to users and distributors, 894 to the government and 88 to export. Analyses of various types of radio and TV equipment by RMA mem-
bers, about 90% of the industry, amounted to $40,351,820 in the first quarter, down from $65,000,- 000 a year ago. Main factor in the decline was a drop in government purchases which amounted to $18,- 053,969, two-thirds a year ago, and a reduction in transmitting equipment.

Sales of transmitting equipment for the quarter totaled $6,725,365, about the same as a year ago. FM transmitting sales totaled $1,615,- 204 compared to $667,435 for AM. Studio equipment sales for both AM and FM stations were $1,129,- 060 and antenna equipment, ex-
cluding towers, for both AM and FM stations totaled $368,577.

Sales of TV transmitters, in-
cluding studio, transmitter, anten-
a and associated relays and re-
ceiving apparatus, totaled $1,682,- 615. Miscellaneous broadcast trans-
mitting equipment sales were $369,- 048.

General communications equip-
ment sales were $2,578,198 and ma-
rine and navigation $1,389,317. Sales of aviation communications and navigational equipment, in-
cluding radar aids, totaled $683,- 101. All types of electron tube sales, including cathode ray, ac-
counted for $10,296,196, or a year of the quarter’s radio and TV equipment total.

Sympathy Struggle

RADIO has played an impor-
tant part in the struggle for public sympathy between Boeing Airplane Co. and Aero Mechanics Union in Seattle, Wash., since union went on strike April 11. It has reported that the Boeing is being used to communicate with the strikers, and has been reported to be using total of 50 to 75 spots a day on all eight Seattle stations using them: "Boeing has a job to do. Boeing has a job for you." The station is said to be using Boeing as a "radio" for someone else.

Union is reportedly to be using two quarters hours weekly on KING Seattle for a scheduled "radio," and plans to expand for a week later.

The Boeing company, which is Frederick Baker & Assoc., Seattle.
that of skywave facili ties for the 26- and 450-460 mc areas, were evidenced by broadcasters in statements filed with the Commission last week.
NAB, opposing the deletion of 152-162 mc, filed the "other page of the history of [remote pickup broadcast] facilities" which "have never been adequate in quantity or quality to serve the public interest from day to day, to say nothing of meeting distress and emergency needs."
NAB supported the proposed allocation of the 26-mc band for remote pickups, declaring that it "has value," particularly for cue and line-up work where some interference may be tolerated, but that the possibilities of interference from all sources are too great for reliable broadcast purposes.
It also supported the proposed 450-460 mc allocation, which it felt would permit development of "specialized applications" and "accommodate some of the needs of the enormously multiplied AM, FM, and TV licensees."
The NAB felt that "unquestionably there would be greater use of [remote pickup] facilities were it not for the lack of stability caused by the failure of the Commission to make final and relatively permanent allocations."
Meanwhile WJR Detroit, WGAR Cleveland, and WEER Buffalo jointly opposed the deletion of 152-162 mc, at least "until satisfactory substitute frequencies are available and until a reasonable amortization for the equipment has elapsed."
The three stations felt that frequencies between 25-30 mc are not suitable for remote pickup broadcasting "because of signal interference and the bulk of the antennas used," and that suitable equipment is not now available for such operations in the 450-460 mc area. WSM Nashville took a similar view.
NBC asked that one more channel be added to the 19 proposed by FCC for remote pickups in the 410-450 mc band but emphasized the deletion of 152-162 mc should be kept for such purposes. In any event, the network declared, at least a five-year amortization period should be permitted.
Mutual similarly felt that 152-162 mc should be retained. Its petition maintained that the scarcity of remote pickup channels has been most severe in large metropolitan areas and that WOR New York, for example, has found 152-162 mc more satisfactory than any other frequencies it has tried. Mutual suggested that the 450-460 mc band be considered for aural television transmission, camera and pickup cueing and station lineups.
Other stations filing briefs, largely in opposition to the reallocation of 152-162 mc, included WPGA Gainesville, Ga., and KOIL Omaha.
Literally scores of protests against other phases of FCC's reallocations proposals were filed by non-broadcasting interests, such as police, railroad, taxicab, and similar services. Oral argument was presented, though no date has been set for the

NAB Committee Holds
D. C. Session

news, with one eye on the anti-
Mayflower decision until final reversal.

At Judge Miller's suggestion the committee will reprint a statement before the Law Revision Committee of the State of New York by E. V. Vadeboncoeur, WSYR Syracuse, NAB news committee chairman, Mr. Vadeboncoeur testified in favor of a plan to include radio newsmen in proposed legislation protecting newsmen from revealing sources of information.

James L. Howe, WCTC New Brunswick, N. J., a member of the NAB committee, said New Jersey has a newspaper privilege bill and that an amendment to include radio has been introduced. The committee pamphlet will include a list of states having newspaper privilege laws and indicate whether radio is included.

Present at the NAB session, besides Messrs. Vadeboncoeur, Howe and Stringer, were Wilton E. Cobb, WMAM Macon, Ga., and C. E. Arney Jr., NAB secretary-treasurer.

TV Stumps Censor Board in Maryland

Members Ask Ruling on Question
Of Right to Judge Video Fore

A RULING on whether the Maryland State Board of Motion Picture Censors has any responsibility for censoring television fare was requested last week by the board from the state's attorney general.

The request, according to Mrs. Helen C. Tingley, chairman of the board, was receipt of a letter from the Theatre Owners Assn. The letter complained that although the movie industry was forced to bear the expense of censorship, television was not.

Mrs. Tingley said that the motion picture industry has been concerned over competition from video, fearing it will cut down movie revenues.

When she received the letter, Mrs. Tingley related, she queried the states of New York, Ohio, Pennsylvania and Virginia to see what they were doing about the matter.

All of them gave the same reply that they were doing nothing, except for Virginia, which added a possibly indicative "not as yet" to its answer.

The Maryland law instructs the board to review all "motion-picture films or views" to be sold, loaned, leased or exhibited in the state. It will be up to the attorney general to determine whether this applies to television.

Franco Heads New AAAA Committee

Media Problems of TV and Radio To Be Prime Interest

AMERICAN ASSN. of Advertising Agencies, in streamlining its committee structure, has formed a new committee on radio and television broadcasting to deal with media problems.


P & G ENTRY INTO TV REGARDED AS CERTAIN

ALTHOUGH no efforts were made to buy a specific television film product, Procter & Gamble's entry into the field is certain following several days of interviewing and viewing last week by key advertising executives of the firm and Compton Adv. Inc. in Hollywood.

Each producer was introduced via his background and then given an opportunity to show his films.

Participating in the discussions were: For Procter & Gamble—G. A. Ralston, nighttime director of radio, who set up the seminar; A. N. Halverstadt, manager of the radio and media division; W. M. Ramsey, assistant director of radio production; For Compton—Robert W. Holbrook, president; Lewis H. Titterton, vice president and radio director.

Raymond N. Newby

RAYMOND N. NEWBY, 63, CBS engineer for the past 18 years was buried in Whittier, Calif., July 16. He died July 13 after an extended illness. For the past eight years he had been on the technical staff of KNX Hollywood. He is survived by his wife, Marie. A. Newby, and daughter, Nancy Lee.
**NEW SOUND ON FILM KINESCOPE READY**

NEW kinescope recording camera capable of 24 frame sound on film result was announced by James Nicholson, head of Television Relay Inc. and Berndt-Bach, manufacturers of the auricon camera. Photographically it is the answer to the need of television broadcasters for a quick, economical and inexpensive live shows and events on film for later re-broadcast," according to Mr. Nicholson.

The equipment will not be for sale, Mr. Nicholson stated, but will be used to provide service to stations on a footage basis. "Our own technicians and cameramen will operate the equipment and arrangements will be made in each area for fast processing," he said.

Mr. Nicholson emphasized that "rates will be materially less than what it would cost the broadcaster to perform the work himself with any existing equipment." The unit, he reports, will be complete with kinescope tubes and will be installed without charge; the station must only provide the space and pay for the footage on some sort of contract basis per footage used.

Technically stated, this new unit converts 30 frames or 60 scans into 24 complete frames per second; in doing so it is necessary to join together scans onto each frame of film so as not to cause a flicker.

Television Relay Inc. sales department is headed by Jack Strauss, with offices at 5879 West Pico Blvd., Los Angeles.

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**RECORD REPORT**

Prospects for Lifting Ban to Be Told

A REPORT on the outlook for lifting the recording ban will be issued in a few days by record company representatives within the Industry Music Committee, according to an official of Decca Records.

Decca's President Jack Kapp, speaker for his industry colleagues, reportedly met with James C. Petriello, the AFM president, two weeks ago in an effort to rouse negotiations leading to a reversal of Mr. Petriello's adamant stand against further record making by union musicians.

Although the official at Mr. Kapp's office refused at first to admit there had been any such meeting, aside from firm on any statement now on the recording situation would impair relations between the two camps, thus admitting tacitly that Messrs. Kapp and Petriello had conferred and implying that the current situation is in delicate balance. Mr. Kapp himself left for Europe last Thursday, according to his office.

Meanwhile, the Industry Music Committee, organized some months ago to seek means of pruning the lid from the record and transcription business, has tentatively scheduled a meeting for tomorrow, July 20, probably in the executive offices in New York.

Rumors of impending settlement continued to fly thick and fast last week, as they have every week in the six months since Mr. Petriello put his foot down. But there were few facts to buttress the rumors and newspaper men involved, even remotely, wrapped themselves in awesome, Oak Ridge secrecy and kept their quotes as secret as possible . . . "no comment."

So little is known about the hypothetical meeting between Mr. Petriello and Mr. Kapp that it might as well be in a sound-proofed, hermetically sealed room — germ-free, of course — on "The Street With No Name," from the picture of the same title.

**NEW RADIO COURSES**

THROUGH special arrangements between NBC and Columbia U., the 1948-49 school year will include 27 courses providing professional training in radio, with 17 of the 21 instructors as NBC radio staff. Seventeen of the courses will be conducted in the network's studio. The three new courses to be included in this year's curriculum are: Radio audience research, conducted by Hugh M. Beville, NBC director of research; radio in international relations, conducted by Robert B. Gay, NBC director of international relations; and a documentary workshop, directed by Frank Papp, NBC producer.

**WIBW-FM TOPEKA BEGINS REGULAR BUS BROADCASTS**

ANOTHER city, Topeka, Kan., is now offering passengers special curb calls with the help of a regular basis as the result of an arrangement reached between WIBW-FM and the Topeka Transportation Co.

Broadcasting service, consisting of recorded and transcribed music, time signals, weather reports and brief news summaries, was launched July 12 and will be offered to in the next 250 passengers per day regularly during the peak traffic hours, station officials report.

Ben Judy, manager of WIBW and WIBW-FM Topeka, believes the service is the third of its kind in the nation.
WLEE announces the appointment of

FORJOE & CO.

as its exclusive

National Representative

We expect big things from Forjoe—lots of nice, new national business for WLEE. They'll be calling on you soon with the big WLEE story. Let us know what you think of it, won't you?

W-L-E-E

Mutual ... in Richmond

TOM TINSLEY, President

IRVIN G. ABELOFF, Gen. Mgr.
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**Television**

- Fort Worth-Dallas: WBAP-TV
- New York: WPIX
- St. Louis: KSD-TV
If you are selling your product in every city, town and hamlet in the U. S., and if your sales in every market are now 100% of that market’s final potential, and if you can foresee no possibility of change—then our headline, above, is certainly not true for you.

For everybody else, however, spot radio (Bull’s-Eye Radio) is the most economical medium in the field of consumer advertising, and we think we can prove it to you.

Give us the facts about your present advertising activity, and see if we can’t come up with some suggestions. After sixteen years as pioneer radio (and television) station representatives, working with many of the finest stations and most successful advertisers in the nation, we know some things that you’ll be glad to hear.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK  CHICAGO
ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
CAE EXPLAINS

Broadcasters' Fears Allayed

CAE explains that the final law on aeronautics contemplates utilization of a new authority to manage land, giving it more space which would dislodge broadcasters.

Misgivings have arisen in broadcasting circles since passage in the final hours of the second session of the 80th Congress of a bill, H.R. 4434, subsequently Public Law 872. The law empowers the CAE administrator to buy, lease, condemn, or otherwise acquire, land near government airfields on which alleged obstructions to air navigation are located.

Broadcasters' concern while the bill was being designed by CAE legal draftsmen evidently was justified for in the form it was presented to Congress it contained broad powers, observers said.

However, legislators injected a section restricting condemnation powers of the CAE to the landing approach zone and its immediate surrounding environs. Without the restrictive clause, broadcasters could have been bludgeoned into line by a powerful CAE legal weapon which would permit arbitrary rulings on tower locations, industry officials declared.

It was felt in official quarters that the law, in its present form, would equip the CAE to cope with other navigational problems, such as high smokestacks or buildings, the image-orthicon camera. It was highly unlikely that many broadcasters would be affected by the new law. They indicated that there might be isolated cases in which CAE would try to affect a "mutual settlement." A remote possibility where the CAE might ask the broadcaster to divert his transmission or when the agency might be compelled to acquire his transmitter site would be in the case where a broadcasting signal crossed or interfered with the ground control approach signals. In this case it was felt that the CAE might interpret the law to give it power to condemn land geographically situated beyond the immediate area of the government airfield.

Authorities said the statute would not be applicable to AM, FM or TV receivers located an acceptable distance from the approach area and whose signals do not interfere with the ground control system. CAE standards defining the borders of the approach area are governed generally by the length of the runways, the types of aircraft operating from the field (consequently their gliding angle), and the adjacent terrain. Only areas near government areas are affected and parties affected by government condemnation are compensated for their losses, CAE officials said.

Text of Law

Part of the text of Public Law 872, of interest to broadcasters, follows:

(c) The Administrator (CAE), on behalf of the United States, is authorized, where appropriate to carry out this section, (1) to accept any conditional or unconditional gift or donation of money or other property, real or personal, or of services; (2) within the limits of available appropriations made by the Congress therefor, to acquire by purchase, condemnation, lease, or otherwise, real property or interests therein, including, in the case of air-navigation facilities (including airports) owned by the United States and operated under the direction of the Administrator, easements through or other interests in airspace immediately adjacent thereto and needed in connection therewith; and (3) for adequate compensation, by sale, lease, or otherwise, to dispose of any real or personal property or interests therein, so acquired. Any such acquisition by condemnation may be made in accordance with the provisions of the Act of August 1, 1882 (40 U.S. C. 257; 25 Stat. 357), the Act of February 26, 1911 (40 U.S. C. 258a-260; 34 Stat. 1421), or any other applicable Act of Congress: PROVIDED, That in the case of condemnations of easements through or other interests in airspace, in fixing condemnation awards, consideration may be given to the reasonable probable future use of the underlying land.

TV Color Guide

A TELEVISION color guide is being distributed to agencies and radio advertisers by W L W T (TV) Cincinnati. The guide contains a center block of colors and hues, flanked on one side by a gray scale representing the colors reproduced on panoramic film, and on the other side by a gray scale representing reaction of the same colors in the image-orthicon camera. Facts about the station are printed on the back of the folder.

HUMKO says its WONDERFUL*

HUMKO is the name of one of Memphis' leading manufactured products. It's the leader-by-far in Memphis against national brands of shortening.

George Gershwin furnished the inspiration for their slogan: "It's Wonderful" and it is wonderful

WHHM's sales story is wonderful, too!

Wonderful Hoopers (giving the audience what they want, when they want it).

Wonderful clients—advertisers who know WHHM rings the bell at the cash register when that campaign is WHHM-aired.

WONDERFUL, WONDERFUL, WONDERFUL FOR WHHM delivers:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent—but not aloof
MEMPHIS, TENNESSEE

PATT MCDONALD, general manager FORJOE & CO., representatives

*HUMKO—the Dainty Cooking Fat—all vegetable

Write or call for availabilities for local or nationally advertised products or services!
YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS—

BUT . . .

YOU NEED WKZO-WJEF TO MAKE A KILLING IN WESTERN MICHIGAN!

Good reception of even the largest "outside" stations is mighty unreliable in Western Michigan—so spotty, in fact, that most people in that area don't even try. Their signals are effectively choked off by a real wall of "fading" that surrounds our area.

Hence WKZO in Kalamazoo and WJEF in Grand Rapids get a lot more listenership than most regional stations would ordinarily draw. Your Hoopers prove it!

The latest Hooper (Jan.-Feb., 1948) shows that WKZO's Share of Audience in Kalamazoo, Mon. thru Fri., Noon to 6:00 p.m., is 55.2—36.5 above its highest competition. WJEF's in Grand Rapids is 26.7—4.5 above its highest competition.

Don't you think you ought to investigate further? Write, or ask Avery-Knodel, Inc.

*On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.

WKZO
first IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF
first IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
WSPD - TV Begins Telecasting Today

Fort Industry Outlet Is Equipped At Half-Million Dollar Cost
WSPD-TV TOLEDO, equipped at a cost of $500,000, was slated to take the air today (July 19) with the first telecast of baseball in Toledo.

With a 555-foot antenna tower in the heart of the city, the station expects to cover a radius of 45 miles. It is assigned Channel 13 (210-216 mc). By fall, WSPD-TV hopes to be linked by coaxial cable and radio relays with St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Buffalo and New York.

It is planned to use $30,000 video equipment in covering games of the Toledo Mudhens from Swayne Field. In order to protect the equipment a special platform on the second deck of the stands has been partially enclosed by heat-tempered plate glass through which the cameras will shoot most action.

Made by Libbey-Owens-Ford Glass Co., the glass is a plate 4x9 feet and one-half inch thick. It provides clear vision and is said to be five to seven times stronger than ordinary plate glass with greater resistance to shocks.

Completion of the production staff of the Fort Industry station was announced by E. Y. Flanagan, general manager.

Steve Marvin, who started in video in 1940 at WCBS-TV New York, is production director. Film director is Elaine Phillips, who started in TV in 1943 at WBKB Chicago and set up and directed the film department at WWJ-TV Detroit. Ashley Dawes is remote director. He entered TV in 1943 at WRGB Schenectady and worked there until joining WSPD-TV in May. The art director is Jerry Peacock, who entered video in 1947 doing free-lance art work for WWJ-TV while working for a local agency. Mr. Peacock joined WSPD-TV in May.

Trial run to test cameras and lenses of WSPD-TV Toledo, Ohio, is made at Swayne Field by (l) E. Ashley Dawes, remote director; (rear) Harry Prie, cameraman, and (r) Stanley Jones, technician.

WSPD-FM in Toledo, equipped July 11 at Swayne Field, is on the air.

ABC AFFILIATE
5000 W • 980 KC

WSIX selected again

ABC AFFILIATE
5000 W • 980 KC

WSIX gives you all three: Market, Coverage, Economy

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 whole 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 $1 county retail trade area. Check with your nearest Katz representative for facts and figures.

National Representative: THE KATZ AGENCY, Inc.

And WSIX-FM • 71,000 W • 97.5 MC

WDXB in Chattanooga

Is Fulltime Independent

WDXB Chattanooga, Tenn., has started fulltime operation on 1480 kc with 250 w. The independent station is owned by Joe V. Williams, Chattanooga attorney, and is managed by Charles H. Gallickson, former program director of WDEF Chattanooga.

Walter H. Stamper Jr., also former WDEF program director, is program manager, continuity chief and traffic manager. Other ex-WDEF personnel at WDXB are Byron Fincher, chief engineer, and William Palmer, chief announcer. Walter Dyer and James Rodgers, both formerly of WAGC Chattanooga, are engineers, and announcers include Red Brown, Lloyd Payne, Bryan Bryant and Hillard Brown. Control operators include Dewey Bryant, Ken Rodgers and Gene Lewis. Members of the sales staff are Margaret Spitzer and J. Will Rodgers.

Station operates 18 hours daily and uses World transcriptions and International News Service.

Broadcasts to Far East

No Longer Being Jammed

"VOICE OF AMERICA" broadcasts to the Far East are now free from "jamming" for the first time in months, the State Dept. reported last week.

Odd noises began to hinder the broadcasts early this spring [BROADCASTING, April 26], and continued through June. Russia answered an American protest by saying she was not to blame for the interference. However, source of the trouble was traced to a Siberian point about 5,000 miles east of Moscow.

The broadcasts "have gotten through pretty well lately," according to the State Dept.'s latest report.
KSL DAYTIME MARKET RANKS AMONG 7 TOP U.S. CITIES IN POPULATION.

KAY S. SELL

City Populations†
(1) New York - - 7,871,000
(2) Chicago - - 3,600,300
(3) Philadelphia - 2,115,000
(4) Los Angeles - 1,921,200
(5) Detroit - - - 1,921,000
(6) Baltimore - - 1,007,200
(7) KSL DAYTIME AREA - - 987,500
(8) Cleveland - - 963,400
(9) St. Louis - - 906,200

†1948 Sales Management Survey of Buying Power

ONE MILLION PEOPLE LIVE WITHIN THE SALT LAKE WHOLESALE DISTRIBUTION AREA, which coincides almost perfectly with KSL's 50-100% BMB Daytime Coverage Area. And of these million people, MORE ACTUALLY LISTEN MOST FREQUENTLY TO KSL THAN TO ANY OTHER STATION OR REGIONAL NETWORK—morning, afternoon, and evening*. Let Radio Sales give you facts on how you can reach these million prospects—consumers, distributors, and retailers alike—through KSL.

50,000 WATS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES©, Radio Stations Representative, CBS
TV BIDS

FOUR applications for commercial television stations were filed with the FCC last week, anticipating a million dollars.

Two of the applications were filed by Mr. Lasker, producer with Walter Wanger Pictures Inc. and former radio executive, made his fourth video bid with an application for Channel 7 (174-180 mc) at Denver, Salt Lake City and Seattle, Wash. His new requests are for Fresno, Calif., and Portland, Ore.

 Applications were also submitted by KOMA Oklahoma City, and WLAC Nashville, Tenn.

Mr. Lasker, producer with Walter Wanger Pictures Inc. and former radio executive, made his fourth video bid with an application for Channel 7 (174-180 mc) at Fresno, Calif. His three previous applications, at Denver, Salt Lake City and Seattle, Wash., are still pending. The Fresno application calls for 30 kw visual and 15 kw aural powers with an antenna 1,183 feet above average terrain. Initial cost was estimated at $233,891 with first year's operating expenses estimated at $195,000. No estimate of income for the first year of operation was given.

The fifth application by Mr. Lasker requested Channel 10 (182-188 mc) at Portland, Ore. Powers of 30 kw visual and 15 kw aural were proposed, using an antenna 2,768 feet above average terrain. The initial cost was given as $225,337 with operating expenses for the first year estimated at $125,000. Income for the first year was not estimated.

The application of KOMA Inc., Oklahoma City, Okla., seeks Channel 5 (76-82 mc) with 17.3 kw visual power and 6.25 kw aural power. An antenna of 490 feet was specified. The initial cost was listed as $208,925 with an expenditure of $70,000 estimated for the first year. Income for the first year was estimated at $35,000. Principals of KOMA Inc. are also principals in Tulsa Broadcasting Co. which operates KTUL and KTUL-FM Tulsa, Okla. Tulsa Broadcasting applied for Channel 8 (180-186 mc) in that city June 22.

J. T. Ward, doing business as WLAC Broadcasting Service, placed an application for Channel 7 (174-180 mc) at Nashville. Powers of 16 kw visual and 14.2 kw aural were specified with an antenna height of 746 feet above average terrain. Initial cost of the station at $205,100. The cost of the first year of operation was estimated at $100,000 with no estimate of income given. Mr. Ward owns and operates WLAC Nashville.

Ask 2-Year Delay
On FCC FM Order
FM Assn. Wants 44-50 mc Ruling
Held in Abeyance

FM Assn. petitioned FCC last week for two-year delay in the effectiveness of its order removing FM stations from the 44-50 mc band [BROADCASTING, May 10] Dec. 1 is the effective date stipulated in the Commission's order.

FMA reiterated its plea for continued use of the 44-50 mc "low band" for FM network relaying, asserting that "the representations of AT&T as to the availability of common carrier facilities" for this purpose "have not in fact been fulfilled."

Nor has there been substantial experience in the use of the 940-952 mc band which FCC proposes for use in FM relaying, the association's petition declared, adding that apparently FCC hasn't considered the "relative costs of installing relay stations on the 440-952 mc band as compared to the cost of using FM relay facilities in the 44-50 mc band."

With respect to network relaying by direct broadcast from one FM station to another, FMA noted that the success of this method, which is in use by portions of Continental and other FM networks, depends upon there being no "breaks" in the chain—if one station in the link fails to carry a program, the relayed program ends there. Further, the petition said, as more and more FM stations take the air, their interference-free service areas will shrink, thus placing "an ever-increasing limitation upon the system" of rebroadcasting.

In addition to an extension of its 44-50 mc order, FMA asked FCC to schedule further conferences with AT&T to get additional testimony on the telephone company's efforts to establish 15,000-cycle lines for FM network purposes. AT&T should be required to explain "why representations previously made regarding the manufacture of terminal equipment had not been carried out," and should be called upon to furnish a schedule of production for these facilities, the petition declared. Further, FMA said, the two-year extension should be used for further investigation of the 940-952 mc band and its suitability for FM intercity relaying.
You Can Hear Pin Drop—But Not Echo—In Modern Studios

You can hear a pin drop in one of KTEM's new studios, but if you hear it you must have a contact with the spirit world.

Reason you heard the pin hit is that no effort has been spared to make the studios completely void of any noise. Incandescent lights are used instead of fluorescent because fluorescent tubes emit a slight hum.

Reason you couldn't hear an echo is that sound waves are handled like a well-controlled pool ball—bounced once or twice but kept headed in the right direction. Sound waves in the studios are "kept alive," not absorbed completely as was the old practice of sound control. The principle of acoustics employed at KTEM is that the voice and musical scale must retain their life and tone, but harshness, reverberation and echoes must be filtered out.

This marvel is performed by the action of Heerwagen acoustical diaphragm tile—a contraption that operates like the diaphragm on a loud speaker or the diaphragm of the middle ear in the human head.

The tile gives and takes...it absorbs most at non-harmonic frequencies, thereby keeping the sound waves pure.

Each tile is a foot square, fireproof, made of a material that weighs only three ounces. In KTEM's three studios, they cover the area of the ceiling and walls to a point eight feet down the floor.

From that point down, combed plywood is used. In each of the studios, modernistic motif is obtained by the color scheme of the plywood. Opposite walls are solid green and yellow and gold and dark blue in two of the studios, and entirely powder blue in the third.

HEERWAGEN ACOUSTIC DIAPHRAGM TILE
acclaimed by Radio Stations from coast to coast

Heerwagen Acoustic Decoration Co.
Factory: Fayetteville, Ark.
Mr. Aydelotte presents boat and scroll to Herbert Barnes (r), superintendent of Delaware State Police.

