letters we filed...

but love to read occasionally

Among the hundreds of letters that ripple into our place yearly; letters from sponsors that is, there are many which contain statements that make us, for the moment, proud and very pleased in a hesitant world.

Statements like —

“We are in second place over all soaps and soapless soaps in the city of New York. That, WOR, is an achievement!”

“It was our first experience with radio time and WOR has been eminently successful. The best assurance we can offer is the signing of our new contract.”

“Not only has WOR been successful in stimulating sales of our candy, but you have built up an immense amount of goodwill among our customers and dealers.”

“We thought we were buying coverage of only the Greater-New York area and we end up by getting practically the whole United States!”

So, if you, Sir, would like to write letters containing comments such as these, why not call WOR today? Our skilled showmen, who are also skilled salesmen, have an astonishing record for picking profit-making shows that work wonders with almost 36,000,000 people in 430 counties in 18 states.

Note—WOR hasn’t the slightest reluctance to telling you who wrote the letters from which the excerpts were selected.
D. E. DAVISON and Sons have one of the most modern feed stores and mills in southern Illinois. Mr. Davison, mayor of the town of Noble, grew up on a farm, spent several years working in the oil fields before buying the Noble Milling Company about two years ago. The Davisons are now considering expansion to include farm implements.

Several times, according to son Duane, their customers have demanded specific brands they have heard advertised on WLS. The Davisons are so strongly convinced radio advertising pays that they spend most of their own advertising appropriation for spot announcements on the local station in nearby Olney.

Noble (population, 855) is in Richland county, some 260 miles south of Chicago, more than half rural. WLS is the Number One station in the county, according to BMB, 81% day, 77% night. Last year its 3,960 radio homes sent WLS 2,184 letters—55% response. Its annual income is over 20 million dollars, retail sales 11½ million, food sales 2½ million and drug sales over a quarter million dollars.

Here is a rich county in which WLS is intensively listened to—yet it is only one of 567 counties in the WLS-BMB daytime area. Throughout the Midwest, folks listen to WLS . . . and merchants, like the Davisons, know it. They all know the friendliness of WLS, the interest we take in providing just the right service and entertainment for Midwest America. It is this friendliness which has built listener confidence in WLS—the kind of confidence that leads to advertising results.
You can buy the
FULL 20-STATION
INTERMOUNTAIN NETWORK
or any group or individual station

- Wherever you need to apply local impact to build and support distribution, you'll find an Intermountain Network station.

Each station has local acceptance in its area, is an integral and important part of local enterprise—furnishes its listeners with a complete range of entertainment and information, including its local features, Intermountain Network programs and Mutual Network programs.

You can buy any individual station, any group, or the whole Network of 20 stations—to get positive local impact exactly where it will be most effective. Intermountain Network is the most flexible radio facility for partial or overall coverage in the Intermountain West.
HAS ZIV purchased all or part of World Broadcasting System Inc.? Going rounds is report that Decca, parent company, has virtually completed negotiations for sale of its pioneer library service, plus other assets to fast-moving Ziv firm, but with Decca retaining World wired music operations. Others negotiating understood to include Percy L. Deutsch, World founder, who sold company to Decca five years ago. Confirmation officially lacking from World or other quarters.

QUAKER OATS Co., Chicago, Sept. 13 takes over sponsorship of ABC's Challenge of the Yukon, 5-5:30 p.m., Mon.-Wed.-Fri. Agency, Sherman & Marquette, Chicago. The Green Hornet, another Trendle-Campbell package, at same time goes sustaining Tuesday and Thursday. Lone Ranger, sponsored over ABC Mon.-Wed.-Fri., 7:30-8 p.m. by General Mills, gives Trendle-Campbell eight ABC half-hour originations from Detroit.

DON'T write finis to long pending complaint on restrictive baseball play-by-play contracts under scrutiny of Anti-trust Division of Dept. of Justice [Broadcasting, Oct. 6, 1947]. New Anti-trust chief, Assistant Attorney General Herbert A. Bergson, has resuscitated inquiry on complaint of several stations.

ALLEN B. DuMONT, president of network and manufacturing company, has turned deaf ear to several proposals for purchase of his TV network operations. Understood he relishes telecasting as much as manufacturing. Number of important interests have propositioned him in recent weeks.

THREE TELEVISION precedents or near-precedents marked up last week, some good, some not: (1) First revocation; (2) one of largest single groups of non-hearing grants; (3) for one of first times in almost 12 months, only one new application filed.

ANNUAL LICENSE FEES for Canadian broadcasting stations, now ranging from $100 to $4,000, based on population and power, likely to be increased. Department of Transport understood planning increase, based on showing of recent financial reports of stations.

PROMOTION of James D. McLean, commercial manager of Philco's TV outlet, WPTZ, Philadelphia, to head new Philco unit to merchandise microwave radio relay equipment for both TV and general communications expected shortly. Alex (Bink) Dannenbaum Jr., commercial manager of WPEN, Philadelphia, and ex-head of WDAS Philadelphia, slated to succeed to WPTZ commercial management.

BIDDING in full sway on sale of WINX by Washington Post. Among those negotiating are Donald Flamm, former owner of WMCA (Continued on page 98)

Upcoming

Aug. 2-3: NAB District 1 meeting, Somerset Hotel, Boston.
Aug. 5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. Y.
Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind. (Other Upcomings on page 68)

Business Briefly

WEINTRAUB NAMED . Revlon Products Corp., New York, has appointed William H. Weintraub & Co., New York, to handle entire account effective immediately. McCann-Erickson, New York, formerly was agency for Revlon.

MEDICS RENEW . California Medical Assn., renews California Caravan 52 weeks on 12 ABC stations, Sunday, 3-3:30 p.m. (PDT). Agency, Lockwood-Shackelford, Los Angeles.

CHAIN AM, TV SPOTS . Bullock's Los Angeles (department store chain), July 28 started two-week combined television and radio spot campaign on local stations. Video spots run five weekly on KTLA, spot announcements six daily, five a week on KFWB KFI KECA KJH KNX KMPC.

CHESAPEAKE RADIO ASSN. . WILLIAM C. HARDY, manager of WMFD Frederick, Md., was elected chairman of Chesapeake Associated Press Radio Assn., newly-organized group comprising radio stations in Maryland and D. C. Purpose is to promote better news coverage throughout area. Ben Strouse, executive vice president and general manager of WWDC Washington, and R. J. Embry, vice president of WTH Baltimore, were elected vice chairman. (See story page 55.)

Argentine 'Incident' Goes to Marshall

LABELING incident "reprehensible," Senate Interstate Commerce Committee asked State Dept. Friday for report on Argentine government-controlled newspaper's interception and publication of private mail to Broadcasting [Broadcasting, July 26].

Through Acting Chairman Charles W. Tobey (R-N.H) and Sen. Ernest W. McFarland (D-Ariz.), one of ranking minority members, Committee wrote Secretary of State George C. Marshall asking "what steps, if any, have or might be taken to avoid recurrence and thus protect the interests of American nationals in Argentina."

Letter, accompanied by copies of Broadcasting news story and referring to newspaper accounts of incident, said: "If these allegations are true, they smack of the police state and are reprehensible because they violate international agreements governing privacy of communications."

At same time Sens. Tobey and McFarland wrote Sol Tishoff, editor and publisher of Broadcasting, submitting copy of letter to Secretary Marshall and requesting that "if there are any facts or subsequent developments regarding this incident which are not adequately portrayed in your news report, we would appreciate having the information submitted to us."

Incident involved story airmailed to Broadcasting by Herbert M. Clark, widely known foreign correspondent, on developments at Inter-American Broadcasting Assn.'s first annual assembly at Buenos Aires. Dispatch and accompanying personal letter to Broadcasting's publisher appeared mysteriously on front page of Peron-controlled Democracia, which also carried editorial charging plot against Argentine regime. Though airmailed July 11, dispatch and letter were not received until July 19; envelope had been opened and resealed with Scotch tape.

Text of Senate Committee's letter to Secretary Marshall:

Dear Mr. Secretary:

There has been brought to our attention a situation which appears to strike at the fundamentals of privacy of communications in our hemisphere. The circumstances, as we understand them, are set forth in the attached pages from the July 26, 1948, issue of the trade journal, Broadcasting. As you will note, it is charged that an Argentine daily newspaper published in test a private communication addressed to Broadcasting, and in addition, a personal letter from its news correspondent to the publisher of that magazine. The allegations in both the story and the dispatch, sent by an accredited American news correspondent, as well as the personal letter (Continued on page 98)

Broadcasting Telecasting
delivers a buying audience
...SALES-HIGH returns

Prosperity is the buy-word in the Easton market.
Wide industrial diversification (products range from steel
structures to ladies' handbags) is the reason for Easton's
consistently good business. WEST has in the past twelve years
built a large, loyal following by presenting the best
in local and national programming. You can depend on WEST
to produce results profitably. Write now for information.

represented by

ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles

Selection of your radio prime-mover is simple in Flint because of uncommon audience domination by one station —WFDF. Here's what Hooper's winter report showed about WFDF listeners in every time period: more than the other four local stations combined . . . three to six times as many as the next most-listened-to local station.

Let WFDF move you into Flint by air.

910 Kilocycles

WFDF MICH.

AMERICAN BROADCASTING COMPANY

NOW REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids — WFBM Indianapolis — WEOA Evansville
is the Yankee yardstick for sales success

Every Yankee home-town station has local acceptance with the audience ... with the local merchants ... with distributors and dealers throughout its area. It is the local member of New England's largest regional network — Yankee ... and of the world's largest network — Mutual.

You can use any one or several Yankee stations as a yardstick of results. It is a proved method for establishing a successful sales pattern which can be repeated with Yankee stations throughout the Yankee six-state area.

You can count on local acceptance — local impact — everywhere with any or all of Yankee’s 23 home-town stations.

"This is The Yankee Network"

Member Mutual Broadcasting System
orce!

- Maximum efficiency is derived from force only when it is properly controlled and directed. Without such control even tremendous force is quickly dissipated.

Spot Radio is Radio at maximum selling efficiency because only Spot Radio is directed into the markets and toward the people you want to reach with controlled intensity.

Whatever you have to sell you can sell it better, cheaper and faster with Spot Radio.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

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<td>Worcester</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION
Baltimore_______WBAL-TV
Boston_______WNAC-TV
Buffalo_______WBEN-TV
Los Angeles______KFI-TV
Milwaukee______WFMJ-TV
Minneapolis-St. Paul______KTSP-TV

Any advertiser can — and most advertisers should — use Spot Radio.
Feature of the Week

You can’t cover Cincinnati with WFLA

Mr. Leach (l) and Mr. Halls (r) discuss the illustrations on the board with Capt. Lest Eaton, of the California State Highway Patrol.

LOCAL automobile dealer organizations throughout the country might take a tip from the Fresno (Calif.) Motorcar Dealers Assn., which for three months has been sponsoring Today on the Highway, over KFRE Fresno, with excellent results.

According to Martin Leach, president of the Fresno dealer group, the program has proved to be an exceptional goodwill builder and service sales producer—as well as a safety promoter. It has won whole-hearted approval from the 

(Continued on page 91)

On All Accounts

WARREN E. KRAFT believes that an advertising agency is "a partner in opportunity" with its clients. That's point number one in his professional philosophy, and he has shared opportunity with a goodly number of clients in thirty-one years in advertising.

Mr. Kraft is vice-president of Honig-Cooper Co. and manager of the agency's Seattle office. That has been his title since 1926—but his life has been far from monotonous.

Among the other positions he has held concurrently in recent years have been: President of Seattle Advertising and Sales Club, chairman of Seattle Advertising Agency War Council, public relations adviser to the Washington State Defense Council (which followed his idea in setting up a Victory Network including every radio station in the state), vice president of Seattle Rotary Club and, in 1947, chairman of the Pacific Council, American Assn. of Advertising Agencies and member of AAAA's national board of directors.

Warren comes from a radio family. A brother, Vincent L., started KJR as the first Seattle station in 1922, and another brother, Edwin A., recently sold KINY Juneau and KTCK Ketchikan, and is still part owner of KKRL Kirkland. Warren himself was a wireless operator in the Signal Corps during World War I, and his two older sons served similarly in the Navy in the recent war, Warren Jr. as a radio operator, and Donald in radar. Both have been studying advertising at the U. of Washington, and the third son, Kenneth, is a reporter on his high school paper. All three of the boys share father's interest in the amateur print shop maintained in the basement of the Kraft home.

Born in Chicago in 1898, Mr. Kraft went to Seattle at the age of eleven. After graduating from the U. of Washington School of Journalism, he held jobs as copy writer, production manager and account executive up and down the Pacific Coast, returning to Seattle twenty-two years ago to assume his present post.

Although he knows and uses all media, he points to spot radio as the focus of "a special success" 

(Continued on page 91)
NEW HOOPER REPORT GIVES
AFTERNOON STATION-PREFERENCES IN "IOWA PLUS!"

NOW you can know what stations are listened-to most in ALL THE 116 COUNTIES IN "IOWA PLUS"—as well as in Polk County (Des Moines), which accounts for only 6% of the area's population.

C. E. Hooper, Inc. polled a scientific cross-section with the question: "To what stations do you and your family listen most frequently or the most time?" The resulting Report lists the percentage of mentions given each station with 1% or more.

AFTERNOONS, WHO GETS 27%
NEXT STATION GETS 8%

For the period 12:00 Noon to 6:00 PM, WHO was rated first by 27% of respondents. Eleven other Iowa commercial stations polled 1% or more. The combined rating for all these stations totalled 32%.

We believe these figures from the Winter 1948 Listening Area Coverage Index support WHO's philosophy that People listen most to that station whose programming pleases them best, whose Public Service arouses their greatest loyalty, and whose commercial necessities are handled most sensibly.

Write for availabilities—or ask Free & Peters.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
B. J. Palmer, President  •  P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
A year ago, I promised a lot of friends that WMLO would justify their faith.

In that year, we've increased audiences 340%.

Since that first Hooper, we've moved up to third place in the morning (even ahead of the network that, elsewhere, tops morning listening).

In the afternoon, we're in second place, with 71% more audience than the average for the next five stations... 53% more than the average for the three network outlets we lead.

We have never used a "Hooper hypo." We carry no baseball. We have built audiences by interpreting this city in terms of our idea of radio.

We have not raised our rates. The result is that it would be very difficult to find a major market station offering as many listeners per dollar as are now available to WMLO advertisers.

This is an independent station, which means that we do the programming for Milwaukee. We think we know more about it than Hollywood or New York. The figures seem to agree!

Sieg

WMLO
1000 watts on 1290 kilocycles—Milwaukee
Represented by Forjoe
Yeah, but can he lift a sales curve?

(If you're tired of cock and bull stories, see back page of insert.)
**EXPLANATORY NOTES**

*Left column in following order: SHORE AND TELEVISION, PROGRAM NUMBER, STATIONS, AND IF SOME ASHLEY'S PROGRAM DOES NOT INCLUDE SUNDAY CUTOUTS.*

*ALL TIMES ONختار الاتى: SUNDAY 12-6 PM; MONDAY-SATURDAY 12-6 PM.*

**NUMBERS AND STATIONS:**

- 12:00-11:00 AM: NBC Network (12) Saturday.
- 11:00-11:00 AM: MBS Network (15). Sunday.

**MONDAY**

- **7:00-10:00 PM:** T.B.A.
- **10:00-11:00 PM:** T.B.A.

**TUESDAY**

- **7:00-10:00 PM:** T.B.A.
- **10:00-11:00 PM:** T.B.A.

**WEDNESDAY**

- **7:00-10:00 PM:** T.B.A.
- **10:00-11:00 PM:** T.B.A.

**THURSDAY**

- **7:00-10:00 PM:** T.B.A.
- **10:00-11:00 PM:** T.B.A.

**FRIDAY**

- **7:00-10:00 PM:** T.B.A.
- **10:00-11:00 PM:** T.B.A.

**SATURDAY**

- **7:00-10:00 PM:** T.B.A.
- **10:00-11:00 PM:** T.B.A.

**SUNDAY**

- **7:00-10:00 PM:** T.B.A.
- **10:00-11:00 PM:** T.B.A.
CBS is the only network to hold and increase its share of the radio audience in the past year, despite the surging competition for listeners from some 450 new radio stations. This is a matter of solid comfort for advertisers who want to lift their sales curves*

*For details, write CBS, New York

Where 99 million people gather every week!
(Continued from page 12)

stations gave to this safety project was certainly manifest in that life saving.

We are presently presenting certificates of appreciation to the stations of our state and want to use every other means available to indicate our sincere appreciation... E. H. Williams Jr. Executive Director Governor's Highway Safety Committee Richmond, Va.

* * *

Liked Swift Story

EDITOR, Broadcasting:

To find a spare copy of BROADCASTING idling around some station manager's desk is almost an impossibility. But on returning here from a rather extended business trip I found the swell article on Swift and Company in the July 12 issue. It's a honey and I know all parties represented in the story can do nothing more than enjoy it immensely.

Ell Henry
Publicity Director ABC Chicago

* * *

Ivey's Radio Accounts

EDITOR, Broadcasting:

We were surprised to note... that your story on Philadelphia and the activities of the advertising agencies engaged in radio in this city did not include this agency. This agency places the Phillips' Inside of Sports program, for Bayuk Cigars Inc., over the Mutual network, five nights a week, and the program emanates from Philadelphia. We also place a considerable volume of spot advertising.

Stella M. Kieullen
Neal D. Ivey Co.

* * *

Wants Better Programs

EDITOR, Broadcasting:

As a person very interested in radio, (my father is business manager of WDNC) I have long been disturbed over the lack of balance in radio schedules. Durham now has good listening access to seven stations—including major networks and two independents. One would think that with this battery one could get anything he wanted at almost any time, but this is not so. In the morning and afternoon, the network stations are running soap operas, breakfast shows, quiz programs; all of which are fine, but which endless repetition and lack of originality drive into the ground.

The independent stations run hours on end of dance-beat shows. I like popular music very much, but this endless playing of the same popular songs drives me crazy and soon kills the popularity of the songs. The network stations have some good drama shows (and some bad), some lousy quiz shows and some fine discussion and documentary programs and some very good music programs—but not enough!

I challenge the Durham stations, stations everywhere, and the networks to balance their schedules. I want more good discussion programs, informative programs, good music, in other words less "junk" on the air.

Radio can do a great service to the American people by gradually raising the standard of programs and thus enriching the culture of all the people in our country. As long as the radio industry listens more to "Cooperations" than good sense and intelligence it will finally get to the point where the government (Heaven forbid!) would have to intervene.

Dante Germino Jr.
Durham, N. C.

WMIT at Winston-Salem

Boots Power to 72.5 kw

ANOTHER STEP toward its authorized goal of 300 kw which it hopes to reach within a year, was taken July 22 by WMIT(FM) Winston-Salem when it boosted its effective radiated power to 72.5 kw and purportedly became North Carolina's most powerful station.

WMIT, which is planning to move its main studios to Charlotte where studios and office space are now under construction in the Charlotte News Building, is owned by Assistant Secretary of the Army Gordon Gray, president of The Piedmont Publishing Co., publishers of the Winston-Salem Journal and the Twin City Sentinel and owner and operator of WSJS and WSIS-FM Winston-Salem.

Harold Essex, managing director of the station, reported the station is now operating with its permanent antenna, an eight-bay radiator atop a 100 foot supporter tower on Mt. Mitchell, more than 6,500 feet above sea level. The station, which serves listeners in portions of North and South Carolina, Virginia, West Virginia, Kentucky, Tennessee and Georgia, when at full power reportedly will cover over 50,000 square miles.
KCBC

... in Des Moines
... on 1000 watts
... at 1390 kilocycles
... with Mutual

announces

the appointment...
effective August 1st
of a new
national representative

Weed and company
PARAMOUNT PICTURES to give heavy radio exploitation to coming film release, "A Foreign Affair." Stars and studio personalities spotted on key network programs in advance; transcribed interviews with stars of cast distributed to 856 stations and special scripts to local stations; used 120 spots on five stations in six days in San Francisco; using seven stations in Los Angeles, with comparable plans for major markets throughout country.


REXALL DRUGS Inc. to sponsor all home and road games of Los Angeles Rams professional football team over KMPC Hollywood. Agency: BBDO, Los Angeles.

SOUTHERN COMFORT Corp., St. Louis, appoints Gardner Adv., same city, to handle advertising of Southern Comfort and Coffee Southern.

MALCOM SCATES Co., Washington, appoints Media Inc., same city, to handle its advertising. Radio will continue to be used.

MARLO FOODS, San Francisco, Sept. 1 enters Los Angeles market via spot radio in special one-month campaign on KFI KMPC and KHJ. Initial radio to consist of approximately 50 spots, with more definite campaign later. Agency: Harrington, Whitney & Hurst, San Francisco.


DAY & NIGHT WATER HEATERS and PANELRAY GAS HEATERS, Los Angeles, using one-minute film spots on KTLA and KTSL, Los Angeles video stations. Expansion planned as other TV stations in area begin.

Network Accounts


LANGENDORF UNITED BAKERIES, San Francisco (bread), Aug. 3 renews for 52 weeks Red Ryder on 10 Don Lee stations, Tues.-Thurs. 7:30-8 p.m. Agency: J. Walter Thompson Co., San Francisco.


Adpeople

FRANK M. HEAD, vice president and general manager, United Cigar-Whelan Stores Corp., elected vice president of Adv. Club of New York.

NORMAN B. SMITH, with Sunshine Biscuits Inc. since 1913, appointed advertising manager.

MACE MAIR, former sales promotion manager of Gypsum, Lime and Alabastine Canada Ltd., joins Assn. of Canadian Advertisers, Toronto.

Food for Champions

GENERAL MILLS Inc. is doing its part to assure America's victory in the Olympic Games in London. The firm has announced that 52 complimentary cases of its Wheaties, "Breakfast of Champions," each containing 200 one-ounce packages, have been dispatched by steamer for the breakfasts of the 425 athletes on the U. S. team.
So it’s Happy Birthday Number Two for us!

We have three candles on our cake—one for each of the two glorious years we’ve been reaching out into that wonderful Memphis air. One candle to grow on—to give even better service and more profitable business for our advertisers and their agencies.

WHHM Delivers More Listeners Per Dollar in Memphis

*Wonderful for advertisers who enjoy hearing the register ring repeat sales.
*Wonderful for us for we’re the station with those happy, happy Hoopers.

ForJoe & CO., representatives

And a Happy Birthday to You, Too

MEMPHIS, TENNESSEE

PATT MCDONALD, Manager
ONCE AGAIN sports telecasts topped all other program material, in point of commercial time, accounting for 107 hours and four minutes, or 58%, of the 198 hours and 53 minutes recorded by 20 stations for the period June 6-12 inclusive. Figures are reflected in initial TV tabulations issued a fortnight ago by N. C. Rorabaugh Co., New York, upon whose compilation this report is based. A previous TELESTATUS listed video advertisers by industry classes [BROADCASTING, July 12].

Findings presented herewith are confined solely to commercial video air time for one week. Adjoining are tables computing in time and percentages such factors as program type, service class, program units (station accounts) and comparative ranks.

Highlights were these:

- Sports programs, which comprised virtually all remote time, were the front-runner in overall time if not in actual program or announcement units where their parent category (remotes) totaled only 10%.
- Studio film was used by more advertisers than any other single service type programwise, studio live by more advertisers in terms of remote and minutes.
- Quiz and audience participation shows, highly regarded by advertisers as desirable AM fare, held low-ranking position commercially in television.
- Live network programs represented 11% of all programs listed on individual station logs.
- In hours and minutes, news and variety followed sports in second and third places. Other rankings: drama, fourth; education, fifth; announcements (as a group), sixth; children's programs, seventh; quiz, eighth; discussion, ninth; and audience participation, tenth, Commentary, music and special events were at the bottom of the list.
- Sports were represented in all service types (see Table I). In addition to the regular standbys of baseball, boxing and wrestling, there were special attractions like the Belmont Stakes, tennis exhibitions, regattas, and policemen vs. firemen baseball contest. An increase was noted in supplemental baseball coverage which included player and fan interviews, results, and historical data. Sportscasters took the form of both live and film, originated locally or by network hookups.

Few Shifts Since February

Compared with commercial time ratings for February 1948, when 15 stations returned questionnaires [BROADCASTING, April 26], all program types but one maintained relative positions. News jumped from sixth to second, replacing children shows. Music dropped off appreciably, although some allowance should be made for its inclusion on many variety shows whose format is varied. Yet, notwithstanding that fact and also the lifting of the AFM ban on use of musicians, television's live musical development appears still in the embryonic phase.

Mentionable also was the total absence of special events (other than sports), which is at once understandable, since normally they are sustaining rather than sponsored. (Recent Republican and Democratic Convention coverage is a case in point.) Doubtless many of the 20 stations carried special events, figures for which were not reflected in the Rorabaugh commercial report.

In video air time that week, programs accounted for 198 hours and 53 minutes and all announcements (weather reports, time signals, etc.) for nine hours and 50 minutes.

What means of presentation sponsors utilized to reach their audience can be seen in types of service (Table I, reading downward). Remotes (with or without film) led the field with 102 hours and four minutes (due to sports telecasts). Live studio programs or announcements (including network-originated) ran 51 hours and 45% minutes, constituting about 25%. Studio programs using film or slides (including network) took up 25 hours and 22% minutes. Studio, combining live and film, accounted for the remaining 19 hours and 43 minutes. Variety programs sponsored by advertisers were primarily live, while commercial newscasts were heavily in the studio film category.

Announcements on Film

Most announcements were done also by film, inviting comparison with aural radio's counterpart, the transcribed commercial, and point-wise the kind of favor the sponsor's message was given. The mushrooming of TV film production firms. In terms of the advertiser's dollar, it is strongly indicated, they offer economy in disseminating the sponsor's message and fill the vacuum in which video currently finds itself in attempting to resolve live production problems peculiar only to television advertising.

First Rorabaugh TV report also offers a revealing slant on advertisers' preferences in terms of service type—but this time in relation to programs and announcements as submitted in individual station schedules. Strictly speaking, they are not accounts, inasmuch as regional or network advertisers duplicate their offerings on more than one station. They are more properly program units and reflect business of each station with a view to each sponsored segment as a separate account. (Actually, the more stations employed, the more the cost to each advertiser.)

BROADCASTING enumerated 529 such commercial units, with a breakdown covering nine service types (Table IV). Studio film was the one most used by far, with 352 unit accounts, or 49%. Another 77, or 14%, accrued from studio film and live combined. Others: studio live, 80, or 15%;

**TABLE II**

<table>
<thead>
<tr>
<th>Rank of Video Programs (Commercial)</th>
<th>20 stations (one week)</th>
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<tbody>
<tr>
<td>Aud. Participation</td>
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<td>Children's</td>
<td>2</td>
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<td>Commentary</td>
<td>10</td>
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<tr>
<td>Discussion</td>
<td>11</td>
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<tr>
<td>Drama</td>
<td>12</td>
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<td>Education</td>
<td>13</td>
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<td>Musical</td>
<td>14</td>
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<tr>
<td>News</td>
<td>15</td>
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<tr>
<td>Quiz</td>
<td>16</td>
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<td>Variety</td>
<td>19</td>
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<tr>
<td>Commentary</td>
<td>20</td>
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**Based on April 26 Teletosts of 15 stations (identical formula). **

**TABLE III**

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<thead>
<tr>
<th>Video Air Time June 6-12</th>
<th>Hours-Mins. (Commercial)</th>
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<td>Programs</td>
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<tr>
<td>Announcements</td>
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<td>Total</td>
<td>198:53</td>
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**TABLE I**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Studio Live*</th>
<th>Studio Film* (or slide)</th>
<th>Studio (Live 8/6) Film</th>
<th>All Remotes (Live 8/6) Film</th>
<th>Total By Prog. Class</th>
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<tr>
<td>Aud. Participation</td>
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<td>3.00</td>
<td>3.00</td>
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<td>Commentary</td>
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<td>Discussion</td>
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<td>7.00</td>
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<td>5.15</td>
<td>5.15</td>
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<td>3.50</td>
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<td>Special Events</td>
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<td>2.05</td>
<td>2.05</td>
<td>2.05</td>
<td>2.05</td>
</tr>
</tbody>
</table>

* Includes network programs ** Remaining 5%
Telestatus Report

on WHIO-TV, Dayton, Ohio

- Our mobile unit with field cameras is making dry runs now.
- WHIO-TV's new studio building will be completed by September.
- Our motion picture division is set up and ready to roll.
- It won't be long now until WHIO will be able to offer you all three—AM, FM and TV.

G. P. Hollingbery Company
Representatives

WHIO-TV
Dayton, Ohio
AM - FM - TV

5000 WATTS AM
BASIC CBS

Harry E. Cummings
Southeastern Representative
EVERYBODY talks about Showmanship, but how many people even know what it means?

We think radio Showmanship is KNOW-HOW in Radio Entertainment—radio that's planned right, aimed right and delivered right, in reference to the audience at hand.

For 22 years we at KWKH have applied ourselves diligently to developing a special and individual brand of Showmanship for our particular territory. Result? Well, to take one example, KWKH has so much audience-appeal that it is rated the tenth CBS station in America, in the morning—the ninth in the evening. (Hooper Station Listening Indexes, Feb.-Mar., 1948.)

That's KNOW-HOW. Would you like to put it to work?
ALTERNATE RADIO CAPITAL?

A LEGISLATOR has indicated his intentions of pressing for legis-
lation creating an alternate seat of government with an M-Day
emergency communications system. If such plans are not included in
civil defense blueprints slated for transmittal to Defense Secretary
James V. Forrestal last Saturday, Rep. J. Percy Priest (D-Tenn.)
told BROADCASTING last Thursday he would sponsor or support legis-
lation to guarantee an emergency system of broadcasting from an
alternate seat of government which would replace the nation's cap-
ital should it be destroyed in an enemy attack.

"This is a challenging problem," Congressman Priest said, "which I
wanted to give more attention to during the last regular session." The
legislator said if the blue-
prints of the Civil Defense Plann-
ing Division of the Military
Establishment failed to point up
the need for an emergency cap-
tal, with communications facilities, he "may not set a bill or sup-
port measures proposing such prepared-
ness.

'Tentative' Master Plan
Russell J. Hopley, director of the Civil Defense Planning Divi-
sion, told BROADCASTING last Thurs-
day, that a "tentative" master plan, including the communica-
tions phase, would be sent to Secre-
try Forrestal for preliminary study on July 31. Members of the
various sections of the division reportedly were in constant session
every day last week in an effort to meet the July target date.

Mr. Hopley explained that a mis-
understanding exists relative to the
target date.

Contrary to previous impres-
sions, the first draft the Defense Chief will receive will be merely for a "tentative lookey at the
tentative plan," he said.

It is considered likely that the 
original draft will be returned to the
division for modifications, Mr.
Hopley declared. The final draft
will be transmitted to Mr. For-
restal "sometime at the fall" ac-
cording to the civil defense leader.

Only vague mention of a com-
nunications center was believed
to have been made during confer-
ces between defense officials and
an industry advisory panel, con-
sisting of ten representatives of

AM, FM and TV broadcasting. It was felt, however, that military
leaders might themselves be giving
the matter heavy consideration.

A knotty problem which defense and industry conferees were be-
lieved to have encountered was the advisability of imposing radio
silence in the event this nation is
attacked [BROADCASTING, July 26].

"The absence of any plan for
the utilization of radio as an in-
strument of offense or defense in
an emergency might well imperil
the public safety and the national
interest," Congressman Priest said.

Priest's Proposal
Rep. Priest revealed he was con-
SIDERING introduction of a meas-
ure in the 81st Congress to pro-
vide communications facilities in
an alternate capital. He said the
bill probably would be referred to
the House Interstate and Foreign
Commerce Committee, of which he is a member.

An alternative under considera-
tion by Congressman Priest hinged
upon whether Rep. James W.
Trimble (D-Ark.) re-introduces
in the 81st Congress a bill (H. J.
Res. 34, 80th Congress) to create
an alternate seat of government
for use in the event Washington
were destroyed by enemy action.
If this measure is re-introduced
he plans to offer an amendment
providing for the communications
facilities in the emergency cap-
tal. Rep. Trimble indicated it was
his intention to re-introduce the
measure and that he had no ob-
jection if Rep. Priest's amendment
were attached. Disclaiming any "pride of authorship," Rep.
Trimble said he would welcome the
introduction of another meas-
ure.

The matter, Rep. Priest explain-
ed, first came to his attention "in
a rather challenging manner by
the concluding chapter of a book
just published by the Ziff-Davis
Publishing Co. under the title
Star-Spangled Radio. This book,
written by Edward M. Kirby and
Jack W. Harris, is an account of
radio's part in World War II.

Authors From Priest's District
Both authors come from Nash-
ville and played roles in radio dur-
ing World War II. Colonel Kirby,
now vice president of WMAR
Nashville, became radio chief for
General Eisenhower, and Colonel
Harris, now general manager of
KPRC Houston, became chief of
radio operations for General
MacArthur.

"When the substance of this final chapter... was brought to the atten-
tion of the Select Committee," the
legislator explained, "Colonel
Kirby was recalled to active duty
(Continued on page 72)

HURON HEARING Congress Asks for Explanation

By ED KEYS

A CONGRESSIONAL committee last week called hearings on the FCC's controvers-
damned-if-you-do-damned-if-you-don't Port Huron decision, currently plaguing
broadcasters who found themselves in the middle of a tug-of-war as political forces fought for cove-
ted radio and video time.

Assailed radio men found in the
announcements of Rep. Forest A.
Harnes, chairman of the Select
Committee investigating the FCC,
their second chance for possible
relief from the Port Huron decision,
regarded in broadcasting circles as
the ace of ambiguity.

Huron Suit
The initial ray of hope was cast
by KPRC Houston, which filed suit
in U. S. District Court in Houston asking that the FCC's inter-
pretation of the political-
broadcasting law be set aside and a
court interpretation substituted
[BROADCASTING, July 19]. The
issues involved in the controversy
were brought sharply into focus
by the suit, which came in the
wake of a ruling by the Texas State
Attorney General that Texas
stations must still abide by Texas
libel laws, regardless of the Com-
m's ruling.

Meanwhile Section 315 of the
Communications Act of 1934, which touched off the Port Huron
controversy, had produced more
headaches for networks on a na-
tional scale.

Rush for Free Drink
Representatives of the three
political parties were tangle-
with each other as they rushed for
the network's time-tough for
a free drink, to which they claimed
they were entitled under Section
315, which provides equal oppor-
tunities for all candidates for
public office.

In a second suit filed July 29,
KPRC asked the court to convene
a special three-judge tribunal
[BROADCASTING, July 26] for a
court test of the law which FCC
interpreted to mean that:

- Stations may not censor
  political broadcasts for allegedly
  libelous or slanderous material;

- Since stations are forbidden
to censor, "it would appear" that
  they won't be held liable in event
  of criminal or civil suits based on
  libel or slander contained in such
  broadcasts.

- It is censorship to cancel a
  scheduled political speech because
  it contains libelous or slanderous
  material.

More Criticism
Another Republican Congress-
man also leveled criticism at the
Port Huron decision, maintaining
that the decision was aimed at
screwing stations away from book-
ing of political broadcasts. His
theory was that Republicans have
superior radio personalities and
would outshine the Democrats in
campaigns which would count heav-
ily on radio impressions. He felt
broadcasters were more "political-
wise" and would not be frighten-
ized by the decision, which he implied
was administration-inspired.

