Chances are you can recall some favorite teacher whose friendly interest helped shape your life, earned your affection. So, while the apples teachers get may be perishable, the fruits of their efforts with pupils are not.

In the communities they serve, the fruits of Fort Industry Stations' public service efforts are lasting, too.

More, as part and parcel of everyday life in their localities, the seven stations listed below have earned the same kind of affection that favorite teachers do... have become trusted and listened-to friends of their communities. To advertisers this means these stations speak with voices of authority.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich. National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-3455
JOHN L. BUSS celebrates his 25th anniversary in the hardware business in Monticello, Indiana (pop. 3,153) this fall. His first boss hired him right out of high school—because he could speak German with the farm customers. Within a few years, he bought the business, in nearby Reynolds. He had stores in several other towns before settling down in Monticello 25 years ago.

Today he is one of the town’s leading merchants, and he proudly says he has built his business on advertised brands—he won’t stock substitutes.

Asked what radio station was listened to most in White county, he answered unhesitatingly, “Oh, I’d say WLS, easily.” Continuing his remarks: “At home my wife has WLS on 75% of the time—everybody around here does.”

WLS is (by BMB figures) the leading station in White county—97% day, 94% night. Number two station has only 80-84%. Mail returns, too, reflect intensive listening to WLS. Last year, this county’s 4,120 radio homes sent us 4,687 letters—114% response!

Annual income is almost 15 million dollars... retail sales close to 11 million... food sales alone are 2½ million and drug sales over half a million dollars. Here’s a rich market in only one county—one out of 567 counties credited to WLS by BMB, daytime.

For over 24 years, WLS has given people like these homely folks of Monticello and White county the information they needed, the entertainment they wanted. That is why they have such confidence in us today—the kind of confidence that insures advertising results.
YOU CAN SELL THESE PEOPLE Best
THROUGH THEIR HOME-TOWN STATIONS

Regular visits — friendly visits to New England homes through a Yankee home-town station, build dealer and consumer acceptance on a firm foundation in any community. Yankee's 23 home-town stations give you the ready means for repeated visits to these homes in New England's key markets. Through these stations you have direct access to city and suburban trading zones in six states. You reach not only the big downtown shopping centers but all the neighborhood shopping centers for miles around.

Coverage of 89.4% of New England's radio homes. Local impact everywhere — friendly reception through the dealer's own home-town station — support for your sales organization and dealer set-up that is sure to pay off in growing sales volume throughout the Yankee six-state market. It's the Yankee way to attract Yankee buying.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

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

SHEFFIELD FARMS Co., using television on Small Fry, WABD New York weekday series, 6-6:30 p.m. as test, talking about definite video schedule following expiration of present contract in September. N. W. Ayer & Son, New York, is agency.

CELANESE Corp. of America, New York, entered item 22 U. S. markets, now scanning women's participation shows in case radio schedule is expanded. Ellington & Co., New York, is agency.

FRONT-PAGE news expected in fortnight or so involving hidden ownership elements in important market. Case involves both AM and TV grants, and FCC is pondering evidence to determine whether to institute recovation or show cause proceedings.

MAJOR beer account will make television debut early next month with quarter-hour program on four New York video stations.

BETTER BUSINESS Bureaus seeking to run down organization styling itself as network operation using key-name United, reputedly selling network announcements for livestock transactions to western ranchers.

POSSIBLE coming event—Judge Miller of NAB arguing before U. S. Supreme Court as counsel for broadcasters, should Baltimore stations be found guilty in contempt case (story page 24).

NOW in preparation is FCC's decision on money-giveaways involving Washington-area local, WARL Arlington Va., which is expected to set broad pattern for all giveaways, not excluding those on networks.

WHETHER transcription recording ban is settled by fall or not, Standard Transcriptions will send producer-engineer unit to Europe in September to pick up 300 tape numbers in London and Paris.

KWK Burbank, Calif., to be sold by majority owners Sam Kerner, Bill Grey and Carl Altman for about $100,000, subject to FCC approval. Buyers are George H. Bowles, Los Angeles advertising man, and J. Charles Sutherland, Los Angeles financier. Deal handled by Blackburn-Hamilton Co., station brokers.

HOW LONG present NARBA treaty will be extended apparently will be decided during international high-frequency conference in Mexico in October. That's procedure wanted by Cuba, which remains adamant against 2-year extension (from March 28, 1949) suggested by Mexico or 18-month extension proposed by U. S. Cuba has protested new-facil.

(Continued on page 86)

Upcoming

July 29-30: NAB District 3 meeting, Bellevue-Stratford Hotel, Philadelphia.
Aug. 2-3: NAB District 1 meeting, Somerset Hotel, Boston.
Aug.5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. C.

(Other Upcomings on page 64)

Bulletins

WJZ-TV NEW YORK, slated to start Aug. 10, has half million dollars worth of commercial commitments, according to Murray B. Grabhorn, ABC vice president in charge. Among 22 advertisers is Modern Industrial Bank, which will sponsor video version of America's Town Meeting show to be offered to ABC's TV affiliates for local sponsorship starting Oct. 5. Bank sponsors show on AM.

ACTION of ANPA in joining NAB in fight against Baltimore Gag (story page 24), "emphasizes once again that basic freedoms are indefeasible," NAB President Justin Miller said Friday. "NAB is pleased that even so unfortunate an affair, with its overtones of constitutional violation, has made it possible for the association and ANPA again to make common cause," he added.

TBA READY TO EXPAND SERVICE, SAYS POPPELE

FULL trade association service for nation's TV outlets by TBA, with expanded staff operation, planned as TV industry develops, Jack Poppele, WOR New York, president of Television Broadcasters Assn., told Broadcasting Friday when asked about proposed NAB-television meeting Aug. 11 in Chicago (see meeting story page 27 and TBA regional committee story page 57).

Forecasting growth of TBA just as NAB developed for broadcast stations during quarter-century, Mr. Poppele said formation of regional committees and preparation of TV code are steps in expansion. He said non-member stations will be invited to attend opening autumn meetings of TBA regional committees. In past TBA has operated strictly in the East, with skeleton staff. Will Ballin is TBA secretary-treasurer.

Pointing to TBA growth, Mr. Poppele said it was founded in 1944 with 10 members and now has 70, of whom 34 are broadcasters and others associate or educational. He said association proposed graduated scale of operating hours for TV stations as adopted by FCC, easing former 28-hour rule, and has long record of achievements on behalf of television industry.

Business Briefly

S. O. S. BUYS CBS SHOWS • S. O. S. Co., San Francisco, has purchased two CBS programs starting in August for S. O. S. Cleaner and Soil-off. They are: Mr. Information, Mon.-Fri., 4:25-4:30 p.m. (PDST), starting Aug. 10 on 8 California stations; Nose Mannings News, Mon.-Fri., 12:30-12:45 p.m. (PDST), starting Aug. 30 on 8 stations. Agency, McCann-Erickson, San Francisco.

DICKER FOR R.F.D. SHOW • Allis-Chalmers Manufacturing Co., Milwaukee, is dickering with Louis C. Cowan Inc., Chicago, for sponsorship of firm's package, R.F.D. America, aired Sundays 8:30 p.m. (EDT) as summer replacement for Fred Allen show over NBC.

SPONSOR MURRAY ON KFI • Southern California Magazine Distributors, Los Angeles, Aug. 3 starts five-weekly, 15-minute Johnny Murray Talks It Over on KFI Los Angeles for 52 weeks. Agency, Hamilton, Whitney & Hurst Los Angeles.

COLGATE PLANS • Ted Bates Inc. considering for Colgate-Palmo-lit-Peet severa shows, among them I Remember Mama, Our Miss Brooks and Bob Burns Show, to replace Kay Kyser show, dropped last season.

CURTIS RENEWS • Curtis Circulation Co has signed effective Aug. 2 52-week renewal for The Listening Post on ABC, Mon.-Wed., Fri., 10:45-11 a.m. Agency, BBD, New York.

LEVER NAMES TWO TO ADVERTISING POSTS

CHARLES N. CRITTENTON, former assistant sales manager, Toilet Articles Division Colgate-Palmolive-Peet Co., appointed to newly created position of general sales manager of Pepsodent Division, Lever Bros. Lawrence R. Leach, assistant brand advertising manager of Swan, Rinso and Lifebuoy Lever Bros. products, has been named assistant advertising manager of company, in charge of Surf, Lever's newest product.

FRENCH NET IN NEW OFFICE

FRENCH Broadcasting System (Radiodiffusion Francaise) has opened new office at 934 Fifth Ave., New York. Pierre Crenesse, director of FBS in North America served as host at inauguration of new quarters July 22.

AMCO SIGNS ABC SERIES

AMERICAN OIL Co. has signed with ABC to sponsor Carnegie Hall on 96 stations beginning Sept. 26, Sundays 7:30-8 p.m. for 52 weeks. Arthur Fiedler to conduct 35-piece orchestra. Agency, Joseph Katz, New York Closed Circuit
A BONUS for WBAP-AM ADVERTISERS

Memorandum
August, 1948

TO: All Clients and Agencies
FROM: The Management of WBAP

WBAP-Frequency Modulation will go on the air sometime during September with a power of 50,000 watts at 100.5 megacycles.

THERE WILL BE NO RATE CARD!

We feel that WBAP-FM should be a bonus to our advertisers. Therefore, all programs, announcements, NBC and ABC network feeds carried on WBAP-570 and WBAP-820 will be broadcast simultaneously over WBAP-FM—at NO COST to you. Just another reason why WBAP is your best radio buy in the Southwest.

serving Fort Worth AND Dallas, the South’s richest single radio market.
That's what a prominent national advertiser (name on request) wanted to know, as he was amazed at the size of the audience for his program in the KDYL area compared with listening trends across the nation.

Well, we have no secrets. We do have, however, long experience in programming, showmanship and promotion. These things we apply to every program. That's why KDYL is the popular station in Utah.

Salt Lake City, one of the Preferred Markets in America today, is worth cultivating. Alert advertisers use the station of proved popularity...
HOW FAR DOES YOUR RADIO DOLLAR GO?

A dollar is 4 quarters or 10 dimes or 20 nickles or 100 pennies. But it is even more than that when used on WGN. It means an opportunity to reach old customers and new consumers at a lower cost per home than any other network Chicago station for the average local program.

In that all-important time from 8:00 A.M. to 6:00 P.M., Monday thru Saturday, the average quarter hour on WGN delivers 1069 homes for just one dollar, which is 60 to 200 homes better than other stations.

Why not let each of your dollars reach over a thousand Chicagoland homes by using weekday, daytime WGN?

NOTE: All data based on February-March, 1948, Nielsen ratings and published time rates only.
A PRETTY PICTURE

Buy WHB in Kansas City, and you get a known quantity. You get full value—and more—in tangible sales results. Sweet knowledge that, and simple as ABC. Know why?

\[ a-10,000 \text{ watts} \] carry your message to more than three million people in the five-state WHB coverage area, where the low frequency of 710 kilocycles assures clear, interference-free reception.

\[ b- \text{Day and night, WHB is winning new friends for your product. WHB promotion draws listeners, and WHB programming holds them. Locally-produced shows and fine Mutual network features blend into the New Listen in Kansas City radio.} \]

\[ c- \text{Rates are unchanged. They're low, and they include expert assistance in merchandising, promotion and advertising. Real agency service!} \]

See your John Blair man for availabilities!

---

Horton Mallinson joins Harry B. Cohen Agency, New York, as media director effective immediately. He was formerly with Badger, Browning & Hersey as vice president and radio business manager and prior to that with Paul H. Raymer Co. as manager of Chicago office.

James Morgan, radio director of Raymond R. Morgan Co., Los Angeles, elected agency vice president. He will supervise agency's network shows and television activities. Harry Engel, former business manager for Earl Carroll, joins Morgan Co., as sales promotion director.

Frederick Ingalls, former assistant advertising manager, General Petroleum Corp., Los Angeles, joins Ratcliff Adv., Dallas, as account executive.

Marvin Young, Ruthrauff & Ryan Hollywood business manager, named radio director replacing Sam Pierce, resigned.

Burke Gilliam, manager of Dallas office of Watts, Payne Adv., elected vice president and member of board of directors.

Dan White & Assoc. formed in El Paso, Tex., on July 1, simultaneously with dissolution of firm of Mithoff and White. Firm is headed by Dan T. White and staff of former employes. Offices at 706 Martin Bldg.

Mr. Young


E. Thomas McBreen appointed mechanical production director in Chicago office of J. Walter Thompson Co., where he has been employed in the mechanical department 26 years. He succeeds George W. Speyer.


Randall Mebane, station promotion manager of Young & Rubicam New York radio publicity department, is in Hollywood for week conferring with agency's publicity department there.

Luda Uroff, formerly with Foote, Cone & Belding, Los Angeles, joins creative staff of Erwin, Wasey & Co., that city, specializing on copy for food, financial and household products.


Norman F. Elliott, former assistant professor of journalism at Northwestern U., joins Chicago copy department of Young & Rubicam. He was previously with N. W. Ayer & Son, Chicago.

Wes Battersea resigns as radio director of Raymond Keane Adv., Los Angeles, to do his own radio programs. He is m.c. of CBS Free for All program and recently started Breakfast With Battersea.

M. Herbert King, formerly with Emerson Drug Co., New York, joins Sullivan, Stauffer, Colwell & Bayles, New York, as controller, and Winfield Hatch joins agency's production department. Mr. Hatch was formerly with J. Walter Thompson Co., and Geyer, Newell & Ganger, both New York.

Richard Buess, former account executive with Klingelmann & Co., Los Angeles, joins Western Adv., that city, in same capacity.

Robert McElwaine resigns as publicity director and account executive of Makelim Assoc., Hollywood, to reopen his own publicity office.
Look at these figures...

On the top two (listener-wise) stations in Louisville

<table>
<thead>
<tr>
<th></th>
<th>WHAS</th>
<th>Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approximate gross effective buying income within 5 mv/m contour</td>
<td>$4,911,325,000*</td>
<td>$1,113,644,000</td>
</tr>
<tr>
<td>Cost of 1-minute daytime announcement (One-time daytime rate from June SROS listings)</td>
<td>$37.50</td>
<td>$20.00</td>
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</tbody>
</table>

*Not included in this figure, though within the WHAS 5 mv/m contour, are the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Awareness Survey of Buying Power (Copi. 1948). Further reproduction not licensed.

WHAS GIVES YOU MORE FOR YOUR MONEY!

Buying income reached per $1 spent for radio time:

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<tbody>
<tr>
<td>WHAS</td>
<td>$130,968,666</td>
</tr>
<tr>
<td>STATION B</td>
<td>$55,682,200</td>
</tr>
</tbody>
</table>

It just makes sense, doesn’t it, to spend your advertising dollar where you get the most in return. And in Kentuckiana the station that gives you the most for your money — the only station that reaches and sells all of Kentuckiana — is WHAS. Better check availabilities with your Petry man.

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

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

Victor A. Sholis, Director    J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

REACHING MORE FOR LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)

WHAS  :  $130,968,666

STATION B :  $55,682,200

Ask Petry for PROOF

VICTOR A. SHOLIS, DIRECTOR
J. MAC WYNN, SALES DIRECTOR

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

REACHING MORE FOR LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)

WHAS  :  $130,968,666

STATION B :  $55,682,200

Ask Petry for PROOF

BROADCASTING • Telecasting

July 26, 1948 • Page 9
Radio Sales has a file of 1,600,000 tabulating cards that can tell you everything about radio listening in your most important sales territories. Not only for Radio Sales represented stations—but also for all competing stations. Not only from 8:00 a.m. to 10:00 p.m.—but also for the early morning and late evening hours. Not only in the city—but out of town too. With this exclusive Radio Sales research—the most penetrating and resourceful in the spot field—you can take the gamble out of taking a chance with your advertising budget. And collect!

Radio Sales
RADIO STATIONS REPRESENTATIVE...CBS
THE USUAL procedure of an announcer, via the airwaves, invading the privacy of an audience's bedroom and breakfast nook has been profitably reversed by a Sioux Falls, S. D., announcer who drew listeners to his glass-front bedroom for intimate early morning shows.

It all started when Wayne Pritchard, who conducts the Top 'o the Morning show for KIHO Sioux Falls, gave vent to his feelings.

There was no room for modesty in Mr. Pritchard's store-window home.

On All Accounts

"If the number of shows Al has worked on successfully were laid end to end," said one New York agency man recently in discussing Al Scalpone, newly appointed manager of the radio department of McCann-Erickson, New York, "they would probably extend from here to Hollywood."

In describing most radio functionaries that enthusiastic observation would be tolerantly dismissed as an excusable exaggeration, yet in the case of Alfred James Scalpone the facts would intimate it as an outright understatement for Mr. Scalpone's record of 85 different and outstanding network programs has actually cut a star-crossed path from New York to Hollywood and back again.

Born in Manhattan Aug. 23, 1913 and schooled at Columbia U, Mr. Scalpone secured his first job with Young & Rubicam tooting mail about the agency. Soon, however, he had advanced to opening his own mail while writing commercials on shows featuring Fred Allen, Eddie Cantor, Phil Baker and many others. It was in 1939 that he was transferred to Hollywood and was named commercial supervisor of Y&R's office in that city. While in this capacity he created the advertising campaign for Swan soap on the Burns & Allen show. He also acted as editorial supervisor on Screen Guild Theatre. In the fall of 1940 he moved from commercial endeavors to comedy writing and the assistant producer-ship of the Burns & Allen Show and Tommy Riggs program. A few months later he was named assistant to Tom Lewis, then radio head of the agency.

In 1941 Mr. Scalpone helped create the Hollywood Advertising Council, which funnelled and allocated public service drives to the proper source. In addition to helping the Ad Council, Mr. Scalpone was consultant to the Army and Navy Welfare Committee and was named special consultant to the Secretary of War. In 1942 he took a leave of absence from the agency to become civilian assistant program director of Armed Forces Radio Services. While with AFRS he was in charge of more than 40 live shows.

His mission completed for the special services, Mr. Scalpone returned to Y&R as producer-supervisor. He worked in that capacity.
It's BULOVA WATCH TIME

In Fort Wayne
WOWO

In Pittsburgh
KDKA

In Philadelphia
KYW

In Boston
WBZ

In Portland, Ore.
KEX

In Springfield, Mass.
WBZA

...every day... on all six WESTINGHOUSE stations

In buying time as in telling time, Bulova knows its business. And to reach some of the nation’s greatest market-areas, Bulova buys time on Westinghouse radio stations... all six of them!

Bulova and other leading advertisers cover the densely-populated New England area through WBZ and WBZA. They reach the rich four-state Philadelphia trading area through KYW. They penetrate the tri-state Pittsburgh market through KDKA. They reach millions of Midwestern listeners over WOWO, Indiana’s most powerful station. And they tap the fast-growing Pacific Northwest through Portland’s KEX, the only 50,000 watt station in Oregon.

Within reach of the six Westinghouse stations live 30 million Americans... a substantial slice of the country’s purchasing power! Ask our national representatives for costs and availabilities.

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.

* * Since preparation of this ad they've bought WBZ-TV!

WESTINGHOUSE RADIO STATIONS Inc

BROADCASTING - Telecasting

July 26, 1948 - Page 13
NOW AVAILABLE
in TULSA...

ART BAKER
AND HIS
NOTEBOOK

The story-telling, humorous philosopher of the air waves from the West Coast to the Eastern Seaboard is now heard in Tulsa with his new show featuring live participations, over KTUL from 1:00 to 1:30 p.m. Monday through Friday.

T. BABBITT Inc., New York, appoints Duane Jones Co., New York, to handle advertising of Glim, newly acquired liquid household detergent. Botsford, Comstock & Gardner will continue to handle advertising of Glim on West Coast.

SAMUEL GOLDWYN PRODUCTIONS appoints Monroe Greenthal Co., Hollywood, to handle advertising starting with picture titled "Enchantment." Radio will be used.

STANDARD LABORATORIES Inc., New York, division of William R. Warner Co., appoints Kiesewetter, Wetterau & Baker Inc., New York, to handle its campaign for Sloan's Liniment and Sloan's Balm. Not expected that radio will be used immediately, but is anticipated for sometime next year.

SAM COSLOM-NOEL CLARKE PRODUCTIONS appoints J. Walter Thompson Co., New York, to handle national campaign for new movie, "Limelight." Radio will be released by United Artists. Campaign calls for agency to sit in on all phases of production to assure utmost exploitation value.

TILL'S "SOUTHERN DELIGHT" FRUIT CAKE Co., Baltimore, appoints Layne, Leene & Greene, New York agency dealing exclusively in television. National campaign to begin this fall, at first on test basis.


FABRICA De CALZADO "El Triunfo," affiliate of General Shoe Corp., appoints McCann-Erickson's office in Lima, Peru, to handle Peruvian shoe advertising. Radio will be used.

STRINGER-DRIVER Co., San Francisco (moving and storage), appoints Gerth-Pacific Agency, same city, to handle advertising. Radio will be used.

BISCHELLIA BROTHERS WINES Corp. appoints St. Georges & Keyes, New York, to handle advertising of Paradise Wine, effective Aug. 16.

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter), appoints Bodine & Meissner, that city, to handle advertising. Radio will be used.

Network Accounts

E. J. BRACH & SONS, Chicago, (candy), signs 52-week contract with MBS for Superman, Mon.-Fri., 5:15 to 5:30 p.m. (CST), starting Aug. 30, through George H. Hartman Agency, Chicago. Marks firm's return to Mutual after three-year absence.


OGILVIE FLOUR MILLS Ltd., Montreal, Sept. 13 starts for 39 weeks Kate Atkin commentary, Mon., Wed. and Fri. 10:30-10:45 a.m., with repeat to West Coast 5-5:15 p.m. on 33 Dominion Network stations. Agency: MacLaren Adv., Toronto.


ROBIN HOOD FLOUR MILLS, Toronto, Aug. 19 to Feb. 10 renews French-language show Les Talents de Chez Nous on 11 CBC French stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

CANADIAN BREWERIES Ltd., Montreal (beer), Sept 15 renews to

(Continued on page 74)
K. S. SELLOGRAM

IN TOTAL RETAIL SALES, THE SALT LAKE WHOLESALE DISTRIBUTION AREA RANKS AMONG AMERICA'S TOP 13 CITIES.* GET YOUR FULL SHARE OF 853 MILLIONS IN SALES BY USING KSL — THE ONLY MEDIUM REACHING ALL OF THE MILLION BUYERS IN THIS MARKET.

KAY S. SELL

*1948 Sales Management Survey of Buying Power

KSL's DAYTIME 50-100% BMB market coincides almost exactly with the Salt Lake Wholesale Distribution Area of a million buyers. In these 69 counties, KSL is actually listened-to most frequently—morning, afternoon, and evening — by more people than any other station or regional network. Get details of Hooper's new Listening Area Coverage Index from Radio Sales.

50,000 WATTS · CLEAR CHANNEL · SALT LAKE CITY
Represented by RADIO SALES, Radio Stations Representative, CBS
WE DON'T THINK YOU'LL WANT THIS WALTZ (Ky.)!

We don’t want to tread on any toes, but if you come dancing into Kentucky, with radio—well, dearie, let’s sit this Waltz out!

Polka on over to WAVE, and you don’t pay for the Waltz. You pay only for the Louisville Trading Area, where WAVE has 81% of its entire Daytime BMB Audience, and where the people have an Effective Buying Income almost as large as all the rest of Kentucky combined!

What do you say, partner—shall we shake a hip?

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

Open Mike

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

Merchants Program
EDITOR, BROADCASTING:
I enjoyed your story on “Merchants Unite” written by Glenn G. Whittier of WJRF Lenoir, N.C.
However, Mr. Whittier doesn’t claim credit for a “first” I hope. Back in 1945, I managed WSSV Petersburg, Va. (23 miles south of Richmond). And on VJ day I got to thinking. Folks who had been kept close to the fireside for four years because of gasoline shortages would once again be driving. Unless something was done for Petersburg by Petersburg merchants, it was entirely possible that local folks and other folks in Southside Virginia would do a lot of shopping in Richmond.
So, I spoke it over with Max Jacobs, president of the Petersburg Retail Merchants Association. Max called a special meeting of some of the larger merchants.
As my solution, I recommended that the association sponsor two programs daily. Each afternoon at 12:30 a program of hillbilly music transcribed . . . designed primarily to attract the folks living outside Petersburg. Copy was slanted towards ample parking, good restaurants, friendly merchants and good assortments of merchandise.

In addition, I proposed an evening half-hour recorded program titled Petersburg Dancing Party with the commercials on this one slanted at the home town folks.
Both programs were scheduled for WSSV. The cost ran to $7,000 for 52 weeks. And 114 merchants agreed to split the cost equally. It figured to about $1.25 per week per merchant.
I recall BROADCASTING using a press release of ours at the time and I received about 15 letters asking me how the thing was set up.

Cy Newman
Director of Radio
Menomoun, Martin, & Seymour
Des Moines, Iowa

Liked Market Story
EDITOR, BROADCASTING:
I find your Study of Major Radio Markets most helpful, and hope that they are going to be continued.

B.B. Halsey
Weed & Co.
New York City

EDITORS, BROADCASTING:
It would be a pleasure for me not to congratulate BROADCASTING on the marvelous piece on Philadelphia [Continuing study of Major Radio Markets] in the July 12 issue.

To my mind, it is one of the most informative and authoritative studies of Philadelphia as a buying market ever produced. Herman Brandschmid certainly should be given a great hand for his bright, factual and interesting presentation.

I am sure that this piece will find its way into the files of every account executive and time buyer in the nation, as well as become a ready reference for everyone in Philadelphia radio.

J. J. (Chick) Kelly
WCAU Philadelphia

Navy Show Successful
EDITOR, BROADCASTING:
The season for the Naval Air Reserve Show’s running is pretty well shot and we are very happy, in fact, almost amazed at the results. The final count was 531 stations . . . The shows did a good recruiting job, but did not sell the product quite as readily as they would have, had the product been available at the corner drug store. The distribution idea of rotating platters worked to some degree of satisfaction, but was generally weak. Next year, every outlet gets its own supply . . . The final tab on stations added as a direct result of your Story.

(Continued on page 88)

Naval Air Reserve Show, starring Jim Ameche, was presented by 531 stations, indicated by stars on the map.

BROADCASTING • Telecasting
Three Beauties of the Deep South

1. **SHADOWS-ON-THE-TECHE**, ancestral home of artist Weeks Hall, New Iberia, Louisiana. Built in 1830, said to be most photographed home in the United States.

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

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

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

   The Greatest SELLING Power
   in the South's Greatest City

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

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
FCC’s DECISION to review the qualifications of the major motion picture producers to be broadcast licensees — because of antitrust violations—catches the producers at a time when the question of television’s place in their corporate lives seemingly has been resolved in television’s favor.

Film company executives, long concerned about the effects of the new sight-and-sound medium on their own business, in recent months have been demonstrating their desire to get on the television bandwagon by keeping a steady flow of applications going to the FCC. Now FCC’s decision injects another unsettling note.

The question advanced by FCC involves, of course, only the companies which the Supreme Court found guilty of violating the anti-trust law [BROADCASTING, June 21], and would relate only to their qualifications as broadcast licensees. But these are the major producers, who account for most of the television applications currently on file from movie interests. The qualifications of only one of these has been formally questioned — Paramount in the KSO Des Moines transfer case—but authorities concede that the effect of the Supreme Court decision on all television plans in this field, defendant-licensees will be surveyed [BROADCASTING, July 19].

Whatever the outcome, the companies’ rights in non-licensee radio activities—producing films for television, for instance—presumably would not be affected. To date, some film firms are concentrating their television plans in this field.

In the station-ownership field, the movie industry’s long-range plan is becoming clear-cut. The pattern inclines toward the use of a combination of owned stations, affiliations and buy-ins along with theatre hook-ups, all aimed at nation-wide coverage.

Among the major studios Paramount Pictures has taken the lead —through its owned stations in Hollywood (KTLA) and Chicago (WBKB) and applications for San Francisco, Tampa, Detroit and Boston. Paramount also owns 50% of WSBM New Orleans, and 29% of Allen B. DuMont Labs., which has three video stations and applications for two others. Whether its 29% in DuMont constitutes control is the subject of a pending FCC study.

**KO-Radio Pictures**

With Howard Hughes acquiring control of KO-Radio Pictures, that company’s move into video is expected to break into the open shortly. Mr. Hughes has long been interested in TV. He formerly had applications for stations in Hollywood and San Francisco, but withdrew.

The studio’s video program production subsidiary, KRO Television Corp., has been dormant since Ralph B. Austrian, executive vice president, resigned, to join Foots, Cone & Belding some months ago. Mr. Austrian continues in a television advisory capacity. His agency, incidentally, services the film company accounts.

Making a determined move to incorporate video into the film industry economy are also 20th Century-Fox, Warners Bros. Columbia Pictures, Universal - International, MGM, and others of major importance.

20th Century-Fox has bids in for San Francisco, Seattle, Boston and Cleveland, and thus with plans for one more application (St. Louis) to reach the FCC maximum of five. The studio also plans production of video films and reportedly has a vast store on hand that can be quickly and readily adapted for video. 20th Century-Fox and National Theatres, its subsidiary, plan operation aimed at projection into homes and theatres.

**Will Sell Films**

Any inroad television might make on theatre box office will be offset through the sale of films to telecasters for home consumption, Spyros P. Skouras, 20th Century-Fox president, told the firm’s stockholders recently.

Noting that the firm is experimenting with full-screen theatre TV, he envisioned a network of 200 to 500 theatres showing big televised stage shows in continuous, with features and entertainment in theatres thus would be greatly expanded. This will help get set owners out of their homes and into theatres, according to his thinking.

Warners Bros. plans to cap its rapidly-developing television program with video in various major cities. Applications already have been filed for Chicago and Boston. Subject to FCC consent, the film studio has bought Dorothy Thackrey’s KYA San Francisco and KLAC Hollywood and thus acquire a TV channel in the latter city. Warner Bros. owns AM station KFWB Hollywood and reportedly already has a buyer for KLAC, thus doubling down.

Like 20th Century-Fox, technicians of Warner Bros. have been working with RCA on special large-screen television equipment aimed at projecting special video programming into theatres. Other phases of the 20th Century-Fox pattern are expected to be followed by Warner Bros.

Universal - International video planning is being kept under cover. Steve Alexander, video division executive of United World Films, a U.S.-subsidiary, was in Hollywood in early summer to make a comprehensive survey of television film production facilities at stations. Findings have been turned over to Matty Fox, head of UWF in New York for further study. Mr. Fox is a Universal vice president and board chairman of UWF.

Has ‘Plans’

Although Columbia Pictures has television “plans,” they are hush-hush. Studio is reported in the midst of research, but it’s veiled in secrecy.

MGM television planning is also being kept quiet, but it is known that Louis B. Mayer is personally sparking the company’s drive in

(Continued on page 7)

**BMB Will Publish Set Owners Data**

**Sept. 1 Tentative Release Date; Later Report to Include TV**

**PUBLICATION of Broadcast Measurement Bureau radio ownership information about Sept. 1 was approved at a joint meeting in New York last week of the bureau’s board research and technical committees.**

**Television ownership data is to be published later, the committees further decided. Members urged that BMB formulate means whereby bureau data on all stations can be made available to advertisers and agencies.**

**Members in Attendance**

Other projects and experimental studies for reporting station and network audience’s next March were reviewed. Committee members who attended the meeting were:

Baltimore gets news fast on WMAR-TV

When a late afternoon blaze burst from the paint room of a downtown Baltimore factory and sent a pillar of smoke towering over the city, WMAR-TV’s film crew went into action with the first fire company and had the pictures on Baltimore television screens while firemen were still pouring water on the smoking embers.

Three cameramen were sent to the assignment, two to the blaze itself and one to WMAR-TV’s own tower from which Alex Malashuk got a fine view of the Bikini-like tower of smoke and flame. Edward Nolan and Joseph DiPaola were within singeing-distance of the burning factory itself.

WMAR-TV’s quick-processor turned out the 600 feet of film used at 23 feet per minute. Film Director David V. R. Stickle edited and wrote the commentary, and the whole show was aired just as the Fire Department said the blaze was “under control.”

Through every season, WMAR-TV’s film cameramen cover Baltimore and the Chesapeake Basin, mirroring events of the state to the people who participate in them. “Sunpapers Television News” each evening is a community service that attracts the community’s widest attention.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVENUE • NEW YORK 18
WE DO "HEAP BIG" JOB FOR

POCAHONTAS!

POCAHONTAS
(not the historic gal) made history in Cleveland with three spot announcements a day over WHK!

What's unusual about that? Plenty... when you consider that Pocahontas makes automatic coal stokers that sell from $500 to $1200! In fact, it's the finest coal stoker of its type!

A one-month campaign over WHK pulled so many inquiries directly traceable to our radio audience... that a share of their advertising appropriation was taken from other towns... so that this campaign could be continued for an additional two months!

More PROOF that WHK does a solid selling job in Cleveland!

IN CLEVELAND IT'S WHK

The Paul H. Raymer Co., National Representative
By RUFUS CRATER
AN INVESTIGATION of the whole structure of station repre-
sentation in the sale of national spot advertising—for AM, FM
and TV—was ordered by FCC last week with a full-dress hearing set
for Oct. 25.
Focal points of the probe will be directed at the networks: (1)
Whether network representation of affiliates in non-network time
sales violates the Commission’s net-
work regulations, and (2) whe-
ther the regulations should be tight-
ened in this respect even if there is no violation as the rules now
state.

The hearing, called on the basis

of the National Assn. of Radio
Station Representatives’ nine-
month-old protest against CBS
and other major networks [BROAD-
CASTING, Oct. 6, 13, 1947], also will
explore “the nature, scope and ef-
fect of present practices and agree-
ments for the representation
of broadcast licensees for the sale
of national spot advertising.”

Confronts ABC
Simultaneously with the general
hearing order, it was disclosed that
the Commission had confronted
ABC individually with complaints
that the network had warned re-
calcitrant stations to “change their policy and accept all the
network programs offered them, or
lose their affiliation contracts.”