* * *

WDEL, Wilmington, Del., has been given credit for substantial assistance in a project undertaken by chiefs of police in Delaware to establish a summer camp for deserving boys. Total of $15,000 was raised in less than a month.

An example of WDEL’s help, according to J. Gorman Walsh, station manager, was a stunt on the station’s Saturday Night Dancing Party. Dick Aydelotte, disc m.c., said he would honor phone requests only if accompanied by a pledge to help buy a big rowboat for the camp. Twenty minutes later, Mr. Walsh said, Mr. Aydelotte had more than enough contributions to buy the boat.

PROPOSED DECISIONS RULE CHANGED BY FCC

TO SPEED its disposition of hearing cases, FCC last week dropped the requirement that its proposed decisions show the Commission’s ruling on every “relevant and material finding and conclusion” proposed by the applicants.

The Commission held, in effect, that time is wasted when a ruling must be made on every proposed finding suggested by applicants, and that in any event the applicants’ rights were fully protected by reason of the right to file exceptions after the issuance of proposed decisions and by rulings of the Commission with respect to such exceptions . . . .

FCC’s proposed decisions will continue to show “proposed findings and conclusions, as well as the reason or basis thereof, upon all the material issues of fact, law, or discretion presented on the record; and the appropriate rule, order, sanction, relief, or denial thereof.”

The extent to which the new policy will speed up the general preparation of proposed decisions by the Commission could be foreseen, since the filing of proposed findings by parties is not mandatory and frequently is foregone.

ROWBOAT FOR BOYS
WDEL Helps Chiefs of Police
In Summer Camp Project

BUFFALO

Now 5000 Watts Day and Night
NOW 970 KC

WEAR covers a population area of 1,089,556 by day; 978,545 by night—a concentrated market spending $834,352,000 annually in retail purchases.* You reach this rich market at less cost per listener when you sell through WEAR.

Does WEAR get sales results? Ask the many satisfied customers who re-new with WEAR year after year. For example, one of Buffalo’s leading specialty shops has been a WEAR advertiser for seventeen years consecutively.

*Sales Management Estimate Figures
— January 1, 1948.

AGENCIES

(Continued from page 8)


PAUL RADIN, vice president, Buchanan & Co., Los Angeles, and Declar Dunning, authoress, were married July 5.

JULIAN E. O’DONNELL resigns as vice president and treasurer of Hixon- O’Donnell Adv., Los Angeles, announcing no future plans. KAI JORGENSEN continues as agency chairman of board and ROBERT M. HIXON as president, with name changed to Hixon & Jorgensen Inc. H. D. WALSH, former secretary, named vice president. Name change does not affect Hixon-O’Donnell agency in New York.

THEODORE PALMER, formerly in radio section of Procter & Gamble Co. advertising department, joins Kastor, Farrell, Chealey & Clifford, New York.


MARION HARPER Jr., vice president in charge of research and merchandising for McCann-Erickson Inc., New York, elected a director of Adv. Research Foundation.

COWAN-GILLIAM Adv., with Chicago and Fort Worth offices, formed by JOSEPH B. COWAN and CHESTER A. GILLIAM Jr. Mr. Cowan will be at Fort Worth and Mr. Gilliam at Chicago.

A. C. BURY, former advertising and sales promotion manager for John H. Graham, manufacturers representative, joins Chelsea Adv., New York, as account executive.

ALFRED EICHLER, for past year member of creative staff of Biow Co., New York, named copy director in charge of all soap copy on Procter & Gamble account for the agency.

KUDNER AGENCY, New York, announces three new stockholders: A. M. CORRIGAN, MYRON P. KIRK and C. M. ROHRBAUGH, all long-time executives.


A. CULVER BOYD, for past several years copy chief for John H. Riordan Co., Los Angeles, joins creative staff of Erwin, Wasey & Co., same city.

GEORGE GALE, former account executive with Universal Adv., Hollywood, joins Tullis Co., that city, in same capacity.

HUGO WAGENSEIL & Assoc., Dayton, opens additional offices in Talbott Bldg., 131 N. Ludlow St., for its radio, television and public relations departments.

TRANSMERICA Adv. Inc. formed at 151 W. 46th St., New York, to cover all fields of domestic and foreign advertising and sales promotion. Agency personnel all have advertising background, including radio, of 16 and 20 years, according to president, JOSEPHINE LENTINI. Several accounts, which were not yet announced, are using Miss Lentini said.

GLENHALL TAYLOR, manager N. W. Ayer & Son, Hollywood, succeeds DON BERNARD as producer for Blondie show.


VINCENT P. CONROY, former vice president of Atlantic Airlines and in charge of its advertising, joins John A. Cairns & Co., New York, as assistant to president.

STANDARD Adv., Seattle, elected to membership in First Adv. Agency Group, chain of affiliated independent advertising agencies in major cities. President of Standard is RICHARD D. WHITING.

BERNY SCHWARTZ, formerly with West Coast office of Fairchild Publications, joins Lander-Young, Los Angeles, as account executive.

McCANN-E RICKSON Inc., Portland, Ore., moves to new quarters at Public Service Bldg.

HENRY von MORPURGO Co., Los Angeles, moves offices to 521 N. La Cienega.

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THE BUFFALO EYE

Now 5000 Watts Day and Night
NOW 970 KC

WEBR

The Buffalo Courier-Express Station, 970 KC
THE VIRTUAL BROADCASTING SYSTEM
WEBR COMPANY
National Representatives
REPORT ON TELEVISION

NO. 3

30,000 SMALL FRY. The vast army of young listeners to WABD's Small Fry program has a solid core of 30,000 faithful followers who have qualified as members of the club.

ORIGINAL AMATEUR HOUR promises to repeat on television its great radio success. Two successive Hooper Reports have given it a whopping rating of 46.8—tops in television.

"COURT OF CURRENT ISSUES," television's most adult public service program. Vital topics of public interest are put "on trial" before a picked jury of competent authorities.

PROGRAMS FOR EVERY TASTE. This breakdown of a month's programs on WABD—key station of the Du Mont Network—shows a well balanced entertainment diet.

Ask Du Mont—

For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

DU MONT TELEVISION NETWORK
"The Nation's Window On The World"
515 Madison Avenue, New York 22, N.Y.

TELEVISION
DU MONT NETWORK STATIONS
WABD—Channel 5
New York, N. Y.
WTGO—Channel 5
Washington, D. C.
WDTV—Channel 3
Pittsburgh, Pa.
WNHC—Channel 6
New Haven, Conn.

Something for everybody!
"outstanding service to the Air, Mr. Allen Weiss," chairman of MBS board and executive p of Don Lee, receives War Dept. from Maj. Gen. V. B. Bertrand.

"TELEVISION Fashions on Parade" will come under Procter & Gamble sponsorship (Prell, Ivory Snow) starting July 23 on WABD New York, Du Mont TV Network key. Completing deal are (l to r): Humboldt Grieg, WABD sales manager; Walter Craig, Benton & Bowles v.p.; William R. Ramsey, P&G radio director.

ON TV: The one who came home, SSIE, the one who came home, sees with Jimmy Jr. and Penny insch, just returned from a vacation trip with their father, J. Leonard insch, managing director of the Cox Radio Interests.

Edward Arnold (center), one man who is sure of being "Mr. President"—at least over ABC—talks with Charles Harrell III, ABC Eastern program manager, and Fred Thrower, ABC v.p. in charge of sales, at timebuyers' luncheon given in New York by the network and WJZ.

Celebrating 10th anniversary of Kruger Co.'s serial, "Mary Foster, the Editor's Daughter," are (l to r): Kay Campbell, "Mary"; C. M. Robertson Jr., Ralph H. Jones agency president; John Sinn, president, Ziv Television Programs Inc., wholly-owned subsidiary of Frederic W. Ziv Co.

Louis-Walcott fight in miniature was this promotion stunt for the championship fight over KFSA Fort Smith, Ark. Karl Lambertz, manager of station, is referee. Man in neutral corner is Jim Ayers, Taylor-Howe-Snowden, Atlanta.

SONNY QUEEN, 8, spins platters for KXLW St. Louis every Saturday morning for Adams Milk Co. He also does a solo of his own on each show.

Edward Arnold (center), one man who is sure of being "Mr. President"—at least over ABC—talks with Charles Harrell III, ABC Eastern program manager, and Fred Thrower, ABC v.p. in charge of sales, at timebuyers' luncheon given in New York by the network and WJZ.

Owner of WADC Akron, Allen T. Simmons, cuts the cake his staff presented him on his 60th birthday.

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Owner of WADC Akron, Allen T. Simmons, cuts the cake his staff presented him on his 60th birthday.
Just name it!...

With the widest range of television remote pick-ups and studio shows...helpful programs for the homemaker, complete news coverage, public service presentations...comedy, movies, drama...children's shows, sports and special events...WPIX provides any advertiser ample opportunity to make a profitable impression on a new major market—moving up fast and here to stay!...offers an unusual chance to create more conversation among customers, promote prestige, build business, better sales!

Details, production costs and advertising rates on request...write, wire or phone

WPIX • 220 E. 42nd St., New York City or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.
PROVISIONS OF FACILITIES FOR TRANS-CONTINENTAL TELEVISION SERVICE DEPENDS UPON THE DEVELOPMENT OF THE TELEVISION INDUSTRY TO THE POINT WHERE IT REQUIRE SUCH FACILITIES ON A COMMERCIAL BASIS. LINES ARE NOW UNDER CONSTRUCTION WHICH CAN BE USED FOR COAST-TO-COAST TELEVISION NETWORK SERVICE WHEN SUCH A DEMAND DEVELOPS.

CABLE TO LOS ANGELES

COAxIAL CABLE EQUIPPED FOR LONG DISTANCE TELEPHONE SERVICE WILL EXTEND ACROSS THE COUNTRY FROM NEW YORK TO LOS ANGELES IN THE SPRING OF 1949, WHEN THE LINK BETWEEN ST. LOUIS AND JACKSON, MISS., IS COMPLETED. ALTHOUGH THIS ROUTE WILL ALSO HAVE BEEN EQUIPPED FROM NEW YORK TO ST. LOUIS FOR TELEVISION SERVICE, SPECIFIC SCHEDULES, WHICH WILL BE CoORDINATED WITH THE ACTUAL NEEDS OF THE BROADCASTERS, HAVE NOT YET BEEN MADE FOR EQUIPPING THE REST OF THE UNITED STATES WEST OF ST. LOUIS FOR TELEVISION.

AT&T ENGINEERS CANNOT PREDICT HOW LONG IT WOULD TAKE TO EQUIP THE ST. LOUIS-LOS ANGELES ROUTE FOR VIDEO AFTER A DEMAND FOR IT IS ACHIEVED. THERE IS NO PRECEDENT FOR SUCH LONG-DISTANCE TRANSMISSION OF VIDEO, AND ENGINEERS SAY THEY CANNOT ESTIMATE WHAT IF ANY PROBLEMS WOULD ARISE UNTIL THEY ACTUALLY UNDERSTOOD THE PROJECT.

NEW YORK—CHICAGO RELAY

A RADIO RELAY SYSTEM IS NOW UNDER CONSTRUCTION BETWEEN NEW YORK AND CHICAGO, SCHEDULED FOR COMPLETION IN THE SPRING OF 1950. PLANS ARE BEING CONSIDERED TO EXTEND RADIO RELAY BEYOND CHICAGO TO THE WEST COAST ALONG A POSSIBLE ROUTE THROUGH DES MOINES, OMAHA, DALLAS AND SAN ANTONIO TO SAN FRANCISCO.

OTHER ROUTES, INDICATED ON THE MAP (PAGE 18), ARE UNDER CONSIDERATION FOR THE NECESSARY CONSTRUCTION TO PROVIDE NETWORK TELEVISION SERVICE. IN MOST OF THESE ROUTES IT HAS NOT YET BEEN DETERMINED WHETHER SERVICE WILL BE FACILITIES BY COAXIAL CABLE OR RADIO RELAY. ADDITIONAL EXPERIENCE WITH PRESENT FACILITIES, AS WELL AS BOTH TELEPHONE AND TELEVISION REQUIREMENTS, WILL AFFECT THE DECISION AS TO WHICH WILL BE USED ON EACH ROUTE.

IF THE BROADCASTERS HAVE COMMERCIAL REQUIREMENTS AND GIVE SUFFICIENT ADVANCE NOTICE OF THEIR NEEDS, THE LONG LINES DEPARTMENT CAN EXTEND ITS NETWORK FACILITIES IN 1949 TO CERTAIN CITIES ADJACENT TO ROUTES AVAILABLE IN 1948. IN THE EAST, FOR EXAMPLE, WIDER COVERAGE COULD BE PROVIDED IN NEW ENGLAND TO BRING NETWORK VIDEO PROGRAMS TO SUCH CITIES AS SPRINGFIELD, WORCESTER, MASS., PROVIDENCE, R.I., AND HARTFORD AND NEW HAVEN, CONN. SIMILAR EXPANSION IS POSSIBLE THROUGH PENNSYLVANIA AND FURTHER SOUTH TO CITIES IN DELAWARE, VIRGINIA AND NORTH CAROLINA.

IN THE MID-WEST, THE BELL SYSTEM'S NEW TELEVISION NETWORK IN THAT AREA COULD SEE A COMPARABLE EXPANSION, WITHIN A REASONABLE TIME AFTER REQUIREMENTS ARE KNOWN. THESE NETWORK ADDITIONS IN 1949 WOULD CONSIST OF EXTENSIONS TO CITIES ADJACENT TO ROUTES AVAILABLE IN 1948.

TV NETWORK RATES

DURING THE PAST TWO YEARS, BELL SYSTEM TELEVISION NETWORK FACILITIES WERE MADE AVAILABLE TO THE BROADCASTERS ON AN EXPERIMENTAL BASIS, WITHOUT CHARGE. BY THIS SPRING, THE BELL SYSTEM HAD HAD SUFFICIENT EXPERIENCE TO PROVIDE INTEGRITY AND CONSISTENCY TO PLACE THIS SERVICE ON A COMMERCIAL BASIS.

A TELEVISION CHANNEL BETWEEN TWO CITIES COSTS THE BROADCASTER $35.00 A MONTH PER AIRLINE MILE FOR EIGHT CONSECUTIVE HOURS EACH DAY, AND $2.00 PER MILE PER MONTH FOR EACH ADDITIONAL CONSECUTIVE HOUR. FOR OCCASIONAL OR PART-TIME SERVICE, THE RATE IS $1.00 PER AIRLINE MILE FOR THE FIRST HOUR OF USE AND ONE-QUARTER OF THAT AMOUNT FOR EACH ADDITIONAL CONSECUTIVE 15 MINUTES.

FOR USE OF TERMINAL EQUIPMENT, THERE IS A CHARGE OF $500 A MONTH FOR CONNECTING STATIONS TO THE TELEVISION NETWORK FOR EIGHT CONSECUTIVE HOURS DAILY. FOR STATIONS WHICH REQUIRE ONLY OCCASIONAL SERVICE, THE CHARGE IS $200 PER MONTH, PLUS $10 PER HOUR OF USE.

SPECIAL RATES SCHEDULED

A SPECIAL SCHEDULE OF RATES APPLIES TO THE EVENT THAT TWO OR MORE BROADCASTERS SHARE THE AVAILABLE INTERCITY CHANNELS. THIS SCHEDULE PROVIDES A CHARGE OF 25¢ PER AIRLINE MILE PER MONTH FOR FOUR HOURS OF SERVICE DAILY AND A CONNECTION CHARGE OF $500. IF SERVICE IS FOR FEWER HOURS, THE CHARGE MAY BE ACCUMULATED BY FIFTEEN-MINUTE INTERVALS, WHICH MAY OR MAY NOT BE CONSECUTIVE.

THE BELL SYSTEM'S REGULAR RATES FOR SOUND OR "AUDIO" BROADCASTING APPLY TO A SEPARATE SOUND CHANNEL NEEDED FOR THE COMPLETE TELEVISION PROGRAM.

THE ACCOMPANYING CHART SHOWS WHAT THE CHARGES WOULD BE FOR TELEVISION PROGRAM TRANSMISSION SERVICE BETWEEN VARIOUS CITIES THROUGHOUT THE COUNTRY.
15,000 New England Poets Listen to WBZ in the morning!

How do we know they listen?

Well, the makers of WALNETTOS advertised a "Rime-line" Contest via Arthur Amadon's "Seven-Thirty News," aired three mornings weekly over WBZ and WBZA.

15,000 listeners mailed in a rhymed entry . . each, mind you, accompanied by a proof-of-purchase wrapper. Entries came from all six New England states, and then some!

If 50,000-watt coverage like this . . even with an inexpensive early-morning show . . sounds like sweet poetry to your ears, see NBC Spot Sales about availabilities on WBZ and WBZ-TV BOSTON NBC AFFILIATES

Westinghouse Radio Stations Inc . . owner and operator of KDKA, WOWO, KEX, KYW, WBZ, WBZA, and WBZ-TV. National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.
THE LATEST WCKY STORY!

MAIL PLUS RATINGS

on WCKY means THE LOWEST COST PER THOUSAND LISTENERS in the Cincinnati Area, with WCKY's large outside listening audience AT NO EXTRA COST!

MAIL

WCKY has pulled over 500,000 orders for merchandise in the first six months of 1948—50% MORE THAN LAST YEAR!

RATINGS

Pulse, Inc. has completed 8 months of sampling in the Cincinnati Metropolitan Area. This represents the largest sample ever taken in this area.

RADIO FAMILIES INTERVIEWED: 32,800

OR

12.6% OF THE TOTAL RADIO FAMILIES IN THIS AREA

INVEST YOUR AD DOLLAR WCKY'S-LY
WHAT DOES THIS LARGE SAMPLE SHOW?
LOOK AT THE RATINGS WCKY'S SHOWS GATHER!

NEWS—with Fred Holt—6:00-6:15 PM Daily

WCKY 8.2
Network Station A ..................... 6.2
Network Station B ..................... 6.6
Network Station C ..................... 8.9
Network Station D ..................... 4.8

DAILY HIT PARADE
—with Nelson King—6:15-7:00 PM Daily

WCKY 7.3
Network Station A ..................... 4.6
Network Station B ..................... 6.3
Network Station C ..................... 11.1
Network Station D ..................... 5.9

WALTZ TIME—1:05-2 PM Daily

WCKY 6.3
Network Station A ..................... 6.0
Network Station B ..................... 6.6
Network Station C ..................... 5.7
Network Station D ..................... 4.4

New York Office:
Thomas A. Welstead,
Eastern Sales Manager
53 East 51st St.
Eldorado 5-1127
TWX: NY 1-1688

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
**Editorial**

One Radio World

THERE CAN be no isolationism for American radio. Events of the last fortnight demonstrate why that is so. And the Western Hemisphere, which historically has been the citadel of free radio in an enslaved radio world, no longer can claim that distinction.

One has but to listen to the newscasts or scan the headlines to get the gist. There is vastly more below surface.

The Inter-American Assn. of Broadcasters last week concluded its sessions in Buenos Aires. The question of freedom of the air was foremost. The host nation—Argentina—has no freedom of the air or of the press. It failed to put across a proposal that broad-casting stations in this hemisphere be con-strued as common carriers.

Strangely like the thinking of other Fascist dictators; like the thinking of the Communists, they too first commander the radio.

Hungary, under the Cominform, has made it a crime to listen to the “Voice of America" broadcasts. Under Hitler and Mussolini, to listen to anything on radio was high treason, punishable by death.

The Russians have been jamming our Pacific broadcasts, and probably those in Europe too. There have been strange things happening with our radio beam in the Berlin area, connected with the unpleasantness there.

George Polk, a CBS correspondent in Greece, was murdered. International commissions are investigating.

Robert Best, a renegade American who stooged for Hitler's radio, has been convicted of treason.

It can't happen here! Such things happen by degrees. Defense planning is in full swing here. There are still those in the military who think in terms of censorship, radio silence, roadblocks, and complete government operation of broadcast services.

In this atomic era anything can happen in the hysteria that would be provoked.

Another straw in the wind. In our insular possession of Puerto Rico, broadcasters are up in arms over a 10,000 w station on 940 kc licensed to the Puget Sound Communications Authority, authorized by the FCC for commercial operation. It will put a branch of the insular government in the broadcasting business, in competition with 22 privately-owned stations. The government station would pay no taxes. It would operate with government funds—funds contributed in part by the 22 private stations.

Is this a harbinger? The FCC authorized it. Puerto Rico is a part of the United States of America. It flies our flag. It is as if the Federal Register, published by the government, would accept advertising in competition with the daily newspapers, or if the “Voice of America" should compete with our networks.

Not so ludicrous as it sounds. Before the last war there was a plan for a super-power network of government stations in the standard band. We've already adapted the BBC type of government operation for the "Voice of America" by default. Our Canadian neighbors have a government system competing with private stations.

Had an eyeful? It should be clear now why eternal vigilance is indicated; vigilance and action.

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**Everybody's For It**

ONCE AGAIN both major parties are on record in favor of a free radio—as free as the press.

The Democrats stole a march on the GOP by adopting a free radio and television plank in the party platform. The Republican platform provision of radio, perhaps because, as Platform Committee Chairman Lodge put it, the First Amendment covers freedom of all media.

But from GOP Nominee Dewey came the strongest language yet by a candidate in defense of a free, uninhibited radio, safeguarded from undue governmental restraints.

Both parties were importuned by this journal to go on record. Both did in their own way. The Democratic plank depletes the "repeated attempts of Republicans . . . to impose thoughtful control upon the American people and to encroach on the freedom of speech and press".

Everybody appears to be for full radio freedom. But so far, nothing has been done about it. The trend has been toward greater, not lesser, controls upon radio's freedom.

Everywhere, the trend is toward greater, not lesser, controls upon radio's freedom. It will not just happen. Positive steps are required. Will they be forthcoming?

**Gallup's Wild Gallop**

TUCKED AWAY at the fag end of the Gallup Poll covering voters' reactions to the way the nation's three political conventions (released on the eve of the Democratic session) were rather meaningful figures on radio's impact upon the electorate. But even more significant was Dr. Gallup's narrative analysis of the poll.

Dr. Gallup, with professional objectivity, said the politicians could get some valuable tips from voter reaction. He admonished them (in order to escape unfavorable public opinion) to cut the length of the conventions, and avoid appearances of wasted time and confusion; limit the time of speakers; avoid appearances of extravagance; spend less time attacking; eliminate long stretches when appearance of evenhandedness is at hand.

These impressions, said the learned doctor, stem from a poll of what voters liked least "after reading about them in the newspapers, or listening to radio and television broadcasts," with the most vehement comments saved for length and content of speeches.

Tut, tut, Dr. Gallup. Show us any surveys where newspaper readers are swayed by "length and content" of speeches. Most people just don't read them. We contend the impressions created were made by listening and looking.

And Dr. Gallup's own figures bear out this absurd notion, though not so significantly as he feels they should. The voters were asked: "Did you happen to read about the convention?" To which 20% responded "Yes, most of it." Another 44% replied: "Yes, only part of it," and 36% said "No, not any of it."

The same questions, with "listen to" substituted for "read about," brought responses of 24%; 50% and 26%, respectively.

The degree to which radio has stolen the political show, and the effect TV has had upon our politics and the politicians, even with its audience limited to 10 million, will be more than amply demonstrated from now until the November elections. It won't take any polls to prove it.

(Continued on page 52)

**Our Regards To**

LYNDON BAINES JOHNSON

I F CHARM alone could win a Senate seat, Lyndon Johnson's election is assured. But it so happens he has other and more prac-tical attributes to offer that August body on Capitol Hill.

Elected to Congress at the age of 28, Mr. Johnson has represented Texas' Tenth District for 11 years. He was firmly entrenched among the Democratic liberals of the Roosevelt era, and has since kept his progressive ideas, modified occasionally by divergences that mark him as more of an independent thinker than as a down-the-line party man.

In addition, he is a "broadcast-in-law," his wife, Claudia, "Lady Bird," owning KTBC Austin, CBS outlet.

Mr. Johnson is campaigning with an atomic age technique—via radio and helicopter. He announced his candidacy for the Senate May 22 over a Texas-wide broadcast from Austin; he has covered Texas personally from the Pan Handle to the Rio Grande in his helicopter, the "Johnson City Windmill."

Although owner of a radio station by marriage, Mr. Johnson, friends say, has been scrupulously careful never to use KTBC for a political broadcast without paying for the time and offering equal time for opposing views. He makes two radio speeches weekly over the Texas band. After ten or twelve a day with the helicopter's aid.

The "Johnson City Windmill" considers no group too small or too large for a prospective audience. Many a Texas farmer and his farm hands have been wide-eyed, when suddenly a helicopter has lowered over their heads and hovered there while Lyndon Johnson personally delivers his message over the PA system.

If he wished to go no further than past accomplishments he could conceivably say to his constituents merely, "Let's take a look at the record."

After working his way through Southwest Texas State Teachers College at San Marcos as anything from janitor to secretary, he taught school for a few years and then at 23 became secretary to Congressman Kleberg in Washington. In 1935 he was appointed state administrator of National Youth Administra-tion in Texas. Two years later he was elected to the 75th Congress from a field of ten can-didates at a special election held to fill the vac-ancy caused by the death of Texas Rep. James P. Buchanan. He has been reelected.

**BROADCASTING • Telecasing**
Take the Guess out of Buying

REVEALING—UP TO THE MINUTE—ACCURATE.
WOV’s 5 AUDITED AUDIENCES give you the real inside lowdown on specific listening groups. Get the facts—(where listeners live and shop, what they earn, spend and buy, what they like and dislike, how many own telephones, the average size of their families)—known, proven, tested facts on each of 5 AUDITED AUDIENCES. Say goodbye to costly program experimenting. See how you too can...take the guess out of buying.

WOV’S pantry survey—a continuing, accurate study of the sales acceptance of 365 items in 37 different classifications selling in the New York market is now available to any advertiser or agency upon request.

It pays to know WOV, one of America’s important independent radio stations, originators of

AUDITED AUDIENCES
Ralph N. Wall, General Manager, The Bullock Company, National Representative

★ WAKE-UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Cleveland and Cincinnati.
How single sideband conserves power

This is Double Sideband
Voice modulation of carrier produces two beat frequencies—the sum and the difference of carrier and voice frequencies. Transmitter is called on to produce both sidebands in addition to carrier. This is inefficient in use of frequency spectrum and wastes power.

This is Single Sideband (carrier reduced)
One sideband is suppressed by filters and carrier is reduced. Power thus saved is available for remaining sideband. This method of transmission conserves space in frequency spectrum, requires only a fraction of the power of double sideband, and provides an improvement of 9 db in signal-to-noise ratio.

