BEDFORD'S Limestone Centennial was a big Indiana occasion. So big, in fact, that the WLS National Barn Dance was invited to broadcast the entire 4-hour Saturday night program right from Bedford's public square. Lawrence County has a population of less than 35,000—yet, according to state and local police, approximately 50,000 people jammed the streets of Bedford to hear and watch their favorite WLS entertainers. This friendliness... this neighborliness... this listener loyalty to WLS prevails throughout the Midwest—and on listener loyalty depends advertising RESULTS.
Buy the large ECONOMY size!

It's a simple matter of arithmetic...WHAS gives you more for your money

You spend hard cold cash to put your sales message on the air. That money should be spent with the station that gives you the most per dollar—most listeners, most buying income and most in sales returns.

We invite you to compare stations in Louisville — compare their rates, and compare the markets they serve. If you do, you'll find that only WHAS gives you complete coverage in the important Louisville market plus primary coverage throughout the rest of the Kentucky and Southern Indiana market reached by its 50,000 watt, 1-A clear channel signal.

Compare, and you'll buy the large economy size.

WHAS
Louisville, Kentucky

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

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

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

Represented nationally by Edward Petry and Company

The Kentuckiana Market is that market within the WHAS .5mv/m contour — with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power [June 1948]; further reproduction not licensed.
Your message is

...HOME DELIVERED
THROUGHOUT NEW ENGLAND
via

THE YANKEE NETWORK

Home delivery by home-town stations is the basis of Yankee's local acceptance and impact throughout New England.

With Yankee — and with no other New England regional network — you can get local delivery in 23 principal markets in six states.

Every Yankee home-town station is a locally successful station solidly identified with local enterprise and of proven effectiveness as an advertising medium for local merchants.

Close to 90% of New England's radio homes are within the service areas of Yankee's 23 stations. This coverage from a local source reaches more homes more effectively, both city and suburban, throughout the six-state market.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

THAT PROJECT for separation of FCC into autonomous divisions, considered last year by FCC, is being dusted off for another look-see. Strongest force behind plan is Comr. E. M. Webster, just returned from several months of international conferences, whose specialty is safety and special services.

WILL THERE be "ripper bill" at next session if Republicans win? That's burning question in all radio regulatory circles. This seldom-used legislative device (it generally happens only when there's change in administration) involves relatively simple organizational changes, such as increase or reduction in size of present seven-person Commission, which would give Chief Executive opportunity to name entirely new slate.

ELEVATION of Arthur Hull Hayes, general manager of CBS-owned key station WCBS New York, to vice president in charge of San Francisco operations expected shortly. He would become operating head of KQW, in which CBS now owns minority interest but which would become wholly-owned under pending application before FCC.

KMGM Los Angeles FM outlet, is seen as the likely FM transit station for Los Angeles Transit Co., with meetings scheduled this week with Herb Pettry, radio director of Loew's Inc., going to Coast from New York.

ALTHOUGH no confirmation could be obtained from Capitol Records executives, firm is known to be studying possible approach to television via library method already being used in transcription field.

FOR NEXT three weeks Charles R. Denny (Continued on page 98)

Upcoming

Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.


(Bulletins

GEORGE L. HARRISON, board chairman of N. Y. Life Insurance Co., elected to RCA board Friday, replacing Bertram Cutler, retired. Mr. Harrison also elected to RCA Communications Inc., and NBC boards.

WALVICK & LEGLER, New York, agency for Farnsworth Television and Radio Corp., said Friday Metropolitan Auditions of the Air definitely to be aired next season despite cancellation of plans by Metropolitan Opera Assn. (See story page 20.) Agency said show may be expanded and possibly televised. AM show to start Sunday, Oct. 17, on ABC, 4:30-5 p.m.

PACKAGE FIRM REVIVED

WILLIAM von ZEHLE, head of New York agency bearing his name, revived Packaged Shows Inc., radio producing company, to prepare shows both for his clients and open market. Firm, organized in Hollywood before war, was shelved when Mr. von Zehle opened agency in 1944.

Business Briefly

FOOTBALL FOR CHEVY • Local Chevrolet Dealers Assn., New York, in addition to sponsoring New York Yankee games this season, will back first football game of season to be played Aug. 12 between New York Yankees and Buffalo Bills of All-America Conference. Charity game will be televised on WABD, New York DuMont station, beginning 9 p.m. with Bill Slater as sportscaster and Mel Allen at the half-time as m.c. Proceeds go to Boys Club of Newark. Agency, Campbell-Ewald, N. Y.


REVERE EXPANDING • Revere Camera Co., Chicago, to expand The All Star Revue effective Aug. 12 to 9:35 p.m. Thursday on MBS. Currently heard 9:30-9:45 p.m. Agency, Roche, Williams & Cleary, Chicago.

LORILLARD PLANS RADIO FOR 'EMBASSY'


Port Huron Axe Nicked by House Committee

BROADCASTERS' fears of punitive action as result of political broadcasts were substantially allayed last Friday when FCC Chairman Wayne Coy concurred in Congressional Committee view that Port Huron decision was not intended as rule or regulation and common sense processing of material would provide safety. Fairness will be yardstick.

Relief for perplexed broadcasters came in second day of Port Huron hearings by House Select Committee investigating FCC, in wake of suggestion by Joseph H. Ream, CBS executive vice president, for return to status quo enjoyed before FCC issuance of final decision in WHLS Port Huron renewal case (early story pg. 23).

Chairman Forest Harness (R-Ind.) of Select Committee announced after executive session and open hearing that Mr. Coy "specifically agreed with me and the committee that for the time being, at least until the matter is settled, the honest and conscientious broadcaster who uses common sense in trying to prevent obscene, slanderous or libelous statements from going over the air need not fear any capricious action."

Don Petty, NAB general counsel, said afterward he felt stations could use Harness statement as guide in handling political broadcasts until Congress or courts take further action. But as in past, he suggested all stations facing political-broadcast problem should consult competent legal counsel to help them determine whether material is defamatory or not.

Mr. Ream said his network opposed giving broadcasters immunity from libel or slander suits, because it would be "against the public interest to make it easy to broadcast defamation."

CBS official felt "a return to the status quo before the Commission issued its Port Huron decision would take care of us at least in the immediate future."

Chairman Harness advised Mr. Ream that this was precise reason Chairman Coy had been recalled.

Before opening afternoon session Chairman Harness and other members of his committee met with Mr. Coy, Benedict P. Cottone, FCC general counsel, and Richard Solomon, chief of Litigation Section, to map out interim relief program for broadcasters.

In open hearing following executive conference Chairman Coy replied "I think that's right," when Chairman Harness asked if he felt any broadcasters using sound and honest judgment need not fear revocation of license.

"I don't want anything construed to mean the broadcaster has a right to censor material."

He indicated he had no objection if broad- (Continued on page 98)
Three Beauties of the Deep South

1. "BEAUVOIR", historic residence of the Confederacy's only president, Jefferson Davis. A beautifully preserved ante-bellum home on the Mississippi Gulf Coast.

2. BILOXI FISHERIES on the Gulf of Mexico — largest shippers of shrimp and oysters in the world. Seafood is another industry that puts WWL-land ahead of national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH
50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power
in the South's Greatest City

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

50,000 WATTS • CLEAR CHANNEL
CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
More than one million three hundred thousand listeners can hear WFBM with their ears stopped up! (That's our half-millivolt coverage.)

When watery eyes can't read fine print, WFBM announcers can pour your sales message into 400,000 loud speakers—in bell-shaped tones. More than 600 drug stores within the range of WFBM's transmitter provide easy access to your radio-advertised product.

WFBM merchandising service helps with point-of-sale displays and personal contact with the man behind-the-counter.

Build profits that aren't to be sneezed at! Take advantage of WFBM's listener loyalty, convincing oral delivery, consistent circulation, and sales-aids where they count most.

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

SELLING A COLD REMEDY?
This letter to Ed Petry answers questions that time-buyers and radio people are asking about 1948 listening audiences. In Houston, the answer is that KPRC continues conclusively FIRST. FIRST by yardsticks that count: audience rating ... network affiliations ... local programs. The facts speak for themselves. Put your client in touch with the biggest audience in Houston and the Gulfcoast area, today! Call Petry or write us for availabilities.

Mr. Edward Petry
New York, New York

Dear Ed:

A year ago, time-buyers and radio people were asking themselves what the tremendous influx of new stations would do to the audiences of existing stations. Here in Houston we now have an excellent case history:

The February-March 1947 Hooper Station Listening Index listed four Houston stations. The February-March 1948 Index lists seven Houston stations. A year ago, KPRC was first in Total Rated Time Periods with 33.8. This year KPRC still is first with 32.3, a net loss of 1.5. How does that compare with the other three stations listed a year ago?

<table>
<thead>
<tr>
<th>Year</th>
<th>KPRC</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td></td>
<td>33.8</td>
<td>26.4</td>
<td>25.7</td>
</tr>
<tr>
<td>1948</td>
<td></td>
<td>32.3</td>
<td>22.0</td>
<td>20.2</td>
</tr>
</tbody>
</table>

And KPRC's small loss is offset by a 1.3 gain in Sets-in-Use. That's pretty impressive, but what follows is outright dramatic. In the time its competitors, as these percentages show:

<table>
<thead>
<tr>
<th>Year</th>
<th>KPRC over Station &quot;B&quot;</th>
<th>KPRC over Station &quot;C&quot;</th>
<th>KPRC over Station &quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>28.03%</td>
<td>46.09%</td>
<td>29.67%</td>
</tr>
<tr>
<td>1948</td>
<td>31.5 %</td>
<td>50.19%</td>
<td>33.87%</td>
</tr>
</tbody>
</table>

It all adds up to this: the radio audience is doing more "shopping around" these days, but still recognizes the best "buy" in town.

Sincerely,

[Signature]

KPRC

Affiliated with: National Broadcasting Company, Time-Share Network

First in Hooper Rating
First in BMB
First in the South's First Market

KPRC

950 Kilocycles • 5000 Watts

NATIONAL REPRESENTATIVES: Edward Petry & Company • Affiliated with NBC and TSN • Jack Harris, Manager
It takes the right kind of bait...

And in Boston, it's WEEI!

Here's proof: WEEI's E. B. Rideout—for 23 years "the weatherman" to New England listeners—talked about Rusco storm windows for E. A. Parlee Company, at 6:45 three mornings a week. His first nine broadcasts netted 1,500 new orders. A haul of exactly $37,500 in sales!

No wonder more Boston advertisers invest more money—and make more sales—on WEEI than on any other station!
Agencies

WILLIAM R. SETH, former advertising and promotion manager for NBC Spot Sales Division, named radio director of Kotula Co., New York agency.

AUBREY ESCOE resigns as manager of KLIF Dallas, to become vice president and director of radio of Madden-Barrett Inc., Dallas agency. He helped launch KLIF, and previously was with KAND Corsicana and KTBC Austin.

RUTH DELAN, former assistant to president of Eversharp Inc., and director of public relations for Eastman Assoc., joins Flint Adv. Assoc., New York, as director of public relations in charge of television.

WILLIAM WITHERELL, BBDO radio and television copywriter for past 2 1/2 years, resigned Aug. 6 to become active partner in Video Films, Detroit. In addition to his regular BBDO assignments, Mr. Witherell produced seven comedy films for various conventions, including American Assn. of Adv. Agencies Convention at Virginia Beach. At Video Films, he will be in charge of spot film commercials department.


BENNETT, PETESCH & O'CONNOR Inc., new Chicago agency, moves from its 333 N. Michigan Ave. offices to 75 E. Wacker Dr. Agency, which expects to bill 3750,000 within next year, is planning to use radio for following accounts: Cycloid Corp., Zip Pressure Plunger Co., Century Vitreous Enamel Co., Woodburn Manufacturing Co. and Power Trailer Corp., all Chicago. A. S. HECHT Jr., former account executive with Kuttnar & Kuttnar, Chicago, named merchandising director and account executive for new firm. JEAN GUILD is handling media and fashion advertising.

HOWARD G. BARNES, former producer-director of CBS for eight years, joins Dorland Inc., New York, as director of newly-formed radio and television department.

HAZELLE BEAVER, former script writer and actress at KMYR Denver, joins Glenn Brill Adv., that city.


JOHN J. TORMEY, formerly with Foote, Cone & Belding, New York, as vice president and account executive, joins Geyer, Newell & Ganger, New York, as account executive.

HARRY J. WENDLAND dissolves Los Angeles agency bearing his name and joins Edward S. Kellogg Co., that city, as account executive.

PARK A. WOODS and VAL SAMUELSON also transfer in their capacities as account executive and art director, respectively.


MARY HENRY, formerly with West-Marquis Inc., San Francisco, joins Campbell-Ewald Co., that city, as production manager.

JEAN VIOLA of J. Walter Thompson Co., named head of agency's radio traffic department, New York office, succeeding LOUISE SPALDING, resigned. Miss Viola will supervise clearing and scheduling of radio and television commercials and handling of long term talent contracts.

J. F. OBERWINDER, president, d'Aey Adv., St. Louis, appointed to National Distribution Council by Secretary of Commerce Sawyer. Council is to help industry improve its efficiency in distributing goods.

TED BLISS named producer of CBS Sweeney & March show for Young & Rubicam, Hollywood.

MORRIS F. SWANEY Adv. announces following new appointments: To account staffs—R. L. WALKER Jr., former associate member of William Scott Assoc., to Detroit office; THOMAS WASON, former ac-

(Continued on page 52)
MAYBE you think that illustration is a gag. If so, you ought to come out and see our hayseeds drag in the dough!

In WDAY's Red River Valley, the average family has an Effective Buying Income of $4491 (1947). The average in “booming” California is $3771. In Indiana it's $3699! In the parts of North Dakota not served by WDAY, it's $3810!

WDAY is one of the few stations even heard throughout the Red River Valley. In Fargo, our share of the audience was 3½ times that of Station B. In our primary area, our share of the audience was 5 times that of Fargo Station B. (Conlan, May, 1948). Do you think maybe our story deserves your—er—consideration?
Feature of the Week

THE FAME of French postcards is soon to be outmoded by the fame of French television, if plans of Radiodiffusion Francaise come true.

According to the French Broadcasting System in North America, the new French television will relay shows at 840 lines as compared to the 525 lines now standard in the U.S. The U.S. The tube is said to eliminate many of the blazing lights that make being telecast so uncomfortable.

Although television in France ceased entirely during the war, French technicians worked underground during the Nazi occupation to design and construct new equipment.

By next year the industry expects to have eight studios, two of them outdoor. One has a swimming pool for underwater scenes and re-

On All Accounts

IT TOOK Roy Willard McLaughlin a long time to make up his mind to desert black-and-white for radio in 1943. A newspaper editor had given him his first job when he was 14. Newspaper work had been his livelihood for 34 years. But Roy, former Western national advertising manager for Hearst Chicago Herald-Examiner, and “descendant of Murtaugh, first Christian king of Ireland,” went into radio “whole hog” after he had reached middle-age.

His conversion to the medium against which he had competed for nearly 20 years must have been complete, for Roy went to work for NBC's old Blue Network at half the salary paid him by the newspaper. Today, five years later — Roy is none the worse for his decision. He is station manager of WENR Chicago, and Chicago spot sales manager for ABC. During the first half of 1948, WENR billings were 51.1% more than for the same period last year.

Born over a grocery store on Chicago's near North Side, Roy was only 5 years old when his father was killed in an interurban line accident. When he was 10, a pupil in Nathaniel Hawthorne Public school, he started selling papers at Grace and Broadway, one of the North Side's busiest intersections.

At 14, instead of looking forward to high school, he was looking for a steady job downtown. He landed in the circulation department of the old Chicago Examiner, but found it more edifying to frequent the editorial rooms.

With the help of “the editors” he got a job as a copy boy and during off-hours gradually took the rough edges off of some of his own compositions. Being fond of automobiles, especially those driven by Eddie Rickenbacker, he decided to turn out some sample auto racing columns. One of these early efforts landed on the city desk of the Kansas City Post so Roy McLaughlin found it necessary to move to the Missouri metropolis to get his first by-line. Two years later, when the Chicago Herald merged with the Examiner, Roy was called "home" to become automobile editor of the combined papers.

When the advertising manager of the Herald-Examiner learned that young McLaughlin knew countless Chicago businessmen by (Continued on page 10)
HERE IS ONE of the finest high-quality amplifiers yet designed for remote services. Distortion is less than 1 per cent over the complete frequency range of the instrument. High-level mixing reduces general noise level by at least 15 to 20 db. Stabilized feedback holds program quality steady over a wide range of operating conditions. Each of the three amplifier channels provides an over-all gain of 92.5 db—enough to help high-quality microphones through nearly any situation.

The BN2A is plenty flexible, too. You can feed the program to the output channel and the public address system simultaneously. You can isolate the remote amplifier and feed the cue circuit into the PA direct. You can monitor both circuits. You can switch in as many as four microphones—through the four microphone inputs provided (inputs 3 and 4 are switchable to mixer 3). And you can run the BN2A from a battery simply by removing the power line connector—and plugging in the battery cord.

Weighing only 29 pounds, and completely self-contained for a-c operation, this sturdy remote amplifier carries as lightly as a brief case. More about the BN2A from your RCA Broadcast Sales Engineer. Or drop us a card. Dept. 19 HA.

**SPECIFICATIONS**

- **Mixing Channels**: Three
- **Microphone Input Combinations**: Four
- **Freq. Response**: (±1.0 db) 30-15,000 cycles
- **Noise Level**: -70 db below +18 dbm
- **Distortion**: Less than 1% rms
- **Rated Output Level**: +18 dbm

**Power Source**: 105-125 v. a. c. (or battery)

**Size**: 14½"L, 9½"D., 10"H.

**Weight**: 29 lbs. (complete with 9-cable and spare tubes)

**Cabinet**: Deepumber-gray metelust e, wrinkle. Removable aluminum front cover.
When Piedmont people go to market, they have $1,054,811,000 to spend. And for the past 19 years they've gone to market on WSPA*, South Carolina's oldest station... dominant in 17 counties of the Carolina Piedmont.

5,000 Watts—950 Ks.
Spartanburg, South Carolina

Represented by John Blair
CBS Station for the Spartanburg-Greenville Market

*The proof's in the Hooper—and here's what he has to say:

<table>
<thead>
<tr>
<th>TIME</th>
<th>sets in use</th>
<th>WSPA</th>
<th>station A</th>
<th>station B</th>
<th>station C</th>
<th>other</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM-12:00 N MON. THRU FRI.</td>
<td>28.3</td>
<td>72.2</td>
<td>2.5</td>
<td>2.0</td>
<td>22.9</td>
<td>0.4</td>
</tr>
<tr>
<td>12:00 NO-6:00 PM MON. THRU FRI.</td>
<td>27.0</td>
<td>55.4</td>
<td>7.3</td>
<td>2.5</td>
<td>33.9</td>
<td>0.9</td>
</tr>
<tr>
<td>6:00 PM—10:00 PM SUN. THRU SAT.</td>
<td>38.8</td>
<td>72.6</td>
<td>0.7</td>
<td>2.6</td>
<td>21.2</td>
<td>2.0</td>
</tr>
</tbody>
</table>

**DISNEY HATS**, New York through Grey Adv., New York, Sept. 5 starts sponsorship of 10-minute NBC news reviews on 17 video stations in 17 cities. Company plans to add new stations in new cities as they go on the air. Series will be sponsored at various times on Sunday night. Will be heard at 7:20-7:30 p.m. in New York.