FCC instructed ABC (text of let-
ter, page 67) to submit “a complete
statement as to past and present practices and policies of
your network with respect to the
right of affiliated stations to carry
non-network programs during station option time, their right to
reject any network programs
which they believe are not in the
public interest, and their right to
“discuss” at a time local pro-
grams which they believe would
better serve the public interest
than the programs offered during
such times by your network.”

The Commission also asked for
full details on ABC’s negotiations
for renewal of the affiliation con-
tacts of three stations: WING
Dayton, which protested a year
ago against ABC insistence on a
six-month cancellation clause;
KPRI Riverside, Calif., and WJW
Cleveland.

NARSR Protest
The NARSR protest had been
hanging fire since last October,
and it was known that the Com-
mission was becoming more and
more concerned about affili-
ate relationships as the number of
stations increased.

“Additional questions,” the Com-
misson said in calling the October
hearing, “are raised by the pos-
sible extension of such national
spot representation of broadcast
licensees by networks in the FM
and television services.”

The hearing undoubtedly
sees James Lawrence Fly, FCC
chairman when the network regu-
lations were enacted, in the role
of advocate of more stringent
limits on the activities of the
networks. The former chairman
has been outspoken in his views
that the network rules need tight-
ening. He and Paul D. P. Spear-
man, Washington attorney, repre-
sent NARSR, which is headed by
Paul H. Raymer.

The NARSR protest was prompt-
ed by CBS Radio Sales’ entry into
the field of station representation
for affiliates other than its owned
stations. “Quite naturally,”
NARSR wrote the Commission,
“the other networks are consider-
ing a comparable movement.”

The association claimed two
provisions of the network regu-
lations are violated when a network
undertakes to handle national
spot sales of an affiliate: (1) the
provision limiting the amount of

(Continued on page 67)

ARMSTRONG SUES

By IRV MARDER
DR. EDWIN H. ARMSTRONG, inventor of FM, last week sued
RCA and NBC for alleged in-
fringement of five of his basic FM
patents. The suit was filed last
Thursday in the U. S. District
Court at Wilmington, Del.
Dr. Armstrong accuses RCA of
establishing a monopoly in the
licensing of radio patents and pat-
ent rights, and licensing other U.
S. firms to manufacture and sell
radio transmitters, receivers and
other equipment.

Relters Familiar Charge
Dr. Armstrong reiterated his
familiar charge that RCA and NBC
“...deliberately set out to oppose
(the growth and development of FM) . . . and impair the value
thereby of delaying the commercial
development and public use of said
inventions and to compel plaintiff
to sell and transfer control of
said patents to RCA.”
He further charged that the
defendants, RCA and NBC, its
wholly owned subsidiary, issued
public statements “belittling” and
“insulting” his FM inventions;
that they tried to induce the
FCC to allocate to FM “so small
a number of usable radio fre-
frequencies as to make its devel-

dopment and use on a national basis
impossible”; instigated “ground-
less and obstructive interferences”
in the Patent Office between two
of Dr. Armstrong’s basic FM patents
and two others owned by RCA.

Then, the plaintiff’s complaint
continued, RCA “...finding that
while they had delayed they had
not been able to prevent public
knowledge and appreciation of the
value of said inventions, defend-
ants, jointly and severally, wil-
fully and deliberately infringed
upon plaintiff’s said patents, as herein-
before alleged, and induced
RCA to accept a license under plaintiff’s patents
on the same terms as offered to
and accepted by other manufactur-
ers and broadcasters and insisted
upon obtaining such a license
either upon the basis of a lump-
some payment of money or upon
the basis of giving RCA the right
to sub-license others under such
patents, either of which bases
would have destroyed the licensing
system which plaintiff had built up
and was building up, would effec-
tively have prevented plaintiff
from deriving royalties on his in-
ventions and would have removed
him as a competitor of RCA in
the business of granting licenses
under radio patents in the U. S.,
thereby continuing and reinforcing
RCA’s monopoly of that business.”

Mislrepresentation Charged
The complaint went on: “... RCA,
for the purpose of inducing
others to infringe upon and dis-
regard said patents, falsely rep-
resented to the radio industry that
RCA had devised a system of
‘FM’ broadcasting which did not
infringe plaintiff’s patents, falsely
represented that a radio receiver

(Continued on page 67)

ARMSTRONG SUES

RCA Target in FM Fight

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‘FM’ broadcasting which did not
infringe plaintiff’s patents, falsely
represented that a radio receiver

(Continued on page 67)
RADIO and television moved into Philadelphia over the weekend to cover the founding convention of the new party—a gigantic re-organization that produced a rota-
tine basis by the experience gained on the same grounds by coverage of the GOP and Democratic Na-
tional Conventions.

The three-day Wallace Convention was given national and interna-
tional coverage over the air-
lines, but the total effort did not reach the standards of the Re-
publican or Democratic coverage.
Scores of the nation's top radio and television newsmen, however, were on hand.

In all, the number of newsmen accredited from radio and television organizations would be less than 250 when final figures were in, according to D. Harold Murphy, who is in charge of the Senate Radio Gallery. The commentators and reporters represented the major networks and 32 independent stations.

During the GOP Convention 456 news analysts were accredited and the number during the Democratic Convention was 468. Many others, however, were present at all conventions without formal accreditation.

Same Facilities
Radio and television used the same facilities generally as during the first two conventions, but the effort was admittedly on a smaller scale—due to the fact that the Wallace Convention was briefer and was anti-climactic after the two bigger performances which immediately preceded it. Broadcast hours for it were proportionally fewer and the amount of time cancellations less.

Preliminaries of the Convention were not accorded the thorough coverage of the two earlier conventions. This was explained by many radio people as due to the fact that the suspense of pre-
nominating fights was missing from the Third Party Convention.

Edward R. Murrow, radio and television director of the national Wallace for President Committee, expressed disappointment at the failure of networks to go for more pre-convention business on the air. He expressed a disappointment at the character of programs which were aired but lamented that there weren't more. He stressed that he was expressing no opinion on the coverage from convention floor but on the sidelines, which made good programming during the other conventions.

"We feel that this convention was better adapted for such programs," he said, "because we feel there was more color in the stories our people had to tell and in the people themselves."

Decision of the party to hold acceptance speeches of the candi-
dates in Shibe Park, instead of

Convention Hall, did not play havoc with television coverage, for WPTZ Philadelphia has its equip-
ment regularly in the ball park for coverage of the major league baseball teams. At a meeting of video networks, it was agreed in advance that WPTZ technicians and equipment would handle the entire televising of the rally, scheduled for Saturday. WPTZ crews were scheduled to set up the new camera positions, lights, microphones and pool hookups right after the afternoon Athletics-Detroit game.

Platform Drafting
Convention preliminaries included considerable effort around plat-
form drafting. The platform drafters, however, as BROADCAST-
ing went to press, did not include any plank on freedom of press, radio and television, as did the Democratic Convention.

Connolly Named Head
Of Program Sales at CBS

THOMAS D. CONNOLLY, formerly assistant manager of program sales in the CBS network sales department, has been promoted to manager, the network announced this week. Mr. Con-
olly replaces Robert M. M a n n, who is leaving the network. Mr. Connolly went to CBS in 1939 as a member in the sales promotion division. He was appointed assistant manager of program sales last February.

Newsmen who registered for convention coverage were expedi-
tiously handled and were armed with a press kit containing back-
ground material on the party and paragraph sketches of its leading personalities and every figure who was expected to take part in the proceedings.

The new party, however, did not accredit the radio and television technical and engineering staffs of the WFIL Philadelphia stations. In a news release, the convention explained it was deny-
ing credentials to the WFIL men because of the dispute between the stations and the American Com-
munications Association. Thirty-three engineers of the station have been on strike since May 1.

In the release it was stated that WFIL may carry programs origi-
nating with ABC, network with which it is affiliated. This was with consent of the union, said the release, because the union did not wish to deny radio coverage comparable to that accorded the Democrats and the GOP.

D'Arcy Agency Founder Succumbs in St. Louis
WILLIAM CHEEVER D'ARCY, 74, who founded D'Arcy Advertising Agency in St. Louis, Mo. in 1906 and served as president until he retired about three years ago, died in St. Louis July 21. He had been ill for about a year.

Mr. D'Arcy, a native of Ireland, assisted in building the agency to a $20,000,000 a year business, and branch offices now are located in New York, Atlanta, Cleveland, To-
ronto, Mexico City and Havana, in addition to the main headquar-
ters in St. Louis.

Mr. Connolly

"And next year, instead of a vacation, we're getting a phonograph attachment."
By SOL TAISHOFF

EFFORTS of Broadcasting to cover the Inter-American Broadcasting Assn. first annual assembly in Buenos Aires last week catapulted this newswoman into an "international incident" and on to the front pages of the Peron-controlled press.

A dispatch from Herbert Clark, well-known foreign correspondent who was assigned to the IABA coverage, was emblazoned on the front page of the Peron-controlled Democracia, accompanied by an editorial alleging a plot against the Argentine Government. There followed an "official editorial" broadcast over the government radio making the same allegations.

How Mr. Clark's letter and air-mail dispatch got into the hands of the newspaper is not explained officially, although their publication was condemned by the Argentine Information U.S. Envoy to the IABA. The letter and the dispatch were dated Paris July 20, 21.

HERBERT M. CLARK, Argentine correspondent for the "Chicago Sun-Times" was spotlighted in the center of an "international incident" last week when the Argentine press featured as front-page news his private letter and news story to BROADCASTING before it had been received in this country. Mr. Clark, a renowned foreign correspondent, is an experienced observer of Latin-American affairs. He has covered Buenos Aires for CBS and UP, and was UP bureau manager in Rio de Janeiro. Other foreign posts included London and Paris during the Munich crisis days for the "New York Herald-Tribune" and the war in Spain until he was ordered to leave by Franco. In this country he was with the "Chicago Daily News," the Macon (Ga.) "Evening News," and the "Atlanta Constitution." Mr. Clark is a native of Cleveland and a graduate of General Tech.

July 11, but were not received at Broadcasting's Washington headquarters until July 19. The envelope had been opened and resealed with a tape.

In circles versed in Latin-American ways, the incident was viewed as retaliation against the action of IABA in adopting a resolution deploiting the advance of free radio in the Argentine [BROADCASTING, July 12, 19]. Hidden and indirect ownership of Argentine's leading stations as well as of leading newspapers, by supporters of President Peron often has been charged.

The New York Times, in a dispatch from its Buenos Aires correspondent, Virginia Lee Warren, dated July 20, reported that the Government radio and press had "seized upon the contents of a private letter and an airmailed dispatch of a United States correspondent, which had been intercepted and opened under a new legal provision of the law." This letter, mailed July 19, has been confirmed in copy obtained in this city.

The letter, a copy of which appeared in the latest edition of the IABA's Newsweekly, was written by Mr. Clark to U.S. Senate Foreign Relations Committeeman, Mr. Clark's letter was delivered to the Argentine Government.

The New York Times, in a dispatch for its Latin-American service, also dated July 20, told of the "official editorial" broadcast over the government radio accusing "United States capitalists" of plotting with Argentine reactionary politicians to impair Argentina's reputation and hamper the action of its government.

No Comment From State Dept.

The State Dept. apprised of the development, held comment. Whether there would be a formal protest to the Argentine Government as a result of the publication of private correspondence could not be ascertained.

The Department's Latin-American division is, however, as well as its Telecommunications Division, are watching developments with avid interest. Broadcasting was invited to file a formal complaint.

The government radio accused the IABA as "impeding the work of a United States senator" and warned of "international incidents" and "national disaster..." should the American station continue to "liberate" Argentine news.

Editor's Note: With understandable regret for being scooped on its story, BROADCASTING herewith publishes unedited and in full text the news story of the Inter-American Broadcasting Assn. assembly in Buenos Aires June 28-July 11, which was somewhat mysteriously intercepted and pre-published in the American newspaper 'Democrazia' on July 20.

By HERBERT M. CLARK

BUENOS AIRES, July 11 (Airmail)—The Inter-American Broadcasting Association closed its first annual general assembly here early this morning with an imposing record of progress and one piece of unfinished business.

Accomplishments racked up during the seven days' session included: "plowing" of the GTV station (opening at 10 o'clock Saturday morning, it ran straight through until 7 o'clock on Sunday) featured approval of a code of ethics and adoption of free-to-air legislation: "bases for the standardization of broadcasting legislation in the American republics." The latter document will be presented to national legislatures throughout the hemisphere with the request that existing legislation be altered to conform and that new laws be drafted with the bases in mind.

They speak out clearly for freedom to speak and to listen and against both direct and indirect government interference, and demand exemption from special taxation as well as official stimulus of the manufacture and sale of radio equipment and parts.

In addition, the IABA elected Goar Mestre of Cuba as president to succeed Lorenzo Balero Sico of Uruguay; chose an Executive Committee composed of the United States, Uruguay, Mexico, and Brazil; named Cuba as the site of the permanent office of the IABA, and, finally, awarded the 1949 Second General Assembly to Venezuela, with the date to be fixed later.

The situation of Argentine broadcasting, and the relationship between Argentina and the IABA, is the complicated and unfinished item of the assembly closed on a note of caution and bitterness with 14 delegations presented a solemn and measured "Joint Declaration" recording their firm conviction that "Freedom of expression has been practically abolished for Argentine broadcasters" by the regime of President-General Juan Domingo Peron. The United States, by the signature of Gilmore Nunn, supported the declaration.

Argentina's answer to the charges was impassioned but unconvincing, being merely a repetition of the official "line," based on the Goebbels theory that people will eventually believe anything shouted loudly and frequently enough, that complete freedom exists in Argentina and that restrictions ranging from banning Peron's opponents from the air to an open censorship of scripts are actually only mirages, however
FREE SPEECH THREAT

By J. FRANK BEATTY
FIVE Baltimore stations, operating until Oct. 1 with the spectre of contempt of court citations hanging over them, were martyrs in what is developing into a battle of national proportions to protect basic radio and newspaper rights of free speech.

On that date the Baltimore Supreme Court will hold a hearing on a show-cause citation in which the stations are called into court for broadcasting wire service dispatches which the arrest and confession of a man charged with two murders.

Basis of the court action is an English contempt policy discredited by the U. S. Supreme Court. The policy developed before the days of modern communication and is peculiar to Maryland, in this country.

Directly involved in the Oct. 1 hearing are the rights of free expression for all broadcasters and newspapers in Maryland, a committee of Circuit Court judges having drafted a statewide court rule embracing the same restraints of the city rule, known as the "Baltimore gag."

Organize Resistance

The organized fight to save radio and the press from the "iron curtain" tactics of the courts began to take shape at the weekend. When the five Baltimore stations and a newsletter were cited by the local court, newspapers started to take up the fight editorially.

In the ring with both feet were the NAB, Maryland Press Assn., Montgomery County Press Assn. and the Prince Georges County Press Assn.

The Baltimore stations have taken preliminary steps to resist jointly the onslaught from the bench. They are expected to work out plans this week for a united front.

American Newspaper Publishers' Assn. joined the fight against the "Baltimore Gag." Elisha Hanson, ANPA counsel, announcing he was asking the board of directors for authority to file a petition with the Maryland Court of Appeals attacking legality of the rule.

Mr. Hanson said there was little doubt a telegraph poll of the directors would lead to approval of the plan. He declared the rule is "absolutely in conflict" with Supreme Court decisions on freedom of the press and freedom of speech.

Even as the event was receiving wide newspaper attention, the "Baltimore Sun" showed its fear of the court by deleting in its morning issue of July 22 one sentence from a Washington Post editorial. The Sun explained that the sentence was "deleted in accordance with Rule 904 of the Supreme Bench of Baltimore."

Precedent Exists

One of the leading newspapers in the nation, the Sun had a similar contempt citation hung on it two years ago by the same court.

The trial was tried and found not guilty on the facts, the court holding it had not shown malice and had tried to comply with the rules.

The sentence deleted by the Sun follows:

"It meant a good deal to Washington parents to know that the person who signed the confessions of the slaying of Carol Hardwell and Marsha Beilt had been apprehended—a relief not extended to Baltimore parents."

The Baltimore court's action was based on newscasts by the stations during the period of July 8-11, when the District of Columbia Commissioner of Police announced that a man taken into custody had confessed to two murders, one in Washington and one in Baltimore.

Contrary to the general contempt rule, based on the principal of "clear and present danger" as handed down in several U. S. Supreme Court opinions, the Baltimore court strikes the old "tendency" rule. By this policy it asserts the right to haul into court (Continued on page 68)

FURRIER'S SUCCESS

By FLORENCE SMALL
"RADIO, more than any other medium, has helped build our firm from a small neighborhood operation to its present status as a regional enterprise with an annual sales return approaching $7,000,000."

That was the observation of Sam Dornfeld, president of the Canadian Fur Co., New York retail furriers, made to Broadcasting last week as the company indicated its plans to enter television.

Mr. Dornfeld amplified his radio success theme with the revelation that for one period of ten years his firm had used no other outlet than radio. "Even today," Mr. Dornfeld pointed out, "though the average retail store usually allot over 15% of its annual budget to radio, our company is expending 50% of its appropriation to that medium."

The stores (there are two, one in New York and the other in Newark) have in operation since 1922 with 12 employees and in 1924 the firm started its first radio campaign by sponsoring Jimmy Shear on WHIB Newark for two hours on Sundays. "It was unquestionably an experiment," said Mr. Dornfeld. "Radio was new at the time, but then so was our business and it seemed appropriate that we should join our luck with theirs."

The "experiment" proved so satisfactory that Canadian Fur began to expand its time purchases to embrace a variety of shows including farm and children's programs on WOV New York. The company continued this schedule until 1928 when it began sponsorship of Uncle Pete and Louise, which proved to be one of the most productive shows for the organization.

The show was tendered free of charge to various church groups for use at church benefits and fairs.

Radio Gets Credit

The company sponsored this program for nearly 10 years on WAAM New York, then the call letters of WNEW New York.

Bardwell & Co., as a veteran user of radio with a practical conviction of the efficacy of the medium. In that year it increased substantially its radio expenditure and embarked heavily on its present policy of using spot announcements. Today its impressive schedule of such programming includes shows on WAAT Newark, and WHOM WHN WMCA WNEW and WOV, all in New York.

Nor has Canadian Fur allowed the apparent seasonal nature of its business to interfere with year around sales. Altering its spot messages to conform with cyclical needs, the company has established a sales pattern that makes for an active enterprise 52 weeks a year. In what was previously called the "off-season," the firm now promotes for its fur pieces, scarves and similar light items. During the summer months, from mid-April to the end of June, its copy stresses fur storage, after which the announcements begin to suggest fur remodelling until the advent of the August fur sales.

To augment its success in radio, the Canadian Fur Co. is now contemplating entry into television as part of its fall advertising plans. The agency, Emil Mogul & Co., New York, has already been commissioned on television for the client. In addition to its interest in full scale television, the sponsor is also considering spot television announcements.

New NAB Board Members Inspect Headquarters

CATECHISM DAY was held Thursday at NAB on headquarters gave new board members instruction in association operations. Flanking NAB President Justin Miller in front row are (l to r): Henry W. Slovic, WMIC Memphis (District 6); Robert D. Enoch, KTOO Oklahoma City (District 12); Judge Miller; Cuthbert J. Smith, KFAC Los Angeles (District 16); Everett L. Dillard, KOZY Kansas City (FM-B). In back row are these officers: Royal V. Howard, C. E. Arney Jr., A. D. Willard Jr., Richard P. Doherty, Kenneth H. Baker, Robert K. Richards, Harold Fair. Absent were Edward Breen, KFVD Fort Dodge, Iowa (small stations); and William B. Quarton, WMAT Cedar Rapids Iowa. Harry Bunnister, WWJ Detroit, is not in photo.

BROADCASTING • Teletcasting
**FCC Probe**

By ED KEYS

CONGRESSIONAL investigators last week reportedly had begun combing FCC files in an effort to determine the degree of justification, if any, for charges and complaints that transcript tapes entered the video screen, and photography technique, has jar manufacturers in a violent campaign against the Commission's regulations.

The reported explorations are believed to mark the opening of a full-dress probe of the Commission, authorized in the closing hours of the second session of the 80th Congress by passage of a measure (H. Res. 619). The measure, introduced by Rep. Forest A. Harnens (R-Ind.), provides for investigation of the Commission, its personnel and general operations and licensing and renewal policies [Broadcasting, June 28, July 5]. Rep. Harnens conducted the investigation.

**Members of Committee**

Members of the Select House Committee are Reps. Leonard W. Hall (D-Ore.), James Roosevelt (D-N.Y.), and Kenneth G. Self (D-Ill.). Although official confirmation was lacking, informed sources addressed Broadcasting last Tuesday that the committee's general counsel, Frank T. Bow, of Canton, Ohio, veteran of many heated Congressional investigations, has assembled his investigative staff and assigned specific missions.

Pledged to an objective analysis of the situation, investigators purportedly are interviewing personnel, examining records and the organization structure of the FCC preparatory to digging deeper to determine if all machinery is operating in the manner prescribed by law.

In view of the broad scope of the investigation observers are of the opinion that the hearings will exhaust the long-promised patience of witnesses ever to air their views before a Congressional committee in the effort to present its recommendations on radio matters. In the meantime, hearings are tentatively scheduled for late August or early September, but the likelihood that the Senate's special session of Congress may inspire earlier hearings, is being widely discussed.

An undisclosed number of staff investigators are said to be searching files of the Commission. Committee Counsel Bow declined to confirm this, but indicated that more detailed information regarding activities of the investigative staff and the Select Committee might be forthcoming soon.

**Congressman Harnens**

Has indicated earlier [Broadcasting, July 5] that additional administrative funds to supplement the original grant of $25,000 will be secured by the committee should evidence be uncovered to warrant projection of the investigation.

There were strong indications that the Select Committee might be called together for its second meeting of July 27, 1948.
Cooper Made FCC Hearing Examiner

New Post for Legal Staff Member
Announced by Commission

BASIL P. COOPER, with the legal staff of FCC since 1935, has been appointed hearing examiner, the Commission announced last Wednesday.

One of nine FCC hearing examiners, who preside over investigations of station applications and other matters under provisions of the Administrative Procedure Act which went into effect about a year ago [BROADCASTING, June 16, 23, 1947], Mr. Cooper has served at FCC in both the common carrier and broadcast fields.

Prior to joining the Commission, Mr. Cooper had been assistant to the Attorney General of Kentucky and engaged in private practice for several years. In January 1941 he entered the Army and subsequently served in both the European and Asiatic-Pacific theatres. He attained rank of lieutenant colonel in the Army. He participated in the Normandy invasion of France and was military government officer at St. Lo, Nantes and Reims.

While in the Pacific area Mr. Cooper was the law member of a military commission which was convened for the trial of certain high ranking Japanese military and naval personnel who were charged with commission of war crimes.

A native of Kentucky, Mr.

Mr. Cooper

GAB HOLDS TWO DAY MEETING IN ATLANTA

Rapid-Fire series of discussions covering current broadcast problems preceded the Monday-and-Tuesday meeting of the Georgia Assn. of Broadcasters, held at the Henry Grady Hotel, Atlanta.

John Fulton, WGST Atlanta, was named to fill the new presidency of the association. He replaces Allen M. Woodall, WDAK Columbus, who along with the retiring secretary, Edwin Mullinax, WLAG LaGrange, was given a vote of thanks.

New stations joining the association were WERD and WQXI Atlanta, and DeKalb Broadcasting Co., Decatur.

Other new officers are Dean Covington, WROM Rome, vice president; Tom Carr, DeKalb Broadcasting Co., secretary-treasurer; Allen Woodall, WDAK Columbus, and Lewis Docter, WGAU Athens, directors.

The fall meeting will be held in Rome.

Speakers at the two-day session included Neville Miller, radio attorney, on FCC regulations; Cy Langella, Langella copyright rights; Hugh M. P. Higgins, NAB, sales; John M. Outler Jr., WSB Atlanta, and Ben Akerman, WGST Atlanta, reported on the NAB Los Angeles convention. Banquet speaker was Warren Foster, Coca-Cola Co.

Cooper is 44 years of age and is a graduate of Virginia Military Institute. He received his LLB from Harvard Law School in 1931 and his LLM from George Washington U. in 1937. He was admitted to the Kentucky bar in 1929.

Mr. Cooper is married and has three children, Basil, Jr.; John, 4, and Susan, 2.

Mr. Duffy (center) confers with representatives of the various AAAA media committees (1 to r): Mr. Franco; T. Norman Tweter, of Erwin Wasey & Co., member of committee on magazines and farm papers; Mr. Elliott, and M. L. Kiebler, Benton & Bowles, vice chairman of committee on outdoor and transportation advertising.

**MEDIA RELATIONS**

**Duffy Heads AAAA's New Committee**

A NEW COMMITTEE on media relations, organized to coordinate and strengthen its activities with advertising agencies, has been appointed by the American Assn. of Advertising Agencies. The committee also has been designated to coordinate the committees, whose chairmen are members ex-officio.


Ex-officio members are: E. A. El- liots, Fletcher D. Richards Inc., New York (chairman, committee on business papers); Carlos Franco, Young & Rubicam, New York (chairman, committee on radio and television broadcasting); J. J. Har- tigan, Campbell-Ewald Co., Detroit (chairman, committee on outdoor and transportation advertising); H. H. Kynett, The Ailkin Kynett Co., Philadelphia (chairman, committee on newspapers), and Guy Richards, Compton Advertising, New York (chairman, committee on magazines and farm papers).

**RCA TV in Spain**

RCA, attempting to acquaint the Spanish people with American television, has begun a series of demon- strations in Madrid, opening with a private showing for Gen. Francisco Franco and his staff in Government Palace. The demonstrations include telecasts of Spanish dances, Moorish guard review, and presentations of American motion pictures. Ten RCA color video receivers are being displayed as two mobile units operate on the streets.

**MAY TIME SALES**

FOUR national networks grossed $11,920,710 in time sales last May and $56,499,576 in May 1948.

Sales in each network, as reported by the National Assn. of Broadcasters, are:

- **ABC:**
  - $215,503
  - 901,563
  - 1,352,065
  - 1,907,090
  - 2,155,252
  - 3,156,735

- **CBS:**
  - $215,503
  - 901,563
  - 1,352,065
  - 1,907,090
  - 2,155,252
  - 3,156,735

- **NBC:**
  - $215,503
  - 901,563
  - 1,352,065
  - 1,907,090
  - 2,155,252
  - 3,156,735

- **NAB:**
  - $215,503
  - 901,563
  - 1,352,065
  - 1,907,090
  - 2,155,252
  - 3,156,735

In monthly and cumulative columns. Cumulative listings of other classes remain unchanged since PIC's first published report [BROADCASTING, June 28].

**PIB Report Shows Gain Over 1947**

*NETWORK GROSS BY PRODUCT GROUPS * (MAY 1948)*

<table>
<thead>
<tr>
<th>Class</th>
<th>May 1948</th>
<th>January-May 1948</th>
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<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>$130,955</td>
<td>$564,620</td>
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<tr>
<td>2. Apparel, Footwear &amp; Accessories</td>
<td>$152,403</td>
<td>643,589</td>
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<tr>
<td>3. Automotive, Automotive Accessories &amp; Equipment</td>
<td>$441,341</td>
<td>1,681,922</td>
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<tr>
<td>4. Aviation, Aviation Accessories &amp; Equipment</td>
<td>$822,452</td>
<td>3,537,232</td>
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<td>5. Baer, Wine &amp; Liquor</td>
<td>$109,134</td>
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<td>7. Consumer Services</td>
<td>$232,552</td>
<td>1,173,555</td>
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<td>8. Drugs &amp; Remedies</td>
<td>$1,218,114</td>
<td>9,473,011</td>
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<td>10. Giftware &amp; Furs</td>
<td>$332,986</td>
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<td>11. Housewares &amp; Household Goods</td>
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<td>3,318,156</td>
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<tr>
<td>12. Housewares &amp; Household Goods</td>
<td>$309,719</td>
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<tr>
<td>13. Industrial Materials</td>
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<td>14. Insurance</td>
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<td>15. Jewelry, Optician Goods &amp; Accessories</td>
<td>$215,359</td>
<td>1,143,694</td>
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<td>16. Office Equipment, Stationery &amp; Writing Supplies</td>
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<td>1,143,694</td>
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<tr>
<td>17. Office Supplies</td>
<td>$432,456</td>
<td>708,639</td>
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<td>18. Radios, Phonographs, Musical Instruments</td>
<td>$152,903</td>
<td>901,563</td>
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<td>19. Retail Stores &amp; Schools</td>
<td>$1,745,665</td>
<td>6,037,222</td>
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<tr>
<td>20. Sporting Goods &amp; Toys</td>
<td>$1,774,641</td>
<td>8,176,444</td>
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<tr>
<td>21. Toiletries</td>
<td>$2,695,389</td>
<td>14,570,238</td>
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<tr>
<td>22. Travel, Tour &amp; Resort</td>
<td>$272,964</td>
<td>1,144,389</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$11,920,710</td>
<td>$56,499,576</td>
</tr>
</tbody>
</table>

*Source: Publishers Information Bureau*
FARM VIDEO

THE U. S. Dept. of Agriculture last week formally recognized television as a means of contacting farm and city people by announcing approval of a TV research project [Broadcasting, July 19].

The Radio service has been conducting a preliminary inquiry into TV's impact. Last week's action formalizes the study.

Under the Research & Marketing Act, the Radio Service will probe TV "as a means of bringing to farm and city people the benefits of agricultural and home economics research."

Directing the research project are Kenneth M. Gapin, assistant director of information in charge of radio and television; Dana D. Rembolds, in charge of operations, Radio Service; Phillip J. Repp, formerly with National County Agent Syndicate and now television information specialist working mainly on research, and Maynard Sprague, formerly of Minnesota, who will concentrate on programmatic.

"Television offers promise of being a highly effective medium to carry out our objectives of the Research & Marketing Act," the Department said, "to bring to consumers and others information to encourage more effective use, and what they are heading for. I have in mind that broadcasters going into television who can bring himself to believe, until too late, that broadcasting and television are to different ends of the same 'stick.'"

Judge Miller told Mr. Damm that NAB board members have shown new interest in doing something about TV since the May meeting at Los Angeles. Next board meeting is scheduled in mid-November at Washington.

The NAB head agreed it is time to act. He felt AM membership might hesitate to spend money for TV development but noted AM operators are becoming increasingly interested in the visual medium.

The proposed Chicago meeting Aug. 11 would arouse interest of NAB members and show need of action, Judge Miller informed Mr. Damm, and could work out ways of giving TV stations the service they desire. Two courses are open, he suggested: First, persuade the NAB board to act; second, offer a proposed amendment to the By-Laws. A third plan, he added, would be for TBA and NAB to attempt to work out a joint operation.

By-Laws Could Be Amended

If the NAB board acted, amendment of the By-Laws to permit membership in NAB on behalf of any TV licensee who is already an FM or AM member would be simple, according to Judge Miller. The move would take in the TV side of FM, when some 500 came in at one time following dissolution of FMBI.

The common problems of TV stations are real, Mr. Damm said in a letter to video operators. Concerned with programming, they have passed over business problems that demand attention. He listed the problems as:

1—Copyright.
2—A reasonable and fair contract form covering proper protection on film rentals.
3—Standardized rate card.
4—Standardized agency-advertiser contract.
5—A program idea exchange.
6—Revenue for stations.

"It has come to our attention that ASCAP is thinking in the most fantastic terms when it comes to TV operators. As I get it, a flat rate of something like $25 a year for each TV station will be determined percentagewise on gross business for off-screen performance. Any fee by TV for performance of numbers by four or less people without contracts, one per card for performance of numbers with the performers in costume, and still another for performances by more than four in the latter group to be on an individually negotiated basis. Then there is the matter of the limit on the number of songs from a show or picture that can be performed on any one program."

"Not only that, but I understand the ASCAP committee (Music Advisory Committee) has tentatively expressed approval of these general ideas. Frankly, I am scared."

"What we do now, or rather, what television in New York does now, will set precedents. Some more money is sure to come in when the television operators get around to doing something. Nobody seems to know what the other fellow is doing. Each is acting on predecessors. One network or another has already paid $700 for the privilege of using certain show tunes. I understand also that it is common practice to pay from $150 to $250. How are the independent operators going to get a break with this kind of activity going on?"

"Get me straight. I am not stumping for another association, but the NAB is not concerned with television."

Mr. Damm reminded that the National Television Film Council was formed June 17 to take up contract and other neglected problems in the film industry. He suggested TV operators might put up funds to be segregated by NAB and work on television. He then proposed that if NAB isn't willing to meet TV requirements, then ask TBA "where it proposes to go."

Finally, he suggested that if TBA sets up to do the TV job, TBA and NAB should combine as happened in the case of FMBI.

Of a dozen comments received from TV stations by Mr. Damm, he said only one was against his basic ideas. The dissenting reply praised work of TBA and suggested it be expanded.
feder their recommendations during an all-day Pentagon meeting July 9 [BROADCASTING, July 12]. After siting by defense officials their recommendations were considered for incorporation into the communications plan.

A great deal of discussion between defense and industry representatives centered about the advisability of silencing broadcasting facilities if the homeland is attacked, informed quarters say. Broadcasters reportedly placed emphasis on the industry's outstanding record of self-preservation and pointed out that the theory that radio signals provide a guide-post to enemy raiders had been exploded.

Military authorities promised to weigh the advantages and disadvantages of sustained broadcasting during attacks.

Advancements in the industry, such as FM and TV, were given considerable attention during discussions in an effort to draft a plan with maximum utilization of facilities.

Follows World War II Plan

Basically, the overall plan for the radio industry is expected to resemble, with modifications to bring it abreast of scientific developments, the World War II plan. Plans devised during World War II, providing for electronics alarm and alert systems, emergency power supplies, public instruction methods and other measures, served as the framework for the current plan.