This system was originated and perfected by Bell Telephone Laboratories and Western Electric

The research that resulted in single sideband started at Bell Telephone Laboratories as early as 1915, when speech was first successfully transmitted overseas by radio. To improve the quality of voice reception, Bell scientists began studies of the fundamental nature of voice modulation. They proved that the radio transmitter was handling two similar versions of the voice (the sum and difference beat frequencies) in addition to the carrier.

Question: Could one of the sidebands be suppressed—thereby increasing efficiency?

For the answer, new tools were needed and were forged by other Bell scientists: a balanced modulator that will reduce the carrier to any desired degree; an electrical

Single Sideband is used on these Bell System overseas circuits

Bell Telephone Laboratories
World's largest organization devoted exclusively to research and development in all phases of electrical communications.
wave filter that could accurately select one sideband and suppress the other; a very stable carrier frequency source and many other devices were originated. This accomplished, first transatlantic test of single sideband radio was carried out January 14, 1923.

1927 marked the entry of single sideband into commercial two-way long-wave radiotelephony, and the development by Bell Laboratories of crystal-controlled oscillators soon made possible its extension to short-wave communications.

Today one single sideband transmitter can simultaneously transmit as many as three separate radiotelephone conversations, using but little more frequency space than would be required for one double sideband voice transmission. Now, single sideband equipment—originated and perfected by Bell Laboratories, built by Western Electric—joins the U. S. with practically all major points throughout the world by radiotelephone.

The birth and growth of single sideband

1915. Bell engineers analyze nature of frequency band fed into antenna in voice-modulated transmission.
1918. Bell System makes first commercial application of single sideband, in carrier telephony.
1923. Bell System makes first transatlantic single sideband voice transmission.
1928. First commercial short-wave transatlantic single sideband radiotelephone circuit opened.
1941-1945. Single sideband equipment built by Western Electric extensively used by Armed Forces, as well as government agencies.
1945-1948. Many more Western Electric single sideband radio systems put in service throughout the world.

Now... NEAREST IN SINGLE SIDEBAND the economical, low-power LE System

LATEST development in single sideband is the compact, low-power Western Electric LE System. Like the higher-powered LC now in wide use, the new LE is built to Bell System specifications for operation with a minimum of maintenance.

The LE System consists of three self-contained units: transmitter, receiver and control terminal. New electronic speech privacy equipment is incorporated into transmitter and receiver.

With the LE System, the Bell System now makes use of the demonstrated advantages of single sideband in the field of medium-distance radiotelephony.

—QUALITY COUNTS—

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
MORTON SIDLEY, sales manager of WHRD Castle radio for the past three years, has been advanced to station manager. Promotion is in line with recent expansion of station’s AM, FM and television facilities. 

JOHN K. MCNEIL, manager of WARD New York, DuMont TV Station, has been named director of WNJR New- 
ark, “Newark News” station, Mr. McNeil before joining 
ark was manager 
ark. He has served as consultant for radio and television stations, and will continue that work. 

BRAMSHOR, assistant to manager and director of advertising of WPEN Philadelphia, has been ap- 
pointed head of program department to succeed JOHN L. MCCLAY, resigned. 

HARRY D. GOODWIN, promotion and publicity manager of WCBC Boston for past five years, has been appointed general and commercial manager of WNJR Newark, N.J., effective Aug. 9. He succeeds OTIS P. WILLIAMS resigned. Mr. Goodwin previously was with WBZ Boston. He will immediately begin work, and he will report directly to JOHN H. MCCLURE, recently named manager of WNJR (see above). Mr. Williams has not announced future plans. 

LES EUGENE, program director of KXRY Texarkana, Tex., has been named sta- 
tion manager. He formerly was with WBOY Clarksdale, Miss., before joining KXRS in 1944. 

CHARLES C. BEVIS Jr., has been named manager of NBC’s Cleveland 
station, WNKH. He previously managed the network’s video station relations. 

J. ROBERT MYERS, NBC budget officer 
last week was appointed administrative assistant to CARLTON B. SMITH, di- 
rector of NBC television operations. Mr. 
Myers, who has been with NBC since 1935, will assume his new duties September 1. Intermittently since 1935, he has been a member of NBC’s executive department, but has not yet been announced. 

IRVING B. KAHN, radio manager of 20th Century-Fox Film Corp., has been promoted to executive vice-president of the company’s television department. 

MARC HOWARD, manager of WDBW Chicago, III., the “News-Gazette” 
station, has been given additional duties as advertising manager. RICHARD MILLER, who formerly directed adver- 
tisement and sales for Chicago stations, has been named manager for New York City. 

J. FRANK KNEBEL, radio and newspaper man since 1920, has joined WFMU Crawfordsville, Ind., as general manager. 

EUGENE CARR, director of radio for 

Howard Named President 
For Tobacco Network 

LOUIS N. HOWARD, president of WHIT New Bern and WJNC Jack- 
sonville, N.C., was elected president of the Tobacco Network at a board of directors meeting in Greenville last week. He succeeds B. S. Hodges Jr., general manager, WGTG Greenville. 

Other officers elected were: Vice president—Victor W. Dawson, gen- 
eral manager, WPIC and WFLN FM Fayetteville; secretary-treas- 
urer—Fred Fletcher, general man- 
ger, WRAL and WRAL-FM Raleigh; and general sales man- 
ger—Rudolph K. Scott of Raleigh. 

YOU R NEW CHEVROLET or BUICK 

STARTS HERE 

600K C 

FLINT—WORLD’S SECOND AUTOMOBILE CITY 

NOW EAST CENTRAL MICHIGAN HAS PRIMARY NBC COVERAGE 

CALL 
Paul H. Raymer Co. 
OR 
Trendle-Campbell 
Strah Building 
Detroit 26, Michigan 
Randolph 9184 

600 KC 

WTCB 

FLINT, MICHIGAN 
1000 Watts Day • 500 Night 
600 KC 

Paul H. Raymer, Representative 

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things that make KGNC the tuned-in station throughout the fabulous Panhandle 

KC • Amarillo, Texas 

Appreciated by TAYLOR-HOWE BOWERS Radio Sales, Inc. • Member of the LONG STAR CHAIN 

BROADCASTING • Telecasting 

LYNN GIFFORD, former program di- 
rector of WRJW, has 
joined KRDJ Dinnuba, Calif., as as-

Respects 
(Continued from page 18) 
consistently to Congress since that time. At present he is a member of the Armed Services Committee and the Joint Committee on Atomic Energy. 

The day after Pearl Harbor Lyndon Johnson asked for leave from Congress to volunteer for combat duty with the Navy. Per- 
sonally decorated by Gen. Mac- 
Arthur, he was awarded the Silver Star for gallantry in action over Lae and Salamaua in the South Pacific. He was discharged with the rank of lieutenant-commander. 

A question, “Is the record shows Lyndon Johnson plugging for preparedness as far back as 1937. To- 

day he has led the fight for the Air Force.” 

700 

Although Mr. Johnson recently underw 
went an operation at the Mayo Clinic, he has worn out three 
assistants in his short campaign. 

Grandfather Johnson along with broadcasters throughout the 

would surely agree heartily with the sentiment often expressed by Congressmen that “Govern- 
mament must be a strong ally and not a foe of Free Enterprise. Free 
Enterprise must be unhampered by needless red-tape...”
It adds up!

Time salesmen need more than a dotted line and a pen these days. It's a matter of getting high-grade talent down to low-pitched budgets; when you do, it adds up to sponsor sales!

That's where Capitol Transcription Shows come in. You get artists that are the talk of the town... Peggy Lee, King Cole Trio, Jan Garber, Frank DeVol, Paul Weston... to mention just a few. And shows like Music from Hollywood, Hayloft Jamboree, Sunday Serenade... Creative selling always pays off.

Put your show together from the complete Capitol Library, pick out your prospects, and set out... It adds up. And dozens of stations agree that it pays off!

Write for illustrated book telling the complete story of Capitol Transcriptions... mailed promptly on request. (Sample transcription, too, yours for the asking.)

Capitol Transcriptions
Sunset and Vine, Dept. 719
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name ____________________________
Station __________________________
Position __________________________
Street ____________________________
City ____________________________ State __________________________
Independents Form New Organization

NEW Assn. of Independent Metropolitan Stations (AIMS), with 40 members from major markets, was organized July 10 at a meeting held at KSTL St. Louis.

An executive committee will direct AIMS operations, with no officers, dues or other formal organization envisioned. Members of the committee are S. A. Cline of WOCY Louisville, chairman; Frank E. Pellegrin, KSTL St. Louis and former NAB director of broadcast advertising; and Mr. Cisler.

The main purpose of the organization is to intercede and help independents in their dealings with networks and other industry organizations in a formal way. Special problems affecting independent stations will be discussed. Other functions are to include group selling as a metropolitan market group.

Meetings of independent stations will be held in connection with all NAB district area sessions this summer and fall, with a full meeting at the next NAB convention.

Additional members will be admitted at future group sessions. Only qualified stations (those with a minimum of 50,000 population in the station's market and 50,000 in the metropolitan market of more than 100,000. Only one station from any market will be admitted.

Charter members are: WEXA Nashvillle, T. B. Baker Jr.; WMEI Miami, J. E. Tipp; WXIR Evansville, Ind., John Engelbrecht; WTVW Indianapolis, George Loer; WKGJ Richmond, Va., Douglas Robertson; WPST Springfield, K. P. Beal; KPCW Provo, C. E. C. Smith; WLOW Norfolk, Va., Robert Waudson; WMAQ Cleveland, R. F. Schumacher; KCON Kansas City, Ellis Attebury; WBGO Birmingham, E. A. Davis; WXYZ Detroit, J. M. Patrn; WPTF Fort Wayne, Edward O. Thomas; KITL San Antonio, Charles B. Keed; WQH Hartford, Harold Lebrun; WMIN St. Paul, Edward Hoffman; KXOA Dallas, Pellegrin and McDonald.

WISN-FM Starts

WISN-FM Milwaukee took the air last Monday on a schedule which duplicates 3 to 10 p.m. (CST) AM programming. Temporary signal strength is 3 kw, but a greater strength when additional equipment is available will bring station's power up to its authorized 50 kw. Station is on Channel 275 (102.9 mc).

Feature of Week

(Continued from page 10) agency and advertising personnel. Mr. Parman was not the first to win the scotch—some 40 to 50 others have been in on the loot—and chances are it won't be the last, as radio's newest sidelight to giveaways—the "house" contests unfolds.
Many of America's new television stations are selecting Andrew equipment because of the efficiency of Andrew's flanged coaxial transmission line and the added advantage of having Andrew consulting engineers install it.

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

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

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

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

Write today for full details. Andrew will get you on the air.

Television antenna of WGN-TV—Chicago's newest and most powerful television station—showing Andrew 2-5/8" flanged television transmission line.
KMUS IN MUSKOGEE UNDERWAY WITH 1 KW

KMUS Muskogee, Oklahoma's new 1-kw station at 1380 kc, took to the air for the first time a fortnight ago. The new fulltimer was originally designated KMHU but was recently granted the call letters KMUS. It will operate jointly with KMUS-FM from the studios of the FM station in downtown Muskogee.

KMUS is self-designated "The Voice of the Indian Capital of the World." Muskogee has long been so known, being headquarters of the five civilized tribes. Operating non-directional daytime and with 500 w directional, nighttime, the new outlet is affiliated with MBS.

Bill Bryan, formerly with KOMA Oklahoma City, and before that with WIBW Topeka, is general manager. D. W. Holsington is chief engineer. Other staff members include Glen Harmon, commercial manager; Joann Rygel, program director; Al Singleton, sports director; Paul Alexander, salesman; Furnas with KDYX Muskogee, Margaret Ann Martin is music librarian.

WJJD Tuscaloosa, Ala., recently inaugurated a new auditorium-studio, seating 600, with two shows featuring stars of NBC "Grand Ole Opry."

**NEW FIRM TO PRODUCE TV FILMS, MAKE SETS**

DUAL production of television film fare as well as "quality" sets is the intent of Hayes-Parnell Productions Inc., Hollywood. Capitalized for $500,000 in Nevada, with headquarters in Hollywood, corporation principals are Sam Hayes, news and sports commentator, president and general manager, and Farnell S. Billings, former president of Belmont Radio Corp., who will serve as chairman of the board as well as vice president.

Film production is the firm's immediate aim with set production not likely to get underway before 1946. Three film packages already are in production, according to officials of the firm.

In addition, firm aims to operate a film commercial unit for the production of video spots. Its head- quarters will be Hollywood at 6000 Sunset Blvd.

Members of the firm's board are Mr. Billings, Mr. Hayes and Hazel Thornton, who for 13 years served as assistant to the secretary of Bel- mont Radio Corp. She is secretary-treasurer of Hayes-Parnell. Producer-director for the firm is Jim Leestee.

**WSB-FM Transmitter**

A 10-kw WESTINGHOUSE FM transmitter was scheduled for delivery to WSB-FM-Atlanta, owned by the Atlanta Journal, last Thursday. WSB has been operating an FM transmitter on a development al basis for the past four years, according to John M. Outtier Jr., general manager. It plans to place its new FM and television transmitters in operation early this fall. New transmitter site, where a building and 600-ft. tower are being erected for both FM and television, is three miles from the center of Atlanta. The WSB-FM operation will be on Channel 883 (104.5 mc).

**WSJ JIN MONTGOMERY PLANS JULY LAUNCHING**

WSJJ Montgomery, Ala., will take the air on or near July 25 with 10 kw daytime, 1 kw nighttime, on 1170 kc, according to Station Manager John C. Hughes. The station is owned and operated by The Southern Broadcasting Co., composed of Joe Mathews, president; Judkins Mathews, vice president and Dr. John Mathews, secretary-treasurer.

Raytheon equipment has been used throughout the modern plant. The transmitter is located north of Montgomery and the elaborate studios are in a downtown area. Other staff members, besides Mr. Hughes, well known in Alabama radio circles, are Herbert McLendon, formerly of WCOV Montgomery, advertising; E. Caldwell Stewart, former program director of WWSW manufacturers, and managing WMGJ Montgomery, program director; A. Fred Wright, chief engineer; Bob Donaldson and Ed Brown, announcers.

**Bonfig Cites New Trend In Radio Manufacturing**

HIGH COST of FM and TV sets is "change the entire character" of the radio manufacturing industry, H. C. Bonfig, vice president of Zenith Radio Corp., told members of the National Electrical Retailers Assn. July 13 at their Mid-Year Leadership Conference in Chicago.

"Radio manufacturing has been a billion dollar business made up of many small and relatively few large manufacturers," he said. "The trend, however, seems now to be toward a smaller number of larger manufacturers, and illustrating this, he said 780 radio brands have come and gone in the industry's short history.

"Assuming that the increased number of small and sideline manufacturers has led to "many un sound merchandising practices," Mr. Bonfig said the changing character of business "must inevitably lead to sounder merchandising and elimination of economic malprac tices that have occurred too frequently in the industry."
DAYS and NIGHTS
Dependable Raytheon Performance

RAYTHEON RA-5 5000 watt AM Transmitter, front view, with doors removed to show the clean, orderly arrangement of cubicle interiors with ample inside access to all circuits and components.

5 KW PHASING UNIT, rear view, showing compact, accessible interior arrangement. Transmitter and phasing unit can be arranged as one cabinet or separate matching units.

RAYTHEON PROVIDES Exceptional Signal Quality
with ACCURATE DIRECTIONAL CONTROL

AM stations find that Raytheon equipment provides the complete and prompt answer to their most exacting or urgent needs. For new installations or for replacement, Raytheon Transmitters win immediate acclaim for signal quality, ease of operation and maintenance, handsome appearance, year-round dependability and low cost. Teamed up with Raytheon Antenna Phasing Equipment, they insure maximum signal quality and effectiveness with accurate control of directional pattern. Your Raytheon Broadcast Representative will supply complete information . . . or write for new descriptive literature.

AM TRANSMITTERS 250 W-1-5-10 KW

DIRECTIONAL ANTENNA PHASING EQUIPMENT

LOOK TO RAYTHEON FOR ALL YOUR NEEDS

Complete equipment for stations of any power, AM, FM or TV can be supplied by the Raytheon organization of specialists serving the Broadcast Industry.

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
OHIO DECISIONS

In a final decision on the Mansfield-Lorain-Fostoria (Ohio) cases, the FCC last week reversed its proposed denial of an AM grant to Laurence W. Harry, of Fostoria, but made final its proposal to deny the applications of the Mansfield and Lorain Journal companies [Broadcasting, Jan. 19].

The Commission also put into effect its proposed denial of the FM application of Mansfield Journal Co. As in its tentative decision, FCC held that the commonly owned Mansfield Journal Co. and Lorain Journal Co. are unqualified to be licensees, on grounds that in Mansfield the owners "have sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts."

Attorneys for the newspapers, owned by Isadore and S. A. Horvitz, have repeatedly denied any use of exclusive advertising contracts and have accused FCC of limiting free speech, exceeding its legal authority, and usurping powers that belong to the courts in connection with other FCC findings in the case [Broadcasting, May 10]. An appeal to the courts appeared probable.

The vote on the Mansfield-Lorain applicants was 3-4-2, with Comrs. Robert F. Jones, of Ohio, and George E. Sterling contending that "their general disqualifications by the majority are unsupported by this record and unsupported in law."

The two dissenters agreed that the Mansfield paper "has engaged in vigorous competitive practices." But they considered these "entirely within the realm of normal conduct of private business enterprise" and saw no reason to conclude that all of the business practices would be carried over into the proposed radio operations.

Messrs. Jones and Sterling claimed the majority accepted as true the "testimony given by a number of witnesses who appeared in opposition to the newspaper applicants," but "refused to give any credence to the testimony of witnesses who contradicted that testimony. Additionally they noted that "we fail to find any mention in the conclusions of the majority decision with respect to the clearly established affirmative qualifications" of the Mansfield and Lorain newspapers.

They voted to put the Lorain company's application back into the pending files since the frequency it seeks (1140 kc) is one that is not to be assigned until after the decision in FCC's so-called "daytime skywave" proceeding. They also voted for a grant of Mansfield Journal's FM bid between the mutually exclusive 1510-kc applications of the Mansfield Journal and Mr. Harry, they preferred Mr. Harry because Mansfield has an AM station while Fostoria has none.

Comrs. E. M. Webster and Frieda B. Hennek did not participate in the decision.

Fostoria Case

In the Fostoria case, despite approval of Mr. Harry's qualifications, the application (1510 kc, 250 w, daytime only) goes back into the pending files since it involves a U. S. 1-B channel. The Commission refused Mr. Harry's request for a waiver of its policy against grants on such channels before the daytime-skywave case is decided. Mr. Harry, an attorney, owns WFOB, the Fostoria station.

In the proposed decision FCC had anticipated a denial of Mr. Harry's application on grounds that he did not plan to carry discussions of controversial issues, at least during the first year of operations, that he proposed to give "preferential treatment" to one church, and that he would seek to discourage political broadcasts "through possible use of the device of increased rates."

The correctness of these findings was challenged during oral argument, and in the final decision the Commission declared itself "satisfied" that he would operate in accordance with the FCC's so-called "WHKC decision" on the provision of time for controversial issues, that he would not discourage political broadcasts by rates, and that his policies on religious broadcasts would be in the public interest.

The Mansfield Journal Co., one of the most outspoken critics of FCC's Mansfield FM grant to Edward Lamb, Ohio-Pennsylvania broadcaster whose social views also have been under Congressional fire, and the Lorain Journal Co. were applying for 250-w daytime on 1510 and 1140 kc, respectively.

ANPA Asks Relay Press Status Quo

FCC Urged Not to Change Mobile Unit Assignments Setup

FCC has been asked by the American Newspaper Publishers Assn., the three leading press wire services, and several individual newspaper publishers to make no change in the present allocations for mobile newspaper communication units without first holding public hearings on the subject.

The Commission had set last Monday (July 12) as the deadline for filing replies to its recent 'show cause' directive. Four channels were assigned to operate "relay press services" through which two-way radio contacts are maintained between newspaper editorial desks and reporter teams on the street.

Those asking for public hearings were the AP, UP and INS, and the following newspapers, which acted independently of the ANPA:

Detroit Evening News; Salt Lake City Telegram; Portland Oregonian; New York Daily Mirror; Daily Herald-Traveler; Daily Times; Boston Herald-Traveler; and Boston Evening Transcript.

Douglast (Wpg.) Budget; New Bedford (Mass.) Standard Times and Pittsburgh Sun-Telegraph.

Representatives of the New York Times and Daily News attended as observers, at a meeting held in New York July 9 to discuss the FCC petition.

The meeting was regarded as the first concerted move in the newspaper industry to get behind relay press service. Those present included F. J. Starzel, AP assistant general manager; George Akeron, Boston Herald-Traveler assistant publisher, and Tom Brooks, Hearst Newspapers radio director.

Education Sidelight

When approached with an offer to take the NBC College-By-Radio course last week, the 23 male inmates of the Louisville, Ky., jail hastily accepted. Then came the women's section. The jailer outlined the proposal, then asked, "Is anybody interested?" Not a word was spoken.

Oregon Democrats pelted Rep. Walter B. Hensley, (D), chief of the state's house of representatives with eggs when he tried to deliver an inside story of the state Democratic convention.
PRINCIPLE of actor payment for film performances in television must be on a royalty basis, Ronald Reagan, actor and president of the Screen Actors Guild, told the Hollywood Advertising Club July 12 in a panel titled "Television in Hollywood Today."

Mr. Reagan conceded that SAG recognized enormous returns were not possible at the present but he insisted that the principle of a royalty arrangement must be established even now. Further he believed that film would be a great source of programming for video and that Hollywood as the talent capital of the country would thereby become the television program capital.

He also felt that the problem of adult, thought-provoking films would be much more possible for television film aimed at late evening presentations as against the movies which find themselves having to aim at the broadest possible audience to obtain the maximum box-office.

Bill Booth, program director of KTLA Hollywood, said that programming is currently in a fluid state but felt that a station must seek to be all things to all people with any one program. He observed that a station program man “must stick to his guns” in evolving a program format without being unyielding. Mr. Booth admitted that some of his most cherished ideas have had to be discarded as unworkable. He too felt that the industry will find Hollywood the key originating point with New York second and Washington leading in news.

William R. Lasky, shorts producer and son of the picture pioneer, Jesse Lasky, described his plans for the production of a natural history series to be known as “America Outdoors.” He said these were aimed at being all-family material. It is wise, he said, that the medium calls for a “can do” approach.

Ludlam on Packages

Stuart Ludlam, vice president and general manager of 29:30 Inc., transcription and television firm, expressed opinion that time was now for package producers to get agencies into the television fold. Through use of program packagers he believed that an agency greatly reduced its “contact cost.” He also felt this would eliminate the excessive cost of building a total television department and devote full energies to new business.

Because of the excessive costs of film production he felt some such formula as 35% down by a would-be national sponsor is necessary to get a program series underway. He conceded frankly that any other way a packager “is between the devil and the deep red ink.”

Rodney Pantages, theatre owner, recognized that television had to be reckoned with by any theatre owner. He described the fact that he had experimented with direct large screen television but found it wanting in the present due to picture not being large enough and light not bright enough to compare favorably with other fare on his program. Further he pointed to the difficulty in timing the presentation of a given event when presentation is simultaneous.

Accordingly he looked to kinescope recording presentations as the way to lick timing. An example that theatres would ultimately gain access to the special events and sports as substitutes for the currently slow newsread. In the feature picture realm, Mr. Pantages felt that television would have no place largely because the cost which often runs to millions could never be met by sponsors.

Bernard Tabakin, West Coast television director of the Music Corporation of America, pointed out the extension of the concept of talent growing to include sports and sports personalities. In the main, though, he observed that watchful waiting was the biggest function currently since so little film has yet been gotten under-way.

KDYL-TV Salt Lake City Makes Commercial Start

COMMERCIAL operations were commenced July 7 by KDYL-TV Salt Lake City, owned and operated by The Intermountain Broadcasting Corp., on Channel 2 (64-60 mc) with an effective radiated power of 4 kw visual and 2 kw aural.

The NBC affiliate, which is said to be the first commercial video outlet between St. Louis and the Pacific Coast, has been on the air experimentally as W6XIS since last April 19. Studios are located in Television Playhouse, 68 Regent Street, and the transmitter is located atop the Walker Bank building in downtown Salt Lake City.

Personnel actively engaged in operation of KDYL-TV are S. S. Fox, president and general manager; John Baldwin, vice president and technical director; Harry Golub, television director; Allen Gonder, chief television engineer; Don Rainger and Keith Engar, programming and production, and Gloria Clark, film librarian.

James Baskett

FUNERAL services for James Baskett, 44 year old radio and film actor who died July 9 of a heart ailment, were held July 14 in Los Angeles. Mr. Baskett was known for his role as Gabby on NBC.

WTVT Toledo, Ohio, television station soon to go on the air, has purchased broadcasting equipment made by Industrial Television Inc. New York.

THIS AD MAY SHOCK SOME PEOPLE!

You don't have to
Pay a High AM rate to
get FM time in Kansas
City over KOZY.

KOZY FM only rates are
modest compared to PLUS re-
results achieved by the Adver-
siser.

Reach the Kansas City FM
audience direct—not indirectly
—use KOZY, Kansas City's
Pioneer FM Station.

National Reps:
FM REPS, INC.
"A Dillard Station"
Robert F. Wolfskill, Mgr.

A TOP TOOL FOR TELEVISION

(AM AND FM, TOO!)

• personal copy?
• office copy?
• gift subscription?

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my subscription to Broadcasting and the 1949 YEARBOOK.

1 YEAR $7 2 YEARS $12

Add $1 a year for Canadian or foreign postage

BILL ME

NAME __________________________________________ TITLE __________________________

COMPANY __________________________________________

ADDRESS __________________________________________

CITY ___________________ ZONE _______ STATE ____________

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ET TU, BRUTE!

Radio to Rib Self in Guild

Broadcasting Satirical

RADIO will pull its own leg on Nov. 12 when the Radio and Television Directors Guild presents a full-size satirical revue on broadcasting" at its annual ball to be held at the Hotel Astor, New York.

The idea for an annual event of radio and television paralleling the Gridiron Club dinners of Washington newsmen, originated with Robert Lewis Shayon, president of the New York local, the Guild said last week.

No phase of the industry will be safe from the needle, the union promised. Sketches, blackouts, songs, and ballets are planned, with the Guild footing the bill for talent at union scale and paying nominal rates for material.

All New York radio and video writers, directors, actors, technicians, and "even executives" are invited by Nicki Burnett, RTDG executive secretary, to submit material. "A show on radio for radio by radio people has long been overdue," Mr. Burnett declared.
Hop on the Hay Wagon—Bring home a Load of SALES from the Saturday Night DIXIE BARN DANCE: Radio Show and Hillbilly Jamboree on WJHP JACKSONVILLE Florida

Greatest Buy in the South! — the Goldangdest, Biggest Radio Show in these here parts! Come EARLY and git a sittin' place!