**THEOBALD INDUSTRIES,** Kearney, N. J., starts radio campaign in Baltimore and Washington, using spots on local programs, to introduce Hum, new heavy-duty all-purpose suds. Schedule will be expanded into several other markets, as yet unannounced, following Labor Day. Agency: Franklin Bruck Adv., New York.


**VALMART EQUIPMENT Distributors Inc.** (deep freeze units) and **MAXSON FOOD Systems Inc.** (frozen foods), both New York, Aug. 4 started Neatest Trick of the Week, five-minute transcription series, on WABD-TV (New York). Telvised Wed., 9:30-9:35 p.m., preceding pickup of boxing bouts at Jamaica Arena, sale message is directed solely to tavern owners. Series transcribed by DuMont's Telettranscriptions. Agency for Maxson is Tracy Kent Co., New York. Valmart placed direct.

**YAMI YOGURT PRODUCTS,** Los Angeles (cultured milk), Aug. 7 started radio expansion program with 52-week quarter-hour weekly sponsorship of Saturday Chef on KFI Los Angeles. Aug. 9 firm starts two weekly quarter-hour sponsorship of Sally Deane 52 weeks on KSJJ San Diego, weekly participation for 52 weeks on Norma Young on KHJ Los Angeles, contemplating program purchases from two Minnesota stations soon.

**H. N. HEUSNER & Son,** Hanover, Pa. (City Club Cigars), appoints Kronstadt Agency, Washington, to handle 13-week radio advertising campaign in Washington. Spot radio and television will be used.

**HOUK and EDDY MOTOR SALES Co.,** Columbus, Ind., (used car dealer), signs one year contract with WCSI (FM) that city, for spot announcements before and after all broadcasts of sporting events for coming season. This is the first time the firm has used radio.


**LOUIS MILANI FOODS Inc.,** Los Angeles and Chicago, appoints Los Angeles office of C. J. LaRoche & Co. to handle advertising on complete line of Milani Products, effective Sept. 1. Agency is already formulating plans for introduction of Milani's newest product, De Cisco Dressing for New York, Sept. 5 starts sponsorship of 10-minute NBC news reviews on 17 video stations in 17 cities. Company plans to add new stations in new cities as they go on the air. Series will be sponsored at various times on Sunday night. Will be heard at 7:20-7:30 p.m. in New York.

**MILLIRON'S,** Los Angeles department store, started spending $2,000 budget for four week spot campaign on 44 spots running two weekly on five Los Angeles stations, KHJ KECA KFI KNX KFWB. Agency: Hunter Adv., Los Angeles.

**LOFT CANDY SHOPS** announces sharp increase in schedule of spot announcements in New York and Philadelphia. Spot announcements heard approximately 50 times weekly and increasing each week. Some stations

(Continued on page 44)
Markets are People with Jobs!

People with jobs make markets, not people, alone! In Tulsa there is less unemployment today than at any time since the end of the war reconversion period. As the graph above shows, 14,100 were unemployed as of the end of November, 1945, with 81,750 net available employables. Today, as of the end of May, 1948, only 1,125 are unemployed with 95,475 net available employables*!

Markets are people with jobs and spendable income! This combination is present in the Tulsa market in real abundance today. Proof? The U. S. Department of Commerce in its April, 1948 report, shows Tulsa leading all cities in the West South Central area in retail trade gains with a 27% gain, over all, April 1948 over April, 1947. Oklahoma’s second market shows a gain of only 17%.

Advertising dollars buy more in the Tulsa market . . .

Advertising dollars buy more radio advertising when they buy KVOO, Oklahoma’s Greatest Station!

*Oklahoma State Employment Service Report

RADIO STATION KVOO
50,000 WATTS
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
OKLAHOMA’S GREATEST STATION
TULSA, OKLA.
One significant fact to come out of the field of television programming is the active (and consistent) enthusiasm of the critics for CBS-TV showmanship.

As each of the major CBS-originated and produced Television shows has hit the air (and met the critic’s eye) the response has been immediate—a case of love at first sight. It is applause not only for purpose, but for fulfillment; for both ingenuity and technique—in news as in music, in variety-comedy and in “remote” broadcasting.

Of far greater significance is this fact. In a medium which is still in its infancy, these CBS-TV programs emerge as fully matured productions on their very first airing—as the following comments clearly reveal.
Here's what the critics said:

TOAST OF THE TOWN Sunday, 9:30-10:30 pm
"Television seemed to advance five years, at least... Sparked by Ed Sullivan hitting a new high as an affable emcee, the video show maintained a speedway pace... With this show, CBS moves ahead of the crowd as leader in putting together Grade A Variety fare."

CBS-TV NEWS Monday thru Friday, 7:30-7:45 pm
"Much better than the feature-type newscast employed by other video broadcasters."

WHAT'S IT WORTH? Friday, 9:00-9:30 pm
"Prime television programming...It has visual and auditory appeal, each abetting the other. Its content is intriguing and devoid of monotony, and its format is pleasurably informal...There's a tremendous wealth of anecdote and human interest in the program."

PLACES, PLEASE Mon., Wed., Fri., 7:45-8:00 pm
"This new backstage tele series, giving featured performers, bit players and chorines from Broadway a chance at some individual stuff, has a warming informal quality that makes attractive video...Barry Wood as producer-singer-emcee... hits it satisfyingly."

FACE THE MUSIC Mon. thru Fri., 7:15-7:30 pm
"Here's one of the newest little musical packages to be wrapped up for television." "(producer)...has wisely dressed the show with sufficient visual mountings and has given the singers bits of business to do. Latter factor gave the show that all-important movement."

TO THE QUEEN'S TASTE Monday, 8:05-8:30 pm
"Most TV recipe shows are as flat as stale beer, but one stands out like a glistening grape in a flavorless aspic. Mrs. Dione Lucas...has husbands drooling...is something of a television sensation."

THE MISSUS GOES A-SHOPPING With John Reed King Wednesday, 1:30-2:00 pm
"Best proof...of staging certain types of television shows 'on location.' Television version "added plenty of color and authenticity."

The audience backed up the critics

Certainly of equal importance with critical acclaim is the response of the audience. Here, too, CBS-TV established clear-cut leadership at the very outset.

On its first rated broadcast Gulf Oil's WE THE PEOPLE won a Hooper Telerating of 46.0, becoming the No. 1 program in the New York area.

On its first rated broadcast TOAST OF THE TOWN (9:30-10:00 pm) won a 56.5 share of audience, or more than half of all television viewers at the time.

And CBS TELEVISION NEWS, only two months on the air, was the first and only news program to produce a broadcast with a rating in the "top 10."

Finally, the July Hooper Telerating Report reveals that 3 of the "top 5" programs (excluding political convention broadcasts) were on CBS-TV—two other stations were represented by one program apiece.

Praise from network affiliates

A major measure of effective network programming is its appeal in other cities. Two affiliates testify to the local effectiveness of CBS-TV programs.

"I am sure you will be interested to know that from the comments and letters we receive, it is clear that CBS, day after day, is doing an outstanding job in Television News. It is programming of this type that helps build large and increasingly loyal audiences to our station."

G. BENNETT LARSON, WCAG-TV, Philadelphia

"Congratulations. I think 'Toast of The Town' ranks with the top Television entertainment on the air. It's certainly the kind of programming stations need to build audiences."

E. K. JETT, WMAR-TV, Baltimore

For advertisers today these universal tributes to CBS-TV programming have sharply practical implications. To explore them to your profit call CBS Television.
A S A N A D V E R T I S I N G medium, television has demonstrated its tremendous impact and the success of radio in advertising history encourages comparable projections for video that are very favorable." So states a survey just released by Audience Research Inc., also conductors of the famed Gallup Poll. Audience Research goes on to say that although the direction of future television activities is only a "vague onward," a considerable number of people in the broadcasting, motion picture and advertising fields had 22% confidence in the future of television and were terribly eager to climb aboard and go along.

This second digest covering the progress of television, Television Has Happened, prepared by "to assimilate news and information about television from all reliable sources to provide a ready reference for those who are interested in the advertised and entertainment potentialities of the video medium."

An appraisal of the television situation as it stood several weeks ago, when the book was compiled, is supplemented with numerous charts and graphs. Difficulty of obtaining an up-to-date report in this ever-changing field is, of course, apparent, it is stated. In compiling the statistics, Audience Research found many contradictory reports, as borne out by the statement, "For one month alone we consulted five sources to determine the number of operating stations and obtained four different answers." To eliminate this confusion, station managers were contacted by Audience Research to get the answers direct.

The facilities picture as of June 15 showed 29 video stations in operation in 18 different areas. Seventy-two construction permits had been granted and 256 applications were pending. If granted they will cover 112 market areas. By the end of 1948 the industry spokesmen indicate that between 50 and 60 stations will be operating in about 35 markets, Audience Research says. At the same time 14 cities are expected to be linked by coaxial cable or microwave relay.

Of the operating stations on June 15 there was a wide variance in the number of hours of service per week rendered by each (see chart). The minimum operation was 15 hours, while WBBN Chicago topped the list with 46 hours a week. The average video station was broadcasting 29 hours per week. In contrast, AM broadcasting extends practically around the clock with networks operating well over 100 hours a week.

As of February, the time reported on by Audience Research for the division of commercial video at times with spots more than half of the sponsored presentations. In second place, but consuming only 15% of the time, as compared with the other 35% taken by sports, were variety programs. Children's programs consumed 13% of the sponsored time to qualify for third place. Among the very low, 2% was on the sponsored list were feature films, home service and discussion. Each had only 1%.

12-Fold Sponsor Increase

Over a period of the last 18 months, to June 1948, the list of sponsors in the video field had a 12-fold increase. In January 1947 only 31 advertisers were presenting their message through the medium of television. That figure had jumped to 401 different sponsors by June of this year. Operating stations reported 601 clients but many of them were using the facilities of more than one outlet.

A large number of categories were represented by the advertisers using TV. According to figures quoted by Audience Research, the largest classification was retail outfits. Department stores and appliance stores totaled 76 clients. Home instruments, furnishings and housewares ran a close second with 65 advertisers.

In third place was automobile dealers and manufacturers, with 36 advertisers in the field. Continuing down the list, beer and wines had 29; foods and groceries, 28; clothing and apparel, 17; real estate, building materials and supplies, 16, and cigarettes, 6. Numerous other categories were listed with six or less clients for a total of 336.

Overall Evaluation

A lengthy discussion on the pros and cons of television was presented in a completely objective light. The progress in broadcasting facilities, set manufacture and distribution and in promoting and selling video was termed "spectacular." The program and sound were the object of criticism but reasons for the lack of advancement were presented and reasons why advances in the future must be made were outlined.

In evaluating all the important impact of the medium on televisioners, Audience Research states: "The combined advertising virtues of motion pictures and radio, plus television's own ingredient — motion — produce an impact on viewers unparalleled in any other medium." Several examples are given in the response to television including NBC's Howdy Doody puppet show which drew 58,000 responses to an offer made for "Howdy Doody—For-President" buttons.

Sets-in-use in television homes are shown to be consistently much higher than radio sets-in-use figures. However, the warning is presented that this high level probably will not be maintained as the home audience has more hours of broadcasting over which to spread its interest in television. To point up this fact a comparison was made between television sets in use and comparable figures for radio. In the two months checked, a median of 60% was reached for television sets in use and 35% for radio. However, it is pointed out that radio service was available for well over 100 hours a week while television was being presented for only about 25 hours.

Figures quoted from a Hooper survey conducted in New York last March showed that in television homes 75% were at home viewing television or listening to the radio. Of that 75%, 94% were looking at television, 3% were listening to the radio and 3% had both the radio and TV set going.

When CBS telecast the circus, Hooper figures showed that it acquired an average rating of 67.2 while the average evening radio rating during the same time was only 10 with the highest rating 24.5.

In television homes checked by Hooper, Jack Benny's rating was down to 6 while in non-television homes it was 24.

In an evaluation of these facts Audience Research said, "By all accounts, television is beating the ears off radio in the competition for the audience's attention."

This, however, is only half the story, the organization states, pointing to the other side of the ledger:

Despite the great impact television has on the viewer— it is of course, necessary to have a viewer there. The availability of viewers hinges on two factors, the consumer price trend of TV sets and availability of telecasting. Audience Research states, on the basis of field studies it conducted, that about half the families in areas now served by television are ready to buy a home set at an average price of around $200. However, at the time the report was made, the average set cost about $490.

The availability of television program service is growing every day, not only in the hours of operation of the present stations, but (Continued on page 82)
In Maryland, WMAR-TV is tops in sports!

WMAR-TV's Channel Two is first choice for thousands of sports fans. They look to this station regularly for:

WRESTLING
Once a week from the Baltimore Coliseum.

BASEBALL
Two night games a week of the Baltimore Orioles.

FOOTBALL
Navy's scheduled games with Missouri, Cornell, California. The Baltimore Colts professional football team's games both at home and in New York and Brooklyn.

RACING
Feature race and one other daily from Pimlico and Laurel.

BASKETBALL
All home games of the famous Baltimore Bullets, last year's B.A.A. champions.

Plus full coverage of: Yacht races on Chesapeake Bay, tennis matches, bowling, swimming meets, polo matches, boxing, soccer, lacrosse, track meets, and other sports events.

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

The peerless propagation of Channel Two carries programs from major networks via the television station of the Sunpapers of Baltimore to televiewers in the Chesapeake Basin.

WMAR-TV's own coverage of sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVE. * NEW YORK 18
NORTH CAROLINA IS THE SOUTH’S NUMBER ONE STATE

AND NORTH CAROLINA’S Number 1 Salesman is WPTF

50,000 WATTS 680 KC. NBC AFFILIATE · RALEIGH, N. C.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
GIVEAWAY CRACKDOWN

By RUFUS CRATER

A CRIPPLING BLOW intended to break the back of the giveaway craze was unleashed by FCC last Thursday in proposed rules which would put millions of dollars worth of radio programs off the air for violation of the lottery laws.

Commission authorities said virtually all of the network "big-money" giveaway programs would be hit, except for some of those which depend upon studio audience-participation alone. These apparently are not the main target.

The Commission made clear that each program would be judged separately, but proposed four tests to determine whether a show is or is not in violation of the lottery provision (Sec. 316) of the Communications Act (text of proposed rule on page 76).

Under this proposal—which is left open to protest until Sept. 20 and will then almost assuredly be set down for oral argument—any giveaway program would be deemed to violate the lottery section if the winner's selection is "dependent in any manner upon luck or chance," and if any one of the following conditions prevails:

- If the winner or winners are required to furnish "any money or thing of value" or to have in their possession any product made or handled by any advertiser on the station;
- If the winner or winners are required to be listening to the program in question or watching it on television;
- If the winner or winners are required to answer a question whose answer—or aid in answering—is given on a program broadcast over the station;
- If the winner or winners "are required to answer the phone or write a letter, if the phone conversation or contents of the letter (or substance thereof) are broadcast by the station."

The Commission's proposal came at a time when the giveaway fever is at its height. Network programs alone run into five figures a week hitting around the $3,000,000 mark every six weeks.

NAB President Justin Miller greeted the proposal with a statement that FCC was exercising a duty, that each program should be considered individually, and that NAB will request any changes which it may find are necessary.

The NAB's new Code opposes programming designed to "buy" audiences, and frowns on contests in which chance, rather than skill or ability, is the determining factor. The networks did not immediately indicate their reaction to the Commission's proposal, but they have announced they will comply with the NAB Code.

FCC's action produced no great surprise, for FCC has recurrently been reported concerned with the upsurge of programs of this type. Its news release announcing the proposed rules called attention to "the growing number of 'money programs on the radio."

Issued Simultaneously

The proposal was issued simultaneously with FCC hearing examiner's report on an investigation of a giveaway program of WARL Arlington, Va., which the examiner, J. D. Bond, adjudged to be a violation of the ban on lottery shows. The Commission said it was "in agreement" with Mr. Bond's findings and conclusions, but before taking any final action gave WARL 20 days to file exceptions and a request for oral argument before the Commission en banc. FCC said it was following this course "in view of the important legal question" involved.

The WARL program was Dollars for Answers. It has been discontinued by the sponsor since the proceeding originated, but FCC refused WARL's request that the case be dropped for that reason.

Summarizing his views, Examiner Bond said in his recommended report:

"It is our opinion that the "Dollars for Answers" program, admittedly possessing the prize and chance aspects, admittedly intended to capture and maintain the attention of the potential listening audience by reason of the money prize award, which can be obtained only by those favored by luck is a contemplated appeal to the human speculative proclivity, the gambling spirit."

That appeal is intentionally made for the purpose of securing gain to the respondent, etc, an increased radio property value. It cannot be found void of consideration as the law knows such to be. That there is benefit to the respondent admits of no reasonable doubt. That the benefit is both expected and requested by the respondent cannot be denied. That legal detriment to the promissory follows, has been shown. That the circumstances amount to legal consideration is apparent.

We conclude that the broadcasting of this program violates the anti-lottery law.

NARSR

FULL-FLEDGED trade association status for the National Assn. of Radio Station Representatives was underwritten last week with appointment of Thomas F. Flanagan, chairman of the Associated Tobacco Manufacturers, as managing director, effective today. Association headquarters have been established at 101 Park Ave., New York City.

Announcement of the appointment by Paul H. Raymer, NARSR president, followed a meeting of the association's membership in New York last Thursday. It came on the heels of the FCC's action last month ordering an investigation of the whole station representation structure in the sale of national spot. This inquiry was undertaken upon petition of NARSR, formed last September, and trended toward network representation of affiliates in non-network sales took shape.

The association's credo is to foster development of spot radio through more aggressive promotion, higher standards, greater economic stability, and more individual station control over programming and commercial policies.

Mr. Flanagan, 58, is well-known in manufacturing, trade association and radio circles. As a top executive of Penn Tobacco Co., W. Va., he was president until three years ago, he purchased substantial non-network time nationally, largely in behalf of Kentucky Club tobacco. The company was sold to the Bloch Bros. Tobacco Co., Wheeling, W. Va., in 1945.

As chairman of the Associated Tobacco Manufacturers, Mr. Flanagan has directed trade association activity in that field. He became its chairman in 1943, when it was created during the days of the Office of Price Administration. In that activity, he familiarized himself with Washington regulatory operations.

Mr. Flanagan told Broadcasting he felt the NARSR post afforded an opportunity for genuine

(Continued on page 78)
WITHOUT regard to the legality of its action, let's applaud the FCC for its forthright approach to the snow-balling money-giveaway parasite.

The ruse of "judicial law-making," wherein program reforms or restrictions were smuggled into favorable decisions, was avoided. There are no mischievous Blue Book or Port Huron implications in the release of the proposed regulations, which, as written, would knock out most of the fabulous network money and merchandise programs, as well as those locally originated. An open hearing is provided for.

Section 316 of the law is specific in banning lotteries, gift enterprises and similar schemes. It uses the same language embraced in the postal regulations. One other provision of the law—and only one—gives the FCC specific authority over programs, and that bans use of obscene, profane or indecent language over the air. It also was adapted from the postal regulations.

Whether the FCC, with propriety, can lay down regulations of the breadth and scope of those proposed is a matter for strict judicial interpretation. We have always understood that each case must be considered on individual merits because of the hair-line balance between what is and is not "lot" or "chance." The FCC in the past has thought so too, because invariably it has referred such cases to the Department of Justice. And in each such instance the Department has ruled that the cases were "unprosecutable," implying that it wouldn't risk losing in the courts.