Mr. Hopley is also receiving drafts of plans of other divisions. These and the communications plan will be reviewed and possibly revised by Mr. Hopley, who will then fill out the master plan for presentation to Defense Secretary James V. Forrestal. A target date of July 31 has been fixed by Mr. Hopley for completion of the complete plan to Secretary Forrestal.

Recommendations for legislation required to effect stand-by measures to prepare the citizen defense structure will be recommended to the Congress by the Secretary of Defense. The role of broadcasters is not expected to require any legislation, however. Instead, broadcasters were asked to implement their part of the plan upon its acceptance by Secretary Forrestal.

It is expected that the communications section of any plan which would make public on tote after it receives the Secretary's stamp of approval because it reportedly contains no material of a secret character.

Radio Silencing Question Studied

THORNIEST problem encountered by architects of the communications chapter of the civilian defense plan, the bulk of which has been submitted to Civil Defense Planning Chief Russell J. Hopley, reportedly is the advisability of imposing radio silence in the event this nation is attacked.

An associate of Mr. Hopley advised BROADCASTING July 21 that the communications section of the civilian defense plan had been “informally placed on Mr. Hopley's desk” this week. It was explained this meant that the greater portion of the communications section describing the part AM, FM and TV would be called upon to play in the event of a national emergency, had already been presented to the civil defense chief. Some few remaining sections, it was explained, were still being redrafted.

Hopley to Get Full Plan

Herbert J. Schroll, CDP communications expert, told BROADCASTING that the entire plan would be in the hands of Mr. Hopley “any day” and said his division was “progressing very well” with the report.

An industry advisory board, consisting of ten representatives of AM, FM and TV broadcasting, offered its recommendations during an all-day Pentagon meeting July 9. After siting by defense officials their recommendations were considered for incorporation into the communications plan.

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A THOROUGH study of radio rate structures looking toward the discovery and correction of outmoded or unrealistic schedules has been undertaken by Mutual after consultation with the radio-television committee of the American Assn. of Advertising Agencies.

The project, first proposed by Edgar Kobak, MBS president, and under consideration for several weeks [Closed Circuit, July 21] will be undertaken in present plans to be carried on by Mutual with whatever assistance and suggestions agencies, advertisers and other broadcasters care to make.

Mutual has made it plain that it invites participation in the study. In a letter written to Carlos Franco, Young & Rubicam associate radio director and chairman of the AAAA radio-television committee, E. H. James, MBS vice president, said:

""Our main thought is to establish what is wrong with the present rate structure and then cooperate with everybody concerned to put it right."

Mr. James' letter promised that if Mutual were "able to work out some suggestions which will be of value to the other networks and to the whole radio industry, we shall be very glad." He said that Mutual would "give the results of our study to the industry."

The project was originally broached by Mr. Kobak and Mr. James at a meeting a month ago with Mr. Franco's committee which, it was learned, looked upon such a proposal favorably. It was believed that the agency leaders would cooperate with the study to the extent of suggesting what it ought to cover and specific details of particular interest to them.

Major Points

In his letter to Mr. Franco, written after the meeting, Mr. James restated major points which had been discussed. Among them:

1. Advertising rates of all media are under closer scrutiny now than in recent years owing to shifts in the economic situation.

2. No major rate revisions have been made by networks since 1934 "when networks first placed rates on a scale bearing some relation to coverage" covered in this chapter. The growth since then of hundreds of stations and new phases of broadcasting—television and FM.

"After 25 years of broadcasting advertising, nothing has been done that should pay us to review past practice and look toward future needs. It is good for any industry to re-examine its ways of doing business from time to time. Habits become established, sometimes for good reasons, but often enough the reasons change with the reasons, but often enough the reasons change with the

(Continued on page 68)
GIVEAWAY FEVER

By JOHN OSBON

CASH and merchandise giveaway values on network programs currently are running into six figures each week and approximating the $1,000,000 mark every six weeks. These facts, hitherto unsuspected but never adequately verified, are based on a Broadcasting survey of prize availability during the week June 5-11 when the four networks and sponsors were prepared to ladle out close to $165,000 worth of handouts.

With the avalanche at an all-time high—the figures already tower dizzyly into the millions—a radio's munificence threatens to dwarf by comparison the philanthropies of the Rockefellerers and Rosenwalds.

Just what is available to listeners in a typical summer week?

Broadcasting decided to poll the networks and find out. In some cases, up-to-date jackpot figures were unavailable. In others, jackpot prizes were lingering over, although some initial pots are high and sponsors and networks would only start over anyway. It is true that not all of the fabulous $165,000 was claimed—it was all offered, however. But it is likewise true that some categories (such as service specials like transportation) were unavailable. Bear in mind, also, that neither countless local giveaways nor premiums were included.

In any event, the figure is startling: CBS and ABC with upwards of $70,000, and $50,000, respectively; NBC, upwards of $25,000, and ABC between $3,000 and $4,000.

Latest contestant to snag a sizable portion of radio's swag is Eileen Gibben, a Bergenfield, N.J., housewife. She won $1,000 on July 15 on MBS Meet Your Lucky Partner by identifying the lovers of Trilogy—but not without prodigious effort. A listener to five previous airings which had given assorted clues, Mrs. Gibben boned up for $7,000 for Mutual's Three for the Money, has been invited to appear on WNEW New York's newly-launched You Can Lose Your Shirt. Station officials gleefully pointed out: "If Adams is worried about income tax brackets, our show can help. Money lost on it is deductible because all goes to charities." To relieve him of his $7,300 headache, WNEW said it would lift $100 limit on money a contestant can lose.

WNEW Proposition

JACK ADAMS, who first refused, then reluctantly accepted the $7,000 jackpot on Mutual's Three for the Money, has been invited to appear on WNEW New York's newly-launched You Can Lose Your Shirt. Station officials gleefully pointed out: "If Adams is worried about income tax brackets, our show can help. Money lost on it is deductible because all goes to charities." To relieve him of his $7,300 headache, WNEW said it would lift $100 limit on money a contestant can lose.

the correct answer by doing library research on historical lovers. Then she came to New York, wangled a ticket and managed to get herself chosen as contestant out of 800 people. Notwithstanding the diminishing element of surprise on giveaways, shefainted dead away when announced the victor.

That giveaways might not be worth the strain and tension listeners undergo to win them, was demonstrated last week, too, on a reverse scale. A Huntington, W. Va., cable splicer, Jack L. Adams, won $7,300 on MBS Three for the Money—but was all for refusing the jackpot. Mr. Adams wired network officials, in effect: (1) He had been deluged with phone calls from solicitors, salesmen, charities, etc.; (2) He couldn't get a decent night's sleep, and furthermore, the accumulation would move him into a higher income bracket; he insisted. He said he was turning it down, but Ed Lee, publicist for Edward Wolf Assoc., program producers, was on the phone by air Monday to Huntington, intent on twisting his arm, if necessary, but he reluctantly accepted.

"What does he do with it is his own business," a network spokesman said soothingly. "But he has to accept it." The giveaway is incidental to the music in the program format, the network man insists.

Listener Adams, some observers think, might well be prevailed upon to appear on the network's What Makes You Tick, a show stressing psychology and designed more for entertainment. The winner receives $50 cash and a wrist watch, but gets a chance to focus the limelight on his personality. He picks a set of questions, gives an analysis of himself on a certain subject, then sets out to see how the analysis jibes with answers to a set of questions.

Mutual's Queen for a Day lives between $3,000 and $4,000 on each day's broadcast (the "regal wish") and sometime ago paid out $35,000 on its "Mother-In-Law" contest. Mrs. Bredin's Desire pays off in transportation and other services rendered—a dance band for one night or shipment of snake oil to a friend. A typewriter-repairman collected the $700 sum on True or False July 17. Oddly enough, the winning listener doesn't have to listen to cash in. While latest figures were unavailable on Take a Number, handouts of $500 or $600 aren't unusual and a $20,000 jackpot is within realm of possibility.

Listeners with a flair for music might do well on What's the Name of That Song, Hollywood-originated program. When unclaimed, the prizes run between $200 and $300, with a $30 top for each correct answer. Altogether the show has awarded about $54,000 over a six-year period, it is understood. Fishing and Hunting Club averages $2,500 in merchandise prizes each broadcast.

ABC Grand Slam

ABC's bellwether, Stop the Music, produced another grand slam winner on the July 18 stanza when Mrs. S. K. Heard of Shreveport, La., won $17,000 in merchandise. Four weeks ago the program, which was enough to give Fred Allen a Hooper-migraine headache, paid out $25,000 to a Manhattan housewife [Broadcasting, July 5]. That same week Break the Bank was unbreakable and soared to $2,400, but a listener put the bite on What's My Name? for $4,000.

Last week the network also announced the addition of still another (Continued on page 65)

THEY'RE ALL AGES and from all income brackets, these radio contest winners. Here are a few which are typical. Top photo shows Mrs. Besie Lawrence, her eyes closed, hands clasped, asking Edward May, president of KMA Shenandoah, Iowa, "Am I dreaming?" He had just informed her she had won $30,000 in the Abbott & Castello "Kid Show" contest.

Second from top, the Rev. Norman E. Kuck III, pastor of two Michigan churches, becomes a flying panza as he and Mrs. Kuck are presented with their Ercoupe by Joe Redding, Ercoupe sales manager. The minister won the plane for his prize jingles in a Mutual contest.

Center photo, Mr. and Mrs. Milton Hill are served breakfast in bed by Marc Leon II and Eddie Vann of WGCM Gulfport, Miss. Mrs. Hill's winning answer on Mr. Vann's "Gee Whiz! Let's Quit!" prompted the service.

Second from bottom, Mrs. Wadsworth Clarke (l) is interviewed by Dorothy Clarke, woman's editor of WFTV Maysville, Ky., on her prize essay on the Influence of Swedish Settlers on a Community or Region Contest, sponsored by Swedish-American Steamship Line, awarded her trip to Scandinavian countries.

Bottom photo, E. J. "Mike" Huber, general manager of WGL, Goleta, Ill., congratulates winners in an amateur contest held on that station in cooperation with the Junior Chamber of Commerce.
TELEVISION viewers are developing a keen faculty for sponsor identification, a facet providing a powerful selling point for video time salesmen. This fact was revealed last week in a comprehensive survey of the television situation in Milwaukee, conducted for WTMJ-TV.

Officials of the Cramer-Krasselt Agency, Milwaukee, which commissioned an independent research organization to take the survey, were confident that the results of the survey could be accurately projected to the total Milwaukee television audience. A 12% sample of the 3,780 (July 20, 1948 figure) television set owners of Milwaukee was taken during 445 personal interviews, of which 25 to 55 minutes each, during the period of June 13-18. The interviewers were selected at random from distributor lists. They were proportionately weighted by the 900, 24.7% public and 2,779, 75.3% paid installments.

The first television survey by the Cramer-Krasselt Co. was conducted in Milwaukee last February when 16% of the 950 television set owners were given personal interviews. Without the benefit of any form of prompting or listings, 241 of the 305 home set owners interviewed during the July survey were able to recall, distinctly from memory, products, services and stores they had heard of or seen on their video sets. The seven advertisers mentioned most frequently included sponsors of sports programs, live shows, film and spot announcements.

Sponsorship Identification
A total of 291, or 83.4% of the 355 interviewees identified Boston Store as a sponsor. Schuster's was identified by 197, or 57.1%; Ford Motor Co., 191, 78.2%; Gimbel Brothers, 190, 76.8%; and Cigarettes, 176, 73.8%, and Gettelman Brewing Co., 171, 71.3%. Also considered significant was the high degree of correct association of sponsors with their programs. A total of 271, or 88.5%, named Gettelman as the sponsor of the Thursday wrestling match telecasts. Thirty-four did not identify the sponsor. Ford Motor Co. was recognized as the sponsor of the Milwaukee baseball game telecasts by 252, or 85.5%, of the viewers, whereas 95 failed to identify the sponsoring company.

Viewers were asked to rate current WTMJ-TV programs as either better, as good, or not so good as they had expected. They were rated as good as or better than had been anticipated by 92.3%. Of the 312 respondents to the question, 17 were not receiving full value, 188 said the programs were about as good as expected and 100 felt they exceeded expectations. The agency was of the opinion that responses to questions on child viewers substantiated claims in television circles as to the medium's high educational benefits. A total of 251 viewers said children had seen WTMJ-TV programs in their homes.

Men comprised the majority of nighttime viewers and better than half the nighttime home audience. Composition of audiences viewing public installations during nighttime was 79.9% men, 20.1% women and at home 56.5% men, 43.5% women and 11.9% children.

It can be assumed, the agency said, that actually there are variations in listenership between days, caused by outside activities, varying weather and other circumstances. But generally speaking, agency officials declared, the home owners show no preference for any particular night. The replies of 305 home set owners who were asked which nights (Wednesday through Sunday) their television sets were normally in use furnished these figures: Wednesday, 229; Thursday, 300; Saturday, 249; Sunday, 300.

Walter J. Damm, general manager of WTMJ and vice president of The Journal Co., licensee of WTMJ-AM-FM, in commenting on the survey told Broadcasting July 20 that there is a "vital need for similar material in all of the markets in which television stations are now operating."

Mr. Damm said he was advised by Cramer-Krasselt that the agency would be able to sell substantial television campaigns to a number of other clients if similar information was available from all of the television markets.

Also, he believes that little turnover in the home audience during nighttime television broadcasts. The sets, in the vast majority of cases, were tuned in at 5 p.m. and began to taper off at approximately 10 p.m. Figures for the "average audience" at public places were taken because the turn-over factor is about 2.5 with the average viewer remaining one hour.

**SET QUESTION SUPPORT**

C. of C. Joins Drive

Sponsor Identification High

<table>
<thead>
<tr>
<th>Private Sets On*</th>
<th>Public Sets On*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday</strong></td>
<td><strong>Thursday</strong></td>
</tr>
<tr>
<td>62.6%</td>
<td>80.9%</td>
</tr>
</tbody>
</table>

**NUMBER OF VIEWERS PER SET**

<table>
<thead>
<tr>
<th>Private Homes</th>
<th>Public Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday</strong></td>
<td><strong>Thursday</strong></td>
</tr>
<tr>
<td>2.1 (day)</td>
<td>3.4 (night)</td>
</tr>
</tbody>
</table>

**NIGHTTIME LISTENING AUDIENCE**

<table>
<thead>
<tr>
<th><strong>Home Viewers</strong></th>
<th><strong>Public Viewers</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday</strong></td>
<td>11,950</td>
<td>28,607</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td>14,451</td>
<td>38,168</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td>11,783</td>
<td>29,749</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>8,173</td>
<td>24,018</td>
</tr>
<tr>
<td><strong>Sunday</strong></td>
<td>15,562</td>
<td>38,511</td>
</tr>
</tbody>
</table>

**DAYTIME LISTENING AUDIENCE**

<table>
<thead>
<tr>
<th><strong>Home Viewers</strong></th>
<th><strong>Public Viewers</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday</strong></td>
<td>5,834</td>
<td>15,902</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td>8,114</td>
<td>24,738</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td>8,059</td>
<td>21,760</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>8,331</td>
<td>22,348</td>
</tr>
</tbody>
</table>

**Audience and sets-in-operation figures developed during the survey.**

**SUPPORT of the U. S. Chamber of Commerce has been thrown behind the move by broadcasters, advertisers, agencies, BMB, NAB and others to obtain a radio set question in the 1950 deennial census.**

Though the C. of C. at one time had been opposed to the radio question on the ground that "everyone has a radio anyhow," it reversed its position, according to F. Stuart Fitzpatrick, director of the Construction and Civic Development Dept.

Mr. Fitzpatrick is a member of the Census Bureau's Housing Census Advisory Committee, a technical group which had indicated lack of interest in a set question at its last meeting a month ago.

"The committee will reconsider its policy at its next meeting," Mr. Fitzpatrick told Broadcasting. "I personally feel the radio question will provide information of great value to business and industry. Ownership data on radio sets will provide new bench-mark information to replace the eight-year-old facts obtained in the last census."

The technical committee officially on record against inclusion of a radio set question—Census Advisory Committee of the American Marketing Assn.—is expected to reconsider its action in the near future. This committee also had acted in the belief that radio had attained "saturation," but it is understood at least two or three of its members would like to discuss the matter further.

**Legislative Hurdle**

One legislative hurdle has not been overcome if the 1950 census is to include a radio question. The Senate-passed Taft Bill (S-1950) to authorize the housing census as once-half of the 1930 census has been frozen in the House Committee on Post Office and Civil Service by Chairman Edward H. Rees (R-Kan.).

Though the Taft Bill passed the Senate unanimously and has no opposition, Chairman Rees has held up its progress. Effort will be made by persons interested in the 1950 census to point out need for the legislation, since all planning for the nationwide tabulation hinges on it. This planning should be underway, according to officials at the Census Bureau. The bill merely provides formal authorization.

Hope has been expressed that Chairman Rees will move the bill into the House during the special session of Congress.

Latest association to petition the Census Bureau to include a radio question in the 1950 count is the Kentucky Broadcasters Assn. At its recent meeting the association adopted a resolution pointing out that "in case of a national emergency it should obviously be vital to the government agencies to know accurately the nature and degree of distribution of radio receivers among the public." It added that new types of radio transmission have become important factors in dissemination of news, information and entertainment.

Hugh O. Potter, WOMI Owensboro, KBA secretary, received from the Census Bureau the form letter sent to all who have asked for a 1950 radio question.

Charles Sawyer, Secretary of Commerce, declared Wednesday that the bureau has discussed with school officials the idea of enlisting beginning 6th grade teachers as census enumerators in the spring of 1950. The plan is being studied by school groups and boards of education. Secretary Sawyer pointed out that teachers are well equipped to do the work and that the problem of recruiting a staff of enumerators may be serious should present economic conditions prevail in 1950.
WHO
News Manager
JACK SHELLEY

Is First Radio-Station Newsman Ever to Receive Famed UNIVERSITY of MISSOURI School of Journalism’s HONOR AWARD!

On May 7, the coveted Honor Award of the University of Missouri’s School of Journalism was given to Jack Shelley "for Distinguished Service in Journalism." It was the first time in history that this honor had been accorded to any individual for radio activities exclusively.

The citation reads in part: "... for his outstanding work in organizing and developing a great newsgathering and newscasting department in a leading radio station ..."

Under Jack Shelley's direction the WHO News Department is indeed "great." The 13-man staff has a cumulative background of 99 years in journalistic work, and 13 college degrees. Every newscast is completely rewritten by up to four newsmen per broadcast, from seven leased wires (two AP, two UP, three INS circuits), and from a staff of 70 local correspondents in Iowa and Missouri. These local correspondents are in constant touch with WHO, by telephone and telegraph, often "scooping" every other medium by hours.

Jack Shelley’s WHO News Department wins Awards from listeners, too. The 1947 Iowa Radio Audience Survey proved that of all Iowa families listening to newscasts, 56% usually listen to WHO news. The balance is divided among 14 other stations. Let us—or Free & Peters—tell you more about WHO’s news and other departments. It’s an amazing story of Station WHO’s Public Service—which automatically means “Advertiser Service,” too!

WHO
†for Iowa PLUS †

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
ASCAP DEFEAT

Judge Levels Monopoly Charge

"ALMOST every part of the structure" of the American Society of Composers, Authors and Publishers involves violations of federal antitrust laws, according to findings of the U. S. District Court of New York made public July 19.

The opinion was handed down by Judge Vincent L. Leibell in a suit filed April 9, 1942, by 164 operators of movie houses in the New York metropolitan area. The case was dormant from 1943 until August 1946, and finally came to trial last March.

ASCAP had been charged by the plaintiffs with monopolistically levying theatre license fees for the presentation of ASCAP-controlled music incorporated in the films. The theatre men asked relief from this practice, and demanded treble damages from ASCAP.

Judge Leibell ruled out the damage claim but granted the plaintiffs an injunction under which ASCAP was ordered to "divest itself of all rights of public performance through the exhibition of motion picture films, of musical compositions which have been synchronized with motion picture films and to assign said performance rights to owners of the copyright."

"I have concluded that ASCAP has violated the antitrust laws..." the judge wrote in a lengthy, detailed decision. "That ASCAP is a monopoly... was clearly established... the combination of the members of ASCAP in transferring all their non-dramatic performing rights to ASCAP is a combination in restraint of interstate trade and commerce..."

The court also found ASCAP guilty of conspiring with movie producers by including in exhibitor contracts a clause requiring exhibitors to obtain ASCAP licenses, without which they would not be supplied with films. "The fact that ASCAP is a membership association gives it no immunity," the judge held.

Although ASCAP was generally expected to file an appeal from the district court decision, an attorney for the society said last Wednesday that no action toward such an appeal had yet been undertaken. The ASCAP attorney voiced a doubt that the theatre men would regard the court decision as a complete victory, and said that they rather than ASCAP might enter an appeal for reopening of the case.

Better Frequency Allocation Needed

Faults Are Presented in Article

By Jeremiah Courtney

A NEED for FCC to "post-audit" frequency assignments—monitoring to determine whether the various services make full use of the frequencies assigned to them—is seen by Jeremiah Courtney, Washington radio attorney, in an article in the current issue of Electronics magazine.

The article criticizes the waste of spectrum space by both government and non-government services and the "faulty" allocations practices to which this waste is attributed.

Mr. Courtney also takes the view that all allocations should be supervised by a single agency, so that government and non-government needs may be weighed against each other and decided on merit. Additionally, he said, FCC should make its assignments to the various services "sufficiently flexible to permit use by another service when not used or likely to be used by a service for which originally assigned."

In his article, "What's Wrong With U. S. Frequency Allocations?" Mr. Courtney enumerates four "basic faults," as follows:

1. The dual system of allocations pursuant to which the Interdepartment Radio Advisory Committee (IRAC) is empowered to assign frequencies to government radio stations while the FCC does likewise for non-government stations, both agencies exercising equal and plenary authority over the entire spectrum.

2. The practice of IRAC in making frequency assignments on the basis of Government-agency statements of frequency need without any or sufficient proof of need, and without independent examination of frequency utilization by such agencies.

3. The practice of FCC in making frequency assignments on the basis of paper showings of prospective need, not specificallyRod well in the light of the actual frequency utilization therefore independently determined by the monitoring staff.

4. The practice of the FCC in assigning blocks of frequencies for the use of particular services on a national basis, without providing for their use by other services in areas where such services are not used or likely to be used by the service to which they were originally assigned.

V. 0. Obviously

VERY OBVIOUSLY, THERE'S A "BEST" BUY IN THE MEMPHIS RADIO MARKET TODAY.

OBVIOUSLY WE'RE TALKING ABOUT THE STATION THAT'S INDEPENDENT BUT NOT ALOOF (OR ELSE WE WOULDN'T BE SIGNING WHHM TO THIS AD).

HAPPY, HAPPY HOOPERS GIVE US THAT RIGHT OF PRIDEFUL DELIGHT.

AN ALERT AUDIENCE THAT KEEPS ON REACTING TO THE PROGRAMMING AND ANNOUNCEMENTS AND THUS KEEPS CLIENTS' REGISTERS RINGING A MERRY TUNE—SUMMER HEAT OR NOT.

FOR YOUR FALL AND WINTER SCHEDULES, VERY OBVIOUSLY THERE'S ONE BUY IN THE MEMPHIS MARKET.

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Music, News, Sports 24 Hours Daily

MEMPHIS, TENNESSEE

PATT MCDONALD, manager
FORJOE & CO., national representatives
* Seagrom's V.O. furnished this one

Write or call for availabilities for local or nationally advertised products or services!
This fellow's figured out one way to get peace and quiet. He's just folded up by the roadside and gone to sleep.

But that won't do down here in Baltimore. Business is brisk. Competition is tough. You've got to make every advertising dollar count in this rich market—the 6th largest in the U.S.A. Still, there's a way for time-buyers to have peace and quiet without going to sleep on the job.

They just buy W-I-T-H. W-I-T-H isn't the most powerful station in town. But, dollar for dollar, it's the best buy. W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

That's why more and more smart time-buyers are putting W-I-T-H way up high on their schedules. Are you using this BIG independent with the BIG audience? If not, better call in that Headley-Reed man today.
With all counties heard from it's KMOX by 6 to 1

Complete returns from the new 1948 CBS-KMOX Listener Diary show that 50,000-watt KMOX has won another landslide victory in mid-America... is the 6 to 1 favorite of listeners throughout KMOX's 70-county 50-100% Penetration Area.

With balloting conducted by Benson & Benson, Inc., this comprehensive and impartial measurement of listening habits records the '48 vote as follows...

**DAYTIME** ...(6:00 a.m. to 6:00 p.m.) KMOX has the biggest audience during 83% of the 336 daytime quarter-hours—more than ten times as many "first place" programs as any other St. Louis station!

**NIGHTTIME** ...(6:00 p.m. to Midnight) KMOX has more listeners than any other St. Louis station during 68% of the 168 nighttime quarter-hours—nearly two and a half times as many "firsts" as any other "candidate."

**DURING THE ENTIRE WEEK** ...KMOX is out in front during 395 of the 504 quarter-hours... the 4 to 1 favorite over the entire field and the 6 to 1 favorite over any other St. Louis station!

Again, in '48, KMOX—"The Voice of St. Louis"—is the people's choice in mid-America. To make your product a successful candidate in KMOX's two billion dollar market, get on the bandwagon—call us or Radio Sales.

KMOX "THE VOICE OF ST. LOUIS"· CBS

Represented by RADIO SALES... Radio Stations Representative, CBS
Few Changes Are Made

Egg in Their Beer!

CHEESE MARKET in Philadelphia suddenly became very tight during the three national conventions, all because of the appetites of voting men and women, and the generosity of the Pennsylvania Railroad. The Pennsylvania provided a lounge on the second floor of Convention Hall where newspaper reporters could go for a snack, drink and relaxation. It was authoritative learned that the three conventions cost the railroad about $40,000, and the beer bill alone was over $8,000 for the Democratic and Republican conventions. So much cash was consumed by the media men that the hotels in Philadelphia found it to be a scarcity commodity. Affair was catered by Hol-land's, a Philadelphia firm.

Phonovision Soon, Says Zenith, I.B.T

Introduction of TV-Phonovision Receivers Expected by Fall

ILLINOIS BELL Telephone Co. has the accounting and billing set-ups to take care of phonovision fees, an official of the company said last week.

"The same thing is done every day with ship-to-shore telephone, long distance calls and even with teletype.

The I.B.T. executive said his company has many suggestions every year about ways to increase revenue "but they always boil down to typing. Costs are badly needed for regular service."

'Chance for Added Revenue'

"Phonovision gives us a chance to increase revenue by finding a new use of existing facilities without interrupting their normal service," he said.

In Oregon recently, Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., originator of phonovision, said he expects to introduce next fall combination television set of receiving, broadcasting and phonovision. The television set of the future will be a dual purpose receiver, he said. It will receive contemporary conventional television and also be connected to the telephone line for entertainment by phonovision. "It will be comparable to today's radio," said the president, which receives radio broadcasts free and plays records for which you pay," he observed. "Standard television transmiters can be modified to broadcast both conventional TV and phonovision."

NAB COMMITTEES

NEW committees of the NAB, to serve during 1948-49, were announced last week by NAB President Justin Miller.

Membership of the new committees varies little from the membership of committees appointed late last year, NAB headquarters taking note of the fact that the switch from fall to spring conventions had given those serving on committees only brief terms.

Following custom, committee members were appointed to attain best distribution by station size, geographical location and network status.

Cott Chairman

The new Non-Affiliates Committee setup has not been completed, it was stated at NAB headquarters. Ted Cott, WNEW New York, who spearheaded non-affiliate participation in writing of the NAB Standards of Practice, will be chairman of the committee, it was explained. Mr. Cott had urged that non-affiliates be represented on the NAB board, but this project did not materialize.

Membership of the committees follows:

COMMITTEE ON INTERNATIONAL AFFAIRS—John J. Gillin Jr., Westminster (chairman); Campbell Arnoux, WTAR Norfolk, Va.; T. A. M. Craven, WBJD Washington; W. A. Willoughby, WITC Hartford; Clyde Hembert, WAGL Washington, WILW Lexington, Ky.

EDUCATION AND TRADE STANDARDS COMMITTEE—Ralph W. Hardy, KBT, Salt Lake City, chairman; David W. Funderburk, WMAQ Chicago.

KFSF delivers a market that can't be covered from Outside Ft. Smith!

FORT SMITH, the number 2 market in Arkansas... the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 million dollars per year, 32% of it effective buying power is set at 58 million dollars per year. Bank deposits are over $100 million per capita! A great market is a real market all years through KFSF... Fort Smith.

NAB COMMITTEES

Lake City, Arnoux, NATIONAL AFFAIRS non-committees that over 33 July set WNEW of the NAB. $1100 that the non-affiliate station WNEW of P. C. Witt, WLAB Washington; F. C. Sowell, WLAC Nashville; Judith C. Wal-berg, WKBW Rock Island, Ill.; chairman; John Eisen, WCHQ Pittsburgh; Charles W. Crightfield, WBT Charlotte; Thad Holt, WAPI Birmingham; O. J. Taylor, KGNC Amarillo, Tex.; C. L. Thomas, KXOR St. Louis; Lima Travers, WAC Boston; William Pabst, KFRC San Francisco. Board Liaison—Calvin J. Smith, KFAC Los Angeles; John A. Johnston, WSGN Birmingham. Network Advisory—Joseph McDonald, ABC; Howard L. Hausman, CBS; Robert D. Swezey, MIB; Ernest de la Osa, NBC.


NAB COMMITTEE OF NAB-MAJORITY COMMITTEE—M. Craven, WOL, Washington; Everett Dillard, KOYX Kansas City; William Fay, WBCM-BM, Oklahoma City; Men- Shuse, WLC Cincinnati; George B. Shiner, WIBK Detroit.


NEWS SUBCOMMITTEE—E. R. Vade- boncoeur, WWNY Syracuse, chairman; William Pettit, WMAQ Chicago; chairman; Wil- lard B. Williams, WWJ-AM Detroit, chairman; Edward J. Bell, KMOV St. Louis; chairman; Milton Cobb, WMAM Macom, Ga.; James L. Howe, WCTC New Brunswick, N. J.; John E. H. Bridges, WINS St. Louis.

BROADCASTING TELECASTING

KFSF/fm—107.7 Megacycles, Channel 299

AMERICAN BROADCASTING COMPANY AFFILIATE

KFSF/fm—107.7 Megacycles, Channel 299

REPRESENTED NATIONALLY BY

TAYLOR HOWE SNOWDEN Radio Sales, INC.

Page 35 • July 26, 1948
The BIGGEST four-leaf clover in the world symbolizes 4-H Clubs. In step with Nebraska's progressive 4-H program is the BIG radio station KFAB and KFAB's Farm Service Director, Bill Macdonald, who covers events from county poultry shows to the BIGGEST 4-H Baby Beef Exposition in the world held annually at Omaha's Ak-Sar-Ben. And each year KFAB sponsors a public speaking contest for 4-H members. To make sure of BIG results in this BIG area and BIG market, use the BIG radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. General Manager, HARRY BURKE
FOR COOPERATION of Huntington, W. Va., stations during Independence Week, Junior Chamber of Commerce presents them certificates. Participants are (1 to r): Omer Baker, William Adkins, Jaycees; Truman Morris, Jaycees president; Jay Caldwell, WPLH; Robert Spencer, Jaycees; Marshall Rosene, WSAX; Mike Laman, WHTN.

ABC’s HALF ACRE of studio for TV activities, as it is conceived by an artist. At a cost of $1,000,000, the new “world’s largest” Television Center will be located off Central Park West, between 66th and 67th Streets. Operation will begin in August [BROADCASTING, July 19].

“WADDY WEEK” in Amarillo brings out the Western garb of KAMQ personnel (I to r) Jack Petrie, commercial manager; J. L. Adams, salesman; Ray Whitworth, program director; W. J. Dickerson, manager.

FOUR LEAF clovers by the dozens came in after Program Manager Ben Hubble III at WHNB North Adams, Mass., offered a record for each. Technician Bill Delley (center) and Manager Gordon Keyworth wrap packages.

GOING ALL OUT for station relations, WTOL Toledo announcers Carl Emslie (I) and Don Miller spent opening day of Douglas Shoe store waiting on customers—and trying on a few. Douglas, of course, is a WTOL sponsor.

ROCHESTER’S “Royals” basketball team gets okay on 1948-49 broadcasts of games on WHAM from Morrey Silver (seated), owner of Columbia Music store, sponsor. Also present (I to r): Les Harrison, manager of Royals; John Kennedy Jr., WHAM; Wilbur O’Brien, O’Brien Adv. Agency; Bob Turner, WHAM; Truman Brizee, WHAM.

SOUTHERN hospitality welcomes FM in Cincinnati area busses. Imbibing of “hospitality” are (I to r): William O’Neil, president of WJW Cleveland; Guy C. Hecker, American Transit Assn.; Harry Reid, ATA president; P. G. Vondersmith, president, The Green Line; Richard Crisler, Transit Radio Inc.; Hulbert Taft Jr., Transit Radio president and head of WCTS (FM) and WKRC Cincinnati.

ONE HOUR’s notice was all WENE Endicott, N. Y., had to broadcast the address of Gen. Dwight D. Eisenhower July 14 at IBM plant in Endicott. After a mad dash, WENE made the deadline and got an exclusive.

THIS is what Arthur Godfrey (I) gets for billing the name of a CBS outlet during his Chesterfield program on CBS. To right the wrong, he flew his plane to Troy, the home of WTRY, station he should have named. He was met by some of WTRY staff headed by Promotion Manager Jim Baker (center).
COMICS ON PARADE... mimic Danny Weil read The New York News funnies... every day.

TROTTING-RACES... Harness racing at Roosevelt Raceway, exclusive with WPIX... twice weekly.

ALEXANDER KORDA FILMS... twenty-four full length features with international stars... weekly.