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

WJHP - 5000 watts
WJHP-FM - 96.9 mgs

Table IV
Do advertisers in your home city plug their programs in their newspaper advertising, buy space for specific programs, or incorporate radio logs in their newspaper ads?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>14</td>
<td>11</td>
</tr>
</tbody>
</table>

Table V
Do you do any advertising in newspapers?

<table>
<thead>
<tr>
<th>Specitic program advertisers</th>
<th>Institutional</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>86%</td>
<td>14</td>
</tr>
<tr>
<td>No</td>
<td>11%</td>
<td>51</td>
</tr>
<tr>
<td>No answer</td>
<td>3%</td>
<td>87</td>
</tr>
</tbody>
</table>

Table VI
Is your station owned by a newspaper?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>80</td>
<td></td>
</tr>
</tbody>
</table>

Table VII
Do stockholders in your station own stock in a newspaper in the same city?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>66</td>
<td></td>
</tr>
</tbody>
</table>

Table VIII
Do newspapers and stations in your community cooperate well in community or public welfare causes?

<table>
<thead>
<tr>
<th>Newspaper public service</th>
<th>Station paid advertising</th>
<th>Indefinite</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td>3%</td>
<td>22%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table IX
In your opinion, should program logs be published as a newspaper public service or should the station pay for them?

<table>
<thead>
<tr>
<th>Always</th>
<th>Usually</th>
<th>Never</th>
<th>Seldom</th>
</tr>
</thead>
<tbody>
<tr>
<td>46%</td>
<td>34%</td>
<td>6%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Trends
(Continued from page 24)

of the stations are newspaper-owned.

Do stockholders in your station own stock in a newspaper in the same city? (See Table VII)

As before, 19% of stations have stockholders in common with a newspaper in the same city. 86% reported there was no such interlocking stock ownership, while 15% did not answer the question.

In your opinion, should program logs be published as a newspaper public service or should the station pay for them? (See Table VIII)

Broadcasters overwhelmingly (95%) feel program logs should be offered free by newspapers as a public service. Only 5% are of the opinion that stations should pay for such service.

Do newspapers and stations in your community cooperate well in community or public welfare causes? (See Table IX)

Almost half the stations (46%) report that broadcasters and publishers always cooperate well (in community or public welfare causes); 54% say they cooperate well; 10% report that this cooperation is rare, and 4% say it never happens.

Media Inc. Opened

MEDIA Inc., new advertising and public relations firm, has been opened in Washington by Martin Schadi, former account executive with Romer Advertising Inc., Washington. Mr. Schadi worked in the graphic arts field before the war in California. He had been associated with the Washington Post in display advertising and was commercial manager of WASH (FM) Washington before joining Romer.

Free TV Is Here to Stay, Council in Chicago Told

THE AMERICAN pattern of free television is here to stay and advertisers will continue to finance TV programming as they have aural radio, Norman C. Lindquist, vice president of Television Advertising Productions Inc., declared Tuesday in an address before the Chicago Television Council.

Rapping the proposed Phonievision and the British system of television, Mr. Lindquist said “taxes are too high already, and costs of living are high enough without tackling a box office to our telephone bills.”

He suggested that costs of producing motion pictures for television be brought down by “fewer lights, lower set construction costs and fewer props.”

WACA CAMDEN, S. C., OPENS WITH 1 KW DAY

WACA Camden, S. C., started operation July 18 with 1 kw daytime on 1580 kc. The independent station is licensed to the Camden Broadcasting Corp., of which H. S. Bowden is president.

R. O. Darby Jr., former manager of WMAP Monroe, N. C., has been named general manager of the new station. Sales manager for WACA is R. T. Fairey, Jr., formerly a salesman at WCOS Columbia, S. C.

Ed Morris, formerly at WMAP, is chief engineer. The traffic department is headed by Betty Fairey, a former copy writer for WCOS, and Frank Funderburk, also from WCOS, has been named chief announcer.
THREE TV GRANTS FILL QUOTA AT SYRACUSE

GRANTS for three television stations at Syracuse, filling all the city's channel availabilities, were issued by FCC last week.

The grants went to WAGE and WSYR Syracuse, and to Meredith Publishing Co., video applicant in several other cities and publisher of Better Homes & Gardens.

They represent total estimated construction costs exceeding $856,000. Assignments were as follows:

WAGE—Channel 10 (192-198 mc); 30 kw visual power, 15 kw audial; antenna height 470 feet. Construction costs were estimated at $219,832.

WSYR—Channel 5 (180-186 mc); 15 kw visual power, 7.5 kw audial; antenna height 810 feet. Construction is expected to cost $848,497.

Meredith Publishing Co.—Channel 8 (180-186 mc); 15 kw visual power, 7.5 kw audial; antenna height 680 feet. Estimated construction costs: $218,350.

6,000 Broadcasts

Record Chalked Up by Peoria Sponsor on WMBD—

AN Amazing string of over 6,000 consecutive broadcasts of the same program at the same time by the same sponsor, has been racked up by WMBD Peoria, Ill.

The show, a nightly 10-10:15 p.m. newscast presented by Brooks Watson, has been sponsored by the Cohen Furniture Co. of Peoria since Jan. 1, 1932 and has been handled by Mr. Watson since 1935.

The store, which claims to be the largest home furnishings institution in downstate Illinois, attributes "much credit" for its steady growth to its radio advertising over WMBD.

Mr. Watson was recently selected as the favorite newscaster in the Peoria area, according to a survey made by Dr. David White, head of the Bradley U. Journalism Dept. (Broadcasting, June 14).

They Say...

"TELL the radio stations which programs you like, and those you dislike. The radio executive wants to raise the quality of his programs, but primarily he wants to put out programs people will dial in."

A. L. Chapman, director, bureau of research in education by radio, U. of Texas, speaking at national convention, Business and Professional Women's Clubs, Fort Worth.

... "BECAUSE Congress said that political candidates, speaking over the air, should not be "conditioned" the FCC would give them carte blanche not only to speak their opinions but to utter slander uncontrolled... We do not believe Congress intended any such absurdity... If a station seeks to cut out a libel, the FCC will take away its license. If the station permits the libel, it can still be sued in a court which may not accept the FCC's ideas on jurisprudence and so the station may go out of business via bankruptcy."

From an editorial in the Wall Street Journal.

Summer Radio Workshop Under Way at Boston U.

TWO workshops on radio in education are being given jointly by Boston U. and the New England Committee on Radio in Education at Boston U. The three-week introductory workshop opened July 12 and will run through July 30. Dr. Everett L. Austin, of the Rhode Island Dept. of Education, is in charge of this section.

Advanced workshop runs from August 2 to August 20 and will be under the direction of Prof. Samuel B. Gould, director of the division of radio and speech at Boston U.'s school of public relations.

Robert Saubek, ABC; Robert Hudson, CBS, and Gordon Hawkins, Westminster Radio Stations Inc., will be guest lecturers during the workshops. Several local broadcasters will act as consultants.

WBAP-TV Will Be Video Affiliate of NBC, ABC

NBC AND ABC, in separate statements last week, announced that WBAP-TV Fort Worth, Tex., has joined both networks as a television affiliate. The station, to go on the air about mid-September, will be the first video outlet in Texas.

Carter Publications, publisher of the Fort Worth Star Telegram, owns and operates the station. Amon G. Carter is president. WBAP-TV will operate on channel 5, with 17.6 kw visual power and 8.2 kw audial power.

Bulova (Continued from page 24)

advertising today is very costly and, with the exception of New York and Philadelphia, might be termed extravagant, Mr. Clyne revealed. However, available research data indicates that libel or libel-tune-in in those markets which receive adequate service is exceptionally high and that in such markets the attraction of television is definitely reducing radio listenership.

In the New York metropolitan area, for example, research information shows that the number of persons tuned-in to radio in homes which have both radio and television sets fall off approximately 25% or 30% of the audience to radio in non-television homes.

Whereas the average tune-in in Class A time to radio is about 40% in non-television homes, radio sets in use in television homes reduces to about 10% with well over 40% on the average in those homes tuning to video.

A further analysis of listener-ships leads to the leading for features in television and non-television homes substantiate the reduction of audience to these shows in those homes which have television sets.

Zenith Sues Sears; Says Tone Arm Design Covered

"UNFAIR COMPETITION" is charged in a Zenith Radio Corp. suit which has been filed in Chicago Federal Court against Sears, Roebuck and Co., Chicago; International Detrola Corp., Detroit, and Colonial Radio Corp., Buffalo.

Sears is charged with "imitating and appropriating" the design of Zenith's "Cobra" tone arm and "deceiving or misleading" the public into believing the phonograph pickup device sold by the firm is manufactured by Zenith. Sears has at times actually expressly represented that its... pickup arm is a Cobra... tone arm," the suit states.

Zenith also asserts that Colonial and International Detrola have made and are continuing to manufacture the tone arm sold by Sears, thereby contributing to the unfair competition. Sears has filed countersuits charging Herriott and Charles F. Parker, Zenith attorneys.

This is the second such suit filed by Zenith within the past month. The firm charged in mid-June that Admiral Corp., Chicago, "copied, imitated and appropriated" the "Zenette" portable radio design. Codefendant is the Continental Can Co., which makes the plastic radio cabinets.

Radio as an important factor in developing Blue Cross-Blue Shield public relations programs will be discussed by 150 executives of the hospital and medical care plans at the 5 and 6 at third annual public relations conference at Stevens Hotel, Chicago.
Radio-TV Plank
(Continued from page 21)
became apparent that on most mat-
ters they would take full advan-
tage of their ability to second-
guess over the Republicans.
The drafters also had before them a statement submitted by Broadcasting, as to the viewpoint of President Truman on radio. The President has expressed him-
self as favoring radio being main-
tained “as free as the press” from a regulation standpoint, and while the plank adopted omitted refer-
ence to governmental regulation of radio, thereby not going as far as many broadcasters would prefer a plank to go, it did commit the party to giving radio and television the same free hand in gathering and disseminating the news as is now exercised by the press.

TV Films for $1,000
LOW-BUDGET advertisers may have video films made for “less than $1,000,” according to a new plan effected last week by Sterling Films Inc., New York. The firm, producers and distributors of home movies, has established a television department headed by Carl King, WNEW New York narrator. Films are to include script, narration and advertising. Sterling Films is located at 61 W. 56th st.

SOUTHWEST VIRGINIA’S PIONEER RADIO STATION
WDBJ consistently covers a near BILLION DOLLAR MARKET!

Retail sales in WDBJ’s daytime coverage area exceeded $850,000,000, in 1947, nearly double 1946. In the part of this rich market where WDBJ’s listenership is 50-100%, retail sales exceeded $500,000,000. You can cover this fast growing market of Roanoke and most of Southwest Virginia with WDBJ alone, and the cost is surprisingly low.

Ask Free & Peters!

THE IMPORTANT role played by Republican and Democratic Conventions in Philadelphia was pointed up in a memorandum issued to all speakers and chairman of delegations by Kenneth Fry, radio director of the Publicity Division of the Democratic National Convention. In the memorandum Mr. Fry said:

“We are all fully aware of the extensive television coverage given to the major political conventions this year.

We are also aware that the growth of radio coverage of conventions during the past couple of decades tightens the convention schedules, made time schedules mandatory, and in general has done more to acquaint the people of the country with candidates and issues than any other means of news dissemination.

Now we have television, and millions throughout the country can see as well as hear all convention activities. This has a definite and vital effect on the party, the chances of candidates, the attitude of the people toward the party and the election.

Television has a merciless and complete eye. All of us must remember that “Time” magazine estimated that ten million people in the East “saw” the Republican Convention instantly through television. Another five million people in either parts of the nation. I’d like to quote a few-and observations from “Time’s” report:

“The TV camera . . . peered and prowled everywhere, and its icy, watery gaze was often unflattering. Good-looking women gave a new coverage to handsome male candidates, witches and dapper men became unshaven bums.”

This camera caught occasional telltale traces of boredom, insincerity and petulance.

Most television lost the thread of . . . address, because of the woman in the background who blandly read a newspaper . . . a girl delegate smoothing a

TV IMPORTANT
Coverage Effect Stressed
At Democratic Session

yawn behind her compact during a dull speech . . .

Conventions soared themselves to radio; it is obvious that they must now be geared to television. Do not forget at any time that television is all-inclusive and all-compassing eye on the Convention Room, the floor and everywhere. The camera shifts instant-
ly and often.

Speakers will be personally notified of plans for makeup before they appear on the platform. The Radio Divi-
tion and the television companies will send you information about dress for TV appearances.

1. Major speakers should, in their introductions, address themselves not only to the Convention audience, but to the radio and television audiences as well.

2. Remember that any activity on the speakers’ platform is emphasized by the TV camera, and dtracts from the speaker.

3. Introductions should not be done perfunctorily, or as an aside. They should be done completely, and face to the audience, but not before the camera. Otherwise they appear on the screen as a ‘brushoff.”

4. Reading of newspapers, yawning and other evidences of boredom should be pointed. Remember the camera em-
phases and broadens the approach. As the Presi-
dent presents an overall view of the Convention Hall, it accentuates detail.

Naturally we have serious business at Convention Hall, and our business is with the delegates. But do not forget that millions of curious eyes are on us all the time, and millions and millions of ears tuned to the broadcasts. Our attention to these points means votes.

NEW REGIONAL FORMED
BY 4 GEORGIA OUTLETS

A NEW regional network, com-
posed of four 5 kw stations, has been formed in Georgia and will be identified as the “Georgia Quar-
et.”

All of the stations will be rep-
resented by the George P. Holling-
bery Co., Chicago, as local ad-
vertising network, and will offer in its time sales a combi-
nation rate. George P. Hollingbery, president, claims the new network will deliver a large Georgia audi-
ence than any other combination currently for sale. Member stations, their affiliation and manage-
ment are as follows: WGST Atlanta; MBS, John Fulton; WRDJ Augusta, CBS, R. W. Ringston; WSAV Savannah, NBC, Harben Daniel, and WBFL Columbus, CBS, James Woodruff Jr.

Kermit-Raymond Places Show With RNR, KFI

SALE of Hollywood’s Open House to the Rural Radio Network, seven station FM network in New York state, has been announced by Bay Green of Kermit-Raymond, pro-
duction company.

Mr. Green also announced the sale of the show to Kaiser-Frazer through William H. Weintraub Co.

The half-hour package will be used five times a week on KFI Los Angeles for a ten-week period through the summer.

MRS. LOUISE MacFARLANE, wife of WCBM Baltimore’s Lon Ross MacFarlane, attracted much attention and many com-
ments by displaying the party symbol on her chapeau. Mrs. MacFarlane, who doubled in bross for her husband, is shown in MBS headquaters at the Bellevue Stratford.

NBC—‘LIFE’
Two More TV Firsts Presented
During Convention—

FIRST telecast from the press room of the White House in Washington was presented last week as a part of the NBC-Life coverage of the Democratic Convention. The exclusive broadcast was planned by NBC and Life as a Convention sidelight, augmenting, with other NBC-Life features, the pooled cov-
erage presented from Convention Hall by the industry.

The half-hour program featured NBC Washington correspondents Arthur Barrault and Frank Bourgholzer and Life correspondent Edward J. Boland, in an interview with other Washington newsmen who cover the White House and travel with Presi-

During the program White House Press Secretary Charles Ross stopped by the press room and reported that President Tru-
mans was watching the program in his house and enjoyed it very much.

Later in the evening, NBC and Life did a three city round robin television program with pickups from New York, Philadelphia and Washington. Acting Secretary of Labor John Gibson was interviewed in Washington, former Agriculture Secretary Clinton P. Anderson in Philadelphia and James W. Gir-
ard, U. S. Ambassador to Germany before World War II, in New York.

The round robin utilized 17 cam-
eras and is reported to be another television first.
suit points out, "there are various heated political campaigns now being carried on in the State of Texas... and various charges and counter-charges of libel have been made... Some of the charges have been made by various candidates border on libel and in some instances would be actually libelous under the truth thereof were proven."

When the station announced its plan to accept broadcasts by any legally qualified candidate, the complaint was made that it would be known to the public and to all legally qualified candidates that in view of the rules and regulations of the FCC, the laws of the U.S.A. and the civil and criminal laws of the State of Texas, Radio Station KPDC would be compelled to reserve the right to edit any and all political broadcasts and other broadcasting material for libel, treason, profanity and obscenity."

"But since then, the suit continues, KPDC has handed various suitors in Port Huron including "findings and conclusions not in accordance with the law." The complaint declares:

"Certain legally qualified candidates for office made a public declaration that they were going to conduct primary elections which would be known to the public and that they were going to make certain statements on the air over KPRC which statements, if made, and unless proven to be true would be libelous..."

"Plaintiff alleges that in order to comply with the laws of the State of Texas and not subject itself to penal punishment, possible civil liability for damage and possible civil liability for its charter, it is necessary that each and every utterance, statement and speech be made over KPRC by all legally qualified candidates including those mentioned above should and must be submitted to KPDC and edited for libel..."

"By virtue of the final declaratory judgment of the defendant FCC in the Port Huron case, plaintiff cannot edit for libel... nor can it refuse to broadcast a speech or part of a speech..."

"Summing up its plight—which spokesmen felt is also the plight of all stations which carry political broadcasts—KPRC maintains it will face "irreparable financial injury" whether it follows FCC's ruling and forgets Texas law, or follows Texas law and disregards FCC's interpretation.

"The station, operated under the general management of Jack Harris, is owned by former Texas Gov. W. P. Hobby and his wife, Mrs. Ovetta Culp Hobby, wartime director of the Women's Army Corps. The suit sues..."

"It is a known fact that Gov. W. P. Hobby and Mrs. Ovetta Culp Hobby have been sustained in libel and slander suits and are now defending themselves before a federal court..."

"Henry and Bob Conside sailed Friday, July 16, on the Queen Elizabeth, Mr. Conside is covering for ABC. Mr. Henry will cover for MBS, with the assistance of Arthur Mann, Mutual's London bureau chief..."

"HCN's sports director, Bill Stern, is scheduled to leave for England tomorrow, July 20. He will collaborate with Merrill Mueller, NBC news chief in London, to cover the games. Red Barber, CBS sports director, plans to fly to England July 23. His assistant, John Derr, sailed last Wednesday to handle preliminaries..."
District Meetings
(Continued from page 32)

conduct research clinics at several meetings. Mr. Batson will speak on "Television—The Blue Chip Decision," summarizing data developed in three months of research. He will give an interim version of a comprehensive report to aid broadcasters in "making the big choice: TV or not TV."

Changes Contemplated

Several changes in the association's By-Laws will be considered at a meeting of the By-Laws Subcommittee, tentatively planned some time next month if a meeting can be dottelated into the district seat.

Changes in the present By-Laws are needed to remove flaws in the version which was adopted a year ago. The whole system of electing district directors is involved in proposed amendments, with chance that referendum ballots will be mailed to the NAB membership in September. This, of course, would require authorizing by board members of any subcommittee proposals.

At present each district director has the option of holding aoll election or balloting at a district meeting. At Los Angeles the board favored this optional method, but agreed that persons nominated for district directorships should be given a chance to withdraw before the election.

Important change in the By-Laws will be the amendment offered last spring by Edward Breen, KVFD Fort Dodge, Ia., elected a director for small stations during the Los Angeles convention in May. Mr. Breen's amendment would remove from the By-Laws the paragraph (Article VI, Section 1, Paragraph 3) vesting the board with power to enact any and all necessary rules and regulations of practice or codes [BROADCASTING, May 10].

Breen Has Petition

Because Mr. Breen's petition was not submitted 30 days prior to the board of directors two Los Angeles meetings, it will not be considered until the next board meeting slated the week of Nov. 15 in Washington. Unless he withdraws the petition, signed by over 300 members, the board must submit it to the industry for a mail vote. Mr. Breen has indicated he is considering withdrawal of the proposal.

Nominees for the District 9 directorship, as certified by Ernst & Ernst, subject to further nomination from the floor during the election, are as follows:

1. Ralph L. Atlantis, WIND Chicago; Charles C. Cole, WMBD Peoria; Walter J. Damm, WTMJ Milwaukee; Oscar C. Hoelscher, Chicago; T. M. Hunt, Des Moines; WAAF Chicago; Bernard Jacobson, WOAK Oak Park; Leslie C. Johnson, WLS Chicago; Robert E. Jones, Jr., WLS Peoria; F. Ward Jue, WITN Wilkes Barre; Robert E. Peoria; Ben A. Laird, WDUX Green Bay, WIS; George B. Laffey, WLM Clinton, Ind.; Roy W. McLaughlin, WENR Chicago; Donald Pekarzik, WYFB Chicago; K. F. Schmitt, WIBA Madison; Glenn Brown, WGBS Milwaukee; LBL Chicago; Edward A. Wheeler, WEAW Evanston.

The complete agenda for the District 4 meeting, opening the NAB's summer-fall series, follows:

MONDAY, JULY 26

9 a.m.—Registration
10 a.m.—Call to Order—Campbell Ar- noux, WTMJ Milwaukee, 4th District Director; Announcements; Appointed Committees
11:15 a.m.—Program Clinic: Edward S. Whitlock, WENR Richmond, 4th Dis- trict Program Chairman, "Better Pro- gramming for Greater Programming"—Fair, director, NAB Program Dept.; Music Matters, BMI, ASCAP, SEVAC, Legal Aspects, Music, Committee: Introduction of representatives of Group Member companies; association members; question and answer period
12 noon—Recess
12:30 p.m.—Luncheon
3 p.m.—"NAB—Your Association"—Judge Justin Miller, NAB president. A general overview of the services and activities of NAB, including Standards of Practice, current status and future plans; question and answer period
3:30 p.m.—Finance Clinic: O. L. Carpenter, WPTF Raleigh, 4th District sales managers chairman; Work of the Broadcast Advertising Dept. A. D. William Jr., executive vice presi- dent; All-Radio Presentation—Hugh M. P. Higgins, assistant director NAB Broadcast Advertising Dept.; Small Market Stations—John W. Bahn, WMJ Martinsville, NAB Executives Committee; question and answer period
4 p.m.—Adjournment
8 p.m.—Banquet
TUESDAY, JULY 27

10 a.m.—Call to Order—Campbell Ar- noux, 4th District Director; "Radio's Current Legal Problems"—Petty, NAB General Counsel. A re- view of editorials, political broad- casts, controversial issues, libel and slander, state taxation of radio, zon- ing (Hoffman); State legislation; question and answer period
11 a.m.—Employer-Employee Relations Clinic: Harold Bessek, WEAK Winne-美学, 4th District Employer-Emplo- yer Relations Chairman, "Your Station Labor Relations Prob- lems—What You Can Do About It"—Richard P. Doherty, director, NAB Employ- er-Employer Relations Dept.; question and answer period
12 noon—Recess
12:30 p.m.—Luncheon
1:30 p.m.—Address by Frederic R. Gamble, president. American Assn. of Advertising Agencies
2 p.m.—"Problems of Coverage and Measurement—Broadcast Measurement Bureau. Lunch at Fellini's, radio stations; introduction of representatives of Group Member companies; question and answer period
2:30 p.m.—"Television—The Blue Chip Decision"—Charles A. Batson, NAB director of information. A summary of the efforts of the NAB program operation over the past three months of intensive research. There will be an intermission prior to a comprehensive report for broad- casters making the big choice: TV or not TV.
3:30 p.m.—"Horizons Unlimited"—A panel discussion of AM, FM, TV and FX members of NAB staff and local broadcasters
4:30 p.m.—Report of Resolutions Commit- tee
5 p.m.—Adjournment

Lineup of other district meetings in the first half of the series, through the District 11 meeting Aug. 19-20, follows:

District 1 (Ohio, Ill., Ind., Ohio, Mich.): Bellows-Stratford Hotel, Philadelphia, July 29-30. Research, development, management type and President Miller's luncheon address, labor relations; second day, sales clinic; M.E. Miller's address, music, luncheon, TV session, Horizons Unlimited.

District 2 (Wis., Ind., Ill., Ind., Ohio, Mich.): Bellows-Stratford Hotel, Philadelphia, July 29-30. Research, development, management type and President Miller's luncheon address, labor relations; second day, sales clinic; M.E. Miller's address, music, luncheon, TV session, Horizons Unlimited.

District 3 (New England): Somerset Hotel, Boston, Aug. 5-6. Federal day, labor relations, President Miller's luncheon address, TV session, Horizons Unlimited.

District 4 (New England), Somerset Hotel, Boston, Aug. 5-6. Federal day, labor relations, President Miller's luncheon address, TV session, Horizons Unlimited.

District 5 (N. Y., N. J., N.): Hotel Sher-aton, Rochester, Aug. 5-6. Opening day, sales clinic, President Miller's luncheon address, labor relations; second day, research, public relations, lun-

COMPLETION of new 500-ft. Blow-Knox tower for WFB-FM Charlotte, N. C., has been announced. An RCA four-section tower has been installed for FM and on RCA three-section super-furnace will be added for television. Original cost esti- mate for FM was $73,000. Complete antenna cost when television equip- ment is installed will be approximately $101,000, station reports. With initia- tion of service from new tower, WFB-FM increased its power to 54.6 kw and changed from Channel 27 to Channel 26 (99.9 mc).

WITTY, RHEA SET UP NEW CONSULTING FIRM
FORMATION of the consulting firm of Witty and Rhea, with head- quarters in Dallas, has been an- nounced by W. M. (Bill) Witty, and Henry E. Rhea, veteran RCA engineers.

The firm will specialize in television, primarily in equipment and installations. In addition, the or- ganization will cover planning, design, supervision and construction in all broadcast operations.

Mr. Witty had been with RCA for 20 years, most of the time in the Dallas office handling sales and installation of all types of trans- mittor equipment. Mr. Rhea was with RCA about 12 years, eight of which were spent in television engineering at Camad quarter- offices ... at 6923 Snider Plaza, Dallas. Phone J8-2402.
Two Firms Are Merged in Houston

Wallace Davis & Co., Houston radio and television station operator, has consolidated to form one of the biggest advertising agencies in the south, Wallace Davis Advertising, Houston. With his knowledge of writing and the oil business it was here that he opened his one-man advertising agency.

Aerial Service

Aviation is one of Mr. Davis' interests and the company owns two fast planes for serving the agency's distant accounts. He recently bought and operates Sky-Travel Inc., an aircraft sales and service organization with headquarters at the Municipal Airport in Houston. Each week-end he flies 480 miles to his 244-acre ranch at Center Point, in the hill country of Texas.

AFN PREFERRED

By BILL GRAFFIS

WHILE the equipment, installations and operating personnel of the Armed Forces Network long ago was removed from England, the pleasant memories of fine radio entertainment provided for the GIs' and, coincidentally, British listeners, have not been forgotten by the permanent residents.