First concrete action of the
House Select Committee, authorized
by the Harnes resolution passed in
the closing days of the regular
session of the 80th Congress, sig-
ficantly was the announcement
last Wednesday that open hear-
ings "on the controversial Port
(Continued on page 68)

Washington, D. C., August 2, 1948
A BILLION dollar gross in advertising for the radio industry is visualized by Dr. Victor J. Andrew in the accompanying article. This huge annual gross, he believes, will be reached within 10 years. Bright prospects are held for business during this year, with a predicted increase of $66,000,000 over 1947. A gross annual billing of $626,000,000 is set for 1948. In 1965 and 1956 he believes the billings will be less than $100,000 from the billion mark. The engineer arrived at his interesting and stimulating deductions through a study of and extension of findings in the FCC's 1947 report, "An Economic Study of Standard Broadcasting." Among the chief factors influencing his analysis were a continuing trend of spending the advertising dollar with radio to newspapers, an enhanced position of advertising within our society and a population increase. The author heads the Andrew Corp., a firm specializing in engineering and in manufacturing of antenna systems and equipment.

DON FROST, assistant advertising manager for Bristol-Myers Co., told 145 broadcasters attending the Third District NAB meeting in Philadelphia's Bellevue Stratford Hotel Thursday that BMB reports are rapidly becoming dog-eared gospel for the research organization at the first session of the two-day conference.

He said his own company has often failed to add certain stations to its list of outlets because BMB figures were not available for them. With publication of BMB figures in 1947, radio figures came into being comparable with Audit Bureau of Circulation figures for publications which were available to him for 25 years, he said. BMB serves the same basis for the time buyer that ABC serves for the space buyer. I say without equivocation that we do need BMB figures."

He said that in his business, as well as in broadcasting, the times have changed so that "no one can ride the gravy train." We no longer can be satisfied with pig in poke purchases. We are not buying without knowing circulation and coverage.

Preceding Mr. Frost's plea for support of BMB from the sponsor standpoint, Mary Dunavant, time buyer for Pedlar and Ryan, New York, told the broadcasters that agency personnel consider BMB reports "one of our most important tools." She reported that the Procter & Gamble account used BMB as the basis of planning all its coverage.

"I am confident," she said, "that wider use of the services of BMB will have slow variation in the dollar level of our economy should have no serious effect on the real significance of this article. It means only that the radio industry, and each station within it, should have a proportional increase (or decrease) in both income and expense when stated in dollars.

There is always the possibility that our economy will suffer serious dislocation from explosive inflation.

(Continued on page 75)

BROADCASTING  Telecasting

$1 Billion Gross seen in 1957

BMB SUPPORTED

Third District NAB Meet Hears Frost

Every Hour on the Hour

Pate

1955  155.1  189.5  1222

1954  153.7  187.8  1222  889  2066 1.10  43.0

1949  146.5

These conclusions are necessary to distinguish between the following cases:

(1) Business expansion due to an increase of population, which can support an increased number of radio stations.

(2) Apparent business expansion due to inflation which increase both income and expense of the industry proportionately, and does not justify increasing the number of stations.

Extrapolation of past trends has been the principal tool of this study. To avoid effects of inflation, the data for former years has been converted into ratios which are in themselves independent of the value of the dollar. These ratios have then been extrapolated for future years.

The data is then re-converted from ratios to dollars for future years by simply assuming that the dollar retains its 1947 value. That is, we assume that the disposable personal income per capita will remain at the 1947 value of $1,222.

The fact that we undoubtedly

will have slow variation in the dollar level of our economy should have no serious effect on the real significance of this article. It means only that the radio industry, and each station within it, should have a proportional increase (or decrease) in both income and expense when stated in dollars.

There is always the possibility that our economy will suffer serious dislocation from explosive inflation.

(Continued on page 75)

Complete figures used by Dr. Andrew and explained in the above story follow:

TABLE I

<table>
<thead>
<tr>
<th>Year</th>
<th>Circulation figures for</th>
<th>Personal</th>
<th>Circulation figures for</th>
<th>Personal</th>
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<th>Circulation figures for</th>
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Page 22  August 2, 1948

BROADCASTING  Telecasting

In This Issue... Alternate Radio Capital  Huron Hearing  Industry Barometer  Miami TV Revoked  'Beamed' Success  Jeft Okays TV Channels  Station Payroll Costs  Franchise Time Sales Woes  Projectable Ratings 47 "Industry Income $226,000,000  Le-up in Station Grant Rate  Baltimore Gag Protest  Peron Censorship Reparations 13 AM and FM Station Sales  Young New ABC Director 250 Broadcasters Present for Olympics  Operation Backyard
DISTRICT 4

By J. FRANK BEATTY
BROADCASTERS of NAB's Dis-
trick 4, reeling from the impact of
tel vision cost data, rallied as the
first district meeting wound up
last Tuesday and left for home
fortified by facts and still anxious
to embrace the new medium.

The annual district meeting se-
ries, now on a summer-fall sche-
dule for the first time, opened at
the Greenbrier, White Sulphur
Springs. Campbell Arnoux, WTOR
Norfolk, District 4 director, pre-
sided at the Monday-Tuesday meet-
ing, attended by some 275 broad-
casters.

TV was uppermost in nearly
every mind Tuesday as Charles A.
Batson, NAB information director,
unfolded results of a three-month
survey of video. The data will pro-
vide the basis of an extensive re-
port designed to help station op-
erators decide whether to enter
the visual medium. (See story on this
page.)

Bankruptcy Fears

But fears of bankruptcy seemed
to dominate most minds as broad-
casters and consultants glumly
dwelt on the financial and tech-
nical barriers they were told con-
fronted those with video aspira-
tions.

But T. A. M. Craven, Cowles sta-
tion vice president, dramatically
wound up the two-day meeting by
recalling the tribulations of radio
operators in his 38 years of elec-
tronic experience.

"I've watched AM develop, then
FM, and now you're worried about
television," he said. "The problems
of TV have been severe and con-
tinuous. I would advise you to
marry the girl rather than lose
her."

The effect was electric, and re-
assured broadcasters walked out of
the meeting less cowed by the
warning of Glenn D. Gillett, en-
eering consultant, that they
must face the prospect of losing
twice their original investment
in TV.

That investment, according to
Mr. Batson, will range up to
a minimum average of $370,000 for
metropolitan stations.

If the first NAB district meet-
ing was typical of the 13 still to

BROADCASTING • Telecasting

Video Costs, Problems Focus of Meet

DTV STATION COST

NAB Dist. 4 Given
Detailed Data

DETAILED data on cost of television station installation was presented by Charles A. Batson, NAB information director, at the Tuesday session of the NAB District 4 meeting at White Sulphur Springs, W. Va., July 26-27. The data, representing the video by NAB, included estimates on costs of both programming fac-
tilities and transmitting plant equip-
ment.

Presented here in detail the data is to be part of an extension re-
port which NAB will prepare in or-
der to assist station operators
weighing the advisability of enter-
ing the television field.

Mr. Batson cited television cost
data including installation and
construction, gathered from all
available sources, showing pro-
gramming facilities cost an av-

gage minimum of $65,000 for re-

ote equipment. He listed control

system of agency recognition and
neglecting to support the AAAA's
2% cash discount policy.

Inclusion of a radio set question
in the 1950 census was urged by
the district in adopting a series of
resolutions.

Opening the convention Monday
morning, Director Arnoux named
a resolutions committee consisting
of John S. Phillips, WGKX Charl-

town, W. Va.; James H. Moore,
WSLS Roanoke; John S. Hayes,
WINX Washington; J. Dudley
Saumeng, WIS Columbia, S. C.;
B. Walter Huffington, Portsmouth,
(Continued on page 92)

NAB TRAVELING TROUPE at first district meeting series, caught at opening day luncheon of District 4 session with district officers, follows (l to r): O. L. Carpenter, WPFJ Raleigh, district sales chairman; John W. Shultz, WMVA Martinsville, Va., district small market chairman; Carl Haverlin, BMI president; Justin Miller, NAB president; Campbell Arnoux, District 4 director; A. D. Willard Jr., NAB executive v.p.

JACK REYNOLDS, WKWK Wheeling, director; E. J. Hodel, WCFC Beckley, director; Joe L. Smith Jr., WJLE Beckley, director; Harold Shaw, WOAY Oak Hill, director. Picture at right shows officers elected by Virginia Assn. of Broadcasters during District 4 convention. They are (l to r): Fred Guyer, WBOY Charleston, WMVA Martinsville, director; John W. New, WTAR Norfolk, president; E. E. Bishop, WGN Newport News, director; Frank U. Fletcher, WARI Arlington, secretary-treasurer.

WEST VIRGINIA Broadcasters Assn. (picture of left) and Virginia Assn. of Broadcasters met during NAB District 4 session at White Sulphur Springs. West Virginia group's officers, elected at March meeting, include (front row, l to r): John T. Gelder, WKNA Charleston, secretary-treasurer; John Phillips, WGKX Charleston, president; Allen L. Haid, WMWM Fairmont, vice president; Marshall Rose, WSAZ Huntington, director. Back row: William E. Rine, WWVA Wheeling and Fort Industry vice president, director;
MIAMI TV REVOKED

AM Set for Hearing

5-a-Week Deems Taylor Series Starts Sept. 13

DEEMS TAYLOR, music critic and composer, will become a "long hair" disc jockey Sept. 13 with the inauguration of *The Deems Taylor Concert*, it was announced Wednesday by Walter Schmimmer, president of Radio Features Inc., Chicago, producer of the transcribed series.

Mr. Schmimmer made the announcement at a press conference in Chicago's Ambassador East Hotel. He said the series would consist of 30-minute broadcasts five times a week featuring such guest stars as Gladys Swarthout, Fritz Reiner, Pierre Monteaux and Jan Peerce.

Stations in New York, Philadelphia and Boston and on the Yankee Network already have contracted for the programs, and more than 100 are expected to sign by the starting date, he said.

BEAMED' SUCCESS

Bakery Buns Rise 300%

USE of the "beamed broadcast" technique by Hanscom Brothers, Philadelphia bakery chain, has made the sponsor, once disgruntled with radio, an enthusiast for the medium.

Through radio, Hanscom's has boosted sales of its cinnamon curls 306% and has brought new customers into its 20 retail stores in the greater Philadelphia area. Use of the beamed broadcast technique is in line with a speech of Dr. Kenneth H. Baker, director of research for NAB, in which he urged stations to use available research findings to improve programs and beam promotion [Broadcasting, May 24].

Actual planning and execution of the broadcasts was a teamwork deal between Hal Montgomery, account executive at Martin & Andrews, Philadelphia; Robert H. Teter, account executive at KYW Philadelphia, and James Stewart, advertising manager of Hanscom's.

Hanscom's bakery line includes pies, cakes, pastry, bread, and a complete candy line. The cinnamon curls, however, were selected by the Martin & Andrews agency for the beamed broadcast experiment because the product was entirely new. Prior to use of radio, no advertising was employed to promote it.

Introduced in December

The product had been introduced Dec. 1 of last year, by direct over-the-counter selling. This resulted in an initial sales peak of 1,400 dozen per week. Direct selling was then discontinued, sales dropped to 700 dozen per week.

At that point the beamed broadcast technique was applied. Martin & Andrews studied audience selection analysis of the stores themselves and their peak selling periods indicated that a substantial volume (Continued on page 72)

FC&B Promotes Nathan

CYRUS H. NATHAN has been elected a vice president of Foote, Cone & Belding, New York. Mr. Nathan has been associated with the firm since it was founded except for wartime service with the Office of the Coordinator of Inter-American Affairs, and prior to that with Lord & Thomas.

Sherby, who with members of their respective families own WINK Ft. Myers, Fla., are the chief Sun Coast stockholders (30.25% each). WINK is not involved in the FCC actions. Other Sun Coast owners include Lincoln Operating (10%).

The Commission, which made both the WTVJ and WMIE grants without hearing, was known to have had both cases under study for some time. It decided first to issue a show-cause order against WMIE but reconsidered a few hours later and decided to approach the case from the standpoint of a hearing on the assignment application while instituting revocation proceedings against WTVJ.

Simultaneously, FCC authorized WMIE to conduct equipment tests. The WTVJ grant is for Channel 4 (66-72 mc) with 157 kw visual and 786 w aural powers.
E. K. Jett, until eight months ago a member of the FCC and previously its chief engineer, predicted last week that today's 12 television channels will be good "at least 10 years from today," but conceded that more channels may be added in the meantime.

The former Commissioner, now vice president in charge of radio for the Baltimore Sun papers, took the position that color television is "still five years away."

His views were obviously calculated to counteract a prevailing fear among broadcasters that the lower portion of the present video band may soon be lost to the safety and special services, as predicted informally a few weeks ago by FCC Acting Chief Engineer John A. Willoughby, who said at the same time that he thought color television might be within two years.

Mr. Jett's testimony was presented during the windup of FCC's hearings on the proposal to nation-wide video channel reallocation (Broadcasting, July 5, 12), in which it shared the spotlight with these developments:

Testimony on the Westinghouse Stratovision system of airborne television and FM relaying, which ended in the exclusion of the Stratovision plan from the hearing when it developed that more allocations would be affected than Westinghouse had formally enumerated.

ABC testimony on tropospheric effects (long range transmissions) and on proposals by the network which would provide that the area to be served by any station should be determined on the basis of "geographical or economic features, not by the artificial means of field intensity contours."

A plea by Television Broadcasters Assn. for additional channels; for reconsideration of FCC's "policy" against directional antennas in N.Y., for protection of the 2-millivolt contour, and, along with ABC, for establishment of standards with respect to tropospheric.

Discussion of the complex and controversial subject of directional antennas by Andrew Alford, antenna expert and designer of a directional which WTOP Inc. proposes to use in the new Washington station it seeks.

Next phase of the allocations proceeding will come Aug. 16, when the Commission will hear oral argument.

Today (Aug. 2) is deadline of the particular proposal for Pittsburgh were later excluded from the hearing. At right, Dr. Thomas T. Goldsmith Jr., DuMont research director, explains his 16-foot allocations map, which formed a backdrop for each witness.

* * *

PAYROLLS

Range From $7,100
To $597 Weekly

AVERAGE payrolls at broadcast stations range from $7,100 per week for network affiliated large stations in cities to $597 for small stations in small cities, Richard P. Doherty, NAB director of employee-employer relations, told the District 4 convention at White Sulphur Springs, W. Va.

Analyzing payrolls and employment at stations, Mr. Doherty found that the weekly payroll increases both as the size of the city increases and as the size of the station increases. Affiliates, moreover, have generally higher payrolls than nonaffiliates.

Technicians comprise the largest single group of employees at large and medium stations, he showed. In the case of small stations, announcers and technicians share top rank.

Number of technicians ranges from 21 at large stations in large cities to 1 at small stations. Next most important class at most large stations is the musicians group, with clerical help running at about the same level. Number of musicians ranges from 15 at large stations to none at small operations.

Analysis of employment is shown in two tables covering staff composition of fulltime employees and payroll with total employment, both broken down by size of station and size of city, affiliated and unaffiliated.

The tables follow:

STATION EMPLOYMENT and PAYROLL

Employment

No. Persons on Staff

(Continued on page 70)
PROJECTABLE RATINGS

CONTINUOUS Hooper projectable ratings, based on ratios established between 36-city and U. S. audiences in the January 1948 report, will be available semi-monthly beginning in October, C. E. Hooper announced last week. The measurement, to be released as part of the Hooperatings not this piece, supplements the regular program popularity ratings published continuously for the past 15 years.

In the light of this service expansion, which Mr. Hooper described as "easily the most significant development in radio audience measurement history," the Hooper firm simultaneously revealed an increase of $200,000 in its annual budget, effective Jan. 1, 1949, calling for additional sums of $100,000 from network subscribers on the one hand and advertisers and agencies on the other.

Boost of 16%

Total is said to represent a boost of roughly 16% of present charges approximating a dollar for each quarter dollar for all services maintained by the organization.

Proposed new style pocket piece, shown by Mr. Hooper at a press luncheon in New York, indicates popularity and projectable ratings. "Program" sets-in-use and audience share, published in previous pocket pieces, henceforth will appear in "advance" Hooperatings and in "complete" report. Listening homes will be omitted due to space limitations, Mr. Hooper said.

Projectable listings for certain programs also will be omitted in the piece until the next U. S. Hooperatings report scheduled for January-February 1949. Programs are those (1) not listed in the U. S. study for those months this year, (2) which have changed network or broadcast hour and (3) which have changed network "size" (stations carrying) by 25% or more.

Moving averages are not reflected in the piece, either, but changes in projectable ratings from last report will be shown in subsequent releases as moving averages reflecting the inertia in "nationwide" compared with the 36-city audience. Also, while BMB has published new estimates on radio homes, Mr. Hooper uses as his basis for projection to listening homes the 1945 BMB estimates, on which his report of January 1948 was originally based. (See July 30 report, adjoining table).

Regulatory Public

In addition to continuous publication of projectable, U. S. Hooperatings will be published regularly on a year-round schedule beginning next January. The "complete" edition reports call for winter and fall ratings covering survey periods from Jan. 15 to Feb. 16 and from Oct. 15 to Nov. 16. Column 1 is given to the first complete "average" of listening homes, would be released on April 30 and Jan. 30, respectively. Ratings would be published in the pocket piece 15 days prior in each case. No summer or limited edition is contemplated.

Proposed plan is contingent upon its acceptance by the networks, advertisers, agencies and other groups, Mr. Hooper pointed out. He added that he had already discussed some phases with the networks, however, and foresaw no reluctance on their part. In any event "we’ve got from now until January to clarify any points that may come up," he said.

New service is being added three months before the increase in subscription rate, Mr. Hooper explained, to give subscribers an opportunity to acquaint themselves with the feature and to provide time for inclusion in 1949 radio audience measurement budgets.

For the four networks, whose subscription rates were raised just a month ago, the additional charge is to be asked annually represents an approximately 150% increase. (The combined outlay reportedly is close to $6,000 at this time). Under proposed plan, each network would pay proportionately according to its percentage of total network time sales during the preceding year.

The rate for: agencies and advertisers each would run 33 1/3% higher than currently paid for program Hooperatings. Additional would cover increases in ceilings from $1,200 to $1,600 monthly for both groups. Provision also is made for adjustment in monthly minimums —for agencies, from $25 to $100 and for network programs, from $25 to $50. C. E. Hooper also included with its announcement on projectables and rate increases, detailed information on an analysis of discount returns by income brackets, (2) an occupational analysis of U. S. Hooperatings (diary sample) and (3) a report on distribution of diaries by family size groups.

The reports on income and occupation point out the unfilled need for (1) an income analysis of all radio homes "as a standard against which to select nationwide sample for use in U. S. Hooperatings" and (2) a breakdown of radio homes by occupational groupings "as a standard against which to judge the realism of U. S. Hooperatings samples." All reports were based on U. S. census figures, with resultant disparities, Mr. Hooper maintained.

Squibb Appoints

E. R. SQUIBB & SONS has appointed Newell-Emmett Co., New York, to handle most of its institutional advertising, including radio, replacing BBDO, New York. The only portion not to be serviced by Newell-Emmett is cod liver oil and medical publication advertising, which, for several years has been handled by William Douglas McAdams, New York.

NEW SERVICE SOON

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BROADCASTING • Telecasting

July 30th 1948 Report by C. E. Hooper

"FIRST FIFTEEN" EVENING PROGRAMS

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<th>Home **</th>
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<tr>
<td>1. Time Winchell</td>
<td>4.0</td>
<td>11.8</td>
<td>3,271,000</td>
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<tr>
<td>2. The Step Music (8:45 p.m.)</td>
<td>3.9</td>
<td>11.8</td>
<td>3,271,000</td>
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<tr>
<td>3. Step the Music (9:15 p.m.)</td>
<td>3.3</td>
<td>11.8</td>
<td>3,271,000</td>
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<tr>
<td>4. Take It or Leave It</td>
<td>4.0</td>
<td>10.9</td>
<td>2,516,000</td>
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<tr>
<td>5. How Do You Like It</td>
<td>2.5</td>
<td>9.6</td>
<td>2,516,000</td>
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<tr>
<td>6. Suspense (8:00 p.m.)</td>
<td>4.0</td>
<td>8.0</td>
<td>2,516,000</td>
</tr>
<tr>
<td>7. Suspense (9:00 p.m.)</td>
<td>4.0</td>
<td>8.0</td>
<td>2,516,000</td>
</tr>
<tr>
<td>8. Suspense (11:00 p.m.)</td>
<td>4.0</td>
<td>8.0</td>
<td>2,516,000</td>
</tr>
<tr>
<td>9. This Is Your FBI</td>
<td>3.0</td>
<td>7.0</td>
<td>2,516,000</td>
</tr>
<tr>
<td>10. Mr. District Attorney</td>
<td>2.5</td>
<td>6.0</td>
<td>2,516,000</td>
</tr>
<tr>
<td>11. Suspense (10:30 p.m.)</td>
<td>4.0</td>
<td>7.5</td>
<td>2,516,000</td>
</tr>
<tr>
<td>12. Suspense (11:30 p.m.)</td>
<td>4.0</td>
<td>7.5</td>
<td>2,516,000</td>
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<td>13. Your Hit Parade</td>
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<td>2,890,000</td>
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<td>14. Your Top Show That?</td>
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<td>7.5</td>
<td>2,890,000</td>
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<td>15. The Sheriff (1:00 a.m.)</td>
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"FIRST FIVE" SUNDAY AFTERNOON PROGRAMS

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<tr>
<td>1. True Detective Mysteries</td>
<td>2.5</td>
<td>4.0</td>
<td>1,438,000</td>
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<tr>
<td>2. Eddie Condon</td>
<td>2.5</td>
<td>4.0</td>
<td>1,438,000</td>
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<tr>
<td>3. Quix Kids</td>
<td>2.5</td>
<td>4.0</td>
<td>1,438,000</td>
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<tr>
<td>4. House of Mystery</td>
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<td>4.0</td>
<td>1,438,000</td>
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<tr>
<td>5. Sherlock Holmes</td>
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"TOP TEN" WEEKDAY PROGRAMS

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<td>5.0</td>
<td>2,696,000</td>
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<td>2. Hooperatings (Radio)</td>
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<td>5.0</td>
<td>2,696,000</td>
</tr>
<tr>
<td>3. Hooperatings (Diary)</td>
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<td>5.0</td>
<td>2,696,000</td>
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<tr>
<td>4. Hooperatings (Network)</td>
<td>3.0</td>
<td>5.0</td>
<td>2,696,000</td>
</tr>
<tr>
<td>5. Hooperatings (Network)</td>
<td>3.0</td>
<td>5.0</td>
<td>2,696,000</td>
</tr>
<tr>
<td>6. Hooperatings (Network)</td>
<td>3.0</td>
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<tr>
<td>7. Hooperatings (Network)</td>
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<td>5.0</td>
<td>2,696,000</td>
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<tr>
<td>8. Hooperatings (Network)</td>
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<tr>
<td>9. Hooperatings (Network)</td>
<td>3.0</td>
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<td>2,696,000</td>
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<tr>
<td>10. Hooperatings (Network)</td>
<td>3.0</td>
<td>5.0</td>
<td>2,696,000</td>
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</tbody>
</table>

RADIO INCOME

NATIONAL INCOME for the broadcasting industry was $226,000,000 for last year according to a survey by the Dept. of Commerce.

Corporate income after taxes for $38,000,000 (up $13 million dollars more than the 1944 figure. Tax law revisions, however, accounted for the increase because corporate income before taxes was $65,000,000 in 1947 as compared with $72,000,000 in 1944. Comparative tax liability for the two years cost broadcasters only $25,000,000 in 1947 against $47,000,000 in 1944.

Undistributed corporate radio income for last year was $25,000,-
000, the highest in the last four years. Dividend payments, however, made to the extent of $13,000,000 in 1947, a million dollars over 1944. The low in the period covered

47 Total $226,000,000

Commerce Reports

Radio and television was shown as $10,000,000 in 1945. The expenditure for wages and salaries amounted to $157,000,000 in 1947, a sizable jump over the 1945 figure of $100,000,000. The average earnings in the same period increased from $3,383 in 1944 to $3,925 during 1947. High-
est year shown during the period was 1942 when the average annual earning was $3,925.

Full and part-time employees in radio have showed a steady increase from 33,000,000 in 1944 to 44,000,000 in 1947. The number of part-time employees has gone from 3,000,000 to 4,000,000 between 1944 and 1947.
GRANTS for seven new commercial television stations, representing construction and installation costs in excess of $1,500,000, were issued by FCC Thursday.

All went to licensees of existing AM stations, two of them Class 1-A clear-channel outlets (WSM Nashville, KSL Salt Lake City). Construction costs ranged from $141,175 to $365,155.

It was one of the largest single day's output of station grants yet made in the television field.

The Commission meanwhile stipulated that WTCN Minneapolis' 22-month-old television grant be modified to require that the Minneapolis Tribune Co., half owner, give 'a substantially 14.6% interest in Minneapolis Star & Tribune Co., which is the parent of Northwest Broadcasting Co., another Minneapolis TV grant. To avoid interlocking ownership in two local video stations, the same divestment consent was imposed several weeks ago on the grant to Northwest Broadcasting (Broadcasting).

The order in the WTCN case was made effective Aug. 27 and the Tribune Co. was given 90 days from that date to dispose of its stock in either one of the two companies. But the Commission also provided that a request for a show-case hearing will be accepted until Aug. 20, and that if one is filed the modification order or one will be suspended until after the hearing.

The Grantees
The new-station grantees, their assignments, and estimated construction costs are:

- Mutual's regional television time (76-82 mc); 350,000 to 400,000 population; $365,155.
- WBAZ Inc. (WBRAZ), Huntington, W. Va. (88-88 mc); visual, 9.1 kw aur; antenna 500 feet; $185,100.
- WJMJ Inc. (WJMJ), Lansing, Mich. (88-88 mc); visual, 500 kw; antenna 400 feet; 185,100.
- Peoria Broadcasting Co. (WMBD), Peoria, Ill. (88-88 mc); 17.2 kw visual, 5.4 kw aur; antenna 560 feet; $195,900.
- Peeter Broadcasting Co. (WKOZ), Kalamazoo, Mich. (Channel 3); 15.7 kw visual, 7.2 kw aur, antenna 360 feet; $182,302.
- KNBH (TV), Nashville, Tenn. (Channel 4); 9.9 kw visual, 16.4 kw, antenna 1050 feet; $141,175.

L&M SURVEY
LENNEN & MITCHELL, New York, is advising clients to establish a franchise for television time now, has compiled on current television.

The agency suggests that its clients establish a major television franchise on a major television network and a low cost high circulation spot on a second network now, and also notes that the time established is more important than the program use made of it. The agency reported on program costs running as low as $110 for 15 minutes to $700,000 for season baseball telecasts of the Yankees, Giants and Dodgers, and with many of the talent prices "utterly out of line" to 6% to 6% of the population available.

"Television is heading toward a six billion dollar a year industry, four times the size of radio," the agency states.

In two years, Lennen & Mitchell points out, the number of sets has climbed from less than 10,000 to 384,550, with three-fourths of them in Eastern network cities, and 50% in its successor New York City area. The 29 television stations reach 130 market areas, with sponsor identification as high as 35% for a one-time show, and over 70% for running shows. Response to radio offers of 1% is considered good, the survey continues, compared to as high as 40% on television offers, with

URGES Clients to Set TV Time Franchise

ABC Changes TV Plan
ABC has halted negotiations for TV studio space on Chicago's Municipal Pier in favor of Chicago Civic Theatre, on the ground the Civic has already "electrified," or developed, "the television umbrella," Lennen & Mitchell points out. The Civic also has the additional advantage of already having seven television stations and networks' Central Division headquarters in the building.

ABC has approached the Civic with an offer to give ABC the lease for five years, with option, for $50,000. The Civic will give ABC a fit-up, and the ABC station will transmit to other channels for ten dollars an hour.

The Civic, according to Lennen & Mitchell, is too small and intimate to be confused with hog opera hall at south end of structure.

NEW Type Zenith TV Sets Planned
"NEW, NOVEL and different" television receivers, providing for phonevision and additional video channels, will be distributed by Zenith Radio Corp. in the fall, Commandr. E. F. McDonald Jr., president, told stockholders Tuesday at their annual meeting in Chicago.

"We believe receiver on the market today is obsolete," Commander McDonald said, explaining that this is because the FCC may authorize additional bands at the time the receiver is completed, but that there are only 12 television channels available now, whereas there are 205 AM and FM bands. "The solution of the economic problems that exist in TV broadcasting," he explained, "because it permits first-run movies in the home. Advertisers don't have to spend money to support the kind of television programs the public wants. With phonevision, consumer acceptance will make it possible to sell video sets by the millions. This will enable a set owner to pick up the phone and see a full-length, new feature movie for about a dollar." This amount will be added to the regular telephone bill.

Commandr. McDonald also told stockholders that Zenith has purchased paid-up rights to all Farnsworth patents, television radio and record changer patents and developments "now existing or that may be developed," through 1984.

8.2 aural; antenna 755 feet; $365,155.
Leonard A. Versluis (WLAV), Grand Rapids, Mich., 174-180 mc; 19.7 kw visual, 9.9 kw aur; antenna 550 feet; $141,175.

The grants were the first in television for each of the cities except Salt Lake City, where KDLV-TV already is on the air.

8.2 aural; antenna 1050 feet; $141,175.
Donald Serlin, vice-president of the company, said Zenith Corp., the parent company of Zenith Radio Corp., "will certainly build the new types of sets proposed by Zenith Corp." Zenith is a wholly owned subsidiary of Zenith Corp.

J. Brothers Form Dallas Video Production Film

WMTI-TV Will Teleview Wilt. Centennial Events

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6.75 kw visual, 9.1 kw aur; antenna 700 feet; $185,100.

The grants were the first in television for each of the cities except Salt Lake City, where KDLV-TV already is on the air.
McGrath Proposes Curb for Lobbies

SENATOR J. Howard McGrath, chairman of the Democratic National Committee, threatened last week to introduce a resolution to curb activities of special interest lobbies during the special session of the 80th Congress.

No specific definition of special interest lobby was offered by Sen. McGrath, with the exception of the real estate lobby.

Those affiliated with radio circles who have filed registrations during the second calendar quarter of 1948, according to the July 16 issue of the Congressional Record, included: Louis G. Caldwell, of Washington law office of Kirkland, Fleming, Green, Martin & Ellis, representing the Clear Channel Broadcasting Service; Earl H. Gammons, CBS vice president in charge of Washington operations; Don Pettry, NAB general counsel; Francis M. (Bill) Russell, NBC vice president in charge of the Washington office, and A. D. Willard Jr., NAB executive vice president.

Deploring gains made by lobbyists during the 80th Congress and citing the inadequacy of present laws, Sen. McGrath said, "It is a fact that the lobbies have spent more during the Republican-controlled 80th Congress to win their victories than it cost the United States government to operate the entire 78th Congress — including the salaries of Congressmen, their staffs, expenses, and other operating costs."

Sen. McGrath said he would propose enactment of a measure requiring registered lobbyists to file weekly statements of their expenditures during the special session and a sworn statement concerning the subject matters of their discussions with members of Congress.
ANOTHER powerful voice was added to those fighting the Balti-
more court gag last week when the American Civil Liberties Union
announced it would have its atto-
ney general, James T. Morris, and
Lawrence Flyt, protest the con-
tempt citations against five Balti-
more radio stations [BROADCAST-
ING, July 28].

The civil liberties group said the contempt charges, filed after sta-
tions had carried wire service re-
ports about the arrest and confes-
sion to a three-year-old murder
represented an abridgement of freedom of speech and press.

Mr. Flyt, FCC chairman from 1939 to 1944 and now a New York
attorney, will appear at a Balti-
more Superior Court hearing set
for Oct. 1 and will challenge the
legality of the Baltimore code, \ACLU\ said.

GUILD RESOLUTION

The Washington Newspaper
Guild, at a general membership
meeting last week, unani-
mously adopted a resolution call-
ing upon the judges of Maryland
to "defend the rights of a free press and to restrain upon all
Maryland officials involved "to
devote their efforts to defeat of
any such rules."

The Guild charged that rules imposed in the case against
the \\"in direct violation\" of the First Amendment to the Constitu-
tion of the U. S. and the 40th article of the Declaration of Rights of
Maryland, both of which forbid infringing
upon free press and speech.

The resolution declared that such rules "have been demon-
strated to be a means of censoring the public press and radio."

Text of Resolution

Text of the resolution follows:

Whereas, as a large number of the members of the Washington Newspaper
Guild, local 41, which is operating in the State of Maryland,

Whereas, it has come to the atten-
tion of this local that there is a tem-
plated in the Free State of Mary-
land the promulgation of new court
rules which would in effect gag the press in the State and would endanger the freedom and the livelihood of our members as well as all other jour-
nalists and journalists in the State; that said new rules are known as Rule 9 of the Code of Criminal Procedure for the courts of Maryland,

Whereas, it is the studied opinion of this local that such rules are in direct violation of the First Amendment to the Constitu-
tion of the United States of America and the 40th article of the Declara-
tion of Rights of Maryland, both of which forbid, among other things, the restraint upon the press and free speech, and,

Whereas, such rules as those pro-
posed are a direct effect in the City of Baltimore and have been demonstrated to be a means of violating the public press and radio in that five radio stations have been cited for contempt and are facing possible fines
for broadcasting material obtained from wire services on the basis of rules which bear penalties of imprisonment and fine for vio-
lating the attacked the amended in-
tention of a committee of Circuit
Court judges to seek a statewide
court rule embracing the same
restrictions as the city rule.

Analyzing the contemplated ex-
tension last week, Oscar Morris,
managing editor of the \Salisbury
MD. Times, said the restriction
\"could become a curtain drawn
against public scrutiny of the po-
litical and the courts.\"

In a letter to Chief Judge Levin
Claude Bailey of Maryland's First
Judicial Circuit, Mr. Morris also
took issue with the argument that
the rule would assure a fair trial
to an accused person. Mr. Morris' letter was in response to an in-
itiation for comment from Judge
Bailey, who is chairman of the
committee of judges studying
statewide application.

Says Misinterpretation Likely

Mr. Morris maintained that
newspapers cannot keep faith
with readers under the proposed
rule, which he said would be mis-
interpreted by law enforcement
and police officers, and virtually
seal off legitimate and vital pub-
lic information.

He cited a recent rape case in
Somerset County, when the publica-
tion of the confession by the
acused averted mob violence, whereas the \\"gag\" rule would have prevented publication of the news.

The \\"gag\" was previously at-
tacked by \NAB\ President Justin
Miller and by representatives of the Maryland Press Assn., Mont-
gomery County Press Assn., and the Prince Georges County Press

PERON CENSORSHIP

INTERNATIONAL controversy over the latter's attempt to
cover the Inter-American Broad-
casting Assn. first annual assem-
bl}y in Buenos Aires \[BROADCAST-
ING, July 28\] was having repercussions all over the Western Hemisphere last week.

Source of the "international in-
cident" was a dispatch and letter
in the Argentine form of govern-
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ING, July 28\] was having repercussions all over the Western Hemisphere last week.
SALES APPROVED

STATION SALES with considerations totaling nearly $1,900,000 and involving 13 AM and FM stations received FCC approval last Thursday.

Included among the multiple deals receiving Commission consent was $1,483,750 sale by Charles T. Stuart of his holdings in KOIL Omaha, KPUN Idaho Falls, and WDGY Minneapolis. Stuart Investment Co., holding company for three stations, absorbs as treasury stock his 49% interest with his brother James of Stuart Publishing Co., owner [Broadcasting, Feb. 23].

Commission approval also was given to transfer of control of WJKG and WKJG - FM Fort Wayne, Ind., from ABC Vice President Robert H. Hinckley and Frank E. McKinney to William A. Kunkel Jr, for sum of $49,500 and to assignment of license of WKJG - FM Chippewa Falls, Wis., to J. B. Fuqua and associates to George Graham Weis for $70,000 consideration.