**Program notes**

*(for TV prospectors!)*

With twenty-four regularly scheduled shows... a wide range of remote pickups and studio productions that includes entertainment for children, sports events, practical help for the homemaker... complete and comprehensive coverage of the news, on-spot reporting of special events... movies, drama, comedy... WPIX offers a variety of vehicles for any alert advertiser interested in TV—a new major market... big enough for attention now and growing so fast it rates attention from now on!

For full facts on production costs and time rates of currently available programs... write or phone, WPIX... 220 E. 42nd St., New York City... or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N.Y.C.
WSIX closes the deal

When a man needs a loan WSIX helps him remember the advantages of dealing with long-established building and loan companies. And the borrower already feels at ease; is almost sold when he comes in to talk over needs and terms. After using a strip of quarter-hour shows for over six years continuously, one outstanding firm is sure that it takes WSIX to close the deal.

Whether it is a 5c candy bar or an automobile, let WSIX help close your deals in Nashville's 51-county retail trade area.

ABC AFFILIATE
5000 WATTS 980 KC

AND WSIX-FM
71,000 W. 97.5 MC

Represented Nationally by
THE KATZ AGENCY, INC.

FM DUOPOLY

Proposed Decision Given
In Steinman Case

FM Channel Reallocation
Adds One at Pittsburgh

FCC has reallocated FM Channel 273 from Washington, Pa., to Pittsburgh, effective Aug. 19, and announced this channel will be considered available for assignment in the pending Pittsburgh FM case (two applicants, one channel) unless another Pittsburgh applicant applies for it before Sept. 20.

WSAP Portsmouth, Va., meanwhile was granted modification of FM permit for Class B operation, Channel 259 (99.7 mc), 100 kw effective radiated power, 350-foot antenna height. The Globe-Democrat's authorized KWGD (FM) St. Louis was given an extension of completion date to Dec. 31, on condition it commence operation by that time.

WPIX New York was scheduled to televise on July 22 at 8 p.m., the benefit baseball game at the Polo Grounds between the Flat Tires (leg amputees) and Broken Wings (arm amputees).

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ABC AFFILIATE
5000 WATTS 980 KC

AND WSIX-FM
71,000 W. 97.5 MC

Represented Nationally by
THE KATZ AGENCY, INC.

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

Page 40 • July 26, 1948

BROADCASTING • Telecasting
Robert F. Doubleday’s two hour RFD Deacon show was sold out to 21 participating sponsors the first day on the air over WSYR . . . June 28. Twenty-one participating sponsors know that when the Deacon starts speakin’ at 5:00 A.M. six days a week, sales of the products he advertises go up.

Here’s another of WSYR’s success stories. Radio programs tailored to the rich Central New York market combined with broad coverage adds up to more sales. Another proof that WSYR’s leadership is earned.

570 kc—5000 watts—NBC Affiliate in Central New York
Headley-Reed, National Representatives
NAB VACANCY

Names of possible appointees to the directorship of the NAB Dept. of Broadcast Advertising were discussed Monday at a special meeting of the newly appointed Sales Managers Executive Committee, of which Eugene S. Thomas, WOR New York, is chairman.

A dozen names were mentioned during the meeting, which had been called by NAB President Justin Miller, but no definite action was taken. The post has been vacant since last February when Frank E. Pellegrin resigned to direct operation of the new KSTL St. Louis.

Progress of the campaign to raise funds for the All Industry Presentation film promotion project was reviewed by Gordon R. Gray, WIP Philadelphia, and Mr. Thomas. It is understood some 250 pledges have been received from stations. Hugh M. P. Higgins, NAB assistant director of broadcast advertising, will present the project to stations during the district meeting series starting today (July 26).

The committee approved Mr. Higgins' presentation after hearing a recording of his talk.

Advisory and associate members of the committee did not take part in the session. Regular members attending, besides Messrs. Thomas and Gray, were J. Robert Gulick, WGAL Lancaster, Pa.; John W. Kennedy Jr., WHAM Rochester; Joseph B. Matthews, WIRK West Palm Beach, Fla. Absent were Ray Baker, KOMO Seattle; Odin S. Ramsland, KDAL Duluth, and Mr. Pellegrin. A. D. Willard Jr., NAB executive vice president, and other staff members participated.

WLEU-FM Opened

WLEU-FM Erie, Pa., started full time program service on July 13. The new station is owned by the WLEU Broadcasting Corp. and operates on Channel 250, 97.9 mc, with 3 kw. WLEU was established in 1933 and is a 250-w ABC MBS station on 1450 kc.

Management

John C. Tiedeman, assistant NBC budget officer, has been named budget officer, effective Sept. 1, replacing Robert Myers, who has been promoted to administrative assistant to the director of NBC television operations.

Guy B. Farnsworth, former manager of WRKK Shreveport, La., has been appointed manager of KMKY Hutchinson, Kan. He had managed WSKY since it began operation. Previously he had been commercial manager of WATO Ashland, Ohio.

T. Frank Smith, general manager of KRIS Corpus Christi and KDBL Brownwood, Tex., will be host July 20 to management representatives of Texas Quality Network stations meeting in Corpus Christi to review fall prospects and schedules. Planning to attend are: Martin B. Campbell, general manager, WFAA Dallas, and William C. Ellis, WFAP facilities engineer; Jack Harris, general manager, KPBC Houston, and Jack McGrew, KPBC commercial manager; Hugh A. Half, president, and Jack Keasler, commercial manager, WOAI San Antonio.

Carl M. Everson, general manager of WHIC Columbus, Ohio, was subject of recent article with sketches of his life and career in radio business in "Men in Business" column of "Columbus Dispatch."

William D. Wagner, secretary of Central and Tri-City Broadcasting companies, operating WHO Columbus, and WOC Davenport, has been elected director of National Assn. of Cost Accountants.

Frank Franklin, general program manager of KYA San Francisco, and his wife Ruth, former women's editor of KFAC Oakland, are the parents of a girl.

Harold B. Morrill, general manager of WLAW Lawrence, Mass., has received certificate of appreciation for station's outstanding service to Crusade for Children, United Nations Appeal for Children.
There's a lot more to it than this...

In business there's a lot more to that calling card than formal presentation of a name. It means someone no farther away than your receptionist is here...right now...to see you personally.

And if the card carries the name of a Weed and Company representative, it means even more. It tells you:

1. that the product represented is Spot Radio — one of the most profitable and most flexible of all forms of advertising.
2. that the salesman of that product has taken the trouble to learn about your business before coming to talk about his own.
3. that — like all Weed and Company men — he has over 250 years of combined experience behind him...with all it implies in terms of practical skill in an enormously complex medium where skill is at its highest premium...and...
4. that this skill was produced by two basic factors: extensive knowledge and plain hard work. They always pay off...in any business. They are indispensable in Spot Radio. They are, in short, the two major reasons why Weed and Company service has proved so valuable to so many successful advertisers.

Weed radio station representatives
and company

new york  •  boston  •  chicago  •  detroit
san francisco  •  atlanta  •  hollywood
IN BALTIMORE

WBAL and OFFERS

The Greatest Shows in Radio are on WBAL

WBAL 50,000 Watts • NBC Affiliate
2610 N. Charles St., Baltimore 18, Md.
Represented by Edward Petry & Co., Inc.
The Greatest Shows in Television are on WBAL-TV
Scotch-Taped Letter

THIS journal is in the middle of an international incident. As you'll read elsewhere in this issue, Broadcasting and Argentine Dictator Peron don't get along.

This seething incident stems from our effort to cover, in the customary American way, the Inter-American Broadcasting Assn. conference in Buenos Aires. Herbert M. Clark, a top-flight newsmen who had distinguished himself as a radio correspondent during World War II, had our assignment. He reported objectively and dispassionately the proceedings of IABA, including the rebuke handed the Peron Government for making a mockery of freedom of the air.

Of course, President Peron and his information ministry used the well-known lines about complete freedom reigning in Argentina, branding as mirage and invention the talk of censorship.

We are accustomed to a certain degree of finesse in international diplomacy. But not with Peron. From first-hand experience we can now give you a living, breathing, unvarnished account of invasion of privacy, distortion and disinformation, the kind the courts would probably consider contempt and contemptuous. That's the way it is.

On July 11, Mr. Clark picked up his windup story on the sessions, along with a covering letter to Broadcasting's editor. But instead of winging its way to Washington, the contents, by what the Argentina Information Office calls a "covert stunt," found their way on the front page of Democracia, a Peron-controlled newspaper, under a banner head, and embellished with an editorial charging dire things. Mr. Clark was called names along with us. The Government radio and press thereafter picked up the crusade quoting both the letter to the editor and the dispatch.

The July 11 letter reached our Washington headquarters on Monday, July 19. It had been resenned with a tape. There was no notation that it had been opened or censored. The first we heard of it was from the Associated Press, which notified us of the publication of the private correspondence on page one of Democracia.

The New York Times of last Wednesday, in a special dispatch from Buenos Aires reported the incident. It described the "technique as one used often enough to form a definite pattern that has to be handled. It is planned to expect: When embarrassing internal trouble arises, or when Argentina is criticized or bypassed in any way, the regime seems always to have foreigners handy upon whom the blame can be placed and against whom popular resentment can be directed."

The propaganda office, formally called the "Under-Secretariat of Information," with light-hearted abandon, granted that the publication of a "private letter" might have a disagreeable effect in the United States, but insisted that it had fallen into the hands of the newspaper "through private channels."

Not even the bound and gagged citizens of Argentina would fall for such poppycock. For it is evident that not only radio and the press are under the Peron dictatorial thumb, but that even personal mail is not excluded.

All credit to IABA for its courage in condemning the Peron Government. Cuba's Goar Mestre and our Gilmores have, often at IABA deliberations, spoken head this effort, which took a long time, indeed, for the action was taken in Peron's own capital city. It is abundantly clear now that the fight for radio freedom extends beyond our immediate borders. The IABA deserves the kind of national support and moral backing that will make it the Pan American Union of radio.

CHARLES HARRISON TOPMILLER

While other boys his age gleefully projected themselves into fantasy roles of intrepid gangbusters, cowboy heroes, daring pilots and even United States President, Charles H. Topmiller was preoccupied drawing realistic, but equally ambitious, plans for his future in radio.

Mr. Topmiller, now manager of WCKY, Cincinnati independent, is one of those comparatively rare individuals who did not drift into radio on a stream of unexpected events or graduate to it by sheer accident from some other profession or pursuit. His footsteps were deliberately pointed in the direction of radio.

His hometown playmates in Bowling Green, Ky., rotated their ambitions with the frequency and rapidity of a feminine change of mind. But not Charles Harrison Topmiller. He clung steadfastly to one—and only one—vision. Since the nearest radio station was then a two-day muleback ride from his elementary school, this was considered by his elders as representative of stout determination and remarkable adolescent foresight.

Close friends of Mr. Topmiller facetiously recall that he teether on insulators and played with coils, resistors, switches and a conglomerate of other electrical paraphernalia in preference to the conventional alphabet blocks. His youthful enthusiasm for the then relatively new field stemmed in large part from the inspiration afforded by his father, a stationary engineer.

Planting healthy roots in the field, Mr. Topmiller received his professional baptism as a technician, working with Tropical Radio Telegraph Co., common carrier subsidiary of United Fruit Co., and small Southern stations. He had just passed the last age in the "teen-age" bracket when he became affiliated with the transmitter staff of WCKY Cincinnati in 1939.

He was as sure-footed as a telephone lineman in negotiating the lower rungs of radio's ladder of progress, but he wanted a faster route to the top. He proved to be as studious as he was industrious as he proceeded to mentally vacuum every source of technical and professional knowledge available in the WCKY studios. At the close of his working day he soothed his insatiable appetite for knowledge by burning midnight oil at the U. of Cincinnati Engineering College.

L. B. Wilson, president and general manager of WCKY, recognized the outstanding talents and energy of Mr. Topmiller, who after three years' service with the station, found himself

(Continued on page 48)

BROADCASTING * Telecasting
HOW DOES YOUR PRODUCT RATE IN THIS SUPER-MARKET?

How does your product stack up against competition in New York's choice WQXR market? If yours is one of the products listed here ... it will pay you to find out.

Because whatever brands WQXR's families buy ... they buy a lot. As advertisers know who have met them, WQXR's families are the active above-average-income families in your biggest and busiest market. And there are more than 500,000 of these families ... so devoted to the fine music of WQXR, no other station can reach them so effectively.

Get your copy of this new survey now. Just drop us a note today.

WHAT DO YOU SELL?

Beer
Bread
Boxed Candy
Canned Meat
Chewing Gum
Cigarettes
Cigars
Coffee
Dog Food
Floor Wax
Hair Tonic
Ice Cream
Perfume
Prepared Desserts
Salad Dressing
Shampoo
Sparkling Water
Tea
Tooth Powder
Tooth Paste
Wine

Send today for WQXR's 1948 Consumer Brand Preference Survey ... and find out how good-income New Yorkers buy.

WQXR and WQXR-FM
Radio Stations of The New York Times
730 Fifth Avenue, New York 17, N.Y.
for
nine
consecutive
years
CHATTANOOGA
MEDICINE
co.
has been
advertising*
on station
WMC
MEMPHIS

* A “spot” advertiser with 1,053 quarter hour programs during this period.

PICK KPRC, THE SOUTH’S FIRST STATION!...

NATIONAL MAGAZINES
FEATURE HOUSTON AS HUB OF SOUTHWESTERN BOOM IN OIL, FARMING

April 15 — Subscribers to national magazines this month will get an up-to-the-minute account of big boom in Texas and growth of Southwestern industry.

Respects
(Continued from page 46)

off to a flying start as chief engineer.

With Mr. Wilson he planned the station's development. It was brought from a 5-kw daytime to a 10-kw fulltime operation in 1936, and then to its present power of 50 kw in 1939.

Mr. Topmiller's executive capacity and remarkable versatility were constantly sought by various departments of the WCKY organization and soon, piece by piece, his overall knowledge blossomed. Young Mr. Topmiller had become the statistician of selling, the technician of engineering and the advisor of promotion and sales.

Increased work and responsibilities only heightened his congenial personality and radiant outlook on life. Colleagues enjoy relating the story of how installation of a transmitter was delayed by the soft-hearted chief engineer who discovered a nest with a Mama Wren and her five tiny eggs in the panel of the apparatus that was to be installed. Mr. Topmiller gave instructions that the panel be left undisturbed until the young birds grew strong enough to fly from their nest.

In its search during the war for the outstanding radio personnel the Office of War Information did not bypass WCKY's then chief engineer. Mr. Topmiller was "borrowed" in 1944 by the OWI and served for two years as chief engineer of the radio section of Psychological Warfare in the Mediterranean and Southwest Pacific Theatres.

Discomforts and hazards experienced in line of duty receive no conversational attention from Mr. Topmiller. But it is not an out-of-character performance when Mr. Topmiller reveals his good-natured qualities with recitations of humorous episodes which occurred during his war service.

Open arms greeted Mr. Topmiller when he returned from his "hitch" with the government agency in December 1945. He was reinstalled as chief engineer at WCKY. Later he served as general manager of WZIP Covington, Ky. In August 1947 he was named WCKY station manager to succeed Kenneth W. Church, who then became manager of WIBC Indianapolis.

At WCKY in April 1947 Mr. Topmiller found himself in great demand when an engineer-announcer walkout was called. The station's investment in the versatile young man was repaid multi-fold during that trying period.

Station officials consider the 37-year-old manager, who has acquired the affectionate moniker "Top," as one of the youngest as well as one of the most thoroughly trained 50-kw station managers in the nation.

Mr. Wilson offers probably the most simple, yet eloquent, appraisal of Mr. Topmiller: "He's smart and the most honest guy in the world and not noisy about either." Mr. Wilson observes that he is a swell guy and as devoted to you as anyone I know," is typical of praise for Mr. Topmiller that reaches his superior.

Mr. Topmiller's one regret for having channeled all his energies into the industry is simply that he has devoted only 45.98% of his life to his calling.

The former Alma Ashcraft is Mrs. Charles H. Topmiller. They live in Park Hills, Ky., a suburb of Cincinnati, and have a 7-year-old daughter, Diana.

Despite heavy responsibilities and long working hours, Mr. Topmiller still finds time for church, fraternal and religious activities. In addition to his hobby of photography, believe it or not, Mr. Topmiller also pursues radio as an avocation.

Mr. Topmiller is an associate member of the Institute of Radio Engineers and past chairman of the Cincinnati Section of IRE.
WMT makes news (and Iowa listeners) with one of the nation's most complete NEWS CENTERS

No other newspaper or radio station in Iowa has a more intensive news coverage setup than WMT. In addition to the six leased wires of AP, UP, and INS, a steady flow of regional Iowa news (largely exclusively) is channeled into WMT's News Center from its correspondents.

WMT's staff of six veteran newsmen handle a total volume of nearly a half million words every day—the equivalent of 250 average-size books. Alert news experts keep WMT listeners up-to-date with informative newscasts, farm broadcasts, and sportscasts. On-the-spot coverage of important events rounds out WMT's news production—and insures loyal listening around the clock.

Make your own sales news by telling your advertising story via WMT—Eastern Iowa's only CBS outlet—and the News Center of Iowa. The Katz Agency will give you the facts.
Kaiser-Frazer Division Names Weintraub Co.
The Southern California division of Kaiser-Frazer Corp., with headquarters in Long Beach, Calif., has appointed William H. Weintraub & Co., New York, as its advertising agency. The appointment was announced simultaneously with the inauguration of an advertising campaign. Newspapers and radio will be used.

The radio part of the schedule, already underway on KNX and KFI, both in Los Angeles, totals six and one quarter hours a week. The corporation is sponsoring the following programs: Jack in All Trades, Man Named Jordan, Fiesta, Morey Amsterdam, and Night Editor on KNX. On KFI it is carrying Al Posca's full hour Saturday night record show and four half-hour variety shows each week, titled Hollywood Open House.

PERU, URUGUAY VYING FOR CONFERENCE SITE
PERU and Uruguay are reportedly leading contenders as the site for the Fourth Inter-American Telecommunications Conference to be held in early 1949.

The conference is concerned with the allocation of frequencies on a hemisphere basis and aids the work of the Provisional Frequency Board in Geneva.

ARTHUR W. LINDSAY, former general manager and vice president of EKWB Wally Wally, Wash., has joined sales department of WKY Oklahoma City. He previously was with KPO San Francisco, KSTJ Los Angeles, KGW Portland, KOMO Seattle and NBC in San Francisco.

FORJOE & Co., national representative firm, has opened new office in St. Louis, Mo. Paul Brown Bldg., 215 Olive St.
LESLE L. WARNE has been named St. Louis general manager.

EDITH KIRBY, formerly of old Blue Network, ABC and NBC, has joined KGO San Francisco, as manager of traffic department. She served as editor of KGO from 1943 to 1946. She replaced ELEANOR HIGHT, who resigned after 20 years service with KGO.

STAN LEE REED, formerly with Young & Rubicam, and Theodore Newhoff Adv., has been named salaried salesman for WMAR-FM Baltimore, Md.

JOHN J. HULL, former copywriter of WCLO Atlanta, has been appointed sales coordinator and account executive for WLS, N. Y.

WALTER A. BASS, who has been in sales at WOOD Grand Rapids, Mich., for that city's largest radio, has been promoted to commercial manager. He previously represented these years at WIBA Madison, and one year at WCOL Janesville, Wis.

HARRY C. WRAY, sales manager of WHLO Knoxville, is the father of girl, Lynda Alyce, born July 11.

BEN WILSON, continuity director and EDWIN FISHER, sales promotion manager at KMOX St. Louis, have joined KMOX staff. Messrs. Wilson and Fisher were incorrectly identified in BROADCASTING, July 5.

JOHN TASNADY, formerly with KUQN Portland, Or., has joined KOYO Moscow, Mont., as account executive, account manager and writer.

JOE FIFE, commercial manager of WVJS Owensboro, Ky., has taken up office in Chicago where he will represent WVJS, through special arrangements with William G. Rambeau Co.

KSTP-TV Minneapolis-St. Paul has issued Rate Card No. 1, which became effective June 1.

MELCHOR GUZMAN Co. Inc. has been appointed U. S. and Canadian representative of RHE Aguaduice, Panama.

R. C. ACKER, formerly of KEIN Visalia, Calif., has joined KEEN San Jose, as account executive.

IRENE FOWLER, traffic manager of KFI Los Angeles since 1944, has been named secretary to HAAN J. TYLER, program manager and coordinator of television. CHARLENEM AUMACK, formerly with KVAN Vancouver, replaces Miss Fowler.

LARRY KRASNER, Los Angeles manager of Forjeo & Co., national radio representative, and Adelle Plittout have announced their marriage.

BOB JOHNSON, NBC Hollywood accountant, is the father of a boy, Robert.

ROY BACUS, commercial manager of WRAP Fort Worth, is on the Fort Worth Community Chest publicity committee in charge of radio.

NORRIS MACKENZIE, program division, All-Canada Radio Facilities, Toronto, is the father of a girl, Constance Caroline, born July 11, and BRUCE ALLOWAY, time division, All-Canada Radio Facilities, is the father of a girl, Susan Lynn, born July 9.

OREN MATTISON, auditor of KMPK Hollywood, has been appointed to board of governors of Los Angeles Credit Managers Association.

BETTY FLINT, copyrighter for KIDO Boise, and Charles Rodgeres have announced their marriage.

NORMA KIRBY, regional sales manager of WLAW and WLAW-FM Lawrence, Mass., in charge of Boston offices, has been accepted for membership in Boston Chamber of Commerce.

CECR-FM Kitchener, Ont., made its debut on the air June 29 on 96.7 Mc with 500 w, according to a report of Radio Branch, Dept. of Transport, Ottawa. CHLP Montreal, has increased power to 1 kw on 1410 Mc; CHVC Niagara Falls, has changed corporate name to Radio Station CHVC Limited; CJOT Guelph, has changed corporate name to CJOT Limited; CECR Kitchener, has changed corporate name to Kitchener-Waterloo Broadcasting Co. Ltd., and CKAC Montreal, has increased power to 10 kw daytime, 5 kw nighttime on 720 kc, according to same report.

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**Commercial**

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

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**That's what Hooper says**

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**BROADCASTING CORPORATION**

**RADIO BUILDING**

**BUFFALO 3, N.Y.**

**National Representations: Free & Peters, Inc.**

---

* Leo J. ("Fitz") Fitzpatrick
  I. R. ("Ike") Lounsberry
IT'S TOO LATE
GET YOUR REMOTE EQUIPMENT
READY FOR ACTION

Now,—is when you should get your remote equipment for that big sports and political season that's almost here. Do it best by ordering Gates remotes right now.

Four models are in stock,—the Foursome with the four channel mixer,—the Compact with VU meter for single channel jobs,—the Dynamote three channel unit, long the favorite of hundreds of stations,—and the Conditioner, the most popular single channel remote amplifier in broadcasting. Gates remotes are the "mainstay" in most radio stations because they give that "new" performance for years. Operators like them because they have maximum facilities and portability.

Models are in stock to work with your microphones—
Just write or wire for complete information.
Your next jobs will be easier with Gates remotes.

Gates Radio Company
Quincy Illinois

IN '49 IT'S THE GATES LINE
Announced in next week's BROADCASTING

GRANTS for a new regional station at Erie, Pa., and Cumberland, Md., were anticipated by FCC in proposed decisions handed down last week.

The decisions, each involving mutually exclusive applications, proposed for (1) non-newspaper applicants, and (2) applicants whose stockholders have diversified community and business interests. Between the remaining applicants, Community Broadcasting and Erie Broadcasting, the majority chose Erie because of "the higher degree of integration of ownership with the actual management and day-to-day operation of the station."

WBOC Stockholders

Among the 38 stockholders of Capital Broadcasting, nominated for a grant at Annapolis and planning to affiliate with Mutual, are a group who control WBOC Salisbury, Md., (53.5%) and who have 24.6% of the stock of Tri-State Broadcasting, which lost the proposed decision for Cumberland.

The Commission chose Capital over Mr. Kramer, a real estate man, on grounds that Annapolis (two daytime stations) needs the additional local outlet more than Cambridge (one fulltime station). The local-ownership factor also was cited, in view of Mr. Kramer's residence at Annapolis and his concession that he is not yet "thoroughly familiar" with the needs of Cambridge.

In the Cumberland case, the majority preferred Mr. Raese, one-time U. of West Virginia basketball coach and now vice president of Greer Steel Co. at Morgantown, W. Va., on the grounds that his application was superior to that of Tri-State Broadcasting from the standpoint of local ownership and integration of ownership and management. Mr. Raese, it was noted, is familiar with Cumberland despite his residence at Morgantown, whereas two-thirds of Tri-State's stockholders, representing about one-half of its stock, would be "absentee owners."

Raese Would Be Manager

Mr. Raese is the son-in-law of Mrs. A. J. R. Greer, owner of WAJR and WAJR-FM Morgantown, WDNE Elkins, W. Va., and WKJF (FM) Pittsburgh. He has taken part in the affairs of the license company (West Virginia Radio Corp.), supervised construction of the Elkins and Pittsburgh stations, and has participated in operations of WAJR. He would manage his proposed Cumberland station, which would be a Mutual affiliate.

Tri-State is owned by 47 stockholders, headed by Charles A. Piper, Cumberland banker. Other officers include John W. Downing, president and a major stockholder of WBOC Salisbury; W. D. Smith, owner of a chain of retail shoe stores; Robert L. Stallings, president of a local coal mining company. Approximately 42% of the stock is owned by persons who have 73.4% of WBOC; 13 of this group own 25.7% of the stock of Capital Broadcasting, proposed grantee at Annapolis, and some of the subscribers have a minority interest in WCAO Baltimore. Largest single stockholder (25%) is the Cumberland News-Times.

Paves Capital Chief

Capital is headed by Alfred Paves, Westinghouse engineer, with Mr. Downing, head of WBOC, as vice president. There are 38 stockholders including the group with overlapping interests in WBOC and Tri-State.

Erie Broadcasting, proposed grantee for Erie, is owned by Thomas Phillips Jr., chief engineer of WKPT Kingsport, Tenn., who would hold a similar position with the proposed station (30%); William M. Schuster, wholesale radio businessman, and his wife Frances (16%); Conrad Eifenbein, businessman, and his brother Cecil, attorney, (1 5 0% each); and Sylvia Galinsky, sister of Mrs. Schuster (10%).

Majority Are Veterans

The principal owners of Community include John A. Blackmore, president, and Edward G. Petrell, both local attorneys; Jeanne R. Blackmore, W. Raymond Sawday, Chester W. Zerbe, Dan T. Ryan, and Allen R. Davison, all local business and professional people. All of the directors and most of the stockholders are war veterans.

The Commission's proposed decision in each instance followed substantially the report and recommendations of the hearing examiner. In the Cumberland case, however, FCC overruled Examiner Jack P. Blume's recommendation that Mr. Raese be preferred for the additional reason that some of the stockholders of the rival Tri-State have radio interests in Salisbury and Baltimore. Examiner J. Fred Johnson Jr. wrote the recommended decision in the Erie case, and Examiner Hugh B. Hutchinson in the Annapolis-Cambridge case.
**The new Western Electric 756A**

20 watts capacity
Superb quality of reproduction
Compact and simple to install
Available for immediate delivery

Before you select any speaker for your studios or transmitter building, look at the 756A and listen to its brilliant tonal quality.

The 756A is just one of a line of new Western Electric speakers with power capacities from 8 watts to 30 watts. Get the full story on all of them from your Graybar representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

**QUALITY COUNTS**


July 26, 1948 • Page 53
KSCB GETS UNDERWAY; LANDON IS AN OWNER
KSCB, new 1-kw daytimer on 1270 kc, was slated to begin operations yesterday (July 25) at Liberal, Kan. The station, licensed to Se-ward Country Broadcasting Co., is owned by Al M. Landon, former Kansas governor and 1936 Republican Presidential candidate, and three Liberal residents, Lee Larrabe, Ralph Colvin and Vernon Griffith.

KSCB has new Collins equipment and a new building housing studio, offices and transmitter, according to Leon S. Salathiel, man-ager.

Mr. Salathiel has been in radio since 1923. Except for an interval during World War II, first in St. Paul and then for 15 years with NBC and CBS in New York.

Women's Wear Industry Advised of TV Potential

GEORGE MOSKOVICS, manager of sales development for CBS tele-vision, last week advised representing-managers of the women's wear in-dustry to waste no time in learning the great possibilities of video in all phases of merchandising.

Mr. Moskovic, who addressed a luncheon meeting of the Fashion Group Inc., in New York, estimated that nearly 14 million television sets will be in use in TV signal by the end of 1952, based on forecasts by the CBS engineering department. Discussing video time buying, he said that nationally distributed shows could be used in a network as a “great tool” to advantage, and that local outlets such as department stores probably would do better with local spots.

Electric Ass'n. Reports 27,000 Chicago TV Sets

MORE THAN 27,000 television receivers were installed and in use in the greater Chicago area as of July 16, according to a report issued last week by the Electric Ass'n., Chicago, sponsor of the National Television and Electrical Living Show at the Chi-cago Coliseum Sept. 18-26.

Of the 27,159 sets reported oper-ating within the normal TV range of Chicago, 78% were in private homes, 17% in public places and 5% in dealers' show rooms.

In a monthly report issued in mid-June the association revealed 24,992 sets operating in the same area.

Davis Joins Maxon

TYLER DAVIS, specialist in food and package goods advertising, has joined the New York staff of Maxon Inc. Mr. Davis was formerly associated with the Kodak Agency, BBDO, J. Walter Thompson and Kenyon & Eckhardt. In his newest capacity, he has been assigned to Clinton Industries Inc. and Snow Crop Marketors accounts.

CCBS Reaffirming Stand, Says Sholis

Opposes Any Legislation to Put Ceiling on High Power

UNLESS the U. S. provides for improved radio service to rural areas through use of high power on clear channels the nation's rural radio broadcaster and all others in the industry "are in serious trouble," Victor A. Sholis, director of the Clear Channel Broadcast-ing Service, said Monday after a meeting of CCBS at Chi-cago's Palmer House.

"We reaffirmed our opposition to any legislative ceiling on power, or legislation leading to duplication of clear channels," Mr. Sholis said. "We reiterated once again that the only way to improve service to rural areas and small stations is through use of high power."

Hough Re-elected

Twenty members of the organization in attendance re-elected Harold V. Hough, director of WBAP Fort Worth, as treasurer. They also set up a committee to interview several prospects for the position of CBS director, now held by Mr. Sholis, who asked to be relieved of the post last year when he was named director of WHAS Louisville. Members of the committee are Frank F. Schreiber, WGN Chicago; James Shouse, WLW Cincinnati; John H. De Witt, WSM Nashville; Glenn Sny-der, WLS Chicago, and Mr. Sholis. The meeting of the meet-ing that NARBA, at its 1949 meet-ing, may be expected to grant Mexico and Canada the right to broadcast to this country on existing clear channels unless higher power is assigned the CCBS. Cuba already has been authorized to go on four channels.

Other implications of the 1949 NARBA conference also were dis-cussed.

Barnes Heads Radio-TV Department, Dorland Inc.

HOWARD G. BARNES has been named director of the newly-formed radio and television department of Dorland Inc., New York. Mr. Barnes was formerly with WOR-Mutual New York, CBS and WNBC of New York. Barnes heads the Radio-Television Corp. of America. During the war he produced and wrote Navy training and propaganda films.

The new department under Mr. Barnes will build radio television programs for Dorland clients, and in addition, plans to package shows for other agencies and their clients.
THEY KNEW WHAT THEY WANTED

And, like many other radio engineers, they also knew where to bring their plans for successful completion.

Among recent Blaw-Knox installations is this rugged 500 ft. Special Heavy Duty H 40 Tower for the Crosley Broadcasting Corporation's Station WLWT, supporting a 5-section RCA Television Antenna.

Tower-building experience dating back to the days of "wireless" is at your disposal when you enlist the services of Blaw-Knox engineers.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

2020 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
**TV HEARING**

WITH Westinghouse testimony on its Stratovision system of airborne relays slated for the lead-off spot, FCC today (Monday) goes into the final phases of its nation-wide video channel reallocation hearing.

Oral argument covering the entire proceeding—including such comments as the wisdom and legality of the hearing itself, and the validity of the tenets of U. S.-Canadian agreement on TV channel allocations along the border [BROADCASTING, July 12]—meanwhile was set last week for Aug. 16.

The Aug. 16 session also will include arguments by representatives of the Federal Communications Bar Assn, protesting the procedures contemplated by FCC in its proposal to rely on rule-making for changes in the television channel allocations table [BROADCASTING, March 29, July 19].

**KHBG, KPDR Sales Await FCC Consent**

Donald W. Reynolds Buys Omkulee Station

SALES OF KHBG Omkulee, Okla., for $125,000 to Times Pub. Co., and Donald W. Reynolds interest, and KPDR and KPDR-FM Alexandria, La., for $24,000 to Louisiana Baptist Convention were reported last week in applications for FCC approval by the Commission.

KHBG, 250 w fulltime Mutual outlet on 1240 kc, is acquired by Times Publishing from Lucille Ross Buford and Paschal Buford, 49% owner each, and Sam W. Ross, 2% owner. Publisher of daily Times and Sunday Times-Democrat, Times Pub. Is 100% subsidiary of Southwestern Pub. Co., owned principally by Mr. Reynolds.

He also holds 60% of WIKK Erie, Pa. and KPDR-FM Fort Smith and applicant for television at Tulsa and Oklahoma City. Mr. Reynolds has an AM application pending at Alexandria, which he will dismiss if the acquisition of KHBG is approved.