Although the operations of the AFN are now restricted to the American Zone of Germany (including U.S. areas in Berlin), a survey conducted by the London representative of an American advertising agency showed listeners in England possessing sets capable of picking up the GI station in Berlin, Hamburg or Frankfurt preferred the programs by a ratio of nearly 3 to 1 over anything presented on BBC's Home, Light or Third service.

Heavy favorites among the English were American comedy and variety shows with Fred Allen, Crosby, Hope and Bergen at the top of their heap. The ancient alleged truism that more than the Atlantic separates the American and British sense of humor took a beating when the survey showed English listeners of AFN's Allen and Bergen shows favored the more subtle quiet presentations of these two over the boisterous pie in the face routines of Tommy Handley and Vic Oliver, supposedly the top two comedians in Britain.

Even the disc jockey shows on AFN have made a sharp cut in the BBC audience.

One of the midnight record shows on AFN, easily obtainable in Britain as it went on immediately after BBC's signoff time of 11 p.m., proved to a BBC survey to have more listeners in Britain than some of the highly tuned BBC programs.

In an effort to pick up the late evening audience, the BBC continued their broadcasting schedule another hour, supposedly because increased allotment of electricity permitted the extra sixty minutes.

This listener, coupled with the fact the BBC loaded their last hour of broadcast time with live and canned musical shows, was much too flimsy to grab listeners in the amount desired by the English government radio.

The majority of the British listening audience cannot understand why the BBC doesn't buy transcriptions of some of the leading American radio shows. Although the official explanation is that the American artists and agencies demand payment out of Britain's none too large dollar fund, English listeners are quick to point out arrangements have been made whereby certain performers such as Danny Kaye and Mae West and even Joe Louis have been able to take dollar earnings out of the country. If these people can do it, the British are asking, with some justification, why can't other performers? Too, the heavily-taxed British, while paying very little for radio entertainment, still demand something other than the present unpalatable programs offered by any one of the BBC's services.

English Suffer

The same dearth of hard currency has indirectly affected British listeners in another way.

Before the war the Englishman could get relief from the BBC through Radio Luxembourg. Currency restrictions are now such that pre-war sponsors of top shows slanted for British listeners over Radio Lux have little if any chance of buying quality air entertainment.

For the Kids

WITH the children of Charlotte and Mecklenburg County, N. C., prohibited from all public gatherings, recreation spots, etc. under the polo ban, WBT Charlotte stepped in and inaugurated a new series of programs last Wednesday. Aired each Monday, through Friday at 10:30-10:45 a.m. for the duration of the polo emergency, the shows were launched by Larry Walker, program director, to entertain the kids kept at home. Games, contests, stories and gimmicks are featured along with suggestions for round-the-clock entertainment. The response, station reports, has been "terrific."

BIG NEWS

33 1/2 RPM transcription player

WEIGHS

TEN POUNDS

IMMEDIATE DELIVERY

PROFESSIONAL QUALITY FROM BOTH 33-1/3 and 78 RPM TRANSCRIPTIONS AND RECORDINGS HANDLES UP TO 17-1/4" DISCS

Timely and terrific . . . the new, lightweight Califone portable transcription player provides advertisers, agencies, broadcasters and transcription studios with professional quality reproduction from both 33-1/3 and 78 rpm transcriptions and records. Already in daily use in over 400 broadcast stations, the amazingly lightweight Califone provides your executives and salesmen with plenty of PORTABLE SALES POWER. Specially designed, patented features enable the Califone to handle up to 17 1/4" transcriptions with WOW-FREE, SLIP-FREE AND RUMBLE-FREE EFFICIENCY. The excellent tone quality brings out the best in recorded music and voice. NOW IS THE HOUR TO ADD EXTRA SALES POWER. Get the facts on the amazing NEW Califone portable transcription player.

MODEL 6-A FOR AC

LIST $54.95

MODEL 6DC FOR AC-DC

LIST $74.95

Professional Discount to Radio Stations, Advertising Agencies & Recording Studios Only.

MODEL 6-A, NET $41.25

MODEL 6DC, NET $56.32

FOB FACTORY

ORDER YOURS TODAY OR WRITE FOR BULLETIN NO. 10 A

CALIFONE

1041 N. SYCAMORE ST.
HOLLYWOOD 38, CALIFORNIA

July 19, 1948 • Page 65
MEETING BACKSTAGE at Democratic Convention were (1 to r): Richard Hottolet, CBS newsman; Wilton Cobb, manager of WMAY (CBS) Macon, Ga.; Kenneth D. Fry, radio director, Democratic National Committee; Wallace A. Gade, assistant to Mr. Fry, and Bill Downs, another CBS newsmen.

GEORGE McELRATH and Frank Connelly, NBC engineers, gave the microphones on the speakers' rostrum a final check the day before the Convention opened—and to their horror heard a thunderous roar on every check. Mr. Connelly ripped out all the wiring, checked the control equipment and fiddled with the mikes. To no avail. The roar continued. After hours of checking and re-checking, he finally discovered where all the noise was coming from. The four huge fans on the platform were blowing directly into the mikes, causing the noise. The fans were turned in a different direction and all the technical difficulties were solved.

KYW Philadelphia had a hectic Convention schedule, but reported that its facilities were not taxed to capacity. The station handled all NBC origination; handled the Connecticut State Network which carried programs to WTHT Hartford, WATF Waterbury, WNLC New London, WSTM Stamford, WNH New Haven, WTOR Torrington and WNAB Bridgeport; did special recordings for KSD St. Louis and KGU Honolulu; did daily stints for WWJ Detroit, WCPA Clearfield, WIBAL Baltimore and KDKA Pittsburgh.

LEE BLAND, special events director of CBS, discovered there was real gunpowder in the Revolutionary War powderhorn hanging in his room at Psi Upsilon fraternity house. The frat house was living quarters for two dozen CBS staffers.

ABC claimed a resounding "beat" last week on the news of the special session of Congress called by President Truman for July 26. According to the network, Elmer Davis made the first disclosure of the special session in a broadcast from Philadelphia at 11:12 p.m. last Wednesday night. President Truman made it official in his acceptance speech at 2:20 a.m., carried by all major networks.

IF TELEVIEWERS have been wondering about the identity of a hazy figure drifting through a few telecasts of the Convention Hall crowds, we can tell you his profession, at least. The gentleman was wearing a large button hard to read via the TV screens. It said: "I don't care who wins—I sell buttons."

WPTZ Philadelphia put out the best-dressed crew in television—but they didn't like it. The Philco television station had the job of covering the famous Perle Mesta (very social) party, at which dinner clothes were strictly de rigueur, even for working press. By a super-effort of scrugging, the boys got themselves the required habiliments and passed their cables through the swank Barclay Hotel in time. They worked until 2 a.m., but since they had an 8:30 a.m. call next on schedule, had to haul their equipment back to Room 412 at the Bellevue-Stratford, where they cat-napped. Among the heroes were: Harold Panneacker, stage manager; Ben Squires, assistant stage manager; Ed Altman and Harry Osman, cameramen, and Andy McKay, make-up man.

SAM SEROTA, WIP Philadelphia special events man, got a big break for MBS on the Alabama delegation walk-out, via a walkie-talkie interview.

PAULINE FREDERICK, ABC's woman commentator at the Convention, was sketched by Rene Bouche, special artist for Vogue magazine, for a Convention feature in the publication. Art work will show Miss Frederick interviewing Mrs. Helen Gahagan Douglas, representative from California, who was selected by ABC as radio's "Mrs. Delegates."

WCAU-TV Philadelphia held commercial breaks to 20 seconds during the Convention. Result was that Brown & Williamson Tobacco Co. found it couldn't use station for Kool cigarettes. Two local advertisers, however, jumped in to grab the time—N. Snellenburg & Co., one of Philadelphia's major department stores, and Peirce-Pelps, distributor of Admiral television receivers. They co-sponsored 18 announcements daily. Series was placed by Philadelphia office of Robert J. Enners agency.

AS DURING the Republican Convention, there were a couple of instances when proficiency got on the air through carelessness of spectators and others near mikes. Some "background" voices even became subject of news stories. United Press, for example, ran a short as follows: "The radio audience got an unexpected ear..."
FAMED ROOM 22 at Convention Hall had some famous guests, including this group monitoring the video screens set up there. "Life" magazine and Young & Rubicam executives present were (l to r) Robert Walcott, assistant to the publisher; Andrew Heiskell, publisher; Dave Levy, Y & R television consultant, and Sid Jones, "Life" staff.ful of what goes on along the national Convention sidelines when someone accidentally threw open a microphone on the rostrum where photographers were crowding around celebrities. "Quit showing or I'll knock you on your ear," one photographer said to another and several million listeners."

** ONE of the amusing sidelights of the convention was the "poudernose" derby—the race among at least three broadcasting organizations and perhaps other unknown "dark horses" to make up and powder up President Truman for television. The President's advisers didn't wish to play favorites to any organization so the Chief Executive was televised raw.

** BOB McCORMICK, NBC commentator, was reading the news in Convention room 28 when the lights went out—an experience many a broadcaster had during the Convention. He handled it the way most did. He lit match after match, trying to read his script. As he ran out of matches, Art Lodge, NBC newsmen, dashed in with an electric lantern. Just as Mr. McCormick finished his stint, the fuse blew for the electric lantern and he was plunged into darkness again.

** MIKE FOSTER, publicist for CBS, changed quarters from a fraternity house, where trolley cars passing outside kept him awake. He went to the Broadwood Hotel to get sleep after two sleepless nights. But "considerate" friends back at the frat house kept calling him into the small hours of the morning, just to make sure he wouldn't get lonely. Mike finally solved the problem by ordering the hotel telephone operator not to call him even if Harry Truman was on the line.

** NATIONAL Assn. of Manufacturers, which appeared at platform hearings, got out separate news releases for its projects angled "for radio newsmen and commentators."

** EACH ABC staffer was a marked man at the Convention. He wore a six-inch wide, round, white button with letters "A-B-C" in the center.

** WCAU-TV scored the first television beat of the Democratic Convention July 9, when it presented Sen. Claude Pepper of Florida in an interview on the 6:45 p.m. Bulletin news program. It was just after the Senator had disclosed the contents of his telegram from Gen. Dwight D. Eisenhower in which the general stated definitely that he would refuse to run.

** FORMER Senator Joseph F. Guffey of Pennsylvania, a veteran of 11 Democratic National Conven-

tions and a delegate at two of them, believes the atmosphere at party gatherings is "more businesslike" as a result of radio and television coverage. This, said the ex-legislator who attended his first Convention in 1908 in Denver, allows the sessions to be "cut down to three days instead of five."

JOHN CAMERON SWAYZE, NBC commentator, came out of a Philadelphia restaurant and ducked into what he believed was the waiting NBC limousine that got plenty of network exposure in a manner to which they'd like to get accustomed. Mr. Swayze realized his mistake when the driver asked after a few blocks: "Where do you wish to go, Senator?" He was riding in the automobile of Senator Alben Barkley.

** MISSEND from Convention was Leon Levine, CBS director of discussion broadcasts, who was active in setting up programs for CBS at the GOP sessions. He tangled with poison ivy before the Democratic gathering started and came out second best.

** EARL GAMMONS, vice president in charge of CBS' Washington office, had no trouble at getting places his first day at the Convention. The Governor of South Carolina placed his car at Mr. Gammon's disposal. With a sergent of the South Carolina State Troopers as chauffeur and a No. 1 license plate, traffic melted before the apparent VIP approach.

** JOE CONNOLLY, program manager of WCAU Philadelphia, noticed an usher staring at him as he was working at Convention Hall. Uncomfortable, he finally found out what caused the staring: By (Continued on page 68)

WHAT'S A FEW MILES BETWEEN MARKETS—PLENTY! when the next biggest is 122 miles away

Amarillo is 122 miles from the $300 million Lubbock area. Fort Worth 290... El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD unlimited 1000 WATTS programmed for the 396,000 South Plains folks — to sell this 30-county area. More local merchants use KCBK than use the other two stations combined. It sells in the South Plains.

KCBK 1000 WATTS Unlimited LUBBOCK, TEXAS Joe H. Bryant, Gen. Mgr.
A Mutual Station Rep. by JOHN E. PEARSON CO.
Philadelphia

(Continued from page 67)

mistake he was wearing the wrong badge—one issued two weeks before for the GOP Convention.

BILL BROOKS, NBC vice president in charge of news and international relations, won a rhumba contest at the swank C-R Club in Philadelphia. Mr. Brooks was said to have had a big advantage over most contestants in town for the Convention because he recently had been practicing the dance in Cuba.

A GROUP of CBS men were watching preliminaries of the final Convention session on a TV set in their newsroom at Convention Hall when in walked Helen Sioussat, director of talks, with a hand-

some blonde. The two women stood in front of the receiver. One newswoman, looking at the handsome, fair-haired lady, said: "No use watching the television set, now." Miss Sioussat turned and said: "Oh, hello, Joe. Permit me to introduce the wife of the man now on the television screen—Mrs. Brian McMahon."

MORE than 40 persons used the television make-up rooms of WFLD-TV Philadelphia on the second floor of the Bellevue-Stratford, where a Max Factor expert was available to aid video neophytes appearing before the camera.

MANY television enthusiasts were made at the Convention. One was Mrs. Joseph P. O'Mahoney, wife of the Senator from Wyoming. She and her husband made a TV appearance on ABC the day before the Convention started. When she became ill the next day she wished for a video set to follow the proceedings from her hotel room. Paul

through a co-op arrangement, WPX

11TV New York used a different MBS commentator nightly during the Democratic Convention. Ben Gross (II), WPX political analyst, makes his initial video appearance with Robert Harleigh, director of news and television of WGN and

WGN-TV, Chicago Mutual outlet.

Mowrey, ABC's national director of television, came to the rescue, dispatched a set to her.

ONE of the loveliest visitors at the Convention was Mrs. Charles Collingwood, wife of the CBS newsmen. She's Louise Allbritton of the movies.

TOM McCabe, the prominent Duluth lawyer who is president of WREX Duluth, was responsible for bringing more than a score of Midwest personalities to the microphones during the Convention for stations back home. He hustled personalities to MBS headquarters in the Bellevue-Stratford, put them on network shows, pipped back specials to his own station and to WLOL Minneapolis, and made recordings which were rushed out to smaller stations in the Midwest.

LESLIE NICHOLS, MBS United Nations correspondent at the Convention, came to Philadelphia with a sensitive Jones Beach sunburn. He entered an elevator in the Bellevue-Stratford just as a young donkey got in. The animal got fright-ened as the lift suddenly started and Mr. Nichols received a kick in the sunburn. Unperturbed, Mr. Nichols made arrangements to get the burro on the air.

SEN. ALBEN W. BARKLEY threw network and TV schedules into a tailspin with his keynoter Monday night. His speech originally ran one hour and ten minutes. It was to have been cut to 45 minutes. But it ran one hour and 15 minutes.

WELL BEFORE the opening gavel Monday, broadcasters and telecasters were singing the praises of Ken Fry, Democratic radio chief. Radio-wise, everything was in order—a minimum of griping about badges, tickets and platform admissions. Mr. Fry, formerly with NBC, resigned his post as operations chief of the "Voice of America" to accept the pretty portfolio.

JIM SAUTER, Air Features Inc. head, quadrupled in brass. He performed for the fourth consecutive Convention as program director. He also is advisor to Mayor O'Dwyer of New York, as well as radio head of the New York State organization.

IS BEN GIMBEL Jr., WIP president, Republican or Democrat? At the GOP Convention, Ben was on the platform warmly greeting all-comers. Same thing at the Democratic. Answer: He was greeter's chairman at both Conventions.

ELEVATORS of the Bellevue-Stratford were stopped temporarily by a power shortage, so Martha Deane and Alvin Heifer, MBS news analysts, had to walk up to their tenth-floor studios for a show deadline. With tongues hanging

FRANCIS C. MccALL, manager of news operations for NBC at the Democratic Convention in Philadelphia, finding newsmen's quarters crowded, had a phone installed in the bathroom of his hotel room. It was the only way, he said, to hold a private phone conversation.

GATHERED together for a rare moment during the Convention is this group of NBC correspondents assigned to Philadelphia last week. Members include (seated, l to r) Robert McCormick, Richard Harkness, Morgan Beatty, Ned Brooks, Ed Wallace, Ray Henle, Clifton Utley, Robert Trout, W. W. Chaplin. Standing is Francis C. McCull, NBC manager of news operations.

WHEN ITS BMI ITS YOURS

Another BMI "Pin Up" Hit—Published by Pemora

TAKE IT AWAY

On Transcriptions: ASSOCIATED—Enric Madriguera; LANG-WORTH—Merle Pitt, Al Trace; MacGregor—Veronna Stevens; WORLD—Jose Morandi; CAPITOL—Enric Madriguera.


BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N.Y.
out, and panting, they made the first 9 flights. Then at the top of the landing of the final flight they found a gal waiting—garbed in flowing robes, with wings and a halo. Sure enough, it was an angel, a gal dressed up to advertise a local "Hamburg Heaven" restaurant.

IN TRAFFIC-JAMMED Philadelphia, Margaret Arien, commentator for WQCB New York, asked the occupant of a taxi if she could have a lift, and he obliged. Not until they had traveled three blocks did she recognize the kindly gentleman who had come to her aid—James C. Petriolo, head of the Musicians Union.

CHARLIE HOBAN, publicist for WPTZ, the Philco television station in Philadelphia, found the Convention a profitable deal—at the expense of the P.R.O. staff of NBC. He taught them that he could roll a pair of dolly cubes as deftly as a WPTZ camera crew dollies an image orthicon.

IMMEDIATELY after the Alabama delegation walked out of Convention Hall at least half its members walked right back in again to make a broadcast for WAPI Birmingham and WAFM, WAPI'S PM affiliate, as well as for four other stations which made up an Alabama convention network. The other stations: WMLS Sylacauga, WWWE Jasper, WJRD Tuscaloosa, and WJBY Gadsden.

ABC made its facilities and commentators available to its affiliates for special broadcasts. First day, five ABC affiliates used the network's facilities. Next day, KECA Los Angeles received a local angle, Report to the People, WNDA Raleigh used ABC facilities for a special on the governors of North and South Carolina. ABC Commentator George Hicks was used by WFMJ Youngstown for an interview with Sen. Joseph O'Mahoney. WILK Wilkes-Barre and WARM Scranton also used the networks facilities.

LES ARRIES, DuMont special events director, had "em guessing at the Democratic Convention. Three weeks earlier he had been a delegate to the GOP conclave from his native Maryland. This time he was a dispassionate operations executive.

Special Session
(Continued from page 86)

-ship of stations by networks or manufacturers of radio equipment. House Commerce Committee. No action taken or expected.

Rep. William Miller, (R.-Conn.) had introduced a resolution to bring Commentator Walter Winchell before the House Commerce Committee to identify the name of his news. It was held highly doubtful that this measure would receive any attention.

Time Bills
It was believed to be an extremely safe bet that two bills on uniform time would continue to gather dust in the Senate Interstate Commerce Committee. These are S-2226, by Clyde M. Reed (R-Kan.) to establish uniform daylight time in the nation, and S-2041 by the late Sen. John H. Overton (D-La.).

A well-placed spark may touch off again investigations into allegedly slanderous broadcasts about certain states over the State Department's "Voice of America" programs beamed to Latin America. No additional hearings are slated, however, and reports have been rendered by committees of both chambers investigating the matter.

Probe Subcommittee
An inquiry is being conducted by a special subcommittee headed by Sen. White and comprising Sens. White, Charles W. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.). The study deals with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities. The inquiry is not expected to blossom forth into a full-scale investigation with public hearings, but is believed to be designed more as a guide for future legislation.

U. OF COLORADO has been awarded first prize by American College Public Relations Assn. for its program "It Happened Here," which was aired for 43 weeks last year and carried by eight Colorado stations.

Video Drama Rated High
In Survey of Children

DRAMATIZED mysteries and historical adventures were shown to be the television preferences of children in a recent survey conducted by Junior Programs Inc. Over 300 children between nine and twelve years old in New York City and New Jersey were questioned, with the cooperation of principals and teachers in various schools.

Television showed had been seen by 85% of the youngsters and 93% of them said they would like to see their favorite books dramatized. Following mysteries and adventures were quizzes, animal stories and fairy tales in that order.

ANDREA RADIO CORP., New York, in television field since 1929, and set manufacturers for past 10 years, at recent press showing in New York exhibited its second line of video modules since war. Sets are now being previewed for dealers and distributors.

RCA TUBES . . .

the standard of comparison in TV

- RCA television tube achievements make modern television practical. Look to this continued leadership to bring you the finest and most advanced tubes that money can buy . . . like the RCA-565S camera pickup tube for studio operation . . . or the RCA-8D21 twin power retrode for television transmitters.

Whatever the application, there's an RCA television tube to meet your needs. For your convenience, these tubes are now available directly from RCA or your local RCA Tube Distributor.

For further information on any RCA tube, write RCA, Commercial Engineering, Section HP36-1, Harrison, New Jersey.

The Fountainhead of Modern Tube Development Is RCA

Phillco television receiver mounted on a jeep operated by the Keystone Automobile Club in Philadelphia is viewed by Joseph Fisher, Philco engineer. These television-equipped jeeps were placed in several locations in Philadelphia during Republican and Democratic Conventions, the Louis-Walcott fight and other recent events to bring the telecasts to additional viewers.

No Holds Barred

"DO NOT FORGET at any time that the merciless and all encompassing eye of TV is on the Convention floor, the platform — and everywhere." That was the admonition to all speakers and delegation chairmen from Ken Fry, Democratic radio director. But Ken forgot. On the platform Monday night, Anne Gillis, NBC newswoman, told Ken that the radio arrangements were superb. Ken planted a firm kiss on Anne's forehead.

ANY DEMOCRATIC delegate or official who wanted to speak at Philadelphia's Convention Hall had to get clearance first from Harry Bridges, CBS technician. From his control panel post on speakers' platform Mr. Bridges rode level on the 55 microphone positions around hall and on the rostrum. On cue from presiding officer he "gave the ball" to each speaker by throwing open microphone nearest speaker's position on floor. Mr. Bridges performed the same chores at the Republican Convention.

BROADCASTING • Telecasting

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were commended by the entire Convention.

Kenneth D. Fry, radio and television director for the Democratic Convention, expressed the opinion that radio and television had exceeded the quality of their performance during the GOP gathering and, incidentally, in spite of the fact that he was unable to promise any network or station the privilege of making up the President of the United States for television, he did get praise from broadcasters for his efforts to help them in lining up important party members for broadcasts and for helping them in numerous other ways. He was aided by Wallace Gade and by Don Pryor, the latter a former CBS Washington man who joined his staff a week before.

Lauds Radio, TV

Mr. Fry said he believed radio and television did a smoother job for the Democrats for two reasons: First because the broadcasters had learned enormously from the previous Convention, and secondly, because the Democrats made energetic efforts to coach their people on the importance of microphone and TV camera decorum.

Along these lines, his office put out a statement to all speakers and chairmen of delegations warning them that the growth of radio coverage had tightened schedules and that television had a "merciless and complete eye." (See statement page 62). The statement further warned: "Do not forget at any time that the merciless and all-encompassing eye is on the Convention floor, the platform—and everywhere." The statement also said the radio has done more to acquaint the people of the country with candidates and issues than any other means of news dissemination.

Given Much Aid

With this point of view, it was no accident that radio was accorded every aid the overworked Convention staff could give it. There seemed to be less background noise on microphones, including profanity, video cameras had a less obstructed view of the rostrum, which was kept clearer of personnel than during the GOP gathering. Speakers planned their TV line to bring television in mind, with the outstanding example being the now famous "steak and baloney" speech of India Edward, who held forth the objects of inflation as visual symbols of inflation, in what was hailed as the first political speech designed for television.

The networks each came with their separate strategies again. Largely unchanged was the NBC plan, which surrounded the Convention with a staff of 200. William Fry, NBC vice president in charge of news, special events and international relations, laid down the goal of at least equaling the GOP stencil of the network. The network also repeated the NBC-life magazine video cooperative venture, interviewing virtually every major Democratic figure, using kinescope recordings, special films and live shots. NBC brought along its own makeup experts.

Carleton D. Smith, director of television operations of NBC, said, as the Convention proceeded, the biggest problem confronting his operation was the lack of big news stories which made program-

Staff Realignments Made

By W6XAO Hollywood

STAFF of W6XAO Hollywood, television outlet of the Don Lee Broadcasting System, has been realigned with separation between technical and programming personnel. Harry R. Lubeke, technical director of television, heads one unit and E. Carlton Windeler, television program coordinator, is in charge of the production staff. Staff personnel is as follows:


Programming staff includes: Donald Hink, Elbert Walker, Stuart Philips, Richard Pugh, Leonard Breazeale, Marvin Dresser, Frank Martinelli Jr., Lola Sadlo, J. Grant Wilson, Jan Sadlo, Larry Chatterton, Ken Barton, Bill Symmes.

6 a.m. Newscast Fan

REGULAR radio listener Harry Truman arrived at the White House shortly after 5:30 a.m. Thursday, after what President Secretary Charles G. Ross termed "a rather arduous day." He went right into his office to catch the 5:30 newscast but was a few minutes late. Though he had been through pre-nomination excitement and then had delivered a post-midnight acceptance speech at the Philadelphia Democratic Convention, he stayed up for a 6 a.m. newscast. After it was over he retired for a three-hour sleep.

"We feel that this was overcome by the tremendous efforts of Life magazine in obtaining top-ranking Democratic leaders to issue important statements before the NBC television cameras," he said. "Another important factor in the coverage of this Convention was the Democrat's realization of the importance of TV, which they had learned from scouting the GOP Convention. Every major speaker demanded makeup."

CBS Staff

CBS brought its big staff back in full, but with a strategy little. In television, however, it decided to use only three of its top newsmen, instead of most of its staff, on the theory that the television audience likes to make friends with the newscasters and can do so only if they are shown often enough to become readily identifiable. Ed Murrow, Quinney Howe and Doug Edwards carried the video ball for the network.

From technical standpoint, CBS was apparently satisfied with the operation. Henry Grossman, director of technical and building operations for the network, who was in charge of both the AM and TV setup, said, however, it would be desirable to have AM and video setups closer physically so interchange of technical personnel could be made quicker as one medium took on a heavier load than the other.

MBS, without TV to worry about, again used its team of correspondents but this time stressing the feature angle rather than the spot news angle because of the dearth of news breaks. Mutual got two commercial breaks during the Convention—the Beau Jack vs. Ike Williams fight, Ballantine's Beer, and the All-Star Baseball Game in St. Louis (Gillette Safety Razor). Both events captured good listening interest at dull times during the Convention.