In proposing to lay down hard and fast rules, the FCC appears to be venturing into dangerous territory. It literally has thrown the book at broadcasters and sponsors alike. The broadcaster, however, has his station license on the line, whereas the advertiser simply must mend his ways. The proposed rules even go beyond the anti-giveaway language of the NAB code.

Reaction, as always, will depend upon whose ox is gored. ABC, with skyrocketing Hoopers, because of its heavy prize contest programming, can be expected to contend that the proposed rules go far beyond the law. Unquestionably it had cleared as far as it could with the postal authorities before scheduling the programs. NBC, CBS and probably Mutual can be expected to view the FCC's not unexpected action with equanimity.

One immediately salutary effect will be to dampen the ardor of advertisers and networks for the giveaway pattern. Why build up a program if its fate may be extinction? It will tend to open up a host of prospects for radio—both network and spot—advertisers who are getting free rides via the commodity giveaways.

The NAB code, by way of self-regulation, can do this job. It would be far better for radio itself to set the guideposts than to have an agency of Government undertake it. But, though we find ourselves in the unique position of applauding an FCC move having direct bearing upon programming, we do so with the frank recognition that the law itself bears lottering.

And, we submit, it would not have evolved this way without a man of the stature of Wayne Coy as the FCC chairman. Or stated another way, if Left-Winger Clifford J. Durr were still on the Commission.

ZIV BUYS 'WORLD'

FREDERIC W. ZIV'S purchase of the World Broadcasting System from Decca Records last week for a reported $1,500,000 united the nation's largest producer of transcribed radio shows and the oldest and largest transcription library in the industry. [CLOSED CIRCUIT, July 26].

The deal was the latest in a series of shrewd and boldly-planned business coups that have buttressed the Ziv Company's steady-increasing pre-eminence in the packaged show field.

World Broadcasting, which includes World Features, World Feature Library, and World Programs, becomes the senior subsidiary of the Ziv Co. It will be reorganized as an Ohio corporation, with a board of directors including Mr. Ziv, John L. Sinn, executive vice-president of the Ziv Co., and Maurice H. Koodish, Ziv attorney. It was understood that WBS headquarters will remain in New York for the present.

No personnel changes within the World organization are planned, according to a joint announcement from the Ziv Co. and Decca.

The WBS offices in New York, Chicago and Hollywood will keep their separate identity for the present but later will merge with the Ziv offices in those cities.

Commenting on the company's latest acquisition, Mr. Sinn said on Friday: "the World library has always been considered the finest library from the standpoint of quality and talent and it is our intention to maintain this high standard and to enlarge and expand the service to the stations. We believe it is a natural tieup for the Ziv Company to own and operate World Broadcasting because now we can serve the stations with a library, programs and television—a completely rounded service."

Expansion of the World library and other services is planned, according to Mr. Sinn, with the addition of many well-known performers now under contract to the Ziv Co. Subscribers to the World library now total 670 AM, FM, and television stations.

A spokesman in the WBS New York office indicated that a new position in the Ziv organization is planned for A. J. Kendrick, now general manager of World, with headquarters in New York.

Herd Gordon who left WBS early this summer and is now an administrative executive with the Ziv Co. "will be actively associated with the administration of the World library..." Al Sambrook will continue in charge of station relations for World, with Maynard Marguardt heading the Hollywood office and W. C. Hutchings as head of the Chicago office.

Decca bought World Broadcasting System in July 1943 for an undisclosed sum from Percy L. Deutsch, who in 1929 had formed WBS and Sound Studios, later merged as a single organization.

When Mr. Deutsch formed WBS he became one of the first recording executives to enter the field of making transcriptions solely for broadcast use. In 1931 the vertical cutting method developed by Electrochemical Products Inc. (now Electrical Products Division of Western Electric) was adopted by World under leasing arrangements.

World was reorganized in 1936 with ERPI holding all of its preferred stock (3,000 shares at a par value of $100 a share) and 5,845 shares (about 18%) of the WBS common stock. However, the ERPI holdings were transferred to Decca at the time of the 1943 sale, giving it full control. The NAB and the physical properties of that time included recording studios in...
A SENATORIAL microscope is focused sharply on the entire radio industry by a subcommittee of the Senate Interstate and Foreign Commerce Committee, intent upon subjecting every phase of the nation's communications to an exhaustive examination.

The scope of the gigantic undertaking was revealed in a tentative agenda released yesterday (Sunday) by the subcommittee. The broad study of broadcasting and non-broadcasting matters originally was ordered by Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Commerce Committee, who is retiring from Congress [Broadcasting, June 28].

A glance at the Senate subcommittee agenda and observation of activities currently underway by a House Select Committee investigating the FCC (See story below) furnished one foolproof conclusion for this writer: Senate and House Congress would hear ample reasons why the Communications Act should be abhorred by some of its antiquated features and given a new look.

For some personalities in the radio industry the ambitious study held promise of relief from annoying problems and increased opportunities. Others would learn it presaged troublesome times.

Paramount issues to be studied by the subcommittee, headed by Sen. Charles W. Tobey (R-N.H.) and including Sens. Albert W. Hawkins (R-N. J.) andEarnest W. McFarland (D-Ariz.) were considered to be the following: FCC and other trade organizations would be asked to account for alleged lobbying activities and to prove that they speak for the membership of their respective groups.

The subcommittee will try to attach a definition to the elusive phrase, “in the public interest,” a brain-twister in radio regulations in 1927.

FCC's TV and other allocations would be thoroughly explored by the Congressional committee.

A vital question of whether FCC's scope of authority should be trimmed or expanded would be given study.

The Department communications, treaties and conventions would be examined for any possible violations of the basic organic communications law.

A series of conferences among subcommittee members and a discussion with FCC Chairman Wayne Coy preceded the issuance of the voluminous agenda. Sen. Tobey indicated that his chief concern was with problems revolving about international common carrier communications, but he also directed attention to radio phases of the study.

Asserts Interest

"Speaking for myself," Sen. Tobey said, “I am also very much interested in the non-common carrier phases of the study. I have followed closely Commission decisions relating to allocations of frequency space for the various types of services and I know that it (FCC) has before it, in the immediate future, the problem of more space for television so that a monopoly-free, nation-wide service may be provided."

Although he failed to identify the personnel or Commissioners in question, Sen. Tobey remarked he was “very much impressed with some of the new blood in the FCC,” adding that he was “confident that some mistakes of the past will not be repeated.”

The resignation July 30 of Sen. White as chairman of the subcommittee signaled accelerated activities by that body [Broadcasting, Aug. 2]. It was authoritatively learned that Sen. White played no part in the composition of the agenda. It was developed and announced after he had resigned his subcommittee post.

No hearings on the study subjects are expected during the next few months and possibly not during the remainder of the year. However, data will be assembled during the Congressional recess, under the direction of Edward Cooper, the committee's communications expert.

The fuse which touched off the lobbying inquiry has been burning for more than a year. NAB President Justin Miller is believed to have ignited it in an appearance before the Senate Interstate Commerce Committee last year when he minced no words in giving the NAB’s position on the White Bill (S-1335) to rewrite the Communications Act. His bold enunciation of the NAB position reportedly spawned animosity between Sen. White and committee colleagues and Judge Miller.

Smoldering committee resentment burst into flame at a June

(Continued on page 72)
Mail Opening Probed

Simultaneously, all Argentine radio stations, hooked into a single network, released similar versions of the “international plot” against Argentina. The attacks continued this week with the incident reportedly mentioned 15 to 20 times a day in five-minute broadcasts.

As for the internal situation in Argentina, a reliable source referred to BROADCASTING that Gen. Peron’s government during the past year has purchased all but three of the 80 odd stations in the country.

The purchases were allegedly made in a secret, underhanded fashion in an attempt to mislead the general public into believing that radio broadcasting was still in private hands. In most cases, former owners of the stations have reportedly been retained as managers or directors of stations which they formerly owned, but they now receive orders from the government while pretending to be the owners.

When the Argentine government...

(Continued on page 66)

Alleged Confidence Men Held in Denver

By BILL THOMPSON

TWO MEN, alleged to be members of a ring of fraudulent radio time salesmen who have been fleecing western farmers and stock breeders of cash after giving verbal promises of spots on network farm programs, are in the Denver County Jail under bonds of $5,000 each.

They are formally charged with operating a confidence game and conspiracy to commit fraud in connection with the passing of $2,000 worth of bad checks, but Chief Investigator Tom Patrick of the Denver district attorney’s office told BROADCASTING Thursday: “There is no doubt in my mind that these men, and an accomplice with whom we are familiar, are the same operators who have taken down payments for broadcast advertising from many farmers and stockmen in this area. We would have a third man in jail right now if we could pin a charge on him.”

Mr. Patrick said western radio stations and networks have given the district attorney’s office “exceptional cooperation.”

The men were arrested July 25 in Minneapolis on a Colorado warrant. They waived extradition and were returned to Denver early last week. Warnings that they were at large in the West had been carried to the U.S. Dept. of Agriculture weekly newsletter and in the monthly newsletter of the National Assn. of Rural Farm Directors.

W. H. Fabriz, chief of the criminal division of the Hennepin County (Minnesota) sheriff’s office, said the two were apprehended in Minneapolis’ Radisson Hotel. They were picked up minutes after...

(Continued on page 66)

FLEECERS

PERON’S BRASS CURTAIN

MORE OF THE INSIDE story on the international “incident” caused by the Argentine government’s opening and publishing of private dispatches to BROADCASTING from its Buenos Aires correspondent, came to light last week as an active investigation of the incident got underway.

Foremost among developments was a report from Sao Paulo, Brazil, that the executive council of the Inter-American Broadcasters Assn. had voted to drop the Argentine Broadcasters Assn. from membership.

The expulsion was an aftermath of the Joint Declaration by 14 nations at IABA’s first assembly in Buenos Aires on July 10 condemning the alleged lack of freedom of speech in Argentina.

The council’s action was immediately repudiated by the Brazilian Radio Assn., according to a U.P. report. The action may also bring about the resignation of several other countries who are either frightened by, or economically dependent upon, Argentina, it is felt.

Also significant was the return to Washington from Argentina of U.S. Ambassador James Bruce. The return of Ambassador Bruce, who reportedly protested the mail violation to Argentine Foreign Minister Bramuglia and also asked police protection for Correspondent Herbert M. Clark, whose life has been threatened by phone, was regarded by the New York Times as “of potentially great importance to United States and Argentine relations.”

Salt in Sores

The Times reports that lack of agreement on the basis of ECA purchases in Argentina has embittered relations “that were already deteriorating because of the incident of the opening and publishing of the Clark letter.”

A request by the Senate Interstate & Foreign Commerce Committee that the State Dept. investigate and tell “what steps, if any, have or might be taken to avoid recurrence…is now pending. The request appears to have brought Peron’s civil rights policy into the open in this country.

According to the Times, the civil rights issue “remains a hurdle in other negotiations. Some diplomats, it is said, have stated privately that their own mail is scrutinized and businessmen who deplore the word “dictatorship” often go across to Montevideo, Uruguay to post important letters.

The Peronista paper Epoca, defending the actions of Madam Peron’s Democraia, which first published the letter to Broadcasting, declared last week that Mr. Clark was negligent and should have paid more attention to where he left his letter or to whom he entrusted it.

Mr. Clark, however, maintains that he mailed it in a large branch post-office directly across the street from the government press office, thus refuting the Argentine claim that the letter fell into the hands of an afternoon paper through private channels and was subsequently “reacted to” as a matter of news interest.

Mr. Clark has not been heard from since the incident took place, all the more evidence of the lack of freedom in Argentina.

Goar Mestre, Cuban broadcaster and newly elected IABA president, who was also attacked by the Argentine press and radio, was forced to leave Argentina shortly after the IABA assembly because of threat of physical harm.

Following up the Democraia “expose,” the paper Critica ran Mr. Mestre’s picture on the front page denouncing him as a “sinister agent,” and carried Mr. Clark’s letter to Sol Taishoff calling him (Clark) a “secret foreign agent.”

The letter from Mr. Clark was interpreted as being addressed to “a woman named Sol,” no doubt because it began with “Dear Sol”...

The next day seven more newspapers carried similar stories with pictures of Gilmore, U.S. Broadcasting and delegate to IABA: John Royal and Mr. Mestre. With the stories were fantastic accusations to the effect that they were all foreign agents at the service of North American capitalists desirous of discrediting Argentina and General Peron.

‘Plot’ Is Spotlighted

Simultaneously, all Argentine radio stations, hooked into a single network, released similar versions of the “international plot” against Argentina. The attacks continued this week with the incident reportedly mentioned 15 to 20 times a day in five-minute broadcasts.

As for the internal situation in Argentina, a reliable source referred to BROADCASTING that Gen. Peron’s government during the past year has purchased all but three of the 80 odd stations in the country.

The purchases were allegedly made in a secret, underhanded fashion in an attempt to mislead the general public into believing that radio broadcasting was still in private hands. In most cases, former owners of the stations have reportedly been retained as managers or directors of stations which they formerly owned, but they now receive orders from the government while pretending to be the owners...

When the Argentine government...

(Continued on page 66)
Hennock Presides

LESS than a month after she became FCC’s first woman member, Mrs. June Hennock last week became, for a day, the Commission’s acting chairman. She found herself in that capacity Monday, due to a combination of circumstances which had all of her seniors out of town simultaneously. Chairman Wayne G. W. Gunther had returned from a speaking engagement in Indiana [BROADCASTING, Aug. 2], Comr. Robert F. Jones was on vacation, and the other members—Paul A. Walker, Rosel H. Hyde, E. M. Webster and George E. Sterling—were in New York viewing developments of Bell Telephone Labs.

FCC SLAP

Texas Court Dismisses KPRC Suit

A THREE-JUDGE COURT in Houston last week dismissed KPRC Houston’s suit against the FCC Port Huron decision on jurisdictional grounds, but gave both the Commission and its interpretation of the political broadcast law a back-handed slap in the process.

The dismissal was on grounds that the case was not reviewable because it is not a rule or order of the Commission. In reaching this conclusion the court relied not only on the fact that the FCC would not make a rule or order, but also on the belief that it is ‘‘judicially inconceivable’’ that the views enunciated in the decision could have been intended to be a general regulation.

Legal observers could not immediately forecast the ultimate effect of the court’s decision, handed down Wednesday between the daily and evening sessions after the hearing [BROADCASTING, Aug. 2]. With the suit dismissed, the Port Huron ruling still stands, though obviously with its reputation significantly impaired.

It seemed almost certain that KPRC—which brought the suit in an effort to settle the question of continuing to use the station’s transmitter—would carry the case to the U. S. Supreme Court.

The court found the decision ‘‘susceptible of no other reasonable construction’’ than that, as FCC counsel declared in the hearing, it imposed no ‘‘regulation of a rule, but to establish those FCC’s views on the obligations imposed by the law on political broadcasts.’’

Those views—which were also the subject of a House Select Committee hearing last week (see story page 23)—were that the federal law forbids censorship of political broadcasts even for libel and slander, and that therefore broadcasters will not be held liable under state laws for any defamation contained in political speeches over their stations.

The court did not pass upon the question whether Congress ‘‘intended to go as far as the Commission declares it did.’’ That question, the decision held, was not at issue in KPRC’s suit. But it did cast doubt on FCC’s power to issue a binding rule of the Port Huron character.

Terms Issue Delicate

For its view that the decision is not an order, the court found ‘‘ample support in the form and context of the pronouncement considered entirely apart from the merits of the case.’’ The whole court, it pointed out, was involved in a ‘‘question of the greatest difficulty and delicacy.’’ Its decision asserted in part:

‘‘The court’s decision is laid in the uncertain and doubtful state of the law as to the intent of Congress, in enacting the section to exclude the operation of libel laws. We think it judicially inconceivable that the Commission, a body of public servants entrusted by Congress with powers of supervision over communications by radio, could, with considerations of fair play and to administration in mind, have so ordered. The intent of the law, that is in the absence of congressional legislation, and pursuant to or authoritative judicial decision, ‘‘that the Federal Commission shall have power to lay down a binding interpretation of the national law’’ and ‘‘that the Federal Commission would have power to lay down a binding interpretation of the law as it expressed in its opinion. For, having no power to make an order, if it should be determined, the court, without the law being wrong, ought not to be held to have the power to subject the owner under sanctions to the hazards of its wrong decision.’’

We are not, however, called upon to determine here the power of the Commission to make such an order. In determining the character of the action in the Commission’s action we must assume it to have been either beyond its powers or unjustly exercised. It is neither the court’s nor our business to find otherwise, we must find that it did not exceed its powers.

With this guiding principle in mind, we have no difficulty in determining (Continued on page 84)

Bingley Joins Bamberger As Chief Video Engineer

F. J. BINGLEY, chief television engineer of the Philco Corp., on August 16 will move to New York and WOIC Washington as their chief television engineer. Both stations, under construction, are to go on-the-air within the next few months as mutual affiliates.

Mr. Bingley will be responsible for all engineering details and will supervise operations of the transmitters, microwave relay stations, video studios and network operations.

His television career started in London, 1927, when he joined Baird Television as technical assistant. At Philco he was credited with designing and testing Philco’s first television transmitter.

POPULATION GAINS

California Is Up 42.1%

A POPULATION gain of 42.1% for California, the largest in the United States for the period between April 1, 1940, and July 1, 1947, was shown in a survey released Friday by the Bureau of the Census. This figure represents an increase for California from 6,607,000 to about 9,812,000, or about 2,205,000 people.

During the same period the population of the United States, excluding persons in the armed forces, increased by about 11,744,000, or 8.9% the Bureau reports.

The principal factors contributing to the national increase as a whole was the natural increase—the excess of births over deaths—and civilian immigration from abroad. Internal migration, however, was the most important component in population changes.

Largest regional increase noted by the Census Bureau was in the West where the population rose from 13,714,000 in 1940 to 18,107,000, an increase of 30.4%. Most of this increase, 94.2%, was noted by the Bureau to be in the Pacific Division where the population rose from 9,733,000 to about 13,714,000, a gain of 40.9%.

Other than the Western states—California, Oregon, Washington, Arizona and Nevada—the District of Columbia and Florida were the only two other areas reported by the Bureau as having a population gain of over 20%. Other high gain states were reported as Texas, Virginia, Maryland, New Jersey, Connecticut, Ohio, Michigan, Indiana and Utah. These states registered a reported gain of between 10 and 20%.

Of the nine states that were reported by the Census Bureau to have lost population, five were in the South, three in the North Central States and one was in the West. In only three of these states, however, were the losses relatively heavy. In the other six states the losses amounted to less than 5% of the 1940 population of the state.

The states which experienced population losses in the South were Arkansas, Kentucky, Mississippi, Oklahoma and West Virginia; in the North Central States, Nebraska, North Dakota and South Dakota; and in the West, Montana. The heaviest of these losses were reported in Montana, North Dakota and South Dakota.

In eight of these nine states that lost population in the period reported on, the net loss through migration exceeded the natural increase, generally a substantial number in itself.

The estimates presented in the report, and reproduced here in part, have been rounded to the nearest thousand and without adjustment to group totals which have been independently rounded. Derived figures are based on the rounded absolute numbers.