Other Approvals

Other deals granted included KDON and KDON-FM Monterey, Calif.; KPHO Phoenix, Ariz.; KGRH Fayetteville, Ark.; KORE Eugene, Ore., and WAUB Auburn, Ala.

In related action last week the Commission granted movie cowboy Gene Autry a 90 day extension of time in which to dispose of his interest in KPHO Phoenix, required by FCC in its April action approving Mr. Autry's 100% acquisition of KOOL Phoenix [Broadcasting, April 12].

Denials also were ordered on petitions of WJL Detroit, WMJ Cleveland, and WGEM Quincy, Ill., which sought to exempt their respective transactions from Aove rule which requires that station sales be advertised and subject to competitive bids. Both cases await Commission approval. In WJWV deal C. Lee Edwards sells his 66.05% interest in The Weyandte News Co., licensee to Starrant Gartz for $92,220. WGEM proposes merger with FM station WQDI Quincy and AM outlet WAFM there. If approved WFAK would be dropped.

Stuart Transaction

In the Stuart family transaction, Charles T. Stuart has re-signed as president of Stuart Investment Co. He is reportedly returning to business in the Midwest. James Stuart has succeeded him in that office. Properties in addition to the stations include substantial real estate and insurance agency. KOIL, licensed to Central States Broadcasting Co., is assigned 5 kw on 1290 kc and is an ABC affiliate and licensed to Cornbelt Broadcasting Co., is assigned 250 w on 1240 kc while WDGY, licensed to Twin Cities Broadcast-
ing Corp., operates on 1130 kc with 5 kw day and 500 w night.

With approval given the WJKG sale, Mr. Kunkel becomes owner of 65% interest in WJKG station. He previously held 17.5% interest and acquires 15% interest of Mr. Hinck- ley and 30% holding of Mr. McKinney. Sellers indicated they wish to devote their efforts to their WISI Indianapins in which they are part owners. They also are divest- ing themselves of their stock in WTHI Terre Haute, Ind. [Broadcasting, July 26]. WKJG is assigned 5 kw on 1380 kc and is a Mutual outlet.

WFAK Sale

In WFAK sale Mr. Weis becomes licensee and sole owner of the station. He acquires 32.5% interest each from J. B. Fuqua and Mrs. Dorothy Chapman Fuqua and 25% interest of F. Frederick Kennedy. Mr. Weis is president and general manager of WBBQ August, Ga. Sellers indicated they had experienced difficulties in securing adequate management personnel for WFAK and were required to divert too much time to the outlet from other interests, FCC reported. Mr. Fuqua is general manager and part owner of WGAC Augusta. WFAK is assigned 1 kw day and 730 kc.

Other station sales approved by Commission:

KORE Eugene, Ore.—Voluntary assignment of license from Eugene Broadcasting Station to Lane Broadcasting Co., new firm, for $110,000. Holdings of Frank L. Hill, deceased, are sold by Violet G. Hill, administrator, to Lane Broadcasting, composed of: Paul V. Mc- Swane, auto dealer, president and 46%; Dorothea McElwain, his wife, vice presi- dent 46%; and Glen E. McConico, one-half owner KSLM Salem, Ore., secre- tary-treasurer 20%. KORE is assigned 250 w on 1450 kc.

KDON-FM Monterey, Calif.—Transfer of control of Monterey Pen-insula Broadcasting Co., Inc., sale to Robert A. Roberts of his 50% interest for $42,500 to Salinas Newspapers Inc., already holding 50%. KDON op- erates on 1480 kc with 250 w.

KRCB Richmond, Calif.—Voluntary transfer of control of Centro Contra Costa Broadcasting Co., Inc., permitted of FM station KRCB, from John K. Galvin Jr. to E. O. Green through sale of 50 kw for $15,000. Mr. Owens is president of Owens Publications which owns 99 shares in KRCB. Warren Brown Jr. retains his 63 partners and K. N. Downer Jr. his 49 shares.

KCLU Lake Charles, La.—Voluntary assignment of license from Frank E. Gibson, sole owner, to Pelican Broadcasting Co. Inc., new corporation, for $90,000. Pelican is composed of: H. Vernon Anderson, consulting radio engineer at Maplewood, La., 44%; Mrs. Sarah M. Anderson, secretary-treasurer, and George Anderson, owner and ex- president. KLQI is assigned 1 kw on 1310 kc.

KGRH Fayetteville, Ark.—Voluntary assignment of license from Fayetteville Broadcasting Co. to new firm of same name for $45,000. Sellers, each with equal interest, are George Bennett, Rus- sell Stuart, and Melvin Douglas. Mr. Douglas is executive vice president and vice president.

KGTI-AM and KLTV- FM Houston, Texas.—Mr. Tom Ackerman, president, wife, vice president, and son, vice president, are the majority owners. Mr. Ackerman is also the majority owner of the business. 

Mr. YOUNG

Young Named as Eighth Board Member

ELECTION of Owen D. Young, educator, lawyer and radio pioneer, to the board of directors of the American Broadcasting Co. was announced Thursday by Edward J. Noble, ABC chairman of the board. The addition of Mr. Young increases the present membership in the board to eight.

Now honorary chairman of Gen- eral Electric, with which he served as vice president and board chairman between 1914 and 1944, Mr. Young formerly was board chair- man of the RCA executive com- mittee and of the advisory council of NBC. In addition, he has been a member of many U. S. Government and Presidential commissions, and has been active in the field of edu- cation.

In his early associations with RCA and NBC, Mr. Young sat in the advisory council of NBC with such other notable personalities as Dwight Morrow and John W. Davis. Purpose of the council, dis- solved substantially with the ad- vance of FCC, was to counsel the network in those early days on the exercise of broadcasting func- tions and facilities in the public interest.

May 22, 1933 Mr. Young, who came to General Electric as counsel in 1919, resigned his post as chairman of the RCA executive committee and of the advisory council of NBC, which RCA formed in 1926 as a subsidiary when a consent de- cree of a federal court separated Radio Corp. of America from GE. Other members of ABC’s board of directors, in addition to Messrs. Young and Noble, include Mark Woods, ABC president; Robert E. Kintner, executive vice president; C. Nicholas Priaxu, vice president and treasurer, and Earl E. Ander- son, Robert H. Hinckley, and Franklin S. Wood, vice presidents.
Fire! Fire!

That cry went out too late for this one. By the time the firemen really got to work, about $1,000,000 worth of property had been lost in smoke and flames.

Which goes to prove that the time to cry "Fire! Fire!" is before the conflagration gets under way ... while there's still a chance to put it out before serious damage is done.

And the same thing applies to sales in today's market. The smart time to do something about sales is before any trouble really gets under way.

In Baltimore there's a simple way for radio advertisers. You just buy W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H delivers more listeners-per-dollar than any station in this big town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you want low-cost results from radio in Baltimore, call in the Headley-Reed man and get the W-I-T-H story today.
TV SET OUTPUT

PRODUCTION of 64,353 television receivers in June represented a new high and brought total TV set output by Radio Manufacturers Assn. members since the war to 463,943, the RMA reported today (Monday). The 1948 half-year total of 278,896 member company was 100,000 greater than the figure for all of 1947—178,871. Second quarter output in 1948 was 160,869, with an average weekly production of 12,375, RMA said. This represented an increase of 36% over the first quarter's output. Only 28,060 TV sets were made in the 1947 second quarter.

June production of radio receivers continued at a seasonal low but exceeded May's total because the June report covered five weeks while the May report covered only four. Included in the June total of 1,049,517 were 90,414 FM-AM sets, RMA said.

During first half of 1948 RMA manufacturers produced 986,313 FM-AM sets as against 445,583 in the comparable period of 1947.

There was continued high-level production of portable and automobile radio receivers with RMA members reporting 1,207,764 portables and 1,182,262 auto sets for the half year.

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New High in June; Ahead for Year

Board Members Named For WSNY Schenectady

The board of directors of Western Gateway Broadcasting Corp., WSNY Schenectady, N. Y., has re-elected Winslow Leighton as president and treasurer. Walter Duncan was elected vice president and James E. O'Loughlin, secretary. Other directors are F. G. Lippert and Miss B. W. Leighton.

New general sales manager of the station is Harry H. Avril. He has been with WJBR Detroit; WKBZ Muskegon, Mich.; KORN Fremont, Neb., and W. B. Doner Co., Detroit.

Nielsen Firm Will Omit June 20-26 Radio Index

Because many of the "top 20" programs were cancelled the week of June 20-26 to make way for the Republican Convention and the Louis-Walcott fight, the regular radio index of the A. C. Nielsen Co., Chicago, will not be released for that six-day period.

Thirty-one programs were cancelled for the entire period. Another 60 were cancelled for one or more days, were not broadcast at the regular time or were aired on only a partial station line-up basis. Among the "top 20" shows listed in the Nielsen survey under normal conditions, and which were not broadcast that week, are Lux Radio Theatre, Mr. District Attorney, My Friend Irma and Kraft Music Hall.

See pages 60 and 61

... new vistas for listeners and new vistas for sponsors. Listeners ride high on WMT radio waves of information and entertainment. Advertisers enjoy important coverage in another rich Iowa community.

There are a thousand areas like Alta Vista in WMTland, small in themselves, large in importance to radio advertisers when considered as a whole. Reach them via Eastern Iowa's only CBS outlet—WMT—the station with a 2.5 line that includes 1,131,782 people. Ask the Katz man for details.

CONTRACT WITH NBC IS SIGNED BY WSPD-TV

SIGNING of WSPD-TV Toledo as a member of NBC's Midwest televi

CONTRACT WITH NBC IS SIGNED BY WSPD-TV

SIGNING of WSPD-TV Toledo as a member of NBC's Midwest television network was announced last week by officials of Fort Industry Co., licensee. The station began commercial operation July 21 [Broadcasting, July 19].

Officials of WSPD-TV signed both an interconnected and non-interconnected video affiliation with network representatives. For the present, station's network operations will be handled under the non-interconnected agreement.

Although 22 national and local accounts had been signed by the station before its opening, the first night's operation was entirely non-commercial. Station reports the premiere showing was enthusiastically received by Toledo viewers and advertisers alike.

George B. Storer, president of Fort Industry, reports that WSPD-TV is the first of several video stations contemplated by the company. Other Fort Industry officials are J. Harold Ryan, vice president, and E. Y. Flanigan, managing director of Toledo operations. WSPD and WSPD-FM are also under Mr. Flanigan's direction.

Addition of Saturday or Sunday to the present schedule is contemplated about Sept. 1.

Skelly Oil Renews

SKELLY OIL CO., Kansas City, Mo., has renewed its two news programs, Alex Drier Commentary, Monday through Friday, and This Forming Business, Saturday, on NBC for 52 weeks, effective Sept. 6. Both programs are heard at 8 a.m. (CDT) and originate in Chicago for airing on NBC's 26-station Midwest network. Henri, Hurst & McDonald is the agency.
WCAU
TAKES PLEASURE IN ANNOUNCING
THAT IT IS NOW REPRESENTED BY
RADIO SALES
DIVISION OF CBS
IN ALL MARKETS EXCEPT NEW YORK AND
PHILADELPHIA WHERE IT WILL CONTINUE
TO MAINTAIN ITS OWN SALES OFFICES
WCAU
50,000 Watts · CBS Affiliate
THE PHILADELPHIA BULLETIN STATION
Radio Sales represents:

WCBS
WCBS-TV
New York

WBMM
Chicago

WCAU-TV
Philadelphia

KNX
Los Angeles

WTOP
Washington

KMOX
St. Louis

WCCO
Minneapolis-St. Paul

WELI
Boston

WAPI-WAFM
Birmingham

WRVA
Richmond

KSL
Salt Lake City

WBT
Charlotte

Columbia
PACIFIC
Network

Columbia
CALIFORNIA
Network
Go native and be happy

When you want the natives to go for your product, go native yourself. The warm and friendly backing of a popular local personality will talk more people into buying more of your product...faster. The most effective way to go native in your most important markets is on your Radio Sales represented stations. Best proof is that each week national spot advertisers sponsor close to six hundred local live talent broadcasts on the Radio Sales represented stations!

Radio Sales
RADIO STATIONS REPRESENTATIVE...CBS
He Puts Pieces Together To Picture the National Scene

He doesn't accept pictures ready-made, as prepared by someone with a ready-made point of view. He, or a member of his staff, digs out facts, fits them together piece by piece. If a vital part is missing he phones a Congressman or a Bureau head—or someone who ought to know. If necessary he'll send a fact-finder direct to the source—to Alaska—or Mexico—or wherever it may be. He ends up with a clear, complete picture for his radio audience.

His program rates high with listeners and advertisers. Currently sponsored on 302 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are 502 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

STATIONS AID POLIO FIGHT

Radio Lends a Hand in Hard-Hit North Carolina;

WBIG Raises Over $45,000

As the number of cases of polio reported in North Carolina grows—more than 1,000 have now been recorded for the year—stations in the area continue to give generously of time and talent to combat the disease. Many stations also are producing special blocks of children's programs to entertain youngsters kept from playing in public places.

Jones' Campaign

In Greensboro, over $45,000 has been raised by WBig's Bob Jones [Broadcasting, July 26] toward building an emergency polio hospital in the city. Largest single contribution was a check for $5,000 presented to Mr. Jones and Edney Ridge, president of the station, by George Baldanzi, executive vice president of the Textile Workers Union of America, CIO.

When the mayor and city health officials of Statesville, N. C., decided to spray the city with DDT to help combat the spread of polio, WSIC Statesville raised $2,500 for the project. This money was raised in one day and in return for donations the station played requests for the contributors.

WLOE's Assistance

The Junior Chamber of Commerce and WLOE Leaksville raised more than $4,000 July 25 with a special two hour broadcast—one of several events planned by the Jaycees to raise funds to help local children. When pledges were received, a radio-equipped car was sent to collect the donations.

WNAO Raleigh has completely revamped its afternoon schedule—Mon.-Fri. from 2 to 5 p.m.—to present programs designed to entertain children kept home by parents. Programs include a Kid's Telephone Quiz, special music programs designed for children, dramatized stories and the ABC program which falls in the period, Fun House. Station reports a group of Raleigh civic leaders has been named as an advisory committee to work with the station in arranging and presenting the shows. A Sunday School of the air was started July 25.

Another station presenting special children's programs is WGTM Wilson. Two hours daily are devoted to the project and include gimmick shows, telephone quizzes and stories. Regular Sunday School classes also are conducted each week. Special appeals for youngsters to stay at home are being transcribed by network stars such as Tom Mix, Superman and Jimmy Scribler.

At Southern Pines, WEEB is presenting special programs to publicize regulations of the County Health Office and measures to be used in preventing the spread of polio. Children are being entertained with Story Time, and inter-denominational Sunday School programs are aired each week, J. S. Younts, manager, reports.

DuMont Ad Budget

For 1948 Is Boosted

Firm's Receiver Division Is Ready To Augment Video Plans

VIDEO advertising of the television receiver division of Allen B. DuMont Laboratories is expected to increase this fall, following board approval last week of a boost in the firm's advertising budget to total more than $1,000,000 in 1948.

The receiver unit sponsors Television Newsreel on WFLF-TV Philadelphia, weekdays, 1:15-7:30 p.m., with a half-hour summary on Sundays, and the Original Amateur Hour on WABD New York, Sundays, 7-8 p.m. Additional video plans have not been definitely set.

Newspaper advertising during the first half of 1948, in the New York, Philadelphia and Washington markets, has totaled about $50,000. DuMont, under its new budget, will launch this month a regular schedule of ads in Boston, Baltimore, Los Angeles and Chicago papers, having used those markets heretofore for "one-time only" purposes.

Promotions and space buying in a national magazine this fall are anticipated, it was disclosed by Norman M. Markwell, director of DuMont advertising and sales promotion. Buchanan Co., New York, handles the DuMont account.

F Y I

See pages 60 and 61
In 6 weeks after power was increased to 50,000 watts... KEX received listener mail from every county in Oregon and Washington west of the Cascade Mountains!

Response, too, from many points in eastern Oregon, eastern Washington, California, British Columbia, Alberta, Alaska, even New York and Rio de Janeiro!

For hard-hitting coverage in the rich Pacific Northwest, check Free & Peters for availabilities on KEX.

Westinghouse Radio Stations Inc., owners and operators of KYW, KDKA, WBZ, WBZA, WOWO, KEX, and WBZ-TV. National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.
NOTRE DAME football games will be heard on WJW Cleveland thanks to (1 to r, seated) Sam Olen, Cleveland Pontiac dealer; Louis Boshara, president of Cleveland Metropolitan Pontiac Dealers Assn., sponsor; J. M. O'Sullivan, dealer. Standing, Charles Sirl, dealer; Jimmy Dudley, announcer; Dick Klaus, WJW salesman; E. A. Jones, Jones Agency; William Faigrieve, dealer.

BARKER BROS., stores' first venture into local radio—KGIL San Fernando—is welcomed by (1 to r) Warren Busits, Van Nuys C. of C.; Harvey Hewitt, KGIL; Neil Petree, Barker president; Gil Patridge, KGIL head.

GEORGE MOSKOVICS, manager of CBS-TV sales development, predicts 14,000-000 television sets for 1952, in a talk before the Fashion Group Inc. at New York's Roosevelt Hotel.
For TV variety

...check Channel 11 and WPIX!...With the widest possible range of programs...latest news, drama, sports, special events, shows for children...beauty, homemaking, celebrity interviews, public service, religion for all creeds...WPIX offers the finest in television, top entertainment, most interesting and informative of features...attractions for any advertiser interested in more conversational currency among customers...better business and sales in a major market well worth the effort now...and from now on!

Programs now available for sponsorship or syndication are franchises of growing value in a growing medium...for time and production rates...write or phone WPIX, 220 E. 42nd St., New York 17, New York...or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., New York 22.
OLYMPIC COVERAGE

By BILL HENRY

THE BIBLICAL tower of Babel has nothing on the broadcasting arrangements for the Olympic Games. The international airwaves, radiating from England, are being filled with a jumble of sporty syntax in three or four dozen languages, not to mention a wide variety of English idioms ranging from excitable Americans to bored and broad Oxford.

The British Broadcasting Corp., working during the war with its multiphonic radio to an unprecedented degree, has outdone itself in providing some ten dozen separate broadcasting miles (thirty-two of them in Wembley Stadium alone), plus a vast sprinkling of walkie-talkie and recording gadgets, for those who will translate the athletic performances of sixty-two countries into languages, dialects, accents and sporting doubletalk. Quite aside from the foreign broadcasters, every heat, every event from the various courses the British are now using an idea suggested by Finnish radio engineers to reduce the potential of “crossed wires.” Special recordings have been prepared, bearing such messages as “transmission from London to Warsaw,” or “transmission from London to New York,” or “transmission from London to Paris.” These recordings, all in English, are placed on the lines approximately five minutes before a direct radio-telephone feed is to be placed on those lines. The engineers monitoring the lines hear these recordings—and then check to make sure that the one they’re monitoring is going where it should. In addition to these pairs, they have similar records, also showing destination of lines, in the languages of the country to which the program is being “fed.” This serves as a double check.

In addition BBC is supplying the statisticians, the analysts and the observers who provide the various broadcasters with all the material they need to give a comprehensive, understandable picture of the Games.

This will be the only second time in history that the Olympic Games have been given complete radio coverage. When they were held in 1932 at Los Angeles there was no direct broadcasting of any consequence. But, in 1936 at Berlin, the Germans had set up an enormous shortwave network which Goebbels later turned to his propaganda uses.

It was at Berlin that Ted Husing, the non-stop commentator of sporting verbiage, was stopped dead in his tracks when he shared the microphone at the final of the 100 metres with a BBC commentator of just the opposite type. Mr. Husing counted that second lost time in his commentary. "For the British," he said, "were not said, while the Iaaron Britisher, at the opposite end of the oratorical spectrum, evidently believed the less said the better.

Husing’s Dilemma

The Britisher was in control of the mike—Mr. Husing was calling for the benefit of American listeners to the BBC—and, after announcing the names of the finalists, the Britisher stood by the mike, not saying a word. Mr. Husing, frenzied at this silence, tried to stir things up by leaning towards the mike and asking what the runners were doing. There was another long pause, then the Britisher surveyed the scene with his glasses. Jesse Owens and the others were scratching at the cinders with their spikes, digging themselves in. Finally the British sportscaster spoke with solemn finality—"Oh" he said, "they’re just mucking about with their ‘oes.” Many believe that it was this profligate waste of precious air time that drove Ted Husing to the ranks of the disc jockeys. We miss him over here.

ELLIOT CHANEY, WOAI VICE PRESIDENT, DIES

ELLIOT CHANEY, 63, vice president of Southland Industries, owner of WOAI San Antonio, Tex., died July 26 in San Antonio.

Mr. Chaney was widely known in the radio industry, and with the late Joe Cumming, was co-founder of WOAI in 1922.

A native of Bandera, Tex., Mr. Chaney went to San Antonio as a youth. For many years he headed the Southland Equipment Co., wholesale dealer in automotive equipment, radios and electric refrigerators. At one time he was jointly associated with G. A. C. Halff, chairman of the board of Southland Industries, in the automotive company of Half-Chaney Co. He was also engaged in business in Waco and Brownsville.

Mr. Chaney is survived by his wife and three sons.
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

You wouldn't knowingly pass up a market with higher retail sales than all of San Francisco's and all of Seattle's combined. Yes, that's the actual "cash register" value of the Bonanza Beeline!

But you do pass up the Beeline if you depend on outside radio to sell there. For this part of California and Nevada is surrounded by mountains, which turn away outside radio signals. So to be sure you reach Beeliners, use the five BEELINE stations—the stations in the market.

Buy the BEELINE combination to blanket the market. Or buy individual BEELINE stations for top local coverage. For instance, if it's Sacramento you want, it's KFBK you want. In a recent Hooper, KFBK led all competition with an audience share of 24.7 for total rated time periods. Get the full Beeline story from Raymer.

McClatchy Broadcasting Company

KFBK  Sacramento (ABC)  10,000 watts  1530 kc.
KOH    Reno (NBC)        1000 watts  630 kc.
KERN   Bakersfield (CBS) 1000 watts  1410 kc.
KWG    Stockton (ABC)    250 watts  1230 kc.
KMJ    Fresno (NBC)      5000 watts  580 kc.
OPENING of new offices in a recently purchased building in downtown Nashville by the Brown brothers, Charles and William, has spotlighted national attention on a radio success story seldom matched in agency circles.

Starting three years ago with $2,500 borrowed capital, the Brown brothers operations have pushed their way into the million-dollar radio billings; financial net worth has grown in excess of $300,000, and two branch offices have been opened in Chicago and Hollywood.

Secret of this success—perhaps has been best targeted by G. M. Philpott, vice president and advertising manager of Ralston Purina Co., when he said: "Perhaps they have radio of rural and lower income bracket people better than anybody in the business."

Growth of the volume of programming has grown so great that it has been transferred to a new organization known as Monogram Radio Programs Inc., headed by Charles H. Brown as chairman of the board, and Lowell E. Jackson, president. In turn, expansion of the agency business into an all-media agency has been achieved in the formation of Brown and Brothers, replacing The Brown Co. Headed by S. W. Brown Jr., the agency partnership is paired with Edward H. Bowers, for 12 years with N. W. Ayer and other leading agencies, and more recently operating his own firm in Chicago.

Chose Nashville

Three years ago, the Brown brothers—in the middle twenties—left Gardner agency in St. Louis, where they had been handling Ralston Purina account, to strike out for themselves in Nashville. Selection of that capital city as a base of operations was influenced by two considerations: (1) The great reservoir of radio talent in that city and perhaps the largest outside New York, Chicago or Hollywood, (2) the need for additional agency service in this booming, postwar industrial area.

Headlining their approach for new clients was a unique study which they called "Operations Backyard." This showed that while the major market cities of the nation were selling a majority of the goods, there is a "multimillion dollar potential in the scattered and outlying rural area throughout the great expanse of the nation."

"The backyard," they declared, "is worth talking about." But they did more than talk. They undertook a survey of the scattered market, and to learn the proper avenues of approach. What they uncovered is interesting radio market data.

As an example, taking the experience of one manufacturer in the rural field as a case history, they uncorked enough data to make obsolete all the previous media studies in the farm and small town field.

By the time the Brown brothers were selling a radio program called "Operation Backyard," they had been successfully concentrating their effort on farm publications and with some space in national weeklies. He had been told that such publications reached "the only farm and small towns people progressive enough to understand his sales story and with income enough to buy." Working with Maurice Malin, Purina Chow advertising manager, the Brown brothers thought there must be another answer and undertook research with the aid of 4-H Clubs, Future Farmers, mail-out questionnaires and personal interviews in farms and in small towns under 10,000 and RFD addresses. Here's what "Operation Backyard" uncovered:

1. A very small percentage of these people read the big circulation magazines—in the South, less than 10%—and ranging on up to 20% in the Grain Belt and East.
2. 40 to 50% of strictly farm families subscribe to one or more farm publications.
3. 65 to 80% see a daily newspaper.
4. 45 to 60% see weekly newspapers.
5. 60 to 70% go to the movies 2 or 3 times a year.
6. 80 to 95.7% have radio and listen from four to five and one half hours a day.

Homespun Shows

Applying the use of radio to "backyard listeners" the Brown brothers developed homespun programs literally sprinkled with "hillbilly star"

Chow Division of Ralston Purina has become so convinced that the Brown radio formula is the way to sell "rural and lower income bracket" people that they are concentrating their entire radio advertising budget in Brown-built "hillbilly" programs. Current budgets are in excess of $300,000 per year, and sales are reported at an all-time high for the company.

Evidently the 87% to 95% of the farm and small townspeople with radios were not only "intelligent enough to understand the sales story": if presented in the right way—but also have income sufficient to buy.

There are other such experiences in the Brown catalog of success stories... viz., the Farmers Wholesale Nursery, which started with a "kitty" of $10,000 to sell fruit trees via radio direct—followed the Brown formula of homespun showmanship and grossed over $400,000 in the 1947-48 season.

There is also the Lion Oil Co., which engaged the Brown brothers to bolster their regional network half-hour with "more appeal to small townspeople"; and after two seasons report coincidental ratings in 20 Southern markets ranging from 10.8 in Memphis to 21.0 in Tupelo, Miss., opposite top network programming in the 5:00 p.m. (CST) Sunday afternoon slot.

Having established the formula, the Brown brothers formed a new corporation, Monogram Radio Programs Inc., to provide "economical transcribed radio programs to agencies and advertisers who can use network-type package shows but can't afford Hollywood or New York talent prices." First step was to name Lowell E. Jackson, formerly vice president and a director of Katz Agency in charge of their Chicago office, as president.

Mr. Jackson's sales team includes William Ermeling, Chicago; Norman E. Noyes, formerly with ABC Spot Sales, in Hollywood; and additional offices and personnel are being added in strategically located buying centers.

Monogram offers seven proved vehicles, built according to the original Brown brothers basic formula, to local and regional advertisers through stations and agencies coast-to-coast at prices as low as $1.75 for a five minute program in markets under 10,000 population.

Pointing to the low cost of the program, Charles Brown says: "Local and regional advertisers must have good shows; and they must be economical. If stations are to do a job for advertisers, talent costs cannot get out of line with local rates for time."

Packages Offered

Included in the package shows now being offered by Monogram are: The Eddy Arnold Show—a quarter-hour featuring the singing of Victor's recording artist in the songs that according to Monogram have made him America's biggest folk music disc-seller, second only to Crosby in total record sales; Plantation House Party fifteen minutes of popular music and the homespun humor of The Duke of Paducah; Hospitality Time, starring Snooky Lanson, former soloist with Ray Noble, currently heard on NBC; and a new series, Breakfast in the Blue Ridge with Lulu Belle and Scotty, WLS Chicago area.

B. F. Goodrich Co. recently bought Breakfast in the Blue Ridge for dealer participation throughout the country.

'Featurettes'

Monogram has also developed several five minute spots which they style as "Featurettes." For example there is one titled Lasting Impressions voiced by John Harrington and This Is the Inside Story, with dramatized human interest complete in each episode. In their commodious new quarters, decorated in a western ranch house motif, the Brown brothers look forward to a continued growth in radio billings for the year ahead. They believe the total volume for the industry as a whole will be swelled by the cultivation of new radio-advertisers from the ranks of those who so far have been hesitant in finding a way to integrate it with their present marketing plans. With such approaches as "Operation Backyard" they say, radio can't miss.
Report From a TV Spot Announcement Advertiser...

For the past 30 weeks Irwin Schaffer, Philadelphia antique dealer, has had a twenty-second spot announcement on WPTZ each Sunday evening. These spots feature a unique variety of antique lamps and gifts.

Here are the results, as reported in a letter from Mr. Schaffer:

“At this time I would like to express my enthusiasm for television as a medium for advertising. Over a period of six months, I find that there has been an appreciable increase in my business. Of the various types of advertising I have been using, a ‘customer check’ has shown that television is by far my best channel... Although we have been in the antique business for many years, we are comparatively new in our specialty of antique lamps. I can safely say that we have now added approximately 500 customers.

"WPTZ, in their tireless effort, created just the right sort of film to show the public the type of store we have. The fact that the store and our merchandise can now be seen in television, and in the excellent way presented by WPTZ, has gained for us the people’s confidence and interest.

"Television is new... but to me it’s no longer an experiment, but a fact proven by WPTZ in their high standard of production."

If you would like to see a copy of Mr. Schaffer’s two-page letter, please drop us a line. If you would like information on spot and program availabilities or the facilities which WPTZ has to offer television advertisers, never mind writing—call us collect.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building  •  Philadelphia 3, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

BROADCASTING • Telecasting

August 2, 1948 • Page 43
A selling station in a buying city

WBNS, CBS outlet for central Ohio, brings Ohio folks fine entertainment ... and puts them in a splendid spending mood!

WBNS has an audience that includes farmers and fraternity men ... secretaries and senators ... housewives and industrial workers. Under Dick Borel's expert management, WBNS brings them plenty of outstanding local programs ... in addition to a full schedule of CBS shows ... and keeps them all listening day after day, month after month, year after year!

That kind of audience pays off in sales! And you can bet it will continue to pay off as WBNS brings its listeners the latest in FM and Television. Your John Blair man has all the facts and figures on WBNS, on its outstanding programs and its rich Ohio market. Ask him today!

These lively local programs keep Ohioans listening to WBNS!

A Fine Radio Station...
Since 1933, John Blair & Company has been building Spot Radio business for WBNS!

It's the business of every John Blair man to know markets, merchandising and radio... and every John Blair man knows his business! That knowledge means profitable campaigns for wise advertisers... and big Spot Radio volume for fine stations like WBNS!

Today, after 15 years of aggressive John Blair representation, WBNS is first in central Ohio... first in amount of advertising, and first in program and promotion awards. Ask your John Blair man about WBNS today!

More and more advertisers choose Columbus to test new products and advertising. It's big, yet compact... prosperous, yet stable. Columbus is the heart of a rich farm area. It's an important manufacturing center... the State capitol... home of Ohio State University! For fast selling action... with plenty of merchandising support to boot... include WBNS schedules in your Columbus test.
BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD

BROADCAST MUSIC INC.
350 FIFTH AVENUE • NEW YORK 19, N. Y.

HIT TUNES FOR AUGUST

CHILlicoTHE, OHIO (Melvin)
WORLD—Les Brown
DELILAH (Encore)
WORLD—Bob Hawkes
STANDARD—Harry James
MACGREGOR—Chuck Foster
DREAM PEDDLER, THE (Peek)
NBO THESES—Sweet-dew Strawberries
FOULIN' (Jay Dee)
CAPITOL—Eddie LaMarre
I WANT TO CRY (Encore)
Chris Cross—Stirling 4034
Dinah Washington—Mama 1125
IT'S SO PEACEFUL IN THE COUNTRY (Regent)
WORLD—Bette Midler
STANDARD—Willie Nelson
MACGREGOR—Chuck Foster
JUST BECAUSE (Peek)
WORLD—Teddy Howard
LONG AFTER TONIGHT (SMT)
WORLD—Charlie Spack
STANDARD—David LeWinter
SERENADE—Music played on a RESTRING (Duxbury)
LANG-WORTH—Chuck Foss
NBO THESES—Narada Trio
SOMNOE CARES (Pepa)
NBO THESES—Narada Trio
ASSOCIATED—Art Money
SPRING CAME (Republic)
NBO THESES—Summy Ker
tAKE IT AWAY (Pepia)
ASSOCIATED—Evelyn Macrae
MACGREGOR—Veronica Stevenson
TIME AND TIME AGAIN (London)
WORLD—Joe Merz
LANG-WORTH—Bert Pfluege
LANG-WORTH—Bert Pfluege
NBO THESES—Four Knights
WALKIN' WITH MY SHADOW (Johnstone-Monsel)
CAPITOL—Hal Dreyfus & Frank DeVol
LANG-WORTH—Four Knights
YOURS (Squeezing Murbo) (Markos)
LANG-WORTH—Al Jolson Trio
LANG-WORTH—Tito Puente
WORLD—Marian Francis
LANG-WORTH—Joe D'ha
STANDARD—Dennis Dit
ASSOCIATED—Xavier Cugat

COOL WATER (American)
CRUEL LOVE (Jay Dee)
CUCKOO BIRD WALTZ (Louis)
HIGHWAY TO LOVE (SMT)
JUST CANCEL MY DREAMS (Arichishita)
LONESOME (Replicue)
NOBODY BUT YOU (Chrestus)
PLAY THE PLAYER (Markus)
RUN JOE (Previa)
SWING LOW SWEET CLARINET (Stuert)
THE THINGS I LOVE (Cumberland, etc.)
TIME OUT FOR TEARS (Kensale)
YOU WALK BY (Caviler)

300,000 SHARES PUT ON BLOCK BY TV FIRM
INTERNATIONAL Television Corp., New York, last Tuesday offered 300,000 shares of common capital stock at $1 per share through Henry P. Rosenfeld Corp., 97 Wall St., New York.

The company, which will manufacture a full line of television receivers, has been organized by John B. Milliken, founder and first president of United States Television Mfg. Corp., large independent manufacturer.

Other personnel recently added includes Willard R. Rich, former vice president of Telcor Corp. and former vice president and director of Intra-Video Corp. of America, as vice president and director; John R. Finegan, who will direct sales activities; secretary-treasurer; Benjamin L. Webster, industrial designer and a director of the Society of Industrial Designers Inc. as a director; Seymour S. Kremsky, former chief television engineer of Telcor Corp., as chief engineer; and Herman Hjertberg, present comptroller of Travelers' Aid Society, as financial advisor.

Heinz Kalman, Ph.D., well known in the television industry, has been appointed a consulting engineer. An inventor and holder of several patents in the electronics field, Dr. Kalman will devote his time to government contracts now under consideration and to television research.

The company will manufacture receivers ranging in price from $149.90 for a 27" tube set to $5,500 for a 4' x 3' rear projection installation.

New York Listening Decreases in July
Pulse Survey Shows Giveaways In 4 of Top 10 Spots

Radio listening in Metropolitan New York during July dropped below that in June, Pulse Inc. indicates in its latest report. Four of the top 10 evening programs are giveaways, with Stop the Music holding number two position.