KPDR, Mutual affiliate on 970 kc with 1 kw day, 500 w night, fulltime, also has permit for KPDR-FM at Alexandria. Transaction includes sale by Eugene Levy, president, of all his 440 shares, representing 55% interest, while other 12 stockholders dispose each of one-half of their present holdings. Total interest of 77.5% is sold to the Baptist group. Other stockholders and their present holdings are: Sidney B. Pearce and George S. Stanley, 60 shares each; Paul A. Gilham Jr., 80 shares; Julius B. Nachman and Issac Wahider, 30 shares each; Philip Sealfano, Abe A. Rubin, Junius H. Payne, Carl L. Dunn and Luther M. Lewis, 20 shares each, and William T. Morgan and George I. Maston, 10 shares each.
Committees of TBA On Regional Basis

New Plan Aims to Have Members Share More in Group's Work

FOUR COMMITTEES, to serve respective regions in the U. S. on industry problems, will be established by fall by the Television Broadcasters Assn. Purpose of the plan, TBA says, is to give members a greater role in TBA activities.

Each committee will have a chairman, who also will serve on an executive committee which will act as an advisory group to the board of directors. Committees will meet quarterly.

The regions, set up on the basis of current membership—70 organizations—have been established as follows:


Midwest—Fort Wayne, Ind., Cincinnati, Detroit, Chicago, Milwaukee, St. Louis and Kansas City.

Southern—Atlanta, Charleston, N. C., New Orleans and Dallas.

West Coast—Los Angeles and San Francisco.

FM STATIONS SPENDING BIGGEST AMOUNT, FMA

GREAT expenditures for equipment by FM broadcasters in the first quarter of 1949 was reported last week by the FMA in Washington.

Using his figures on equipment sales reported by RMA [Broadcasting, July 19], J. N. (Bill) Bailey, FMA executive director, estimated that FM broadcasters bought $25,650 worth of equipment for new station operations compared to $1,682,615 by TV and $1,179,614 by AM. Using dollar volume figures, Mr. Bailey figured that FM spent 49.9% of the total, television for 29.4% and AM for 20.7%.

"Inasmuch as FM equipment is much less expensive than that for television," said the FMA director, "the sales figure for the first three months of this year point to a tremendous expansion for FM broadcasting."

"Television is growing," Mr. Bailey stated, "but on a much more restricted basis than FM." He pointed out that there are 150 commercial and 22 noncommercial FM stations serving more than 350 communities. On the other hand, he said, television, because of its cost, is confined to larger cities and can only be seen in 11 communities at present.

POLIO FIBILUSTER

Southern Stations Join in Fund Campaign

-To Combat Epidemic—

WITH the polio epidemic reaching great proportions in the Southern states, stations are contributing their facilities to aid the drive for additional funds and hospital space. In Greensboro, N. C., WBIG has raised more than $31,000 and is still going strong.

Most of these funds have been collected through the efforts of Bob Jones, well known for his Grooves by Jones show. In June Mr. Jones received word that the Greensboro Polio hospital needed a refrigerator, and he made an appeal on his program. A refrigerator was soon contributed. Next word came that a washing machine was needed and The Grooves started a singing filibuster. Without the aid of music he sang for an hour and 15 minutes until enough money was raised to buy the machine and "stop the racket." His Bob Jones Polio Fund is now aiming at a $40,000 goal.

Contributions for the Greensboro Polio Hospital also are being raised in nearby Reidsville through the joint drive of WFRC and the local Junior Chamber of Commerce. On July 16 WFRC turned its facilities over to the JCC and for three hours listeners were urged to pick up their phones and just say "polly." Telephone operators gave them the numbers of WFRC where donors left their names and addresses.

Cars manned by JCC members called for the donations. More than $3,300 was collected during the broadcast and more is coming in. All money will be used to build a modern polio hospital in Greensbo- roro, which also will serve Reids-

WNOX Knoxville, Tenn., also has done its part in the Infantile Paralysis Campaign Fund drive. Station reports that a statement from the county campaign fund treasurer shows that WNOX collected $4,628.75—almost 14% of the total collected in the entire county. Lowell Blanchard was the chieft contribution-drawer at WNOX. Mr. Blanchard, who is m.c. of Midday Merry-Go-Round and Musical Clock, used both programs in the drive. On the former show he staged a contest to determine the relative popularity of the four acts of the show. Votes cast a penny each and 886,046 votes were cast. On the Musical Clock, Mr. Blanchard played request numbers in recognition of a contribution of a dime or more, from 7 to 9 a.m. Small coins rolled in, as did checks for $100 and $25. All money was turned over to the 1948 Infantile Paralysis Campaign Fund for Knox County.

A TOP TOOL FOR TELEVISION

(AM AND FM, TOO!)

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

TEAR OUT AND MAIL TODAY

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 ___________________________

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CITY _______________________ ZONE ________ STATE __________

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July 26, 1949 • Page 57
"TIMES - MIRROR" TOLD
TO START FM OUTLET
TIMES-MIRROR Co., permittee
of television station KTTV Los
Angeles and FM grantee there,
was advised by FCC last week in
effect to get its FM outlet on
the air or relinquish its facility.
The FM authorization initially had
been made in November 1946.
Times-Mirror had asked the
Commission that its FM permit
be allowed to remain status quo
until it had determined whether
or not it wished to go ahead with
its plans for an FM operation. Firm
recently has negotiated with CBS
to assure 40% interest in its video
venture.
FCC advised the newspaper
publisher that no further ex-
tensions of time to complete con-
struction would be allowed unless
it was shown the firm planned "expen-
tiously" to complete the station or
to promptly commence interim
operation.

The Commission said: FCC "has
received several similar requests
from FM permittees and has uni-
formly denied them. What you are
requesting is that an FM channel
be reserved for you for an inde-
finite period of time and that
you not be required to make any
use of the channel in the mean-
time. The Commission believes
that a grant of such a request
would be contrary to the intent of
the Communications Act... and
agreed that it would be the pub-
lic interest that the pub-
lic might thereby be denied an FM
service which could otherwise be
provided by another applicant who
is now ready to go ahead. In this
situation it should be noted that
five applications are now pending
for the four Class B channels
remaining available for assign-
ment in the Los Angeles area."

NEW MISSOURI OUTLET
GRANTED; KVER SHIFTS
NEW DAYTIME station on 730
ke with 250 w was authorized
last Monday by FCC for Warrenton,
Mo., and change of frequency for
KVER Albuquerque, N. M., from
990 ke to 1340 ke was granted.
Actions were taken July 16.

Recipient of Warrenton assign-
ment is W. T. Zimmerman, owner-
manager of local Vita Theatre and
owner of Green Pastures Estate,
including airport and air school.
Estimated cost of construction for
the new station was given as
$14,600.

KVER, licensed to Intermountain
Broadcasting Co., is assigned
250 w fulltime and is a Mutual
affiliate.

At the same time the Commissio-
n ordered that its earlier grant of
1 kw day on 690 ke to KSTL St.
Louis be modified so that it is
subject to the condition that station
must satisfy all legitimate com-
plaints of blanket interference,
including external cross-modula-
tion, occurring within 250 mv/m contour
of WTMV E St. Louis, Ill. WTMV
petition opposing KSTL grant
was dismissed. Station is on
1490 ke with 250 w fulltime.

BUYERS discuss, during meeting
of auto dealers, their recent pur-
chase of 13 quarter hours weekly
on KNX Hollywood for Kaiser-Frazer
Corp. through William H. Wein-
traub Advertising, New York. In dis-
cussion (l to r) are: Mr. Weintraub,
agency president; Edgar F. Kaiser,
general manager, Kaiser-Frazer
Corp.; Donald W. Thorne-
burgh, CBS Western vice presi-
dent, and Henry J. Kaiser Jr., vice
president and general
manager of Southern California division,
Kaiser-Frazer Corp.

KABC Sued; Candidate
Declares He Was Labeled
SUIT alleging "libelous and slan-
derous" statements has been
brought against KABC San An-
tonio and William Hensley, Bexar
County District Attorney. V. E.
(Red) Berry, candidate for state
senator, filed suit in 73rd District
Court charging he had been libeled
in broadcast over KABC July 15.
Alamo Broadcasting Co. (KABC)
is owned by Texas State
Network. Charles B. Jordan, vice
president of network, said at Fort
Worth that Mr. Hensley's suit was
brought against other station's
lawyers before broadcast. "We don't
know what it's all about yet," Mr.
Jordan said.

WSEE (TV) to Join ABC
WSEE, television station in St.
Petersburg-Tampa, Fla., expected
to go on the air early next year,
have become the 14th affiliate of the
ABC video network. The station,
to operate on Channel 7 with 26.2
kw visual, 13.1 kw aural power, is
owned by the Sunshine Television
Corp., of which Robert R. Guthrie
is principal owner and president.
ABC television attractions will be
supplied WSEE on film until war
station joins the network by coaxial
cable or radio relay.

KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana

Authenticating listening surveys prove that for the
FOURTH STRAIGHT YEAR KMLB has more
listeners in Monroe and Northeastern Louisiana
than all other stations combined! A rich, punchy
$103,629,000 market reached only by KMLB.
New AM Permits Are Issued by FCC
Grants Go to Chico, Calif.,
And Kittanning, Pa.

New Standard stations were granted last week by FCC for Chico, Calif., and Kittanning, Pa., while improved facilities were awarded to three existing outlets.
Julian Louis Liebman received assignment of 1 kw daytime on 1600 kc at Kittanning while Sacramento Broadcasters Inc., licensee to KXOA Sacramento, Calif., received Chico facilities of 1 kw fulltime on 1150 kc with directional array at night.

KHSF Chico was granted power increase on 1290 kc from 1 kw to 5 kw, using modified directional antenna. WEAM Arlington, Va., received power boost from 1 kw day on 1390 kc to 5 kw fulltime, directional. KQDM Stockton, Calif., was authorized increase of power from 5 kw to 10 kw on 1140 kc, fulltime. Station will modify its directional array.

WKAZ Norfolk, Va., was granted modification of permit to change frequency from 1220 kc to 1230 kc and change hours of operation from daytime only to fulltime. Power assigned is 350 kw. On this action Comrs. Wayne Cay and Paul A. Walker voted for hearing.

At the same time it was reported that WLYF Mobile, Ala., operating on 1450 kc with 250 kw, was granted change of studio and transmitter site from Mobile to Sheffield, Ala., and KFAR Fairbanks, Alaska, was granted extension of special service authorization for 10 kw fulltime operation on 660 kc until May 1, 1949.

All of the grants except KFAR and WKAZ involve engineering conditions.

Mr. Liebman, Kittanning grantee, is a speech and dramatics student at Allegheny College and during the summer works in the retail store of his grandfather, Philip Mervis, who has agreed to give him $5,000 to build and operate the station. Estimated cost of construction is $21,500.

Sacramento Broadcasters, Chico grantee, is owned by Lincoln Delar, who is president and 90% owner of Valley Broadcasting Co., licensee of KXOA Stockton, Calif. Estimated cost of the Chico station was given as $24,500.

KAGH Opens AM Station
At Pasadenas on 1300 kc

KAGH Pasadena, Calif., began AM operation July 22, with Pete Watts as general manager. Mr. Watts formerly was general manager of KYOR San Diego.

KAGH is owned by Andrew G. Haley, Washington radio attorney, and operates on 1300 kc with 1 kw daytime. Studios and transmitter are at 800 Sierra Madre Villa, Pasadena. Operated solely as an FM station in the past, KAGH will use AM and FM simultaneously.

Joining Mr. Watts as chief engineer is Ben Leff, who served in a similar capacity at KYOR. Warren Williamson, of KLAS Las Vegas, is chief announcer.

REMOTE PICKUP PLAN
OPPOSED BY LINK CO.

FCC's Proposal to move remote pickup broadcasting out of the 150-162 mc band will "stifle" the growth of this service and work to the disadvantage of broadcasters, manufacturers, and the public, Link Radio Corp. told the Commission last week.

Link's views on the 150-162 mc allocation, presented by Chief Engineer Frederick T. Budelman in a written statement, were in line with those of a number of broadcasters who have protested the proposed move [BROADCASTING, July 15]. Mr. Budelman wrote:

Previous action of the Commission has forced this service [remote pickup broadcast] from its former frequencies in the 30-40 mc band and required the expenditure of large sums of money by both manufacturers and broadcasters. Now that the 30-40 mc equipment has been obsolete and amortized, and 150-162 mc equipment fully developed and put into wide usage, the deletion of appropriate channels for its use will immediately stifle any expansion of the remote pickup broadcast service for a long period of time and work a severe hardship on both manufacturers and broadcasters. More important, the public will be deprived of a very valuable service .

The Link company felt the alternate assignments proposed by FCC in the 25-28 and 450-480 mc bands will not permit service comparable to that in the 150-162 mc area. Link also protested FCC's failure to provide experimental channels in the 44-45 and 150-162 mc bands, declaring this omission "will greatly retard the ability of manufacturers to continue to improve the equipment needed for these bands . . . .

Weir Promotes Neave

RALPH NEAVE JR., who has been associated with Walter Weir Inc., New York, as director of research since the agency was founded in 1946, has been elected vice president in charge of research for the agency, Walter Weir, president, announced last week.

TRUCON RADIO TOWERS
are Modern - to meet Modern Needs

TRUCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation


When the WSBA Broadcasting Company, York, Pennsylvania, planned its completely new and modern transmitter building, it also selected the very best in modern radio tower design. WSBA uses a 380 ft. high Truccon Self-Supporting Steel Radio Tower, to support a 2-bay RCA FM Pylon.

This splendid new tower is typical of the sturdy design, quality materials and skilled workmanship in hundreds of Truccon Radio Towers in America and foreign lands . . . each tower built to exactly meet specific requirements.

Truccon can engineer any type of tower you desire . . . guyed or self-supporting, either tapered or uniform cross-section . . . tall or small AM, FM or TV. Truccon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

JULY 26, 1948 • PAGE 59
**TV ROLLS ALONG**

WHILE other phases of the American entertainment industry are gradually slipping from their wartime peaks, television appears to be growing like Topsy, and radio income continues to increase.

In terms of profit, radio has fared better than other segments of the entertainment field. While 1947 figures for the others were lower than in 1946, net time sales for radio increased 7.5% or almost $25,000,000. National network sales slipped 1.1%, but they were offset by boosts of 16.4%, 5.1% and 0.9% in local, national non-network and regional network sales, respectively [BROADCASTING, Feb. 15].

Some of the big-name radio stars, however, are not signing up this fall and those who do, in most cases, will probably take salary cuts. Few guest-star appearances are planned and those which do take place are expected to be for smaller sums.

And, like movie producers, many radio program sponsors are leaning toward lower-budgeted shows. The upsurge in giveaways, which cost little to produce yet attract listeners, is an indication of this trend. Reduction in the price of package shows is another sign that radio, too, is tightening its belt.

This summer’s decline in movies, WGN-TV Selling Spots; Harvey Takes New Post

**THIRTY-SECOND** and one minute spots are being sold for the first time on WGN-TV, the Chicago Tribune video station, William A. McGuineas, WGN Inc. sales manager, announced last Tuesday, coincident with arrival of George Harvey as television sales manager.

Mr. Harvey, who has worked many years for the Tribune and WGN, formerly was eastern sales manager for the station.

A one minute live spot on WGN-TV costs $500; one minute time costs $600. Spot charges scale down to $57 each for 13 time contract and $45 each for 312 times. One minute film spots cost from $50, one time, to $57.50 for 312 times. Thirty-second spots range from $40 to $30 each.

KFI to Appeal Refusal To Hear Damage Action

KFI Los Angeles will appeal ruling by Judge Ben Harrison that his court lacked jurisdiction in the $150,000 suit against Superior Court Judge Kenneth E. Morrison of the Santa Ana, Calif., and KVOE Santa Ana.

The station contends Judge Morrison and KVOE conspired to deny its constitutional right when reporters were denied entry to broadcast a murder trial. Judge Harrison held state law gives Judge Morrison control of his courtroom and that the action was not one of Federal jurisdiction.

stage shows, night clubs, records and sheet music reportedly is far worse than that of last summer. There is a fear in the industry that even the usual pickup in the fall will not be able to reverse the downturn.

TV Rise Seems Phenomenal

In view of these circumstances the rise in television seems all the more phenomenal in contrast. According to the New York Times’ Murray Schumach, who made a study of the situation, “Television has become virtually the only major entertainment field—with the possible exception of some concert programs—to show continued growth. Yet, despite the accelerated pace of video’s progress it has not yet begun operating at a profit.”

Motion picture executives have been denying that TV has any effect on their business, but as Mr. Schumach points out, “they (movie executives) have made repeated attempts to introduce video screens and many well-known Hollywood figures have already boarded the television band-wagon.”

Although the movie industry still shows a profit, statements of the leading studios show as much as 50% drop in the margin for 1947 compared to 1946.

On Broadway there are fewer shows this summer than last and several are reported ready to fold. Night clubs have resorted to numerous tactics to cope with the situation. Summer closings are in abundance.

Some night clubs have tried doing away with minimums to attract business and others have replaced name stars with unknowns to reduce costs.

Tax collections from the sale of records declined 9% in the 1948 fiscal year while the sheet music fall is estimated at 40%

Reasons for Slump Cited

Beats for the slump, in the opinion of industry and union officials are:

1. Increased cost of living has forced people to cut down on luxury and entertainment expenditures.

2. Return of long-scarce commodities such as cars and household appliances to compete for the dollar. Return of installment buying is also felt to be a factor against entertainment.

3. Greater choice of diversions available to the public, including television and night baseball.

4. Higher costs the industry has had to pay but has not been able to pass along.

Walker Quits WHN

RUSSEL WALKER Jr. has resigned as senior sales executive with WHN New York, to join the sales staff of John E. Pearson, station representative, New York office. Prior to his association with WHN, Mr. Walker was with WQXR New York.

**MEMO to STAN PULVER—**

Dancer Fitzgerald Sample:

WCKY’s “Old Time Vaudeville” with a rating of 8.8 was the ONLY local show to make the top ten Saturday daytime shows” in Cincinnati.

*Post, Mar.-Apr. 1948*

**50,000 WATTS OF SELLING POWER**

**BROADCASTING • Telecasting**

**MEMO to STAN PULVER—**

Dancer Fitzgerald Sample:

WCKY’s “Old Time Vaudeville” with a rating of 8.8 was the ONLY local show to make the top ten Saturday daytime shows” in Cincinnati.

*Post, Mar.-Apr. 1948*
Dennis Named Assistant Program Chief for WGN

APPOINTMENT of Bruce Dennis, public relations director of WGN, The Chicago Tribune station, as assistant program director in charge of operations was announced last Thursday by Frank P. Schreiber, WGN manager, in the wake of the resignation of Buckingham Gunn as program director.

A report earlier this month [Broadcasting, July 5] that Walter J. Preston, commercial program director, succeeds Mr. Gunn was confirmed. James G. Hanlon, assistant public relations director, assumes Mr. Dennis' duties. All appointments are effective Aug. 2.

Mr. Dennis has been public relations director since 1940, except for 39 months in the Navy during World War II. Mr. Preston had been commercial manager of WGN since January when he left WBKB Chicago where he was in charge of program operations seven years. Mr. Hanlon has been a member of the public relations staff since 1943 and assistant director since 1946.

ZIV Increase

AN UPSWING in business is reported by the Frederic W. Ziv Co., transcription firm with offices in Cincinnati, New York, Chicago and Hollywood. An end-of-the-month survey indicated that the firm sold at least one program every day during June. Receipt of contracts for July, August and September further indicates a new sales record.

NEW FACILITIES OF KPUG, new 1-kw fulltime station on 1170 kc at Bellingham, Wash., include this modern structure. KPUG is a Don Lee-Mutual affiliate, and its general manager is Miss Vicki Zaiser. Station uses Western Electric equipment.

NEW RCA TRANSMITTER, ANTENNA FOR WCBS-TV

A NEW RCA transmitter and special antenna have been purchased by WCBS-TV, New York television outlet of CBS, it was announced last Monday.

Antenna will be an array of 16 dipoles mounted on the spire of the Chrysler Bldg. Installation of transmitter and antenna, pending grant by FCC of construction permit, will be completed well before the end of the year, according to William E. Lodge, CBS vice president in charge of general engineering.

Meanwhile CBS-TV headquarters at Grand Central Terminal Bldg., New York, are undergoing complete reconstruction, with new studios being added and other technical equipment already installed.

Proposed TV Reallocation Plan is Corrected by FCC

FCC July 16 corrected its "typographical errors" in its proposed television channel reallocation plan [Broadcasting, May 10], and said it will accept comments on revised portions until Aug. 2 and answers to these comments until Aug. 9. Reallocation table, FCC said, should be corrected as follows ("e" denotes community channel):

Belleville, Ill., omit Channel 11; Cherokee, Iowa, change 2 to 4-e; Iowa City, change No. 11 to 11-e; Hendee,氐, change No. 4 to 4-e; Owatonna, Minn., change No. 4 to 4-n; Colum-

Bus, change No. 5 to 5-e; Berkeley, Mont., change No. 5 to 5-e; Rocky Mount, N. C., change No. 5 to 5-n; Portsmouth, Ohio, change No. 12 to 12-e; Poca City, Okla., change No. 11 to 11-n; Sioux Falls, S. D., omit No. 5.

Price Mention Plan

NEWLY formed British Columbia Assn. of Broadcasters is suggesting a new price mention formula to Canadian broadcasters, to become effective Sept. 1. Price mention in commercials was approved recently by CBC [Broadcasting, July 19]. British Columbia Assn., is suggesting, through CAB, that price mention be limited "to one price mention, or range of prices, per commercial." One repetition of same price is included also.

Other resolutions urged that British Columbia Assn. be given additional representation on CAB board and that radio be advanced in British Columbia through appointment of a promotion committee.

WORKSHOP ON CHURCH RADIO OPENS AUG. 2

THIRTY-FIVE religious radio directors, ministers and educational leaders will meet on the U. of Chicago campus Aug. 2-8 for the Third Annual Religious Radio Workshop.

Among guest speakers will be Arnold Marquis of the NBCU, of California Radio Institute; Frank Papp, director of NBC's Eternal Light; Ola Hiller, radio director in Pontiac, Mich, public schools; Buel Gallagher of the School of Religion; Davis Edwards of the U. of Chicago and George Probst, director of the U. of Chicago's Round Table.

The conference, sponsored by the Joint Religious Radio Committee, in cooperation with the university, will focus lecture sessions on five topics related to religious broadcasting-goals and policies, writing and production, educational church work, relations with the listening public, and training the broadcaster in both the community and the seminary.

New Video Information Service Opened in N.Y.

TELEVISION INFORMATION Service, a subsidiary of Robert S. Keller Inc., radio sales promotion firm, has been opened in New York. Robert Keller, president of the firm, announced its objective as a central source of current information on the facilities, markets and potential audience of commercial television stations.

Questions of subscribers will be answered by telephone, Mr. Keller said, and no attempt will be made to assemble technical data on engineering or production problems. Inquiries on rates and policies will be referred to station representatives. Information on set distribution, station equipment, market, program format etc. will constitute the bulk of the material, according to Mr. Keller.

WINZ FLORIDA'S BIG

INDEPENDENT 940 kc clear channel

FULL TIME

• Primary Signal covers

GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables

Business Address: WINZ BUILDING 304 LINCOLN RD. MIAMI BEACH

Studies: MIAMI, MIAMI BEACH and HOLLYWOOD

Main Studio: HOLLYWOOD BEACH HOTEL

Jonas Weiland, President

July 26, 1948 • Page 61
Baltimore Gag
(Continued from page 24)

any station or newspaper that says anything that might in any way influence a court proceeding.

Justin Miller, NAB president, told Broadcasting the Maryland courts always have asserted wider contempt powers than those in other states. He declared the case will be fought through the highest state court and then the Supreme Court of the U. S.

"As has been evident from my own public utterances, and from the appearances of broadcasters before Congress and various Federal regulatory bodies, the, broadcasters of America have a vital interest in any threat to freedom of speech, regardless of its source," Judge Miller said.

Not Constitutional?

"The Supreme Court of the United States already has indicated in several decisions that the old English rule with regard to contempt, as practiced in Balti-
more, does not have proper application under the Constitution of the United States." Don Petty, NAB general counsel, conferred Wednesday with Baltimore station officials. Further conferences are planned with counsel representing the cited stations—WITH, WBAI, WCBM - and WFBR, in Baltimore; WSID

Pryor Assists Fry

DON PRYOR, CBS newsmen for the past seven years, has joined the Democratic National Commit-
tee as assistant to Kennedy D. Fry, the Committee’s radio director. Mr. Pryor had covered the Pacific war areas for CBS and had served on European assignments, returning to this country a few months ago. Before joining CBS, he had been editor of a chain of small newspa-
papers in Pennsylvania and previ-
sely to that spent three years with United Press.

Essex, Md., and James Connolly, WITH news editor.

The court citations, handed sta-
tioned by the States’ Attorney’s office after the action had been widely publicized, are vague in their terms. Previously the stations had been asked by the States’ Attorney’s office to supply scripts for the early July period. Ansell Sodaro, assistant State’s Attorney, had made an investigation at the direction of two Baltimore Suprem Court judges—Emory H. Niles and John T. Tucker.

The citation orders were filed in Criminal Court. They require the stations to show cause by Oct. 1 why they should not be adjudged in contempt of court. Originally the date had been set for Aug. 16 but it was postponed when the court deferred trial of Eugene H. James, the accused murderer, from Aug. 3 to Sept. 20. The stations are cited for "embarrass-
ishing the administration of justice."

WCBM’s Roeders Hit Action

George H. Roeder, general mana-
ger of WCBM, and Charles A. Roeder, program director, were among broadcasters who spoke openly in criticism of the court’s action, calling it a "quirk of cen-
sorship."

Joseph L. Brechner, general manager of WGAY Silver Spring, Md., head of a joint committee of the Maryland State, Montgomery and Prince Georges associations, pledged the support of the groups in the proceedings. A formal resolution protesting the plan of the Maryland appellate court com-
nitee to make the contempt gag rule statewide in application was adopted in late June (BROAD-
CASTING, June 28).

Phil Austensen, president of the Prince Georges association, and John W. Coffman Jr., president of the Montgomery group, wired WCBM they would join the fight and offered the services of their attorney, Joseph M. Mathias.

A third Baltimore Supreme Court judge, Joseph Sherbow, in a ruling before the Maryland and State Bar Assn. June 24, ad-
vocated some easing of Section 9 of the proposed statewide con-
tempt rules. This section contains gag rules similar to those of the city court.

Judge Sherbow said the con-
tempt language is general and so broad it may be misunderstood. He suggested publications should exercise self-discipline in the in-
terests of justice.

Speaking of broadcasting, Judge Sherbow said:

"A new medium, radio, has entered the field— decided. Radio commentators have large listening audiences. Station owners take the air, with every sentence the equivalent of a headline, springing impressions, and with television the opportunity for influencing the public cannot be measured.

Ordinarily these media of expression and comment are not under the courts. A day-long trial may be disposed of by a few lines of newspaper or a moment’s comment on the air. Now, however, it is evident from the content in this country in the case of a murderer. Before joining CBS, he had been editor of a chain of small newspapers in Pennsylvania and previously to that spent three years with United Press.

Essex, Md., and James Connolly, WITH news editor.

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tioned by the States’ Attorney’s office after the action had been widely publicized, are vague in their terms. Previously the stations had been asked by the States’ Attorney’s office to supply scripts for the early July period. Ansell Sodaro, assistant State’s Attorney, had made an investigation at the direction of two Baltimore Suprem Court judges—Emory H. Niles and John T. Tucker.

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WCBM’s Roeders Hit Action

George H. Roeder, general mana-
ger of WCBM, and Charles A. Roeder, program director, were among broadcasters who spoke openly in criticism of the court’s action, calling it a "quirk of cen-
sorship."

Joseph L. Brechner, general manager of WGAY Silver Spring, Md., head of a joint committee of the Maryland State, Montgomery and Prince Georges associations, pledged the support of the groups in the proceedings. A formal resolution protesting the plan of the Maryland appellate court com-
nitee to make the contempt gag rule statewide in application was adopted in late June (BROAD-
CASTING, June 28).

Phil Austensen, president of the Prince Georges association, and John W. Coffman Jr., president of the Montgomery group, wired WCBM they would join the fight and offered the services of their attorney, Joseph M. Mathias.

A third Baltimore Supreme Court judge, Joseph Sherbow, in a ruling before the Maryland and State Bar Assn. June 24, ad-
vocated some easing of Section 9 of the proposed statewide con-
tempt rules. This section contains gag rules similar to those of the city court.

Judge Sherbow said the con-
tempt language is general and so broad it may be misunderstood. He suggested publications should exercise self-discipline in the in-
terests of justice.

Speaking of broadcasting, Judge Sherbow said:

"A new medium, radio, has entered the field— decided. Radio commentators have large listening audiences. Station owners take the air, with every sentence the equivalent of a headline, springing impressions, and with television the opportunity for influencing the public cannot be measured.

Ordinarily these media of expression and comment are not under the courts. A day-long trial may be disposed of by a few lines of newspaper or a moment’s comment on the air. Now, however, it is evident from

"The rule is construed as applicable only after the person charged with the crime is in the custody of police or other authorities. This precedent before or after indictment, according to Judge Sherbow."

The Washington Post editorial chided the court for "the utter futility of the Chinese wall of insula-
tion" it has attempted to build. It said the public is entitled to know the facts in legal proceedings whereas the judges would impose on all of Maryland "the same con-
dition that prevails behind the iron curtain, with the people de-
pendent for accurate news of the functioning of their institutions on what information can pierce the barrier from the outside."

HOME OF P. H. HANES KNITTING COMPANY

Hanes underwear and hosiery are known and worn the world over. Another big industry within sight of the WAIR tower. Just a part of the great market awaiting the buyer of WAIR time.
Peron (Continued from page 28) 11 session, was the authority for this statement. The three-year-old association, if it is to continue to operate successfully, must see to it that the free-speech principles of American radio are maintained, he declared.

The New York Times dispatch, after the first paragraph, said: "The technique in the present insinuation has been used here often enough to form a definite pattern that foreign correspondents have learned to expect: when embarrassing internal trouble rises, or when Argentina is criticized or by-passed in any way, the regime seems always to have foreigners handy upon whom the blame can be placed and against whom popular resentment can be directed.

"The present outburst against Herbert M. Clark, the United States reporter, whose letter and mail dispatch were opened," the dispatch continued, "would appear to have been inspired by a desire of the Peron regime to make the declaration signed by 14 delegations of the recent IABA conference here, deploring the lack of freedom of the air in Argentina, seem the work of plotters, especially North American plotters."

The letter to the "editor of a radio magazine in Washington" [BROADCASTING], said the Times story, was "reproduced this morning on the front page of Democracy under a banner headline, 'International Intriguers Plant Against the Country.'" The Times dispatch continued: "In the accompanying diatribe covering the better part of two pages, Mr. Clark, a correspondent for the Chicago Sunday Times, is described as 'a filthy Communist plante in our capital city.' Democracy added that his letter and dispatch were being sent to his 'North American accompanists.'

"Carlos Pereyra Rosas, acting chief of the Under-Secretariat of Information, granted tonight that publication of a private letter of a North American citizen might have a disagreeable effect in the United States, but he insisted that it had fallen into the hands of a Buenos Aires newspaper through private channels. "Senor Pereyra Rosas suggested that the Under Secretariat had been just as surprised by the Clark story as anyone else, and emphasized that any private letter whose text constituted 'interference in Argentine affairs' would be news here if it happened to fall into the hands of an enterprising newspaper.

"The United Press dispatch said the 'official editorial' recited that the 'plot' was revealed by 'unquestionable documents,' presumably the Clark dispatch to BROADCASTING, and that it was made possible through the help of 'Argentine reactionaries ousted by the 1945 revolution.'"

The UP dispatch continued: "Branding the plot as 'treacherous and premeditated,' the government said it was 'unworthy of the high sense of solidarity and fraternity displayed by Argentina in all international organizations where it is active ... it will be severely judged by our Latin American brothers.'"

"The multiplicity of North American capitalists, not hesitating to use their wealth and influence against our national construction, has led to anti-Argentine interventionist attempts on our current history, first by a blockade of our general activity, later by a lamentable pseudo-democratic diplomacy which is evidently had neighborhood and negates every honest Pan American ideal, and now through the direct action of the same trusts and monopolies, in connivance with ... unworthy Argentines.'"

Goar Mestre, Cuban delegate to the broadcasting congress, issued a statement tracing the course of the resolution which brought about the government barrage. He said it had been "drawn up by the board of the Inter-American Association of Broadcasters, with the direct participation of each and every one of the fourteen heads of delegations who signed it."

"It was meant to bring out the fact that Argentine broadcasters are complying with the letter or the spirit of Argentine radio law by denying time to opposition parties," Mestre said.

"In no way was it directed to the Argentine government and I was amazed when it was submitted to the foreign minister this afternoon, in the presence of the Cuban Charge d'Affaires, now acting as Ambassador. "The foreign minister, in courteous but precise terms informed me to a note which the board of the Association had sent to President Juan D. Peron with a copy of the resolution and offering to explain or clarify the terms of the letter, if he so wished."

"The note was rejected and returned to me because it was considered offensive to Argentina," Mestre said.

"This meeting lasted an hour and a half and I tried to explain to His Excellency (the foreign minister) the principles and aims of the Inter-American Association of Broadcasters, reassuring him that the joint declaration was addressed exclusively to Argentine broadcasters, whom we considered bound to comply with the letter and spirit of our statutes defending private and nonradio freedom of expression on the air."

NBC Gets OK to Raise Capital TV Tower Height

PERMISSION to increase height of its Washington, D.C., television tower by 12 feet and to install an experimental tower is a grant NBC last week by the Board of Zoning Adjustment in the Capital.

The board's action was an exception to its zoning regulations. Grant for one year was made when no opposition was forthcoming at public hearing.

The experimental transmitter will be installed at the Wardman Hotel in Washington, tower site of WNBW, the network's TV station in the Capital. Using WNBW's tower, NBC plans to duplicate the station's programs experimentally in the 500mc band [BROADCASTING, May 31].