(Continued on page 74)
district one

by j. frank beatty

the heat of the coming political campaign, coupled with confusion caused by the fcc's port huron decision, confronts broadcasters with difficult policy problems. the nab district 1 meeting was held last week.

with 10 members registered from the six new england states, the district went into problems posed by prize giveaway programs, the nab standards of practice and labor relations.

the aug. 2-3 meeting was held at the somerset hotel, boston, third in the nab summer-fall series. harry fellows, wee radio, boston, district director, presided.

no panacea for political problems was offered, but several suggestions were brought out. these included: get a good lawyer; take out labor insurance; set aside special hours for political broadcasts; follow a uniform policy; check scripts carefully and watch discussion programs carefully; talk over problems with candidates.

nab officials were criticized for their handling of the silver shower campaign to raise funds for radio sets in german schools.

they said in defense that apparently stations were not reading nab reports, judging by the slow public response. the campaign is designed to raise $150,000.

in reviewing the political broadcast situation, mr. fellows said weei had just adopted a new policy, permitting sale of its facilities for controversial issue discussions when they are on the ballot for referendum votes. sale of time had not been permitted at all in the past, he said.

answering a question by gerald harrison, wmas springfield, mr. fellows said dramatization of broadcasts was one of the tough problems in writing the standards of practice, with the final version containing no ban on this method of programming. a showing of hands revealed that about half of those present said time for political

district two

the nab all-radio presentation district 2 meeting in rochester, n. y., was described by jim richard, wham rochester, that the presentation would be of great assistance to the small market stations. a large percentage of the 300 stations already signed are located in small markets.

robert meacham, welm elmira, observed that its value depended on intelligent utilization. james l. howe, wctc new brunswick, n. j., expressed the hope that the presentation would not be too heavy with network material but that it would be sales ammunition for the local merchants. he was reassured by both mr. higgins and jack kennedy, wham rochester, that the presentation did not highlight any particular aspect of radio, but sold radio as a medium.

mr. kennedy added that by selling national advertisers on using radio, the presentation would in turn aid local business which was placed on a co-op basis with the national advertisers who were not at present using radio. eugene s. thomas, wor new york, chairman of the sales executive committee, emphasized that the presentation would cover all components of the industry. mr. higgins was introduced by helen wood, wibx utica, chairman of the second district sales managers.

at the rochester session justin miller, nab president, reviewed nab activities and the status of the blue book, the mayflower

case, and the nab standards of practice.

at the session on bmb, at which bmb president richard morency spoke, edmund j. shea, radio director of the jones chirurg agency, boston, described how he used the bmb data. since many of the clients of the chirurg agency have the same distribution, bmb is asked to select stations in overlapping areas that are claimed by several stations.
TV FILTER STORY

N. Y. Firm Finds ‘Gold Mine’

By Irv Marder

"DON'T LOOK NOW, but you're sitting on a gold mine," excited television set owners said, in effect, to listeners to the Pioneer Scientific Corp., New York, a few months ago.

But Pioneer swiveled its corporate head and did look, and presently thought that other video set owners were looking and listening. Focus of all this agitated attention was the Polaroid Television Filter, a gimmick appearing approximately as fast as ice cream cones in the Mojave Desert.

Six months ago the Polaroid Filter had not even been conceived. Today more than 50,000 have been sold to individual television set owners, according to Pioneer. Obviously a monumental selling job was done. How it was done, all done with mirrors, and lenses, in short, with video itself.

Polaroid First Use

To backtrack briefly: what had excited video set owners was this—someone with a gimmick a spout of Polaroid film had placed the latter over the screen of his home television set. Delighted with the gravy-enchanted clarity and sharpness of the image, he told his friends about it.

Finally, the letters began coming to the Pioneer Scientific Corp., whose manufacturers and purveyors were an exclusive licensee of the Polaroid Corp., producers of the film. Pioneer, feeling with some justification that it might thus inadvertently make itself a fortune in this new field, awoke from its corporate seat as if stung, and began to move.

It was obvious from the start that video was the ideal medium for advertising the Polaroid Filter, since every television owner is a potential customer, and there would thus be no waste circulation.

Strategy Planned

This was pointed out by Pioneer's agency, Cyaxton, Inc., which set out to help plan and package the product, and to outline the basic merchandising strategy.

Hackensack, producers of 15-mm. film, was commissioned to make a one-minute selling film with an open end, for dealer ties. Dealers featured included such prominent New York stores as R. H. Macy, Dynamic, and Davega.

The backbone of the entire program was the television spot commercial, according to Bill Cayton, of Cayton Associates. For the benefit of others who may be planning to use spot video, Mr. Cayton gives this insight on the planning of the Filter campaign: "In the New York market, where ratings of shows were available, we selected our spots to follow immediately the highest rated shows we were aware of. The reason for immediately following, rather than immediately preceding, was that audiences tend to build up as the show goes along even more on television than in radio. In most cases, however, no ratings were available. But we used the knowledge we had gained from our intensive study of ratings to select immediately following shows similar in format to those getting the largest home listening audience in rated markets."

Schedule of Spots

The current list of Polaroid Television Filter spots includes the Thursday night wrestling bout on WABD New York with Dennis James, a segment of the Howdy Doody Show on WNBTV New York, one-minute spot following the Ed Sullivan show on WCBS-TV New York, other spots following the Zeno's Centre theatre on WPTZ Philadelphia and We the People on CBS-TV, and many others.

The type of commercial used has been much successful, the Pioneer officials point out.

"A word about our first film might be in order," Mr. Cayton says, "for it was not a 'cute' picture such as you frequently see in television now. It was a straightforward, complete merchandising approach that we used. We described the Polaroid Television Filter, show how it is used, give close-up views of the filter on a typical set, show how the picture improves, show the greater contrast without glare or color distortion, give the various prices, the sizes of each (6.50 for 7-inch tube to 35 for 29-inch tube) and the place to get it. A complete sales story."

Trial Offer

A giveaway offer was made as a trial-balcon on the popular Howdy Doody Show. To get a "Polaroid Magic Picture," demonstrated for the "small fry" by Bob Smith, children viewers were urged to needle their parents into buying a Polaroid Filter. With each filter they get a little booklet which they mail to Howdy Doody, who mails them the Magic Picture. Fifty were mailed as the first commercial, on Howdy Doody, and more than 100 after the second.

"It is our thinking," Mr. Cayton says, "that although television is a new medium, the hard and fast vaudeville, motion picture, and radio traditions must apply. And that while entertainment may be the keynote, a complete sales presentation, with forcefully selling copy and good descriptive pictures which dramatize the consumer advantages of the product should be used to sell your product effectively and to make the promotion pay off."

Prior to introduction of stars. Later a representative of FCC will speak from the studios of WMAL-TV Washington. Television pickups from affiliates in Washington, Boston and Philadelphia, will be interspersed during the program.

The entertainment schedule comprises folk dancing on the streets by the city's various national groups, interviews, a procession, fashion parade, and appearance of vaudeville, motion picture and radio stars, who will re-create some of their acts of other years. A major portion of the program, scheduled from 7 to 11 p.m., will consist of a live, broadcast from the Broadway variety house, before an invited audience of business, industrial, civic leaders. ABC's Candid Microphone will be televised.

Full cast of entertainers lined up for the program at The Palace includes Beatrice Lilly, Ella Logan, Paul Whiteman and 30-piece orchestra, Carlton Emmy, James Barton, Pat Rooney Sr., Mary Raye and Naldi, Buck and Bubbles, and Willie West and McCleary. Ray Bolger will act as m.c. Table pick ups at ABC studios will flash images of such news personalities as Elmer Davis, Drew Pearson, Burke, Earl Godwin and Martin Agronsky, sportscasters Bill Corum, Don Dunphy and Harry Wims, and other notables.

The crowds of Times Square and the lights of Broadway will serve as a backdrop for the street dancing and processions. Inaugural will be climaxcd with a surprise ending as the night ends in Duffy Square with political selection symbolic of the history of the city.
The Daily Worker, who habitually quotes on the capitalistic air, last week had an editorial fit over a documentary program broadcast last Monday evening by ABC.

The program, he said, was “filled with misrepresentations, calculated dishonesties and malicious distortions,” and it exhibited “the high moral standards of a goat.”

What set The Daily Worker’s teeth on edge was an hour-long program which took an unmistakably dim view of Communism in America. Communism—U. S. Brand laid bare the asserted methods of Marxist infiltration. Except for The Daily Worker’s and a scattering of other complaints, the show was warmly received.

Robert Saudek, vice president in charge of public affairs of ABC, reported that within two days after the broadcast, and before mail from other portions of the U. S. could reach headquarters, more than 1,000 letters and telegrams had been received in New York. Of these 10 were adverse criticism.

In addition, uncounted telephone calls, of which even fewer than 10 were derogatory, were received at network headquarters. So great was the response not only from listeners but also from affiliated stations, that the network elected to repeat the show yesterday (Sunday 9:30-10:30 p.m.).

Communism—U. S. Brand was more than a year in preparation, Mr. Saudek said. The script was written by Morton Wishengrad, a former education director of the International Ladies Garment Workers Union and a well known radio writer.

Robert M. Maclver, Lieber professor of political philosophy and sociology at Columbia U., served as consultant. The material used in the broadcast—a dramatization of how one man became a Communist and undertook party work in labor unions and various organizations—was taken from Marxist and party publications, from records of the House Un-American Activities Committee, from numerous general periodicals and from Professor Maclver’s own voluminous records of party activities. The FBI was not consulted.

Mr. Saudek said that none of the complaints, save two, which came to the attention of the network were from persons of more than ordinary importance. The Daily Worker confined its bitter criticism to its editorial pages. The other objection of note was a telegram received from The Dispatches, the fortnightly publication of the San Francisco International Longshoremen’s and Warehousemen’s Union, whose chief is Harry Bridges.

Warren Campaign Aided By Two Radio Executives

JOHN THOMPSON, director of news and special events for NBC San Francisco, starts a leave of absence August 16 to become radio director of California’s Governor Earl Warren’s campaign for vice president. He will serve the Republican National Committee and will be assigned exclusively to Gov. Warren.

George McElwain, NBC field engineering supervisor at San Francisco, likewise is taking leave of absence to join Gov. Warren’s nationwide campaign tour, as technical supervisor of radio broadcasts by the California candidate.

Income Statement Released by CBS

NET INCOME of CBS for the 26-week period ending July 3, 1948, declined $651,570 below the figure for the corresponding period of 1947, the consolidated income statement for the network and its domestic subsidiaries indicates. The statement, issued last week, showed net income of $2,288,237 for the 1948 period and $2,919,507 for the 26 weeks ending June 28, 1947.

Gross income of $48,816,986 for the 1948 period likewise represented a decrease from that shown for the six months (26 weeks) ending June 28, 1947—$51,411,368. Income before federal income taxes in period ending July 3, 1948, also was below that of the 1947 period—$3,723,237 as against $4,718,707.

Earnings per share fell from $1.70 to $1.33 in the comparative 26-week periods. (The $1.33 earnings for the 1948 period were calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of July 3.)

Simultaneously with release of the consolidated income statement, the CBS board of directors declared a cash dividend of 50 cents a share on the present Class A and B stock of $2.50 par value. Dividend is payable June 28, 1948, to stockholders of record at the close of business Aug. 20, 1948.

CBS outlook for the 1948 period for time discount and agency commissions, record returns, allowances and discounts amounted to $14,053,460. Deductions for operating expenses and cost of goods sold totaled $22,735,074. Other deductions for 1948 for selling, general and administrative expenses; $510,420 for provisions for depreciation and amortization.

Mayo Promoted by WOR To Sales Manager’s Post

WOR New York last week announced that Robert C. Mayo, account executive since 1940, has been named sales manager to replace Eugene S. Thomas. Mr. Mayo, who will assume his new position Sept. 1, before joining WOR in 1940 was assistant to the sales manager of CBS sales division, and a member of the WCBS New York sales department. He was on leave from WOR from 1942 to 1946, when he served as a lieutenant senior grade in the U. S. Navy.

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**TV FREQUENCIES**

Problems related to higher frequencies for television and standards for tape recording were discussed last week at the first meeting of the NAB All-Industry Engineering Planning Group, held at NAB headquarters in Washington.

The planning group, made up of the NAB Engineering Executive Committee, its network and consultant advisors, and representatives of all phases of the radio industry, is set up to provide engineering counsel and advice on broadcasting matters. It was formed as a result of a recommendation by the NAB Convention in Los Angeles last May.

The group explored the "state of present knowledge" of propagation characteristics and allocation problems, giving special attention to the 475-890 mc TV band. The status of TV's present 12 channels and the propagation problems of Channel 13 also were reviewed.

Details of the discussion were not announced but the consensus of opinion reportedly was to the effect that not enough is known about the high band, particularly the amount of power that would be necessary. Most of the group felt that the lower channels were stable. It was also agreed that should there be an upward shift, the same standards should be retained so as not to make sets obsolete.

Adopts Study Plan

In the related field of allocations for remote and mobile pick-ups, the group adopted the suggestions of Curtis Plummer, chief of FCC Engineering Dept.'s Television Broadcast Div., that an overall study should be made by NAB.

What is necessary, Mr. Plummer told the group, is "an integrated study of what you need and how you want it done and the possibility of integrating the whole thing with a minimum amount of frequencies and last of all, the order of frequencies is needed."

To make the study, Mr. Howard appointed a committee headed by John H. DeWitt, president, WSM Nashville, and consisting of Oscar C. Hirsch, owner-manager, KFVS Cape Girardeau, Mo.; E. M. Johnson, director of general engineering, MBS; and E. K. Jett, vice president and director of radio for the Baltimore Sunpapers. The committee will investigate frequency allocation problems for broadcast, fixed and mobile services.

**Reverse Stand on Tape**

Reversing previous stands, the group came out in favor of two standards for tape recording, instead of one. It was felt that tape speeds should be held as low as possible and that high speed must have the characteristics to meet high-fidelity requirements in the 60-15,000 cycle range with distortion of less than 2%.

A minimum playing time of 34 minutes was discussed and it was felt that speed variations should not depart more than five seconds in 30 minutes.

In order to effect economy of tape and a reduction of weight for portable equipment it was suggested that a second standard speed should be adopted which would be capable of reproducing up to 7,500 cycles.

It was expected that a high fidelity tape speed will be established within the range between 15 and 22.5 inches per second. This was deemed practical in view of improvements made in the German magnetophone at 30 inches per second.

Those attending the sessions in addition to the ones shown in the accompanying picture were Fred Trimmer, of the State Dept.'s International Broadcast Div.; Paul Dumas, Washington consultant, and Mr. Jett.
Baltimore

WHILE five Baltimore stations awaited Oct. 1 content hearings for broadcasting crime news [BROADCASTING, July 26, Aug. 2], two Baltimore newspapers entered the spotlight last week for their treatment of a new murder case.

One paper, the News-Post, following orders of an associate justice of the Baltimore Supreme Court, deleted key portions of its account of the strangulation of an 18-year-old girl, allegedly by her fiancé.

The newspaper had asked the justice his opinion of what could be deleted about the case without violating the court's strict rules regarding reporting of crime news. The jurist advised the paper that the reported confession, police statements and pictures of the death car could not be used because such information might be used in court trial.

The Baltimore Evening Sun, however, sought no opinion and carried a full account of the girl's slaying. It was thought that the paper's published account was a chance on escaping contempt charges in printing those portions which the News-Post explained in parentheses could not be printed.

The News-Post also ran a box printing the controversial court rule 904 and explaining how it prevented publication of details.

Both newspapers had carried full accounts of the crime in early editions on the assumption that it was committed outside of the Baltimore area and before outside jurisdiction of the censorship rules.

When a later report revealed that the suspect told police the murder was committed in Baltimore, the News-Post then sought the jurist's opinion rather than risk violating the "gag rule." The Sun, though it made no deletions, claimed to have done some "self-censoring" of statements which appeared in its early story.

WBAL, WCBM and WFRB in Baltimore and WSDI, Essex, Md.—and James Connolly, with news editor, all had been before Circuit Court [BROADCASTING, July 26] to argue in their defense that they were based on a local rule prohibiting disclosure of statements made by an accused person before his arrest and also restricting publication and broadcast of other crime news.

Though the rule is now local, a case of this sort is underway by a Maryland Circuit Court judges to make the ban statewide in Maryland. The policy upon which the rule is based has been discredited by both the U.S. Supreme Court and the Court of Appeals.

Meanwhile, the board of governors of the Maryland Press Assn. at its July 31 meeting voiced disapproval of the term, finding it unconstitutional and "dangerous."

Adding its voice to that of NABANPA and others, the association also expressed its support of the five Baltimore stations cited for contempt.

Representatives of some 20 Baltimore papers join stations in gag rule melee

Maryland weekly and daily newspapers attended the session called by Glenn T. James of the Center for Public Affairs, president of the association who termed the rule unconstitutional.

John Worthington of the Bel Air Age, was named to head a committee on possible future evolutions. Other members appointed were E. M. Jackson Jr., of the Annapolis Evening Capital, and G. Bowie McGney of the Laurel News-Leader.

Mr. McNeely said the rule is "dangerous" because it not only infringes upon freedom of the press but also because it could "open the door to corruption in official circles." He added that "if public officials knew that whatever they did or said would not be made public, it would create a dangerous situation for the public."

The Washington Post, in an editorial last Wednesday, continued to attack the rule and lauded the News-Post for warranting a public service by exposing the absurdity of this rule.

"We think it impossible," said the editorial, "to reconcile such a gag rule with the publication of news therewith and the enunciation by the Supreme Court of the United States that courts may cite the press for contempt only when its act constitutes a "clear and present" danger to the administration of justice."

PETRILLO HAND CALLS
NEW YORK AFM LOCAL
A GUARDED PEACE prevailed last week within New York Local 902 of the American Federation of Musicians, which has been torn by internal controversy, with both warring factions claiming victory.

The AFM, however, pointed out that AFM President James C. Petrillo, to whom leaders of the dissident "Unity" group appealed for aid in their struggle against the local officers, weighed his decision heavily in favor of the latter. Mr. Petrillo upheld the action of 902's executive board in suspending four of the "Unity" men from key local positions.

The dissidents, on the other hand, were placated with a ruling from the AFM boss that the site of regular monthly meetings was to be decided upon by local officers, i.e., on the local's exchange floor rather than at New York's Palm Garden.

The local's regular monthly meeting is to be held at the latter spot today (Aug. 9). The union's last membership meeting broke up in a near-riot after fist fights between members of the rival factions.

Union rift causes dropping of opera

DROPPING of broadcasts of the Metropolitan Opera and postponement of the Metropolitan Auditions of the Air on ABC was indicated last week when the Metropolitan Opera Assn. announced cancellation of all of its plans for 1948-49 season.

The reason for cancellation was given as final failure to reach agreements with the 12 unions representing the employees of the Metropolitan. The face of the Metropolitan Opera Association was marked by an approximate deficit of $220,000 during the 1947-48 season, the board declared it would be "unable to continue to provide for wages or other cost increases."

The Texas Co. has sponsored broadcasts of the opera Saturday afternoons on ABC since December 1946 for 18 weeks each season, while Farnsworth Radio and Television has carried the auditions on Sunday afternoons since January 1948. Both firms had indicated a desire to renew their programs this fall. The Texas Co. has not yet revealed its new plans for this fall.

Papers for New York, and Warwick & Legler, New York, represent the Texas Co. and Farnsworth, respectively.

It was reported that there is possibility of the network broadcasting operas from its own studios.

Local 802 of the AFM said, in a statement by Secretary Charles Tucci released after the Metropolitans meetings, that the 12 unions "deeply regrets what it considers an inexplicable decision of the Metropolitan Opera Assn. to cancel the coming season ... The Metropolitan Opera Co. on its part, has made no protracted negotiations reluctantly withdrew its demand for a wage increase ... Despite the fact that it has not received a wage increase in the last two years, a period during which its operating costs have soared."