Average quarter hour sets-in-use for the weeks studied were:
for July 1948, 21.2; for June 1948, 25.3; and for July 1947, 21.1. Other results were:

EVENING
Walter Winchell..................17.0
Stop the Music...................13.7
Louella Parsons Show.............12.3
Break the Bank...................12.9
Hit the Jackpot...................11.3
Barton Blackie....................10.3
We, The People....................10.0
Can You Top This?...............10.0
Mr. District Attorney.............9.7
Studio One.......................9.1
Take It or Leave It..............9.1

DAYTIME
Arthur Godfrey (11:00 a.m.).....7.3
Harry Carse.....................6.5
Arthur Godfrey (7:30 a.m.).....6.4
Rosemary.........................6.1
Grand Slam......................6.5
Heirlo Gem......................5.9
Our Gal Sunday...................5.9
Big Sister......................5.6
Ma Perkins (11:15 p.m.)........4.9
Make Believe Ballroom (5:45 p.m.).......4.9

SAT. & SUN. DAYTIME
Brooklyn vs. Giants (Sat. 5:15).......10.3
Brooklyn vs. Giants (Sat. 4:00).......10.6
Children's Hour................9.3
Make Believe Ballroom (Sat 10:30 a.m.)..5.0
Yankers vs. Wash. (Sat. 4:00 p.m.).....4.9
Yankers vs. Wash. (Sun. 3:30 p.m.).....5.0
Under Armour...................5.0
Hunting's Bandstand (Sat. 5:30 p.m.)......4.7
Ring Crosby Records (Sat. 11:30 a.m.)......4.7
Make Believe Ballroom (Sat. 3:45 p.m.)......4.3

Hollywood Ad Club Talks Of Commercials' Errors
TOO little, if any, contact between agency copy writers and announcers results in less effective selling. That fact was the consensus of an announcer panel concerned with "What's Wrong With Commercials," conducted by the Hollywood Advertising Club July 26.

It was agreed that many copy writers turn out a finished piece of writing highly suited to the eye but trying for the ear. A good bit of the difficulty prevails, it was pointed out, because copy writers sit in New York while many of the programs come from Hollywood.

Those participating were: Wendell Niles, Ken Carpenter, Harry Von Zeil, Do Sharbutt and Jim Hawthorne, Bob Ballin, Foose, Cone & Belding Hollywood vice president, was meeting chairman.
FOOD SALES OF $182 MILLIONS* RANK THE SALT LAKE CITY WHOLESALE DISTRIBUTION AREA AMONG AMERICA'S TOP 14 CITIES. YOU CAN COVER THIS AREA BEST WITH KSL — THE ONLY MEDIUM WHICH REACHES ALL OF THE MARKET'S MILLION BUYERS.

KAY S. SELLOGRAM

*Sales Management Survey of Buying Power, 1948

To reach the more than 2400 grocers and their wholesalers, as well as the million consumers in the Salt Lake Wholesale Distribution Area, choose KSL. In these 69 counties in 8 states KSL is listened-to most frequently by more people than any other station or network according to a new Hooper Listening Area Coverage Index.†

†Hooper Listening Area Coverage Index for 69 KSL counties, Spring, 1948
LOW-BAND TV

LOW-BAND television seems safe for some years, in the opinion of two engineering consultants, C. M. Jansky Jr., of Jansky & Bailey, and Glenn D. Gillett. They took this position at the NAB District 4 meeting at White Sulphur Springs, W. Va.

Referring to expressions by FCC officials, Mr. Jansky said broadcasters should remember that these officials live in an atmosphere of discussion and regulation and necessarily must think constantly of the future. He doubted if anyone would risk the money to develop high-band TV in the near future.

Mr. Jansky fears tropospheric interference will limit TV service when more stations are in operation, foreseeing progressive degradation of service areas as in AM.

Mr. Gillett said it is "unthinkable" that the FCC would withdraw the low-band channels now granted, in view of the public investment in receivers. He doubted if the Commission would force abandonment of the lower channels within the next 10 years. "Don't worry about high-frequency TV or color for eight or 10 years," he suggested.

Charles A. Batson, NAB information director who is conducting an extensive TV survey, said industry feeling seemed to be that two to five years would be required to develop a high-band system. He said the status of Channel 2 and 6 in the low band appeared less secure than the upper half of the present TV band, in the opinion of many observers. An abrupt shift upstairs is "unlikely," he added.

Milikan Will Be Speaker
At IRE L.A. Convention
KEY speaker at the forthcoming West Coast convention of the Institute of Radio Engineers in Los Angeles, Sept. 30 is Dr. Robert A. Millikan, noted atomic scientist, according to Loyd Digmon, convention chairman and chief engineer of KMPA Hollywood.

An estimated 1000 of the nation's radio engineers will hear Dr. Millikan discuss some recent research which on the release and utilization of atomic energy. The California scientist is best known for his work on the isolation and measurement of the electron, for which he was awarded the Nobel Prize in 1923.

100,000 showed us under
... that's the mail record to date, requests for Jimmy Dudley's Baseball Scoring and Reference Book... further proof that WJW is listened to, that WJW listeners respond.

Bill O'Neil, President

WJW

BROADCASTING • Telecasting

ROYAL WESTERN welcome, including handcuffs, awaited three distinguished visitors to Cheyenne’s recent Frontier Days celebration: Sheriff Norm Tuck (ii) attached the handcuffs, and the three guests wearing them are (l to r): L. M. Perrin, president of General Mills; Mark Woods, president of ABC, and H. M. Dancer, president of Dancer-Fitzgerald-Sample. They had come to help Cheyenne pay its respects to the Lone Ranger on the occasion of his 15th radio anniversary. Feature of the celebration was a special broadcast from the steps of Wyoming's state capital building over KFBC Cheyenne and ABC, with the Lone Ranger as honored guest. Old Cheyenne-to-Deadwood stagecoach carried the handcuffed Messrs. Perrin, Woods and Dancer through the Cheyenne business district and to the broadcast.

'THE UNDISCOVERED' WTOP VD Series Acclaimed As Success

THE UNMENTIONABLE has been mentioned, and through WTOP Washington's pioneering series, The Undiscovered, hundreds of venereal disease sufferers have been discovered.

At the end of the 14-week run of the program, extending through July 20, 675 people reported to public clinics for examination or treatment as a direct, traceable result of the radio series. The number who responded by going to private physicians is not available. The average number of clinic admissions per program total 46. Each of these reported either having heard the WTOP series, or having heard of the series, and called on the clinic facilities as a result.

The programs included excerpts of tape-recorded interviews with victims of VD, and followed up with discussions with U. S. Public Health Service officials and the announcement of an unlisted telephone number to call for professional information about examination and treatment. CBS newsmen Gunnar Back handled the series.

WTOP presented a wind-up of the series in a half-hour program July 22 in which District of Columbia and U. S. Public Health officials took part. When asked if the results proved that radio can do a job in the fight against VD, Dr. Ross Taggart, head of the Bureau of Venereal Disease of the D. C. Health Dept. said: "We find no other explanation for the [50%] increase of cases we have seen than that this program had brought them from the ranks of the undiscovered."

Lefoy Richman, chief of the Hollywood Radio Writers Hear Television Experts

HOLLYWOOD'S unit of the Radio Writers Guild took notes on television July 21 at a roundtable discussion. The panel consisted of Ronald C. Oxford, executive producer of television of KPI Los Angeles; Walter Stickel, Leo J. Myberg Co., Los Angeles RCA distributor; Ray Monfort, technical director of KTTV Los Angeles; Harry McMahan, president of Five Star Productions; Leon Benson, television director of J. Walter Thompson Los Angeles; True Boardman, radio writer and Clifford J. Durr, former FCC commissioner.

Sets will shortly lag behind demand, Mr. Stickel warned by way of emphasizing Los Angeles' acceptance of television. Mr. Monfort pointed out that television is well aware of its technical and production capacities and limitations. Techniques not being used are generally overlooked for a reason, he said.

In recognizing the place of film, Mr. McMahan advised writers not to go too fast but to determine the direction first. The medium's advertising impact was covered by Mr. Benson. He stressed the economic return at present. Mr. Durr, an unscheduled participant, advised all concerned to sit in on as many video hearings as possible, to fully acquaint themselves on the medium.

office of program development, Venereal Disease Division of the U. S. Public Health Service, said that as a result of the WTOP series, "Radio station managers from all over the country have been offering time and talent in connection with local VD drives."

The health officials also praised ABC's documentary on VD.
KRNT LEADS in DES MOINES

HOOPER-WISE . . .
(a) 1st again in Total Rated Time Periods. Gains made through 2 more stations on the air.
(b) Dominates in 35 out of 40 quarter-hour periods, 8 a.m. to 6 p.m. Monday thru Friday.
(c) Over 63% greater audience in those 40 periods than next highest rated station.
(d) Over 64% greater audience in those 40 quarter-hours than the total of the three lowest-rated stations combined.

That's Acceptability Based On Factuality!

PROGRAM-WISE . . .

Block-Programming Pioneers:
A Dozen Top-flight Personalities — Stepped in showmanship . . . Hoopering higher in Des Moines than most big network shows . . . most of them commanding two-figure ratings.
For instance, there's the astronomical 19.1 of the city's No. 1 newsmen, Russ Van Dyke — the 14.4 of top disc jockeys Don Bell and Gene Emerald — the 16.1 of Larry Davis' award-winning "High Five" platter show.
Field-Pacing Production and Promotion Staffs.
Unmatched Special Events Coverage (over 500 remotes June, 1947-June, 1948).
That's Know-How Delivered Where Knowledge Is Demanded!

BUSINESS-WISE . . .

1st in Local Accounts . . . 1947-48 national business never was better. More and more aggressive merchandisers are concentrating their budgets on this station. For instance, a baking concern sponsors all "Play-by-Play With Al Cuoppo" sports broadcasts (over 100) the year-around.
That's Acceptability Where Acceptance Counts!

*E. E. Hooper Winter-Spring Report
Dec. 1947-April 1948 Des Moines—City

ASK A KATZ MAN

To Sell the Rich Central Iowa Market, Buy KRNT DES MOINES The Biggest and Toughest Station!

That Very Highly Hoopered, Sales Results Premeditated, ABC Affiliated Station in Des Moines!
WSM-advertised goods bear a special Seal of Approval — an invisible label which says in effect, "You heard about this product over WSM—therefore it merits your confidence."

The faith which listeners feel in WSM is rooted deep in this station’s 23 year record of community service. That faith in WSM is a power that can move mountains of cereals and other foods.
**Editorial**

**Something Fishy**

MUSIC copyright performance after a period of reasonable quiescence, again rears as a lively problem for broadcasters.

ASCAP contends for renewal next year. It is up to each broadcaster to determine within the next few months whether he elects to renew his AM license—at existing rates— for blanket or “per user” performance, or be stuck for nothing. It is up to the courts to determine the outcome. The action was pressed by Ted Streibert, WOR president, and chairman of the NAB Music Committee at the NAB convention held in Miami. It now is being echoed at NAB district meetings. It doesn’t take a long radio memory to take back to 1939 when ASCAP was omnipotent and Broadcast Music Inc. in desperation was spawned as a means of breaching the Tin-Pan-Alley stranglehold. Today BMI is a formidable competitor. ASCAP is whacking up larger dividends than ever. And the broadcaster, per capita, is paying less for his music.

Broadcasters historically have been disposed to rock along until agitated. Most of them regard the music problem as one that’s behind them. They are deluding themselves. True that Carl Haverlin, BMI’s hard-slugging and erudite president, has succeeded in renewing better than 90% of the broadcasters’ licenses nearly two years ahead of expiration. It may even be true that ASCAP’s dominance is a relic of the dark, discordant past.

But there lies the danger. A few figures, gleaned from the Los Angeles convention comments of Messrs. Streibert and Haverlin, are revealing. Roughly 35% of all copyrighted music performed by radio is of BMI origin. Yet, currently published record popularity polls show two or three out of the 52 top tunes as BMI-published. To our unscientific statistical eye, it is impossible to reconcile such a disparity. There’s something fishy in Tin-Pan-Alley.

BMI tunes are recorded by top artists—the best in the business. Their recordings are of highest prevailing quality. Record sales are in the top brackets—a tangible index to popularity. Yet BMI tunes rate 2 or 3 out of 52. Could it be that those BMI-talent, so-called of other years has hit the big league disc jockey? Could it be that the disc jockey is now the cynosure of the song-plugger’s affection?

In other years “payola” was reflected in the slipping of “favors” to band leaders, ranging from clothes to Cadillacs. BMI, or its publishers, because it is a wholly-owned broadcasting corporation, could never engage in such practices. If they did, broadcasters would be paying far more for their BMI catalogs. The “payola” practice is corrupt. It is one in which self-respecting broadcasters would never condone.

If the NBC’s and the CBS’s has invaded the major market disc jockey realm, then broadcasters are losing control of their own operations. For then there would be real basis for the suspicion that the networks are being rigged, and in a manner that would undermine the hitherto steady development of BMI.

The disc jockey reports to station management, usually via the program director. The reason is, it appears in setting up management controls, so that popularity polls are channeled through program or front office management, and not left to the uncontrolled discretion of the platter-turner, whose status is show business, not business management.

**Why Call That Cop?**

A NEW test of the role of the FCC in the regulation of radio is forthcoming. The call for a further test hearing was sparked by the petition of the recently formed National Assn. of Radio Station Representatives which provides the vehicle. NARS last October petitioned the FCC to invoke its regulations to prevent the networks from representing affiliated stations in non-network time sales. Simultaneously, NARS petitioned the Department of Justice to intervene under the anti-trust laws.

The fact that the FCC has called the hearing, of course, does not necessarily mean it has assumed jurisdiction. It can (1) decide that it has no jurisdiction; (2) that it is a matter for the Department of Justice under the anti-trust laws; (3) that it has jurisdiction, and will do something about it.

The issue would appear to be whether, in representing affiliated stations, the networks would seek to circumvent the option-time regulation by setting up some other arrangement by which control over station time than the regulations permit.

Neither the networks nor the station representatives are licensed by the FCC. The so-called non-network time sales sales are done directly to stations, which are subject to FCC jurisdiction. “No license shall be granted to a station . . . ,” says the regulations.

NARS was far from unanimous in asking that the networks’ activities be prohibited. True, as we did, that it is incongruous for private industry, in free competitive enterprise, to ask the Government to regulate its business. Most of us in two years or less. As far as we’re aware, on the petitioning of the Department of Justice to take a look on grounds of alleged unfair competition. The networks doubtless would like to have the issue settled.

When the networks moved in wholesale on representation. They have the leverage to do it. In TV, they can get in on the ground floor. Networks aren’t eleemosynary institutions; they will seek every economic advantage.

Whether networks have been pushing around their affiliates on renewals, as is alleged, presents another problem. Certainly the networks suffer no disadvantage when their stations license, in contention to two years, with a six-month negotiating period. It is obvious that contracts should be for as long a tenure as the license itself—three years. Well sales, all department of WENR Chicago in 1930. When WENR was sold to NBC, he moved over to CBS network sales, resuming in 1933 to work in local sales for WBBM, Chicago.

He led the sales force of WBBM for seven years, becoming sales manager, but he resigned in 1940 to become general manager of WIRE Indianapolis, where he stayed for seven and a half years. During his tenure at WIRE he helped to organize and served as vice president of the North Jersey Broadcasting Co., which was granted a permit for WPAT Paterson, N. J. In 1942 he sold his interest in WPAT and in 1943 he organized Phoenix Broadcasting Inc.

Notwithstanding his concentration in radio, Mr. Schepp still found time to progress with his beloved music. On Nov. 19, 1944, a most unusual event transpired—a banjo player appeared with the Indianapolis Symphony Orchestra. The soloist was Rex Schepp, playing “The Concerto for Banjo,” which his close friend Nathaniel Shilkret had written and dedicated to him.

The performance was such a success that

(Continued on page 54)

**Our Respects To—**

**REX BUTLER SCHEPP**

THOUGH a few radio executives have arrived at their positions by pulling strings, Rex Schepp is one of the few who admits it. The president and general manager of KPHO Phoenix started pulling strings when he was a Hoosier farm lad—working his way through college by plucking a five-string banjo.

He taught banjo for two years, starting at the early age of 10, then tucked his banjo under his arm and moved to New York City.

The many hours of serious study and research he had spent in the mastery of his instrument immediately put him in the radio business. He broke into the big time on his first attempt, as featured soloist on *The Maxwell Hour*, an NBC musical program directed by Nathaniel Shilkret.

Today, as a radio executive, Mr. Schepp still finds time to retain his mastery of this practically extinct musical instrument. This is evidenced by his “American Banjo Album” now being released by Victor.

Rex Schepp forsook theiddle at the advanced age of nine and began learning classical music on the banjo. He was so successful he was lured into nine years of show business which took him all over the world as part of the vaudeville team called “Osmans and Schepp.”

While in the talent end of radio, the commercial field attracted his attention and he joined the sales department of WENR Chicago in 1930. When WENR was sold to NBC, he moved over to CBS network sales, resuming in 1933 to work in local sales for WBBM, Chicago.

BROADCASTING • Telecasting
WOAI's big daytime primary area piles up more dollar volume of retail sales annually than the famous steel center of Pittsburgh...$936,545,000* to be exact.

Small wonder, too, because WOAI's area is highly essential to the lead which Texas maintains in the national production of many items.

Oil is a good example. According to available statistics, WOAI's primary area produced 132,683,508 barrels of oil in 1946. The first commercial production of oil in Texas was in WOAI's home county, Bexar.

The millions of dollars rolling in from oil every year help to make up the tremendous effective buying income of this section—$1,282,729,000* annually.

Sell WOAI's rich market through WOAI. See your Petry man.

*Sales Management 1948 Survey of Buying Power
Management

JIRIL EVANS, manager of KREL, Baytown, Texas, has resigned to become manager of KMUS Muncieges, Ohio, E. R. BUSH, commercial manager of KVLC Little Rock, and former manager of KMUS Corpus Christi, Tex., will replace Mr. Evans as manager of KREL.

JOHN S. MAJOR has been appointed general manager of WREN and WREN-FM Tupelo, Miss. He formerly was with Sunflower Ordnance works and previously held executive positions with New York World's Fair, Texas Centennial and Century of Progress Exposition in Chicago.

A. E. (Bill) MICKEL, former general manager of WCBA and WCBA-FM Columbus, Ohio, was appointed station manager of KEPT El Paso, Tex.

LEO M. KINMAN has been appointed general manager of WEKSh Shelbyville, Ind.

HARRY WATTS, formerly of CKOV Kewanee, has been appointed manager of CKOK Penticton, B. C.

Cites Radio Ad Use

EXAMPLES of the successful use of radio advertising by savings and loan associations were cited by Dr. Kenneth Dameron in an address before the Michigan State Savings and Loan Assn. at Mackinaw Island July 28. Dr. Dameron, director of the Committee on Consumer Relations in Advertising Inc. and professor of business organization at Ohio State U.

COY TALK

FCC CHAIRMAN Wayne Coy invited educators last week to "put American education 55 years ahead of its present timetable" by ceasing to be "skepticals" and becoming leaders in the use of both aural radio and television.

He urged them to take part in the Commission's September hearing on the potentialities of the 475,800 mc band for television and to "present their claims for the reservation of channels for non-commercial educational purposes."

Speaking Thursday night at Indiana U.'s Second Annual Conference on Radio in Education, held at Bloomington, Mr. Coy said:

"Every fact of our times cries for the immediate and utilization of this electronic magic for education—the unprecedented enrollments, the shortage of teachers, the shortage of physical facilities, the demand for adult education, the incessant and complex nature of the problems of modern life . . .

"Every schoolroom in America should be equipped with its own radio set. It should be freely integrated with classroom work as a major educational tool. As soon as available to everyone, every schoolroom should be equipped with a television set—the culmination black and white of the future.

"The school system without radio must go the way of the Little Red School House . . . We should have state-wide, regional, and nation-wide educational networks of radio, fully and competently used, should put America's problems years ahead of its present timetable . . .

"Education, he said, has "abdi-
cated" its early leadership of ra-
tio, and, unless it acts, stands to lose "the second chance" which came through the reservation of 20 FM channels for educational use. These channels, he said, are reserved for at least 800 stations. Yet he pointed out that only 17 such stations are in operation, only 14 of which are under construction, and only four applications are pending.

"Radio channels," he said, "are too valuable to be left in idleness." If education should lose out in FM, he added, it would also lose out in face ofмест.

He recommended that educational institutions work with commercial broadcasters, but asserted that commercial broadcasting neither can nor should shoulder "the responsibility that education has rejected." He asserted:

"Educators should no longer be content with the crumbs of time that fall from the table of commercial broadcasting. They should estec themselves to get a table of their own . . ." The local tower must make way for the radio tower.

Chairman Coy praised the WHAS Louisville U. of Louisville broadcasts presenting "the first college course for credit ever offered by any standard commercial station," and voiced hope that other broadcasters and educators will try to duplicate the project wherever feasible. This, he said, "is radio-educational pioneering of a high order."

He also praised NBC's nationwide contario radio project as "a bold approach to the adult education problem," and lauded Indiana U.'s "Indiana School of the Sky" broadcasts.

For schools unable to finance full-power stations, Mr. Coy suggested low-power FM outlets, or the so-called "wired wireless" A.M. Television, he said, is "the most powerful of all forms of broadcasting," but schools that don't gel into aural radio "can scarcely be expected to ready for this venture."

Chairman Coy said the increasing number of colleges offering radio courses and holding radio "as the good life," but that "more aggressive action toward establishment of educational stations" is necessary or "many of you will find yourselves hangiing your hat on a hickory stick but never being able to get in the swim."

"The building of a radio station," he said, "rates your No. 1 priority."

Respects

(Continued from page 52)

Fabien Svetisky, conductor of the Indianapolis Symphony Orchestra, asked Mr. Schepp to appear with his band for educational purposes. This he did, and for his second appearance he premiered his own composition, "The Sand Dance."

"The "The Sand Dance" was recorded in New York City with an orchestral accompaniment of 68 symphony musicians, under the direction of Nathaniel Shilkret. The piece has five movements, and Mr. Shilkret's "Concerto for Ban-
jo," "Holiday for Strings" by Dave Rose, Mr. Schepp's "Sand Dance" with orchestral arrangement by Mr. Shilkret, "Down South By" by Middleton and an unusual arrangement of Stephen Foster's "Old Black Joe."

In playing the banjo, Mr. Schepp does not use a pick, but picks the strings with his fingers with startling effect. He is one of the few players in the world who has mastered this style of playing.

Mr. Schepp has always maintained to combine work and play with happy results. There is seldom a dull moment in his life. He likes to talk to people and most people like to meet him. A keen student of music psychology, Mr. Schepp's friendly, disarming sales approach has garnered him many a lucrative radio contract—with renewals.

His creed in running a station is simply that no business is bigger than the man who heads it. You build an organization, says Mr. Schepp, and the organization builds the business.

The KPHO president likes to handle personally all public service programs and finds that with the proper organization he has plenty of time to do it. He is a member of the Masonic Lodge and belongs to the Kiwanis Club. His ten years training under H. Leslie Atlee at CBS has helped him most in learning radio, he feels. His hobby, naturally, is playing the banjo.

Mr. Schepp was born in Bloomfield, Ind., in 1900, and in 1926 married Nathalie Ellinger of Balti-
more. Their 20-year-old son, Stu-
art Scott, is a disc jockey in Indi-
a.
Announcing the Appointment of

GEORGE P. HOLLINGBERY COMPANY

NATIONAL REPRESENTATIVES

BINGHAMTON • ENDICOTT • JOHNSON CITY

WINR

THE 73rd NBC MARKET

BINGHAMTON, N. Y.

C. A. Bengtson, General Manager

AFFILIATE

BROADCASTING • Telecasting

August 2, 1948 • Page 55
Cigarette Company Sales at New High

Philip Morris, Major Radio User, Has $50 Million 3-Month Total.

THE SALES of Philip Morris & Co., major radio user, reached an all-time high of $60,688,000 for the quarter ending June 30, 1948, Alfred E. Dunhill of the company, president, reported last week.

In comparison with the 1947 same quarter sales total of $42,479,000, this year’s record sales represent an increase in domestic sales alone of $7,773,000, or approximately 19%.

Mr. Lyon pointed out that in the first quarter ending March 31, 1948, sales totaled $41,224,000, representing a gain of $3,727,000 over the 1947 same quarter total of $37,497,000, or approximately 10%.

Radio has been allotted a major section of the Philip Morris advertising budget. The cigarette company is sponsoring some nighttime programs, Phil Baker show on CBS, Mel Torme show on NBC and Horace Heidt program on CBS, along with two programs on MBS, "Queen for a Day" and "Heart's Desire." Biow Co., New York, handles the first three shows and Cecil & Presbrey the last two. In addition, a show was placed in a spot campaign in television for the cigarette firm.

Matthews Named WLBB Carrollton, Ga., Manager.

JAMES M. MATTHEWS, production director of WLBB Carrollton, Ga., during a recent reorganization of station personnel, was appointed station manager to replace James C. Vocails, who has taken leave of absence to enter business in Atlanta.

Mr. Matthews and Rayfield Reilhan, assistant engineer of WLBB, recently acquired interest in Carroll Broadcasting Co., Inc., owners of WLBB. Other current stockholders are Robert D. Tisinger, Roy Richards, Edd Duncan and Chessel P. Hooper.

Mr. Vocails, general manager of the organization, for approximately one year, joined the station as program director when it took the air in January 1947. Mr. Matthews came to the station in September 1947 from WMAM Macon, Ga., where he served for three years. Mr. Reilhan has served several months in his present capacity. Commercial sales of the station, effective yesterday (August 1) is Daniel L. Benson of Atlanta, who has in recent years been associated with the Washington office of the Southern Border and the Atlanta office of the National Cash Register Co. James C. Dunaway, with the station since 1947, has been named program director.

Hiram C. Bray, with the announcing and special events department for about one year, plans to leave the station Sept. 1 to enter the U. of Georgia.

BROADCASTING  Telecasting

Fort Worth Set Dealers Hear Plans of WBAP-TV

FROM one room of Fort Worth's Hotel Texas to another the first telecast of WBAP-TV Fort Worth was presented for a group of television set dealers July 20 as the station prepared to begin regular telecasting about Sept. 15.

A mobile unit of WBAP-TV fed into the room, where the dealers were assembled, a show featuring the Flying X Ranch Boys. Sales plans were presented by Henry G. Baker, general sales manager of RCA Victor, Jack M. Williams, advertising and sales promotion manager, and Dan Halpin, television sales manager.

Harold V. Hough, vice president in charge of radio for Carter Publications, WBAP licensee, told the dealers' group that "we are building this station believing in television just as we believed in radio long ago." The station will operate from a new radio building now nearing completion, he said.

ABC Video Coverage

ABC's alterations on its new television studio site, preparatory to equipping its huge Television Center, were begun last week, the network's engineering department has announced. When interior and exterior studio filming is completed, ABC will have a studio measuring 100 by 200 ft. Next year, it will be to the hundreds of all walls and install power for lighting and equipment. WJZ-TV, key ABC New York TV outlet, will go on the air Aug. 10.

WXKW ALBANY OPENS FULLTIME OPERATION

WXKW Albany, N. Y., started operation last week with 10 kw fulltime on 880 kc. Station licensed to Champlain Valley Broadcasting Corp. and will become an ABC affiliate on August 9.

President of Champlain is Stephen R. Rintoul, associated with the radio department of The Katz Agency, New York, and former vice president of the World Broadcasting System. Harold H. Meyer, former manager of KYA San Francisco and for six years president of the Connecticut State Network, is general manager of the station. Other officials include Carlos A. Franco of Young & Rubicam and Trel W. Yocum, Brooke, Smith, French and Dorrance, vice presidents.

Studies are in the First Trust Building, Albany, and the six-tower array and transmitter are located at Selkirk, N. Y.

Champlain also operates WRWB-FM Albany.

WCPQ Boston is acting as host to the second annual Workshop on Radio Education, sponsored by Boston U. in cooperation with the New England Committee on Radio in Education.
WCPO HAS MORE listeners than any other station in the CINCINNATI area!

Here's the proof for this rich market!

From C.E. Hooper

Look!

June 1948 Hooper Index

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Represented by THE BRANHAM CO.

Affiliated with the CINCINNATI POST

August 2, 1948 - Page 57
The article is too long to transcribe fully here, but it appears to be a list of individuals and their new positions in the radio industry. The text mentions Doe Has been named program director of WSRF Shreveville, Ind.; WGW in New York, has joined WWQF San Francisco, Calif., as a staff director; and so on. It seems to be a typical industry newsletter with updates on personnel changes and new appointments. The text is dense and technical, likely intended for insiders in the radio industry. It does not appear to be related to the other images or text in the database.
BIG AGGIE'S GETTIN' a FACIAL!

1,044 FARMS ENTERED IN WNAX 3-YEAR FARMSTEAD IMPROVEMENT PROGRAM

There's a gigantic face-lifting going on in Big Aggie Land. Farm families—1,044 strong—representing 203 counties in South Dakota, North Dakota, Iowa, Minnesota and Nebraska are busy revamping their homes, yards and buildings.

For the past ten years very little has been done to improve the farmstead, as distinguished from cropland improvement. While farmers have concentrated on producing more food, many farm homes have been neglected.

Now with materials, household furnishings, equipment and labor coming into greater supply, farm families can make long range plans for improving their homes.

WNAX, in cooperation with the five State Agricultural Extension Services in Big Aggie Land, has provided the incentive for Farmstead Improvement to start NOW.

Approximately $15,000 in merchandise will be awarded each year for three years to county and state winners judged to have made the greatest improvement in their farmsteads.

No wonder Big Aggie is looking prettier every day!

Represented by the Katz Agency.

A Cowles Station
WNAX
SIoux City - Yankton AFFILIATED WITH THE AMERICAN BROADCASTING CO.
FOR THE WHOLE FAMILY

Sponsors will grab for the family appeal of this fresh, vital new program. Three 15-minute programs a week. Both ends open and a middle commercial. Released the first week in September.
A news feature page comes to life on the air!

A new fast-moving production that has every element of good radio . . .

FYI features a galaxy of renowned columnists who appear regularly in more than 700 daily newspapers. Peter Edson, prize-winning Washington columnist . . . Burton Heath, Pulitzer prize-winner . . . Erskine Johnson, top Hollywood reporter . . . Alicia Hart, well-known women’s expert . . . and Harry Grayson, ace sports writer . . . head the list. Three or four of these noted personalities are featured on each program.

FYI is produced in collaboration with the editors of NEA, the world’s greatest news feature service, and also includes reports from members of NEA’s famed foreign service.

Wire for Audition

Ed Hart & Associates, Inc.
1737 H Street N.W. Washington 6, D. C. REpublic 4312

Producers of Admiral Zacharias’ “World Intelligence Report,” and Ed Hart’s “Is Congress Doing Its Job?”
GROWING PAINS

DULUTH, MINN.—"It's time to trade in my nogo-bike for some vitamin pills," cries Otto Mattick. "Everything in Duluth is growing but me!"

No wonder Otto is worried. Duluth's growing season is terrific. The population has leaped 67% in the last two years and retail sales have increased nearly 84% in the same period. A quick look at the Fall-Winter Hooper and you'll see that KDAL's dominance of Duluth's listening audience is growing even faster.

TV QUESTIONS

Letter on 475-890 mc
Band is Circulated

Critical questions to be answered about television's upstarts band—the 475-890 mc area—were raised last week in a letter circulated by the newly formed Joint Technical Advisory Committee.

JTAC, seeking information to aid the Commission in its hearing starting Sept. 20 on the practicability of early commercial use of the 475-890 mc band [BROADCASTING, May 10], presented five questions prepared by the FCC staff and asked that data relating to any of them be sent to JTAC officials.

The September hearing is generally foreseen as one of the most vital the Commission has held in the field of television. This view derives chiefly from (1) the speed with which TV's present 12-channel spectrum is being filled, and (2) the spreading fear that the first five of these 12 channels may be early victims of special and separate requirements for demands for additional spectrum space.

JTAC, successor to the Radio Technical Planning Board, was set up by Radio Mfrs. Assn. and Institute of Radio Engineers a few weeks ago to advise FCC and other current and potential agencies on radio questions relating to allocations and standards [BROADCASTING, July 12].

The advisory group's letter, signed by Vice Chairman Donald G. McCreary, chairman of the Commission staff prepared the 475-890 mc questions at the request of JTAC. "Any information related to the question will be communicated directly to the secretary of the Joint Technical Advisory Committee, Mr. L. G. Cumming, Institute of Radio Engineers, 1 E. 79th St., New York, 21, New York," according to Mr. Fink.

The Questions

The questions were listed as follows:

1. What is the present state of development of equipment in the band 475-890 mc? (a) transmitters, tubes, and components; (b) receivers; (c) antenna systems, transmission lines and related equipment for transmission and reception?

2. How much experimental work has been undertaken in television systems in this band, with respect to the field operation (transmitter hours operated, types and number of receivers, and propagation tests) and laboratory development (development of receivers, transmitters and tubes)?

3. What consideration has been given to the costs of television systems for this band, particularly to the reduction of receiver costs, and the transfer of cost burdens to the transmitter?

4. What areas of service might be expected in this band, based on the following assumptions: (a) a particular system, using the following typical bandwidths: 6 mc, 13 mc, 20 mc; (b) radiated power 100 watts now and expected to be available, say, 15 years in the future; (c) receiver sensitivity (d) at each of the following typical frequencies: 475 mc, 650 mc, and 890 mc.

5. What co-channel and adjacent-channel channels would be appropriate under the assumptions made in Item 4, above.

WRC Washington Passes Twenty-five Year Mark

WRC Washington observed its 25th anniversary last night yesterday (August 1). The NBC-owned and operated station was opened in 1923 with one studio and a staff of eight people, including the manager. Now NBC's Washington office has a staff of 175 people connected with the network's Washington operations at WRC, WRC-FM and the network's Washington television station WNBW.

The station has been credited with many "firsts." In its first month of operation it broadcast the memorial rites for President Harding, and in December of that year carried one of the first political speeches, a broadcast by Sen. Magnus Johnson. Early participation by the broadcast, also begun at WRC when, in 1924, it was linked by leased wire to WJZ New York for Willis-Firpo fight.

Included in the NBC Washington staff were under Vice President Frank G. Sibley one 10 men who have been with NBC for more than 20 years.
RADIO ADVERTISING

By C. H. SANDAGE
Professor of Advertising
U. of Illinois

MANY ATTEMPTS have been made to test the effectiveness of radio as an advertising medium for department stores. Some of these tests have been poorly planned and executed. Others have been developed on a scientific basis.

An analysis of the experience with radio clearly indicated that success or failure was dependent almost wholly on how radio was used and not on the medium as such. When properly used, radio has demonstrated its ability to do an outstanding job for department stores.

Let us then accept that conclusion and devote our attention to an analysis of factors that seem to be important in the effective use of radio... Establish an Objective

First, establish a clear objective. Do you wish to use radio to promote your store, its service facilities, quality of merchandise carried, location, reputation, credit policy, and other institutional factors? Do you prefer to use radio to sell specific items of merchandise? Do you wish to promote a particular department? Do you prefer a combination of those objectives? In any event, organize your thinking to the extent of putting down in white the specific goal you wish to reach through your use of radio.

If your objective is that of selling, via radio, specific merchandise, it is important that you select with extreme care those items you plan to advertise. Select items that are in high demand—items that have real ability to satisfy your customers’ needs and wants.

If you plan to employ radio as part of your overall advertising program, you will find it highly desirable to delegate to some member of your staff the responsibility for developing your radio plans and following through to final action. That staff member should be in the advertising department and work closely with the advertising manager. Do not make the mistake of choosing someone who is married to newspaper advertising and who thinks there is no other effective sales medium.

You need to employ techniques in the use of radio that are different from newspaper methods. The two can supplement each other most effectively, but they cannot be cut from the same pattern.

You may find it advisable to charge your radio expenditures to a general advertising fund during the first months rather than to allocate such expenditures to individual departments.