FIVE HUNDRED radio dealers of Pacific Northwest recently attended Philco radio preview and banquet atasonic Temple in Seattle. Principal guests were J. M. Otter, Philadelphia, vice-president and national sales manager of Philco, and C. L. Detweiler, San Francisco, Western sales manager for firm.
In the Unique
Spokane Market
Where the Average Income per Farm Is 122% above the National Average

KGA's 50,000 Watts of
Protected Persuasive Power Extends and Increases the Market
Ask Any Petrie Man!

KGA's 50,000 Watts Clear Channel
ABC Affiliate
Owned and Operated by Louis Wesner
Radio Central Bldg.
Spokane 8, Wash.

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Clark Story
(Continued from page 25)
real they may be to those affected.
The Assembly did not, however, take any further action, being content to rest for the present with the expression of the hope that the situation will be corrected. A time limit was fixed, but a poll indicates that the situation will probably be re-examined at the end of six months.
The Assembly had reluctantly entered the field of international politics earlier by expressing its moral support of Guatemala in the latter's territorial dispute with British Honduras, but adopted a watered-down resolution after having rejected, on Wednesday, Guatemala's plea for strong action. Mr. Nunn, for the United States and Canada, abstained in the voting on the grounds that he was unable to understand the issue or the debate.
The delegates also voted to present testimonial letters to NBC and CBS praising their Latin-American programs. The resolution, a back-handed slap at the State Department's "Voice of America" broadcasts, was presented by the Mexican delegation, though members admit it was written by John Royal, vice president of NBC.

Intervening in the debate over the resolution condemning Argentina, Mr. Nunn said:

"The broadcasters of the United States of America, whom I have the privilege of representing, have commissioned me to enter into this discussion of this resolution because of their confidence that this association, through its conscientious, progressive and courageous membership, is dedicated to the defense of the American way of radio.

"Let us pretend to be a member of what is already a well-conceived, solidly-constructed, capably-directed organization, and shall do everything in our power to contribute to its success. The possibilities of our convictions and the power of our convictions, we can see them flourishing through the energies of the free men. With that, we can hope that it can continue to be a force in freedom of expression, one of those concepts are maintained.

"The policies of this association are forced in high purpose. They are world-minded, clear-cut and understandable. It is necessary for them to be perverted and supported without qualification if either this association or the principles to which it is dedicated are to endure. Freedom in all of its many and varied forms is the keystone of our declarations. Should it ever be compromised or even challenged, purposely or by accident, the survival is sure to depend on us, as an association, to justify our existence.

"It may be that there has been a lack of understanding of this association's approach to what most of us consider a full compliance with IAAAB's declaration of principles, including freedom of the air. If so, I am certain all concerned desire and will welcome the opportunity to make whatever efforts are necessary to accompltish the proper realizations which the Argentine toward establishing and maintaining a solid front in the art and practice of radio broadcasting on this Hemisphere.

"I can only assure each and every member of this assembly of a desire on the part of the United States broadcasters, while supporting the resolutions adopted by the Executive Committee, to work toward the end of complete readjustment—withe an open mind and with every

Upcoming
Aug. 5-6: NAB District 2 meeting, Hotel Sherraton, Rochester, N. Y., 4, 14.
Aug. 7-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.
Aug. 16-17: NAB Districts 10-12 meeting, Midland Hotel, Kansas City.
Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Meadeleah Hotel, Kansas City.
Aug. 18-20: NAB District 11 meeting, Madison Hotel Minneapolis. Aug.
Aug. 23-25: Western Assn. of Broadcasters, annual convention, Beanborough Hotel, Saskatoon, Sask.
Sept. 1-5: National Television and Electrical Engineering Show, Chicago Coll.

Your Sales Will Rise with the climbing rural income of
THE GREAT AMERICAN WHEAT-BELT
-get complete coverage with one purchase, thru 5000 Watts 790 kc. colby, kons.
Represented Nationally by RURAL RADIO CO.
Giveaways

(Continued from page 29)

Giveaway quiz—Get Rich Quick. The original jackpot Monday was a paltry $500, but that's just a start. Go for the House offers a six-room house with lot and other prizes. The value is, of course, inestimable.

The perennial quiz show, Prof. Quiz, awards lighters and fountain pens, in addition to $500 in cash and a set of sires. ABC's daily Ladies Be Seated averages between $1,000 and $2,000 weekly in merchandise, and the Abbott and Costello kid show offers $300 in a letter-writing contest every Saturday. (Recently an Iowa housewife garnered $20,000 for writing on juvenile delinquency.) Betty Crocker dishes out $500 a week for "ideal homemaker" essays during her Magazine of the Air.

Others include Personal Autographs, which awards about $50 worth of record albums, and Shoppers Special, with from $10 to $40 per contestant, sum of which could run into about $500. A listener to Hitching Post, who submits before July 24 the best letter on "Why I Would Like to Own a Shetland Pony" will come up with the abbreviated horse or $600 in cash.

The Romance Angle

The romance angle is not overlooked. ABC has Bride and Groom, for example. Each day it awards a newswriter an all-expense wedding trip and presents worth up to $1,000. A similar feature is Second Honeymoon, which also passes out a trip and merchandise worth $400 to $500. Based on letters from listeners, the show is a natural for those who never had a honeymoon in the first place. It's on the tear-jerking side.

All in all, ABC offered about $52,000 during the period July 12-18 inclusive, which hiked its figure close to that of MBS in the giveaway gallery. Together they comprised between $115,000 and $130,000 of the total offered that week.

NBC's contributions currently are at a minimum, largely because two of its topoplchers in that category—Truth or Consequences and People Are Funny—are dormant for the summer. But there was Dr. I. Q. with a jackpot of $6,000 in the balance (famous quotation contest) and Dr. I. Q. Jr., which offers the kiddies $20 each. Other averages: Take It or Leave It, $300; Double or Nothing, $180; Horace Heidt's show, $250 top; Bob Hawk's show, $275; and Quiz Kids, which throws out four $100 savings bonds to lucky kids. Another, RFD America, gives away between $50 and $150 in merchandise, while still another (aired on a limited hookup), Mind Your Manners, nets a $25 prize.

CBS prime pots have been Hit the Jackpot and Sing It Again. Former was at $11,000 July 20, while the latter was broken at $13,000 on the July 17 broadcast. Both are cash and merchandise.

The network figures its eight other shows approximate a cool $10,000 each week. Four are daily programs—Hunt Hunt Grand Slam, House Party, and Winner Take All—averaging $300 per broadcast per program.

Four others—County Fair, Strike it Rich, Everybody Wins, and Give and Take—each average from $500 to $900 per week.

Last week WNEW New York, in whimsical reaction to such give-ins over, undertook to provide the coup de grace [BROADCASTING, July 12]. Its "scheme" would require participants to have in their possession at least $100, parts or all of which they stand to lose to charity. Titled You Can Lose Your Shirt, it only proves the rule.

Where will radio's excursions into buy-the-listener land end? What counter-attraction will finally silence the jingling of cash registers and blur out the sight of stages bulging with merchandise?

As it stands now, if Mr. and Mrs. John Q. Public wish to break the bank or strike it rich, or just stop the music, they need only take a number to go for the house. They can take it or leave it. In the case of giveaways, there applies in reverse a well-worn adage: "You pays no money and you takes your choice."

As long as everybody hits the jackpot, are people funny wanting to get rich quick?

**SIX FM CPs ISSUED; ONE FOR NEW OUTLET**

CONSTRUCTION PERMIT for a Class B FM station on Channel 248 (97.5 mc) was granted last week by B to Joe L. Smith Jr., Charleston, W. Va., for WKNA-AM there. CPs in lieu of previous conditions were issued by the Commission to five other FM outlets.

Mr. Smith, licensee of WKNA Charleston, received assignment of 22 kw effective radiated power for his FM outlet with antenna height above average terrain of 185 ft.

Following were issued CPs in lieu of previous conditions:

**KGO-FM American Broadcasting Co., San Francisco—**To change power from 1.6 kw to 50 kw ERP, and antenna height from 1200 ft. to 1200 ft. (Channel 291, 106.1 mc).

**WCH-FM Newman Broadcasting Co., Newman, Ga.—**To change power from 16 kw to 4.2 kw and antenna from 360 ft. to 360 ft. (Channel 222, 93.5 mc).

**WKHZ-FM Ashbacker Radio Corp., Muskegon, Mich.—**To change power from 49 kw to 4.7 kw and antenna from 237 ft. to 250 ft. (Channel 295, 106.3 mc).

**WON—The Yankee Network, Boston, Mass.—**To change power from 6.3 kw to 5 kw and antenna from 770 ft. to 825 ft. (Channel 256, 95.1 mc).

**WMFD-FM Richard Austin Dunlea, Wilmington, N. C.—**To change power from 13 kw to 11 kw and antenna from 345 ft. to 345 ft. (Channel 242, 84.3 mc).

**WJZ-TV Test Pattern**

WJZ-TV New York, ABC television outlet scheduled to commence regular programming Aug. 10, has begun test patterns daily on Channel 7 (174-180 mc). Tests are transmitted from 10 a.m. to 10 p.m. weekdays and 10 a.m. to 6 p.m. Sundays.
story totalled 128. So you can see that your support was responsible for approximately 24% of our distribution. That support is appreciated . . .

Lt. Comdr. W. H. Kimmell
Director of Radio
U. S. Naval Air Station
Glenview, Ill.

Radio Vs. Papers

EDITOR, BROADCASTING:

A pat on the back for Harry
Becker of KIMO for his splendid
letter in the July 5th issue of
BROADCASTING.

Unfortunately it would appear that
the radio industry doesn’t take
its own sales promotion seri-
ously. It is my belief that RADIO
DAYES GET RESULTS.
that radio is not dependent upon newspaper
ad to produce tangible re-
results.

Here at WSTS we actively com-
bat the newpaper and magazine
opportunity. And with amazing re-
results . . . We launched a direct
mail sales promotion campaign
aimed directly at combating
newspaper competition. The success of
this campaign is shown by the
fact that every newspaper editor
we have ever spoke with has been
“unfriendly” to newpaper promotion.

By the way, we feel that our time billings per
month are greater than space
sales in any two newspapers for
a month. Our billings continue to
outstrip newspaper space sales
appear to decline.

We pull absolutely no punches in
our sales promotion letters. All
are based on three points: Compare
Coverage, Compare Rates, Compare Results . . .

Robert D. Buchanan
Vice President & General
Manager
Sandhill Broadcasting Corp.
Southern Pines, N. C.

Rate Study

(Continued from page 28)

been expedient or necessary at one
time, may now no longer be
expedient or necessary. Discounts, an-
nual rebates and other special induc-
ements which have become part of
accepted practice may now be partly
or totally obsolete.

Not all conclusions relating to
use of full networks, full groups, sup-
plementaries and bonus stations, to-
gether with provisions for so-called
“full network” discounts, may well be
based on the terms of their effect upon
advertisers in different categories and
with different distribution prob-
lems. The whole system of buying by
bargain, by mountain, by Pacific, and
other territorial groups might be weighed
and compared with a system of free-
station selection. Discounts on a
straight dollar volume basis must
be studied. Minimum purchases, qual-
ifications for the exercise of full
network selection, contiguity of
rates and multiple-product rates are all
regional and must be studied.

The relationship of time periods
to each other, such as the 100-40-60
relationship, one-hour half-hour and quarter-hour peri-
dods is another subject which we be-
due bear some examination. Other
more complicated relationships of this
type, such as the cost of five quarter
hours per week at 200% compared
with a single program lasting one
and one-quarter hours at 300% are
points which will undoubtedly come
to the mind of anyone committing when
we go into this phase.

6. The arbitrariness of setting rates at
one-half of night rates is another
subject which we think needs a thor-
ough going-over. For one thing, this
relationship was set before the
days when we knew how to make a
difference between day coverage and
night coverage. It was set before the
days when we had reliable data about
the available audience data might
have been set without study of “cost per
thousand” in word magazines. As
compared with general magazines; in fact it
may well have no relationship to
that magazine. We suspect that there were
pre-
sumptions that the nightly rate
had the average family in the
evenings and only one adult at home in the
daytime. Average ratings for day programs
versus night programs certainly do not
enter into it, although such aver-
ages have sometimes been used as a
general justification for the present
practice. As we now know, some
stations are worth more in the daytime than
they are in the evening, while
in many others, it is very ques-
tionable whether the day rate should
be exactly half of the night rate. This
might also be the place to re-
consider so-called “transition” rates.

7. Rate protection, the effective dates of
rate increases, and other similar
rate card provisions could also stand
scrutiny at this time.

We have commenced a thorough-
good study of this whole subject, and
we welcome your cooperation and help-
ful interest. Such a study will take
longer, of course, and we do not
intend to jump to any conclusions. That
is why we are asking you to look at
all of these matters in an open-
ness to new ideas. We have not
jumps into table or else. All the pros and costs and other pos-
tible ideas that anybody on your com-
mittee may have. I cannot stress too
strongly that our main thought is to
determine what is wrong with the
present rate structure and then go
about to operate with everybody concerned to
put it right.

In doing this, we are able to work
out some suggestions which will be
sent to the other members of this
network and to the whole radio industry, we
shall be very glad. In fact, we have
already stated that we would give the re-
sults of our study to all of our
members. We believe that this is important, for
the good of radio as well as for the
benefit of those who use radio. It can be
a truly constructive contribution to
the industry in the years to come. I
will now be forward to working with you and your
committee at this end.

SALES and earnings of Admiral Corp.,
Chicago, hit an all-time high in first
half of 1948. Robert D. Strahigm, presi-
dent of firm and its subsidiaries, has
announced. Total for six months was
$5,837,558 more than during same
period a year ago, sales (non-oil) jumped
51%. Net earnings, $1,237,927
up 29.84; from $890,794. In-
creased earnings in second quarter were
attributed to company’s entry in the
video field Feb. 1.

Station Transfers
Get FCC Approval
Total of $46,000 is Involved
in Three Transactions

THREE STATION sales trans-
actions, involving WLBG Laurens,
S. C.; WIGM Medford, Wis., and
WXNJ-FM Glenbrook Township,
N. J., were approved last Wed-
nesday by the FCC.

WLBG was granted voluntary
transfer of control from L. C.
Barksdale and associates to James
C. Todd for $8,000. Mr. Todd al-
ready owns 50% interest in sta-
tion, obtains other holdings at par.
Sellers: L. C. Barksdale, 7.8%;
Robert L. Easley, 33.3%; Kenneth
Baker, 13%; W. C. Barksdale, D.
E. Easby, H. B. Gray, L. C.
Galle, C. P. Roper and R. H. Roper,
each 7.7%. WLBG is assigned 250 w
day on 860 kc.

WIGM received consent to vol-
tuntary assignment of license to
Dairylands Broadcasting Service
Inc. to George F. Meyer, 20% own-
er of Dairylands, for considera-
tion of $10,000. Deal includes his one-
fifth interest in assignee, valued at
$20,000. Dairylands is licensee of
WDBL Marshfield, Wis., where it
holds good authorization.

Other owners of assignee, each
with equal interest, are Lloyd L.
Feiker, Lyman A. Copps, Carl M.
Doeg and Corin A. Kraus. WIGM
is assigned 250 w full time on
1498 kc.

In WXNJ-FM transaction, Har-
old O. Bishop, solo owner, assign-
ments WJNJ in the New Jersey
Tri-County area to a new firm in
which he holds one-third interest
as president, for $26,000 consid-
eration. He invests $8,000 in as-
signee. WXNJ Inc. also is owned
one-third by W. T. Wright, vice
president, having oil and textile
interests, and one-third by Stav-
ishing Engineering Inc., Newark
New Jersey firm, W. T. Wright, organ-
izer. 9.9% owner of Stavid, is sec-
retary of WXNJ Inc. WXNJ-FM is
assigned Channel 280 (103.9 mc).

Joins Kiesewetter
ORMONDE RUSSELL, former ac-
count executive and in the copy
department of Gould & Tierney
Inc., New York, has joined Kies-
wetter, Wetterau & Baker Inc.,
New York, in a similar capacity.
which RCA named the 'Ratio Detector' did not operate according to the teachings of plaintiff's patent, and the other alleged patentee was a large part of the radio industry to infringe upon and disregard plaintiff's patents, all with the deliberate intention of impairing the value of said patents and with the effect of preventing plaintiff from obtaining a fair and reasonable reward for the inventions covered by said patents."

Temporary Injunction Asked

The complaint asked the court to grant a temporary injunction pending the outcome of the case and thereupon a permanent injunction "against all further infringement of said patents... for a sum three times the amount found as actual damages sustained by the plaintiff, and all costs and attorneys fees against defendants, and for such other and further relief as this court may deem just and proper."

The suit was filed for Dr. Armstrong by the law firms of Cravath, Swaine, Moore and Byerly, and Townsend & Watson, both New York, and William Pirkett, Wilmington, Del.

Dr. Armstrong issued the following statement in answering the filing of the suit:

"In 1933, when the basic patents were issued and the invention of the FM system, it was accepted not only by RCA's top engineers as the best engineers in radio that statistic, but was accepted by the public, which would like the poor, always with us. Today, as FM is coming into general use, its listeners know that steel is no longer a 'necessary' evil of radio. That fact was immediately demonstrated recently, when an ill-timed thunderstorm virtually blanketed out reception by ordinary radio of Mr. Dewey's press release announcing his candidacy. In many areas along the Eastern Seaboard, listeners were tuning to FM radio, blissfully unaware of the electrical disturbances also took place in the executive branch. President Truman's acceptance speech.

"It is a matter of long-standing public record that, immediately upon issuance of my FM patents, comprehensive application of the new system were carried out for the assistance of the RQA top executives of the Radio Corporation. For a company that had previously been using equipment specially constructed by General Electric Company at a cost of $10 million, the Empire State Building, were made for the benefit of the Radio Corporation and its competitors, the companies. They were given the first opportunity to bring their invention to public use but declined to do so. The National Broadcasting Company showed no interest in giving the public the type of superior reception that FM offers, and which everyone now accepts as an accomplished fact."

RADIO Barnett General Sales Manager of Bendix Radio and Television, has announced district merchantiser appointment in the St. Louis market. This leaves only a few national territories as yet unannounced in the new direct factory-to-dealer merchandising program recently inaugurated.

Dr. ARMSTRONG

"RCA is therefore becoming necessary for me as a private individual, and at cost of several thousand dollars, to build at Atlantic, N. J., the FM station whose performance has since set the standard for FM broadcasting throughout the world."

"When my station was in regular operation and fully demonstrating that FM could give a superior service, RCA and NBC continued to show a lack of faith in the public radio facilities, and it was left to the unprivileged broadcasters to carry on in the pioneering of FM. Consequently, many independent broadcasters had seen FM's advantages and had begun to lose patience. In the outbreak of the war there were some 25 transmitters on the air and half a million receiving sets in the hands of the public. The leader in the industry, had not been to permit the public with a single FM receiver."

War Stopped FM Growth

"The outbreak of war stopped the growth of FM broadcasting but stimulated its use for mobile communication and radio-relaying. FM was universally used by the American Army for its tanks and other vehicles and by the Navy in all landing operations after Tarawa."

"Today there are nearly 600 FM broadcasting stations on the air in the United States, and set production is at a rapid pace. It is not certain when war will be over, indeed the war may be prolonged indefinitely on the way toward permanency of FM. Simultaneously, the only evolutionary broadcasting out has opened up many new applications for broadcast communications in the mobile police and emergency services, and in aviation, railroads, and in railroad transportation and communications."

"It is now in process of displacing the land telegraph lines. The Western Union Telegraph Company is erecting a large number of communication lines over FM relays between New York and Philadelphia and has embarked on a nation-wide program of replacing its wire lines with FM radio links."

"Since the success of FM was assured, by the efforts of others than itself, RCA has not only interfered with the virtues of FM, and not only begun to lose faith in the public's acceptance of FM radio, but is now determined to appropriate my inventions under the war-of-the-air rights of all inventors and those companies who, under patent laws of the land, are barred from using the rights to appropriate inventions for their own public use."

"Therefore, in protection of my rights and interests of improving the public, it will be vigorously opposed, if RC8's attempts to appropriate my inventions are made public, to bring worthwhile inventions into public use."

EDWARD C. RONIA, general sales manager of Bendix Radio and Television, has announced district merchandiser appointment for the St. Louis market. This leaves only a few national territories as yet unannounced in the new direct factory-to-dealer merchandising program recently inaugurated. Representation (Continued from page 21) A station's time network may control by option, and (2) the proscription for non-network advertising. 'Cocked' Control Charged

The association argued that if the network is permitted to act as sales agent for its affiliates, it obtains effective operating control over all hours of the broadcast day, including the primary time between network programs. It controls the option time. Under the cloak of national representative it controls all the rest. Moreover, the network, having in its own hand all the keys to the others, will naturally jockey the placement of national spot sales to increase the spread of hours under option by holding open national desired time for network operations."

"At the same time NARSR protested to FCC, it sent a copy to the Justice Dept., charging that the practice of the national networks to violate the anti-trust laws. The association contended the practices would eliminate "competition on the sale and allocation of time between national spot advertising on individual stations and advertising via network programs." The Justice Dept. has not acted upon the complaint."

In calling the hearing, which will be held before the Commission en banc, FCC named NARSR, the four major networks and DuMont Television Corp., operator of a television network, as parties to the proceeding. Any other person who wishes to take part may do so if he notifies the Commission not later than Sept. 20.

Pressure Complaints Cited

FCC's letter to ABC bluntly reiterates network pressures, citing specific networks, stations, dates and enumerating "threats" allegedly made by the networks to some of its affiliates. Text of the letter follows:

The Commission has received a number of complaints alleging that the American Broadcasting Company has formulated and engaged in conduct designed to induce affiliated stations to follow the dictates of the network and thereby to impair the public interest or to lose their desire to become a part of the network. These complaints indicate that representatives of your network, including its president, have expressly expressed, or have been responsible for, statements that have been made at conferences and meetings, among them, the meeting of the network's Stations Planning Advisory Committee in New York on Feb. 23, 1947, and a meeting of the District Affiliates at St. Petersburg, Fla., held in Dayton, Ohio, on May 27, 1947, at which affiliation in the opinion of the Committee was essential to the operation of ABC of all affiliates accept all of your network's network and so arrange their program, both primary time and network time for network programs, if they become available. The complaints allege that certain stations which have rejected a number of network programs offered by ABC, either in network option time or station option time have been threatened with withdrawal of their affiliation contracts, and that in some instances stations have been compelled to substitute locally originated programs, or have otherwise been required to contract for American Broadcasting Co., or have contracted for programs which they believe were not in the public interest, have been told they must either change programs and accept all the network programs offered to them or lose their affiliation contracts.

100% Cooperation Expected

Condes of reports of ABC station affiliation that have been received by the Commission, indicating that at such meetings responsible officials of your network informed the affiliates that 100% cooperation with the needs and requirements of the network is expected of all stations, and that a network station would lose its franchise and its willingness to substitute locally originated or program would terminate the relationship with the American Broadcasting Co., or have contracted for programs which they believe were not in the public interest, have been told they must either change programs and accept all the network programs offered to them or lose their affiliation contracts.

In view of the seriousness of these allegations and the questions raised thereby with respect to the Commission's network regulations, and particularly with respect to the Commission's Rules and Regulations, it is requested that you submit a full Statement concerning the facts and circumstances surrounding the negotiations and circumstances surrounding your negotiations with ABC, and your agreement with Station WING Dayton, Ohio, in 1947, Station KPRD Riverside, California, in 1946, and with Station WWJ Cleveland, Ohio, in both January 1945 and January 1946. By Direction of the Commission: T. J. Slowe, Secretary.

HE FRIED HIMSELF

WBP Director Hough, former

Announcer, Views Medium-

AMONG "folks who do not like radio" may be numbered the "old-time bunt," writes Harold Hough, radio director for WPBF, West Palm Beach, for his "Hired Hand" column in the station's monthly promotion newspaper.

"I know," says Mr. Hough, "because in the beginning I became tangled with the mike and it took me nearly ten years to unravel. But broadcasting grew up and the boys who held their tongs muddled in, and I went back to sleeping nights."

Mr. Hough, who is also circulation manager of the Fort Worth Star Telegram, and vice-president of Carter Publications, owner of WPBF, once was an announcer under the nom-de-mike of "The Hired Hand."

He explains further: "I did win some sort of a world record, however, as I am the only announcer who ever fired himself because he was rotten. Not all of my class consider their deeds for the benefit of the art."

Broadcasting • Telecasting

BROADCASTING • Telecasting

July 26, 1948 • Page 67
William Webb Gets New Promotion Post at NBC

WILLIAM E. WEBB, former manager of NBC's television and radio network, has been named to the new post of manager of NBC's national advertising program for both television and radio. Mr. Webb has been appointed manager of advertising and promotion of the national spot business for both television and radio. He was formerly with the DuMont Television Company. He is a native of Peoria, Ill., and a graduate of the University of Illinois. He was appointed to this position in January, 1946.

Text (Continued from page 21)
effect of present practices and agreements for the sale of radio and television licenses on the sale of national spot advertising.

2. To determine whether any contract, arrangement, understanding, express or implied, between any broadcast licensee and any network organization with which such licensee has an affiliation contract, by which the network engages in the sale of time for advertising or other advertising or commercial time for the network or with such licensee not engaged in the network by virtue of Sections 301-308, 321-323, or 363-369 of the Communications Act and Regulations.

3. To determine, in the event that such advertising representation contracts, arrangements or understandings between broadcast licensees and network organizations are in violation of the foregoing sections of the Commission's Rules and Regulations, whether all or any such contracts, arrangements or understandings with network organizations by broadcast licensees are in any way contrary to the public interest, and whether the Commission should adopt such amendments to its Rules and Regulations as to its Rules and Regulations with respect to such advertising representation contracts, arrangements or understandings.

And it is further ordered, that the Federal Communications Commission, the National Broadcasting Company, the American Broadcasting Company, Inc., DuMont Television Company, Inc., and the DuMont Television Company, BE AND THEY HEREBY Are made parties to such hearing. Any person or party wishing to appear at the hearing should notify the Commission of their intention to do so by filing a notice of appearance in triplicate with the Commission before the 30th day of September, 1948.

In the Public Interest . . .

In rebuilding a church which will cost $400,000 is a big job, but Bertha Huse, the "Polly" of Shopping With Polly program over WLAW Lawrence, Mass., thinks it can be done, and she is putting her efforts into the project. Early this year the Calvary Baptist Church, where Mrs. Huse is superintendent of the junior department, was totally destroyed by fire. To begin her rebuilding campaign, Mrs. Huse put each of the 40 children in her department to work selling punch to guests. The proceeds per bar were $150. In a short time they had raised $500 and they are still working. Next she organized a fashion show and with the help of one of her radio sponsors, A. G. Polland Co., the event drew 3,500 guests. Series of speaking engagements before church groups, businesses and professional women's clubs and other organizations was her next step. For these appearances she receives a special fee and voluntary contributions from her audiences. On every opportunity, she raises is added to the building fund which is growing daily.

CKNW Serves Flood Area

AIR TIME, service of employees working long overtime, and money were contributed by CKNW New Westminster, B. C., during that area's worst flood in over 50 years. Emergency messages went throughout the day every day, informing listeners in the stricken areas where they could receive aid. Some $1,543 in donations to the Flood Relief Fund was received by CKNW in the first five days and forwarded to the local Board of Trade. Twenty-four newscasts were aired daily with special flood bulletins. CKNW's sponsors also contributed time and money. One of the most successful promotions, Forst's Ltd., broadcast special announcements to all in the flooded area who have accounts with them to the effect that their accounts must be paid in full or be automatically written off the books.

Join Seidel Agency

JAMES S. PATTY, former general manager and advertising director of Morganair Magazine, and Donald G. Button, former sales promotion and advertising manager of Swern & Co., Trenton, N. J., have joined Seidel Advertising Agency, Inc., New York, as account executive and merchandising counselor, respectively.

ABC Tuesday night series America's Town Meeting will be televised simultaneously on the network's Eastern television hookup following the August 10 opening of WJZ-TV, New York outlet. It will be offered for cooperative sponsorship. Originating in New York's Town Hall from 8:30-9:30 p.m. it will be relayed via WJZ-TV to WPLI-TV Philadelphia, WMAL-TV Washington, WAAM Baltimore and WNAC-TV Boston. In addition, programs will be filmed and flown to ABC affiliates not yet served by coaxial cable or radio relay systems.

'Port Huron' Test Delayed to Aug. 2

Trial of KPRC Suit for Ruling On Political Low Postponed

COURT HEARING on the KPRC Houston suit to set aside FCC's interpretation of the political-broadcast law [BROADCASTING, July 19] was postponed last Thursday at the request of Judge Thomas N. Kennerly of U. S. District Court at Houston, where the suit was filed.

The hearing date was re-set by agreement of attorneys for both KPRC and the FCC, to give them more time to prepare their cases. FCC had not yet filed its answer to the suit but reportedly plans to do so within a few days, although normal procedure allows 60 days for this purpose.

The suit is designed to settle the conflict between state libel laws and the Commission's views expressed in its WHLS Port Huron renewal decision [BROADCASTING, Feb. 2] that stations may not censor political broadcasts for libel or material which is not responsible in event of civil or criminal suits. The Texas Attorney General has announced that the state's libel laws will be enforced, regardless.

KPRC officials feel the issue—fundamentally a states' rights question—will ultimately reach the U. S. Supreme Court and be settled there.

The issues involved were pointed up in another Texas city—Dallas—where a political broadcast carried by KAB resulted in a libel suit against the station the day after KPRC filed its complaint against the Commission (see separate story, page 58).

Jack Harris, manager of the Houston station, KPIC, summarized the need for clarification of the status of FCC's Port Huron decision: "Stations in Texas are now in the position of facing restraints of state libel laws; if they are censor political speeches, and the possibility of heavy libel suits if they don't."
Three basic elements of design determine how easy your transmitter is to inspect: safety, accessibility, and visibility.

Here's how these features stack up in the new Westinghouse FM transmitters:

- **Safety**: All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

- **Accessibility**: All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter. The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

- **Visibility**: All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

It's these important elements found in advanced form in Westinghouse FM transmitters that protect your investment and forestall obsolescence... simplify maintenance and inspection... and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

**Here are more features...**
- replace tubes in a matter of seconds.
- "finger-tip reach" for all tubes from FRONT of transmitter.
- only one control to adjust output power.
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

**FIRST of all...**

**IN BROADCASTING**

Westinghouse

Mr. C. C. Smith can help you in the Southeastern area

Your Westinghouse transmitter salesman has at his finger tips all the facilities to help you solve all your broadcast problems... from planning to operation. Mr. C. C. Smith, one of several Westinghouse Electronic Sales Engineers assists him throughout the Southeastern area. Since his student days at Georgia Tech, he has spent twelve years with the Westinghouse Radio Division, assuming his present duties in 1946.
High Fidelity

SINGLE CHANNEL

The Collins 212Y is a well designed, extremely compact, completely accessible single channel unit suitable for dance orchestras and newscast pickups, sports broadcasts and any other applications where fast setup, quick mounting and low cost of the 212Y also suggests its permanent installation at points where pickups are made regularly.

Because of its simple construction, installation and operation, the 212Y can be handled by non-technical personnel without fear of program failure. The 212Y is normally a-c operated. If d-c operation is also required, it can be accomplished with a Collins 412C-2 battery box and batteries. Merely exchanging the a-c battery plug for the a-c plug permits quick change from one type of operation to the other.

212U 2-channel Remote Amplifier

The 212U consists of a 212Y amplifier with a Collins 60H mixer, both mounted in a single aluminum cabinet. The mixing controls are ladder type attenuators, having db calibration on the front panel. The mixer gain is the volume control on the 212Y. The 212U may also be either a-c or d-c operated, or d-c operated by means of a Collins 412C-2 battery box and interconnecting cable.

For more complete descriptions, write for the Collins Speech Equipment and Accessories book.

Collins Radio Company

Cedar Rapids, Iowa

-11 West 42nd Street
New York 18, N. Y.
496 South State Street
Los Angeles 12, Calif.

Production

JOHN McCAY, former program director at WFEN Philadelphia, has been appointed program director at WCAT-TV Philadelphia. He succeeds DONALD S. MCCAY, resigned after over ten years in radio. Mr. McCay began his career as assistant news director at WPO Atlantic City, and was general manager of WZAX Atlantic City.

AL BRAUMONT has joined WTMJ-TV Milwaukee, as staff director. Other new personnel added to television staff include: JOE FOX, artist; ART UHRMAN, news director; JOE SHERIDAN and JOHN KLEIST, television floor men.

REG ROOS, former announcer and news editor of KEKO Everett, Wash., has joined KHLO Lewiston, Idaho, as program director.

KENT JACOBSON, former assistant to continuity director of KFAB Lincoln, Neb., has joined script department of WTAO Worcester, Mass.

LOU ROCKE, chief announcer of WCCM Lawton, Okla., has joined WWCX Burlington, Vt.

LAWRENCE E. FRAZEE, formerly with WBBA Chicago, Pa., has joined the entire department of WJRE Detroit.

EJNEE GALLAMER, director and sports-ecaster of WZTO Washington, will become the new program director. A former radio station's early morning show, "Sunday Drive," is being scheduled to be re-energized by ARTHUR GODFREY, m. o. f. show. Mr. Godfrey will retain two periods of "Sunday Drive." 

LYDA FLANDERS, home economist, has joined WRTH Washington, D.C., as publicist and hostess of "Modern Kitchen" program.

CURTIS MATTIES, former chief continuum of KZTV Las Vegas, has been appointed full-time in the radio department of Los Angeles, Calif. He has been teaching on a part-time basis.

GRACE MITCHELL has joined WMAT-TV Milwaukee, as television script writer.

JACK CLARK, announcer, formerly with KEFY-PF San Francisco, has joined KROW Oakland, Calif.

TOM STINSON, program manager of WFAX Jackson, Miss., has resigned to enter Graduate School at U. of California.