Our single request upon the Metropolitan has been for the establishment of unemployment insurance and old age benefits. Local 902 stands ready to continue further negotiations because we recognize the responsibility of our organization to the music-going public."

TV set radiation limit is recommended to RMA

ADOPTION of standard radiation rating of television receivers has been recommended to Radio Manufacturers Assn. members by the executive committee of the Receiver Section, RMA Engineering Dept. Purpose of the move, according to RMA, is to insure operation of TV receivers through limitation of video set radiation.

Recommended limit of radiation, adopted in the proposed standard, for a voltmeter 6 inclusive is 25 volts per meter.

The standard was recommended by the RMA Committee on Television Receivers.

27 FM Terminals Slated by AT&T

NINE AVAILABLE, EIGHT UNDER CONSTRUCTION

AT&T NOW HAS nine terminals available for 15,000-cycle intercity FM service, has eight others in the process of manufacture and slated for availability "by the end of the summer," and has ten others on order, according to a letter from the telephone company released by FCC last week.

The report was submitted in response to an inquiry made by FCC after the FM Assn. filed a petition declaring that AT&T's previous representations with respect to 15,000-cycle service had not been realized and asking for further conferences on the subject [BROADCASTING, July 19]. The telephone company said that if FCC regards another conference as desirable, "we shall, of course, be glad to participate."

Discussing the availability of 15,000-cycle facilities, AT&T said three terminals of the 1941 type and six of the new type are now available. Installation of four of the new type was completed last month, the letter noted; two in New York and one each at Washington and Chicago, all usable for transmitting or receiving. The remaining two of the new type are available for installation to meet service requirements on about three weeks' notice, the company said, pointing out also that the locations of those already installed can be changed within the same length of time.

Points Served

Facilities for a 15,000-cycle network which would permit either transmitting or receiving at Washington, Baltimore, N.J., and D.C. (location of FM Inventor Edwin H. Armstrong's stations) similarly could be set up on three weeks' notice, AT&T declared. The company said the locations are particularly outstanding "specific" request it has.

Of the eight terminals under construction, AT&T said "these . . . will be held ready for installation on about three weeks' notice at points where they are required to meet the needs of the industry. The company continued:

These arrangements are in keeping with the statements made at the emergency conference that we expected to have 15 terminals by the end of the summer. Beyond this, we have ordered the manufacture of more terminals and they are expected to become available by the early part of 1949.

AT&T also reported that 15,000-cycle service was furnished from Washington to Alpine from Feb. 8 through May 15, and to Alphatia to Alpine from June 20 to July 19, and that similar service is slated to begin today (Aug. 9) from Washington (transmitting) to Baltimore and Alpine (both receiving).
NEW HOODER 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 sta-
tions 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
THE 49'ers of television have stirred up an excitement that is a fitting centennial for the original goldrushers and there will undoubtedly be many parallels between these two hectic events, including the grief as well as the gold"—so observes Lennen & Mitchell in a foreword to its brief though comprehensive appraisal of current and future TV facilities, programs and audience (as of July 16).

Of the gold, L&M says: "A surprising amount of money has been put down on the table and the wheel is spinning. We are positive that nobody knows where it will stop."

It is the "grief" leading to that bonanza, however, with which the agency's study concerns itself primarily. Thus, the same wheel becomes at once a vicious circle.

Key factors in a nugget, the study points out, are these: Increased TV set circulation, better programming (television's veritable "stepchild"), operative leadership by networks, a reappraisal of talent costs, and purchases by mass market advertisers of choice network time franchises in the near future, or at least immediate consideration of television as an advertising-selling medium.

Key Factors
L&M prefaces its survey with these glittering nuggets:

Cost estimates for the next several years covering stations and sets alone (exclusive of program tabs) are expected to approximate $800,000,000, a figure which also represents "the public's admission costs in the form of set investments."

Ten percent, or $80,000,000 represents construction cost covering allocation of TV stations.

Advertisers—33% of them in mass markets (who have doubled since last October)—will put up not less than $10,000,000 for programs this year. Amount is small compared to radio advertising placed last year ($447,000,000), but it's the trend that's significant. NBC alone, which envisions video as a six billion dollar-a-year business, expects to realize a 375% increase, according to L&M.

AM-TV Comparison
The use of television, whose rapidity of growth has surpassed that of radio in comparable years of 1922 and 1923, has catapulted it far ahead of "blind" radio in homes owning both TV and radio sets, the agency maintains. Such is the advantage that mediocre or poor TV programs offer stiff competition and relatively small returns in a market that's big enough to be interesting.

The TV audience has more to offer than the radio audience, and advertising is looking for something that will bring it back to TV. TV market advertisers, however, aren't the only ones with a vested interest in television. Television packs sales dynamite and the evidence proves it," says the agency in quoting figures on actual listenerhip, high sponsor identification and reported purchases stemming from video commercials.

For that reason advertisers are warned: "We believe the only safe and fundamental viewpoint to take is that television is going to be with us—and with you—whether you want it or not."

Some not so glittering statistics:
(1) 39,800,100 people live within range of operating stations;
(2) 2,315,500 are reported to be regular viewers, and (3) 384,150 sets (76% in and around eastern network cities, 50% in New York alone). Set boost (from 8,100,000 to 9,700,000 in June 1946) is impressive but infinitesimal alongside radio's 56 million radio sets in 37 million homes.

Coverage Not Great
Percentage-wise television's coverage is less than impressive: Less than 6% of the population are viewers (coverage of New York's population is no better than 10%), while as much as 28% of total population lives under the umbrella of TV coverage. The survey poses the obvious problem: Placement of more sets as the "quickest means of expanding circulation."

The prospect for such a set boost (sales, ultimate for a drop in average set prices from $400 now to $150 four years hence) is encouraging if not rose-hued. The forecast: 870,000 sets by the end of 1948; 2,470,000 by 1949, and no more than 13,570,000 by 1952. (Manufacturers have increased from five in 1946 to the present 46.)

Expansion Question
What of territorial expansion? Television, now reaching 120 market areas with 29 stations, has a ceiling of 400 stations covering 140 select markets of 50,000 or more population—a coverage of 98,400,000 is ultimately possible. Total coverage of the U. S. 40% and 50%. Within six months, a figure of 45,000, or 25% of the U. S. total, is predicted.

As for prospective station operators and advertisers, the current rush into television reflects their conviction that "if they are to get into television at all they had better get into it in a hurry," according to the study. Reasoning is...
He Likes An Audience

Jo-jo, the 2-year old chimp in the picture, is unhappy. He loves bananas, but nobody's watching him eat this one. And without an audience, life just doesn't seem worth living to poor Jo-jo.

Radio advertisers are pretty much that way, too. Except that they want a BIG audience at a LOW cost.

Maybe that explains the phenomenal success of station W-I-T-H in Baltimore, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you're not using W-I-T-H now, and you want low-cost results from radio in Baltimore, call in that Headley-Reed man today and get the whole wonderful story!
before and after

THE LOTHARIO on the left, is John Gambling as he was 25 years ago when he first came to WOR. Today he has more chin and does more chinning with his listeners in the 14 states where WOR can be heard in the daytime. His 7:15 A.M. "Musical Clock" show, a homey chowder of jokes, joshing and jive-less tunes that touch the heartstrings, is probably the oldest program in radio. During John Gambling's day, many a personality has flashed into popularity and dived back into oblivion. Not John. His listeners stick. So do sponsors. Bond Clothes has sponsored him on WOR for 9 straight, long, productive years. In 23 years, the WOR "Musical Clock" has almost never had to go sustaining; a record rare in radio. The experienced radio advertiser knows that John's grip on the affections of people, is worth its weight in signed contracts.
The way WOR's John Gambling makes money for sponsors is a radio epic.

causes, crusades and cash

When Bloomfield, New Jersey, held its "Salute to Bloomfield Day", the town corralled "a number one drawing card" to emcee the big shindig. "Number One" was WOR'S John Gambling. Fifteen-thousand people had their insteps gouged trying to get a squint at him. They felt they knew him like a brother.

Little Mamie and Mom had been listening to him on WOR almost all their lives. Grandma has been coddling eggs to the sound of his voice for 25 years. John Gambling had a good time in Bloomfield, too.

He steered the tiller wheel on the hook and ladder.

The Bloomfield safari was nothing new to WOR's John. He gets round 'N' round, 'N' round. Appears at causes. Appears at sales meetings, testimonial dinners and dealer get-togethers for sponsors. The salesman in him knows that the more friends he makes for WOR and John Gambling, the more CASH he rolls up in sales for his advertisers.

continued
"we named him John, for you!"

Others have had babies named for them; WOR's John Gambling's prize "take" was a bull. For the farm woman who christened her critter "John Gambling", it was a singular sign of affection.

Less spectacular, but touching, are the tributes John Gambling receives from a mass of the 29,300,000 people who can hear WOR in the daytime. He gets well over 1,000 letters a week from people who just want to tell him things. Most begin "Dear John". Listeners nag WOR's program boys for more of John, so he has a 6:30 A.M. show, too — and usually does a few afternoon stints, as well, which is nice for everybody, including advertisers. For WOR listeners take Gambling's word as gospel. If he recommends a product, they breeze right out and buy it.

molars and music

Thousands of school kids thump their toothbrushes to John Gambling's 7:15 A.M. music

As "public institution number one" John Gambling is official school-closer for some
500 schools hereabouts; in case of epidemic or epileptic weather. He once broadcast "no school"

BY MISTAKE and 90% of the scholars stayed home. A milkman heard him and
failed to deliver. All of which gives us a thought; some maker of a children's product could cash in
mightily by advertising on John Gambling's WOR show.
WOR’s John Gambling recently received a scroll which reads: “For many years John B. Gambling has resided in the hearts of the citizens of the town of Bloomfield, and by means of his “Musical Alarm Clock” has sped them to their many and sundry duties”. Over the past 25 years, John’s WOR programs have sped millions of citizens into stores. He has sold everything from hash, to crackers, to clothes, to razors.

When he first advertised a canned meat product, the whole eastern seaboard broke out in a rash of hash. In the first six months, hash sales increased 500% over the comparable period of the previous year! A few weeks ago, WOR’s John Gambling offered any listener 5 free razor blades. He pulled 8,000 requests in 5 days.

— heard by the most people

where the most people are
LARGEST "FAMILY" of broadcasters at NAB 4th District meeting was headed by Harold Thoms (at head of table), stockholder in Inter City Advertising Co., WAYS Charlotte, N. C.; WIXIX Columbia, S. C.; WCOG Greensboro, N. C.) and owner of WISE Asheville, N. C.; WHHT Durham, N. C.; WEAM Arlington, Va. Clockwise, from Mr. Thoms, are Mrs. Thoms; Joe Herget, WHHT manager; Horton Doughton of Inter City; B. T. (Beve) Whitmire, Inter City and manager of WIBC Greenville, S. C.; Mrs. Goan; Walter Goan, managers of WAYS and WCOG; Mr. Graves, a non-broadcaster; Mrs. Moore; Durham Moore, manager of WIXL.

THE COW looks unconcerned, but the audience was impressed with the first livestock market report on KELO Sioux Falls, S. D., by Les Harding (r). He is congratulated by Ted Matthews, KELO v. p. and commercial manager.

PROUD of their new RCA 50-kw AM transmitter for WGBS Miami are George B. Stover (l), president of Fort Industry Co., licensee, and Stanpet Kettler, managing director of WGBS. The Miami station lays claim to having the first and only 50-kw transmitter in the state.

NEW TRANSMITTING plant for WIBA-FM Madison, Wis., has been completed at Blue Mounds, 26 miles west of Madison on the second highest point of land in the state. The station, operated by the Badger Broadcasting Co., uses a 345-ft. Blaw-Knox tower with 8-bay Western Electric "cloverleaf" antenna. WIBA-FM operates on 101.5 mc., Channel 26B, with effective radiated power of 45,000 w. WIBA-FM is the sister station of the 5 kw AM WIBA in Madison.

NEW Magnecorder is demonstrated by Leroy Beier (second from left) to (l to r) H. A. Engel, WHA Madison, Wis.; Al Satterfield, Radio Supply Co.; H. B. McCarty, WHA station director; D. J. Voegeli, WHA.


LIONS CLUB citation for community service is accepted by Milton Bosc (r), assistant to the general manager of WCBS New York, on behalf of the station. Alexander Wells, past international Lions Club president, presents the plaque.

RESULTS of a trip into the wilds of Wyoming are these trout held by (l to r) DeWitt Landis, manager of KFYO Lubbock, Tex.; Barney Ogle, KRGV Weslaco, Tex., and O. L. (Ted) Taylor, Taylor-Howe-Snowden.

A $5,000 check for Bob Jones Polio Hospital Building Fund goes to Bob Jones (at microphone), m.c. of WBIG Greensboro, N. C., from George Baldanzi, executive v. p. of Textile Workers Union of America (CIO). Mr. Jones' fund, one of the many radio-polio activities, had raised well over $50,000 at last report.

WINDING UP plans for West Coast radio engineers convention in Los Angeles Sept. 30 are (l to r) L. W. Howard, president, Triad Transformer and West Coast Electronics Mfrs.; Robert Sink, Consolidated Engineering; Loyd Sigmon, KMPC Los Angeles chief engineer and convention chairman. Convention will be held at the Biltmore Hotel.
Twenty-four TV programs...a variety of studio presentations and remote pickups that include practical help for the homemaker, teen age entertainment, lively children's shows...comprehensive coverage of the news, special events, sports...movies, drama, comedy...provide WPIX with a wide range of presentations to intrigue the interest of viewers—or advertisers!...in a major market big enough now to make the medium mandatory for any advertiser concerned with creating comment among customers, building business and better sales!

For details, time rates and production costs on currently available programs...call or write, WPIX, 220 E. 42nd St., New York 17...or WPIX representatives out of New York, Free & Peters, 444 Madison Ave., New York, 22.
Progress Reported
On Tape Standards

SUBSTANTIAL progress toward establishment of standards for tape recording was reported at a meeting of NAB's Recording and Reproducing Standards Committee in New York July 30.

Dr. S. J. Begun, of the Brush Development Co. and chief of Project Group D of the NAB committee, which is assigned to develop tape recording standards, made the report. Dr. Begun's group was urged by Royal V. Howard, NAB Engineering Dept. director, to complete work on the project at the earliest possible date. The group was also asked to investigate the lowest possible tape speed which would meet high-fidelity NAB standards.

Dr. Begun's group is composed of Price Fish, Columbia Recording; Dr. D. C. Hare, Dearing-Millerken Research; W. E. Stewart, RCA Victor; Col. R. H. Ranger, Ranger tone; R. H. Roys, RCA; M. J. Stolaroff, Ampex; R. F. Bigwood, ABC; C. G. Baker, National Magnetic Co.

Present at the executive committee meeting were Chairman Howard: Robert M. Morris, ABC, executive committee chairman; Dr. C. L. Beale, Audio Devices Inc.; Howard A. Chinn, CBS; C. R. Sawyer, Western Electric; Roland A. Lynn, NBC; George M. Nixon, NBC; Neal McNaughten, NAB, and Dr. Begun.

Semi-Annual Mississippi Group Meeting at Biloxi

MISSISSIPPI Broadcasters Assn. will hold its semi-annual meeting Oct. 9-10 at Biloxi, the association's executive committee decided at a meeting held July 25 in Jackson. The group also completed its schedule of U. of Mississippi and Mississippi State College football games to be carried by member stations this fall.

Attending the meeting were: Hugh Smith, WLAV Laurel; Bob Wright, WOTK Meridian; Bob Evans, WLO Tunica; Wiley Harris, WJDX Jackson; Bob McRaney, WCBI Columbus; Mac Sengus, WLSI Jackson; Chuck Wright, WGR guitar; Howard Lewis; Emil McMurty, WJPR Greenville, and Gene Tibbetts, WLOX Biloxi.

Kaltenborn Scholarship

H. V. KALtenborn, veteran news commentator, has established a $500 yearly scholarship at the U. of Wisconsin, with emphasis on news presentation and analysis. To encourage study in radio, Mr. Kaltenborn has created a $15,000 trust fund, earnings from which will go yearly to a junior or senior year student who can qualify on the basis of financial need, scholarship, special aptitudes and interest in some phase of broadcasting. The first scholarship will be awarded for the fall term.

Feature of Week

(Continued from page 12)

their first names—many of them carryovers from his days as a newscaster—he lured Roy into sales. After he had served on Hearst's Western National advertising setup for several years, Roy looked for a new challenge. He found it in radio.

A year in Blue Network spot sales under Gil Berry, former All-American football star at the U. of Illinois, prepared him for Mr. Berry's job when the latter was promoted to network sales manager in 1944. When the Blue became ABC, Roy was named manager of WENR, a network-owned and-operated station.

L. & H in Radio

The McAulughlin touch was best demonstrated last year when Roy brought Lyon and Healy, Chicago's famous music store, into radio for the first time. He sold L. & H., then 82 years old, an hour of time to advertise the opening of its new store in suburban Evanston on Chicago's North Shore. Lyon and Healy later bought a half-hour program for 26 weeks, special Thanksgiving and Christmas hourly shows, and an hour announcing the opening of its new North Michigan Ave. retail outlet.

"You can inject personality in radio," says Roy McAulughlin. "You can never put it into cold type."

"Curtain Time," Chicago-originated Mars candy bar show, will shift from its usual 10 a.m. (CDT) spot Oct. 6 to Wednesdays at 9:30 p.m. (BROADCASTING July 12), Grant Adv., Chicago, Ill. agency.
NOW... WNOX AS ALWAYS IS IN FIRST PLACE IN KNOXVILLE

ACCORDING TO C. E. HOOPER
DESPITE TELEPHONE GIVEAWAYS ON ALL OTHER STATIONS

WNOX is the O-N-L-Y Knoxville station not trying to buy an audience with telephone giveaways—and—despite countless local telephone stunts of every kind ON ALL OTHER Knoxville stations—WNOX is now—AS ALWAYS—in first place DAY and NIGHT according to the latest Knoxville Hooper Report (Winter-Spring). For smart time buying—see the Winter-Spring Knoxville Hooper. Learn more about the loyal WNOX audience that cannot be BOUGHT or BRIBED by other stations. ALSO, see how WNOX programs beat the big shows on the other major network Sunday night.

CALL A BRANHAM MAN FOR AVAILABILITIES

WNOX 10000 WATTS • 590 KC • KNOXVILLE, TENN.
EAST TENNESSEE'S NUMBER 1 STATION

FIRST PLACE — NOW — AS ALWAYS
FCC Upholds WJBW's Denial Of License:

FCC last week refused to back down from its decision to deny license-renewal application of WJBW New Orleans and granting the application of the licensee's divorced wife for a new station using WJBW's assignment [Broadcasting, May 3].

The action clears the way for an appeal to the courts. Spokesmen for Charles C. Bloch, owner and founder of WJBW, have served notice they would take this course if necessary.

FCC's denial of renewal was based on engineering grounds. In its ruling last week, the Commission refused to grant Mr. Carlson's requests for rehearing, reconsideration and grant, further hearing, or oral argument on his application for rehearing and, or re-argument of the case.

WJBW is currently operating on temporary license which expires Aug. 31. Mrs. Louise C. Carlson, former wife of WJBW owner, has a grant for use of the facilities, 1280 kc, 225 w, full time.

Meeting of Agency Group Set for Spokane Aug. 18

A series of discussion groups on television, radio, agency operation and media selection will highlight the annual three-day meeting of the Affiliated Advertising Agencies Network, beginning Aug. 18 in Spokane, Wash.