Not Less Than 15% for Radio

Analysis of the experiences of a great many stores has produced strong evidence that you should plan on spending not less than 15% of your total publicity budget on radio if you are to secure highly successful results. Do not dabble in radio—either plan to make it an essential part of your company’s advertising structure or do not use it at all.

Do not expect radio to move people to action over night. You will probably find it advisable to plan your initial use of radio to cover a period of 6 to 12 months. A short 13-week venture in radio is to be discouraged.

The most profitable time of day for your broadcasts will depend on the type of audience you wish to reach. The only period before 6 p.m. when an appreciable number of men listen is during the noon hour and even then male listening is not significant except in rural areas and small communities. On the other hand, women listen all day long, the number increasing only moderately during the evening hours. Your potential audience of women is, therefore, favorable day after day. In fact, since most radio stations have handsomely cut their price on time used before 6 p.m., you should probably plan many of your broadcasts for daytime rendition.

Let programs constitute the major framework of your radio advertising. Reserve your use of spot announcements for informing customers of special sales, new arrivals of merchandise, what programs you sponsor, when they are broadcast, and other things that are newsworthy.

A Man With a Plan

Mr. SANDAGE

The name is Rube Cummings and in a recent letter to Mr. Mahry advised him that the platter spinner was going to get a plug in Downbeat. Sure enough, in the July 14 issue of the magazine, appeared a parcel ad. In which the fan went out for his beloved jockey—except that the name was misapplied—"Mavery" instead of "Mahry." Said the ad:

RUBEN CUMMINGS HAS SWITCHED
to Dick Mavery’s "Man and His Music" program on Station WIBG in Philadelphia (there is no ball game). If you wish to hear a good assortment of popular music with no string band or Lombardo, come on down and catch this d.j. show. The meesteck stuff Dick plays is the music you want to hear. It’s the show with Bill Barnett. That’s Dick Mavery’s "Man and His Music," station WIBG. Pretty. 3:30 a.m. When there is no ball game. (I do not know Mr. Mahry, but if he is an employee or relative of an employer I feel just crazy about the show, believe it or not.)

RADIO

Mr. SANDAGE

THE REQUEST of the Mutual Broadcasting System, Prof. Sandage, a leading authority on retail advertising, has prepared a special study of retailers in radio. The results of this study are excerpted here, for the benefit of both stations and department stores. Prof. Sandage is the author of "Advertising Theory and Practice," "Radio Advertising for Retailers," and many articles.

You know what kind of people patronize your store. Try to find out their preferences in radio entertainment and information. Build or select programs that harmonize with those preferences.

You will probably want to develop a number of programs, each one designed to appeal to a particular segment of your total list of actual and potential customers. If you select programs that meet the desires of particular groups, you need not be afraid of "popular" programs broadcast over other stations at the time of your own broadcast.

Special Community Events

Special community events may provide excellent material for sponsorship. Musical programs built from record albums maintained by your local station can be effective. There are also national programs (cooperative programs) available for local sponsorship in your community which may fit your needs. However, do not choose something to fill a 15 or 30 minute period, but rather something which will have strong appeal to people you wish to reach.

You do not ordinarily spend money to advertise your advertising. Spending money to promote your radio program is different. A radio program is not direct advertising, but rather a vehicle for carrying your advertising message.

In building an audience all your time—please note the word "time"—must be employed—newspapers, car cards, direct mail, store posters, outdoor posters, and radio spot announcements made at various times of the broadcasting day. During the first few weeks of a new program liberal use of spot announcements to explain the type of program and time of broadcast should be profitable.

In cases where an appreciable number of your customers have charge accounts, inserts with your regular monthly mailings would be helpful. Circularizing your customers with short questionnaires about your programs would be helpful... Keep your advertising copy in harmony with the character of your store. Radio can make it possible for you to bring to your institution the fine personal qualities which characterized retailing when the proprietor knew his customers' wants. Mail them to order and treat them warmly as they entered the store.

Keep the consumer viewpoint always in the foreground. Inject the element in all copy. Such procedure will bring increased listening, just as in conversation with another greater attention and interest is secured if you talk of him and his interests rather than of your own. Contrast the following: "We have a complete line of furniture with inner-spring construction and reasonably priced." "You can now obtain from our furniture department that soft, comfortable, lounging chair you have wanted for your living room. You will enjoy the fine inner-spring construction and reasonable price!"

Specific Copy Better

There is much evidence to support the statement that specific copy will usually produce greater believability and sales than copy of a generalized character. Say "A number of the 3,276 people who shopped at our store last month?" rather than "Thousands of people are regular customers of ours."

Remember that radio permits you to call on prospective customers "in person." In your personal calls on customers, you would hardly sing the merits of your merchandise—neither would you exaggerate your goods. When you talk, you would probably discuss the interests and needs of your hosts and how you might help them satisfy their desires. Why not use your commercials in the same vein.

It is important that you not try to crowd your radio time with messages (Continued on page 84)
Big in '47 -- GREAT in '48
RADIO'S NO. 1 FOOTBALL SHOW

NAMED COLLEGE ALL-STAR COACH AGAIN in '48

Head Coach and Athletic Director
at the University of Notre Dame

N. C. LINDQUIST RESIGNS FROM CHICAGO FIRM
NORMAN C. LINDQUIST, vice president in charge of sales and one of the founders of Television Advertising Productions Inc., Chicago, announced his resignation Thursday and said he is entering several offers from Midwest TV stations and advertising agencies.

An instructor at DePaul U., where he set up the first television advertising course in an American college, Mr. Lindquist was one of the organizers and a charter member of the Chicago Television Council. He first became known in Midwest video circles as producer of The Navy Show over WBKB, the Balaban and Katz TV station, in 1946. At the time he was in charge of advertising and publicity for the Navy Recruiting Office in Chicago with the rank of chief petty officer.

Mr. Lindquist, a stockholder in Television Advertising Productions, said he would continue to hold an interest in the firm and "be a booster for it." William A. Zimmerman, sales manager, will assume his duties in the sales department.

NBC—UCLA
BOASTING a record of better than 50% placement of past graduates, NBC-UCLA Radio Institute concluded its sixth annual session July 30. Current class comprised 93 students from 15 states. 30 of them had earlier radio experience according to Jennings Pierce, network's western public service director and Institute supervisor.

Sandage
(Continued from page 63)

A PRELIMINARY planning meeting for the annual "Voice of Democracy" contest sponsored by NAB and U. S. Junior Chamber of Commerce was held last week at NAB headquarters in Washington. Those in attendance, seated 1 to r: Frank Fister, executive vice president, Jaycees; Joseph Saunders, vice president, Alexandria (Va.) Jaycees; Paul D. Bagwell, president, Jaycees, and chairman, Dept. of Written and Spoken English, Michigan State College; Dr. Kenny Smith, chief, Information and Publications, U. S. Office of Education; James Serrost, BMA; James Dawson, NAB; Ellsworth Tempkins, U. S. Office of Education; standing, 1 to r: Robert H. Richards, executive secretary, Jaycees, and Robert K. Richards, NAB. Promotion plans were discussed by the group and it was decided that the Jaycees would begin Sept. 1 by notifying chapters of the contest schedule, and transcriptions of model talks would be mailed to stations on Nov. 1. The contest will be held during National Radio Week, Nov. 14-21.

Integrate Use of Radio
Do not depend on radio alone to promote your store and wares. Instead, integrate your use of radio with your entire plan of promotion. Retailers who have used more than one medium report that each supports and adds value to the other. You can use your radio to call attention to newspaper advertisements and your newspaper space to list the character of your radio programs and the times of broadcast. Displays in your windows and in the store can support both newspaper and radio advertising. Store personnel should always be informed of the items included in your radio advertising.

The degree to which results meet expectations cannot be determined from casual observation or a simple check of sales records. So many variables enter the sales picture that extreme care must be exercised in any attempts to measure the true force of any one element in the promotion plan or of the plan as a unit. If competent research talent is available on a professional basis, it is perhaps best that such talent be employed to do such research. Failing that, consultation with some research expert may provide effective guidance for persons already on your staff.

Checking actual sales results affords the most effective measure of your radio advertising. If such advertising shows little or no sales results, the cause may not be the medium, but the manner in which it is used.

The character of your radio audience can be measured with a high degree of accuracy. However, if your store appeals to a particular type of person, do not depend on radio program ratings based entirely on the number of listeners. Insist on qualitative rather than quantitative measure of your audience. Here, again, you may find it advisable to employ an outside agency to make these tests.

Assistance in Planning
You should not expect radio stations to carry the full burden of planning and executing your radio advertising any more than you would expect the same from any other advertising medium. On the other hand, you should avail yourself of the experience of station personnel and work closely with them. Station personnel are often in a better position than your own staff to evaluate the phrasing of commercials and working them into the program.

You should not, of course, expect your radio station to provide all such helps free any more than you would expect a newspaper to provide free art work and engraving service. Find out in advance what services are included with your purchase of time and which elements are subject to additional charges. In all cases, buy time and services in terms of probable results rather than original dollar cost.
THE LONG ISLAND STORY

WHLI continues to deliver more listeners per dollar in Long Island's large, quality market than any other station, including the network stations!

HOOPER STATION LISTENING INDEX

SPRING SUMMER 1948

HEMPSTEAD, N. Y.

8 A.M.-12 NOON • MONDAY THRU FRIDAY

<table>
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<tr>
<th>WHLI</th>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
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<th>Station E</th>
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"THE VOICE OF LONG ISLAND"

WHLI 1100 kc

and WHNY (FM) 98.3 mc.

Hempstead, Long Island, New York

ELIAS I. GODOFSKY  
PRESIDENT

PAUL GODOFSKY  
EXEC. VICE PRES.

JOSEPH A. LENN  
VICE PRES.-SALES
Sidney Strotz Reports on NBC's Position in TV Progress

Following several months in the East, Mr. Strotz reported on the network's over-all position in television progress and said that carpetbody Inc. (Arrow Shirts etc.) has been signed to sponsor the Public Prosecutor film series.

Having made a survey of various television stations in the Midwest and East while en route to the Coast, Mr. Strotz reported that all informed managers recognize that the medium is a one-way investment—always losses. Furthermore, he said the station which claims to be making money or breaking even is deluding itself via bookkeeping, for he felt none will show profit or break even for two or three years.

As for transcontinental television networking, he reiterated earlier statements that it would be 10 years at the earliest. Finally, when it does come, he said it would not be comparable to radio networks and asked any one to compare the present AM chain of more than 160 with TV of not more than the top 80 markets.

Citing the likely circulation of video in 10 years, he could see no more than eight or nine million sets with production the only obstacle. Even in the present, Mr. Strotz conceded that only a fraction of receiver tubes are acceptable of each batch produced. Coupling this with the accelerated military orders, he anticipated a further slow-down in the present manufacture of receivers.

Time option rights by national advertisers, he said, were theirs as long as they stayed with presently occupied periods. By fall he said NBC network option time in the East would be sold out, thereby leading to an increase of further programming in the late afternoon segments.

Mr. Strotz

Drinks Douse Fire

SEVERAL cases of soft drinks stored in the engine room of WHER-Danville, Ky., were credited with extinguishing a fire at the station July 24. Larry Shields, assistant program director, reported that the fire was started when a light fuse blew, igniting some waste paper. The heat from the fire broke the drink bottles and the liquid in them put out the fire. Damage was slight and the remains of the fire were not discovered until the next morning. The soft drinks were used by the station as give away prizes on Stump the Chump program, sponsored by local Royal Crown Bottling Co.

3 Big Department Stores

In Philly Use WCAU-TV

THREE of Philadelphia's largest department stores have become regular advertisers over WCAU-TV Philadelphia, while four other concerns have signed year-long contracts.

Although the station has been on the air little more than two months, it has Lit Bros., Gimbel Bros. and N. Snellenburg and Co. under contract. Lit Bros. and Gimbel Bros. are using live shows, while Snellenburg's is going in for spots, features and special campaigns.


Jackie Gordon Inc. (men's clothing) will use an announcement on Sundays, also through Korn agency. Jay Bucknell Inc., New York, is using a Wednesday evening film announcement in behalf of the firm's shirts.

Pianos Wanted—Found

ASKING for contributions to a worthy cause is a common practice, but asking listeners to donate pianos is an unusual task. Betty Fry and Art McCracken, who conduct Dollars for Ten O'Clock Scholars over WGPA Bethlehem, Pa., made this request to acquire pianos for the musical instruction of the Girls Club of Bethlehem. Within 15 minutes after the program closed, Mrs. Fry had received three offers of pianos. Contributors laid the transportation of the instruments, so on a later program an appeal for volunteer movers was made. Two minutes after the announcement was aired a local moving organization called and offered to do the job.

NASNCH Sportscast

15 minutes—Monday through Saturday, 7:30 P.M.

An exclusive availability on WNJr, the radio station of the Newark News

Center Your Attention on Center of the Dial 860 kHz MILWAUKEE

Page 66 • August 2, 1948

COAST THEATRE MEN ENTER ASCAP FIGHT

Supporting court action contending ASCAP is practicing monopoly, the Pacific Coast Conference of Independent Theatre Owners last week agreed to participate in any appeal to a higher court as a friend of the court.

Phillip V. Leibell recently ruled against ASCAP in New York on action of 164 operators of movie houses in that city [Broadcasting, July 26]. The Coast theatre owners filed an amicus curiae brief with Judge Leibell at close of the New York trial.

Robert Poole, executive secretary of PCCITO, said that his organization "is dedicated to relieving our membership and all independent exhibitors from the monopolistic practices of ASCAP." Robert Graham, attorney for the Pacific Coast exhibitors and currently in New York, wrote Mr. Poole, that despite a finding of no monetary damages in the case heard by Judge Leibell, "it is obvious that the decision, which holds that the exacting of ASCAP licenses from exhibitors constitutes a violation of the Sherman Act, is going to be far-reaching in the future in determining the future relationships of all independent exhibitors to ASCAP."

RCA's 6-MONTHS NET INCREASES $2 MILLION

Consolidated statement of income of Radio Corp. of America and its domestic subsidiaries for the second quarter ended June 30, 1948, and the first six months of the year was issued July 30 by Brig. Gen. David Sarnoff, president and chairman of the board.

Total gross income from all sources amounted to $176,079,713 in the first half of 1948, compared with $164,333,872 for the same period in 1947, representing an increase of 6.5 per cent. Net income, after all charges and taxes, was $5,085,790 compared with last year's $8,825,912, an increase of $3,724,376.

For the quarter ended June 30, 1945, total gross income from all sources amounted to $86,028,415, compared with $77,773,776 for a similar quarter in 1947. During the quarter this year, net income, after all charges and taxes, was $5,085,790 compared with $4,145,847 for last year's second quarter.

After payment of preferred dividends, net earnings applicable to the common stock for the first six months of 1948 were 66.8 cents a share, compared with 58.2 for 1947. For the second quarter they were 31.0 cents a share compared with 24.2 for that period last year.
MOBILE UNIT COVERS CRASH
On-the-Spot Account of Fatal Bus-Truck Accident
Minneapolis-St. Paul

WCCO Minneapolis-St. Paul commissioned its mobile unit to cover the Minneapolis Aquatennial, the city's big midsummer festival.

At the time of the accident, the bus was traveling north on St. Paul, in which five members of the Duluth, Minn., baseball team of the Northern League were killed and another twelve seriously injured, virtually wiping out the team.

The tragic accident occurred at about 11:30 a.m. By 12:32 the station's news and special events director, Sig Mickelson, had cut into the regular program and asked for the air, and cut in with the accident details.

To add to the dramatic nature of the cut-in, KDAL Duluth, home city of the tragedy-ridden baseball team, is on the regular network for Mr. Adams' news broadcast, KDAL staff were on the telephone almost before Mr. Mickelson had concluded his cut-in begging for more details.

WCCO's mobile unit had been commissioned only the day before. 'Station engineers had rushed it into shape in order to be ready to cover the Minneapolis Aquatennial, the city's big midsummer festival.

At the time the tip on the tragedy came to WCCO's news room, Station Technician Lyman Swenson was out cruising city streets checking his equipment preparatory to the afternoon parade.

Get to Scene Quickly
Mr. Mickelson called him by mobile unit telephone and twenty minutes after the accident the two, accompanied by Chief Engineer J. J. Beloungy, were en route to the accident scene. While Mr. Mickelson prowled around picking up details and description, Mr. Swenson drove the mobile unit to the slight rise overlooking the accident scene where he checked his signal with master control in Minneapolis. The equipment never been tested so far a distance, but it worked without a hitch.

Two hours later the new mobile transmitter was rolling down the city's Nicollet Ave., in the midst of the Aquatennial parade—its fourth assignment in its first 24 hours of operation.

To Expand Production
FULL-SCALE production of International Television Corp. video receivers is expected to be underway soon, following the firm's acquisition last week of the Minerva Radio Corp., 236 Williams St., New York. International will occupy the 50,000 square feet of Minerva office, showroom and manufacturing space by about August 15, company officials said last week. Minerva Radio Corp. produced radio equipment.

POLICY of brief items for greater driving care, on all station breaks, has been inaugurated by KQV Pittsburgh.

Banquet Friday to Mark Radio Institute's Close
NINETY certificates and four scholarships will be awarded to NBC-Northwestern U. Summer Radio Institute students at a banquet in Chicago's Merchants and Manufacturers Club Friday evening, marking close of Institute's seventh annual session. Don Feddersen, chairman of Northwestern's radio department, will serve as toastmaster.

Certificates will go to each student completing the six-week professional radio training course. Two men and two women, chosen as "outstanding" students, will receive scholarships in the form of refunds of tuition for the session.

Northwestern will award $100 to P. Dean Raymond of Chicago, who wrote the prize-winning script in the annual dramatic writing competition. The play, "Pursued," was produced Friday over WMAQ-NBC with a cast of Chicago actors.

Transcription of Known News Writers Offered
PETER EDSON, Burton Heath, Erskine Johnson, Alicia Hart, Harry Grayson and others are featured on FYI, latest transcription program offered by Ed Hart and Associates, of Washington.

The three fifteen minute programs a week will be released beginning the first week in September. Among early contracts for the program are those signed by members of the Keystone Network.

Michael Sillerman, president of the network, will handle distribution in the smaller markets, while Hart and Associates will retain the larger.

FYI is produced in collaboration with NEA and will feature many of its top writers. Plan is to include three or four personalities on each program.
Huron decision" would be held in the New House Office Building this Thursday and Friday (Aug. 5 and 6).

Committee investigators reportedly had started searching FCC files a fortnight ago [Broadcasting July 26] in an effort to determine the degree of justification for charges and complaints against the Commission.

Chairman Harness, in announcing the hearings, emphasized the untenable position in which broadcasters were placed by the ruling of the quasi-judicial body, and indicated necessity for clarification was magnified by current political campaigns.

Executive Session

The announcement followed an executive session of the committee last Wednesday, attended by Chairman Harness, and Reps. Leonard W. Hall (R-N.Y.), and J. Percy Priest (D-Tenn.). Committee members out of Washington at the time of the session were Reps. Charles H. Elston (R-Ohio) and Oren Harris (D-Ark.).

"The Commission," Congressman Harness said, "held in the Port Huron decision that stations have no right to censor libelous or slanderous statements in political broadcasts even though a station might be liable under state law for permitting such statements to go over the air."

Congressman Harness declared witnesses from the Commission and industry will be invited to testify and "possibly" testimony from the general public will be accepted. The legislator declined to furnish names of witnesses last week but said they would be made public Tuesday (Aug. 3).

The roster of witnesses, to include representatives of the networks and independent stations, plus Commissioners and FCC personnel, was expected, however, to closely follow that of FCC hearings held in the WHLS renewal case last May: Among those in the FCC hearings were Don Petty, NAB general counsel; W. Theodore Pierson, Washington attorney; Joseph H. Ream, CBS executive vice president; Washington Attorney Andrew W. Bennett, representing WGOV Valdosta, Ga., and Charles V. Wayland, Washington lawyer appearing for KIDO Boise.

Chairman Harness indicated it was highly unlikely that remedial legislation would be recommended to the second special session of Congress. A vigorous, negative shake of the head was Chairman Harness' response to a query as to whether such a measure would have a chance of getting through the special session which last week appeared destined for a very short life, highlighted chiefly by Dixiecrat filibusters.

Bow off to KPRC Hearing

While his staff of investigators continued to comb FCC files, Committee Counsel Frank T. Bow left last Thursday for Houston. He will sit in on the KPRC hearings in that city to fully acquaint himself with the views of both the State of Texas and by broadcasters on the foggy Commission ruling. NAB General Counsel Petty was also reported in Houston last Wednesday.

The possibility was being discussed, too, that Mr. Bow might pay a call at San Antonio, where one station already finds itself in a legal dilemma as the result of the ruling. V. E. (Red) Berry, candidate for state senator, has filed suit against KABC San Antonio, owned by the Texas State Network, for allegedly "libelous and slanderous" statements broadcast over the station July 15 [Broadcasting July 26].

Sentiment of officials of KPRC is that the conflict between state libel laws and the Commission's views is fundamentally a state's rights question which will ultimately reach the U. S. Supreme Court for settlement.

Free Air Time Cycle

The cycle of demands for free air time began following President Truman's special session address last Tuesday.

Networks drew the wrath of other parties after the Republican National Committee in Washington announced that President Truman would be answered by Republican members of Congress who would go on the air at five periods, four last Thursday and one last Friday.

Scheduled for last Thursday were:
Sen. Harry P. Cain (R-Wash.), DuMont Television, 6:45-7 p.m.
Sen. Robert A. Taft (R-Ohio) and Rep. Charles A. Halleck (R-

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**LEAD THE LEAGUE WITH WBT!**

It's easy! For WBT's 5:00 a.m. to 11:30 a.m. batting order is one of the longest, strongest block-programming lineups in all radio.

**LEADOFF MAN IS GRADY COLE** (5:00-9:00 a.m.), Award-winning WBT farm editor who performs such miracles as selling 320,000 chicks in eight days. Average unsolicited fanmail: 8,000 cards and letters a month.

**NUMBER TWO MAN IS KURT WEBSTER** (9:00-10:30 a.m.), whose single-handed revival of the tune: "Heartaches" sold more than 3,000,000 records. Now he's emcee of a fast-moving audience participation show, "What's Cookin'"—a solid hit.

**THIRD AT BAT IS ARTHUR GODFREY** (10:30-11:30 a.m.) on CBS.

A big-league trio. Yet even before these heavy hitters were one-two-three on WBT, more Charlotte listeners tuned to WBT than to ALL other stations combined, all morning long!*

Now WBT's batting average will be higher than ever. You'll lead the league, too, if you let Grady Cole or Kurt Webster go to bat for you.

*8:00 a.m.-12:00 noon average, Mon. through Fri.—C. E. Hooner, Oct., 1947-Feb., 1948
Ind.), leaders of the two houses of Congress, NBC and NBC television, 8:30-9 p.m.

Rep. Frank B. Keele (R-Wis.), MBS, 10:10-10:30 p.m.

Sen. Kenneth S. Wherry (R-

Neb.) and Rep. Everett M. Dirk-

sen (R-III.), CBS, 10:30-11 p.m.

Scheduled for last Friday were:

House Speaker Joseph W. Mar-

tin Jr. (R-Mass.) and Sen. Eugene D. Millikin (R-Colo.), CBS, 10:30-11 p.m.

Howls of indignation were sounded by the Democrats and Pro-

gressives.

Challenges GOP Time

John M. Redding, director of publicity of the Democratic Na-

tional Committee, in wires to NBC and CBS, challenged the right of

GOP leaders to free time in which to answer the President.

Protesting the networks’ ac-

ceptance of Republican speakers, Mr. Redding said, “Mr. Truman

addressed a joint session of Con-

gress and the people as President.

Broadcast was booked by the networks, and not requested by the

President or the Democratic Na-

tional Committee. Even if speech

were political, to which we do not agree, we contend:

1. Prime evening listening
time on non-commercial basis is

favoritism to Republicans, and can-

not be construed as ‘equal time,’
since the President spoke at 12:35

p.m.

2. Discussion type programs

with two Republican spokesmen is

distinct advantage over the Presi-
dent, who spoke alone, without ob-

vious advantages derived from

two-way discussion.

3. Republican efforts to secure

programs on single networks is an

advantage over the President, who

spoke once, on four networks hook-

up, and to a single daytime audience.

Furthermore,” Mr. Redding

asked, “If NBC or other networks

choose to interpret Mr. Truman’s

address as political, why do not the

networks insist that so-called re-

ply be given by the Republican

candidate, Mr. Dewey?”

Mr. Redding concluded his finger-shaking tirade with a request

for “sustaining time comparable
to Taft-Halleck spot for Sen.


McCormack or other Democratic party

leader or leaders of our choice.”

Edward Ingle, director of radio,

National Republican Commit-
	ee, told BROADCASTING last Wednesday that the chain of broadcast-

ed the Republican answer to Mr.

Redding.

“The networks, themselves, of-

fered time to the participants,” Mr.

Ingle declared. He said the Com-

mittee had served only in filling

requests of networks for Repub-

lican speakers.

More salt was dumped into net-

work wounds by the Progressive

Party, which demanded time from the

four networks for its President-

tial candidate, Henry A. Wallace.

Third Party Requests

A variety of treatment was ac-

corded the Third Party demands

enunciated by Edward Frisbie,

Progressive Party radio director.

NBC booked Mr. Wallace’s p.m. last Thursday and televised a talk by Rep. Leo Issacson (ALP-

N. Y.) on WNBT Washington

from 9:15 to 9:30 p.m. last Thurs-

day.

ABC would grant time only to a

member of Congress favoring Mr.

Wallace, but not to the Third

Party candidate himself.Offering
time last Friday or Saturday

night, ABC maintained “we want to

keep it on a Congressional basis.” A spokesman for ABC

proposed that the Progressives furnish a member of Congress

sympathetic to Mr. Wallace’s cause and suggested either his running

mate, Sen. Glenn H. Taylor (D-

Idaho) or Rep. Vito Marcantonio

(ALP-N. Y.) or Rep. Issacson.

Sen. Taylor was slated as ABC

speaker 10:10-10:30 p.m. last Sat-

day.

MBS spokesmen said they did not want to confuse the activities of the government with the activi-

ties of candidates and refused Mr.

Wallace’s demands for equal time and facilities.

CBS, last Thursday was still pondering what action they would take on the Progressive request.

Network officials did reply, however, that they did not consider the President’s talk political, but an

official statement which they covered in accordance with usual pro-

cedure “in scheduling major of-

icial Presidential utterances.”

Republican demands stemmed from a party belief that the President’s message had been of a

political character. The Third

Party agreed that what Pres. Tru-

man had to say to Congress was politics “without subterfuge.” CBS smoothed the ruffled feath-

(Continued on page 73)
Allocations
(Continued from page 28)

bance and marked the first appearance of Miss Frieda B. Hennock, FCC's first woman member, in a public hearing of the Commission. Running account of the sessions follows:

E. T. Morris, Westinghouse Stravision manager and assistant to the company's vice president in charge of radio, reviewed the developmental work on Stravision, estimated the project had cost Westinghouse and Glenn L. Martin Co. almost $5,000,000 to date, and said he was convinced that "the system has no bugs in it that cannot be overcome." The airborne relay covers a 500-mile range, he said.

He said Westinghouse does not now propose Stravision on a national scale because (1) within the present 12-channel video band it would involve too much interference with ground stations, and (2) for economic reasons.

Program Plans

Under the current proposal, he said, programs from Westinghouse's KDKA-TV Pittsburgh and other East Coast network shows would be carried on Stravision about three hours a day, three days a week, and KDKA's ground transmitter would not be operated during Stravision transmissions.

D. R. Schultz, Martin Co. vice president in charge of engineering, reviewed the aircraft planes of Stravision. He was confident the Stravision schedule proposed by Westinghouse could be adequately maintained.

He also disclosed that the B-29 on loan from the government for Stravision development is also being used in tests of high-altitude propelled "of interest to national defense," and that the government itself is interested in Stravision in relation to governmental projects currently under way.

C. E. Noble, Westinghouse engineer who conceived the idea of Stravision, said reports of reception of the Stratovision Louis-Waltcott boxing bout had been received from 277 cities and towns in 10 states and the District of Columbia.

He said 547.5 mc transmissions were used for short-distance ground-to-plane relays, and that one of the "standard" video channels—2 through 13—was used for relaying over longer distances. It was his view that tropospheric effects of a refracting nature might tend to reduce, rather than increase, Stravision range.

Storm of Protests

A storm of protests broke when A. D. Ring, Washington consulting engineer for Westinghouse, introduced exhibits showing that the Stravision proposal would require changes not only in FCC's proposed allocation for York, Pa., of which Westinghouse had specifically served notice, but also in one other proposed co-channel and eight adjacent-channel allocations.

Benedit P. Cottone, FCC general counsel, protested that Westinghouse had failed to give due notice with respect to any of the changes except York and that therefore the exhibit should be kept out of the record. Fred W. Albertson, attorney for Westinghouse, contended only one or two applications were pending for the other channels involved, that the plan had been on file long enough for its details to be learned by any who were interested, and that in any event there was no more grounds for excluding the WRS data than there had been in the Rego & Webb (Provider) case, which was admitted earlier in the proceeding.

Motion Denied

Chairman Wayne Coy, ruling that the exhibit would not be accepted, declared that Westinghouse's notice was "totally deficient" except with respect to York. He denied a motion to strike a number of other Stravision testimony, however, ruling that it would be placed in the record but indicating that the Westinghouse case was "not in condition" to permit consideration by FCC in this proceeding.

Mr. Albertson made clear that Westinghouse would seek a separate rule-making proceeding to consider its plea.

According to Mr. Ring's exhibits, the proposed allocations that would be affected by the WRS plan for Stravision on Channel 8 at Pittsburgh are as follows:

Channel 8—York, Pa.; Springfield, Ohio.

Channel 7—Akron; Altoona; Charleston, W. Va.; Buffalo if Channel 7 is assigned at Buffalo instead of Niagara Falls.

Channel 6—Canton; Altoona; Clarksburg; Huntington-Ashland; Buffalo if Channel 9 is assigned there instead of Niagara Falls.

Before his testimony was excluded, Mr. Ring asserted that Stravision using Channel 8 at Pittsburgh could reach 15,000,000 persons within its 500 microvolt contour, compared to 1,630,566 within the 500 microvolt contour of a Pittsburgh land station. Mr. Albertson reiterated that Stravision would bring video to six million people who otherwise would not be reached.

Dr. Frank G. Kear, consulting radio engineer, outlined the results of studies of tropospheric effects made for ABC and presented the network's proposals. These included the following, which Dr. Kear said should be accomplished before the proposed new allocations are put into effect:

1. Preparation of charts on tropospheric effects for maximum use in computing interference (tropospheric, atmospheric, ground, etc.); this is said to be prepared by a consultant but is not than is indicated by calculations made on the basis of standard conditions.

2. Revision of the rules to eliminate references to ground on any specified contour, or to any definite distance separations.

3. Review of the city-by-city channel allocation tables to be sure the airwaves can be served in or around each city, followed by a revision of the allocation tables to make sure the desired service and protection are given. (Generally, ABC felt that community stations were served the immediate community; metropolitan stations, the metropolitan area; and rural stations, the trading area.)

Jack R. Popple, president of Television Broadcasters Assn., related general suggestions which had been unanimously adopted by the TBA Engineering Committee.

Asks for Review

He asked that FCC immediately review the general question of video directional antennas and reconsider its own policy banning directionalals; provide additional channels immediately in the area of the present facilities, which would be apart from the "upstairs" proposals; establish tropospheric transmission standards before additional allocations are made in which there is less than a 150-mile metropolitan co-channel separation or equivalent; and provide protection to the 2 mv/m contour from co- and adjacent-channel interference.

Mr. Popple also recommended that any modification of the existing allocations should attempt "to protect present positions where metropolitan stations are allocated co-channel-wise with separations less than 150 miles."

Mr. Popple stated he was not opposing the use of 600-900 mc for video, but that much study and work are still needed in that region while the immediate need is for more channels. Asked from what service the supplemental facilities would be secured, the TBA

LEADING HOOPERS—July 15 Report

EVENING

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<th>Program</th>
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<th>Stations</th>
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<td>Norwich Pharmaceutical Co. (Gumbel)</td>
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* Includes first and second broadcasts.

[Ad for WKBW and WKBW-FM, November 16, 1946]
president said that that was hard to decide.

Dr. Thomas T. Goldsmith, director of research for Allen B. DuMont Labs., also presented detailed information and comprehensive exhibits on its high-power low-band video proposals and the DuMont allocation plan, which would create eight new channels [BROADCASTING, July 5, 12]. He worked from a 16 x 10 ft. map of the United States charting FCC's new allocation proposals and suggested modifications.

Andrew Alford, Boston engineering consultant and antenna expert, in turn, presented preliminary details of the proposed WTOP Washington array for Channel 12, which it seems in the Capital, and commented on various phases of general antenna performance and signal reflections. He had taken the stand in the earlier proceeding but was interrupted so that many of the points he had made have time to study his highly complex exhibits [BROADCASTING, July 5]. His testimony last week ran through Wednesday morning.

Signal Echo Exhibits

Mr. Alford offered exhibits showing typical instances of signal echoes from buildings and explain

ed a wide range of technical factors involved. He advised that all television stations, whether proposing directional arrays or not, should study the reflection patterns involved in such cases and study them into consideration. He noted that in some instances an echo may be 25% the strength of the initial signal.

E. K. Jette, vice president and director of radio for A. S. Abell Co., operating WMAR-TV Baltimore, who was an FCC member when the present hearing standards were adopted, Wednesday labeled "unfortunate" the current rumors about the dropping of low band TV and the prompt advent of color or video.

He urged that FCC's proposed allocation of channels be adopted only in those cases where it can be shown that no interference will result within the C10 uv/m contour and that the FCC call an engineering conference to revise its standards on this basis. He pointed out that the Commission rules recognize that protection to the 500 uv/m contour is necessary to provide adequate residential and rural coverage but that there is no follow-through in the standards which set a limit of 5,000 uv/m.

On the future of television, the ex-Commissioner stated:

I think it was unfortunate that rumor is going around to the effect that the Commission might within the next few months do away with the C10 levels or that color may be coming along in such a way that the quality of the present color may be turned down to the point of being unacceptable. That is my opinion today, more than ever before, that the present color is fine, the present color is fine. It may not be as fine as it will be in the future, but the present color is fine. I think that the additional channels may serve to expand, that is to say suggest...

**TV Sampling Plans**

SAMPLING of listership to television programs, such as C. E. Hoeber Inc. have done in New York area in recent months, will be extended first to Chicago and then Los Angeles by fall, Mr. Hoeber told Broadcasters last week. Subsequent markets are Washington, Baltimore and Philadelphia, with set number per market as determinant factor in firm's expansion of video measurement. Calls would be made every third month, he disclosed.

In Chicago, where upwards of 24,000 sets-in-use are reported, the analysis firm will work in cooperation with Capt. W. C. Eddy, director of WBKB, in the surveys which will cover 600 set owners.

**GE and Westinghouse Facing Cartel Charges**

IN A REPORT to Congress last Tuesday the Federal Trade Commis-sion, charged two manufactu-ring electrical equipment companies—the General Electric Co. and Westinghouse Electric and Manufacturing Co.—involvement in an international cartel.

The FTC proposed revision of the American patent laws to make it impossible for either foreign or American companies to exercise "unreasonable" control over patents.

Both companies were cited for taking the initiative "in forming and attempting to form international cartels to include British, German and other companies through 1938 negotiations allegedly conducted by GE and Westinghouse representatives with British, German and Swiss electrical manufacturing companies. The patent suit had the effect of eliminating direct foreign competition in the United States, the commission reported.