ROBERT HIESTAND, production manager of KFI Los Angeles, has been named producer-director in charge of auditions for KFI-TV and will be replaced by KFI by Pat Duvall, executive producer.

BARBARA CORNELL, former copywriter with KOEM Boise, and WCOB Columbia, S. C., has joined KIDD Boise, in addition to being a copy writer for CAROL WILSON, daughter of Rep. Norris Wilson who resigned to assist her father in his campaign for re-election.

ROGER STEBBINS, formerly with WOPP-PF Oswego, N. Y., has joined announcing staff of WJTT and WJTT-FM Jamestown, N. Y.

WALT NIELSON, program director of WCOC Hartford, Conn., recently underwent operation, but continued his morning show from hospital. JOE ORLAND, WCOC disc jockey, also has been hospitalized for tonsil operation.

ELDER MICHAEU, well known radio personality, is now heard over WASH FM Washington, Sunday, 1-7:30 p.m.

THOMAS H. COWAN, senior announcer for WNYC New York, who has been with the station since it went in air in 1924, last week was awarded plaque and citation by New York Mayor O'Dwyer for his coverage of the "New York at Work" parade on June 12.

ROD KLISS, former announcer at WIRD Chicago and KXQ Spokane, and since 1946 with KING and KOL Seattle, has rejoined staff of KING.

JAMES HENNESSY, announcer at KXOK St. Louis and HELEN HAGEN, announcer for KXOK news department, were married July 17.

JOHN SCOTT WIMBLE, staff announcer of WBT Charlotte, N. C., has organized Trinkle School Radio Announcing Classes. Classes are held evenings twice a week and offer courses in all phases of radio announcing.

appointed KIVD Los Angeles announcing staff. He has announced no future plans.

"In the News"

DURING recent "Community News" program over KXXG Fort Madison, Iowa, announced that Hal Hampton was handed a flash. In his best professional style he related to listeners that an automobile was on fire down in front of the station. Fire department had situation under control and was looking for owner of blue Ford, license No. 30-J357. There was a pause—then announcer Hal Exclaimed: Good day, that's my car."

THELMA RITTER, radio actress and wife of JOSEPH MORAN, vice president and associate radio director of Young & Rubicam, New York, is in Hollywood for role in "Letter To Three Who," currently in production at Twentieth Century Fox studios.

JIM CAPUTO has joined announcing staff of KEEN San Jose, Calif.

GEORGE SNELL, program manager of KEEN San Jose, Calif., has been elected to board of directors of Cinema Trade Show.

VERNON WHITE, formerly of KAPX San Francisco, is doing two-hour morning show and "Vernon's Varieties." He has been promoted to announcer-programmer at WSN.

L. A. "Speed" RIGGS, "tobacco auctioneer" on WBGK "Jack Show" and "Your Hit Parade," was recently named honorary mayor of Redondo, Calif.

Tenth Anniversary was celebrated recently by Glenn and Lenore, boy-girl street interview team of WOOD Grand Rapids.

Occasion was marked by luncheon at the Rowe Hotel which was attended by 55 mayors and civic leaders from all parts of Western Michigan.

A booklet containing background material on Glenn and Lenore, their pictures and pictures from one of a number of their broadcasts was distributed by the station. The booklet pointed out the many locations from which they had broadcast and the numerous civic projects backed by them. Over 3,000 broadcasts and interviews with more than 15,000 people are credited to the team.

WOOD is now under the ownership of the Grandwood Broadcasting Co. following approval by FCC in April of its purchase by Harry M. Bitter and others from ABC.

Reno, secretary-treasurer. Also represented at the organization meeting were KOH Reno; KXXL Reno; KATO Reno; KENO Las Vegas and KRAM Las Vegas.

Tenth Anniversary

Glenn and Lenore cut tenth anniversary cake during luncheon given by WOOD.

... 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!

GALCUCCI & ASSOCIATES

(Joe—Nick—Lou)

727 Meriden Rd.  
Since 1936

Waterbury 63, Conn.

P. O., Box 1224

Deaver, Colorado

BROADCASTING • Telecasting
Impromptu Show
WLK Versailles, Ky., a Mutual affiliate, inadvertently spent a few brief moments on NBC July 14. Gordon Brown, disc spinner on Club Burley closed his local show early to permit the station to join Mutual for a word picture of Convention proceedings. Instead, NBC's Just Plain Bill introduced to the Mutual audience. Club Burley was quickly resumed and continued until AT&T got the lines untangled.

RCA Distributing Large Screen Video Projectors
TELEVISION projectors which produce life-size images, demonstrated by RCA Victor during the Republican National Convention and Louis-Walcott flight, are now being distributed to areas served by the video networks, RCA declared last week.

Designed specifically for large audiences, the sets produce pictures that may be tailored to suit screen sizes ranging from three by four feet to approximately seven by nine feet. RCA Engineering Products Department developed the projectors, which are now in quantity production.

Telestatus
(Continued from page 18)
video. Like 20th Century-Fox and U-I, MGM is reported to be looking over Earle C. Anthony TV operations in Los Angeles (KFI-TV) with an eye to affiliation or buy-in. MGM operates FM station KMGM Los Angeles and also controls WHN New York (Marcus Loew Booking Agency).

Several of the more astute independent name producers such as Hal Roach, David O. Selznick, John Ford and Cecil B. De Mille have indicated specific plans to produce motion pictures especially for television. Other top executives are safeguarding their industry positions by buying into television companies. Producer Edward Laske individually has applications pending for Denver, Salt Lake City, Seattle, Fresno, and Portland, Ore.

The film industry as a whole has done little television research, depending upon outside interests to carry on that work, and thus came in for severe criticism during the recent Society of Motion Picture Engineers' convention at Santa Monica, Calif. Motion picture technicians on their own, however, have been studying with keen interest the possible relation of their field to video. There have been frequent seminars with film studio and also TV engineers as authoritative speakers.

The movie industry has also been cautioned on numerous occasions by various of its leaders to "accept television and cooperate" or get lost in the shuffle.

There are many who believe that the motion picture industry holds the controlling reins—a combination of production facilities which can be easily adapted to make special video films. The chief factor is programming and the money to push rapidly through a television entertainment format to meet the growing demands of the public.

Samuel Goldwyn has frequently championed the cause of video. At a recent luncheon for Mark Woods, ABC president, and other members of the network at Goldwyn Studios, conversation had a direct bearing on the future working relations of motion pictures, aural radio and the new visual medium.

"Television will have a twofold advantageous effect for pictures and radio," Mr. Goldwyn declared. "It will force the elimination of many of the poor films from which this industry suffers, because people will not desert their television receivers to see anything but the best that the motion picture theatres can offer. And, by the same token, it will eliminate many inferior radio programs, because television audiences will demand entertainment vastly superior to anything that has been asked of radio."

Jesse Lasky, pioneer film producer, feels that "films, instead of viewing video as an enemy, should consider it an adjunct." Enthusiastic about video as a medium for plumbing and building up new stars and pictures, he recently cautioned that "the film industry had better get very close with television soon, somewhere, somehow."

Television may become the much sought-after means of attracting the nation's 55 million non-habitual film goers to theatres, in the opinion of Frank Capra, ace producer-director. The film industry will be losing a good bet if it doesn't take advantage of opportunities offered by television, he declares.

"Answer this question, Homer Street. And you'll be living on Easy Street!"

WIN A MILLION

Emcee: "How much does it cost, by Air Express To ship 10 pounds 1200 miles, no loss?"
Homer: "Why didn't you ask me that before? All it costs is $3.84!"

"I use it many times each day—It's the fastest possible way to make hay! Easy Street's already my address. Thanks to Scheduled Airline Air Express."

"What's more you get door-to-door service, too —And all at no extra cost to you. In these days of price inflation Air Express rates are cause for elation!"

Specify Air Express—World's Fastest Shipping Service

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

True case history: Truck and auto parts comprise big portion of Air Express shipments. Keep equipment rolling! Typical 36-lb. shipment picked up Detroit late afternoon, delivered Salt Lake City noon next day. 1507 miles, Air Express charge $16.58. Any distance similarly inexpensive. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

AIR EXPRESS
GETS THERE FIRST

Air Express, a service of Railway Express Agency and the Scheduled Airlines of the U.S.
JERRY FAIRBANKS PRODUCTIONS. Hollywood, announces three series of television films are currently under production—"Television Closeups," "Getting Places With Uncle George," and "Public Producers"—and斯顿es are being prepared for 18 separate programs. In addition, Fairbanks is producing series for NBC to be launched in Mexico City. After completing series, Fairbanks will feature Hollywood players supported by Mexican actors with Mexican technicians handling production.

INTERNATIONAL NEWS SERVICE has announced purchase of its Televiews weekly newssheet at 11th station, WSPD-TV Toledo, Ohio. Program is sponsored by Chevrolet dealers in Toledo.

ANTHONY CAPONE, formerly of Per- l舟山 Studios, has joined O'Brien & Dorrance, New York, in promotion, as member of art department. WORLD VIDEO Inc., New York, is preparing audition presentation for new series of half-hour dramatic television programs in cooperation with Actor's Studio Inc. Programs will be adapted from one-act plays and short stories selected by JOHN STEINBECK, novelist, playwright and vice president of World Video.

LARRY HARDING, Rochester, N. Y., has been appointed Western New York and Canada representative of Ronald Daw- son, Inc., New York.

RICHARD BRADLEY Asse, a division of National Recording and Film Corp., has opened new Chicago offices in Mich- igan Square Bldg., 460 N. Michigan Ave.

BERNARD T. LOFTUS, formerly with Universal and Columbia Pictures, and before that chief of editing for U. S. State Dept., has joined Jerry Fairbanks Productions, Hollywood, as head of cut- ting department. Also added to staff are GEORGE MARSH, and STUART PERRY, former engineer and DON CHU as apprentice cutter.

JOHN J. MORA, sales manager of ac- cessory division. Philco Corp., has been appointed special television representa- tive for the WAGNER-AUDITORY, Ohio, by, manager of Television Sales, in ex- pend sales program as new video stations go on the air. He also will aid Philco engineers in cut- ting territories where video is just getting under way.

HAROLD W. SCHEFFER, radio and elec- tronics engineer in charge of engineer- ing development and research for West- house Electric Corp., has been named assistant manager of Westminster Home Radio Div. He will continue in charge of product development and re- search activities with headquarters in Sunbury, Pa.

JOHN C. VAN GROOS, has been ap- pointed district engineer for Calif., New and, acting, specializing Shailercross Mfg. Co., Portland, Ore.

G. E. GUSTAFSON, vice president in charge of engineering for Zenith Radio Corp., Chicago, was awarded the Presi- dent's Medal of Merit at Chicago Assn. of Commerce and Industry.--July 14 for his war work as chief of the firm's engineering research. He is now in charge of production of war material and the V-T proximity fuse.

RADIO RECEIVING TUBE warehouse of RAYTHEON MANUFACTURING Co., Newton, Mass., has been moved to new quarters, designed to speed up handing of tube orders. Other Ray- theon offices are located in Chicago and Los Angeles.

On All Accounts

(Continued from page 18)

on the Gregory Hoor program, and was producer and director on the Ozie & Harriet show. When the agency was appointed to handle the Hunt Foods account, Mr. Scaplo called production for contact work on the account. But in 1946 he returned to the talent orbit and was named manager of radio pro- duction of the Hollywood office. He remained in that capacity until Oct. 1, 1947, when he resigned from the agency and took with him a long needed vacation.

On July 1, 1948, Mr. Scaplo completed the circuit to New York to join McCann-Erickson as manager of that agency's radio pro- duction.

The Scapolones have been married for eight years and have a daugh- ter Suzanne, 6, and a son Russell, 3. The Scapolones live in Bron - wick, Conn.

Al Scaplo spends his leisure time taking motion pictures of his children and occasionally goes fishing for mackerel. He is also an excellent cook, excelling in Chinese and Italian dishes as well as continental dishes—the continent in this case being North America.

WHEN the projected Statler Hotel in Los Angeles is completed, it is expected to have a television set in every room. With the hotel chain claiming it was the first to have a television set in every room, they have in every room and television set is expected to be likewise enjoyed by the chain.
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<td>WORTHINGTON C. LENT</td>
<td>CONSULTING ENGINEERS WASHINGTON, D. C.</td>
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<td>1200 18th St., N. W. Room 1210 DISTRICT 4127</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1820 Jefferson Place, N. W.</td>
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<td>KEAR &amp; KENNEDY</td>
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<td>GILB BROS.</td>
<td>1108 Lillian Way Gladstone 6178</td>
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<td>HOLLYWOOD, CALIFORNIA</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 363 E. 75th St. Triangle 4400</td>
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<td>CHICAGO, ILLINOIS</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C.</td>
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<td>MICHIGAN 2261</td>
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<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 2181</td>
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<td>NATHAN WILLIAMS</td>
<td>AM-Allocations &amp; Field Engineering—FM</td>
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<td>Oshkosh, Wisc., Phone Blackhawk 22</td>
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<td>DIXIE ENGINEERING CO.</td>
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<td>COLUMBIA 1, S. C., Ph. 2-2742</td>
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<td>LYNNE C. SMEBY</td>
<td>820 13th St. N. W., EX. 8073</td>
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<td>ROBERT M. SILLMAN</td>
<td>CONSULTING RADIO ENGINEER</td>
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<td>Specializing in Antenna Problems</td>
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<td>1011 New Hampshire Ave. RE. 6646</td>
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TRYLON vertical radiators are designed, engineered, fabricated and installed by one organization. A single contract agreement with one reliable supplier, at one price, covers your entire antenna requirement. In addition, TRYLON owners enjoy the "extra bonus" of all these important structural advantages:

1. Prefabricated "Pres-lite" guy wire connections.
2. Three Steatite insulators with "Equi-Temp" base section.
3. Low-resistance, no bonding or brazing necessary at the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palmuts" for every bolt.

And, not shown, concrete on metal anchors — a safety "must."

Frank Harr, former consultant and engineer of WJZ, Niagara Falls, N. Y., and WORD Sparkenbarg, B. C., has been appointed technical director of KOVO Missoula, and KAN Anaconda, Mont.

William J. Loyd Jr., has joined engineering department of WBB Atlanta, as control room operator.

Max Day, formerly with KIDO Boise as engineer, and recently at Boise Junior College, has rejoined station in similar capacity.

William Rose Jr., formerly with WBOB North Adams, Mass., has joined WCOF Boston, as control room engineer.

Paul H. Lee, chief engineer of WHOM Jersey City, N. J., has resigned to return to RCA as local duty as lieutenant.

Radio TUBE Dept., Camden, N. J., has announced that Klystron tubes, of importance in ultra-high-frequency microwave work, are now available for commercial use from RCA tube distributors.

First of type to be offered are types H26 and K25, now used principally in microwave relay equipment for television transmission. Klystrons may be used to transmit or receive microwave signals.

Harry Mason, chief engineer of KCSJ Pueblo, Colo., and his wife, Lee, formerly in charge of women's activities, are parents of a girl, Katherine Lee.


Walter Murphy, former assistant manager of magazine division of Press Information, has been appointed director of press division of Columbia Records Inc.


Olive M. Nicol, vice president and national director for U. S. of Towers of London, international transmission firm, has returned to London where he directed number of dramatic shows aimed for U. S. transcription market (Broadcasting, June 7), announces firm has started "Record of the Month Club" program over Radio Luxembourg.

NRC Records Series, "Towndown Tips with Sam Hayes," had been bought by 26 stations last week to as fall for 13 weeks. Stations include: WANA Mobile, WAPX Montgomery, Ala.; KFPP Fort Smith, Ark.; KFQD Anchorage, Alaska; KEBI Boulder, Colo.; WLAK Lakeland; WDBO Orlando; WREK Pensacola, Fla.; WVEK Macon, Ga.; KFPA Hilo, KIDN Honolulu, Haw.; KANS Wichita, Kan.; KFPC Las Vegas, Nev.; WMMI Peoria, Ill.; WVID Riverside, Cal.; WTMX Kansas City, Mo.; WGX Knoxville, Tenn.; WMAA Dallas, Tex.; WMMN Waukegan, Ill.; WEAW Radio, New York; WIGD Long Island; WMMN Waukegan, Ill.; WEAV Orlando; WGDW Green Bay, Wis.; and KZQM Albuquerque, N. Mex.

Broadcasting Record Corp., wholly owned subsidiary of Broadcast Records Inc., subsidiary has been formed to market phonograph records through independent distributors. New firm's location is 50 W. 57th St., New York.

TRUMAN acceptance talk sent out to 77 stations DEMOCRATIC National Committee last week sent out 77 transcriptions of President Truman's acceptance speech for use on stations around the country. Due to the lateness of the hour at which it was originally broadcast, many stations were not able to carry the speech at the time, although some carried a rebroadcast following day.

The transcriptions, carrying an open and close by Wallace Gade, assistant radio director of the Committee, were sent to state and local Democratic organizations which in turn will place them on local stations. Some stations have stated their intent to carry the speech as a public service, while others feel that it can no longer be classed as a public service broadcast once the nominating convention is over and the campaign is on.

ANA Program Chairmen DONOVAN B. STELTER, advertising director of Standard Brands Inc., has been appointed program chairman for the 50th annual meeting of the Ass'n of National Advertisers, set for Oct. 25-27 in New York's Waldorf-Astoria Hotel. The first two days will be restricted to association members and invited advertiser guests, with the final day open to representatives of advertising media and agencies.

New Business (Continued from page 14)

June 8, Radio Carabina on 11 CBC French stations, Wed. 9-10 p.m. Agency: Spitzer & Mills Ltd., Toronto.

Wallis White, former assistant advertising manager of Swift, Chicago, named associate advertising manager of Gaines Div., General Foods Corp.

Ed L. Morris, vice president in charge of advertising for Pabst Sales Co., Chicago, transfers as vice president in charge of sales and advertising for Los Angeles Brewing Co. (Eastside Beer), recently acquired by Pabst.

Henry H. Sterling resigns as advertising and sales promotion manager of Pacific Coast Div., United Cigar-Whelan Stores, to return to agency field.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Marks


On Records: Vaughn Monroe—Vie. 20-2984; Xavier Cugat—Vie. 36-1496; Jimmy Dorsey—Dec. 25121; Alice Howard—Col. 37995; Andy Russell—Cap. 10112.

Broadcasting • Telecasting
Another Revolt

CITIZENS of Rome, Ga., have expressed their desire for a new anti-Indian, pro-English movement. They have organized a series of meetings, called "Howard's Why Must We Be Different?" These meetings are held weekly on Wednesday evenings at the local Methodist church.

Firedmen Report

HONORARY membership in 55 Central New York State volunteer fire depart- ment has been presented to a group of volunteer firemen by the fledgling New York State Volunteer Firemen's Association. The group, meeting in Auburn, was led by J. Howard, president of the association.

Distinguished Guests

EARLY MANNERS, of the WRAL-Radio-Television Network, Raleigh, N. C., was the guest of honor at the annual dinner of the Raleigh Rotary Club last night. Mr. Manners, a noted aviation expert, was the guest of honor at the dinner.

TV Against Weeds

AS PART of their program promoting the anti-weed drive in Cleveland, the Shriners have announced that they will present a special program on "The Weeds in Our Country," to be televised on WCMQ, Cleveland, at 7:30 p.m. The program will feature a presentation of the story of how the weed has affected our country and what can be done to control it.

Another weird "hangar talk" session will be held at 7 p.m. on Wednesday, June 15, at the Institute of Technology.

Fires consuming machine tools in an un- usual area were extinguished last night. The fire was started by a child who was playing with matches.

The first program of the new season of the "Tempest" series was held at the Palace Theater last night. The program featured the world premiere of "The Tempest," starring Frank Capra and directed by Orson Welles.

SPORTS

SOUTHWEST SPORTS and Vacation Show, to be held April 30 to May 8, 1949, in Dallas, Texas, will be co-sponsored by WPAA Dallas and the Dallas Morning News. The show will feature a variety of attractions, including a display of airplanes, automobiles, boats, and motorcycles.

Sports Show

SOUTHWEST Sports and Vacation Show, to be held April 30 to May 8, 1949, in Dallas, Texas, will be co-sponsored by WPAA Dallas and the Dallas Morning News. The show will feature a variety of attractions, including a display of airplanes, automobiles, boats, and motorcycles.
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. No charge for blank box numbers. Graphs, charts $12 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Receive 10,000 and get this blank for 25¢ a line. Advertising rates include: printing, setting, and forwarding to national advertisers in the United States, Canada, and Latin America. Address: Box 250, BROADCASTING.

Help Wanted

Managerial

Commercial manager wanted for station in Midwest. Must be experienced in the "live" market. All offers must be accompanied by salary history. Box 13, BROADCASTING.

Manager wanted for 250 watt daytime with 1500 watt FM in good midwest market. Excellent opportunity for right man. Box 111, BROADCASTING.

Wanted: Business manager with over ten years experience and proven ability to develop profitable station. Will be responsible for all station operations. Box 199, BROADCASTING.

Seeking new general manager with proven experience and ability to develop profitable station. West, only. Ten years experience in station management. Box 186, BROADCASTING.

Commercial manager wanted for ten years experience. Successful background as manager and general manager. Seeks permanent opportunities, with references. Box 4, BROADCASTING.

Manager—now employed successful east coast station. Short notice. Personal interview. Box 186, BROADCASTING.

Salem

Experience sales manager, west coast position, progressive station. Good references. Write Box 136, BROADCASTING.

Announcers

Wanted: Announcer, experienced salesman, excellent continuity writer for spot announcements. Excellent pay. Box 112, BROADCASTING.

Wanted: Assistant engineer, license Class 5, Radio License. Box 89, BROADCASTING.

NEED MORE BILLING? WANT MORE PROFITS?

Have management and sales management experience with 250, 10,000 and 50,000 watt market stations. Will boost your income and decrease your costs. Salary plus a share of profits. Available immediately. Box 163, BROADCASTING, 360 N. Michigan Ave., Chicago.

Needed: Excellent sales management experience with 250, 10,000 and 50,000 watt market stations. Will boost your income and decrease your costs. Salary plus a share of profits. Available immediately. Box 163, BROADCASTING, 360 N. Michigan Ave., Chicago.

Commercial manager. I have an outstanding record, first as a salesman and now as a sales manager. My past record proves that I know how to build and develop a sales department that will show a profit for the company in whose interest, you can offer your qualifications for full particulars to Box 178, BROADCASTING.

Station manager desires change. Network recommendations. Good experience, master degree in journalism. West veteran. Write Box 925, BROADCASTING.

Commercial manager available. Fully qualified in producing profitable operation. Highly experienced in management department operations. Prefer established network station. Require substantial income from salary, etc. Box 155, BROADCASTING.

Commercial manager. Ten years experience. Successful background as manager and general manager. Seeks permanent opportunities, with references. Box 4, BROADCASTING.

Announcer—salesman: Desires permanent employment handling play-by-play football. Apply Box 40, Plainview, Texas.

Wanted: Experienced announcer and sales manager handling play-by-play football. Apply Box 40, Plainview, Texas.

Wanted announcer.$40.00 per week. Must have experience in producing live sports talk shows. Box 177, BROADCASTING.

Assistant program director for progressive FM station (20,000 w.) in Washington. Experience in programming, production, announcing, writing. Box 147, BROADCASTING.

Wanted—General manager available. 15 years experience in all phases of station operation and sales. Proven Sales manager. Excellent references. Box 80, BROADCASTING.

Wanted: Owner-manager of station in major market. Must be located in the South. Excellent experience. Will be responsible for all station operations. Box 107, BROADCASTING.

Announcer. Regular shift; football. Desires experience. Box 64, BROADCASTING.

Wanted: Experienced announcer for major market. Good opportunity. Personal interview required. Give full details first letter. Address Box 180, BROADCASTING.

Situations Wanted

Managerial

HELP WANTED (Cont’d)

Selling technician: Manager of one of our largest store operations will be moving to a position better suited to his abilities. He has been with us for 10 years and is one of our most successful managers. He desires to return to his home city and has been offered a top executive position in a major department store. We are now seeking a manager for this operation. Experience is not necessary; however, a college degree in management or business is desirable. Send resume to Box 189, BROADCASTING.

Wanted: Manager, sales, a young, aggressive man with a proven record of increasing sales volume. Must be able to handle new accounts and present product line. Please send resume to Box 93, BROADCASTING.

Commercial manager—retired. Seeking a position with a company interested in winning new business. Experience in all phases of advertising and sales management. Prefer small, independent station. Box 119, BROADCASTING.

Wanted: Manager, sales, an aggressive, dynamic man with a proven record of increasing sales volume. Must be able to handle new accounts and present product line. Please send resume to Box 93, BROADCASTING.

Wanted: General manager available. 15 years experience in all phases of station operation and sales. Proven Sales manager. Excellent references. Box 80, BROADCASTING.

Wanted: General manager available. 15 years experience in all phases of station operation and sales. Proven Sales manager. Excellent references. Box 80, BROADCASTING.

Wanted: Sales manager for station in the Midwest. Must have at least five years managerial experience. State age, experience, salary, etc. in first letter. All our personnel are experienced ad men. Write Box 158, BROADCASTING.

Manager for independent station in the Midwest. Must have at least five years experience in the radio business. $52,000-7000 plus part of profits. Box 138, BROADCASTING.

Salesmen

Wanted: Experienced salesman, also good continuity writer for spot announcements. Good pay. Box 112, BROADCASTING.

Wanted: Experienced salesman. Also able to do studio maintenance. Must be able to set up the station. Write WELI, P. O. Box 1497, Jackson, Mississippi, for complete information.

Applications will be accepted for engineering, production and camera personnel experienced and interested in television for Southern operation in the South. In applying to Box 91, BROADCASTING, please indicate your full qualifications, experience, and include photographs.

Starkville, Mississippi, WSSO—Mississippi State University, on air, 32,000 watts, full qualified Announcer and Chief Engineer.

WANTED: Programmer, engineer for first class station, WIFC-FM, Fayetteville, N. C.

Transmitter operator—single or experienced. $80.00 per week. WSBV, Petersburg, Virginia.

Production-Programming—other


The midwest's most progressive FM station is looking for a producer with plenty of ability, for its new sister station in northern Indiana. Good salary, prefer single. Send experience to station's address. WEND, Elyria, Ohio.

WANTED: General manager for station in the West. Salary plus a share of profits. Box 158, BROADCASTING.

Announcer, immediate opening. Excellent pay. Box 112, BROADCASTING.

Sportscaster. Experienced. Desires change of location and environment. Box 112, BROADCASTING.

Assistant program director for progressive FM station (20,000 w.) in Washington. Experience in programming, production, announcing, writing. Box 147, BROADCASTING.

Wanted—Capable home economist and food writer to conduct daily broadcasts from model kitchen studio. AM broadcast commercial spot television. Box 146, BROADCASTING.

WANTED: General manager available. 15 years experience in all phases of station operation and sales. Proven Sales manager. Excellent references. Box 80, BROADCASTING.

Situations Wanted (Cont’d)

Commercial manager. I have a outstanding record, first as a salesman and now as a sales manager. My past record proves that I know how to build and develop a sales department that will show a profit for the company in whose interest, you can offer your qualifications for full particulars to Box 178, BROADCASTING.

Station manager desires change. Network recommendations. Good experience, master degree in journalism. West veteran. Write Box 925, BROADCASTING.

WANTED: Commercial manager with proven experience and ability to develop profitable station. West, only. Ten years experience in station management. Box 186, BROADCASTING.

Commercial manager wanted for ten years experience. Successful background as manager and general manager. Seeks permanent opportunities, with references. Box 4, BROADCASTING.

Manager—now employed successful east coast station. Short notice. Personal interview. Box 186, BROADCASTING.
Situations Wanted (Cont'd)

Program director—now employed 50
kilowatt independent. Details in confi-
don. Extension 139. BROADCASTING.

Advertising-promotion: Girl; 2, 5 years
experience in daily newspaper adver-
sing. Three months experience in
radio advertising; 3 years of radio and
television experience in New York
agency. Graduate university. In-
terest: Sports. Prefer Chicago metropoli-
itan area—West or South Side.
Box 129, BROADCASTING.

Sponsors, listeners, and employer tell me
that I am ready to go up the ladder in
promoting and advertising programs.
Experienced professional baseball,
college football, and sports announcer.
Former pro baseball player, basket-
ball player. High school graduate,
married and experienced. Better
opportunities than West. Will
consider either side. Box 128,
BROADCASTING.

Want a Refreshers Course? BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3336 16th Street, N. W.
Washington 10, D. C.

Please send information concerning

YOU JOIN THE RANKS OF.....

STATION MANAGERS!

WANTED

Jobs for Graduates of "California's
Best School of Broadcasting"

Young and men and women

BROADCASTING.

fully experienced in
radio broadcasting.

Wanted (Cont'd)

Continuity director—writer—promotion.
Sales-compelling commercials, variety
shows, documentaries. Five years expe-
rience in radio. Sales through the air
with the greatest of ease. Box 128, BROAD-
CASTING.

Program director. With youngsters of
two years or less experience in
radio, is there a station of quality
operation which can use my ten years
experience? I still consider radio a pro-
fession. Salary minimum $100 per
week. Box 129, BROADCASTING.

Director, station engineer. Excellent
years varied experience, management
and first telephone. Box 129,
BROADCASTING.

Director, station manager. Excellent
years varied experience, manage-
ment, knowledge of every detail of
operation. Will furnish information.
Box 129, BROADCASTING.

Director, station manager. Excellent
years varied experience, manage-
ment. Will consider either side. Box 129,
BROADCASTING.

WANTED

BROADCASTING.

Situations WANTED

WANTED

Newspaper and radio station

ANNOUNCING.

Arlington Heights, Ill.

For Sale

FEDERAL 160 BAND SAW

50 kw transmitter, available in
2 to 3 months. For par-

TVE30100A

ELECTRIC WIRELESS and ELECTRIC

PROFESSIONAL (WIRELESS) AND

AMERICAN COUTNYSIDE

PRICE LIST

To be had 45 ft. gabled towers and one self-supp.

170 ft. tower. Will support FM or TV antennas with top.

The Price at this time.

Trucon Tower now available—435 ft.

Commercial amplification 168

1,000 kw for $400 per kw.

the most efficient. Sold.

Brochure on request. Price.

Radio Station KFAB, Mark Bullock,

Chief Engineer, Lincoln, Nebraska.

Federal 160-6 Band Duty

In good condition. KXLA, 1401 S.

For sale; 3 Billy crystal type

BC467 for 1400 kcp with complete

OUTDOOR MOUNTS AVAILABLE.

This offer price with 4-4000 tower

FM or TV antennas to top.

amplification 45 ft. gabled
towers and one self-support.

The Price at this time.

Trucon Tower now available—435 ft.

Self supporting, sectionalized 168

the most efficient. Sold.

Brochure on request. Price.

Radio Station KFAB, Mark Bullock,

Chief Engineer, Lincoln, Nebraska.

Redwood Tower

50 kw transmitter, available in
2 to 3 months. For particu-

167 BROADCASTING

For Sale

Electrical Wire and Equip-

For Sale

same as new. Make an offer. Radio Station KXLA, 1401 S.

Oaks, Pasadena.

To be had 45 ft. gabled towers and one self-sup-

170 ft. tower. Will support FM or TV antennas with top.

The Price at this time.
Personal Income Figures Are Up, Says Commerce
TERMINATION of railroad and motor carrier wage increase in May to an annual rate of $208.1 billion, compared to $207.4 billion in the previous month, the Department of Commerce announced July 20.

According to the report of the Office of Business Economics, personal income during the first five months of 1948 was at an annual rate of $207.6 billion, compared with $189.7 billion for the corresponding period of 1947, and an average annual rate of $185.5 billion for the full year of 1947.

Hartigan Heads AAAA
Transportation Ad Group

J. J. HARTIGAN of Campbell-Ewald Co., Detroit, has been appointed chairman of the newly created Committee on Outdoor Advertising of the American Assn of Advertising Agencies. Vice chairman is M. L. Kiebler, Benton & Bowles, New York.

Other members are:
John E. Clark, Young & Rubicam, New York: Franky Cockeyland, Botte-
len, New York.

ABC TV Program

A PROGRAM described as combining the educational values of a newcast and the entertainment advantages of a question-and-answer game, was to debut Thursday (July 22) on the ABC eastern televi-
sion network. Announcing Aug. 19, it was reported that the program called Quizzing the News, will originate from WJZ-TV New York, scheduled to go on the air, will be fed to ABC video affiliates. Program is heard from 9-9:30 Thursday nights.

For Sale

WEST COAST
FULLTIME STATION

Here is an opportunity to live in one of the west coast's very attractive smaller markets and own a valuable radio station.

Small Market Station Manager

Increase your business, audience and listenable public service. Now you can obtain expert, practical advice, guaranteed. Indexed to your station as given by an experienced, successful program manager, thoroughly acquainted with the Small Market Picture. One station per market. No retainer, no expenditure after Initial $25.00. For information contact:

BOX 145, BROADCASTING

For Sale

WASHINGTON, D.C.
James W. Blacken
1011 New Hampshire Avenue
NATIONAL 7685

WASHINGTON, D.C.
Clarence R. Wilson and Philip D. Jackson
Tower Petroleum, Inc.
Central 1177

BRANCH OFFICE
SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Tower Building
EX 2-5057

For Sale (Cont'd)


WANTED

Western Electric D93306 Vertical Reducers

Any Condition

Send Postage to
P. O. Box 82
Floral Park, L. I., N. Y.

For Sale

For Sale: Western Electric Unit, for dismantling. "RANGEFINDER." This station has 250 kw type D96847, 27,250,000 watt radio transmitter, for sale. Contact: Fred Lesher, 170 West 41st Street, New York; or ABC-TV, Chicago, for more information.

For Sale: Used General Electric 250 watt FM transmitter, 850 kc; FM moni-
tor, 400 ft. 1/2 inch transmission line, new, $550; 300 ft. coaxial line, new, $150; GE antenna, brand new, $800; 400 ft. 1/4 inch coaxial line, $250. Box 186, BROADCASTING.