Virgil A. Warren, head of the Spokane agency bearing his name, will be moderator of the series. Representatives of the 37 agencies who are members of the Network will participate in the discussions. Other members of the meeting committee include Adolph L. Bloch of the Adolph L. Bloch Adv. Agency, Portland; Robert B. Young, of the Robert B. Young Adv. Agency, San Francisco; and Carl E. Cline, who heads his own agency in Yakima, Wash.

Parade Crowds on TV

CROWDS which jammed the curb along the parade route during the Minneapolis Aquatennial festivities July 23-Aug. 1 saw themselves on television as the parade went by. A camera using a 6-inch and a 20-inch television lenses was mounted atop the bus. Persons along the parade route saw their pictures on television as the parade went by.

TV Potential in Public Schools Great—Knowles

AMERICA'S 30,000 public school children represent the greatest potential daytime television audience, William H. Knowles, general manager of RCA Victor's educational sales department, told 350 educators, advertising and public relations executives and students at a television seminar sponsored by WWJ-TV Detroit and Wayne U. July 29 at Detroit.

Mr. Knowles predicted that eventually there would be a TV receiver in every school and that such programs would be seen and heard as a definite part of the curriculum. There will be commercially sponsored school programs, he said, with health, domestic science, home budgeting and similar subjects, he said. Now is the time for local telecasters, educators and potential sponsors to work with the TV stations to get together and discuss their future roles in educational television, Mr. Knowles asserted.

Folsom Puts Up Output At 1/2 Million Sets

THE TELEVISION boom has exceeded even expectations of the most optimistic industry leaders, according to an appraisal of the field made last Wednesday by Frank M. Folsom, executive vice president of the Radio Corporation of America in charge of the RCA-Victor Division in Camden, N.J.

Mr. Folsom told those attending the Western Radio and Appliance Trade Dinner, held in connection with the Western Summer Show, in San Francisco, that he expected the industry to produce more than 650,000 receivers and thought the more than 60 video stations will be in operation by the end of this year. Currently, he said, about 500,000 television sets are in the hands of the public and 31 television stations have taken the air.

As the result of the public's enthusiastic acceptance of video, Mr. Folsom felt that the industry in 1949 could be predicted to turn out 1,600,000 receivers, representing a potential retail business of more than $400,000,000. This, he maintained, was a conservative estimate. In the opening of two television stations in San Francisco this fall and a third before the year is over, Mr. Folsom, who is in charge of the RCA Victor Division in San Francisco, has been supplying radio and appliance distributors and dealers attending the dinner. He disclosed that an RCA Victor survey indicated that San Francisco's 14,000 television receiving families would have a retail dollar volume of more than $10,000,000.

The foundation of television's success, Mr. Folsom said, is service to the public such as the coverage of the national political conventions recently concluded in Philadelphia, Cleveland and San Francisco, in which television in their homes and public places a better view of the proceedings than could be had by delegates in Convention Hall. About 10 million people "sat in" on these conventions by television.

In this connection, Mr. Folsom said, Bishop L. S. Scaife, of the Episcopal Diocese of Western New York, whose organization was invited to an audience of 30,000 in Buffalo churches, has declared that television "can vitally supplement and enhance religious teachings. If California television receivers in churches, parish houses, and other departments of the church where they will prove an invaluable educational medium."

"Our culture and knowledge base have been advanced through television visits to museums, art centers, and the theatre, opera, and ballet," Mr. Folsom declared. "The `personal theatres' of television have made entertainment much more bearable to men in veterans' hospitals and to other shut-ins."

Assuming that the press reaction to television is another important indication of its present stature and future prospects, Mr. Folsom pointed out that major newspapers in virtually all television areas have already devoted special sections of many pages to the subject, while trade publications have given unstinted recognition to the increasingly excellent program material being distributed.

"Complete coast-to-coast television networks are expected to be in operation by the end of 1952, but even before that time, regional networks, such as the National Educational Network, will be broadcasting," he said. "The network industry has been copyrighted, and the gadget itself is in the process of being patented.

Telescriber

TELESERBER, a new video gadget which makes it possible to write or draw while the television is on, was presented to the audience at the Television Week Convention in Los Angeles. The gadget, in which the artist's hand or pen or shadow from either, has been developed by the production staff at WSPD-TV Toledo. Not only is it possible to make letters and drawings appear as if from nowhere but, the station reports, it is also possible to pull the paper smoothly in any direction while the Telescriber is on the air. The name Telescriber has been copyrighted, and the gadget itself is in the process of being patented.

KCVR is GIVEN 1 KW;
1580 PLEA DEFAULTED

A POWER BOOST from 250 w to 1 kw for KCVR Lodi, Calif., was proposed by FCC last week. The station is on 1570 kc, daytime only. The request is exclusive appeal of Del Paso Broadcasting Corp. for a 250-w daytime on 1580 kc at North Sacramento was found in default for failure of the owner, C. C. Goodell, to appear at the hearing and present evidence, and consequently was given a proposed denial.

The power increase proposed for KCVR, the Commission found, would increase the station's primary service from its present 1,017-square-mile area with a population of 28,850 persons, to an area of 3,419 square miles with 156,000 population.

The grant would be subject to the condition that KCVR make "prompt adjustment of all reasonable complaints with respect to any blanketing which may arise within its 250 millivolt contour." KCVR is owned by Herbert W. and David A. Brown, partners doing business as Central Valley, Inc.

FCC's proposed decision was in line with the recommendations of the hearing examiner, Miss Elizabeth C. Smith, which were released simultaneously with the Commission's proposals.
On the Air!

WJZ-TV

CHANNEL 7

KEY STATION IN NEW YORK

ABC TELEVISION NETWORK

Tuesday, August 10—a red-letter day in ABC television. Why? Because ABC's key station, WJZ-TV goes on the air in New York . . . on Channel 7, right smack in the middle of the dial.

For years ABC has been working, planning for network television. (During the early days of telecasting ABC produced more commercial programs, in more cities, for more sponsors, than any other group working in this new medium.) As time went along, ABC assembled a staff of top video experts, and now, at long last, is completely geared for full-schedule, nation-wide television.

On the following pages, you will find the full story of how an exciting, new television network has come into being . . .
is ABC's first owned-and-operated station to go on the air. The ultra-modern transmitter and antenna are atop the Hotel Pierre, one of New York's tallest buildings. This mid-Manhattan location on Central Park is far removed from other high structures and gives WJZ-TV an unobstructed transmission path to all the greater New York market.

will be telecasting in the nation's number two market next month. Located on top of the Civic Opera Building in the heart of the Loop district, WENR-TV's antenna rises 1271 feet above sea level, providing sharp, clear reception for all Chicago's business and residential sections.

begins transmission in November. ABC's transmitter in Los Angeles will be on top of Mt. Wilson, 6,000 feet above sea level, overlooking all greater Los Angeles and its populous neighboring communities — the perfect location to assure clear reception.

will be on the air in October, transmitting from the Maccabees Building on Woodward Avenue. With an antenna 1100 feet above sea level, WXYZ-TV's transmissions will cover the Detroit area without interference from other tall structures.

begins transmission in November. ABC's transmitter in Los Angeles will be on top of Mt. Wilson, 6,000 feet above sea level, overlooking all greater Los Angeles and its populous neighboring communities — the perfect location to assure clear reception.

will be on the air in December, transmitting from Mount Sutro. A 500-foot tower brings the total antenna height to 1360 feet above sea level, a point high enough to provide maximum television service to all The Bay Area's rolling residential sections.

All five of these key stations are owned and operated by the network . . . and all five occupy Channel 7, in the middle of the television dial. Their importance as major markets . . . and (in the case of New York, Hollywood and Chicago) as the major origination points for talent . . . is of the greatest possible importance in building a strong television network.

In addition to the above stations, ABC has affiliates in

Philadelphia,  WFIL-TV
Boston,  WNAC-TV
Washington,  WMAL-TV
Baltimore,  WAAM
Minneapolis,  WTCN-TV
San Diego,  KFMB-TV
New Orleans,  WDSU-TV
Toledo,  WSPD-TV
Syracuse,  WAGE-TV
Fort Worth,  WBAP-TV
St. Petersburg-Tampa,  WSEE

By the end of 1948, ABC will have a network of from thirty to forty television stations!
In television, even more than in AM radio, program appeal counts for everything. That's because in television, stations in any one locality have approximately even coverage. This means that television stations and television networks will compete for their audiences on the merits of their programs.

ABC-TV network programming has two all-important advantages: first, long years of experience back in the horse-and-buggy days of television . . . and second, outstanding success in AM radio programming.

Here are but a few examples of the good, solid entertainment that is available to audiences—and to advertisers—on WJZ-TV and the ABC-TV Eastern regional network that covers all the Central Atlantic States—

**HOLLYWOOD SCREEN TEST**

Talented young artists take a movie test while talent scouts look on! Bert Lytell emcees as a different Hollywood star plays opposite the newcomers each week. Here's a video show loaded with thrills, comedy, drama and music—plus big names to give it added appeal! **Sunday 8:00—8:30 PM EDT.**

**THREE ABOUT TOWN**

Two girls and a boy—Phyllis Wood, Betsi Allison, and Bill Harrington—spark this sprightly quarter-hour show twice each week. Aided by two spinet pianos, this talented trio entertains with lively songs and exchanges gay patter about the theatrical world. **Monday and Friday 7:00—7:15 PM EDT.**

**THAT REMINDS ME**

Walter Kiernan, weaver of homespun philosophy and droll tales of life on a hundred American Main Streets, has as his colleagues on the show Ex-Governor Harold Hoffman of New Jersey, Tex O'Rourke, swashbuckling soldier of fortune, and "Uncle Jim" Harkins, radio actor. **Monday 9:00—9:30 PM EDT.**

**YOU'RE INVITED**

Romo Vincent greets the video audience at his front door and invites them in to see his lively, informal variety show. Singing comedian Vincent, an experienced Broadway musical comedy star, is adept at tying the acts together and keeping the show on its toes! **Wednesday 8:00—8:30 PM EDT.**

**CARTOON TALESTLES**

A unique television program that keeps the kiddies spellbound! Brother Chuck, the cartoonist, and Brother Jack, the narrator, combine their efforts to describe the antics of their animal world characters—Pinto the Pony, Cletus the Caterpillar and Alice the Alligator. **Monday & Wednesday 5:30—6:00 PM EDT.**
The American Broadcasting Company can boast the outstanding video staff in the business. Here is one of the best-trained, best-rounded groups of television experts in the country. They have a combined total of more than 75 years in the telecasting business—practical, commercial experience—in telecasting and in broadcasting, too. To mention only a few...

Paul Mowrey, National Director of Television. His position as perhaps the best-known figure in television has enabled him to assemble an outstanding staff.

Richard Rawls, Manager of Television Operations. Formerly manager of television studio operations with another network. 9 years in television.

Lawrence R. Algeo, Jr., Eastern Television Program Manager. 5 years at WRGB. Working with him are Richard Goggin, recently television program director with WFIL-TV; Ralph Warren, well-known television director; Bobbie Henry, with 9 years in television.

Burke Crotty, Director of Television News and Special Events. 11 years of network television experience, more recently television director of WMAL-TV, Washington, D.C.

Charles Holden, Television Production Manager. Has supervised nearly 3,000 network television shows.

James McNaughton, Television Art Director. 6 years with two other television networks, followed by 2 years as head of production for WATV.

Marshal Diskin, Director. During the past 6 years he handled the camera work on more than 2800 television programs.

This is the time for all sponsors interested in television to nail down valuable time periods for present and future use. Compared with AM time availabilities, television franchises are very restricted, and will continue so for a long time to come.

ABC has the video facilities, experience, and know-how you are looking for. A remarkable opportunity is yours on ABC-TV if you act now.

Make this a red-letter day for your sales-by-television. Begin by making your plans today. Ask for the complete story of ABC television.

ABC-TV American Broadcasting Company
AB Meeting Held; Officers Are Elected

IEF MEETING of the Pennsylvania Assn. of Broadcasters was held Friday, July 30, following the NAB meeting at the Elks-Stratford Hotel in Philadelphia.

George D. Coleman, WGBI Scranton, was unanimously re-elected president of the organization. Also elected: Roy F. Thompson, WRTA Altoona, vice president, and David S. Bennett, WJMZ Harrisburg, secretary-treasurer. Directors elected were: Basse A. Beck, WKOK Sunbury; Joseph C. Burwell, WMBZ Uniontown; Gordon Gray, WIP Philadelphia; George E. Engstrom, WRAK Williamsport; Leonard Kapner, WCAE Pittsburgh; Clarence C. McCollough, WGAL Lancaster, and C. G. Moss, WLTR Bloomsburg.

Mr. Coleman told the members that lack of activity on the part of the organization was due to the lack of great problems affecting the members. He expressed the opinion that the organization still has money in its treasury and that dues are not presently being collected.

Roger W. Clipp, general manager of WFIL Stations, Philadelphia, told the organization of the plans for Pennsylvania Week, Sept. 26 to Oct. 2, and urged their support. He reported that the Pennsylvania Railroad is supplying a special train to carry A Fred Waring Pennsylvania Week show across the state on a radio junket which will make good records available to all stations on the route.

New ABC TV Outlet

WAVE-TV Louisville, Ky., announced a forthnight ago as a new NBC television affiliate [Broadcast, Aug. 1], also was affiliated with ABC, bringing that network's total of video outlets to 15. WAVE-TV, to go on the air Oct. 15 as Louisville's first television station, is managed by Nathan Lord, with George Norton as president.

INDEPENDENTS

A New Texas Independent Broadcasters Assn., representing primarily small-station interests, was formed at an organizing meeting in Dallas Aug. 2.

Elected temporary officers were: president, Bill Laurie, KEBE Jacksonville; vice-president, Ernest Jones, KAND Corsicana; secretary-treasurer, and Harrell V. Shepard, KDNT Denton, treasurer.

Action to organize came at the end of an all-day program, including talks and informal discussion on general problems of station operations, engineering and programming.

About 35 station managers and owners attended, and about a dozen others sent regrets along with expressions endorsing the association idea.

Mr. Krueger, who sent out the original letters to 60 stations proposing the organization in June, told the group:

"The group has proved conclusively that small stations in Texas are in common understanding on the need for an association through which they would mutually help one another and better serve the public interest. This group has the power to meet that need."

Surveys Are Urged

Sentiment was strongly voiced from the floor in favor of the association's arranging for surveys which would establish the listening audience of small stations in their local areas. One proposal was that BMB be engaged to do the job. Another suggestion was that research facilities of the U. of Texas be employed.

Speakers included Don Clark, assistant professor of radio at the U. of Oklahoma; Guy C. Hutcheson, Dallas consulting radio engineer, and Gordon McLeod, general manager of KLIP Dallas.

Prof. Clark recommended that the new association set up a program advisory committee and a promotion committee to serve the cause of all the Texas small stations.

"You should seek to sell the independent broadcasting stations as a package to agencies," he said.

He also suggested close "pooling" of information and techniques in handling the personnel problem.

Mr. Hutcheson advised daytime owners to consider the possibility of receiving FCC authority to stay on the air a couple of hours more in the evening where there is no conflict with the dominant frequency.

Following adjournment the temporary officers chose four others to serve with them on a steering committee. They were: Tom Whitehead, KWHI Brenham; George W. Smith, KMAE McKinney; Ross Prescott, KTAE Taylor, and Mr. Hutcheson. A meeting of the steering committee was called for Aug. 7 at McKinney.

Sessions were held in the pent-

New Group Formed In Texas

Culp Krueger, KLUP El Campo, house of Cliff Towers Hotel, in the Oak Cliff suburb and home of KLIP. Fred McCabe, Southwest division manager of UP, was host at a cocktail party.

Among those attending were:

Bob Tucher, Phil Dunenburg, KRIC Beaumont; Tom Kittrell, KDDC Dumas; L. B. McVay, KSHD Athens; E. Harold Know; KRCR Baytown; Gills Newsome, KPPA Taylor; King Robinson, WBTW Burts, KATL Houston; D. E. Collop, KETY Stephenville; M. E. Danbom, KTTB Tyler; H. A. Jernagen, KOKA Kilgore; W. C. Foust, KSFA Nacogdoches; Bill Laurie, KEBB Jacksonville; Bob Shuffler, Frank Sbowda, KFVN Brown; Tom Whitehead, KWHI Brenham; James H. Foster, Liberty Broadcasting System, Dallas; Jim Speck, KCCN Fort Worth; Ernest Jones, KAND Corsicana; Tins Carroll, KLIP El Paso; R. W. Earmark, KRUN Ballinger; Paul Plumlee, KXFA Coleman; Mike Shapiro, KPEX Odessa; Jimmie Iras, J. O. Braden, KRRN Ballinger; H. R. (Ray) McGuire, KPBX Beaumont; George W. Smith, KMAE McKinney and KBBM Graham; Louis C. Pitchford, Joe M. Leonard Jr., KGBP Gainesville; Ross Bokanomo, KKBK Hillsboro; Culp Krueger, KULP El Campo; Gordon McLeod, KLIP Dallas; Harrell V. Shepard, KDNT Dallas; F. A. Wallace, KBCV Fort Worth.

GAINES Dog Food, division of General Foods Corp., has moved its headquarters from 250 Park Ave., New York, to 157 S. Indiana Ave., Kansas City, Mo. GAINES DEAL RESEARCH CENTER will remain at New York address.

GROUP TO GUIDE AAAA LEGISLATIVE POLICIES

AMERICAN Assn. of Advertising Agencies has created a new committee on government, educator and consumer relations to deal with legislative policy and relations with executive officials, educators and consumer leaders. William R. Reydel, partner in Newell-Emmett Co., New York, is chairman, with A. W. Siegel, president of The Cramer-Krasselt Co., Milwaukee, as vice chairman. Other members are:


Richard L. Scheidler, vice president of AAAA, is committee secretary.

Yep-Right Now, MIAMI’S International!

Every summer thousands upon thousands of families from Latin, Central and South America make Miami headquarters for shopping and vacation fun. WIOD is tops with this audience, too, with its NBC Parade of Stars and local programs directed to our guests from the South.

National Representatives
Clock Tucker, Phil Dunenburg
Southwest Representative
Harry E. Cummins
James M. LeGate, General Manager
5,000 Watts • 610 KC • NBC

9:48 A.M. August 9, 1948 • Page 43
carrying spots are WOR WJZ WNEW in New York, and WCAU and WFIL in Philadelphia. Loft has more than doubled its spots campaign since March.

MODGLIN Co., Los Angeles (Dura-Broom and Perma-Broom), appoint W. Earl Bothwell Inc., that city, to handle advertising. Radio will be used.

HELMS BAKERIES, Los Angeles, Aug. 2 started for two weeks to daily Olympia sportscasts from London by Thomas Freebairn-Smit. Bakeries recently started four-week spot campaign, six weekly on 15 Los Angeles area stations. Thirty spots are being presented daily in KPAC EMPC KJH KFI KNX KFOX KLAC KECA KFWB Los Angeles; KAHG KWKW Pasadena, and KGIL San Fernando. Agency: Dana Jones Co., Los Angeles.


ARDEN FARMS Co., Los Angeles (dairies), through Allied Adv., same city, Aug. 2 started four weeks spot campaign on six local stations. Spots totaling 25 a week will run six weekly on KPAC KFVD KECA KFWB KLAC.