MBS Arrangements

Technically, the MBS arrangements were in the hands of Cliff Harris, chief engineer of WIP, the MBS affiliate in Philadelphia. Mr. Harris reported that the MBS plan to use WIP's engineering staff had worked well. He also said that the line-up by ABC was "superb under the circumstances." During the GOP Convention, particularly the first day, there was much criticism from some networks of ABC's setup. ABC came to Philadelphia with substantially the same plan as during the GOP Convention. At the suggestion of Paul Mowrey, the network's national television director, an extra engineer was assigned to the video pool to keep the television pool announcers abreast of political developments outside Convention Hall. The idea was the result of ABC's study of the pooled telecasts of the GOP Convention. Mr. Mowrey also said, as the Convention started and the threat of a southern walkout loomed, that ABC had a plane waiting and some staffers alerted to fly down South to the scene of any other development, should that have proved necessary. Thomas Velotta, ABC vice president in charge of news and special events, said the timing of shows during the Democratic Convention was better than during the GOP rally.

With the networks carrying

(Continued on page 72)

...1948...

New—Original

SPECIAL FEATURE PROGRAM CAMPAIGNS

Producing more new accounts...and station revenue...

Than Ever!

In hundreds of cities and towns...

IN OVER 20 STATES!

Inquiries invited anywhere!

GALLucci & Associates

(Joe—Nick—Lou)

727 Meriden Rd.

Waterbury 63, Conn.

SINCE 1936

P. O. Box 1224

Denver, Colorado

BROADCASTING • Telecasting
STATION RATING

By DR. F. L. WHAN
Chairman, Committee on Radio, U. of Wichita

RECENT DISCUSSION in trade journals and in commercial circles has centered about the question of the value of "coverage" versus "preference" ratings for radio stations. Should the advertiser depend on "coverage" maps in determining the size of a station’s audience, or should he ask for "preference" figures?

So far, BMB has reported station coverage figures only, based on percentages of families in individual counties who listen "once a week or more" to a given station. BMB officials have repeatedly warned that these coverage maps (and the figures on which they are based) in no way indicate the size of audience—either for a given program or for an entire radio day.

In spite of these warnings, stations, networks and agencies continue to use BMB figures as if they represent like portions of listening audience. Competing stations and networks continue to argue over the relative merits of their BMB maps. Advertisements continue to print BMB coverage maps, together with numbers of listeners within these areas, as if there was some straight line correlation between the two.

Little could be further from the truth. Recent investigation shows that a "coverage rating" of 88% may mean no greater number of hours of listening than another rating of 11% in the same county.

For the past ten years in Iowa and eleven years in Kansas annual studies have been made which rate all stations serving the area in two ways: with "Heard Regularly" ratings, found to be similar to BMB ratings; and with "Listened to Most" ratings, showing family preference for an individual station. The relative meaning of these two ratings in terms of actual hours of listening proves:

1. "Coverage" ratings give no reliable indication of size of listening audience.
2. "Preference" ratings are reasonably parallel to the percent of total listening given to a station.
3. Both ratings are necessary if the true picture of a station's potential audience (in terms of area covered) and actual audience (in terms of hours of listening) are to be known.

1941 and 1947 Studies

In 1941 and again in 1947 the listening history of approximately 16,000 listeners was recorded for a four-hour period immediately preceding a personal interview. Interviewing was scattered throughout the radio day so that several thousand listeners were checked for each quarter-hour of daytime listening. These listeners had named stations "heard regularly" and the station "listened to most." A comparison of the two ratings with their meaning in hours of listening has been printed in the annual studies.

The four scattergrams shown further report these comparisons. They compare "coverage" and "preference" ratings of individual stations with percent of total listening given to those stations. The top two scattergrams make the comparisons on a basis of large districts or areas—where 1,000 or more interviews were obtained. The bottom two scattergrams make the comparison on a basis of each county studied in which 100 or more daytime interviews were obtained in either 1941 or 1947.

Although the bottom two charts reflect smaller samples, both sets of scattergrams prove the three conclusions stated above.

First, the "Heard Regularly" ratings (showing "coverage") in no way to indicate percent of total listening time spent tuned to a

(Continued on page 72)
along the big picture, and affiliates and independents along for local angles, radio could feel collectively it had done a good job—measured in terms of eye-witnesses reporting features, scoops and entertainment. It gave the country an insight into how a convention works, from the dull moments when a speaker was talking to empty seats, to the dramatic tension-packed, climatic crowd scenes. The job radio and television did has left such an impact on political leaders that there cannot fail to be much consideration given to what adjustments political conventions must further make in light of the fact they now are gigantic stages for radio and television shows. The roving camera and the roving reporter equipped with a walkie-talkie have turned the Convention Hall into a goldfish bowl through which peers all America. Talk that the media may have great influence in the future planning, programming and conduct of conventions was everywhere in Philadelphia—and the talk was not accompanied by criticism of radio or television. They had done a good job, but they had changed the face of an old institution considerably. Undoubtedly it would be a matter given considerable thought by both parties, each anxious to make the convention not only a vehicle for choosing nominees, but also initial steps in putting those nominees into office.

Philadelphia Coverage

(Continued from page 70)

Station Ratings

(Continued from page 71)

station. The charts show the "line of approximate relationship" to have no correlation with the "line of perfect agreement," nor with any other straight line correlation. For example, the "By Counties" chart shows 5% of the total listening was given to stations with "Heard Regularly" ratings which ranged from 11 to 88%. Fifteen per cent of the listening was done to stations with "Heard Regularly" ratings that ranged from 26 to 93%.

Further, even stations with very high "Heard Regularly" ratings in individual counties could not point to the rating with knowledge that it represented a large audience. Stations receiving 90% or more on a "Heard Regularly" basis varied from 13 to 81 in per cent of total listening. Those with "Heard Regularly" ratings of 80 to 90% ranged all the way from 5 to 40% in amount of actual listening.

Lack of Correlation

To a lesser degree the same lack of correlation is shown in the large-district chart, where some dots represent 8,000 or more interviews. In short, regardless of size of sample, a given "coverage" rating (based on percentages of people who occasionally listen to a station) does not represent any comparable per cent of total audience.

On the other hand, both the "By County" and "By District" charts show reasonably close parallelism between the "Listened to Most" (family preference) ratings, and the per cent of total listening hours spent with a station. In each case the "curve of approximate relationship" is reasonably close to the straight "line of perfect agreement." Although relatively small samples in the county chart brought wider scatter on either side of this line than in the case of larger sampling, both charts show a distinct parallelism between the "preference" rating and the per cent of total listening figures.

The charts indicate two things to the advertiser. First, he should beware of interpreting "coverage" ratings of any type as indicative of audience strength. Coverage of a given county in terms of per cent who hear a station regularly does not give a true picture of the number of people likely to hear a program. Second, the advertiser should ask agencies showing station coverage for a second rating based on listeners' "station preference." Although constant testing has convinced this University (Wichita) that the "Listened to Most" question gives relatively good indications of per cent of time spent with a station, we do not urge that particular question on other researchers. It may well be that further research will uncover another "preference" question which will produce figures as close or closer to "per cent of total listening" figures. We do conclude, however, that both "coverage" and "preference" figures are necessary if the relative position of stations in a market is to be understood.

RCA Holds Video Meet in Atlanta

MORE than 400 radio and television dealers in the Atlanta video area attended a meeting given by RCA Thursday night at the Ansley Hotel.

WSB-TV Atlanta, presented a program produced by John M. Outer Jr., general manager. The show was one of many that have been in rehearsal for several months in anticipation of WSB-TV taking the air this fall. Test pattern transmission is scheduled for late August.

At the head table were J. B. Elliott, vice president and general manager; John M. Outer Jr., general manager; Earl Yancey, president of the Yancey Company of Atlanta, and J. Leonard Reinsch, managing director of the Cox radio and television enterprises.

Expensive Will

THE WILL to furnish outstanding public service over-shadowed all other considerations, including sound economics, for Warner Brothers' KFWB Los Angeles, which had staff members and equipment on the opposite coast to cover the Democratic National Convention in Philadelphia. Hundreds of dollars were added to the $650 an hour line charges the ambitious independent suffered during the Republican Convention a few weeks earlier. Cletie Roberts, the "pooled voice" of the first Bikini atom bomb test, and George Lewin, staff commentator, did a masterful job of filling the program agenda and adding many hours of straight commentary.

Chesterfield Plans

FALL LINE-UP of vocalists on "Chesterfield Supper Club," which returns to air about Sept. 27, five times weekly, 7-7:15 p.m. on NBC, will feature newcomer to show Peggy Lee, on Thurs. Jo Stafford, heard on Tues. and Thurs. last season, will be heard only on Tues., while Perry Como will continue to be singing star on Mon., Wed. and Fri. period. Show is sponsored by Chesterfield Cigarettes through Newell-Emmett Co., New York.

WESTINGHOUSE-KYW Philadelphia has been cited by Allied Jewish Appeal's 1948 Fund Drive for making available its facilities. For past two months, station has been airing special five-minute news reports during weekly AJA lunch- eons and other AJA promotion. Citation was plaque given to Robert E. White, station general manager.

YOUTHFUL Rural Radio Network, a seventeen-station FM set-up with headquarters in Nashville, N. Y., gave its listeners "big-time" coverage of both major party Conventions in Philadelphia. William T. Larkin (1), of Mount Morris, N. Y., a Democratic Convention delegate and editor of a weekly newspaper, is being interviewed in his Philadelphia hotel room by St. Louis correspondent for the "Golden Age of Radio" (1), of Agricultural News Service's Washington, D. C., bureau. Mr. Thorin did two shows a day for Rural Radio Network during the Democratic Convention, interspersing interviews with commentary.

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BROADCASTING • Telecasting
Ten years ago the first AUDIODISC was manufactured... manufactured by a patented precision-machine process, which produced the finest recording disc known.

During this decade AUDIODISCS have been rated first in every field of sound recording... radio broadcasting, commercial recording studios, the phonograph record industry, motion picture studios, educational institutions, home recording, research laboratories and governmental agencies. In every country throughout the world, AUDIODISCS are regarded as the true standard of recording quality.

At first the output of AUDIODISCS was measured in tens of thousands, then in hundreds of thousands and later in millions per year. Today this highest rate of production is being maintained and the quality is the finest yet achieved.

**AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.**

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris
Dear Advertiser:  
As per your request: It gives me great pleasure to publish the following announcement in the official newspaper of the City of New York.

## Production

CHLARLES KELLY, staff producer at WMG, Chicago, has been appointed program manager, succed-
ing JOHN GAYN, who has been ferring to production staff of NBC TV in Los Angeles. Mr. Kelly, prior to station's opening last June, after having been associated with WTTW, DuMont TV outlet in Wash-

HAOROW MASCHMEIER, recently pro-

gram manager for Tobacco Network and KFTI FM Net-

work, has joined Pat Warmbrood, managing Co., Albany, N.

Y., as program man-

ager. He will be in charge of programming for WPPR Al-

bany, WBCE Schen-

cady and proposed TV station in Al-

bany, WJSON TV.

DICK RIVER, for-

merly program director of the Voice of America, is now at work at WOR, New York.

Mr. Maschmeier is the father of WBBR (TV) Chicago, as a staff director. He formerly helped produce educational films for Louis de Rochemont Assn.

BOB CARLIN, Schreffler, known professionally as Bob Carl, has joined WLRN Lima, Ohio, as morning disc jockey. He formerly was a news announcer with WING Dayton, WATU Ashland, and WHCQ and WCOL Colum-

bus, Ohio.

DWIGHT PINKERTON has joined KJR Seattle as staff direc-
tor.

Drea APPEL, disc jockey at WNUC Newark, N. J., which is expected to go on air Sept. 1st. He also has been associated with WMLC New London, Conn., and State Dept. of Washington's "Voice of America."

BILL WELLS has joined KJFL Dallas and Liberty Broadcasting System, as m.c. of record show. Show will soon be available on Liberty Network as co-op with local sponsorship.

JACK FULTON, associated with WWB in Chicago music department six years, resigns to become director of Bahnhof and Kern Chicago Orchestra. Mr. Fulton, once a featured singer, has composed ad-

JAMES H. LOVE, for the past year West Coast production supervisor, U. S. State Dept. International Motion Picture Div., has joined KPI-TV Los Angeles, as film editor.

JACK WORMER, freelance writer-

producer, joins KICCA Hollywood, as summer replacement for vacationing writer-producers. JIL FAUST, previously affiliated, has announced for post, has accepted permanent position in New York.

ALEXANDER LEFTWICH Jr., veteran radio, stage, screen and television di-

rector, has been named a CBS television pro-

ductiondirector, effective July 19. Mr. Leftwich has been with ABC as producer-director, with Associated Press as radio director of its all features and with 20th Century-Fox and Warner Brothers.

BOB MEISTER, formerly with WMWM and WSM and WTVN Green Bay, Wis., has joined announcing staff of WFFR Wisconsin Rapids.

HOWARD MALCOM, formerly with WMW Chicago and WBNS Columbus, has joined staff of WSN New York. He has joined announcing staff of WMGA New York.

ED DINSMORE, former disc jockey at WCOP Boston, has joined WBEN Buf-

falo, N. Y., as host of the "Midnight Show." He has 60 jobs "by sit out session.

MILTON SLATER has been named pro-

duction manager of WCTV Burlington, Vt.

JOHN HANLY, formerly with continuity department of WOR New York, has joined announcing staff of WBAB Long Island, N. Y. for work on show.

The British governmentJuly 23 will decorate Col. Charles A. Wall, vice president in charge of the American Broadcasting Co., with the highest military decoration the United States, France, Belgium, and Luxembourg.

Polish radio announcer in Hollywood, as a result of a four-day intensive campaign which has been conducted by the British government, the Father of a Boy, was awarded the French Legion of Honor by the French government.

Ira Vogel, member of Drake U. football team from 1943 to 1946, has joined KFYR Des Moines, as disc an-

chief in Hollywood, will oversee all of the agency's West Coast activity on several new network programs expected to start in the fall.

Mr. Steele married the former Moriah Blair Dalberg, daughter of the late Melvin H. Dalberg, one-time trial examiner with the FCC.

Mrs. Steele is an accomplished actress and appeared in "The Man Who Came To Dinner" with Alexander Woollcott.

Ted Steele has never lost his interest in music. He still will gladly slip on a pair of shoes and put on a shirt with any band that has an empty chair. And it needn't be swivel.

He also purchases theaters—toy theaters, as they are known. He owns a large collection of early 19th century English miniature playhouses.
ARMY PLAN

Special Public Information Training Slated

GROUNDWORK of new Army plan to improve its public information personnel is now being laid by Major Gen. Floyd L. Parks, chief of Army's Public Information Division. Plan calls for on-the-job training with newspapers, radio and television stations of specially recruited group of enlisted men.

Gen. Parks is reported to have sent out letters to more than 100 editors, publishers, station managers and program directors requesting their cooperation. In these letters he explained that the move was designed "to improve the public information service of the Army, offer an enticing enlisted position to especially qualified men, and put an important portion of the training of these new soldiers in the hands of professionals."

About 16 men will be selected from each of the six Army areas, between the ages of 18 and 25, with high school education or better, and reported to have a public information potential by teachers under whom they have received instruction. This recruiting will start early in September, seeking an initial quota of 100 men to make the test.

After being recruited, the men will have the normal basic training of a ground soldier. They will then be sent to the Armed Forces Information School at Carlisle Barracks, Pa., for six weeks preparation. From that point, the training with newspapers, radio and television stations begins. The men will go, in civilian clothes, to become part of the staffs of these establishments for 90 days.

This on-the-job training is at Army expense, at no cost to the cooperating institution, and the entire direction of the soldier is in the hands of the management of the business to which he is assigned.

The cooperating agency will prepare a report on the soldier and his work.

First recruits are not scheduled to arrive at basic training until Oct. 1, and it is estimated by the Army that they will go to on-the-job training early in 1949.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
Any the high and stability, quick and mechanical and electrical power gains.

The 37M Series features Los Angeles 48-ring antennas, (2) consisting of only three antennas, the new style, the eight, may be employed, providing maximum flexibility in supplying required power gains.

The 37M Series features mechanical and electrical simplicity and stability, quick and easy installation whether on new or existing towers, light weight, low windloading, wide tuning range, and high efficiency. Competitively priced, it also gives you the advantage of maximum economy in erection and maintenance. Write us for a fully informative folder.

The Collins 37M Series Ring Antennas consist of only three basic parts: (1) radiating rings, (2) connecting inter-ring transmission line, and (3) supporting structure. They are available in two styles, the top mount or as pictured in the side mount design. Any number of rings, odd or even, from one to eight, may be employed, providing maximum flexibility in supplying required power gains.

The 37M Series features mechanical and electrical simplicity and stability, quick and easy installation whether on new or existing towers, light weight, low windloading, wide tuning range, and high efficiency. Competitively priced, it also gives you the advantage of maximum economy in erection and maintenance. Write us for a fully informative folder.

**Texas Hearing**

1010 and 1030 Kc Involved

FCC last week called for a consolidated hearing on four Texas AM applications, three of which would have to go back to the pending files—possibly face another hearing—even if they "won." The case involves applications for a U.S. clear-channel for which, until the clear-channel proceeding has been decided, applications are not being considered unless they're mutually exclusive with other applications.

That's the situation in the Texas case, where the 1030-kc bids were bumped with four applications for the understanding that either of the 1030 kc applications, if found preferable, will be put into the Commission's pending files to await the clear-channel case. If 1030 kc is broken down for additional assignments, the "winning" application would then be considered. The 1010 kc channel is a Canadian-Cuban clear and not affected by the clear-channel proceeding.

Applicants Involved

The applications are as follows: Falls County Public Service—For new station at Marlin on 1010 kc with 250 w. daytime only.

KWBW Corpus Christi—To move to Houston and operate on 1030 kc with 50 kw day and 10 kw directionalized at 72 degrees.

Heartland Broadcasting—For station currently assigned 1818 kc with 50 kw, limited to sunset at KHLA Little Rock, but is operating under special service authorization on 1030 kc with 3 kw from sunrise at WAT Boston to local sunset. (This special authority is for three months extended for one year from June 15.)

KPRC Houston—For new day time station on 1010 kc which KWBW proposes to vacate. Mr. Collins is vice president of KWBW.

KTVH Houston—Assigned 1325 kc with 250 w. KTVH has received permit for 770 kc with 5 kw and is now seeking label to operate under specified RPM and 10 kw fulltime, directionalized at night.

KTEV El Paso—Assigned 1310 kc with 50 kw directionalized at 70 degrees.

KSDT Dallas—Assigned 1030 kc with 25 kw but is operating on 770 kc under a special temporary authorization, was outcome of the proceeding.

In a similar action FCC meanwhile called for a hearing on the application of Charles H. Young for a new 1 kw daytime station on 1060 kc at Anderson, S. C., and of Anderson Broadcasting Co. for a 1 kw daytime station on 1070 kc, a U.S.-Canadian 1-B Channel. If Anderson Broadcasting's application is preferred, it would put the pending files to await the outcome of the daytime-skywave hearing, which is tied up with the clear-channel hearing. If the affiliated application is preferred an outright grant could be made since 1050 kc, a Mexican 1-A frequency, is not affected by the clear-channel policy.

Falls County Public Service, one of the 1030-kc stations, is owned in equal shares by W. L. Pennington and M. S. Hagley, civil engineers, of Marlin. Mr. Young, Anderson applicant, is a physician.

While Anderson Broadcasting is owned by five local business and professional men headed by Samuel R. Moorhead, retail druggist.

**American Programs Hold Canadian Lead**

With only two Canadian originated programs in list of first ten evening programs in Canada during June, American network programs continue to hold a lead with Canadian listeners. The June national rating report of Elliott-Haynes Ltd., Toronto, covering survey in 15 Canadian cities, shows 10 ten most popular programs to be Radio Theatre with rating of 30.9, Charlie McCarthy 19, Fibber McGee & Molly 26.1, Fred Allen 24.1, Album of Familiar Music 18.6, Music Hall 18.3, Bing Crosby 17.3, Twenty Questions 17, Share the Week (Canadian program) 16.1, and Wayne & Shuster (Canadian program) 15.7.

Daytime June Canadian listening was led by Big Sister 17.4, Ma Perkins 15.5, Pepper Young's Family 14.9, Road of Life 14.9 and Laura Limited (Canadian program) 14.4.

French-language June ratings on evening programs, all of which originate in Canada, were led by Un Homme et son Pese 36.2, Radio Carabinas 30.2, Metropol 26.9, Ceux qu'on Aime 25.6 and Qui Suis-je? 22.6. French daytime program leaders were Jeneuve 27.5, Rue Principale, 27.2, Le Quarte d'Heure Detente 20.9, Quelles Nouvelles 20.4 and Grande Soir 19.8.

**New KGW Studios**

OPEN HOUSE was slated for Saturday night (July 17) by KGW Radio and Television, Inc., to celebrate the move into studios in the new Oregon building at 1320 S. W. Broadway.
Those who hold FM grants for 20 to 40 kw radiated power have found themselves confronted with something of a problem.

Neither a 3 kw transmitter and very high gain antenna, nor a 10 kw transmitter and low gain antenna, is the ideal combination. The first is risky because of transmission line loss, and the second calls for an unduly expensive transmitter.

A better and far more economical balance is found in the combination of the new Collins 737A 5 kw FM transmitter and a Collins four to eight bay 37M FM ring antenna. This transmitter delivers plenty of power to overcome transmission losses to the antenna, and the savings in costs in obtaining 20 to 40 kilowatts of radiated power are very substantial.

The 737A costs much less than a 10 kw transmitter to buy, ship and install. It requires only about 23 square feet of floor space with all doors open; its external plate transformer approximately 6 square feet. The power demand is only 11.5 kw, 90% power factor at maximum rated transmitter output. The 737A’s complement of 29 tubes includes but 10 tube types, minimizing the number of maintenance spares.

You also save in antenna cost. A large transmission line is not required; standard 1½” line will handle the load. Thus windloading is reduced and, especially with the Collins 37M series top or side mounting FM ring antennas, lighter structures may be used.

Economy is an increasingly important factor in the successful conduct of a broadcasting business. Whatever power you intend to put on the air, call us in for consultation. The Collins line of FM transmitters ranges from 250 to 50,000 watts, and includes the only 5 kw transmitter on the market!


Simple system of checking results obtained by department stores from use of radio advertising has been devised by Allied Stores Corp., nationwide chain operating a large number of important outlets, according to Walter L. Dennis, Allied radio and television director.

The plan is explained in a bulletin published by the NAB Dept. of Broadcast Advertising. A seven-point formula is given by Mr. Dennis, along with a chart used by Allied stores in checking the results they get from the medium. Joskes of Texas, Allied's San Antonio store, pioneered the modern beamed-audience technique for retailers.

The seven-point plan involves these processes:

1. We shall use radio to sell goods.
2. We shall use the repetitive technique in selling and the beamed technique in programming to a specific audience.
3. We shall measure sales results either transaction-wise, dollar-wise or both, whichever most suits our requirements.
4. We shall be reasonably generous in our comparison of sales with advertising expense (the general "break even point" is figured at about 15% for radio).
5. We shall not be influenced so much by the given results as we are by trends over a substantial period of time.
6. We shall be fair and impartial in our approach to any program of advertising as against any other.
7. We shall use the same care in merchandising for radio and use for any other medium.

These steps are not too much to ask," according to Mr. Dennis. "They are necessary points and should be given primary consideration in any attempt to evaluate radio as a selling medium."

"You take care of your end of the deal and radio will hold up its end."

To the Allied chart lists stations, with program used on each station, days and hours, along with number of specific radio-advertised items sold during the week. Comments covering weather, merchandising, reaction of salesmen and customers are inserted in space provided for that purpose.

They assume that "evaluation of results from radio advertising is in direct ratio to how you use your radio advertising," Mr. Dennis says.

Use of Medium Urged

"If you are of the hit-or-miss school, your results, if any, will be hit-or-miss at best. You must use the medium properly to stand any kind of a chance to find out what is happening."

"All measurable success in radio advertising of a consistent and long-term nature is based on consistency and repetition in the use of radio. This is how national advertisers use it." He explains that smaller advertisers and individual stores aren't basically different.

Mr. Dennis suggests that in scheduling advertising, stores "must select a brand of goods or even a single item or at most a department, and stay on the air during periods of a week, two weeks, a month or even longer depending on how much coverage you can give the individual effort. In Allied we have used a single brand on a series of radio spots for an entire year and we seldom use any particular item less than a week unless we sell out before that."

"In Allied we quickly discovered we could not evaluate results at all without some definite consistency and organization in our radio approach."

Besides the results shown by weekly checkups, Mr. Dennis reminds there is no way of knowing what else the people who came in to buy radio-advertised items bought in the store.

Comparative results on a specific item for preceding and following weeks are often advertised, he said, adding, "In most every case I know of where this has been done the week in which the advertising was run has produced larger volume."
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Merl. Press Bldg. Resater Hotel
Washington 4, D. C. Waterenelle, Calif.

PAUL GODLEY CO.
LASS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. 8821
KANSAS CITY, MO.

A. D. RING & CO.
60 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There Is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7747

RAYMOND M. WILMOT
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1334
WASHINGTON 5, D. C.

RUSSELL P. MAY
1422 F St., N.W. 
Kellogg Bldg.
Washington, D. C. Republic 3984

John J. Keel
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
12th & E Sts., N. W.
National 6513-6515

Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4677
WASHINGTON, D. C.

Rothrock & BaIey
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

Holey & Hillegas
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

Andrew Corporation
CONSULTING RADIO ENGINEERS
363 E. 75th St. 
Triangle 4000
CHICAGO 19, ILLINOIS

DIXIE B. McKee & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. ML 4151
Dallas, Texas
1728 Wood St. Riverside 3611

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 19th St., N.W. Republic 3883
WASHINGTON, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7922
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

John Creutz
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1106 Lillian Way Gladstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
& Associates
3738 Kenawha St., N. W.
Oakwood 8071
Washington, D. C.

GUY C. Hutcheson
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
AM-Allocations & Field Engineering—FM
Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

A. R. BITTER
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

Robert M. Silliman
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave., RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

CONSULTING RADIO ENGINEERS

BROADCASTING • TELECASTING

July 19, 1948 • Page 79
Payable in Advance—Checks and money orders only. Situation Wanted $10 per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. All other classifications 25¢ per word—$4 minimum. No charge for blind box number. One-inch display advertisement, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies. Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material, (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager. 500 watt, independent daytime station, requires a general manager. Must be qualified for complete management of station including sales, operations and personnel. Full particulars letter including resume. Be available immediately. Box 61, BROADCASTING.

Salesman-Salesman contacting radio stations to sell radio production. Commission, $100 per spot. Must have experience. Box 201, BROADCASTING.