The alleged agreement also pre-

vented other American manufacturers from obtaining the right to use important foreign patents and trade secrets, FTC charged.

**RADIO AND TELEVISION AID 8TH PLACE CUBS**

THE CHICAGO CUBS, in last place in the National League, had placed to $83,652 customers they took to the road last Monday.

This attendance mark, achieved despite lack of early-season cooperation by the weather man, can be attributed in "large part to radio and television," said Earl Nelson, treasurer of the club. "Radio and TV have played an important role in sustaining the fans' enthusiasm," he said.

Shortly before the Cubs ent-

ained for a three-week road trip Ralph L. Atl ass, general manager of WIND Chicago, announced that the complete road schedule would be broadcast to Chicago by direct wire. WIND, at the request of "hundreds of fans," is spending $10,000 to send announcer Bert Wilson on the eastern trip, Mr. Atl as said.

The Cubs' games, sponsored by Old Gold Cigarettes and Walgreen Drug Stores, are aired exclusively by WIND.

The Cubs' attendance figure for the season is expected to pass the million mark. The Giants of 1946 has the only eight place club on baseball history to reach that total.

"NO COMMENT' IS RCA POSITION ON FM SUIT

RCA still had "no comment" to make last week regarding the suit filed against it and NBC July 22 for alleged infringement of basic FM patents held by Dr. Edwin H. Armstrong [BROADCASTING, July 26]. However, the defendants are not obliged to file a reply to Dr. Armstrong's complaint until 30 days from that date.

Consensus in New York legal circles was that the initial RCA defense strategy would follow this general pattern: First, a request to strike the suit as "frivolous" or "Latin" in which the lengthy complaint was written, which entails a simplification of the wording; second, a request for a 30-day continuance, which probably will be granted; third, a motion for "examination before trial," which is another maneuver to narrow the issues being contested.

**Color Film Campaign**

COLOR FILMS produced as movie advertising trailers and tested before last for use on television [BROADCASTING, July 26] will be sponsored by the Beltone Hearing Aid Co., Chicago, starting tomorrow (Aug. 3) for 13 weeks. WGN, the Chicago Tribune video outlet, will take minute weekly spots sold through Rutthraus & Ryan, Chi-

Cago, which commissioned the films originally. Henry Flarsheim is the art director, Volkert production man-

r, R&R video director, produced the films.

More for your dollar

The 26W-1 is the latest refine-

ment of a series of limiting amplifiers, the first of which was Collins designed in the middle thirties. It is the product of a continuing policy of laboratory research, field observation, and engineering development.

Broadcast station engineers are partial to the 26W-1 be-

cause of its superior design and operating characteristics. It is highly efficient, very reli-

able and completely accessible for maintenance. High fidelity (50 to 15,000 cps within ±1 db) fits it for the most exacting AM, FM, and recording applications. Extremely low distortion at high comp-

ression ratios, and low noise and hum levels, are inherent in the 26W-1. The electrical design is straightforward, and the mechanical construction very rugged. There are no external power supplies or accessory panels, shelves and hardware. The 26W-1 is a completely self-contained, compact and efficient unit.

Priced at $425.00 complete—ready for use in any standard rack—the Collins 26W-1 is the greatest limiting amplifier value on the market today. Delivery can be made immediately. Write for complete descriptive information and specifications.

Collins Radio Company

Cedar Rapids, Iowa

11 West 42nd Street.

New York 18, New York

458 South Spring Street

Los Angeles 12, Calif.
Beamed Success
(Continued from page 24)

of business involved people who use transit lines from suburbs to center city. Statistics of the Philadelphia Transportation Co., indicated that heaviest volume of morning traffic occurred during the 7:30 to 8:30 a.m. period.

Thereafter, Martin & Andrews determined that the most effective broadcast time was between 7 and 8 a.m. Upon investigation, the agency decided that the Musical Clock of KYW, featuring Stuart Wayne, would provide the kind of audience desired—an audience whose shopping decisions are made early in the day, an audience in movement to center city and an audience with strong listening preference.

Copy for one-minute and 30-second station break announcements was framed, emphasizing quality ingredients used by the bakery concern. Particular emphasis was placed on every-day freshness of products prepared by "Hanscom Master Bakers who have been treating Philadelphia for over 60 years."

Jingle Tie-ins

Some announcements included a recorded jingle tie-in with a simple ditty to tune of "Sing a Song of Sixpence." Tune plays up "Scores of jolly bakers baking through the night" and "Hanscom's things are freshly baked and fit for any king."

During the first two weeks of radio promotion, there was a steady increase in sales at a slightly accelerated pace. At the end of the third week, sales had reached a new high of nearly 1,500 dozen. Later repeat sales upped sales to 3,000 dozen per week—with the volume going up every week without a decrease. During this entire period, no other advertising or selling media were used. During the same period, there was a marked increase in store traffic. The fact that no other product or line (including coffee cakes and cinnamon buns, related products) had been adversely affected indicated the creation of new business that had stimulated sales of all lines and products.

A unique twist to delivery of live commercials by Mr. Wayne's advertising manager, Mr. Stewart, began the practice of sending cinnamon curls to Mr. Wayne each morning to consume with his coffee as he spun the records. To capitalize on this idea, KYW had pictures taken of Mr. Wayne eating the curls and the photos were distributed for counter posters—suggestive selling to those who had heard the commercial that morning on the air.

Summarizes Results

According to Martin & Andrews, net results of the experiment can be summarized as follows:

1. Sales increases of 300%—and sales still going up.
2. Increased store traffic and sales in other lines.
3. No adverse effect on sales of similar items.
4. Provision for institutional as well as direct selling.
5. Increased effectiveness of other advertising by adding new and potent impact to those reached by other media.
6. Gave store personnel a new selling impetus.

Unauthorized Station

FEDERAL AGENTS put an end to the operations of an unauthorized station in Jennings, La., when they seized all of its equipment July 16. The station, operated by a young Air Corp graduate who had studied radio at a Port Arthur, Tex., school, had been broadcasting music and other entertainment for several months on the frequency of KGBC Galveston (1540 kc). No charges were filed against the operator, who used the call letters KABX. The investigation which led to seizure of the equipment was under the direction of J. H. McKinie, PCC regional manager at Houston.

"WONDERLAND* HAS 9,000 OIL WELLS," said Alice

"And I couldn't even get a few gallons for my oil burner last winter," shivered the Timebuyer.

"Well, that certainly isn't our fault," said Alice. "Those wonderful Wonderland wells produce more than 80 million barrels of oil every year, so you can see why Wonderland folks have so much money to spend for the products they hear about on their own radio station. KBKI is the only station with all its programs designed just for them."

* WONDERLAND: the 14 rich South Texas counties where KBKI comes in loud and clear.

BROADCASTING • Telecasting
ers of the Democrats by an explaination that the Republicans were appearing on its regular show *Capital Cloakroom* and that the two major parties would be represented on alternate weeks.

Democratic committee officials found consolation, also, in the fact that Rep. Estes Kefauver (D-Tenn.) was sharing the MBS Thursday night spot with Rep. Keefe.

In contrast to their demands for free time, both Democratic and Republican committee officials were meticulously in a hurry to get their message out, putting the final touches on their plans for purchases of commercial radio and television time during forthcoming campaigns.

Kern, the radio director of the Democratic National Commit-tee, was reported in New York on business last week. He announced that national publicity and radio headquarters of the committee will be moved from Washington to New York at the end of the special Congressional session.

Mr. Ingalls told Broadcasting last Wednesday that the campaign plans of the Republicans were nearing the final draft and would be announced soon.

The leaders of the Progressive Party has decided on a "concentration" in radio as the best method of bringing Henry Wallace's Presidential potentials home to the American public, according to Mr. Frisbie.

"In this way they will hear Mr. Wallace himself and not the distortions that come from the press," Mr. Frisbie told Broadcasting last week. He said the party leaders were not yet ready to disclose details of their plans for the use of radio in the Presidential campaign. Radio will be used "heavily," but not exclusively, Mr. Frisbie said.

**Baltimore**

(Continued from page 29) charged with "embarrassing the administration of justice."

Meanwhile, radio was involved in another Baltimore court last week in a different type of problem when the Baltimore City Circuit Court was asked to prevent television coming within the legal definition of a radio broadcast.

**Definition of Television**

The question centers around an injunction suit filed by the Century Athletic Club against the Arena Realty Corp., New York. The club, which promotes fights in a building owned by the company, seeks the right to have its fight program televised and contends that television is just a development of radio broadcasting. Arena officials, however, contend that a telecast is not a broadcast.

The court reserved decision.

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**RCA SCHOOL**

A PROBLEM which has been disturbing many engineers recently—lack of audio quality in telecasting, was given special treatment in the television engineering Products Dept., Camden, for 64 engineers who came from all parts of the United States, Australia, Canada and Mexico.

Lectures and demonstrations showed the engineers techniques of obtaining sound pickup of same quality as picture reproduction. Also to the program, which was the fifth in a series run by RCA and which more than 300 engineers have now completed, was a course in television micro- wave equipment.

**Use New Studios**

Practical demonstrations were held for the broadcasters in the newly constructed RCA broadcast studios, finished two days before the course began. There the engineers were given an opportunity to witness television programs from control positions and were permitted to operate all equipment, including moving picture equipment.

**Those Attending**


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**TV Audio Problems Covered**

and given an assignment to make a study and report on a plan for a comprehensive M-Day emergency communications system.

Congressman Priest said he understood the Signal Corps was ready to cooperate with the radio industry and other agencies in completing such plans.

Up to Congress

"The success of such a plan, however, would depend largely on the establishment of an alternate seat of government," he concluded this was a matter "only the Congress can settle."

A "bombardment of Washington not only would result in a partial or complete destruction of the seat of government," Rep. Priest continued, "but it would result in a partial or complete destruction of telephone and telegraph lines to a great extent insofar as communications with the rest of the country is concerned."

"Should such a thing happen, and without a bombingproof communications center, the rest of the nation would be completely cut off from the government. It is therefore highly important, I believe, to give some attention to the development of an emergency system for broadcasting to all parts of the country."

---

**BROADCASTING • Telecasting**

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IT'S PROFITABLE—IT'S TIME SAVING

IT'S CONVENIENT

TO PLACE YOUR RADIO AND TELEVISION BUSINESS WITH

**WBGB**

Am Station

**Capital Old Dominion FM Station**

**WT**

TeleVision

Richmond

Virginia's ONLY Television Station

OPERATING 27 HOURS A WEEK

Is Now Affiliated with NBC Television Network

**WMBG**

The Station of Progress 5,000 Watts

NBC Affiliate

Represented by JOHN BLAIR & COMPANY

August 2, 1948 • Page 73
It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

WSAV
690KC • 5000 WATTS • FULL TIME

WMPS
MEmPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

(Woodes)

You can hear these stations

Rep. L. B. Johnson Faces Runoff in Texas Contest

REP. LYNDON B. JOHNSON (D-Tex.), whose wife, Claudia, owns WOBA Austin, Tex., CBS outlet, faces a runoff in a second primary Aug. 28 against C. C. Stevenson, former Texas governor.

Congressman Johnson and Mr. Stevenson are both seeking the Senate seat vacated by Sen. W. Lee (Pappy) O'Daniel, who did not run for re-election. The Democratic aspirants were thrown into a runoff primary when an estimated 1,214,000 votes were cast in the first primary July 24, reportedly one of the largest turnouts in the history of Texas. George Pedy of Houston and eight other candidates were considered out of the running following earlier tabulations.

Polk Investigation

A COMPLAINT to Greek Government officials on the inquiry into the death of George Polk, CBS correspondent, is reported to have been made by Maj. Gen. William J. Donovan, former chief of the Office of Strategic Services and now special counsel to a committee of the Overseas Writers' Club. Gen. Donovan's complaint charged that the police investigation into the crime is too one-sided. At this point the investigation is reported to be centered on trailing Communist suspects with little attention being paid to the possibility of Right Wing plotters having committed the crime. Although Gen. Donovan is reported to have no views as to who committed the crime, he is said to be pushing for an investigation of all sides.

WGN Staff Realignment Announced by Schreiber

REYMONT TAYLOR, superintendent of announcers at WGN Chicago, the Chicago Tribune station, has named traffic manager, Frank P. Schreiber, manager, announced late Thursday.

Mr. Schreiber also disclosed that Milton Newton, a WGN veteran of 19 years, and Louis Petryko had been named assistant traffic managers, and Frank B. Boliaux and Robert Irving, traffic supervisors. Estelle Barnes, a member of the staff of WGN, the Tribune's FM station, since 1940 and recently program manager, has been placed in charge of the WGN transcription library.

Meanwhile, Robert F. Hurleigh, station news director, reported he had added two on-the-air newsmen to his staff. They are Jesse M. Watkins, former New England and Chicago newspaperman, and Robert B. Siegrist, formerly with the Waukegan (Ill.) News-Sun.

Mr. Taylor has been with WGN since 1940 with the exception of four years spent with the Air Corps.

Hollywood Film Package Firm Expanding Services

SURVEY of various looming video markets, with view to establishment of nation-wide sales organization, is being undertaken by Television Reporter Productions, Hollywood, according to Clete Roberts, president.

Herebefore aiming at packaging exclusively, firm is now extending to film sales and service for agencies unable to obtain commercial film spot production in their areas. Richard Krolik, general manager, is currently on tour of South and Southwest markets with samples of various Hollywood producers' output.

Among cities to be covered are Albuquerque, Ft. Worth, Dallas, Houston, New Orleans, Memphis, Oklahoma City and Tulsa. In all of these cities commercial television stations are expected to be telecasting within six to eight months.

FILM which was to be based upon the murder of CBS correspondent George Polk has been indefinitely postponed by Jackson Leighter, producer. He expressed the hope that any such film based upon the incident be postponed until case has been solved or officially closed.

Visits AQUATENNAL

Godfrey Stars at Minneapolis Festival; Guest of WCCO

"Skipper" Godfrey (second from I) chats with (I to r) Messrs. Jones, Wilkie and Adams.

"SKIPPER" ARTHUR GODFREY came, saw and conquered the Minneapolis-Aquatennial summer festival held in the Twin Cities last month. At the invitation of Cedric Adams, commentator on WCCO Minneapolis, Mr. Godfrey arrived in Minneapolis Friday, July 23, and began a heavy schedule of appearances arranged by Merle Jones, WCCO manager, and Gene Wilkey, program director.

A large crowd greeted the CBS star at the airport where he was presented a Skipper cap by the Aquatennial queen and made alderman at large during a WCCO broadcast. Following day he made numerous public appearances including visiting Mr. Adams' Noon-time News before heading the two-hour long Aquatennial parade. At the Minneapolis Auditorium Saturday night, before a crowd of 11,000, Mr. Godfrey headlined a two-hour Aquatennial parade. He was dressed in a sailor suit, complete with stunts as shining the shoes of Harold Shaffer, one of his spon- sors, after the latter had presented checks to amateur winners. His visit was given wide coverage by the Minneapolis Tribune and Star.

District 3

(Continued from page 22)

Bureau did not incorporate such information in its next report.

He also reported that the next BMB reports would be put out in brochure form, instead of in statistical form. This will permit stations to hand out the material immediately after an imprinting job on the brochure. It is estimated this would save the industry six months' time and $100,000.

Judge Justin Miller, president of NAB, outlined the advantages of activities and services of NAB at a luncheon meeting on Thursday. In the course of his talk, he mentioned that NAB committees work in liaison with government in many matters. One such NAB group, he reported, had been consulted by the armed services as to what they would need the industry for. He said that England and Russia have been grabbing off frequencies at a rate twice to three times greater than we have in this country. NAB is active in ameliorating this situation wherever possible, he indicated. He concluded his talk with a strong plea for support of the code which, he said, should be considered as legislation where possible.

Other Speakers

Among other speakers were Dr. Kenneth Baker, director of NAB Research Department; George D. O'Callie, WBGI Scranton, Third District director; Frank Smith WBVP Beaver Falls, Pa.; Richard P. Doherty, director of NAB Employer-Employee Relations Department; Robert Gulick, national sales manager, Steinman stations; George E. Joy, WRAK Williamsport, small market stations; District Chairman Gordon Gray, WIP Philadelphia; Hugh M. P. Higgins, assistant director, NAB Broadcast Advertising Department; J. Gorman Walsh, WDEL Wilmington, Third District program chairman; Harold Fair, director, NAB Program Department; Joseph C. Burwell, WBMS Uniontown; Charles A. Batson, director, NAB Information Department; John D. Scheuer Jr., WFLF Philadel-phia; Leslie W. Joy, WDAS Philadelphia; Roger W. Clipp, WFIL Philadelphia; William A. Banks, WHAT Philadelphia; Edward C. Obrist, WFEN Philadelphia.

Following adjournment of the meeting, Pennsylvania Broadcasters Assn. went into session.

Page 74 • August 2, 1948
Ten Minute TV

Following a practice used by TV stations in other markets, WSPD-TV, Fort Industry Co's television station here, estimates ten minutes as the basic time segment for local programming. Pattern is being drawn up by Production Director Steve Martin.

Method of Calculation

Table I shows the complete calculations used in this study. The sources of data and the steps in the calculation in the order they occur are as follows:

Column (2) population, both past and future, is taken from publications of the U. S. Census Bureau. Figures refer to continental United States, including armed forces, but exclude armed forces overseas, and exclude territories and possessions. The higher of alternative estimates has been used. The Bureau of Census estimates of changes in the last two years show a rate higher than their own high estimate.

The method used in this calculation assumes that, in addition to other factors, affecting the income of broadcast stations, it will vary directly with population.

Disposable Personal Income

Column (3) disposable personal income is obtained from the U.S. Department of Commerce for 1947 and earlier years.

Column (4) disposable personal income per capita for past years is derived by dividing Column (3) by Column (2).

Column (4) for the future, 1948 and later, is assumed to remain constant at the 1947 value, which is $1,222. This is not presumed to be a fact, but is a mathematical convenience which permits all future data to be measured in terms of 1947 dollars, and therefore permits us to reach useful conclusions without speculating on the subject of future inflation.

Column (5) for the future is derived by multiplying Columns (2) and (4).

The FCC report gives data on gross billings broadcast and gross billings newspaper. From this source we get data for past years for column (5) gross billings broadcast and Column (6) gross billings broadcast and newspaper. The sources used by the FCC have provided more recent data for 1947 and slight revisions for 1946.

Predicting Future Revenue

The next objective is to predict future revenue of the advertising industry. Only the media broadcast and newspaper are considered, since the FCC report shows relative independence of the income of magazine advertising and other media, and clearly shows close inter-relationship between the broadcast and the newspaper industries.

Our calculation skips over the fact that gross billings broadcast and newspaper is a percentage of all advertising, all advertising is a percentage of retail sales, and retail sales is a percentage of disposable personal income. We jump directly to Column (7) gross billings broadcast and newspaper in percent of disposable personal income.

Column (7) for past years is the ratio of Column (6) to Column (3).

The values in Column (7) for future years are simply the writer's estimates, based on the trends and factors fully discussed in the FCC report. The major factors are an increase of advertising to "normal" as we get out of a war economy and a postwar boom, plus a small long-time increase in advertising. Note that there is no assumption that advertising will reach the relatively high position which it occupied during the years of the great depression.

Column (6) for future years is next computed by multiplying Column (4) and Column (7). In Column (8) we again have a ratio, gross billings broadcast in percent of gross billings broadcast and newspaper. For former years, this is derived by taking the ratio of Column (5) to Column (6).

Future Years Extrapolation

In Column (8) for future years, the values shown are again simply the writer's judgement, based on extrapolation of the past trend and on consideration of generally known facts of the industry.

Column (5) may now be completed for future years by multiplying Columns (7) and (8). Here we have the end results of this study, a prediction of the future revenue of the broadcast industry.

The revenue shown in this estimate is the revenue of the entire radio broadcast industry, including standard broadcast, FM, television, facsimile, and any new forms of domestic broadcasting which may develop.

Acknowledgement

Information and other assistance necessary for this study came from several sources, primarily the Federal Communications Commission, the National Assn. of Broadcasters, and Printer's Ink. Grateful appreciation is expressed for the help and assistance received, and for the right to reproduce under copyrights held.

Philco Promotion Award

Winners Given Trophies

COMPETING against each other, as well as against other Philco distributors throughout the country, the two divisions of the Joseph M. Zamoiski Co. (Baltimore and Washington) finished in a dead heat and received duplicate the the assistance from the Philco Corp. for "most consistently and most effectively advertising and merchandising Philco products."

Identical trophies were presented by Philco to the Baltimore and Washington divisions of Zamoiski [Broadcasting, July 12]. Agency for the Zamoiski firm in the area is Harry J. Pats Co. Inc. In Washington the firm is represented by Kal, Ehrlick and Merrick.

TV Aids Search

TELEVISION last week took up the search for a 9-year-old Chicagoan missing from his home since July 2. WBKB, the Balaban and Katz station, aired a picture of sandy-haired John Navickas Jr. and asked all televiewers to be on the alert for the missing boy. It was reportedly the first use of TV in the Chicago area to aid in the search for a missing person.
ENTRY of the National Shawmut Bank of Boston into television is described by John J. Barry, vice president in charge of advertising and publicity. A forward looking institution, the Shawmut Bank long ago dropped the "tombstone" advertising techniques used by banks and adapted to banking the techniques used in selling soups and soaps. This Boston bank is a liberal user of spots on the network affiliate stations of AM radio in this area and has for 10 years presented its own sponsored programs. The program now topping the list is a news commentary presented by John J. Barry, vice president and advertising manager of the bank, thrice weekly over stations WBZ, WBZ-FM and WBZA. That program, now on the air for eight years, has won three regional awards, one from the Du Pont and two from the George Foster Peabody Foundation.

Begun Year Ago

With this background of radio advertising, Shawmut began promotions for television more than a year ago. Walter S. Bucklin, president of the bank, took personal charge of the research and experiment with T-Day when the bank entered the video field. The major presentation sponsored by Shawmut is a series of hour and a half feature motion pictures produced by Alexander Korda. That series was obtained in London by WPIX, the New York Daily News station, and made available for local sponsorship. The Korda films are presented in the Shawmut Home Theater, from 9:00 to 10:30 Sunday nights.

News Reels Included

There are two news reel presentations on the Shawmut schedule: one a 10-minute news reel screened every regular television night at 7:20, just preceding network time, and the other a Sunday night presentation of 10 minutes at 7:50, which is in network time and so since it reaches the Boston transmitter by micro-wave.

The nightly news reel has been titled Shawmut Nightly Newsletter, while the Sunday presentation is called Shawmut Sunday Newsletter. The nightly is produced by International News Service under the copyrighted title of Telenews, while the Sunday reel is an NBC digest of news reel highlights of the week. With three different shows on the air Sunday night, Shawmut virtually dominates Boston television that evening.

Shawmut's Showing

The purchase of program material knows no limitations beyond budget restrictions. While good programs are admittedly few and far between, Shawmut feels it has a creditable showing. But in the field of commercial production that is the sky is the limit for ingenuity, creative thinking and adaptation of selling tools to this new medium.

The Shawmut, like all other advertisers, will be experimenting for some time to come on commercials.

Mr. Bucklin, the bank's president, delivers a message.

Today's production will not be revealed until it reaches the home receivers. At present, Shawmut is concentrating on registering its trade mark and identifying sponsorship of its programs by means of video, with audio carrying the commercial messages. A marriage of video and audio to do the dual job of identifying the sponsor and selling the service is the ideal sought.

Trade Mark Emphasized

In its present schedule Shawmut is emphasizing its internationally known trade mark, the bust of an Indian chief of the tribe of Shawmut, (Shawmut was the Indian name for Boston.) Opening commercials on the three bank presentations are presented against identical background material, with the titles flashed over this background on cellulose acetate. As the show hits the receiver the Shawmut Indian bust, dramatically lighted, appears. Over the bust there then appears to the home audience a "cell" reading "A National Shawmut Bank Feature."
As that registers the Indian bust dissolves into a live Indian who looks from side to side, raises a bow and shoots an arrow into the audience. The live Indian then freezes and dissolves back into the bust. Over the bust a "cell" gives the title of the feature, viz., "The Shawmut Nightly Newsteller."

Flashing Sign Used

In the closing commercial the video treatment is similar but with the addition of 15 seconds of a neon sign reading "National Shawmut Bank" flashing over the Indian bust; and two rolls, one conforming to Federal Deposit Insurance Corporation requirements and a final scroll identifying the film. "This feature was presented by the National Shawmut Bank, one of America's largest and strongest banks."

For the news reel presentations the opening commercials run 30 seconds and the closing commercials from one minute to one minute and 15 seconds. In the Korda films presented in the Shawmut Home Theatre, five and a half minutes are allowed for commercials.

The opening follows the theme of the other shows, but in identification of the feature the camera is focused on a still of a family group looking at a television receiver. The camera "zooms" to the screen where the word "Shawmut" appears on a "cell." Camera then dollys back and the words "Home Theatre" appear on a "cell" projected against the background of the family audience. That treatment is followed by a screen-size "cell" which folds over, as one might turn the page of a book, to read "Shawmut Home Theatre" full size.

Officers Presented

For the middle commercials the bank is, during the summer months, presenting Walter S. Bucklin, president, and Vice President Barry, on alternate Sunday nights. These commercials are on sound film with the bank's officers extending a welcome to the audience and incidentally extending an invitation to the viewing audience to visit the bank.

A "CELL" superimposed on Shawmut's Indian symbol identifies the telecoat.

In the closing commercial the Indian trade mark theme is again used, followed by a trailer, which runs one minute and a half, giving spectacular shots out of next week's production. The trailer is a typical "coming attractions" commercial and is supplied by Korda. In the remaining audio treatment the Indian is accompanied by electrically transcribed tom-tom effects and musical themes which carry through both the commercials and the Nightly Newsteller presentations.

News on Film

The Nightly Newsteller is delivered to the sponsor with sound on film where speakers appear such as Governor Dewey or President Truman. The balance of the reel is voiced by a station announcer reading from script supplied by International News Service and accompanying each film.

Commercial production for these inaugural showings was done in Boston at the Joseph Dephoure Studios, commercial motion picture photographers who do staff work and news reels for Westinghouse Radio Stations in the city. Doremus and Compania is advertising agency on the account and all commercial production is under the supervision of Walter S. Bucklin, president; John J. Barry, vice president; Richard C. Williams and William J. Hayes, advertising assistants.

Live Indian

The live Indian used in the commercial was secured from Rogers Modco in Boston agency. Arch McDonald of Westinghouse, a former winner of the H. P. Davis Award, is specified announcer on all Shawmut programs, both TV and AM. Ralph Griffin is producer of TV and Norah Adamson, film editor. Avner Rakov and Stephen Burke are musical directors.

The Shawmut Bank is writing contracts for 28 week cycles, (35 weeks for the Korda films) with renewal options.

To Make TV Film

STUDIO production of television film in San Antonio is being planned by Ralle United in that city. Initial filming is to begin in October, according to Ralph A. Ralle, head of the Texas film firm. In Hollywood to purchase equipment for expanded operations, Mr. Ralle is understood to be negotiating with Western Electric for extensive facilities. Film has been producing standard motion pictures at its San Antonio location, with predominant emphasis upon westerns.

Radio Locates Missing Persons Across U. S.

FROM California to Maryland to Texas radio is aiding in locating missing persons—and in record time. In San Leandro, Calif., KVSM reports that it took that station just 30 seconds to find a five-year-old girl for whom police had been searching six hours. While friends and police searched for the child, a neighbor called KVSM and gave a brief description to the announcer, who interrupted the program with the announcement. Before he finished talking, a call was received from a high school "baby sitter" who was listening. She was keeping another child and the missing girl had wandered in and joined them.

Paul Roy Gowen, who emcees Down Patrol over WARK Hagerstown, Md., reports that at 7:50 a.m. he received a call giving the description of an eight-year-old boy who was the object of a police search. Mr. Gowen aired the report at 7:55 and by 8:25 a.m. the boy was safe at home, found by a WARK listener. Down in Edinburgh, Tex., KURV took just 11 minutes to find a missing 80-year-old man. Police called the station at 8:58 a.m. asking that a missing persons report be aired. The announcement was made at 9:06 and at 9:17 the man was located.

Now... YOU CAN COVER THE QUAD-CITIES LIKE AN ECLIPSE

WQUA is powered and programmed for the Quad-Cities! Our interference-free day and night signal blankets this four-city metropolitan market with planned programming, of by and for its more than 200,000 people. Spotlighting their intense local interest in sports (WQUA carried more than 200 play-by-play broadcasts in its first year!), news, special events and music, we set the background of Mutual programs, we have won unprecedented recognition.

"The QUAD-Cities' Station" REPRESENTED BY WQUA

"WQUA RADIO CENTER T.H.S"

"WQUA RADIO SALES"


BROADCASTING • Telecasting

August 2, 1948 • Page 77
Adopt Student
ENGLISH engineering student, one of the 78 foreign students studying at Massachusetts Institute of Technology this summer, has been adopted by WCOP Boston, which sponsored his trip to this country. The Boston Observer's Morden Munday, was interviewed in London before leaving by a newsmen of the BBC and the shortwave transcription was aired by WCOP to give the attitudes and ideas of the country by a British student and what he expected to see and learn in America. The station is following Mr. Munday's progress closely during his stay, airing frequent interviews. Just before he returns to England at the end of his 14-week course, WCOP will broadcast a review interview, comparing excerpts from the first interview with his final conclusions.

Mr. Vincent Elias
Erskine Ludin & Co.
Chicago, Ill.
Dear Vincent:
Erik Paige, WCHS Sports Director, had an "exclusive interview with theforgettable man in Charleston's new baseball dream....I heard they also want to offer a clean-up man and a pilot...They refused my age I wasn't quite that kind of cleanup man they had in mind...But we speakin o' teams, WCHS is the radio station to have 'round about now.

Alas.

WCHS
Charleston W. Va.

PROTEST TO KRUG
WTOP Crew Refused Permit
For Monument Broadcast

WTOP WASHINGTON, D. C., protested to Secretary of the Interior Julius A. Krug last week the action of a member of the Washington Monument staff who adopted Mr. Waring Monday through Friday, 9 a.m. (CDT) on its summer schedule. Company will sponsor Fibber McGee and Molly as well, beginning Oct. 5.

MIDWEST AUTO RACES at Yellow Jacket Speedway, Philadelphia, are being telecast by WFEL-TV Philadelphia this year on Mon. 9:30 to 10:45 p.m. Telecast will feature national final and consolation races, present Sherry O'Brien, midget auto racing authority, as announcer.

WBRG Holds Its Second Annual Shut-In Party

WPQ PARTY GUESTS arriving in ambulances, wheel-chairs, and on crutches are a familiar sight in Birmingham, Ala., where each year W B R C sponsors a "Shut-In Party." Second annual affair was held this year at the request of last year's guests. Some 150 guests, most of whom had been confined to beds and indoors from one to 30 years, gathered in the club house at the city park to enjoy entertainment by station personnel.

Free transportation was furnished by taxi and ambulance companies of the city, and gifts and refreshments were provided by local companies. Station talent provided a two-hour disc and live show, part of which was aired over WBRG.

NETWORK BOXSCORE

| Number of commercials on the four nationwide networks, June 30 | 246 |
| Number of network commercials starting during July | 7 |
| Number of commercials on the four nationwide networks, July 31 | 241 |

July Additions

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian American Oil Co.</td>
<td>Professor Quiz</td>
<td>ABC</td>
<td>Mon.-Fri. 7-8 p.m.</td>
</tr>
<tr>
<td>Bosco Co.</td>
<td>Lord of the Lost</td>
<td>ABC</td>
<td>Mon.-Fri. 9-10 p.m.</td>
</tr>
<tr>
<td>Contour</td>
<td>Malice Mystery Theatre</td>
<td>ABC</td>
<td>Mon.-Fri. 11:15-12 a.m.</td>
</tr>
<tr>
<td>Hires Inc.</td>
<td>Here's To You</td>
<td>CBS</td>
<td>Mon.-Fri. 10-11 p.m.</td>
</tr>
<tr>
<td>Kollega Co.</td>
<td>Brookfield Hospital</td>
<td>ABC</td>
<td>Mon.-Fri. 12-1 a.m.</td>
</tr>
<tr>
<td>Kollega Co.</td>
<td>Golden Dutch</td>
<td>ABC</td>
<td>Mon.-Fri. 1-2 a.m.</td>
</tr>
<tr>
<td>P. Leoillard</td>
<td>Old Gold Show</td>
<td>CBS</td>
<td>Mon.-Fri. 7-8 a.m.</td>
</tr>
<tr>
<td>Pharmacope</td>
<td>Official Detective</td>
<td>MBS</td>
<td>Mon.-Fri. 10-11 a.m.</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>Waltz Time</td>
<td>NBC</td>
<td>Mon.-Fri. 11:15-12 a.m.</td>
</tr>
<tr>
<td>Tosti Co.</td>
<td>Breakfast Club</td>
<td>ABC</td>
<td>Mon.-Fri. 9-10 a.m.</td>
</tr>
<tr>
<td>Washington Co-op Farms Assn.</td>
<td>Jack Gregson Show</td>
<td>NBC</td>
<td>Sat.-Sun. 9-10 a.m.</td>
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July Deletions

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>Deletion</th>
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<tbody>
<tr>
<td>Joseph Kats &amp; Co.</td>
<td>Erwin, Wayson</td>
</tr>
<tr>
<td>J. D. Torcher</td>
<td>Erwin, Wosley</td>
</tr>
<tr>
<td>N. W. Aver</td>
<td>Young &amp; Rubicam</td>
</tr>
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<tr>
<td>N. W. Aver</td>
<td>Young &amp; Rubicam</td>
</tr>
</tbody>
</table>

Film Negotiations

NETWORKS and stations are currently negotiating for various films recently purchased by Tony Anguah, Hollywood film man, and Atlas Television Stations, for estimated $350,000. Included in the package of 14 shorts, according to Mr. Anguah, plus 51 old "Hopalong Cassidy" features. No markets have yet been signed.

Linnea Nelson, J. Walter Thompson Co.; Frank M. Headley, Headley-Reed Co.; James Luce, J. Walter Thompson Co.; Eugene Brock, BBDO; Lorraine V. Ruggiero, Young & Rubicam; Frank Silverman, BBDO; William Faber, Headley-Reed Co.; Arthur Pullard, Young & Rubicam. Similar tours are planned for other timebuyers, groups, the WFAS management. 

PRESENT for first of series of tours by agency timebuyers through studios and transmitter plant of WFAS and WFAS-FM are Maurice L. Neuman, N. Y., vice president; Sterling Bergman, vice president; and Horace A. Reed Co. (WFAS-FM transmitter representatives); MacDonald Dunbar, Ted Bates Inc.; Jayne M. Shannon, Walter Thompson Co.; Gertrude Scanlan, BBDO; Frank Coulter Jr., Young and Rubicam; Carolyn Turner, Young and Rubicam; Mary Ellis, BBDO;
Operation Emergency in Use at KBTM Jonesboro

ROLE of radio in any emergency is a well planned system at KBTM Jonesboro, Ark., which sets up what it calls "Operation Emergency." When word was received of a severe butane gas explosion at Poagbonta, 15 miles from Jonesboro, KBTM Manager Jay P. Beard geared his entire staff for action and service. Remote equipment and personnel were on the scene while news was received by telephone. Simultaneously, he alerted St. Bernard's Hospital in Jonesboro and funeral home.* Ambulance units were in readiness, police and fire departments and state police. Personnel at the studio were rehuddled to fill in for the remote crews and regular features were recorded for playback later. Remote broadcasts, including interviews with the mayor, chief of police, Army nurses and doctors, and eyewitnesses, were aired while transcriptions were made for later use.