J. W. ROBINSON Co., Los Angeles department store, Aug. 2 started two week spot campaign totalling 50 spots, for promotion of autumn clearance sale, on four Los Angeles stations—KFAC KFVD KLAC KFAC.

G. P. REGAN & SONS, Burlingame, Calif. (harmonicas), appoints Roy S. Durstine Inc., San Francisco, to handle advertising. Radio may be used.

Network Accounts * * *

GROVE LABORATORIES Inc., St. Louis, through Gardner Adv., same city, starts three weekly sponsorship of Breakfast Time on full Don Lee Network, Mon., Wed., Fri., 8:15-8:30 a.m. (PDST), for 26 weeks.


J. A. FOLGER & Co., San Francisco (Folger Coffee), Aug. 6 renewed its three weekly sponsorship of Frank Hemingway’s morning and afternoon newscasts on full Don Lee Network, Arizona stations KOOL Phoenix and KCNA Tucson, and 15 stations of Mutual Intermountain group, plus KRAM Las Vegas, Nev. (Afternoon renewal effective today, Aug. 9.) Folger alternates weekly with co-sponsor, White King Soap Co. (May Co.-Baldwin-Foster), 7:30-7:15 a.m. and 10:30-11:15 a.m. (PDST), and Tues., Thurs., Sat. 4:15-4:30 p.m. PDST, one week, and alternate days the next). Agency: Raymond R. Morgan Co., Hollywood.

Coca-Cola Co. and Armour & Co. sign 52-week-renewals on CBS for The Pause That Refreshes on the Air through D’Aray Adv. and Hint Hunt, through Foote, Cone & Belding Inc., respectively. Coca-Cola program is heard Sun., 6:30-7 p.m., with contract effective Aug. 15. Hint Hunt, whose renewal is effective Aug. 16, is heard Mon.-Fri. 4-4:25 p.m.

GEORGE WESTON Ltd., Toronto (biscuits), Oct. 2 starts to Dec. 25 French-language Variety Show on 6 CBC French network stations, Sat. 8:30-9 p.m., and Jan. 6 starts to March 31 series of Operettas on 30 Dominion Network stations, Thurs. 9:30-10 p.m. Agency: Harry E. Foster Agencies, Toronto and Montreal.

BORDEN Co., Toronto (milk products), Sept. 28 renew to April 26 Canadian Cavalcade on 30 Trans-Canada Network stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.

Discuss UN Coverage

PRESIDENTS of the four major networks and other executives met with Benjamin Cohen, assistant secretary-general, Department of Public Information of the United Nations, in New York last week to discuss coverage of the United Nations. It is expected that as a result of the meeting, specific plans will be announced soon. About 450 stations have signified their interest in receiving programs from Lake Success.

Out for Season

WALTER (RED) BARBER, CBS sports director who is recuperating in New York Hospital from a severe stomach ailment, probably will be lost to the network for the remainder of the baseball season, it was indicated last week. He was stricken in Pittsburgh July 23. According to CBS, Mr. Barber probably will remain in hospital four to six weeks more.
Any engineer or smart time buyer will tell you that a station's actual coverage is determined more by frequency than by power alone. WSAV's 5,000 watts on the extremely favorable frequency of 630, gives this station a powerful reach equivalent to 140,000 watts at the other end of the dial. That's why we cover 4 times more area, 3 1/2 times more people than any other station in this market. If you want to pass your products to a million eager listeners in 79 prosperous counties of this great $320 million retail sales area, hop on 630 in Savannah and we'll take you where the sales are.
FM, TV VIEWED

(Also see stories on Districts One and Two in this issue.)

By HERMAN BRANDSCHILD

FM and television were dissected Friday, July 30, at the closing session of the Third District NAB meeting in Philadelphia [Broadcasting, Aug. 2] as a panel of experts and district members speaking from the floor traded opinions. Executives of big city stations seemed more prone to discount the importance of FM than did managers from smaller communities. All seemed agreed on the future of TV, but opinions differed as to whether it would replace AM.

John D. Scheuer, WFIL Philadelphia, as moderator of the panel, said he would prefer to see an eventual switch from AM to FM, but he, too, said he did not expect FM to have much of an impact until it had more circulation. He said that since engineers have been on strike at his station since May 1, WFIL has had to curtail its FM operations. "We have not received a single letter asking why," he added.

Small Station Viewpoint

Just the opposite experience was reported by Houser R. Smith, WKOK and WKOK-FM Sunbury, who said that during a power failure, his station was flooded with calls. He emphasized that FM is important for carrying sports and for picking up marginal listeners. "Agencies," he concluded, "should become acquainted with the fact FM is important in the sticks."

Harold Fair, director, NAB Program Department, said he believed FM had gotten off on the wrong foot by trying to sell high fidelity. He reported the words of a prominent agency timebuyer who told him: "We don't buy high fidelity—we buy listeners." He urged FM to program its output in such a way as to make listeners.

On television, discussion centered around programming and around the medium's future. Julian F. Skinnel, WLBR Lebanon, expressed the view that in ten years TV would put AM out of business. "Mr. Clipp expressed the view that television, by its nature, was a high-priced medium, leaving room for advertisers to seek lower-priced media which commanded Mr. Clipp stressed the importance of "getting into television or getting out of broadcasting."

Herbert Horton, program man at WPIL-TV, urged broadcasters not to make a hasty decision on the value of video programming and asked, "If television programming is in the category of 1920 AM radio, as has been said, how is it that we have so many listeners?"

Mr. Diehm answered: "We weren't that bad in AM radio in 1920."

Resolutions

Following the panel discussion, the following resolutions were unanimously adopted:
1. To support the NAB board and NAB President Justin Miller in solving the problem of voluntary industry observance of the Standards of Practice.
2. To urge the Census Bureau to include AM, FM and TV set ownership questions in the 1950 census.
3. To endorse the All Radio Presentation project and to recommend its participation by member stations.
4. To commend President Miller for his defense of radio's right to free speech and to urge all broadcasters to support his campaign in their behalf.
5. To urge support of provisions of the Standards of Practice which commend the industry support movements devoted to the conservation of natural resources.

Because of the heat and vacation conflicts, a sixth resolution urging future district meetings be in the fall and at some resort hotel if possible.

The meeting voted thanks to George Coleman, district director, to Clair McCollough, director-at-large, and to Philadelphia stations WYAW WPIL WHAT WP and WPEN, "who have been our genial hosts on this occasion."

Those attending were:

A


(Continued on page 94)
ADVERTISING should pay off . . . and it does for advertisers using 50,000-watt WGY . . . the only major station in eastern and central New York.

WGY has an enviable record of achievement in pulling mail response and in producing tangible sales results. Today . . . that record is better than ever. In the year just past, WGY received more mail than in any previous year in its history*. In the last few weeks eight announcements produced orders for 38,400 strawberry plants . . . 1483 mail orders were received by an early morning show, at a cost to the sponsor of only 15 cents per order, for an article costing $3.98! These are typical examples of the kind of selling job which has made WGY one of the nation's most-used stations.

Results are the fruits of planned programming . . . and programs which produce results are available at the General Electric station in Schenectady.

*Over 200,000 cards and letters.

Represented Nationally by NBC Spot Sales

WGY

50,000 WATTS
SCHENECTADY, N. Y.

GENERAL ELECTRIC
"I heard (saw) it on KDYL..."

That's a phrase you hear a hundred times a day in Salt Lake City, a Preferred-City businesswise.

KDYL's colorful coverage of local events of interest keeps Salt Lake and Utah listeners up to date on what's happening in the Intermountain West's largest city — keeps KDYL out front as Utah's POPULAR station.

Now, first with television, KDYL and KDYL-W6XIS become the eyes and the ears for the biggest segment of Utah's buying power!
...but 7 out of the top 15 local programs* in Chicago on WGN

The A. C. Nielsen Co. compiled a list of locally sponsored programs of any frequency and duration, and the outstanding record made by WGN is that 4 of the top 5 were on WGN. 7 of the top 15 were on WGN.

WGN says it can do a job and then proves it can because Middlewest listeners have the WGN habit. We offer you the full facilities of our engineering, program, commercial and promotion departments to do the best radio job that can be done.

*Nielsen Average Audience, February-March, 1948

A Clear Channel Station... Serving the Middle West

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
ATTENTION
That old adage about the world beating a path to the door of the man who invents a better mouse trap doesn't hold true today. Instead, you must beat a path to the homes of people who buy mouse traps.

Thus, these seven Fort Industry Stations provide an ideal medium in their markets for the sale of better mouse traps, or anything else.
**Editorial**

**Peron P(h)ony (Ex)Press**

STEP by step, the intrigue and mischief behind the Argentine radio-censorship explosion of last month comes to light. For sheer fantasy, nothing equals it in the annals of radio.

The Peron dictatorship, after intercepting and publishing in its keep press private dispatches to this journal, now alleges that its radio is free and that the Inter-American Broadcasters Assn. is meddling in the affairs of a sovereign nation. The passion whipped up by the newspaper blasts and over the "free Argentine radio" brought threats of bodily harm to Goor Mestre, Cuban broadcaster and new president of IABA, and to Herbert M. Clark, our special correspondent.

Since the publication of the intercepted dispatches in mid-July things have happened. The IABA executive council meeting in Brazil—a safe distance from Buenos Aires—has expelled the Argentine Broadcasters Assn. from membership. Our State Dept. has been asked by Acting Chairman Tobey (R.N.H.) and Sen. McFarland (D-Ariz.) for light on the "reprehensible" interception and prior publication of dispatches of American broadcasters. Our Ambassador, James Bruce, has flown to Washington to report. It now is learned that he had protested without avail to the Argentine government.

Mr. Mestre, who left Argentina after a tumultuous carpet-session at the foreign office, is carrying on from Montevideo. He brands the Peron accusations as "grotesque and absurd," and calls it "alarm and lies."

Is Argentine radio free? The IABA knew a year ago that all except three of Argentina's 80-odd stations have been surreptitiously purchased by the government.

The NAB delegation, including C. B. Gilmore Nunn, operator of the Nunn stations in Kentucky, Texas and Alabama, stood fast against the Argentine charges. He will have a thriller to tell at the next NAB convention, for he had a ring to his story: "Radio Imperialism" is invented in a dictatorship.

The IABA grows in stature because of this incident. Indignation runs high among the other Latin nations. They see in Peron's new spirit of unity, Goor Mestre has had the courage to stick to his tenets.

The report of Ambassador Bruce and the State Dept.'s reply to the Senate Inter-state Commerce Committee are awaited with avid interest. Argentina has demonstrated that it exercises all-out censorship—radio, the press, and even private correspondence. That's the way it started in Berlin and Rome a scant few years ago.

**Our Respects To—**

**WILLIAM PEIRCE ROBINSON**

FOUR years ago Bill Robinson was a time salesman. Today he is vice president of the Crosley Broadcasting Corp. in charge of WLW Cincinnati programs. He was named to the executive post late last year. June 15 he rounded out 21 years in radio.

A native of Cincinnati, where he was born Feb. 14, 1909, Mr. Robinson started taking piano lessons at the age of six. By the time he was 18 he was an accomplished pianist and organist. In fact his first connection with radio was in 1927 as pianist-vocalist with the hamony duo, "Reynolds and Robinson."

After the team separated following several years on the air and in personal appearances, Mr. Robinson became program director of KWBG Hutchinson, Kan. He soon discovered that the station was hard-pressed for time salesmen and asked for a chance at selling.

Within a short time he was devoting his full time to selling and soon added two other salesmen. The increase in the station's billing shortly led to Mr. Robinson's appointment as sales manager.

In 1938 Mr. Robinson returned to Cincinnati and was appointed time salesman for WSU, then owned by the Crosley Corp. After a year of successful operation with WSU, he transferred to the sales staff of WLW, WSAI sister station at that time.

From 1940 to 1943 he covered WLW's four-state area, Ohio, Indiana, Kentucky and West Virginia, as special sales representative. His first four major accounts, signed in 1940, still are WLW time users. In addition to servicing the four-state area, Mr. Robinson opened new territories in the South and Southwest, including Dallas, New Orleans, San Antonio, Atlanta and Memphis.

He was transferred to the Chicago sales office of WLW in 1943 and within a year was appointed manager of the WLW Western Sales Division, which embraces nine states and such major markets as St. Louis, Memphis, Milwaukee, Kansas City and St. Louis.

When the Crosley Broadcasting Corp. acquired WINS New York from Hearst Radio in 1946, Mr. Robinson was named sales manager of the new Crosley property. That he was able to establish a sound sales program for WINS and substantially increase its billing is one of the reasons that Bill Robinson is.

(Continued on page 54)

**BROADCASTING • Telecasting**

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**‘Blue’ Sees Red**

THORNIEST issues upon which American radio historically has considered it safe to take a positive stands are God, the sanctity of the American home and kindness to dumb animals. It is refreshing to note that a not inconsiderable element of the broadcasting art has stated its position on a subject which admits more controversy.

The hour-long documentary broadcast by ABC on the purported techniques of Communist infiltration is to be admired not only as a craftsmenlike job of radio production, but even more as an adventure in editorial courage. In view of the official FCC position on editorializing, it is not easy for a broadcaster to speak his mind about anything.

Admittedly the overwhelming weight of public opinion is on ABC's side when the network asserts, as it plainly did last week, that communism imperils American democracy. But a minority—party members and party sympathizers as well as well-meaning liberals—may expect disagree. The minority is vocal and has been known to exert influence out of proportion to its size.

In openly documenting Communism—U. S. Brandt, ABC risked considerable adverse criticism. The compliments, however, will vastly exceed the complaints. To the majority of ABC listeners who wish the network well, we hasten to add our voice.

**For Free, or Not For Free**

THE POLITICAL conventions are over. The candidates are at the barrier. But the campaigning (for pay) is yet to begin.

Listeners' ears ring with the oratory of spokesmen for all parties when they prefer favorite programs. Stations lose revenue by shunting aside commercials for sustainers.

The networks evidently haven't been able to make up their minds when the political parties are about. The AFM has raised the question of providing sustaining time only until the conventions look okay to us. Once the candidates have qualified, it should be the cash register, not the schedule, that decides. The IABA says it will try to "delivered" its "State of the Nation" message to Congress to open the special session, opponents demanded answer time. Mr. Truman spoke as President, not as the Democratic candidate. The President asks for radio time once in a while. There should be no question about its propriety. When the Democratic Committee asks for time for Mr. Truman, the candidate, it should be for pay.

The networks are contending that when a qualified candidate, or a spokesman in his behalf, speaks to the electorate seeking votes, it's commercial. The expedient thing to do is to send around a salesman—rate-card in hand.

METROPOLITAN Opera cancels because it can't meet union demands. AFM wants royalties on recordings, in the words of Jimmy Pettrillo, to develop an American culture. Is there a Solomon in the house?

**Port Huron Babble**

THE VALIANT effort of KPRC Houston to bring some sort of legalistic order out of the Rube Goldbergian chaos perpetrated by the FCC's Port Huron decision thus far has failed to yield a meaningful result. It looks as if it was just another mish-mash even for that austere Federal court.

We're not entirely sure we understand the scope and effect of this newest opinion. But aside from the fact that the court decision is a suit for jurisdictional reasons, it is clear that it did so on two main grounds:

1. That by FCC's own admission, the Port Huron decision is no more than an opinion, not a rule or order;
2. That it is "judicially inconceivable" that a body of public servants could make an order out of such a thing as the Port Huron decision.

The way, it seems, is paved for appeal to the Supreme Court. But as the political heat intensifies in this campaign year, the only safe course appears to be (1) for stations to use suasion in getting candidates to keep within bounds (and maybe take a peek to make sure); (2) to insist upon waivers from the politicians to protect them in event of damages; (3) to allot no time, for sale or otherwise, for political campaigning.

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RHODODENDRONS like this grow profusely in Western Washington. They are the official Washington state flower.

BUYING time on KJR, you reach 1,178,303 listeners in one of the richest-per-capita markets in the world.

KJR's 5000 watts at 950 k. c. covers the important area that any 50,000 watts would reach, (check your B.M.B.) and in Seattle, KJR leads ALL OTHERS in daytime Hooper!*

"And the beauty of it is," KJR gives you these values at an extremely low cost.

FOR more "Beautiful" Facts, talk with AVERY-KNODEL, INC.

*Dec. '47 - Apr. '48, Seattle City Hooper Index.
now a vice president of Crosley Broadcasting Corp.
Always ready to pass along a good story—often at his own expense—he recalls that in his early days as salesman for WLW, Robert E. Dunville, now vice president and general manager, asked him to run over to Ashland one day to see a client. Getting there as quickly as possible, Mr. Robinson spent two hours trying to find a company by that name. He had no success. So he

He went to Ashland, Ky. The client was in Ashland, Ohio. His leadership asserted itself early. When he was 15, he founded the "Garden and Lawn Maintenance Co.," composed of boys in his neighborhood. As head of the organization he solicited business and hired friends to mow lawns, shovel snow, and generally help neighbors keep their premises in trim. Bill Robinson personally inspected every job. He used his own commissions to finance his music lessons.

During the past 20 years he has been active in the alumni affairs of the high school fraternity to which he belongs, and has served as head of the alumni body for nine terms. He is a member of the Radio Executive Club of New York, The New York Athletic Club, the Cincinnati Cuvier Press Club, Variety Club, Cincinnati Advertisers Club and is a Chevalier of the Confrerie du Tastevin. He is also a 32nd Degree Mason and a Shriner.

His chief hobby is astronomy. Another recreational outlet is his piano, with which he is still in touch, in both popular and classical veins.

Mr. Robinson is unmarried and lives with his mother in Cincinnati.
They're atop the WCAU television tower 735 feet above the street in Philadelphia... America's third largest city and second largest in the number of set owners... WCAU-TV with its combination of height and power reaches into thousands of homes. Its program popularity puts pull into that reach, making television a potent advertising medium.

on WCAU you're in Philadelphia —— AM
——— TV
——— FM
——— FAX

THE PHILADELPHIA BULLETIN STATIONS
AGAIN IN '48
KMOX SWEEPS
FARM AND CITY VOTE
From the rich minelands of Missouri to the fertile fields of Illinois, "The Voice of St. Louis" is again the overwhelming choice of the people of mid-America. According to the new CBS-KMOX Listener Diary Study, KMOX captured both the Metropolitan and Outstate vote in 1948.

IN METROPOLITAN ST. LOUIS, KMOX won the lion's share of the audience during almost two-thirds of the total 504 quarter-hours throughout the entire week—with more than 3 times as many "first place" quarter-hours as any other station!

IN THE OUTSIDE AREA, listeners gave "The Voice of St. Louis" the greatest plurality in its history—an average share of audience more than twice that of any competitor...more than ten times as many "firsts" as any other St. Louis station...and the largest audience during more than 85% of the total quarter-hours throughout the entire week!

These '48 returns offer clear-cut proof of KMOX's 50,000-watt vote-getting, sales-building popularity in two equally important markets...Metropolitan St. Louis, with retail sales of nearly one billion dollars—and all mid-America, with 1947 retail sales totaling close to two billion dollars.

To reach listeners in St. Louis or in the outside area—or both—just look at the record. Make your choice the people's choice...

CBS: 50,000 watts
"THE VOICE OF ST. LOUIS"
Represented by
Radio Sales

*Conducted by Benson & Benson, Inc.
*Sales Management, May 1948
D OLORES PLESTEED, program director of KMTR Denver for nearly two years, has resigned to devote her time to freelance writing. MACK MCGRAE, formerly of KOLO Reno and KEKN Anchorage, N. M., succeeds her as program director. LOWELL BAN-

LEFT, general manager of KMTR, has resigned to join Tom Barmas Productions as production director.