Salesman-Salesman for 125 watt independent daytime station. Must have experience selling radio. Box 125, BROADCASTING.

Salesmen-Salesmen needed. Must have experience selling radio. Full particulars letter including resume. Be available immediately. Box 111, BROADCASTING.


Telecasting

Managerial


Telecasting


Situations Wanted

Cont'd

Manager

Manager wanted. Background of 13 years in sales and management. Tobacco promotion, production, promotion, sales. Wanted in area of tobacco products. Box 113, BROADCASTING.

Executive manager with over 15 years experience in station management. Has had experience in station operation, High set commission with a free slot. Any offer can be furnished. Prefer Pacific Coast but will carefully consider other locations. Box 113, BROADCASTING.

Salesmen


Announcers

Situations Wanted

Help Wanted (Comm.)

Operator, Texas station. Apartment available. Prefer young women. Box 65, BROADCASTING.

Bell

Salesman contacting radio stations to sell radio production. Commission, $100 per spot. Must have experience. Box 201, BROADCASTING.

Salesman-Salesman for 125 watt independent daytime station. Must have experience selling radio. Box 125, BROADCASTING.

Salesmen-Salesmen needed. Must have experience selling radio. Full particulars letter including resume. Be available immediately. Box 111, BROADCASTING.

Announcers

Announcer, Regular shift; football. Detail experience. Box 69, BROADCASTING.

Announcer, Radio station sales manager. Must have experience in handling play-by-play football. Apply KVKV, Placentia, Calif.

First class license combination man for Esther Agricultural Fair. Must be good, engineering secondary. Salary $250 for 40 hours. Box 92, BROADCASTING.

Announcer-engineer wanted. Announcer with experience for 150 watt station. Must be available for 40 hour week. Must be experienced all phases and control board. Don’t apply unless you’re looking for a permanent job. Send particulars and full details including audition date, etc. to WTYD, Orangeburg, S.C.

Sportscaster. Top salary for top announcer at large Florida market is looking for aggressive salesmen. Must be able to sell time. Must also be able to sell. Salary $500 per week. Box 45, BROADCASTING.

Copywriter and editor. Must be able to write selling commercial copy and keep to tight deadline. Must have ability not required—traffic experience not necessary. Healthy young man a must. Good or man acceptable if otherwise qualified. Write giving details. Doer’s Home, Radio Station KBKI, Alice, Texas.

WANTED

50,000 watt clear channel mid-Western network affiliate has immediate opening for experienced writer-producer. Send complete information and photograph in first letter. Box 49, BROADCASTING.

Anybody have a bottom rung? Vet, 36, married, veteran of 15 years, college graduate, 1 year campus station manager, broadcasting experience, journalism, broadcasting experience, disc, personality, ambition, good reference. Box 72, BROADCASTING.

HELP WANTED

Manager—Manager program director—announcer well-versed in all phases of station operation, experience for disc. Prefer local or nearby. Box 95, BROADCASTING.

Manager and chief engineer—qualified background for 50,000 watt station. Over 20 years experience in broadcasting, available for either ‘permanent or separate. Desire good, solid position. Box 919, BROADCASTING.

Commercial manager—Salesman—7 years experience. Successful background as personnel manager. Seeks permanent opportunity. Box 77, BROADCASTING.

ATTENTION TV MANAGERS

Broadcast manager—technician and technical director—7 years training and experience, designer, stage manager, able to produce, manage production of any or combination of programs. Good references. Available for time or permanent position. Box 360, N. Michigan Ave., Chicago.

ANNOUNCEMENT, SEPT. 1

Manager for small midwest or Southern station. Ten years local and national experience. Excellent salary plus $250 minimum. Box 103, BROADCASTING.

Manager—Program director—announcer well-versed in all phases of station operation, preference for disc. Very successful in present network affiliation. Prefer position in Ohio. Thoroughly experienced in all phases. Requires area knowledge and sales bonus. Box 55, BROADCASTING.

Owners, managers, dept. heads: I’d like to become your assistant and am qualified by virtue of 8 years’ broadcast- ing experience. Experiences: network: local station: AM-FM; station relations, sales, personnel, production, training, talent. Will show my present salary and have room in your organization. Can become a permanent employee I’d like to hear from you. Box 682, BROADCASTING.

HELP WANTED

Manager—Program director—announcer well-versed in all phases of station operation, preference for disc. Very successful in present network affiliation. Preferred local or nearby. Box 95, BROADCASTING.

Manager and chief engineer—qualified background for 50,000 watt station. Over 20 years experience in broadcasting, available for either ‘permanent or separate. Desire good, solid position. Box 919, BROADCASTING.

Commercial manager—Salesman—7 years experience. Successful background as personnel manager. Seeks permanent opportunity. Box 77, BROADCASTING.

Available Sept. 1, 1941. 250 watt daytime station. Excellent opportunity for person with experience in sales, programming, technical. Prefer Chicago area. Box 47, BROADCASTING.

Annie: Announcer, reliable, sober, 32 years old. Radio in service since 1941. Available full time, exclusive. Box 96, BROADCASTING.

Announcer, immediate availability. College graduate, background of School of Broadcasting, with four years experience in broadcasting commercials, programming. Will travel. All details at Box 111, BROADCASTING.

Announcer, college background wants experienced in the School of Broadcasting, Radio, Television. Must be willing to come, travel. Will travel. All details at Box 111, BROADCASTING.

Announcer. Ham single travel, draftproof. Permanent, best offer. Box 79, BROADCASTING.

Announcer. ham single travel, draftproof. Desired to get in touch with others in same line. Box 70, BROADCASTING.


Program director-announcer at mutual 250 affiliate desires change and better opportunity. Experienced college graduate. 25, single, veteran. Box 106, BROADCASTING.

Commercial manager offering more than the average. Unmarried, veteran of 20 years experience. Will work with production department leading New York station. Staff announcer with network and commercial rendition. College training in news. Comprehensive background in radio. Excellent references. Will travel. Excellent benefits. Box 105, BROADCASTING.


Available one good announcer: experienced in radio. Excellent voice. Platter, photo, details. Must be ready to move immediately. Excellent compensation. Box 105, BROADCASTING.

Available one good announcer: experienced in radio. Excellent voice. Platter, photo, details. Must be ready to move immediately. Excellent compensation. Box 105, BROADCASTING.

Available one good announcer: experienced in radio. Excellent voice. Platter, photo, details. Must be ready to move immediately. Excellent compensation. Box 105, BROADCASTING.

Available one good announcer: experienced in radio. Excellent voice. Platter, photo, details. Must be ready to move immediately. Excellent compensation. Box 105, BROADCASTING.

Available one good announcer: experienced in radio. Excellent voice. Platter, photo, details. Must be ready to move immediately. Excellent compensation. Box 105, BROADCASTING.

Available one good announcer: experienced in radio. Excellent voice. Platter, photo, details. Must be ready to move immediately. Excellent compensation. Box 105, BROADCASTING.

Available one good announcer: experienced in radio. Excellent voice. Platter, photo, details. Must be ready to move immediately. Excellent compensation. Box 105, BROADCASTING.
Situation Asked (Cont'd)

Announcer — experienced, strong on news, special events. Throughout West. Each broadcast a thrill. Must feel at home on air, be back of the hootch in show biz. Excellent quality education. Four years experience in broadcasting. Excellent personality.

WANTED

Situations Wanted (Cont'd)

Engineer— First phone, veteran, ex-radio man, radio servicing experience, single. Widely established station with TV plans. Box 115, BROADCASTING.

Chief Engineer: Employed chief engineer, 5 years' experience, controls, public address, in all phases of broadcasting, supervising, two years com- bined experience. Box 66, BROADCASTING.

Production-Programming, others

BROADCASTING

Production-Programming, others

BROADCASTING

Chief Engineer: Established FM production engineer. Former experience in sales. Desires opening to travel. Box 119, BROADCASTING.

Production-Programming, others

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Production-Programming, others

BROADCASTING
WSAY APPEAL

Supreme Court Asked To Review Case

The question of a network's right to set the national advertising rate of an affiliate, upheld by a U. S. Circuit Court in the WSAY v. Rochester case [Broadcasting, May 9], was before the U. S. Supreme Court in a petition for a rehearing and a stay of the lower court's decision.

For the use of its station.

The lower court's decision held that ABC and Mutual, "had the right, in the absence of concerted action, to make such contracts for the distribution of its programs as it chose. . . . Not only are the networks not common carriers, but it would be cumbersome if not impractical for them to furnish programs if they did not have authority to deal independently with the advertising concerns instead of leaving the rates to be determined individually by the different stations which they serve."

FCC ORDERS INQUIRY ON GODDARD MOTIVES

An inquiry was ordered by FCC last week to probe the motives of Fred G. Goddard, general manager of WSB, an ABC-affiliate in Seattle, Wash., when he filed for a new station at a nearby Hoquiam, Wash.

The order was contained in a call for further hearing on the mutually exclusive applications of Mr. Goddard for Hoquiam, and Ben K. Weatherwax, formerly of KXRO, for Aberdeen. Both applications were denied by FCC, 120 full time, and were originally heard in January 1947. The Commission said the further hearing would be concerned with two issues:

1. To determine whether the application of Goddard was filed in good faith or for the purpose of delaying or preventing the establishment of competitive broadcast service to Station KXRO.

2. The uniform participation by the four existing national radio networks, each with knowledge the other is so doing, in a particular system of doing business which has the effect of denying independent radio stations all access to a national competitive market, does not constitute, at least prima facie, a conspiracy in violation of the Sherman Act.

Kryeger, one of the authors of FCC's Chain Broadcast Report which the lower court cited as evidence of concerted action, clouted, and William L. McGovern, formerly of the Justice Dept., filed the petition and brief on behalf of WSAY.

The WSAY suit charges that ABC and Mutual violated the antitrust laws by a boycott of WSAY, and that NBC and CBS, which have other Rochester affiliates, refused to make their programs available to the station. The FCC in its order turned down offers of "standard" affiliation with ABC and Mutual because the offers did not give the station "the right to negotiate with advertisers the rate to be charged

LATE CLASSIFIEDS

Help Wanted

Managerial

Manager wanted for 250 watt daytime with 1000 watt FM in good downtown location. Must be a man who has several years experience and proven ability as manager. Commercial manager. Replies will be held strictly confidential.

Box 120, Broadcasting.

Salesmen

for new metropolitan New York radio station on the air in September with 5 kw on 620. Liberal draw and commission. Experience absolutely prerequisite.

Write General Manager, New York Broadcasting Co., 45 Central Avenue, Newark, N. J.

Technical

CHIEF ENGINEER

Must have experience with directional antenna stations. 9 kw on 620 with 5 tower array.

Write General Manager, Newark Broadcasting Co., 45 Central Avenue, Newark, N. J.

Situations Wanted


Box 124, Broadcasting.

Announcer - Sportscaster. Experienced staff and play by play of important games anywhere. Box 114, Broadcasting.

Announcer, single, 25, one year radio college, 3 months on network affiliate, John Somers, Route 2, Box 299A, Egin, Illinois. Phone 803-302Y-3.

Announcer, experienced all phases of radio. Can operate board. Disc available.

William Bennett, 177 W. Mesa, Gallup, New Mexico.

Technical

Technician. 7 years chief of local, combination stations permanent position on West Coast. S. W. Williams, 1203 S. Illinois. Phone 608-420-3.

Two combination men with lat phone. Both are experienced. Desires permanent position. Both are present locals to a progressive station.

Box 119, Broadcasting.

Production-Programming, others

Commercial copywriter and woman announcer. Thoroughly grounded in all phases of production. Dick, age 32, completely furnished. Susan Gilbert, 4901 Beverly Blvd., Los Angeles, Calif.

Farm director: Desires position, good regional midwest outlet. Excellent professional and agricultural references. Box 122, Broadcasting.

For Sale

Western Electric 25B speech input microphone, two Stuwart microphone booms, Dumont oscilloscope, type 206-B. Box 125, Broadcasting.

Page 82 • July 19, 1948

Broadcasting • Telecasting
VACATIONERS at guest ranches in Tucson, Ariz., have discovered a new recreation for Saturday mornings when they may find themselves 'on the air.' Wayne Sanders, manager and owner of KONA Tucson, with cooperation of Sunshine Climate Club, is bringing the microphone to the people with their weekly show aired from guest ranches. Each Saturday a "Ranch Day" at KONA, Mr. Sanders, Chief Engineer Bill Thomas, and Radio Unit, KVOM, visit a ranch, with portable mike, disc jockeys, owners, cooks, wranglers and guests. Sometimes he climbs aboard his ranch buggy and goes for short ride with guests during broadcast. This month's edition of "The Magazine Tucson" carried a feature with title "Man on a Mare with a Mike."

Job Analyses

JOBS ANALYSES are given weekly to three applicants on new WBN Philadelphia program "Your Job and Mine," Sat., 9-45 to 11 p.m. (CST) Dr. Charles dewey, employment counselor for past 18 years and consulting psychiontist, gives environmental, intelligence and aptitude tests to personnel applicants on broadcast for advice. Personal desires and job preferences are also considered. Show is sponsored by Arlington Employment Counselors, Chicago. Agency: Klein American.

"Uncle WIP" Simulcast

OCR OF INDUSTRY'S oldest children's programs, "Uncle WIP," which is aired over WIP Philadelphia, MbS outlet, is now simulcast over Wednesday, 6-45 to 11 p.m. over WCAG TV Philadelphia, CBS affiliate. Series of simultaneous, each Saturday 6 weeks, is placed by Robert J. Enders Ad., Philadelphia. Office and Sales, and by Billie Brothers and Phelps-Pirmnco, Inc. Atlantic Mutual, has more. The show continues to be sponsored by Gillette. On Tuesday, new format of show has changed very little. Uncle holds his resume, reveals his talents and his songs for the comfort of children, which is animated for TV audience. Stage is decorated with candy cane set, one piano and Admiral video set. "Uncle WIP" dress in his usual costume, which is expected for children, who moves his hands and does an admiral's hat in honor of sponsor.

Welfare Reports

ON-THE-SPOT reports of activities sponsored by Community Agency of Philadelphia Community Union are being aired each week over WYRA and WYRA FM Madison. Each week show originates at different agency office, recreation center, etc., and features interviews with members of the "Red Feather Kid" representing Community Union. Unheard oral exchanges between public and government representatives are also aired.

TV Beauty Contest

FIfty Philadelphia beauties are competing for title of "Miss Broadway Television" on new 13-week "Hornbeams" for the month of June. Day. "Hornbeams" is produced by John E. Hornbeam, under sponsorship of Hornbeam Beer, in conjunction with Public Relations Agency, Philadelphia. Pioneers, Philadelphia, and Hornbeam, consult, emcee, telecasts, bringing pageant to the audience, before the cameras on each of first ten programs. Winners will compete in one-finalists in the first class cosmetically and professionally and from each of these shows and four will appear on final program when "Miss Broadway Television" will be selected. Luxurious stage set has been prepared for series with aim to give "Beauty Parade" Philadelphia's most beautiful television set.

Dance Dedication

FLYING ROOSTER, WIBW Topkea, airplane, took to the air again early this month with Gene Williams, film director, and Pug Marquardt, chief engineer, who attended dedication ceremonies of new detachment dam at Cloud Chief, Oklahoma. Station crew made recordings of ceremonies, which included welcome by Gov. Roy Turner and speech by Dr. Hugh H. Bennett, chief of U. S. Soil Conservation Service. Recordings were later broadcast over WIBW.

Anniversary Prize

IN OBSERVANCE of first anniversary of "Cinderella Weekend" program over WTIC Hartford, Conn., usual weekend trip of prize to New York will be replaced by trip to Bermuda. Month-end prize winner and escort of choice will be given all-expense-paid trip to Bermuda via Colonial Air Lines. Couple will stay at famous Roney's Guest House overlooking Riddle's Bay.

Breakfast in Washington

MARTHA ROYDSTRUCTOR is producing new show on Mutual, "Breakfast in Washington." Program originates in Presidential Dining Room of White House and features discussion of the day's news with Washington personalites.

RCA Victor Latest

OFFICIAL suggestion by Mr. Lee on his original "Miss Harbor Cup Parade" over KOOL Phoenix, Ariz., has resulted in rumbling "thing" contest. Mr. Lee suggested that listeners deal in assortment of "things" that they consider amusing, like ten-foot pole you wouldn't touch anybody with illusion records that more than 50 entries have been received, records that are set to the뚱ing in. Among exhibits are the可用于 "Miss Arizona" hunt, model ship that never comes in, flying jugs that jump out of, etc. Highlight so far is large, live horse—the one you'd like to sink your teeth into when you get so hungry that you could eat a steed.

Washington to London to Baltimore

RADIO SIGNAL, sent across the Atlantic and back again, is being aired daily by Mutual in nightly shows. Current Broadcast Corp., representative in Washington broadcast office, tells station's capital direct to listeners in British Isles as segment in BBC's nightly "Radio Newswestal" that calls in reporters from many parts of the world. Shortwave signal, flashing back to America from London, is picked up by WMBR's antenna stop O'Sullivan Blvd. Originating one of third away in Washington, news crosses Atlantic and returns for rebroadcast to Maryland listeners.

WGFM Features

CIVIC, social and personal news items not available through other news programs are presented on "I See by the Paper." New show aired in Philadelphia area over WGMF Wilson, N. C. Hill Jackson, WGFM's news and sports director, conducts show and gathers material from editors of eastern North Carolina daily and weekly newspapers. When show started, radio director's house titled "Kesar Wil." Contest is conducted between groups of boys and girls, social organizations, such as Boy and Girl Scouts. Winners are awarded Gold and every group with most points receives additional cash prizes. Ice cream and bubble gum are given to all attending.

Hair Styling

HAIR STYLING and other beauty topics are bals of new program "Your Charm Consultant," heard on WIP Philadelphia, with Pa. James Bonnato, hair stylist, conducts weekly program. Question and answer sessions are featured, as well as actual demonstrations on the air. Mr. Bonnato styles hair for a model while Bob Veal, staff announcer, describes action to listening audience.

Traffic Forum

LOCAL ISSUES are discussed each week over WFPG Atlantic City, during round-table discussion program, "Atlantic City Forum of the Air." Listeners are invited to phone in questions which are referred to participants for discussion in second half of show. Leading police traffic officials from all police stations on Absecon Island participated in recent show, reviewing "A Reporter's Summer Traffic Papers." Station reports that since traffic problems are extremely acute in Atlantic County during summer months, responses to show were numerous.

Political Rally

POLITICAL speeches will fill the air in Atlanta, Ga., today (June 19), broadcast from a political rally being held by WBG and WJGB-FM. Stations have invited public to participate in a fashioned basket picnic which will be followed by street speeches from national candidates. Speeches will be broadcast by both WBG and WJGB-FM. Public address system has also been installed at picnic grounds. Free fireworks display will follow speeches. Time has been donated by both WBG and WJGB-FM without change to candidates.
The Texas Rangers transcriptions were recently signed up for their sixth year on WGBJ, Scranton, Pa. And for the same sponsor, too! On WGBJ they reached a 3 7.4 Hooper during 1 0 95 97 95 97 at their 1 0 95 97 95 97 th minute Monday through Friday program from 6:05-6:45 p.m.

Josh Hoppins "MAYOR" of the Rural City says: KXXL HAS CHANGED LISTENING HABITS IN IOWA

Conlan Survey reveals KXXL holds the lion's share of listening in Northeast Iowa — up to 95.6%, more of the TOTAL LISTENING HOMES SURVEYED THAN ALL OTHER STATIONS COMBINED.

50,000 watts KXXL Josh Higgins Broadcasting Company WATERLOO, IOWA

Represented by Avery-Knudel, Inc.
TON, Ohio.—License to cover CP new experimental TV relay station.

REMOTE APPLICATIONS
Western Plains Broadcasting Co., Inc., Ada, Okla. —CP new remote pickup station to be operated on 1946, 1990, 3190, 3290 kc, power of 50 w, emission A1 and hours of operation in accordance with FCC rules.

TENDER FOR FILING
FM—82.7 mc
C. C. Morris, Ada, Ohio.—CP new FM station on 82.7 mc (Class A), Channel 284, ERP 0.5 kw.

TV—64-68 mc
Frank C. Carman, David G. Smith, Frank C. Carman, Administrator for the estate of Jack M. Predunz deceased, and Grant R. Wrathall, d/b/a Usath Broadcasting Co., Salt Lake City, UT—CP new commercial TV station on Channel 2 54-60 mc, ERPvia 15 kw, aural 7.65 kw.

Assignment of CP
WGYY Greenville, Ala.—Consent to assignment of CP to Greenwood Broadcasting Corp.

Modification of CP
WKJB Mayvogue, P.R.—Mod. CP decrease power from 10 kw to 500 w N, 1 kw D, make changes in ant. and change type trans.

July 13 Decisions

BY THE SECRETARY
WRC-FM Washington — Granted license for new FM station.

WABE Atlanta—Granted license for new non-commercial FM station.

WLSU Baton Rouge, La.—Granted license for new FM station.

Allen B. DuMont Labs, Ohio.—Granted CP new exp. TV relay station.

The following were granted mod. CP’s for extension of completion dates as shown:

1. KCEN-FM Kansas City, Kan., to 9-22-48; WJFP-FM Herrin, Ill., to 9-30-48; WLSW-FM Chicago, Ill., to 10-1-48; KEX-FM Portland, Ore., to 10-25-48; WKXN Bowling Green, Ky., to 12-6-48; WMDW-PM Peoria to 11-4-48; WERC-FM Erie, Pa., to 10-2-48.

WACA Campbell, N.C.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

WGH Newport News, Va.—Granted mod. CP to make changes in ant., and to change trans. location.

WULA Eufaula, Ala.—Granted mod. CP for approval of ant., change type trans., and to change trans. and studio locations.

WTWY Troy, N.Y.—Grantee license covering increase power, install new trans. and DA-ON and change trans. location.

KWNO Wenatchee, Wash.—Granted license new station 130 kw to 350 w.

WBOJ Jacksonville, Fla.—Granted license new station 1360 kc 1 kw D and spurious studio location.

WAMS Wilmington, Del.—Granted license new station 1380 kc 1 kw D, S-WAWS, and specify studio location.

KSO Des Moines, Iowa.—Grantee license covering issuance of new trans. license and change DA for night use, mount FM antenna on AM tower, change trans. and studio locations.

KXN

The following were granted mod. CP’s for extension of completion dates as shown:

1. KWOX Omaha to 10-10-48; WLPJ-FM Suffolk, Va., to 9-28-48; KXHH-FM Shreveport, La., to 11-3-48; WBSU San Antonio, Tex., to 5-1-49; KCRX-FM Sacramento, Calif., to 9-28-48; WDAK-FM Columbus, Ohio, to 5-1-49; WHEC-FM Rochester, N. Y., to 1-3-48; WQJN-FM Racine, Wis., to 8-2-48; WPG-FM Rochester, N. Y., to 8-2-48; WCAU-FM Philadelphia to 9-15-48; ECOD-FM Des Moines, Iowa, to 10-24-48; WDEL Columbus to 1-4-49; WFDJ-FM Fillips, Mich., to 10-15-48; EPOB Riverside, Calif., to 1-4-49; WATL-FM Atlantic to 8-12-48; WPAM-FM Detroit, Mich., to 10-1-48; WOFI Orlando, Fla., to 8-4-48; KMAC San Antonio, Tex., to 2-24-48; KFBD San Diego to 8-14-48.

KXN Cœur d’Alene, Idaho.—Grantee license new station 1240 kc 250 w uni.

KWLL Missoula, Mont.—Grantee license new station 1450 kc 250 w uni.

WXUM Columbus, Ohio.—Granted license new Fiscian station.

The following were granted mod. CP’s for extension of completion dates as shown:


KWAL Wallace, Idaho.—Granted mod. CP for extension of completion date to 10-10-48.

COMMISSION EN BANC


WAGE Projects Inc., Syracuse, N. Y.—CP new TV station, Channel 3, 76-82 mc, 23 kw, vis. 12.8 kw, 600 ft., estimated cost: $218,520.


ACTION IN DOCKET CASES
Commission announced memorandum opinion and order denying petition for rehearing and reconsideration filed by Henry T. Wescott, Inc., petitioner of CP for station KXKK Colby, Kansas, upon the Commission’s decision of June 12, 1947 which denied application for CP of Evening Star Broadcasting Co., KFYO Lubbock, Tex. and granted CP’s of Central Bost, Co., WEAU Eau Claire, Wisconsin and Lumber Co., Lubbock, Tex.), requesting Commission to set aside the order by which it is alleged that KFYO be required to afford full protection for its operation at Colby.

Commission announced memorandum opinion and order denying petition filed by Lubbock County Bost, Co., Lubbock, Tex., for leave to amend, and for grant of its application by the substitution of new corporation for petitioner which would result in a merger of Lubbock County Bost, Co. and KFYO, Commission further ordered denial of petition for change of call letters of KDYK Laredo Radio Bost. Co. (KFYO), Lubbock, Tex., denoted against issuance of new call letters by the Commission’s decision of June 12, 1947, which denied petition’s request for time of filing CP for changes of facilities of KFYO and granted CP of Lubbock County Bost, Co.

Commission announces memorandum opinion and order directing that para- graph 3 of Commission’s decision in re application of Camden Bost, Co., Cleveland, Ohio, which makes reference to professional background of individual stockholder of Bost, Co., be deleted; the Com- mission denied the rest of the applica- tion for rehearing filed by Camden Bost, Co. requesting deletion of certain language in paragraphs 78 and 128 of said decision.

July 13 Applications

ACCEPTED FOR FILING
Assignment of License
KCMJ Palm Springs, Calif.—Voluntary assignment of license from Richard W. Joy and Donald C. McElhan d/b/a Palm Springs Bost, Co. to Palm Springs Bost, Co.

Transfer of Control
KQW San Jose, Calif.—Involuntary transfer of control of license corporation from Mott Q. Brunton and Ralph R. Brunton, as individuals and trustees, and Dorothy M. Brunton, as individuals, trustee and executrix of the will of Sherwood B. Brunton, deceased, to CBS Inc.

Assignment of License
KSMA Santa Maria, Calif.—Voluntary assignment of license from Santa Maria Bost, Co. to John H. Poole.

Modification of CP
KWBW Bicta, Kan.—Mod. CP new FM station for extension of completion date.

Transfer of Control
WSBU New Orleans—Voluntary transfer of control of license corporation from R. A. Stephens, H. O. Wall and J. W. Weber to International City Bost, Service Inc.

AM—1310 kc
WCM Camelot, N. J.—CP to decrease power from 500 kw to 250 kw, change hours of operation, install new trans. and change trans. location.