When the emergency was over, Manager Beard called a staff meeting to go over accomplishments and determine what could have been accomplished and might have been overlooked—preparations for the next "Operation Emergency."

Text of WTVJ Revocation

Following is text of FCC order revoking construction permit of television station WTVJ Miami (see story page 24):

At a session of the Federal Communicati

The Commission having undertaken consideration certain information and documents obtained in the course of an investigation by the Commission of the affairs of Southern Radio Television Equipment Company, permittee of the above station; has,

IT APPEARING, that the Commission, in the exercise of the authority granted in the application of the said Southern Radio and Television Equipment Company for a construction permit for a new television station (WTVJ) on Channel 4, Miami, Florida, had granted the application, but without specifying in the order granting the application, provision for deposit of the said application, bank checks of the aforesaid stockholders in the sum of $100 each for the benefit of the said stockholders, Venn, by reason of his ownership of a majority of the voting stock of the company had,

IT FURTHER APPEARING, upon examination of the application and documents obtained in the aforesaid investigation, that the total amount of $1,000 was never deposited to permittee's account after grant, that permittee has never had such an account, that stockholder Claubourn, about or during May 1947, withdrew the sum of $1,000 from the permittee's account, that permittee had returned to him his checks in the total amount of $234,609, that about 1947 the aforesaid Venn relinquished his control over permittee to Wolfson-Meyer Theatre Enterprises, Inc., Miami, Florida, and Smalley, that the aforesaid Southern Radio and Television Equipment Company, despite the above changes in its financing and control, forwarded to the Commission on July 6, 1948, a statement (Commission Form 323) dated as of December 31, 1947, to the effect that the same ownership and financing of permittee obtained as did the time of filing of its original application for construction permit; and,

IT IS ORDERED, that pursuant to Section 302(a) of the Communications Act of 1934, as amended, the construction permit which authorized Southern Radio and Television Equipment Company to construct and operate station WTVJ at Miami, Florida, is hereby revoked effective 12 midnight, midnight, E.S.T., August 30, 1948, Pursuant to the provisions of said Section, written application may be made to the Commission on or before August 20, 1948, for a hearing upon this order, and upon such application being filed and considered filed, this order of revocation shall stand suspended until the conclusion of said hearing.

D. H. HARRIS RESIGNS FOR KENTUCKY POST

DESMOND H. HARRIS, FCC engineer who has served as liaison between the Engineering Bureau and the Civil Aeronautics Administration, announces that after two years, owing to health reasons, he was asked to resign last week to join Radio Kentucky Inc., as technical director of WKYV Louisville and its two sister stations.

The other stations are WXGI Richmond, Va.; WWSO Springfield, Ohio, and WXLW Indianapolis, Ind. Mr. Harris will have headquarters at Louisville. When FCC issued his resignation last week, he had had many years' radio experience in the broadcasting and developing fields.

Before joining FCC he was in the Army Signal Corps for approximately four years, winning several commendations for designing and constructing equipment.

S. A. CIASER JR., a principal stockholder and vice president and operations manager of Radio Kentuck-y (WKYW) is and is identified with the ownership of the associated stations. Mr. Harris relinquished his position to Frank Seay and plans to take up his new duties about Sept. 1.

Paul Smith Organizes Ad Agency in New York

PAUL SMITH ADV. Co., Inc., New York, has been formed at 23 E. 67th St., New York, to handle general advertising.


Facsimile Warnings

COMPLIANCE with new commercial facsimile standards were sponsored by P. Lorillard Co. (Gold Cigarettes) and Post Cereals Division of General Foods Corp.

WHN Gets Dodgers

WHN New York, which began broadcasting games of the Brooklyn Dodgers seven years ago, is slated to round out another three years, effective with the signing last week of exclusive broadcasting privileges to all home and out-of-town games of the ball club. The contract covers 1949-1951. Currently, Dodger games are jointly syndicated by ABC Television Network, WOR, WCBS, WOR Radio, and WOR Telecasting.
FUNDAMENTALIST FURY

EVANGELIST J. Harold Smith, whom ex-Comr. Clifford J. Durr called unfit to continue operation of WIBM Knoxville, Tenn., [BROADCASTING, July 5], has taken the position that his people are rallying to the crusade.

Last week in Your Good Neighbor, Rev. Smith's monthly religious newspaper, the Fundamentalist Committee accused the so-called recommended decision handed down by Comr. Durr on his last-to-last day in office, June 29. He challenged "anyone to prove that we have not consulted the public interest, convenience and necessity of the area covered by WIBK" and said, "We are not through fighting."

Since issuance of the Durr ruling several hundred letters and postcards have been received by the Commission. Most plead for continuance of WIBM's broadcasting license, claiming it has been giving fine service, while some condemn the FCC, Mr. Durr or the ruling, and others warn of God's wrath should WIBM be silenced.

30,000 Protests

A spokesman for Freer Smith in Knoxville promised as many as 30,000-40,000 written protests soon after Your Good Neighbor had circulated but by the middle of last week a considerable number of the mail in the FCC had been noticed. Throughout the current issue of Your Good Neighbor are pleadings for prayers to God and written protests to FCC and Congressmen.

Ex-Comr. Durr's ruling, a recommended decision which must yet be passed upon by the full board, was made during a special meeting that Rev. Smith "lacks the requisite qualifications of a licensee." The decision, recommending denial of WIBM's request for a license to cover its construction permit and for a new FM permit, suggested that 90 days be allowed the station to wind up its affairs. The decision was made upon evidence of a lengthy investigation and hearings upon Rev. Smith's complex business and religious activities and was based on the actual operation of the station.

The former Commissioner's ruling stated that multiple misrepresentations on ownership, finances and other claims of interests has been made to the Commission by Rev. Smith in the various applications, and indicated facts had to be searched out by the Commission during the investigation. He pointed out that the hearing record leaves a trail in the truth and unanswerable. It is replete with confusing and contradictory statements. The decision also presented examples of alleged attacks by Rev. Smith upon racial and religious minorities as well as other statements by the minister held to be unjust.

WIBM to Request Argument

WIBM plans to request oral argument on the decision and has been granted an extension until Aug. 13 to file its exceptions and petition [BROADCASTING, July 25]. W. Baker of the Knoxville firm of Poore, Cox, Baker & McCaulley has been retained by WIBM following resignment in early July by Welch, Mott & Morgan of Washington.

Throughout the current issue of Your Good Neighbor are pleadings for prayers to God and written protests to FCC and Congressmen.

WAUWAU Joins NBC

Wauwau, Wis., last week joined NBC as its 170th affiliated station, following its release as a CBS outlet. WSAU operates on 1400 kc with 250 w unlimited.

FCC SERVED new notice last Friday—twice—that it meant business the withdrawal of applications if the withdrawing applicant is paid beyond the apparent value of goods transferred or services rendered.

The Commission first enunciated it in a case on the subject of 1280 Hanover Broadcasting's application for a construction permit when it denied H. J. Griffith Broadcasting Co.'s petition for dismissal of its Parsons (Kan.) application for a construction permit.

In the competing applicant, Four States Broadcasters, of Joplin, had conditionally agreed to reimburse Griffith up to $6,930 for expenses incurred in paying the money. It furnished anything except excess of the value of any material, equipment or services received by the party paying the money. Handover Hearing

FCC authorities said the Hanover Broadcasting application and that of Radio Hanover, seeking 1-kw daytime on 1280 kc, had been set for hearing, and that in connection with Hanover Broadcasting's withdrawal the rival firm had agreed to pay $2,741, representing approximately one-half of the expenses Hanover Broadcasting had incurred in prosecuting its application.

Refuse to Reconsider

In decisions announced last Friday, WIBC refused to reconsider its action in the Griffith case, and reiterated the policy in action on Hanover Broadcasting Co.'s petition for dismissal (without prejudice) of its application for a 250-w daytime station on 1280 kc at Hanover, Pa.

After refusing to grant Hanover's petition, the Commission on its own motion dismissed the Hanover Broadcasting application, declaring that it is not in the public interest to permit dismissal of applications without prejudice where money is paid in connection with such petitions, when the amount paid is in

of God WIBM will continue to be heard longer than 90 days."

Typical of some of the protest letters received by the Commission are these excerpts:

Why are you against Radio Station WIBM? Why do you want it to go off the air? Because you don't believe we want us to hear the blessed word of God preached by real born-again Preachers? Is it because you don't want us to hear the kinds of programs we all love?

Miss Magadle Shannon, Sunbright, Tenn.

I just want to write you telling you what I think of your situation to my best fellow the Best fellow we have over there. Vernon is the only choice Listen to ever one you see they say like the old people I have it.

Mrs. Henry Storkshutt, Route One, Clinton, Tenn.

I don't know the man that said the license should not be granted to WIBM but I believe God's wrath will come upon him or so I am praying. As for the Rev. J. Harold Smith he is a God Called Man and I'm for him and Radio Station WIBM.

Kenne Erwin, Knoxville

The people everywhere are saying the Commission was controlled by Communists and Red Russia. We appeal to you to recall the Confidence and reelect your Congressmen by upholding the rights of anyone to preach the Gospel and the rights of God to undertake to silence God's word in favor of the devil's words. The number.

D. C. Silcox, Knoxville

1,000 Use Program

AMERICAN LEGION announced that WHEB Portsmouth, N. H., has become the one-hundredth station to sign up in the last show of Legion's Decision Now program. WHEB will begin airing series Aug. 30.

News Editors Meet

RADIO NEWS Editors Conference, covering the current problems and future developments in the newscasting field, has been announced by Prof. William Taylor, chairman of the State U. School of Journalism, Kent, Ohio. Conference is tentatively set to begin May 28, 1949.

Win Loving Cup

SILVER loving cup for "outstanding public service" has been awarded WTOP Washington, by the Labor News Review Testimonial Committee, marking start of 16th year of broadcast of Labor News Review with Albert N. Dennis.

Don Lee Show

DON LEE Network Aug. 16 starts half-hour sustaining audience participation show, Ladies First, on all its stations (45), Mon.-Fri., 11-11:30 a.m., (PDST). Program will be offered for sponsorship in single quarter-hour blocks, according to syndicator, Don Lee general sales manager.

AAA Network

AFFILIATED Adv. Agencies Network will hold its annual meeting Aug. 18, 19 and 20 in Spokane. All of 37 member agencies will be represented.

Page 80 • August 2, 1948
THE BOSS PAYS" on new quiz program of same title starting today Aug. 2 over WTOP Washington. New switch on quiz format involves three-person teams from two local business organizations. The teams will return to show day-to-day as long as they answer questions asked by m.c. Ted Lingo. Winning team members each evening will be awarded cash by WTOP and prizes by their employers. Show will be produced by Larry Beckerman and written by Stephanie Lewis.

**Romantic Contest**

TO HELP settle romantic difficulties in "We Western Brides," morning heard Friday nights over KEX Portland, station has introduced new contest called "Lucky Bid Secret Auction." Listeners are invited to send in opinions on whether heroine Marry Mary was good or bad. Entries will be mailed by KEX, at $1 a day, to meet winner. Listeners will be mailed a number which he will add to the price of the item, and the first bid on each item will win. Listeners will be mailed a number which he will add to the price of the item, and the first bid on each item will win.

**Distributed "Brief"**

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**Distributed "Brief"**
NTFC REPORTS

Placed Before Council

COMMITTEE reports of the newly-formed National Television Film Council were placed before Council members at the second official meeting July 22. Reports cover such projects as a standard exhibition contract for distributors and TV stations, a clearing bureau for TV rights and film catalogues, and potential establishment of an arbitration board.

Explaining provisions of the proposed exhibition contract, not yet approved by members, Seymour Peyer, legal counsel for NTFC, said it was a “uniform procedure” for agreement dealing with film delivery and systems for warranties and availabilities. Under the warranty clause, governing distributor and performance rights, the Council would not attempt to indemnify the distributor or negotiate contracts. It would serve merely as a clearing house for problems arising from legal and semi-legal decisions (such as FCO).

Contract has been presented for station consideration to Robert Paskow, TV director of WATV Newark and TV station committee chairman.

Committees also reported on NTFC’s plan for establishment of a Central Information Bureau designed partly to clear TV rights whereby distributors would file documents attesting legal rights and authorizing exhibition. With clearances in order, bureau would issue a certificate of approval and permit use of seal on film prints.

Performing Artist Union Merger Appears Unlikely

REJECTING proposed merger of all performing artists into one big union, Screen Actors Guild board of directors has voted down proposal which was initially developed at recent convention of Associated Actors and Artists of America. Rejection’s effect, upon possible unity in television negotiations with several unions is not yet apparent.

Since acceptance of proposal by all units within AAA is necessary, SAG’s action is expected to kill project. Similar position is expected from Screen Extras Guild.

Reasons offered for SAG move are: Control of such body in New York would not be in best interest of film actors who are dominantly centered in Hollywood. Cost of such organizational superstructure would necessitate hike in dues. Formal notification has been sent to all AAA branches including Actors Equity, SAGRA, American Guild Variety Artists, Screen Extras Guild, Guild of Musical Artists and Chorus Equity.

Stop Music? Where?

ANNOUNCER Lou Corbin, WFBR Baltimore, had just finished reading a spot and making a station break on ABC’s Stop the Music when he got a long distance phone call. It was from Paintville, Ky., and the voice was feminine. “Ah jus’ called to tell y’all the name of the mystery meladee!” But, Announcer Corbin tried to explain, Stop the Music originates in New York, not Baltimore. “Don’t you tell me that,” the voice insisted, “I jus’ heard you say WFBS ah, an’ somethin’ about auto–mo–wasn’t it Jhaman Motahs?” Again the announcer tried to explain, and this time with some success. “Ah, honey,” said the Kentucky voice, “y’all mean ah don’t get a chance to win all those prizes?” Announcer Corbin reluctantly told the lad that similar prizes would be in New York for September.

CBS’ Barber III; 3-Man Team to Cover Olympics

WALTER (Red) BARBER, CBS director of sports, was reported to be “resting comfortably” in Presbyterian Hospital, Pittsburgh, last week, after a gastro-intestinal attack.

Mr. Barber, who was stricken July 23 while playing golf in Pittsburgh, was to have left July 26 by plane for London to cover the Olympic Games for CBS, but will remain in the U. S. under doctor’s orders.

CBS announced it will be represented at London’s Wembley Stadium by a three-man team comprising Stephen Laird of the London bureau, who competed in the 1936 Olympics; John Derr, assistant CBS sports director, and David Schoenbrun of the network’s Paris staff.
Maurer Discusses Types of TV Film

Says 16mm Compares Favorably With 35mm on Video

IF PRINTS are selected carefully, 16mm film on television compares favorably—technically, at least—with 35mm, according to John A. Maurer, engineering vice president of the Society of Motion Picture Engineers. Mr. Maurer addressed the National Film Council at its second official meeting in New York July 22.

Mr. Maurer, who heads 17 technical committees for SMPE and is president of his own firm, J. A. Maurer Inc., spoke on "The Facts of Life—Regarding 16mm Sound Films and Their Future on Television" illustrating his talk with demonstrations.

"The unpleasant fact is that application of 16mm film to television has not been attended with a great deal of success," Mr. Maurer said. "It is generally agreed that television's economic problem dictates use of 16mm films and that the criticism of broadcasters is justified. The difficulty of its production, however, derives from its amateur status and the tastes of its customers."

Explaining the importance of lights, shading and density in TV, Mr. Maurer emphasized the need for relatively soft prints which, he said, producers must demand from film laboratories. With respect to the audio phase, station sound reproduction equipment is "sometimes faulty" and frequently needs only a little adjustment, he pointed out.

"Direct photography is the best method," Mr. Maurer said, "in that it gives twice as much detail and enables you to shoot only as much as you need after rehearsal." He said the key to the problem lay in having a "good director and a good writer."

In reply to a query from a television station operator, Mr. Maurer said that if it were a question of technical efficiency alone and not of material afforded only by 35mm, still a sustaining preeminent of commercial time, as pointed out in April 26 Telestatus, may likewise occupy less time on TV. No test patterns as such were reported sold in the Rosarbaugh report, though all stations use them. This is particularly true, of course, of those taking the air for the first time. Ever-increasing technical know-how, on the part of both stations and installation personnel, doubtless will hasten their demise as a time-consumer in a competitively growing industry.

Comr. Hennock on TV

FCC COMMISSIONER Frieda B. Hennock appeared as guest last Tuesday on the Meet Mrs. Markel show on WTTG, Washington outlet for DuMont Television Network. She was interviewed by Hazel Kenyon Markel, m.c. of the program.

Show Ironer on TV

CONLON division of the Conlon-Moore Corp. (ironers) put television to a new use during the recent Chicago Summer Furniture Market. Conlon sponsored a video demonstration in the Chicago Furniture Mart, with dealers cooperating.

16mm could do the job in most cases with a little adjustment.

During the general discussion it was pointed out that adequate equipment for sound reproduction was scarcer now than during the war.

TV CENSORSHIP LOOMS, NSS SPOKESMAN SAYS

THorny problem of censorship with which the newly-formed National Television Film Council may have to grapple was discussed at recent council meeting by a spokesman of National Screen Service in Philadelphia.

He told members that Pennsylvania imposes $2 fee on all incoming prints and reminded that the state's Supreme Court is debating whether television is to be considered a motion picture and, if states have film censorship laws requiring tags on prints from other states, NTSF is to serve as clearing house for film distribution.

Other complaints raised by council members: (1) Short subjects of film companies, expressly forbidden for use on TV, are being so used; (2) there appears to be no protection for producers of film commercials against repetition of their use, in light of continual mushrooming of TV stations.

NTSF also was told by a member of both American Television Society and Society of Motion Picture Engineers that only two of 16 TV stations he recently toured were following SMPE standards of operation.

Bailey Advises Stations To Program for Public

MORE "creative imagination" in radio programming was called for by J. N. (Bill) Bailey, FM Assn. executive director, in a speech last Tuesday before the Pittsburgh Radio and Television Club.

Maintaining that the "real program director of the future will be the public," Mr. Bailey warned FM broadcasters now in business that if they fail to serve well, "they will pay by losing their privilege of serving the public." Declaring that radio in the past decade "has thought and moved in terms of cash dividends, losing sight of human equations," he said that "the future FM broadcaster must regard himself as a quasi-public official whose duty is to program his station in such a way that it will not go the way of all forces that debauch the human mind."

Mr. Bailey criticized "money give-aways, blood-curdling thrillers, wire-cracking disc jockeys, so-called commentators who know not the first thing about reporting news."
**When you think of REPLACEMENTS**

**RE-TUBE with...**

**AMPEREX**

**ALL TYPES — TRANSMITTING AND RECEPTIVE TUBES**

**AMPEREX ELECTRONIC CORP.**

25 Washington Street, Brooklyn, N. Y.

In Canada and Northwest: Rogers Major Ltd.
3141 Britannia Road, Toronto, Ontario, Canada

---

**RECORDING?**

**new equipment**

**in-CHICAGO**

**TRANSCRIPTION MASTERS • MIRROR RECORDING**

**RECORDING?**
NUMEROLOGISTS might number this one awhile—and
give ABC an explanation of why the number is so
often in the network's plans for its new Television
Center in New York City.

ABC will announce its new TV stations and
stations do or will operate on Channel 7, with their head-
quarters—the Television Center—to be located at 7 W.
66th St., New York City. The

When WJZ-TV New York, key outlet of the ABC video
hookup, takes the air Aug. 10, it will begin official op-

License for CP
Radio Station WOW Inc. Omaha,
Nebr.—License to cover CP's for two new
tv stations.

License for CP
KAGH Pasadena, Calif.—License to
cover CP new station standard.

Assignment of License
KWMX Panama City, Fla.—License to
cover CP new station standard.

PPFA Pottsville, Pa.—License to
cover CP change hours, increase power,
etc.

Assignment of License
KCYN San Marcos, Tex.—License to
cover CP new station standard.

Modification of CP
KKE-FM Berkeley, Calif.—Mod. CP
new station for extension of
completion date.

WKFM San Diego, Calif.—License.

Assignment of License
KJRM Santa Maria, Calif.—Voluntary
assignment of license from Robert E.
Hancock and Blanton G. Hancock,
co-partners d/b as Santa Maria Daily
Times to John H. Poole.

Modification of CP
WASH Washington, D. C.—Mod. CP
new FM station for extension of compl-
tion date.

KCKR Cedar Rapids, Iowa.—License.

FM—99.1 mc.

WWJ-FM Detroit, Mich.—CP specify
ERP 10.5 kw, ant. height above average
terrain 700 ft., overall height above ground
710.6 ft.

Modification of CP
WKZ-FM Muskegon, Mich.—Mod. CP
new FM station for extension of comp-
tion date.

KOAD Omaha.—Same.

WNJR-FM Newark, N. J.—Mod. CP
new FM station to change ERP from
20 kw to 13.5 kw, increase ant. height
50 ft., average terrain to 950 ft., increase
ant. height above ground to 100 ft.

WTRAN Providence, R. I.—Mod. CP
new FM station, to change ERP from
160 kw to 90 kw, average terrain from 545 ft. to 500 ft.

WHTF-FM Houston, Tex.—Mod. CP
new station for extension of com-
tination date.

License for CP
KNOG Nogales, Ariz.—License to cover
CP new station standard.

AM—1490 kc

Harding, College, Scarsel, Ark.—CP new
FM station standard.

Assignment of License
WMTW Portland, Me.—Assignment of
license from the Yankee Network to Radio Enterprises Inc.

AM—990 kc

Western Mass. Bestg. Co., Great Har-
rington, Mass.—License to cover FT
standard.

License for CP
WWBN New York.—License to cover
CP new station.

Assignment of License
WWAR Worcester, Mass.—Voluntary
assignment of license from The Yankee
Network to Radio Enterprises Inc.

License for CP
WPFA Pottsville, Pa.—License to cover
CP change hours, increase power, etc.

WOGC Chester, B. R.—License to
cover CP new station standard.

KCNY San Marcos, Tex.—License to
cover CP new station standard.

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KWFM San Diego, Calif.—License.

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KWFM San Diego, Calif.—License.

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Hancock and Blanton G. Hancock,
British Invention Turns Out Machine-Made Set

NEW BRITISH machine capable of turning out three radio circuits a minute is the subject of an article in the August issue of Fortune entitled, "The First Automatic Radio Factory."

The machine is known as E.C.M.E. (electronic circuit making equipment) and was invented by John A. Sargrove, who for 11 pre-war years was chief engineer of British Tungsram Radio Works Ltd. Last year, according to Fortune, Mr. Sargrove was first recipient of the Clerk Maxwell award of the British Institution of Radio Engineers, partly for his work on E.C.M.E.

The device, which employs what is known as the "spray-milled" circuit, is turning out circuits for a small two-tube radio, as well as for two larger instruments (four-tube radio and a radar-testing device called an oscilloscope). "Soon," says Fortune, "E.C.M.E.'s automatic hand may be turned to television, radar, and electronic controls for guided missiles." Its inventor estimates that "50 people and one E.C.M.E.—costing $100,000—could easily outproduce 1,500 workers using orthodox radio-construction methods."

**Service Directory**

**Frequency Measuring Service**

Exact Measurements at any time.

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64 Broadway, New York 4, N. Y.

**Tower Sales & Erecting Co.**

Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone Tr 7303

**Radio Towers**

Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
6614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

**Archer S. Taylor**

Consulting Radio Engineer
BOX 1497
MISSOULA, MONTANA
PHONE 8562

**Radio Towers Erected**

Any type, anywhere, anytime
Crews Always Available
Wright, wire or phone 5853
GREENE TOWER CO.,
Southern Pines, N. C.

**Dawkins ESP**

AM, FM, TELEVISION
Consulting Radio Engineer
10398 PACIFIC ST.
SANTA MONICA, CALIFORNIA

**FCC Actions**

(Continued from page 85)

**Decisions Cont.:**

WYF-PM Philadelphia to 9-10-48.
WYF-PM CPI Chicago, to 11-17-48.
WYF-PM Cleveland, to 11-17-48.
WHDK Cleveland to 11-18-48.
EWSM-PM Houston to 2-13-49.
EWSM-PM Chicago to 9-14-49.
WFBI New York, to 10-30-48.
KOKH Oklahoma City to 1-21-49.
KOKH Oklahoma City to 10-18-48.
KWHC Los Angeles to 2-1-49.
VANCOUVER, B.C. to 9-14-49.

**KWHB Seattle**

License to cover CP new standard station (1340 kc).
Auxiliary Transmitter
WMBB Jacksonv., Fla.—CP install old main trans. at percent location of main trans. to be used for auxiliary purposes with 250 kw.
Re relinquished Control
WCMC Lawrence, Kans.—Voluntary relinquishment of control of licensee corp. from Gordon G. Ley and Harold A. Ley to George W. Jasper.

**AM 1500 kc**

Crest Bost. Co., Inc. Pascagoula, Miss.—CP new standard station on 1500 kc. 250 w.d. AMENDED change frequency from 1500 to 1550 kc. and changes in system and ant.

**AM 1250 kc**

Frank E. Cooke, Detroit, Mich.—CP new standard station on 1250 kc 250 w.unl. AMENDED change frequency from 1250 to 1320 kc and changes in system and ant.

**AM 1400 kc**

KWKW Co., Las Vegas, Nev.—CP new standard station for extension of completion date.

**AM 1940 kc**

Knoxville Pub. Co., Knoxville, Tenn.—CP new standard station on 1940 kc 250 w.unl. AMENDED to change type of trans.

**APPLICATIONS FOR RENEWAL**

Applications for renewal of standard broadcast license were filed by KVER Inyo, Calif.; Inland Bldg., Alhambra, Calif.; Michigan National Bank, N. M., and WEBC Electronics Corp. of Puerto Rico, P. R.

**AM STATION CANCELED**

Authorisation was denied and call letters canceled of KOKX Eastland, Tex.—AMENDED to change type of trans.

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**FCC Denies Petition to Rehear WKRC Case**

FCC last week reaffirmed its decision in the D. C. Circuit Court 550-kc case, denying WKRC Cincinnati's seven-month-old petition for reconsideration or rehearing.

In the decision the Commission had granted WJIM Lansing's application to 550-1100 kc and boost power from 250 w to 1 kw, but left the way clear for WKRC, seeking 5 kw fulltime on the channel (in lieu of 5 kw day, 1 kw night). The court held that it limit its radiation toward Lansing [BROADCASTING, Nov. 24, 1947].

The Cincinnati Times-Star station continued there was nothing in the record to support FCC's requirement that it radiate less than 465 millivolts per meter toward WJIM. The station asked for reconsideration or rehearing, and in its subsequent petition, asked that FCC withhold action on WJIM's request for additional time to complete the new installation and that it grant the relief.

Reaffirming its original decision, the Commission denied both petitions by a 4-to-1 vote, Comm. Robert F. Jones voting for rehearing. Comms. Rosel H. Hyde and Frieda B. Hennock did not participate.

**WAVE-TV Joins NBC**

NBC television network last week announced WAVE-TV Louisville as the third station to become a video affiliate within the week. WAVE-TV, owned by WAVE Inc., NBC AM affiliate in Louisville, will begin operations about Oct. 15. The other two stations signed with NBC within the week were WSPD-TV Toledo and KDYL-TV Salt Lake City.

studio location to same as trans. site and make changes in ant. system.

Modification of CP
WXPC Paducah, Ky.—CP new FM station for extension of completion date.

WDSU-AM New Orleans, La.—CP new FM station change trans. site, change ERP from 145 kw to 37 kw, change ant. height above average terrain to 424 ft. and make changes in system.

WGAL-TV Lancaster, Pa.—CP new commercial television station for extension of DAH permit.

WJAR-PM Providence, R. I.—Same.

Remote Pickup
Acadia Bost. Co., Area Crowley, La.—CPs for two new remote pickup stations on 1925, 2025, 2150, 2190, 2790 kw, power 45 kw, frequency 50 kw in accordance with Sec. 4.403.

KLXQ-AM Galveston, Tex.—CP new remote pickup station on 1460, 2000, 2190, 2820 kw, 50 kw, emission 45 and hours in accordance with completion Sec. 4.403.

**Tendered for Filing**

Transfer of Control
WAML Laurel, Md.—Transfer of control of licensee corp. from D. A. Matison to Harald M. Matison and D. A. Matison Jr.

Assignment of License
KVER Albuquerque, N. M.—Consent to assignment of license and CP to Westernair Inc.

Assignment of CP
KSEM Moines, Iowa—Consent to assignment of CP to KSEM Inc.
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WANTED: Continuity Director
We are in urgent need of a pro-
gressive one who will have the
ability to supervise our copy department
which will in turn give the opportunity
to direct all sales operations for one of
the largest broadcasting stations of the South.
Provide continuity arrangement as
substantial earnings commen-
surate with effort and ability. Detail
applications and photographs, etc.,
forwarded to box numbers.

Help Wanted
Managerial

Commercial manager—good, 5,000 watt NBC
affiliate, with considerable national and
international sales. Openings for
commercial manager with proper educa-
tion and experience. Must be
 agreeable to travel and sales
man. We are looking for a man who
will be able to handle all phases of radio advertising, and prove
table to us to extend profitable sales
work.

BROADCASTING, 870 National Press Blvd., Washington 4, D.C.

BROADCASTING is not responsible for the return of application material
(trans-
scriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted (Cont'd)

Anouncers

Sports personality wanted by 1,000 watt, independent, large eastern market, to
double four, four-days-a-week. Send sample disc, photo, and experi-
tence to record to Box 223, BROADCAST-
ING.

Sportsannouncer, top salary for top an-
ouncers. Require faster, photo, details now; interview later—salary
Wanblee, WY.

Announcer with first class license for Florida local. Write wire or phone
Wanblee, WY.

Salesman wanted. Choice market, four-days-a-week. Send samples, picture,
and complete data. Box 233, BROADCAST-
ING.

Salesmen

High-class sales manager for northern market. Must be an affiliate with
station. Salary $100 a week. Box 250, BROAD-
CASTING.

250 watt standard station now being built, only station in 15,000 population
city. Will need sales manager, and
can-do man—financial type—brain.

Immediate opening for engineer-an-
nouncer with emphasis on announcing.

Name of station, location, salary, and
experience to be very spe-
tific. Send disc, photo and details to Program Director, WZRE, York, Penn.

Technical

Sarkville, Mississippi, W&O—Matis-
son State College, on air October first.
Three combination men, one capable of
working on all phases of the station.

Due reference and salary wanted.

C. H. Arundel, Columbus, Kentucky.

Salesmen

Experienced salesman. Good salary, bo-
uses for good success. No sales
permis-

C. H. Arundel, Columbus, Kentucky.

Salesman wanted. Choice market, four-days-a-week. Send listing of
contacts, samples, and income. Give full details. Box 224, BROAD-
CASTING.

Wanted by 250 watt mutual station, time salesman. Generous commission
on all business. EKVR, Albuquerque, New Mexico.

TRANSCRIPTIVE LIBRARY

SALESMAN

WANTED: To travel. Commission basis.
Every spring, winter, summer, and fall.

Must be interested in hospital, school, or
religious work. Must have stamina in
hospital work, and have had
attractive guarantee. Must be good,
firmly grounded in business.

BROADCASTING 352, Fifth Ave., Chicago.

Wanted

—Combination engineer-an-
nouncer. Good voice and ability to
work. Preference given to
engineering secondary. Prefer man who
wants to work in Chicago, Ill.

WANTED—Broadcasting post in
Texas town of 11,500. Write no
opening. Will do work with
Radio Station EYQ, Uvalde, Texas.

BROADCASTING.

The midwest's most progressive FM sta-
tion—looking for an industrious en-
gerineer, with a first class ticket. Prefer
single man who is willing to work
12 hour week, with good pay. Send qual-
ification, resume, photographs, etc.,
Radio Station WCSI, Columbus, Indiana.

Wanted, three combination engineer-
announcers to open new western 250 watt
station required to Box 212, BROADCASTING.

Production—Programming, others

Experienced girl continually writes for
seven radio stations. Must have
curiosity, important, with ability to handle
women's feature. Submit copy samples,
full information and picture first letter. Box 59, BROADCASTING.

BROADCASTING • Telecasting
SITUATIONS WANTED (Cont'd)

Announcer, 18 months leading Chicago radio school. Disc, radio preferred. Disc, photo available on request. Box 253, BROADCASTING.


Pageant star prefers disc, photo available on request. Box 253, BROADCASTING.

Situations Wanted (Cont'd)

**THE SCHOOL OF RADIO TECHNIQUE**

**NEW YORK & HOLLYWOOD & CHICAGO**

**American Radio Education Devoted Exclusively to Radio Broadcasting**

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by professional Network Program Directors. Moderate rates.

Send for free Booklet B. Approved for G.I. Training.

**NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.**
**CHICAGO 4, ILL.: 222 S. Wabash Avenue**
**HOLLYWOOD 34, CALIF.: 6740 Melrose Avenue**

**Situations Wanted (Cont'd)**

**WANTED**

Disc Jockey. Experienced, sober. Interested in disc, photo available on request. Box 253, BROADCASTING.

Disc Jockey. Experienced. Outstanding technical background. Disc, photo available on request. Box 253, BROADCASTING.

**Situations Wanted (Cont'd)**

**BROADCASTING**

**TELECASTING**

**THE SCHOOL OF RADIO TECHNIQUE**

**NEW YORK & HOLLYWOOD & CHICAGO**

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**Situations Wanted (Cont'd)**

**WANTED**

Disc Jockey. Experienced. Outstanding technical background. Disc, photo available on request. Box 253, BROADCASTING.

Disc Jockey. Experienced. Outstanding technical background. Disc, photo available on request. Box 253, BROADCASTING.

**Situations Wanted (Cont'd)**

**BROADCASTING**

**TELECASTING**

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**Situations Wanted (Cont'd)**

**WANTED**

Disc Jockey. Experienced. Outstanding technical background. Disc, photo available on request. Box 253, BROADCASTING.

Disc Jockey. Experienced. Outstanding technical background. Disc, photo available on request. Box 253, BROADCASTING.
For Sale (Cont’d)

For Immediate delivery latest 1010 federal intercity meter less than two months old. Will boost federal ventilation meter in trade. Box 230, BROADCASTING.

150 foot Winchancer tower. Type 78; guys; Insulators, No lights. Also Jensen high side, 630 watt repower complete. Type CBT-12. Best offer! Charles Restelle, WBOY, Rhinelander, Wisconsin.

New in original shipping boxes one General Radio 118-A Frequency monitor less crystal and type 1021-A modulation monitor, one set of tubes for each. Western Electric gray finish immediately available. $1050. Box 237, BROADCASTING.

Transmitters—Closed bids taken for three 1 kw DeForest broad- transmitters complete less tubes and control panels. One can be seen at the WMEI Radio Supply Company, 1044 Venice Boulevard, Los Angeles. California. No bids accepted after August 20th, 1948.

Have spare RCA turntable. Brand new, never been used. Will move for $475.00. First reply takes. Box 238, BROADCASTING.

For sale, 245, of 1000 watt station in booming Texas city. For sale, 250, new, ship same day order is received. Original price $500, first bid $450 takes. Box 242, BROADCASTING.

Playback, portable, Dual speed, separable speaker, connection for P. A. microphone, individual control, black lacquer, finish in original, delivered anywhere in the U. S. A. Bids with order. Box 243, BROADCASTING.

Limit amplifier, Altec-Lancing model 322C, brand new. Ship same day order is received. Original price $600, first bid $500 takes. Box 244, BROADCASTING.


For sale, All or part fulltime money making local in New York State $75,000. Quick sale. Box 245, BROADCASTING.

450 Foot Blaw-Knox Tower

For Sale. One large, self- supporting tower—450 Feet High—31 feet square. Excellent condition.

Write: Ken Gardner, Station WHAM 261 Humboldt St., Rochester 5, N. Y.