For Sale:

250 kw AM Transmitter

For Sale: Western Electric 5 kw type D96494, can be used on any frequency from 560 to 1600 kc. Good condition. Will be available at 1813 N. Vine St., Hollywood 28, Calif.

For Sale:

Small Market Station Managers

Increase your business, audience and listenable public service. Now you can obtain expert, practical advice, guaranteed. Indexed to your station as given by an experienced, successful program manager, thoroughly acquainted with the Small Market Picture. One station per market. No retainer, no expenditure after Initial $25.00. For information contact:

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Ray V. Hamilton
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BOX 145, BROADCASTING

For Sale (Cont'd)


WANTED

Western Electric D93306 Vertical Reducers

Any Condition

Send Postage to
P. O. Box 82
Floral Park, L. I., N. Y.
FIRST 15 PROGRAM HOOPERS—July 15th Report

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<th>Program</th>
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YEAR AGO

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TOP 10 DAYTIME HOOPERS—July 15th Report

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YEAR AGO

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DURR TELLS SEATTLE FCC IS UNDERSTAFFED

INVESTIGATIONS by legislative un-American activities committees, whether federal or state, do more harm than good, and may in fact drive people to membership in the Communist Party, Clifford J. Durr declared in Seattle Monday. He addressed a Freedom Forum sponsored by the Civil Liberties Council of Washington.

While in Seattle, Mr. Durr appeared on the unreported News Conference presented by the Washington State Press Club on KJR. Interviewed by Loren Stone, manager of KIRO; Robert E. Friberg, manager of KRSC; Jerry Crollard, Ruthrauff and Ryan, and Margaret Barry, Barry-Sherman Radio Productions, Mr. Durr freely answered questions about the Blue Book, the Pot Huron decision and the relationship of commercial radio to public service programming generally.

The check on local station programs maintained by the FCC is not satisfactory, Mr. Durr asserted in the broadcast, because the Commission does not have an adequate staff. As a result, he added, the program analysis is largely statistical. He indicated that the ideal ratio of commercial to public service time cannot be determined by formula. Indeed, he noted, commercial programs often provide the revenue which enables a station to do a good public service job. If a station is almost 100% commercial, however, Mr. Durr felt that should raise a serious question as to its public interest activities.

KDFL-TV Joins NBC

KDFL-TV Salt Lake City, which began commercial operations July 7, has been signed as an NBC video affiliate. The station and KDFL, NBC AM outlet in Salt Lake City, are owned by the Intermountain Broadcasting Corp.

'OREGONIAN' STATIONS NEW STUDIOS OPENED

Mr. Coz (r) shows noiseless door catches on new KGW and KGW-FM studios to Arden X. Funghor, former general manager of KGW and now business manager of all Oregonian properties.

KGW and KGW-FM Portland, Ore., owned by the Oregonian Publishing Co., now are operating from new studios occupying more than two-thirds of the fourth floor of the Oregonian's new block-square building in downtown Portland. The public, as well as representatives of advertising agencies, sponsors, and station and network personnel, viewed the new broadcasting plant at a three-day open house July 16-18.

The five studios designed by KGW's chief engineer, Harold Singleton, are of floating construction and use the modified poly-cylindrical acoustical treatment. Amplifying equipment and microphones were made by RCA. The master control room is backed by 11 cabinet-type equipment racks and includes seven fixed frequency receivers and four FM monitoring receivers.

In addition to the fourth floor studios and offices, the Oregonian stations have a shop at street level with a loading driveway. Here portable remote pickup equipment is stored for quick dispatch.

Preparations for television have been made on the new plant, according to H. Quentin Cox, general manager of KGW and KGW-FM. A large auditorium studio is ready to be completed, coaxial cables have been installed in the master control room, and an ample power source has been provided for television lights.

KWG is a fulltime NBC outlet operating with 5 kw on 650 kc. KGW-FM operates on Channel 262 (100.3 mc.).

Ziv TV Package

AN UNANNOUNCED "major" film company is negotiating with Ziv Television Programs Inc., New York, for theatre use of Ziv's new 16-minute video film covering news highlights, yesterday's Neusrea, the transcription producer announced last week. Ziv Television, subsidiary of Frederic W. Ziv Co., has prepared the film series especially for television, and is offering it to U.S. video stations and sponsors on a 52-week basis.

July 26, 1948 • Page 79
YOU CAN DOMINATE WEST all MICHIGAN WITH WLAB and WLAB-FM

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C.P. 57,000.

ABC Network

FAMOUS “Roosevelt Smile” is flashed by Jimmy Roosevelt at Democratic Convention from behind a KYW fan. KYW Philadelphia distributed the fans, which carried inscription, “I’m a KYW fan,” throughout Convention Hall.
July 16 Decisions...

Docket Case Actions

AM-1330 kc

Announced proposed decision to grant application of Cleveland Broadcast, Inc. for new station Cleveland on 1330 kc wni. DA, and denial of application of Scripps-Hoard, H. Ray Eggleston facilities. Comma. Walker, Webster, and Hennock not participating; Comr. Jones concurred in result.

By the Commission

Amended Rules, Part II, Sec. 1144, to permit Secretary to act on requests for cancellation of AM. FM, and TV authorizations.

By Commission En Banc

Portsmouth Radio Corp., Portsmouth, Va.—Granted Mod. FM (CP as follows: Class B, Channel 259 (97.7 mc), 100 kw, 350 ft.

Extension Granted

KGWD St. Louis—Granted extension of construction date to Dec. 31, subject to cond. that on or before that date either construction be completed in accordance with terms of CP, or station cease operations and surrender interim equipment.

Allocation Change

Ordered that, effective Aug. 19, revised tentative allocation plan for Class B FM stations is amended so that Channel 273 is deleted from Washington, Pa., and added to Pittsburgh. Further order that Channel 273 at Pittsburgh shall be deemed available for assignment to applicants now requesting Class B allocations of 176 kw power.(Note: stations 8472 and 8473 unless on or before Sept. 30 no application requesting said channel at Pittsburgh is filed by another applicant.

Actions on Motions

By Commissioner Sterling

KJL Los Angeles—Granted petition for leave to intervene in hearing on application of Cosmopolitan Broadcast, Co.

Mayo, Evansville, Ind.—Granted petition insofar as it requests leave to intervene in hearing on application for license to operate Channel 36 in Evansville.

Staunton County Broadcasters Inc., Modesto, Calif.—Granted petition to intervene in hearing on application of Newsome Broadcasting, Inc., for license to operate Channel 26 in Modesto.

Camera Radio Inc., Columbus, Ohio—Granted petition to intervene in hearing on application of Cosmopolitan Broadcast, Co., for license to operate Channel 26 in Columbus.

Capital Radio Inc., Columbus, Ohio—Granted petition to intervene in hearing on application of Cosmopolitan Broadcast, Co., for license to operate Channel 26 in Columbus.

Antenna—antenna

N. J.—Granted petition for leave to amend AM application to show change in type number of ant. etc. Also granted petition for leave to amend application to add name of two new stockholders.

Van Curler Broadcast Corp., Albany, N. Y.—Refused to grant Full Commission petition to show new ownership of TV station.

Wisconsin Broadcast, System, Milwaukee—Granted petition for leave to amend TV application to show revised estimates of initial costs, revised financial plan and equipment.

Meridith Pub., Co., Albany, N. Y.—Granted petition for leave to amend TV application to show substitution of Meredith Channel Television Corp., as applicant in lieu of Meredith Pub., Co., etc.

Capiol Broadcast Corp., Indianapolis—Grant petition for leave to amend AM application to show new ownership of AM station.

WJBD Detroit—Granted petition insofar as it requests leave to amend AM application to show revised DA Arrays.

Suffolk Broadcast Corp., Coram, L. I., N. Y.—Granted petition for indefinite continuation of hearing on application for amendment of AM license, pending application for reconsideration and without hearing.

WELO Tupelo, Miss.—Granted petition to dismiss without prejudice AM application.

WEU Reading, Pa.—Denied hearing on AM application for Aug. 23 at Washington.

Kickapo Prairie Broadcast Corp., Springville, Mo.—Commission on its own motion, continued indefinitely hearing on application for license to operate Channel 15 in Springville.

Technology Broadcast Inc., Minneapolis, Minn.—Denied petition to dismiss without prejudice AM application.

Neptune Broadcast, Corp., Atlantic City, N. J.—Granted petition for leave to amend AM application to show new ownership of AM station.

N. J.—Granted petition for leave to amend TV application to show change in type number of ant. etc. Also granted petition for leave to amend application to add name of two new stockholders.

Transfer of Control

KPDR Alexandria, La.—Voluntary transfer of control of license to L. Hope, Duncan, Pa., by Bcstg. Corp., Cleveland on request of L. Hope, Duncan, Pa., by Bcstg. Corp., Cleveland on request of Bcstg. Corp., Cleveland on request of L. Hope, Duncan, Pa., by Bcstg. Corp., Cleveland.

Assignment of CP

KFPA Santa Paula, Calif.—Voluntary assignment of CP from Robert L. LeMond, Clint Jones, and Clarence E. Fisher, partnership for 

FM Construction Permit

Grants CP-162700, as conditioned in CP-162700, to Thomas W. Walker, Inc., to Construct FM Station KPDR.

License Applications

Madison, Wis.—Granted petition to amend license of Madison Heights Community Hospital to extend to 510 kw.

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FCC Actions

(Continued from page 81)

Decisions Cont.:  

KVER Albuquerque, N. M.—Granted CP to change frequency from 1490 to 1360 kc.

Heard on Semitic E. St. Louis—Returned to March 4 for more of new CP application, so that it is subject to condition that permittee shall satisfy all legitimate complaints of blanket interference, existing external cross-modulation, existing mutually interfering stations, and various requests of WTMV directed against Commission’s action of March 24 granting CP to KETS.

Accepted

KDEC Omaha, Neb.—CP granted to a new station in the Omaha, Neb., market, Feb. 6, 1948, for a frequency of 980 kc.

ABM—1490 kc

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WJDX
NBC AFFILIATE IN JACKSON, MISSISSIPPI

Jackson, Mississippi, has a quality market index 39% above the national average, according to the 1948 survey of Magazine Management. To reach this growing market use Jackson's quality station — WJDX!

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP
Represented Nationally by

George P. Hollingsbery Co.

This exciting new album by Billy "Cowboy" Hymans...

"Cowboy Hymans," by The Texas Rangers is the first album of its kind. This exciting new album by Hymans features six outstanding cowboy hymn selections.

Wire, Write or Phone for Complete Details

The Texas Rangers transcriptions were recently rerecorded for their tenth year on WGBI, Scranton, Pa. And for the same sponsor, too! On WGBI they reached a 27.4 here during their 15-minute Monday through Friday program from 6:30-6:45 p.m.

America's foremost Western playing and singing group. The larger... The Texas Rangers also offer you the greatest number of high fidelity, vertical cut transcribed tunes. Finest for FM as well as AM!
Feature
(Continued from page 19)

over the housing plight through the viewer ad columns of a local newspaper.

"My wife," Mr. Pritchard pleaded in the ad, "likes to think when I hang up my hat at night that it will be ready when I get home. In other words, we need a place to live. So do dozens of other GI's in Sioux Falls. Got a home? An apartment? A barn? Silo? Vacant attic? Empty store window?"

A local department store, Shreve and Johnson Co., had the empty store window. In an advertisement which followed his 24 hours, the store offered to let him "live like a king" rent-free in its store window for a week.

Mr. Pritchard accepted and the store prepared his elegant apartment. Twin beds were installed. Dining room furniture, mahogany chests, smoking stands, easy chairs, lamps and heavy carpeting were added. Nor were pictures and wall decorations overlooked.

His meals, courtesy of the store, were served by a uniformed maid. During his off hours in the afternoons, friends visited him in his improvised quarters to chat, play cards, eat lunch or dinner, or just join him in a refreshing lemonade.

After broadcasting reports of the baseball games from his special "home-studio" during the evenings Mr. Pritchard donned slippers and robe and read the evening paper to the amusement of crowds gathered outside his living room window.

He even aired the farewell party he gave for his wife when she went to the goldfish bowl had drawn a crowd.

A housewife joined in the spirit of the last store window meal and was rewarded with a $25 merchandise certificate from the store.

All concerned in "Operation Housing" seemed to benefit. Mr. Pritchard received ten offers from people who had seen him in his store window apartment and had sympathized. Veterans, as a group, profited also. After he had located suitable, and more private, quarters, Mr. Pritchard used his store window appearances as part of a campaign to assist other homeless veterans.

Video Films

TWO new television film productions have been undertaken by Bonded Television Productions, Hollywood, according to Anson Bond, president and head of production.

One, a 27-minute series to be known as "Prohibition," will be an audience participation program; the other is a 12-part series, "The Trick of the Week." The firm has been showcasing several other program film properties. Prices of the various packages range, according to Mr. Bond, from $3,250 to $8,500 for showing rights for one year.

New Discount Schedule For Alaska Broadcasters

BEGINNING August 1, network discounts up to 30% will be allowed advertisers on the Alaska Broadcasting System. The new rate structure, as it will apply to all five of the ABS stations, provides that advertisers buying time on two stations will receive a 10% discount; three stations, 17½%; four, 25%; and all five stations, 30%.

Direct connections with the U. S. are now available through the Army Communication System at reduced rates, ABS said last week. The ABS stations are KFQD Anchorage, KINY Juneau, KTKN Ketchikan, KFRB Columbia, and KIBH Seward, which will soon begin operations.

College FM Station

MARY HARDIN-BAYLOR College, Belton, Tex., has begun operation of KMBH-FM, and has announced a new course, "Radio Workshop," open to members of every department at the college. Two air-conditioned studios have been built with a reception room, director's offices and control room.

A 342-foot tower is in use. KMBH eventually will be part of a Baptist FM network forming in Texas.

occupying the governor's chair is Lucile Hastings, newswriter for KZD Denver. Colorado Governor Lee Knous congratulates her for her fourth consecutive winning of the National Federation of Press Women's top award for preparation of a radio newscast.

RULON BRADLEY, news editor of KIDO Boise, is the father of a girl, Laurissa.

THREE Los Angeles sportscasters, BOB KELLEY, EMCO; LANE MERRON, KFI, and HARRY WISMER, ABC, have been signed for radio announcer roles in forthcoming Columbia Pictures' production "Trip to Thrash." CANADIAN PRESS will move into its new building at University Ave. and King St. Toronto, late in August, and PRESS NEWS LTD., CP's radio news subsidiary, will occupy part of second floor of building.

BOB GARRARD, CBS Hollywood newscaster, is the father of a boy, James Dallas, born July 15.

SIXTH television station, KSL-TV Salt Lake City, has signed up Telefilm Inc., Hollywood's ten minute film series, "Snapshots."
FCC Actions

Applications Cont.: new FM station, to change type station from Class A to Class B frequency to change from 535 to 1600 kc, and height above average terrain to 500 ft. AM station to block proposed ERP from 1420 kw to 1360 kw.

Modification of CP WLBK-FM Lebanon, Pa.—Mod. CP to block proposed ERP from 500 wc to 660 kw; increase height from 1600 ft to 3553 ft. Motion to modify granted 3-22-47. ERB to 2.7 kw, specify Channel 277, 103.3 mc.

Marmat Radio Co, Bakersfield, Calif.—CP new standard station on 1360 kc 500 w D. DISMISSED July 16.

Modification of License WSTS Southern Pines, N. C.—Mod. CP to block proposed ERP from 500 wc to 1 kw N, 5 kw D using DA for both D and N.

Modification of License The Master Bostg. Corp, Rio Piedras, P. R.—CP new standard station on Channel 228 99.3 mc, 50 kw ERP block proposed ERP from 500 wc to A, ant. height above average terrain to 1500 ft.

Transfer of Control KAIR Laredo, Tex.—Vol. transfer of control of permittee to Howard W. Davis, J. K. Beretta and Mrs. J. K. Beretta to Mark Perkins.

The Greenville News-Piedmont Co, Greenville, S. C.—CP new commercial TV station on Channel 10 56 kw ERP 27.8 kw, ant. 13.9 kw unlit.

Licenses to be revoked for failure to file quarterly return. WUAN Anahiem, Mich.—License to cover CP new non-commercial educational stations.

Modification of CP Don Lee Bestg. System, Hollywood, Calif.—Mod. CP to block proposed ERP from 625 wc to 640 kw, decrease overall height above ground 620 ft.

Transfer of Control KRAJ Coolidge, Ariz.—CP new standard station on Channel 10 192-196 mc, ERP 50 kw, ant. 2 kw.

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

KWBK-FM Breckenridge, Tex.—CP new FM station for Extension of completion date.

WSEE St. Petersburg, Fla.—Same 192-210 mc.

Grandview Inc, Manchester, N. H.—CP new commercial TV station Channel 10 204-210 mc, ERP 10 kw, ant. 5 kw unlit.

Modification of CP KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

WBCS-TW New York—CP change ERP from 1.72 kw, ant. 1.07 kw to 14.6 kw, ant. 7 kw, decrease height above ground and make ant. changes.

Modification of CP KAVY-TV Virginia Beach, Va.—CP new FM station for extension of completion date.


Modification of CP KRAK Oakland, Calif.—Mod. CP increase power, etc. for extension of completion date.

KRAI Crabtree, N. D.—Mod. CP new standard station for extension of completion date.

Assignment of License WBK DeKalb, Ill.—Vol. assign. of call sign to Dist. from Theodore A. and Roland Wullem, a partnership d/b/a Dist. to Ted Steward, DeKalb Radio Studio Inc.

Modification of CP WYPO Stroudsburg, Pa.—Mod. CP new standard station for extension of completion date.

APPLICATION DISMISSED.

AM—1280 kw

Robert P. LaFollette, Dunkirk, N. Y.—CP new standard station on 1360 kc 500 w D. DISMISSED July 15.

AM—1280 kw

KUKN Eugene, Ore.—CP change frequency from 1540 to 1760 kc, and height above ground from 1555 ft. AM station to block proposed ERP from 250 kw to 1 kw, DISMISSED July 15.

AM—1560 kw

Donald W. Reynolds, Okmulgee, Okla.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,705 licensed, 331 construction permits, 259 applications in addition to standard stations. New stations in hearing; FM—143 licensed, 104 conditional grants, 766 CPs; of which 426 are under air special temporary authority; 41 applications pending, 44 applications in hearing; television—seven licensed, 130 CPs (of which 15 CPs on air), 30 applications pending of which 194 are in hearing.

APPLICATION RETURNED

Transfer of Control WMAN Mansfield, Ohio.—Involuntary transferee of license under L & T granted to Monroe F. Rubin, deceased, to Ruth Rubin, executor of estate of Monroe F. Rubin. RETURNED July 16.

APPLICATION DISMISSED

Modification of CP KCRC-TV Houston, Tex.—Mod. CP new FM station on Channel 10 height above average terrain to 371 ft, and change ERP to 5 kw in an system.

AM STATION DELETION

Sched. to be deleted from Section 73.3500, Community Service Bestg. Corp., Columbus, Ohio—FM station 910 kw, Channel 210 858 mc, ERP 120 kw.

July 22 Decisions

BY COMMISSION EN BANC

AM—1320 kw

WKAZ Norfolk, Va.—Granted mod. CP modification. CP requesting Nyx to amend application 1230 kw, hours from D to unlit, and specify time, site and ant. (Comms. Coy and Warner, hearing).

WJWH Washington, D. C.— Granted mod. CP new standard station on Channel 101 1360 mc, 10 kw ERP, discontinue to include issue whether application for new station 1360 kw to channel 1360 mc.

AM—1600 kw

Julius Louis Liebman, Kattanning, Pa.—Mod. CP new standard station 1280 kw, D, 1300 kw D; engineer condition; estimated cost: $11,400.

CP for Changes

KUSN Bistee, Ariz.—Granted CP make changes in vertical antenna system, equipment, and change type antenna system, and change ERP to 5 kw ERP.

WLAY Sheffield, Ariz.—CP Granted changes in vertical antenna system, change type antenna, change ERP, and block proposed ERP from 1600 to 1440 kw.

Hearing Granted

Frederick Bestg. Co., Frederick, Md.—CP new standard station on Channel 10 1420 mc.

AM—1280 kw

KHSU Chico, Calif.—Granted CP increase power from 1 to 5 kw, install new transmitter, change location and mod. DA; engineering cond.

OKCO Radio, Inc., Oklahoma City, Okla.—CP new standard station on Channel 10 151 mc, ERT 150 kw.

TENDERED FOR FILING

The Gable Bestg. Co., Altoona, Pa.—CP new commercial TV station Channel 9 1600 mc.

Assignment of License KKBZ-FM, Mesa, Ariz.—Assignment to assignee of license to Valley Bestg. Inc.

Acquisition of Control WOLO-TV, Maywood, Ill.—Acquisition of control of licensee corp. by Geo. H. Jaspers.

Transfer of Control

WWGP Sanford, N. C.—Consent to involuntary transfer of control to Anna Louise Terry in lieu of $1,000, to the estate of W. W. Gregory, deceased.

AM—204-210 mc

Grandview Inc, Manchester, N. H.—CP new commercial TV station on Channel 10 192-196 mc, ERP 10 kw, ant. 5 kw unlit.

AM—1560 kw

Thomas J. Wallace, Tucson, Ariz.—CP new standard station 1600 kw.

KYOV Uvalde, Tex.—CP change frequency from 1490 to 1450 kc.

Joliet, Ill. Police Chief Loses Appeal in Hearing

ERNST E. OBERLY, former police chief of Joliet, Ill., lost in his complaint against WJOL Joliet's use of horse-race programs occasioned a further hearing before an FCC hearing examiner in connection with the original renewal application [BROADCAST- ing, Feb. 3, Dec. 22, 1947], lost an appeal last week from a city board's action discharging him from the force Oct. 10.

Circuit Judge Rosece C. Smith of Waukega handed down a decision upholding the Joliet Fire and Police Board's action. The board may appeal. His discharge was based in his operations as police chief and did not relate to the WJOL case, in which he contended that local gambling was being carried on horse-race information carried by the station. FCC action on the renewal application is still pending.

Columbia U.'s WCUV, WCSR Cobeskill Deleted

GRANTS for one FM educational station and one commercial AM outlet were deleted by FCC last week at request of the permittees. Commercial AM grant was for WCSR Cobeskill, N. Y., assigned to Graceville Radio Station, Inc. Notice of Deletion was for the outlet had been dropped.

Commercial AM grant deleted was for WCSR Cobeskill, N. Y., assigned to Columbia University. Notice of Deletion was for Permittee was Schoharie County Community Service Broadcasting Corp., which received the authorization in April 1947. Owners include William R. D. Eisenhour, in a letter to the Commission requesting deletion of the institution's WCUV (FM) on Channel 210 (88.3 mc), stated that "due to internal differences between the organization and school officials the outlet had been dropped.

Station 1120 kc, WCSR Cobeskill was licensed, was filed in good faith or to block proposed competition (BROADCASTING, July 19), and ordered that hearing be held on behalf of the University of Oregon, at Wash., at time to be set by order of the Commission.

KFAR Fairbanks, Alaska.— Granted extension of special temporary authorization for new station 660 kc to 10 kw until May 1, 1949. (Comms. Coy, and Warner, hearing.)

WEMM and WEMN, Ft. Supply, Okla.—Granted petition requesting reconsideration of grant of ERP and approval of application for new station at 1320 kc to 1 kw D.

KWPT Honolulu, Hawaii.—Granted petition requesting reconsideration of grant of ERP, and approval of application for new station at 1300 mc to 1 kw D.

KDKL and KHNL, Honolulu, Hawaii.—Granted petition requesting reconsideration of grant of ERP of 1300 mc to 1 kw D; subject to hearing docket 1300, subject to hearing docket 1700.

KRDJ Stockton, Calif.—Granted permission to operating without hearing of application; and subject to hearing docket 1700.

BROADCASTING/PLECTRON=

July 26, 1948 / Page 85
KPRC FILES SECOND SUIT ASKING PORT HURON TEST
SECOND SUIT filed by KPRC Houston Friday asking U. S. District Court at Houston to convene three-judge panel for court test of FCC'S WHLS Port Huron decision interpreting law on political broadcast.

The new case is similar to original (early story page 68; also BROADCASTING, July 19), except it asks trial by three-judge statutory court rather than District Court itself, and seeks to have FCC interpretations set aside instead of a declaratory judgment on subject.

New suit, which presumably will supersede original, was regarded as expediting maneuver since decisions of three-judge courts may be appealed straight to U. S. Supreme Court.

Frank W. Woencraft, Washington counsel, and Jack Binion, Houston attorney, handling case for KPRC. Mr. Woencraft expressed hope that three-judge court might hear case by end of month, in order to get interpretation of political-broadcast law as early in campaign season as possible. July 30 seemed likely hearing date rather than Aug. 2, previously fixed.

Meanwhile, motion for dismissal of first suit was filed by Justice Dept. Dismissal plea, signed by William D. McFarlane, special attorney to U. S. Attorney General, is based largely on jurisdictional grounds.

WOI CHARGES FCC FAILED TO FOLLOW EVIDENCE
IOWA State College (WOI Ames) charged FCC Friday with going contrary to record facts in issuing its order abolishing AM special temporary authorizations [BROADCASTING, July 5].

In petition filed by Marcus Cohn, Washington counsel, college asked Commission to set aside its order and either call further hearing or refuse to adopt rule. Noting that college was not given hearing to support rule, while nine attorneys appeared against it, petition continued:

As the Commission's Report and Order stands, it is public policy that station set aside the testimony or argument made at any proposed rule-making proceeding, the Commission may disregard completely the record before it and come to a conclusion, as was done in this case, opposed to the unanimous set of facts set forth in the record.

Elementary notions of administrative processes, fair play, and due process make it mandatory that the Commission give consideration and weight to, and base its conclusions upon the record in its rule-making proceedings. Had the Commission itself presented testimony at the proceeding or had it included counsel made argument in regard to there would have been something in the record on which the Commission could base its proposed rule. The result of the Commission's proposed rule-making in this matter is to make the entire proceeding a sham and an empty gesture at compliance with the Administrative Procedure Act and elementary concepts of due process.

KFRU SOLD TO WATERS
SALE of KFRU Columbia, Mo., by Elsey Roberts, publisher of St. Louis Star-Times, and owner of KXOK St. Louis, to H. J. Waters Jr., publisher of TV Times and Mahlon R. Aldridge Jr., station manager, for $85,000, announced Friday subject to customary FCC approval. Station established in 1937 and operates on 1400 kc. with 250 w. It is ABC affiliate along with KXK. Deal handled by Phil Jackson, of Blackburn-Hamilton Co.

At Deadline...

SAGINAW PROPOSED GRANT GOES TO BOOTH STATIONS
PROPOSED decision announced by FCC Friday to grant new station at Saginaw, Mich., 1 kw fulltime, directional, on 790 kc to Booth Radio Stations Inc., licensee WJLB Detroit and WBBC Flint. Commission would deny mutually exclusive requests of Federated Publishers Inc. WOJW and Battle Creek licensees, for new station in Lansing, and Saginaw Broadcasting Co. to switch WSAM Saginaw from 260 w on 1400 kc. Comr. Robert F. Jones disapproved while Comr. E. E. McKinney and Frieda B. Henndock did not participate. FCC majority favored Saginaw over Lansing in view Sec. 307(b) of Communications Act, fair distribution of facilities law, and disqualified WSAM on grounds its directional antenna proposal was "substantially inferior" to requirements of standards. On issue of 30% daytime rural overlap between Booth's proposed Saginaw outlet and its WBBC, majority ruled density been should not be applied as service from several other outlets available and in consideration of other comparative factors.

WIBK GETS EXTENSION TO CONTEST RULING

WSPD-TV SIGNS WITH NBC
WSPD-TV TOLEDO, owned by Fort Industry Co., signed as NBC television affiliate. Station went on air July 21. It will become inter-connected with NBC Midwest video network Sept. 20.

E. T. MORRIS named by Westinghouse Electric Corp. as Westinghouse Manager of Stratovision, projected nationwide airborne TV system developed jointly with Glenn L. Martin Co. He is assistant to Vice President Walter Evans.

ARGENTINE Demands Mestre Quit IABA

(See Earlier Stories Page 23 and Editorial Page 46)

ARGENTINE Broadcasters Assn. may quit Inter-American Broadcasters Assn. unless Goar Mestre resigns presidency of hemispheric group according to word from Buenos Aires Friday.

As a result of publication in Peron newspapers of private letter from Herbert M. Clark, covering IABA sessions for Broadcasting, to Sol Taishoff, Mr. Clark said he had received telephoned threats to his safety.

Presentation in Argentine Congress of bill to force government to "make freedom of information a reality for the country's radio" is foreseen.

Paul Porter Aids Truman in Anti-Inflation Program

PAUL A. PORTER, former FCC chairman and later OPA Administrator, temporarily re-called Friday by President Truman to government service as non-paid special Presidential assistant to prepare explanation of anti-inflation program for presentation to Congressional committees during special session.

Appointment of Mr. Porter was made after he attended cabinet meeting when special session program was outlined.

WTHI TERRE HAUTE SELL
APPROVAL of acquisition of control of WTHI and WTHI-FM Terre Haute, Ind., by Anton Hulman Jr. for $2,562,500 asked in application filed Friday at FCC. He buys hold-

ings of Frank E. McKinney, ABC vice president Robert H. Hinckley, and associates.

KJC LAS VEGAS DELETED
KJC Las Vegas, Nev., deleted by FCC Friday at request of applicants, R. K. Witternberg and R. L. Stoddard, partners doing business as San Joaquin Broadcasters. Station had been assigned 1340 kc, 250 w fulltime; first granted Dec. 1947.

HIGH POINT TV PROJECT
APPLICATION for new commercial television station on Channel 12 (204-210 mc) filed Friday at FCC by WMFR High Point, N. C. Effective radiating power 1 kw visual, 0.651 kw aural; antenna height above average terrain 375.6 ft. Total cost $90,000, first year operating cost $35,000, revenue unknown.

Closed Circuit

(Continued from page 4)
Buying radio programs on the basis of percentages alone is closely akin to "buying a pig in a poke". Markets are people, not percentages. Ratings have meaning only in terms of homes reached, and ratings are projectable only to the segment of the population represented in the sample.

That's why WLW—with its 4-state Merchandise-Adble Area almost evenly divided between rural and urban listeners—adopted the Nielsen Radio Index. And that's how advertisers know exactly what they are getting for their advertising dollar on WLW.

The NRI is an accurate cross section of all the nearly 3½ million radio homes within WLW-Land. It provides a scientifically accurate picture of all listening, minute-by-minute. Thus an advertiser knows the total listening audience, his share of the audience, and the total number of homes reached per broadcast.

But that isn't all. Nielsen also reveals the Cumulative Audience—the number of different homes reached by one or more programs in a series of broadcasts. It is not the same people who listen to successive broadcasts—the audience is fluid. With each successive broadcast the advertiser reaches new listeners, as well as many of the same listeners. That is the manner in which radio is bought and sold, and the manner in which people listen to it.

That's why the Cumulative Audience is of extreme importance to the advertiser. It enables him to know the total number of home impressions made by this advertising in a series of broadcasts—and the cost per home impression.

For example: a morning newscast on WLW had an average per broadcast audience of 229,000 homes, Monday through Saturday, during four measured weeks of listening in February-March, 1948. But in the course of a week (6 broadcasts) this program reached 448,000 different radio homes. The average home reached heard 3.1 of the six broadcasts—accounting for 1,588,800 home impressions at a cost of only $1.25 per thousand home impressions.

For further details, contact your nearest WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, see the Keenan & Eickelberg representative in Los Angeles, San Francisco or Portland, Ore.
THESE PROGRAMS (ONCE MUTUAL SUSTAINERS)
ARE HELPING INCREASE SALES FOR
THEIR SPONSORS

HEART'S DESIRE
HOUSE OF MYSTERY
JUVENILE JURY
NICK CARTER
OFFICIAL DETECTIVE
QUEEN FOR A DAY
TAKE A NUMBER
TRUE DETECTIVE
TRUE OR FALSE
TWENTY QUESTIONS

PHILIP MORRIS & CO., LTD.
GENERAL FOODS SALES CO., INC.
GENERAL FOODS SALES CO., INC.
CUDAHY PACKING CO.
PHARMACO, INC.
ARMOUR & COMPANY
INTERNATIONAL MILLING CO.
MILES LABORATORIES, INC.
PHILIP MORRIS & CO., LTD.
UNITED STATES TOBACCO CO.
WILLIAMSON CANDY COMPANY
SHOTWELL MANUFACTURING CO.
RONSON ART METAL WORKS

CONSIDER THESE POINTS:
1. Mutual sustainers are tested before they go on the air and those offered here are "tried and true."
2. The sponsor who buys these sustainers does not have to build a show and he has an audience ready-made. (We will be glad to give you rating stories.)
3. Most Mutual sustainers are low in price and all represent unusual dollar value for the sponsor.

MUTUAL
Broadcasting System
WORLD'S LARGEST NETWORK

THESE MUTUAL SUSTAINERS
HAVE THAT "COMMERCIAL AROMA"

We'll be glad to give you the details on each...
and show you how they can help your sales curve.

ADVENTURES OF THE FALCON
ADVENTURE PARADE
LUNCHEON AT SARDI'S
SUPERMAN
HIGH ADVENTURE
IT'S A GREAT TOWN
LEAVE IT TO THE GIRLS
MYSTERIOUS TRAVELLER
STOP ME IF YOU'VE HEARD THIS
TWIN VIEWS OF THE NEWS

THE CASEBOOK OF GREGORY HOOD
MUTUAL NEWSREEL
SECRET MISSION
MEET YOUR LUCKY PARTNER
IT'S A LIVING
THREE FOR THE MONEY
HAPPY GANG
BEHIND THE 8-BALL
TALENT JACKPOT
HEART'S DESIRE

WHAT'S THE NAME OF THAT SONG