Modification of CP
WKJB Mayvogue, P. R.—Mod. CP change frequency, increase power, install new trans. and install DA-ON, decrease 19 kw from 500 kw to 500 kw N, 1 kw D, change type trans. and change of completion date.

FM—97.1 mc
Conway Bost, Co., Conway, Ark.—CP new FM station (Class A) on Channel 249. ERP 0.34 kw, ant. height above average terrain.

FM—99.5 mc
 WKQW-FM Washington—CP new FM station to change type trans., ERP from 20 kw to 19 kw, ant. height above average terrain from 500 ft. to 514 ft. and make changes in ant. system.

FM—99.5 mc
WFLA-FM Tampa, Fla.—Mod. CP new FM station for extension of completion date.

License for CP
WFLA-FM Tampa, Fla.—License to cover CP new FM station.

CP Replacement
WTAL-FM Tuscaloosa, Ala.—CP to replace one which expired Sept. 20, 1947.

FM—94.1 mc
Home Bost, Inc., Logansport, Ind.—CP new FM station (Class B) on 94.1 mc, Channel 231, ERP 2.46 kw and ant. height above average terrain. AMENDED to change ERP from 2.46 kw to 2 kw, decrease from 514 ft. to 226 ft. and 231 ft. to 213.5 ft. and make changes in ant. system.

Modification of CP
KFW-FM Wichita, Kan.—Mod. CP new FM station for extension of completion date.

License for CP
WHO-FM Houghton, Ky.—License to cover CP new FM station.

(Continued on page 88)
FCC Actions (Continued from page 85)

Applications Cont'd:

Modification of CP

WFNS-FM Burlington, N.C.—Mod. CP new FM station for extension of completion date.

License for CP

WSGC-FM Charlotte, N.C.—License to cover CP new FM station.

Modification of CP

WVKO Columbus, Ohio—Mod. CP new FM station for extension of completion date.

WBAP-FM Fort Worth, Tex.—Same. WRBQ-FM Fort Lauderdale, Fla.—Same.

License for CP

WDBJ-FM Roanoke, Va.—License to cover CP new FM station.

Modification of CP

KLAC-Los Angeles, Calif.—Mod. CP new commercial TV station for extension of completion date.

TV—667 mc

OKKan Television Chain Inc., Wichita, Kan.—CP new commercial TV station, Channel 4, 65-67 mc, ERP via 15.1 kw, aur. 7.78 kw unti.

TV—186-187 mc

Elmira Star-Gazette Inc., Elmira, N.Y.—CP new commercial TV station, Channel 9, 185-187 mc, ERP via 2.9 kw, aur. 1.45 kw unti.

TV—180-186 mc

Southwestern Sales Corp., Tulsa, Okla.—CP new commercial TV station, Channel 8, 180-186 mc, ERP via 31 kw, aur. 15.3 kw unti.

License for CP

WSIX Nashville, Tenn.—CP new commercial TV station, Channel 5, 76-82 mc, ERP via 17.1 kw, aur. 8.26 kw unti.

TV—75-81 mc

Edward Lasker, Salt Lake City, Utah—CP new commercial TV station, Channel 7, 174-180 mc, ERP via 20 kw, aur. 15 kw unti.

Modification of CP

WSOU South Orange, N.J.—Mod. CP new noncommercial educational station for extension of completion date.

License for CP

W H A D Madison, Wis.—License to cover CP new noncommercial educational station.

Experimental TV Relays

The Atlanta Journal Co., Atlanta, Ga.—CP new experimental TV relay 701.5 mc, 0.1 kw, unti. Permission to operate 45 hours of operation in accordance with Secs. 4.122(l) and 4.123.

Scripps-Howard Radio Inc., Cleveland—CP new experimental TV relay station 6975-7000 mc, 0.1 w, A5 and hours of operation in accordance with Secs. 4.131(b) and 4.133.

Intermountain Best Corp., Salt Lake City, Utah—CP new experimental TV station 8905-8975 mc, 0.1 w, A5, 20 kw, unti. Permission to operate 45 hours of operation in accordance with Secs. 4.131(b) and 4.133.

FM RENEWAL APPLICATIONS

WMIX-FM Mt. Vernon, Ill., and WNDB Daytona Beach, Fla.

TENDERED FOR FILING

AM—990 kw

Bankhead Best Co., Inc., Jasper, Ala.—CP new standard station 990 kc 1 kw-D, assignment of License

WLKB DeKalb, Ill.—Voluntary assignment of license to DeKalb Radio Studio Inc.

AM—1390 mc


AM—1530 mc

KSRV Ontario, Ore.—CP change frequency from 1430 to 1530 kc, increase power from 250 w to 1 kw DA-N.

July 14 Decisions...

DOCKET CASE ACTIONS

Petition Denied


Petition Denied

Announced order denying petition of KBOS Inc. Bcstg. Corp., Ore., for review and reversal of action of Commissions Commissioner February 26, 1948, granting petition filed by KIDO Boise, ID., for leave to amend application for CP to specify 650 kc, 5 kw, unti., using DA; reaffirm said action of Commissions Commissioner.

July 14 Applications...

ACCEPTED FOR FILING

Extension of Authority

MBB Inc., Chicago, Ill.—Extension of authority for new television station, KBBX, as KCBTV, Chicago, Ill., for 15 kw, unti., with new frequency of 15.6 mc, ERP 18.4 kw, aur. 18 kw unti.

AM—1080 kc

Continental Bcstg. Co., Atlanta, Ga.—CP new standard station, Channel 9, new call letters, increase power from 15 kw to 50 kw, change type and change station and studio locations.

Modification of CP

WSAR Fall River, Mass.—Mod. CP change frequency, increase power, install new transmitters, DA-DRN and DA-DN and change transmit location for extension of completion date.

AM—1330 kc

WBFB Flint, Mich.—CP make changes in directional antenna and mount FM antenna, directional tower.

AM—550 kc

WTOB Winston-Salem, N.C.—CP change frequency from 1100 to 1380 kc, change from D to DRN, increase power from 1 kw to 5 kw, install DA-DN, etc. AMENDED to change frequency from 1380 to 550 kc, changes in ground system, etc.

Modification of CP

WPLT Dayton, Ohio—Mod. CP new standard station, for changes in trans., channel, antenna and station, etc.

AM—820 kc

Rock River Valley Bcstg. Co., Water- town, Wis.—CP new standard station on 820 kc, 250 kw, AMENDED change power from 250 w to 500 w-D; change type trans. and change trans. location.

Modification of CP

KOMB Los Angeles—Mod. CP new FM station for extension of completion date.

Transfer of Control

KQ-WF—San Francisco—Involuntary transfer of control of permittee corp. from Ralph B. Kimball to Ernst & Ralph B. Bruntin, as individuals and trustees, and Dorothy M. Bruntin, as individual trustee, as successors in interest of L. B. Bruntin, deceased to CBS.

Modification of CP

WCCP-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

Transfer of Control

WDSU-FM New Orleans, La.—Voluntary transfer of control of permittee corp. from E. A. Heiman, H. O. Well and Fred Weber to International City Bcstg. Service Inc.

Modification of CP

WJLB-FM Detroit, Mich.—Mod. CP which authorized changes in CP new FM station, for extension of completion date.

WINR-FM Binghamton, N.Y.—Mod. CP new FM station to change type station from class B to class A, specify frequency of 92.7 mc, ERP 0.32 kw, aur. height above average terrain 253 feet; type of trans. and make changes in ant. system.

License for CP

WFBG-FM Altoona, Pa.—License to cover CP new noncommercial educational station, which authorized a new FM station.

Modification of CP

KGK-LF—San Angelo, Tex.—Mod. CP new FM station change trans. site, channel, antenna and operated by OLA R. L. Thierse 4.15 kw, ERP 13.61 kw, aur. height above average terrain 495.5 ft. change overall height above ground to 297 ft., and make changes in ant. system.

Modification of CP

KBBB-FM LaCrosse, Wis.—Mod. CP new FM station change trans. site, channel, antenna and operated by Bb for 18 kw, ERP 83.8 kw, ant. height above average terrain 566 ft., and make changes in ant. system.

Modification of CP

WBBH-FM New York, N.Y.—Mod. CP new FM station change trans. site, channel, antenna and operated by R. C. Whitcomb 18 kw, ERP 113 kw, aur. height above average terrain 901 ft., and make changes in ant. system.

Modification of CP

WNYE Brooklyn—Mod. CP which authorized changes in non-commercial educational station, for extension of completion date.

WREX Chicago—Mod. CP which authorized changes in non-commercial educational station, for extension of completion date.

License for CP

Cornell U., Ithaca, N.Y.—CP new commercial TV station, Channel 6, 76-82 mc, ERP via 15 kw, aur. 15 kw unti.

TV—66-72 mc

Frank C. Jerome, David G. Smith, (Continued on page 89)

In OMAHA

Wise advertisers choose the station the people choose... WOW...nationally represented for 15 years by JOHN BLAIR & COMPANY

Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

Page 86 • July 19, 1948

BROADCASTING • Telecasting
George R. Nelson Forms Agency in Schenectady
NEW agency, George R. Nelson Inc., Advertising, has been opened in Schenectady, N. Y., with temporary offices at 469 State St. George R. Nelson, head of the agency, was a partner in the Leigh- ton & Nelson agency until he dissolved that firm June 23.
Mr. Nelson joined NBC at WGY Schenectady in 1932 and was soon made commercial manager of the station. In 1936 he resigned to form the partnership of Leighton & Nelson. Mr. Nelson was active in the formation of Western Gateway Broadcasting Corp. which, in 1942, began operation on WSNY Schenectady. He is still vice president and director of the station.

Mr. Nelson (center), president and founder of George R. Nelson Inc., is shown with Edward F. Flynn (r), account executive and radio and television director, and Robert S. Cragin, copy director.

Dealer Co-Op Programs Are Surveyed by NAB SURVEY of dealer-cooperative advertising programs has been started by Dr. Kenneth H. Baker, NAB director of research. The data will be used to bring up-to-date NAB's 1942 publication on co-op programs.

In asking stations to supply names of manufacturers having co-ops, Dr. Baker explained it has not been possible to revise the 1942 list because post-war plans are just beginning to settle down into a pattern.

The Most Powerful Advertising Influence in the Southwest

WOAI
San Antonio
50,000 WATTS CLEAR CHANNEL
NBC Affiliate * Member TQN
Represented by Edward Petry & Co., Inc.

FCC DENIALS

ACTING on a question which it has seldom faced, FCC made clear last week that it "cannot condone the effectuation of a transfer of control through the device of seeking to amend an application already granted."

It refused to permit Lubbock County Broadcasting Co. (KVLU), a permittee for 790 kc at Lubbock, Tex., to amend its application and thereby effect a merger whereby control would pass to the owners of KFYO Lubbock, its unsuccessful rival for 790 kc.

The Commission held that the petition for amendment, filed after the issuance of the grant to Lubbock County, "comes at such too late a stage in the proceeding," even though it could not have been filed earlier because the Lubbock County-KFYO agreement was not reached earlier. Further, FCC said, the amendment plan does not conform to the Aro Rule on station sales, which requires that transfers be publicly advertised so that competing bids may be offered.

FCC also denied a KFYO petition—filed before the amendment request—which sought to have the grant to Lubbock County reconsidered.

Grant in 1947

Lubbock County won the grant for 790 kc with 1 kw in June 1947 after a competitive hearing with KFYO, which was seeking 790 kc with 5 kw to replace its present 1340 kc with 250 w [BROADCASTING, July 7, 1947]. Since then, in compliance with a condition of its grant, the company has applied for and received authority to boost daytime power to 5 kw. The company is owned by Wendell Mayes (43%) and C. C. Woodson (43%), who are associated in ownership of KBWD Brownwood, and G. H. Nelson (12½%), an attorney.

Under the amendment proposal, Messrs. Mayes and Woodson would have 14% each in the new company and Mr. Nelson 4%; Hugh DeWitt Landis, manager and 1% stockholder of KFYO, would have 17% and Plains Radio Broadcast-

Refuse KVLU Merger, XXX Petition

ing Co., licensee of KFYO would have 51%. The plan provided that the new company would have an authorized capital stock of $175,000 and, if the amendment had been allowed, would have paid $175,000 to KFYO equipment and physical assets. KFYO's license on 1340 kc would then have been surrendered.

One of the arguments advanced in support of the amendment was that it would "enable the new station to compete effectively with three stations granted in Lubbock . . . since the hearing."

The Commission meanwhile denied a petition of Western Plains Broadcasting Co., permittee for KXXX Colby, Kans. (790 kc, 5 kw), asking that the grant to Lubbock County be either set aside or conditioned on protection of KXXX. FCC ruled that the Lubbock hearings had been completed when Western Plains filed its application, that the Western Plains application was therefore in a junior or subordinate position, and, when granted, was subject to whatever interference would come from a grant at Lubbock.

NETWORKS, WOR NEAR AGREEMENT WITH RWG STAFF newswriters of CBS, ABC, NBC, and WOR New York are expected to ratify this week an agreement reached by the broadcasters and the Radio Writers Guild providing a monthly wage rise of $33.75, retroactive to July 1 and effective through Sept. 30, 1949. The new contract will cover 35 or 40 network newsmen, according to the Guild.

The increases are said to average about 8%. The present scale starts at $560 with $25 rises at six-month intervals, and a top bracket of $460 after two years.

With the writers' pact virtually sealed, the RWG plans to begin negotiations for network scriptwriters with CBS, ABC and NBC within the next few days. Still on the union's agenda for this fall, however, are plans for a strike of freelance script writers against the agencies and package producers.

GF Gets Carson

GENERAL FOODS Corp., New York (Sanka Coffee), will sponsor the Jack Carson Show for the 1948-49 season, Fridays, 8:30-9 p.m. on CBS starting in October. The advertiser sponsored the Danny Thomas Show on CBS in the same period last season. Young & Rubicam, New York is the agency.

See August 2 issue of BROADCASTING

FYI
Has a Hollywood Feature
FYI
Has a Sports Feature
FYI
Has a Women's Feature
FYI
Has Features for All the Family

PRODUCED BY
Ed Hart & Associates
1737 H STREET, N.W.
WASHINGTON, D. C. • RE. 4312

Use the TOP Hooperated Station in Nebraska's Capital City Market *

KFOR
LINCOLN
* OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES

BASIC ABC
Represented by PETRY

July 19, 1948 • Page 87
WHY CHANGE

A GRANT of WHYN Holyoke's bid for a 1-kw regional facilities was proposed by FCC last Thursday in preference to Pynchon Broadcasting Corp.'s application for the same assignment for a new station at Springfield, Mass.

Under the proposed decision, WHYN would be granted a 1-kw station from 560 kc to 1 kw, directionalized fulltime. The decision was adopted on a 3-to-2 vote, Comrs. Rosel H. Hyde and George E. Sterling voting for denial of both applications on grounds that either would cause too much interference to existing services.

The majority—Chairman Wayne Cox and Comrs. Paul A. Walker and Robert F. Jones—conceded that either application would create more interference to WGAN Portland, Me., than "would ordinarily condone." But, they said, this interference would occur "wholly outside the state of Massachusetts," and they received at least one other service.

Unable to decide between the Holyoke station and the Springfield new-station applicant on the basis of the Communications Act's requirements of "fairness and equitable" distribution of service, the Commission based its choice on the extension of the present "meritorious" service of WHYN, and on the fact that WHYN is "a going concern, completely and competently staffed, and its plans for improving its service have been carefully worked out.

The Commission did not overlook the fact that the principal owners of WHYN (Mrs. Minnie R. Dwight, 66%, and Mrs. Harriet W. Debose, 33%) are also principal owners of Boston. Therefore, the only way in which they could have participated would be by acquiring control in existing stations, including the VHF stations of the VFW, the monthly Rural Electrification newspaper, the Iowa Republican News and the Iowa Federalization.

Executive officers of KCBC and Mr. Bywater report that future plans of Plain Talk Printers are in the tentative stage.

The station also reports that Rollo Bergeson, Iowa secretary of state, has been appointed a vice president of KCBC and will become active in the station and newspaper management about Jan. when his term in office expires.

WAAT Willing to Take 5 kw Day, 1 kw Night

WAAT Newark, given a proposed denial on its application to boost power from 1 to 5 kw to 970 kc (Broadcasting, April 5), is willing to accept 5 kw daytime and continue with 1 kw at night, Attorney Paul M. Segal told FCC in oral argument last Tuesday.

He emphasized, however, that the Commission had conditioned a previous grant to WAAT upon its increasing its coverage, and that the station was prepared to make whatever adjustments may be necessary to protect WEBR Buffalo and Canadian operations on the same frequency.

Reed T. Rollo, counsel for WEBR, opposed a fulltime increase for WAAT on grounds that it would cause interference at night.
FCC DELAY IN KSO SALE DRAWS SHARP REBUKE

CONTRACT for $450,000 acquisition of KSO Des Moines cancelled Friday by Tri-States Meredith Broadcasting Co., accompanied by sharp protest against FCC's last-minute call for briefs on qualifications of Paramount Pictures, 25% owner of Tri-States Meredith (earlier story page 22).

Letter being prepared will advise FCC of cancellation, pointing calling attention to fact that contract has been awaiting Commission action for five months, that by its own terms it expired July 15 unless renewed, and that FCC's letter raising Paramount for five months arrived in Des Moines on afternoon contract was slated to expire. FCC had "assumed" it would be extended by mutual consent, but Tri-States Meredith on Friday notified Kingsley H. Murphy, KSO owner, it would not.

Letter going to FCC will deny emphatically that Paramount, one of major film producers found guilty of anti-trust violations, lacks broadcast qualifications. Paramount interest in KSO is 25% of stock it had ownership of Tri-State Theatres, co-owner (with Meredith Publishing Co., TV grantee for Syracuse and applicant in several other cities) of Tri-States Meredith. Letter will note that KSO transfer application has been amended to show testimony by Paramount President Paul Rainbourn that he didn't know of Tri-State Theatres' interest in KSO transaction until he read it in trade publication, and that Paramount has no voice in Tri-State Theatres affairs.

Letter also expected to report that, when KSO contract was drawn, five months seemed reasonable time to give FCC to act; that Tri-States Meredith has had ownership of KSO for five months have had $300,000 tied up on deposit pending FCC action; that they have no way of knowing whether another five months or more might not elapse before FCC acts; that then, in May, FCC might grant additional stations in Des Moines and jeopardize investment in KSO. Letter also slated to cite instances in which in comparative hearings, FCC preferred applicants who have records as anti-trust violators.

FCC RURAL TV POLICY FACES OFFICIAL REVIEW

ARGUMENT that applications for rural-class television stations must go through rule-making proceedings was advanced to FCC Friday by former Assistant General Counsel Vernon L. Wilkinson, who raised question during motions hearing before Comr. George E. Sterling, who passed question to it. "I don't know."

Question came up on Van Curler Broadcasting Co.'s petition to amend its Albany, N. Y., television application (for Channel 9) to specify rural rather than metropoliclass operations. Mr. Wilkinson, representing Meredith-Champlain Television Corp.'s rival bid for Channel 9 at Albany, called attention to new FCC policy which requires that changes in TV channel-allocations table be handled by rule-making proceeding. Since table lists Channel 9 for metropolis-only use, he argued, consistency would require that request to use it for rural-class operation must also go through rule-making proceeding.

FCC counsel took no firm position on question, apparently feeling full Commission should decide.

NEW PROPOSED GRANT FOR CLEVELAND STATION

CLEVELAND BROADCASTING Inc., which won over Scripps-Howard in fight for new Cleveland 5-kw fulltimer on 1300 ke but then lost ground pending further hearing (BROADCASTING, March 10, Sept. 15, 1947), given new proposed grant by FCC Friday. Scripps-Howard, operating WEWS (TV) Cleveland, WCPO Cincinnati, and WNOX Knoxville, gets proposed $450,000 grant.

New proposed decision continues to base preference for Cleveland Broadcasting largely on local ownership, owners' familiarity with local conditions, diversity of owners' background and experience, and non-newspaper affiliation.

Cleveland Broadcasting is FM permittee and TV applicant. Largest block of its stock (31%) is owned by President Ray T. Miller, local attorney, former mayor, and one-time special assistant to U. S. Attorney General. Minority stockholders (none more than 7%) include former Sen. Robert J. Bulkeley; Second Assistant Postmaster General C. Aiken, 1936 and 1940 director of Democratic National Committee's Speakers Bureau; Alvanley Johnston, Grand Chief Engineer of Brotherhood of Locomotive Engineers, and Alexander F. Whitney, president of Brotherhood of Railroad Trainmen.

BAKER REJOINS WKBW

APPOINTMENT of Roger Baker, manager of preferred application of Buffalo, to WKBW Buffalo, was announced Friday by Dr. Clinton H. Churchill, president and directing head. Arthur Simon, resigned, previously had served as both general and commercial manager. Mr. Baker originally was with WKBW in 1928, and during 11-year tenure had been program and sports director. Afterward he joined WLW Cincinnati, and last year became manager of KOB.

SWER BUL SEGMENT

FINAL 16-minute segment of Stop the Music, ABC Sunday night show, sold last week to Swer Products Division of Allied Chemical & Dye Corp., effective yesterday (July 15) for six weeks. Agency, Maxon Inc., Detroit. Eversharp is scheduled to assume sponsorship of 8:15-8:30 period when Swer contract expires. Other program sponsors: P. Lorillard Co. (Old Golds) and Spiegel Co.

GREENVILLE TV PETITION

WBFC GREENVILLE, S. C., applied to FCC Friday for television station on Channel 10 (192-198 mc) with 27.8 kw visual and 13.9 kw aural powers. Initial construction costs estimated at $219,500; first year's operating costs $72,000; second year's revenues $50,000. It's only pending application for only channel tentatively allocated for Greenville.

BMB MEMBERSHIP HITS 706

TOTAL Broadcast Measurement Bureau membership reached 706 last week, with announcement of several new stations. In addition to four nationwide and four regional networks, members include 596 AM, 97 FM and five television stations. Many FM outlets have subscribed under new combination subscription plan.

BOSTON YANKS TO BE ON TV

OWNERS of Boston Yanks pro football team have agreed to permit television coverage of home games by WNAC-TV Boston, starting with season opener against Green Bay Packers night of Sept. 17. Agreement is for 1948 season only and is in nature of trial run.

FCC CANCELLATION POLICY

GROWING NUMBER of voluntary cancellations of broadcast grants, particularly FM and AM, reflected Friday in decision of FCC to give its secretary power to grant AM, FM, or TV cancellation requests.

Closed Circuit

(Continued from page 4)

participate actively in clear channel fight was seen in his attendance at Clear Channel Broadcasting Service strategy meeting at Palmer House in Chicago scheduled for today. WJR Detroit is only 1-A clear channel station of Richards triumvirate.

ERWIN WASEY & Co., New York, planning nationwide spot campaign for Seeck & Kade (Pertussin cough medicine) to start in September. Both major and minor markets to be used. Contract will run for 26 weeks on station breaks and participation shows.

FRIENDS of Edwin R. Borroff, who resigned as vice president of ABC's Central Division six weeks ago, expect him to launch own station representative business in Chicago next fall. Mr. Borroff has conferred with MBS President Edgar Kobak as to possible Mutual connection, and Walter Evans, president of Westinghouse Radio Stations Inc., has urged him to come to Free & Peters, which will represent WRSI stations after Jan. 1.

CONFLICT of NAB 16th District meeting Sept. 21-22 at Los Angeles with NBC affiliates convention in Sun Valley Sept. 22-23 expected to bring change in district meeting date. Cal Smith, district director, to make decision this week during NAB indoctrination course for new directors.

BIDS for combined television package of 13 home games of USC and UCLA, Los Angeles, are to be in by end of this week.

THOUGH neither ABC nor NBC is prepared to confirm possibility, each is studying definite proposed contract for production of television film by Hal Roach Studios, Hollywood.

ASSN. of American Railroads is considering institutional network program using music-review format. Agency is Benton & Bowles.

IT'S OPEN secret in official circles that Commissioner E. M. Webster isn't happy about FCC operating structure. There's talk that he'll resign before his term expires next June 30 unless FCC is divided into separate panels so he can devote his main energies to safety and special services. He dunks controversial broadcast matters whenever he can.

ABOUT mid-September, WHN will become WMGM, connoting Metro-Goldwyn-Mayer ownership. Sister FM station now WMGM, will ad suffix FM. Shift will follow removal of station from Broadway location to 715 Fifth Ave., first headquarters of NBC.

BROADCASTING • Teletcasting
May 28, 1948

Mr. Arthur B. Church, President
Radio Stations KMBC-KFRM
Kansas City 6, Missouri

Dear Arthur: I believe you will be pleased to know of the very quick and continued response we have received on the Peters Serum Company program on the KMBC-KFRM Team, Monday through Friday, at 6:25 a.m., featuring Bob Riley and Livestock Market reports.

First of all...our returns in actual sales took an immediate jump...Furthermore, we have had continued sales on the items offered, and results have been more than gratifying—in fact, amazing!

I would say that the KMBC-KFRM Team has proved itself beyond any need of qualifying this strong statement in any way...Not all sales increase has come from your primary market coverage area, but from as far away as Nebraska, Oklahoma and Arkansas markets which we did not expect to cover with KMBC-KFRM.

Mr. W. G. Peters, president of Peters Serum Company, has told me "We can only credit the KMBC-KFRM Team with these sales, for they could not have originated from any other source..." For this reason we have extended our contract for this five-day week series indefinitely.

Very truly yours,

James R. Reese Advertising Co.

The KMBC-KFRM Team Serves 3,659,828 People

Here's but one of a number of advertisers who are finding satisfaction in utilizing the KMBC-KFRM Team. The Team completely covers the enormous Kansas City Trade area. This exclusive, custom-built coverage offers simultaneous, complete and economical coverage of this great Middlewestern area.

This extended coverage, made possible by the addition of KFRM, is unique in broadcasting. It's important to YOU as an advertiser! With programming from KMBC of Kansas City, capital of the area the KMBC-KFRM Team permits ONE broadcaster to blanket the trade territory. The proved 0.5 mv contour, as illustrated, boosts the potential audience of The Team to 3,659,828 people... and, they are all important consumers in this rich Heart of America market.
Out of a weekly 500 quarter-hours of broadcasting, WKY rates first 485 times, ties for first once*. Only two other stations out of 20 in its area score top ratings in one or more quarter-hour periods.

This is the kind of “power” WKY sells advertisers... the biggest radio audience in central and western Oklahoma hour after hour, day after day almost without exception ... more thousands of listeners at a fraction of the cost per thousand than is possible through any other station.

* 1948 LISTENER DIARY STUDY, conducted by Audience Surveys, Inc., in 41 counties in which WKY has 50%-or-more BMB coverage day and night, is a cross-section of family listening by quarter-hours showing sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and audience composition. Full details available from WKY or Katz Agency representatives.