5 kw CP with 40- acre transmitter site, towers, and lighting equip. in northwestern city. Selling small profit with independent management. Good market, for approximate cost of $25,000. Box 260, BROADCASTING.

In the Public Interest....

Gathers Shoes for Europe

SHOES for the needy of Europe have been collected by her, early morning m. c. on KLX and KLX-FM Oakland, Calif., through appeals to his listeners. Mr. King requested listeners to bring their old shoes to the Fruits and Veges- tery, local department store, where they would be given a $2 credit on a new pair of shoes. Some 1400 pairs of shoes were accumulated and turned over to the May- or’s Committee which channels materials for European relief.

Good Neighbor

DURING recent weekly broad- cast of This Is Greater Lawrence, sponsored by Pacific Mills over WLAG Lawrence, Mass., mention was made of a little girl in Italy who had lost her hearing during the war. The next day, Mrs. R. K. Mercier of South Yarmouth, Mass., wrote expressing her interest in bringing the child to Amer-
Audience Programs Hit AFRA Members

Employment Loss is Resulting But No Action Planned

AMERICAN Federation of Radio Artists is patiently biding its time while audience participation shows "spend themselves" and plans no counteractive measures, George Heller, executive secretary of AFRA, told Broadcasting last week.

Mr. Heller made the statement in reply to a query as to what action, if any, the Federation might take to stem the tide of reported employment losses resulting from the influx of automation which has re-stressed the give-away gimmick. While he would not confirm reports that quiz shows were substituting "ringers" (AFRA actors) for non-professional participants, Mr. Heller tacitly implied they were correct but refused to mention specific instances.

The executive secretary said he supposed that was the case because such shows were becoming "dull in entertainment value" and needed livening up. If the trend continues unabated, he said, radio might find itself in a position of the movie industry in the last decade where free dishes and the like were offered as lure.

Mr. Heller said he saw the problem as one of educating the public to the effects of such programs and the hope that the practice eventually would resolve itself through the NAB code, whose provisions he likened to political programs. Individual stations and networks may or may not follow them as they so desire, he pointed out.

Feature

(Continued from page 10)

California State Highway Patrol offices in Sacramento.

The Highway Patrol officers broadcast daily eye-witness and official police reports of the accidents that have occurred during the previous 24 hours in Fresno County, direct from the Fresno office of the Highway Patrol. The program is heard Monday-Friday 6:25-6:30 a.m.

In addition to the broadcasts, and tying in with them, is a picture board showing five pictures of the accidents reported on the program. The pictures are displayed near the cashier's window or in the service department in the dealers' places of business.

Commercials salute one of the dealer members each day and stress the importance of taking the car home to the new car dealer for service. Entire cost of the program, plus display, is $40 per month for each of the 14 new car dealers participating.

Today on the Highway was originated by Sid S. Halls, sales manager of KFRE, and former owner and mobile editor of the Fresno Bee.

After pre-viewing the new $2,000,000 Burress Feed Mill in Fort Worth, this group of radio, newspaper and agency men passed through a rigorously set up for next day's ceremonies which marked official opening of the mill. The ceremonies were broadcast over three Texas networks and carried by 20 stations 12:30-1 p.m. July 22. Seated, 1 to r: Ray Becas, commercial manager, WBAP Fort Worth; Clyde McVille, managing director, Lone Star Chain, Dallas; Alex Keese, Taylor-Howe-Snowden, Dallas; George Cranston, general manager, WBAP; Frank Brimm, Dallas manager, Katz Agency; Mortin Campbell, general manager, WFAA Dallas.

Maurice Rubens

MAURICE RUBENS, 55, TV director died suddenly July 24 in Los Angeles. He was directing a television program on KTLA Los Angeles when stricken, and he died a few hours later. The head of his own dramatic school in Hollywood, Mr. Rubens was survived by his wife, Gladys, and a brother.

On All Accounts

(Continued from page 10)

story in advertising." Ten years ago, a relatively obscure candy company was advertising in a national magazine. Because sales were not commensurate with the advertising effort, the company called on Honig-Coofer for counsel. Mr. Kraft's advice was devastating but realistic: "Cut the advertising down to scale." Specifically, he recommended six spot announcements a week on one of the major TV networks.

Mr. Kraft's advice was quickly followed. A few weeks later, the company returned for further experimentation. It was found that the best results came from 16 spots a week. This pattern was then extended to Seattle, then to Portland, Spokane, Alaska, and Honolulu.

Brown & Haley Candy Co. today is again using national magazines, among other media—but it relies on spot radio more than ever before. In ten years, sales have multiplied several times. And the company is still a client of Honig-Coofer and Warren Kraft.

Another of Honig-Coofer's major accounts today is Centennial Flouring Mills, sponsor of the Ann Sterling Show on KJR at 9:15 each morning, and boasting the highest Hooper (100) of any locally produced program in Seattle.

WTMJ-TV Will Televisé Wisc. Centennial Events

WISCONSIN Centennial celebration at the State Fair Park in Milwaukee, Aug. 7 through 29 will be televised by WTMJ-TV Milwaukee, which has purchased a third television camera and another microwave relay transmitter for the occasion.

More than 150 broadcasts, AM and FM as well as TV, will be originated at the park during the 23-day exposition. Programs will be presented from Radio Hall and the new Communications Center, which is being erected by The Milwaukee Journal, owner of the station. Building will house a radio newsroom, studio and control room.
New Gamble Productions
Firm Preparing TV Shows

A NUMBER of television packages, some to be readied by this fall, are being prepared by the former Gamble Productions, which has affiliated with Jack Davies and Louis L. Klotz under the name of Gamble Productions Inc., New York.

The motion picture and video producing firm is located at 48 W. 48th St., with two fully-equipped sound studios at 341 W. 47th St. Mr. Davies is an ex-Broadway producer and talent manager, and Mr. Klotz is a former documentary motion picture producer.

WBZ Boston Moves
TRANSFER of its FM transmitter on July 24 marked completion of move by WBZ, WBZ-FM and WBZ-TV Boston of all its personnel, offices and studios from the Hotel Bradford to the new WBZ Radio and Television Center on Soldiers Field Road. Station Manager W. C. Swanson indicated that coincidental with transmitter shift, effective radiated power of WBZ-FM on Channel 225, 92.9 mc, was boosted to 20 kw with installation of a new Westinghouse 10-kw transmitter and location of the antenna on new 656 ft tower.

Technical

SAM MARGOLIN, for past five years with Don Lee Broadcasting System doing studio engineering and transmitter work, has been appointed chief engineer of new FM station KFMY Los Angeles. He will supervise transmitter and studio engineering in association with BERT B. ARNOW, new manager of the KFMY parent organization, Unity Broadcast Corp.

HOLLIS GRAY, new to commercial radio, has joined engineering staff of WIKO Paxton, Mass., replacing HAROLD HASKELL, who has returned to Yankee Network television. AL O'NEILL has joined WIB Columbus, B. C., as assistant transmitter engineer, replacing LEON GOZA, resigned.

RCA TUBE Dept., Camden, N. J., has announced a test equipment, designed for any of RCA's matched units of test and measuring equipment. New rack (Wl-16A) is now available through RCA test and measuring equipment distributors.

Radio 'Nursemaid'
Portable Keeps Baby Happy
And Out of Mischief

RICKY has a fine time playing with his Westinghouse "nursemaid."

"THE MOST wonderful baby-bringer-upper there is," is the latest credit given to radio. The Westinghouse Home Radio Division received a letter from a mother in California crediting one of its portable models with being a combination nursemaid, physical instructor and "teacher" for small children.

The housewife wrote that one day when her small son was exceptionally fussy she placed the portable on the floor and turned it on. Soon the baby crawled over to the radio. The mother continued, "Not only that, he learned to kneel and listen to the radio in that position. Then in rapid succession he taught himself to sit by it and finally pull himself to a standing position."

The child became very fond of the portable, the mother wrote. "Now Ricky is nine months old and the portable keeps him out of mischief. If I don't put it down for him the first thing in the morning, he crawls directly to the table where we keep it and lets me know in no uncertain terms what he is after. He spends a good deal of his time standing against it tapping it with his feet in time to the music. And he stays outdoors in his pen twice as long because the radio is always with him."

Joint Conference
A CONFERENCE on electronic instrumentation in nucelieons and medical physics, sponsored jointly by the American Institute of Electrical Engineers and the Institute of Radio Engineers will be held in New York on Nov. 28, 30 and Dec. 1. The conference will be under the joint chairmanship of Dr. R. E. Lapp of IRE and Dr. J. J. Smith of the Institute of Electrical Engineers. It will be held at the Engineers Club, 33 W. 42nd St.

Iowa Survey
DO MANY Iowa listeners regularly hear radios outside the home? If so where are these sets located? Do many farm families own radio sets located in farm buildings other than the home? How about homes owning two or more receivers; does the family often use more than a single receiver at a given time?

These questions and others were the subject of a 1948 study conducted by the Iowa Radio Audience Survey. This was the eleventh consecutive annual survey of radio listening habits in Iowa, taken under the direction of Dr. F. L. Whan, of the U. of Wichita. It was conducted during the period of March 19 through March 29, 1948.

Findings reveal that of the number of families reporting regular outside listening, 23.6% (urban, over 100,000 population) heard radios in schools. Although the highest percentage of outside listening was reported at the place of business—from 12.3% for farms to 77.8% for urban, 2,500 to 10,000 population—this category was subdivided into (the highest rating), retail store, gasoline station, hotel, restaurant, etc.

Farm listeners indicated 56.6% had radios in barns.

Two or more sets reported in the home increased more prevalent in larger urban areas (see Table), with the percentage decreasing in less populated areas. That ownership of more than one set probably means an increase in total listening in a home is shown by the fact that "nearly every day" 5.5% used two or more sets during the morning, 3.2% during the afternoon and 14.0% during the evening.

Iowa Radio Audience Survey

Number and Types of Sets in Homes

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<th>City</th>
<th>Urban</th>
<th>Village</th>
<th>Farm</th>
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<td>Over 10,000</td>
<td>2,500</td>
<td>Under 1,500</td>
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<td>One set only</td>
<td>37.9%</td>
<td>50.6%</td>
<td>65.8%</td>
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<tr>
<td>Two radio sets</td>
<td>37.4</td>
<td>34.2</td>
<td>25.4</td>
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<tr>
<td>Three radio sets</td>
<td>14.4</td>
<td>4.7</td>
<td>2.7</td>
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<tr>
<td>More than three</td>
<td>10.3</td>
<td>3.9</td>
<td>1.4</td>
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PERCENTAGE OF FAMILIES OWNING:

- AM portable sets 52.7%
- AM non-portable sets 49.1%
- FM receivers 38.1%

Outside Listening Habits Studied

Electrical Bureau Used by 66 Stations in Texas

SIXTY-SIX Texas stations utilized the services of the Texas Election Bureau at Dallas to receive returns in the July 24 primary election.

This was the third election in which there was radio participation in the Bureau, established in 1912 as a cooperative undertaking of Texas newspapers for prompt gathering of returns. Stations paid assessments ranging from $50 minimum to $375 for the largest participants. Twenty-six stations paid a extra $25 for leased wire service.

Electrical Bureau used by 66 stations in Texas.
SALES MEETING was held during NAB District 4 convention by West Virginia Group, all new stations, represented by Friedenberg Agency. Attending were (1 to r): James M. Flenniken, WACW Charleston, George C. Lockwell, WWV Fairmont, Mike Laymon, WHIN Huntington; Harold B. Shaw, WOAY Oak Hill; Harry A. Friedenberg, president of representative firm, and Lewis Randell, vice president.

4th District


Harold Fair, NAB Program Dept. director, outlined work of the department, including studies of the Standards of Practice, listing of open-end transcriptions, public service and sustaining programs, and sports broadcasts. Discussing programming for profit, he said the broadcaster must know his audience, be familiar with program resources, know the abilities of his program staff, utilize resources to build balanced shows without over-exerting, find out what the client wants to do, and stay within the client's budget.

Both institutional and merchandising jobs can be done on one show, according to Mr. Fair. Announcers must be chosen carefully, he insisted, and copy should be to-the-point and free of trade jargon. Consistent scheduling is important, he concluded.

In the question period, Harold B. Shaw, WOAY Oak Hill, W. Va., brought up the problem of prize offers. Mr. Fair predicted such programs "would topple of their own weight." Answering a query from T. A. M. Craven, WOL Washington and medium station director, he predicted the number of stations will decline as economic laws become effective.

Music Problem Discussed

Carl Haverlin, president of BMI, and Kolin Hager, representing SESAC, discussed the music problem and its relation to station operation.

Mr. Arnoux outlined copyright problems, calling the spot announcement-ASCAP situation one of the toughest. He said the NAB board has agreed on an ASCAP solution but the society hasn't accepted. Speaking for Theodore C. Streibert WOR New York, chairman of the Music Advisory Committee, he urged stations to insist on the right to change from per piece to program or vice versa. ASCAP proposes to eliminate this right. He suggested stations check their programs to learn how the two plans apply to their operations.

ASCAP TV rights end Dec. 31, 1948, he said, and NAB has a sub-committee working on this problem, which promises to become serious.

Judge Miller reviewed the overall NAB operation at the Monday luncheon. Referring to requests for functional development of FM he said the board generally had resisted the trend except in the case of FM. A board committee is studying the idea of a TV section [BROADCASTING, July 26], he said, adding that no single subject is of greater interest to broadcasters. Another NAB development, he continued, is formation of a non-affiliates committee. International broadcasting is commanding increased attention, according to Judge Miller.

Praise from Miller

Participation of American Newspaper Publishers Assn. in the fight against the Baltimore gag to protect freedom of speech won Judge Miller's praise [BROADCASTING, July 26].

Going into the Standards of Practice, he said it calls for voluntary observance by professional people as against the compulsion of penal laws for the lowest classes. No admission of guilt is inherent in the standards, he explained, but suggested the complaints of parents, F-TA's and others may not be entirely unjustified.

No professional group has a greater obligation to serve the public, according to Judge Miller. He referred to formation of a special code observance committee [BROADCASTING, July 19]. Problems of interpretation, including giveaway announcements, must be solved, he said, since the standards have almost the same status as legislation. He predicted borderline broadcasters, of whom there are many as a result of misleading cost studies by public agencies, would find difficulty in observing the code but called for tolerance "without weakening of the standards." Failures will not make them valueless, he insisted.

Sales Aids Reviewed

At the afternoon meeting A. D. Willard Jr., executive vice president, reviewed sales and advertising aids offered by NAB. He was introduced by O. L. Carpenter, WPTF Raleigh, chairman of the afternoon session. Mr. Willard said he hoped the vacancy in the NAB Dept. of Broadcasting Advertising directorship would be filled soon.

New sources of business are being opened by the department, he said, referring to the $1,080,000 radio budget of the formerly anti-radio Assn. of American Railroads, the American Bankers Assn., National Retail Dry Goods Assn. and others. NRAGA, he noted, now places radio directly beside newspapers as a primary medium.

Chain food retailers and others are being contacted by NAB, he concluded.

Hugh M. P. Higgins, assistant director of Broadcast Advertising, called on District 4 members to get 100% behind the All-Industry Presentation, film project designed to sell radio to all national and local advertisers and do an overall industry promotion and public relations job.

Competition Intense

With inter-media competition becoming more intense, he said ANPA's Bureau of Advertising is spending over a million dollars a year on promotion.

John W. Shultz, WMVA Martinsville, Va., district small market
(Continued on page 94)
4th District (Continued from page 58) chairman, went into the humorous side of small operations. He added that small outlets soon would be getting interested in television, and saw some relief from FCC rules requiring first class operators, though the 1-kw limit on FM stations might be a burden on them.

Walter B. Windsor, WDVA Danville, Va., started a question-answer forum with a request for research data on small station rates. Mr. Higgins suggested the NAB Research Dept. might study this information. He also suggested research projects covering developments in competing media.

3.4% for Promotion

Mr. Shaw asked about percentage of gross allotted to advertising by industries. Mr. Higgins said 3.4% was allocated to broadcasters for promotion. The lowest of any medium. Carl E. Dukett, WBOB Galas, Va., asked if something could be done about cost of flight, constant cutting off of news before the FCC. When Mr. Arnoux said an FCC spokesman at a recent meeting had suggested the FCC could do something along this line if it had more funds, Judge Miller proposed the Commission spend its money on such functions instead of issuing Blue Books.

Don Petty, NAB general counsel, opened the Tuesday luncheon by telling those who have good advertising counsel, Agencies, he said, "supply a large part of what you broadcast." Good personnel and adequate budget are basic to good advertising counsel, he said, with research "helping you sell more time more soundly."

Mr. Gamble paid tribute to BMI saying he had never seen any research project accepted so quickly. He lauded its "accuracy and usability." Concluding, he called for agency recognition service by broadcasters and the 2% cash discount. The discount is accepted by 94% of newspapers, (though some large ones don't accept), 93% of magazines, 89% of business papers, and 31% of the regional networks and 150 stations.

Test ballots by BMB indicate the 1949 study of station and network audiences will show frequency of listening or daily audiences along with weekly audience figures, answering the need of small and medium stations, according to BMB President Hugh Feltis.

Mr. Feltis said BMB plans to measure FM and TV audiences and has conducted tests. BMB's new TV committee is studying the problem of measuring the video audience.

BMB Reports

Mr. Feltis explained how BMB reports will be revised in other ways. Non-subscriber tests, not to be included in the second area report but it will show the total number of stations listened to in each county by station in more of the radio families. An interim study conducted last March will be released soon, he explained. BMB now has over 700 subscribers, he said.

In adopting resolutions the meeting thanked Mr. Phillips and Mr. Arnoux for their roles as host and director; called on Mr. Arnoux to name a member from each state in District 4 (D. C., Va., W. Va., N. C., S. C.) to aid in carrying on NAB activities, with state association officials also aiding (similar resolutions to be offered at other NAB district meetings); endorsed Judge Miller's fight for freedom of radio; asked inclusion of the set question in the 1950 census; approved the Standards of Practice observance committee; pledged support to the All-Radio Presentation.

At the Horizons Unlimited meeting, Mr. Petty pointed out that a committee of experts were Messrs. Feltis, Janaky, Higgins, Fair, Essex, Gillett, Craven, Batson, Petty and Doherty. Topics ranged from television and FM to labor and legal difficultes.

Talent Fees Problem

The problem of talent fees was brought up by Mr. Essex, who asked who charged him at the audience. A vote showed most of the stations represented pay talent fees. Mr. Doherty pointed out how scope of normal staff duties is being narrowed. John S. Hayes, WINX Washington, said AFRA is opposed to paying overtime on the basis of base salary plus fees. WINX and AFRA plan to seek a ruling from the National Labor Relations Board, he added.

Invitations to the 1949 District 4 convention in Charleston, S. C., was extended by Mr. Sau- men; John M. Rivers, WCSC Charleston, and Robert E. Brad- ham, WTMA Charleston.

Winners of the golf tournament were Mr. Storer, with low gross of 80, and J. Dudley Saumenig, WIS Columbia, S. C., who had low net of 86 (18 handicap).

A MAJOR BEER account, Rhein- gold Beer, New York, through its agency, Foote, Cone & Belding, New York, last week revealed plans for its television debut [CLOSED CIRCUIT, July 26]. On Aug. 9, the firm will start sponsoring a five-minute TV film, produced by FC & B, entitled Miss Rheingold Candidates, featuring the six contestants for the "Miss Rheingold 1949" title.

The film is scheduled to be telecast 52 times over a four-week period on the following New York television stations: WABD WCBS- TV WJZ-TV and WPIX. Overall time costs are estimated at approximately $10,179.

The film itself will introduce the contestants to the public, which is "Miss Rheingold." Tom Shirley, m.c., will conduct brief interviews with each contestant.

Management Changes

IMPORTANT MANAGEMENT changes involving a number of western Canadian stations are to go into effect on Sept. 1. Gerry Gaetz, manager of CKRC Winnipeg, is moving to man- ship of CJCA Edmonton. Wm. Speers, manager of CKRM Regina, replaces Mr. Gaetz at CKRC, and Stuart McKay, assistant manager of CKWX Vancouver, moves to CKRM as manager. Mr. Gaetz was manager of CKCK Regina before going to CKRM in 1945. Mr. McKay was promoted to manager of CKWX last year. He had been commercial manager and promotion manager to that program director of the station.

of 86 (18 handicap).

Host at the convention was the West Virginia Broadcasters Asso., of which John S. Phillips, WGVK Charleston, is president.

Virginias Broadcasters Choose New as President

JOHN W. NEW, WTAR Norfolk, was elected president of the Virginia Assn. of Broadcasters at a meeting held during the NAB District 4 convention at White Sulphur Springs, W. Va. He succeeds E. S. Whitlock, WRNL Richmond, who was chairman of the District 4 executive committee.

Other officers elected were Philip P. Allen, WLVA Lynchburg, vice president, and Frank U. Fletcher, WRAL Washington, secretary-treasurer.

At a two-hour business meeting the association discussed legislative problems, including the gross receipts tax. A committee was named to look into this problem, which has appeared in a few states.

Effect of the Port Huron decision was considered in relation to the state libel protection law.
Dockeney, del, Named to study the AP
Browning, broadcasting representatives
next meeting manager group was
Other Proposal William E. Rine, WWVA
Patrick, WVFC Parkersburg, Virginia.
4 of B. E. Rine, WWVA
Hooper, Mr. & Mrs. Harry, WBT
Helen, Bruce, WJLS Beckley, WV.
Toothill, Mr. & Mrs. Sol, WBLK
Taishoff, Mrs. Odes, WOOH
John, N. C.; WBT
Clarksburg, E. N., WFNS
Mr. & Mrs. Mike.
SWAYing, Mr. & Mrs. Wilson, William
Albert, WJAW Roanoke, W. Va.
Mrs. Alice, Mr. & Mrs. Norman,
Toothill, Mr. & Mrs. Sol, WBLK
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Promotion

Westhimer Hits

REPRODUCTIONS of front page of recent issue of "St. Louis Post-Dispatch" have been distributed in this trade by Westheimer & Co., St. Louis, as example of radio station's "service in the news." Each postcard package show, "It's a Hit!" Show is distributed, reproductions show story and picture of selected newsworthy item. In jigsaw puzzle contest arranged by the agency and conducted on the show.

Baseball Float

DES MOINES — Baseball team was featured in unique float entered by KOA in recent holiday parade. It was designed to look like a large float, with baseball diamond and pitcher's mound, in the form, were seated around diamond. At one point during parade, where manager and coaches were seated and floating down the street. Don Steffner, KOA's sports director, was located in float, giving the radio station's "first" game description of parade from mobile unit on floor.

KOA Souvenir

SOUVENIR piece for distribution to studio visitors has been produced by KOA Denver. Two-color cover of piece has overlapping flap which interlocks to body of card. Each leaflet contains description of live-talent program presented by station, to which studio audience is invited. Inside cover contains historical sketch of station and outside front cover has bleed of picture of studio, large market. One side is printed: "Welcome to KOA—First in Denver."
FCC Actions (Continued from page 86)

July 29 Decisions

By Commission En Banc

License Renewal

Following stations were granted

renewal of license for:


By Commission En Banc

WDQY Minneapolis, Minn., KFOR Lincoln, Neb., KOHI Omaha, Neb.—Granted voluntary assignment or license of control of Northeasterly Ind. Bosg. Co., Inc. by sale of $25,000, 10% interest in the company, for $1,400,750.

WKJG WKJG-FM Fort Wayne, Ind.—Granted, voluntary assignment of control of Central Northwest Ind. Bosg. Co., Inc. which owns all stock of three FM stations, to Charles T. Stuart family group in exchange for $10,000. Investment in history of that company, for $1,433,750.

WKJG WKJG-FM Fort Wayne, Ind.—Granted, voluntary assignment of control of Central Northwest Ind. Bosg. Co., Inc. by sale of the controlling interest in the company, for $1,433,750.

By Commission En Banc

WKZU-FM WKJG-FM Fort Wayne, Ind.—Granted voluntary assignment of license of control of Eastern Ind. Bosg. Co., Inc. by sale of the outstanding capital stock, for $1,433,750.

WKZU WKJG-FM Fort Wayne, Ind.—Granted, voluntary assignment of license of control of Northern Ind. Bosg. Co., Inc. by sale of the outstanding capital stock, for $1,433,750.

WFAK Charleston, S. C.—Granted voluntary assignment of license of control of Holy City Bosg. Co., Inc. company owned by new parties, for $80,000.

WFBF FayETTEville, Ark.—Granted voluntary assignment of license of control from Fayetteville Bosg. Co., Inc. by sale of the outstanding capital stock, for $1,433,750.

KORE Eugene, Ore.—Granted voluntary assignment of license of control from Eugene Bosg. Co., Inc. company owned by new parties, for $10,000.

KAUD Auburn, Ala.—Granted voluntary assignment of permit of control from three equal partners to corp., Auburn Bosg. Co. No. 1.

WGBM Quincy, Ill.—Denied petition of WGBM-FM Quincy, Ill., for extension of license, for rescheduling of certain requirements in connection with simultaneous consideration of application to renew license to cover CP for station WQIM. Granted permission to file briefs and request waiver of advertising requirements in connection with simultaneous presentation of arguments and simultaneous consideration of applications to renew license to cover CP for station WQIM. Granted permission to file briefs and request waiver of advertising requirements in connection with simultaneous consideration of applications to deny present pending back orders, pending orders of permit for renewal of license to cover CP for station WQIM.

BROADCASTING Telecasting
TOBEE SUCCCEEDS WHITE AS RADIO PROBE HEAD

RESIGNATION of Sen. Wallace H. White Jr. (R-Me.) last Friday as chairman of Senate Commerce subcommittee conducting communications inquiry, was interpreted by informed quarters as signal for intensified subcommittee activities.

Sen. White's appointment of Sen. Charles W. Tobey (R-N.H.) to succeed him on subcommittee chairmanship was interpreted as an indication that inquiry might assume proportions of vigorous probe. Sen. White, chairman of Senate Interstate and Foreign Commerce Committee, has been in frail health and is retiring from Congress. Sen. Tobey is noted for his evident and aggressive investigations. FCC's FM and video allocations [FOOTBALL, June 28] as well as clear channels are prime considerations.

Vacancy created by resignation was filled by Sen. White's appointment of Sen. Albert W. Hawkes (R-N.J.) to subcommittee. Third member is Sen. Ernest W. McFarland (D-Ariz.). Members of the subcommittee reportedly will meet this week to consider an agenda.

Hearings into the FCC's Port Huron decision were ordered by House Select Committee for Aug. 5 and 6 (See story page 21).

PROMPT DECISION SEEN IN KPRC HOUSTON SUIT

PROMPT DECISION on KPRC Houston's suit to set aside FCC "Port Huron" decision's interpretation of political-broadcast law [FOOTBALL, Feb. 2, July 19, 26] was indicated Friday as special three-judge district court in Houston completed hearing of arguments.

First question to be decided is FCC-Justice Dept. motion to dismiss suit (on jurisdictional grounds).

Former Texas Gov. W. P. Hobby, KPRC owner, and station's General Manager Jack Harris testified on KPRC policies and problems posed by Port Huron decision. It's their contention that they have put in impossible position by conflict between Port Huron's rule that libel and slander cannot be censored out of political broadcasts, and state laws against libel and slander.

Max Goldman, FCC acting assistant general counsel in charge of litigation and administration, argued FCC's case and was granted permission to file supplemental briefs.

Frank W. Woencaen, Washington, and Jack Binion, Houston, appeared as KPRC legal counsel. Don Petry, NAB general counsel, and C. K. Richards, assistant attorney general of Texas, were on hand as amicus curiae.

Frank Bow, counsel for House Select Committee investigating FCC, which will hold hearings on Port Huron decision this week (story, page 21), was present as observer.

EXPERIMENTAL HIGH-BAND TV

HIGH-BAND experimental television station granted Eugenie O'Fallon Inc., licensee KFPI (AM) Denver, for propagation studies. KFPI has no commercial TV request pending.

Facilities granted for use on mobile basis were 480-500 mc, 1 kw visual and auroral powers with peak visual and auroral transmission of 600 kw. Chief Engineer T. T. Morrissey to supervise.

300 STATIONS SUBSCRIBE TO ALL-RADIO PRESENTATION

THREE HUNDRED stations already have subscribed for All-Radio Presentation, industry self-promotion project, and enough money is on hand to assure its production, Gordon Gray, WIP Philadelphia, told NAB District 5 members at Philadelphia Friday.

Payments from stations range from $25 for stations with net income below $25,000 to $1,000 for outlets with $2,500,000 or more net income, while the $25 small-station fee is less than $75 per print cost of films, he added.

Future contributions will be used for making better presentation and for printing material to go along with films.

ROXBORO, N. C., GROUP ISSUED AM PERMIT

CONSTRUCTION PERMIT for new AM station WHHR-FM to Roxboro Broadcasting Co. for 1 kw daytime on 1480 kc at Roxboro, N. C. Estimated cost: $27,500.

Roxboro Broadcasting is new firm composed of H. W. Winstead, tobacco warehouseman, president; P. E. Thompson, retail druggist, vice president; O. T. Kirby, movie theatre owner and operator, treasurer; and H. S. Gates, insurance company employee, secretary. Each holds 25% interest.

FLORIDA PAPER FILES

ORLANDO (Fla.) Daily News late Friday filed application with FCC for new commercial television station on Channel 3 (60-66 mc) with effective radiated power of 14.3 kw visual, 7.45 kw aural and antenna height 534 ft. above average terrain. Paper is licensed WOCC and WOCH there. Estimated cost new TV station given as $200,000 with $125,000 first year operating cost and revenue unknown.

ARGENTINE

(Continued from page 4)

were subsequently received by the magazine but that the envelope supposedly had been opened and resailed.

Press association dispatches, particularly in the "New York Times," have alluded to this incident and such dispatches assert that this is a repetition of similar actions by officials of the present Argentine government. If these allegations are true, they smack of the police state and are reprehensible because they violate international agreements governing privacy of communications. It is obvious that such actions constitute a serious violation of the free exercise of the right of freedom of information throughout the world, one of the keystones of the United Nations.

This Committee has jurisdiction over all legislative matters in the entire broad field of communications. The writers of this letter are, in addition, Chairman and ranking member respectively of a special subcommittee directed to make a study of communications matters, particularly international communications. The subject matter which is being reported on in Argentina involved a communications case which the FCC has had from time to time discussed in the Senate the impelling necessity for furtherance of all policies looking toward implementation of freedom of information all over the world. We are, therefore, particularly concerned about the action reported in the attached story. We would appreciate a report from you on this alleged interference with communications. If you can send us or not the allegations made are true; if true, who is responsible; and why, have the officials been put on notice to avoid recurrence and thus protect the interests of America and the world in Argentina.

Very sincerely yours,

Charles W. Tobey, Acting Chairman
Ernest W. McFarland

REHEARING ON CLEVELAND TV GRANT DENIED

MEMORANDUM OPINION and order issued by FCC Friday to deny petitions of WGBI Broadcasting Co., WJW Inc. and Cleveland Broadcasting Co. seeking rehearing of Commission's earlier grant of time extension to NBC to build new television station in Cleveland. Petitioners wanted NBC extension request consolidated with hearing on their own video applications.

In the order FCC stated that upon review of facts "we are of the opinion that National Broadcasting Co. has proceeded with reasonable diligence in the construction of its proposed station." Order pointed out: "The Commission has on several occasions considered petitions or other pleadings similar to the instant petition and has determined that an application for extension of completion date is not the same as an application for new construction permit, and that such applications will be considered individually on their merits without regard to the pendency of later filed applications for new construction permits."

LEXO Inc., Trenton, N. J. (china), has appointed Benton & Bowles, New York, to handle advertising immediately.

ARTHUR PARDOUL, former Young & Rubicam, New York timebuyer, has joined Sullivan, Stauffer, Colwell & Bayles, New York, in similar capacity.

Closed Circuit (Continued from page 4)

New York, who has contracted to sell his half interest in PABAR CORP., Inc., to William A. Banks, owner of WHAT Philadelphia, and two local syndicates. Price talk understood to be in neighborhood of $500,000.

WARL Arlington, Va., is preparing to petition FCC to dismiss so-called "guinea pig" case involving station in lottery-law inquiry, on grounds that questioned program, "Dolls for America," handled by WABF, is unique. FCC, reporting hearing decision on case, will be told general hearing is more proper place for study of lottery questions.

CO-OP SHOW, Believe It or Not with Bob Ripley, Mon.-Fri., 1:45-2 p.m. on NBC, sponsored on about 60 stations, said to be going off air in mid-August. No replacement named.

ADMIRAL RADIO Corp., Chicago, said to be considering Sunday night 7:30-8 p.m. on NBC Television Network for possible fail sponsorship. Cruttenden & Eger, Chicago, is agency.

RADIO OWNERSHIP balance in Senate is destined to remain unchanged next session. Voluntary retirement of octogenarian Arthur Capper, who owns WBW Topika and KCKK Kansas City is offset by nomination of former Gov. Robert S. Kerr, who won Oklahoma Democratic nomination. Gov. Kerr is principal owner of WEEK Peoria, Oklahoma is traditionally Democratic, though Gov. Kerr is running for seat of Republican Sen. Moore, who isn't candidate.

OLIAN Advertising expected to move headquarters from St. Louis to Chicago.

DEAL all but set for Philco Corp. to sponsor half-hour dramatic television show in cooperation with Investors Equity on NBC Television Network Sunday, 9-9:30 p.m. Hutchins Adv., New York, is agency.
MORE PROOF!
The KMBC-KFRM Team Is Doing A Job

July 12, 1948

Mr. Arthur B. Church
Stations KMBC-KFRM
Kansas City, Mo.

Dear Mr. Church:

I thought you might be interested to know that I am highly pleased with the results of my program on The KMBC-KFRM Team.

Being in the hatchery business, we have to analyze advertising results very carefully. And our inquiries and sales from KMBC-KFRM have been superior to any other media we have used.

The sales coming from the area served by KFRM have been particularly gratifying. And I would say, without reservation, that The KMBC-KFRM Team is tailor-made for an advertiser such as myself who wants to cover the entire Kansas City trade territory.

Yours very truly,

Fred O. Boehm
Belton Hatchery

Only the KMBC-KFRM Team delivers complete coverage of the actual Kansas City trade area—coverage specifically designed to provide the advertiser with an economical means of reaching those who are in the habit of looking to Kansas City as their trading center.

Programmed from Kansas City, The Team likewise renders an invaluable service heretofore unavailable to trade-area listeners... market broadcasts direct from the Stock Yards, grain, poultry and produce quotations right up-to-the-minute, informative broadcasts of a practical, understandable nature direct from the KMBC-KFRM Service Farms, area weather forecasts direct from the area weather bureau.

To this, add one of the largest and most popular talent staffs for stations this size... and you have a well-rounded combination that is doing a job!

The KMBC-KFRM Team Serves 3,659,828 People!

KMBC of KANSAS CITY 5,000 on 980

7th Oldest CBS Affiliate Represented Nationally by FREE & PETERS, INC.

KFRM for KANSAS FARM COVERAGE 5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Decisive Daytime Dominance

*1948 LISTENER DIARY STUDY was conducted by Audience Surveys, Inc., in 41 counties in which WKY has 50%-or-more BMB coverage day and night. An accurate cross-section of families in the area kept a record, entered by hand, of their complete listening for one full week. Full details available from WKY or Katz Agency representatives.

WKY OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN — OKLAHOMA CITY TIMES — THE FARMER-STOCKMAN
KJOR, COLORADO SPRINGS — KLZ, DENVER, (Affiliated Management) — REPRESENTED BY THE KATZ AGENCY, INC.