PHIL SUTTERFIELD has rejoined announcing staff of WHAS Louisville, after two years as stockholder and as-
sistant manager of WKY Lexington. He was member of WHAS staff when he left in 1946 to assist in building and management of WKY. Mr. Sutter-

field, who has sold hundreds of radio stations and leaves WKY, previously worked at WCSC Charleston, S. C., and WILAP Lexington.

Mr. Sutterfield is not expected to become advertising manager of Effingham (Ill.) Daily News. Mr.

Fischer, who also has been active on staff of WLW(TV), came to WLW in 1945. He previously had been with WDEU Tuscon and WMBC, Fort Worth.

BILL ROHMAN, formerly at WRUP Gaines-

ville, has joined announcing-producing staff of WBVA Richmond.

ALAN LISSER, KFI Los Angeles an-

nouncer, has been promoted to an-
nouncer-producer.

PAT MULHALL has been appointed program director of WLOG Logan, W. Va. He has been in radio for ten years, working in Colorado, Ohio, Michigan and West Virginia.

HUGH V. GUIDI, formerly with WINX Washington, has joined announcing staff of WHAM Washington. He previ-

ously was with WMBO Richmond, Va.

HOLLYN GEE, former director of NAB Radio Clinics, San Antonio, Tex., has joined WMAF-FM Baltimore, as script writer. She previously was with KTRA San Antonio.

Mr. Leaman, for past three years freelance television consultant on pro-

gramming, studio design and process-

ing of FCC applic-

ations, is now director.

Before being television consultant, Mr. Lea-

man was technical director and pro-

ducer with Trans-

film Inc., consultant to film television programs for Telecast Productions Inc. and prior to that was in CBS television program department.

RITA HIRSCH, former program director of KTV Phila-

delpia, as continuity editor, replac-

ing BETSY ROGERS, resigned.

FRANK PAPP, NBC producer, is on two months' vacation in Europe, E. D. KING瀬通is director of NBC 'Lightning Strikes' in his absence.

DINK TEMPLETON, KFXC San Fran-

cisco sports director, is in London cov-

ering Olympics for station. JACK MAC- DONALD, station sports announcer, substi-

tuted for him on weekly sports program during his absence.

HAROLD PEARY, NBC's 'Great Glider-

sleeve,' has been named harbor water commissioner of New Mexico by state's governor, Harry Mann.

HARRY MITCHELL, former m.c. of CBS 'Meet the Missus' and CBS 'Free For All' programs since 1941, in the West, has packaged his radio audience participa-

tion program 'Ladies First,' for airing via Don Lee Broadcasting Sys-

tem. This is to extend program to full MBS network. BOB MOON, also formerly with CBS Hollywood as an-
nouncer, will serve as assistant m.c.

M. LEONARD MATT has been ap-

pointed director of programs and pub-

licity at WDAS Philadelphia.

JOHN FRANKLIN, m.c. of 'The Launch-
timers' on KTW Philadelphia, is the father of a girl, Janet, Paramount Pictures.

HAZEL KENYON MARTEL, director of service, education and public relations of WTOP Washington, has been-

peared with Elizabeth Bergner in Me Neely Aug. 2 at the Oleon Theatre.

FRED EDWARDS, KLBD Dallas an-

nouncer, has bit part as ollman in television production of 'Shrike It Rich,' the 12th in East Texas in mid-July.

FRED WARD, NBC news star, has been awarded certificate of appreciation from Marine Corps for the assistance of Mr. Waring and his Pennsylvanians in enrollment drive of the Citizen Marine Enlistment Reserve Com-

ponent.

Inside Sabotage

BALLGAME broadcast being aired regularly every Saturday afternoon in Mich., was interrupted with 39 minutes, and network air. Later investi-

gation revealed that it was attempt at Sabotage. Announc-

er Bill Foster was en route to Adrian Livestock Exchange to make a recording when his car skidded out of control on wet pavement and overturned against a telephone pole. Mr. Foster was unjured but the pole he hit supported the line carrying the telephone from the downtown exchange to the station. Line was broken, causing dead air until telephone workers got it back in service 29 minutes later.

HELEN GERARD, of Mutual-Don Lee "Cleo Kid" and "Casebook of Gregory Randolph," has joined the staff of a station where she has accepted a part with Civic Films.

H. ZARET, writer of CBS "Sing It Again," is the father of a boy, Robert E. born July 28 in New York.

SAM FOUTS, continuity chief at WBVA Richmond, is the father of a girl, Stefani Kay.

AT CHANCE, director of "Mary Lee Taylor" and "Teen-Quizz-Quiz" on KSD-TV St. Louis, has been replaced by Dennis Allison, St. Louis.

BILLY CLARK, announcer at KEFK Grand Junction, Colo., and Nancy Hume have announced their marriage.

Mr. Mitchell will serve as assistant m.

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tion program 'Ladies First,' for airing via Don Lee Broadcasting Sys-
tem. This is to extend program to full MBS network. BOB MOON, also formerly with CBS Hollywood as an-
nouncer, will serve as assistant m.c.

M. LEONARD MATT has been ap-

pointed director of programs and pub-

licity at WDAS Philadelphia.

JOHN FRANKLIN, m.c. of 'The Launch-
timers' on KTW Philadelphia, is the father of a girl, Janet, Paramount Pictures.

HAZEL KENYON MARTEL, director of service, education and public relations of WTOP Washington, has been-

peared with Elizabeth Bergner in Me Neely Aug. 2 at the Oleon Theatre.

FRED EDWARDS, KLBD Dallas an-

nouncer, has bit part as ollman in television production of 'Shrike It Rich,' the 12th in East Texas in mid-July.

FRED WARD, NBC news star, has been awarded certificate of appreciation from Marine Corps for the assistance of Mr. Waring and his Pennsylvanians in enrollment drive of the Citizen Marine Enlistment Reserve Com-

ponent.
SELL SPONSORS TAILOR-MADE SHOWS

Capitol Transcriptions give you today's popular artists for profitable time sales. Stars like Peggy Lee, King Cole Trio, Jan Garber, Frank DeVol... shows like Music From Hollywood, Hayloft Jamboree, Sunday Serenade.

You make up your own programs for local sponsors—shows you can sell because you tailor-make them to fit individual tastes and needs.

Capitol Transcriptions backs you up with 30 hours additional entertainment weekly, plus artists' voice tracks, musical backgrounds, show "formats" and indexes.

Here's technical quality that's tops, for AM or FM.

Illustrated booklet and sample transcription will be sent promptly on request.

Capitol Transcriptions
Sunset and Vine, Dept. B89
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name
Station
Street
City
State
NEW RATES for WWJ, WWJ-FM and WWJ-TV Detroit were announced July 29 by Harry B. Biddle, general sales manager for the stations. Effective date for the change will be Sept. 1.

Hourly rate for WWJ and WWJ-FM will be raised from $700 to $800. New Class A rate on WWJ-TV will be $420 per hour and $60 for announcements. Rate for Class B time is $350 per hour and $50 for announcements.

All three stations are owned and operated by the Detroit News.

FM Tower for WRR
PURCHASE of an FM tower for city-owned WRR Dallas has been approved by the Dallas City Council. Low bid of $1,043 was received from Collins Radio Co., approximately $12,000 less than next bid. Variance in price was questioned by some council members but not by Duncan Tucker, WRR chief engineer, said his investigation showed the tower would be satisfactory.

St. Louis Chapter Joins AAAA Central Council
THE ST. LOUIS chapter of the American Assn. of Advertising Agencies was organized at its home via the fifth unit in the central council of the AAAA. There are five other regional councils, in which chapters may be organized on initiative of the member or local members.

Oakleigh R. French of Oakleigh R. French & Assoc. has been appointed temporary chairman. Membership includes all seven official of the AAAA member agencies in St. Louis.

Begins FM Construction
WLOG Logan, W. Va., has announced that construction of its FM station will begin immediately. FM antenna will be erected atop Ward Rock Mt., where a trail of 200 feet has been struck, 5,000 feet high and 2,000 feet up, will mark right-of-way to mountain peak. Road, which is under construction, will be of all-year base and 16 feet in width with a grade of not over 1%. Upon completion of the road, construction of a transmitter house, complete with living quarters, will be started on the peak. When erection of the FM tower installation is completed, it will be the highest point in Logan county, the station reports, towering 700 feet above average terrain.

TV Demonstration
RCA VICTOR will present a television demonstration during the Monroe County Fair, Aug. 18-21, in Bloomington, Ind. A staff of technical and production personnel, with the most recent progress from all parts of the fair through 22 receivers. Special studio and control room space has been allocated to television for the fair.

WARING PROMOTION
Local Stations to Receive
-- Special Transcriptions

NEW station promotion plan for the Fred Waring show, sponsored on NBC by General Electric, has been prepared by BBDO, New York. The plan calls for recording interviews with people attending Fred Waring's Music Workshop at Shawnee-on-Delaware, Pa., and using them as local station promotion for special shows.

The interviews are 15 minutes long with the first made for WBIR, NBC outlet in Birmingham, Ala. Present plans call for records being made for three NBC stations each week through August.

Scripts for the interviews are prepared by Mr. Waring's regular writing staff, headed by Jay John- ston. The program is fed over the NBC line from Shawnee and recorded in New York. Stations are furnished the records free of charge, while NBC pays for the mechanical expenses.

Philly TV Survey
70% of Area's Set Owners Tuned To Doubleheader Games
SURVEY in Philadelphia Monday, July 19, revealed that 70% of the television set owners were watching the Philadelphia Athletics-Chicago White Sox doubleheader and that most of them favored night games over day games.

The survey was made informally by WCAU. The Philadelphia, while two other local stations were on the air. It was conducted to determine viewers' preference in night and day televising of baseball doubleheader ball games. The doubleheader of last Monday was chosen as the attraction to base the poll on since it allowed the viewer to watch a telecast made under natural light and one made under artificial light.

While half those polled said they liked the night game better, only 30% actually expressed the belief that the light was clearer or sharper under the lights. That compared with 20% who felt the natural light presented a better image.

Remainder of those in favor of night baseball television had personal reasons for their preference--such as being free from work, the fast children are in bed, more relaxing hour, etc.

Of those answering, 30% believed there was little or no difference in the picture.

Those out of favor of the night picture, two out of ten for personal reasons. Two of ten were partial to the day picture and three of ten felt there was no difference.

Night picture advocates, however, were more insistent the ball is easier to follow on the screen under artificial lights. Ironically, a local sports writer commented recently that stars like Ted Williams say they find the ball harder to follow at night and that night games ultimately would affect batting averages adversely. Other performers, particularly in minor leagues, have claimed that the pitcher seems ten feet nearer at night.

$300 Average TV Price
Next Year Is Prediction
TELEVISION prices next year will drop to an average below $300 per set, predicted John M. Outler Jr., general manager of WSB and WSB-TV Atlanta, late last month before the Atlanta Kiwanis Club.

TV prices have already gone down from more than $600 to between $350 and $500, he reminded the group. The occasion of the talk was the first broadcast by WSB-TV to the civic club.

"As an element in American business," Mr. Outler said, "tele- vision prices have fallen to dollar portions within another 12 months--the first postwar baby to join the industrial elite of this country."
There is a big difference between the old way and the Gatesway of maintaining your equipment. The Gatesway is to put the new SA line of studio equipment in your station and save engineer's time, do the job better and easier, and at less expense.

Here's why. You work from the front on SA amplifiers. Don't drag tools around to the back of your cabinets, string extension lights where they were never meant to be, try to work in cramped space—instead do your work where it is most convenient, where there is plenty of light, tools are handy—the easy way. The SA line has all these good features.

Write or wire for information on it today. Whatever your studio equipment need is, the SA line has a unit to fill it.

GATES RADIO COMPANY
QUINCY - - - - ILLINOIS

THERE IS AN SA AMPLIFIER FOR EVERY APPLICATION
VIDEO PLANS OF KSL SALT LAKE ANNOUNCED

TELEVISION plans of KSL Salt Lake City, which recently received a video construction permit, include the beginning of work on station's TV transmitter but probably not until 1949, according to Iror Sharp, vice president and general manager of the 50-kw CBS outlet.

In the meantime, the KSL video equipment, purchased last spring and used for the first time to tele- view the general conference of the Church of Jesus Christ of Latter-day Saints (Mormons) in April, will be used to transmit the telecasts in the ZCMI Salt Lake City store. Seven video screens are located in strategic spots around the store.

For the past three years KSL technicians have been experimenting in an effort to determine the best location for the station's TV transmitter. The top of the Union Pacific Bldg. is the spot currently designated, but other locations are being considered, according to station officials.

The KSL television station will operate on Channel 5 (76-82 me).

KRNT BASEBALL CAMP
1,400 Young Hopefuls Enrolled

- In-Week-long Try-outs-

ENROLLMENT in the first annual Baseball Try-out Camp and Talent Hunt, held in the Des Moines Municipal Stadium under joint sponsorship of KRNT Des Moines and the Chicago Cubs, was nearly 1,400, the station reports. The boys and young men participating ranged in age from 8 to 24 and came from all parts of Iowa.

The Try-out Camp, held during the week of July 19, was managed by Al Couppee, KRNT's sports director. He was assisted by Clyde (Rabbit) McDowell, Ray Prim and Willard Sasserteen, Cubs coaches, J. T. Dixon, Ron Ryan, Cubs scouts, and John Hol- land, business manager of the Des Moines Bruins (Western League), owner of the Cubs.

Five players were signed to Cub contracts and four more were discovered as future contract possibilities, according to Mr. Couppee. Tournament winners received from KRNT Cubs jackets, Louisville Slugger bats and official baseballs. All finalists were given gold baseball trophies and baseball caps.

Bernhard Gardner
BERNHARD GARDNER, 73, commercial counsellor for the RCA International Division, died of a heart attack July 29 in New York. Mr. Gardner joined RCA in 1918, serving with the firm's plants and subsidiaries in Mon- treal, London, Tokyo and New York. He served as liaison with the British Broadcasting Com- mission from 1940 until he retired in 1946. After retiring, he was commercial counsellor for the Interna- tional Division until his death.

Polk Slaying Case
Difficult — Burdett

GREEK government police investigating the murder of George Polk, CBS correspondent, were accused this week by two European reporters of failing to explore all possible keys to the mystery and to have con- centrated on a fixed predisposition that the killing was engineered by Communists.

Winston Burdett, CBS Middle East correspondent, in a report broadcast from Athens Aug. 1, said that he and Gen. William Donovan, the new US military and new counsel for a new government's committee to investigate the Polk slaying, had been "disturbed" to learn that the Polk murder case had been proceeding on the "major hypothesis . . . that George Polk was murdered by Com- munists." The investigation, which is no nearer solution than it was the day Mr. Polk's body, trashed and shot in the head, was found in Salonica Bay, is extremely difficult, said Mr. Burdett. Salonica, the scene of the killing, is a city seething with under- ground political activity, both of the extreme left and right. By selecting Salonica as the site of the crime, either side—the Communists or extreme Right Wing terrorists —could lay the murder "at the doorstep of the other," Mr. Burdett reported. "Unless a real and earnest effort is made to explore all sides," said Mr. Burdett, "we cannot report to the American people that the Greek Government has done everything it could to find and punish the murderers."

NAB's Miller Will Head
UN Day Radio Committee

JUSTIN MILLER, NAB president, has accepted an invitation from Secretary of State George C. Marshall to serve as a member of the National Citizens' Committee for the UN, Oct. 24, and as chairman of the subcom- mittee on radio and television.

The committee's purpose will be to enlist and co- operate with "people generally and cities, towns, civic organizations, the press, the radio and other media groups." It was formed in response to a request from the UN General Assembly for all member nations to promote the observance of United Nations Day.

WDOV Now WMDN

CALL LETTERS of WDOV Mid- land, Mich., have been changed, with FCC approval, to WMDN, to avoid any possible confusion or conflict through listener association with the Dow Chemical Co., the city's major industry, according to Robert Wall, general manager. The station expects to take the air by September.

ADDITION of 70 albums worth $300 has brought the total of records in the U. of Texas Radio House trans- scription library at Austin, Tex., to about 1.100.
ONE BROADCASTER TELLS ANOTHER

"IT'S G-E FOR ME!"

FOR 4 BIG REASONS!

ACCEPTANCE "Our long standing confidence in General Electric equipment is further strengthened by the excellent performance of our new G-E FM Transmitter." M. H. Vrooman, General Manager, KFXM-FM, San Bernardino, Calif.

COMPLETENESS In television, G-E equipment covers every phase of station operation, from camera channels to transmitters and antennas. Pictured here is the Master Control Desk, an exclusive G-E development.

PERFORMANCE "There's no chance for operating errors with the G-E Consolette because of its simplified planning, push-button system and arrangement of control." Fritz S. Updike, General Manager, WRUN-FM, Rome, N. Y.

SERVICE "The straight-forward, clear-cut design and layout of our General Electric FM Transmitter makes for ease in maintenance and reliable operation." Ross A. Utter, Chief Engineer, WEFM, Chicago, Ill.

GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS

For Fast Service Call G-E!

Broadcast equipment representatives are at G-E offices in all principal cities.

Atlanta, Ga.
167 Spring Street, N. W.—Wheat 9756

Boston, Mass.
140 Federal Street—Hubbard 1800

Chicago, Ill.
1122 Merchandise Mart—Whitcomb 3915

Cincinnati, Ohio
215 W. 3rd Street—Parkway 3431

Cleveland, Ohio
710 Williamson Bldg.
Bidwell & Public Square—Superior 6822

Dallas, Texas
1801 W. Lamar Street—402 224

Denver, Colo.
650 17th Street—Keystone 7121

Kansas City, Mo.
106 W. 14th Street—Vigor 9745

Los Angeles, Calif.
Suite 1300-1201—Security Title Insurance Bldg.
330 West 5th Street—Trinity 3417

Minneapolis, Minn.
12 Sixth Street—Main 2341

New York, N. Y.
570 Lexington Avenue—Wickersham 2-1311

1405 Locust Street—Pennsylvania 5-9900

Salt Lake City, Utah
200 South Main Street

San Francisco, Calif.
235 Montgomery Street—Douglas 3740

Schenectady, N. Y.
Bldg. 307—Rte. 209—Schenectady 4-2211

Seattle, Wash.
710 Second Avenue—Main 7100

Syracuse, N. Y.
Syracuse 5-4411

Washington, D. C.
801 15th Street, N. W.—Executive 3600

See your nearest General Electric broadcast equipment representative, or write: Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.

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Radio Week Plans Related to RMA
TWO major projects have been announced by the RMA for National Radio Week, Nov. 14-20, in which the radio dealer will play a vital role.

The first is a repetition of the "Voice of Democracy" radio speaking contest for high school students. Preliminary contests will be held locally by Junior Chamber of Commerce chapters, aided by local broadcasters and radio dealers. Following the local and state elimination contests, four national winners will be selected and brought to Washington by RMA and NAB to receive college or university scholarships.

RMA plans now call for radio dealers to donate radio receivers to the high school in each community which produces the boy or girl selected as the "Voice of Democracy."

The second project as reported by RMA will bring to a climax the year-round "Radio-in-Every-Room . . . Radio-for-Everyone" sales campaign in which broadcasters are cooperating.

Robert R. Richards, NAB public relations director, is in charge of the "Voice of Democracy" contest. Herbert F. Guenin Jr., RCA-Victor Division, Camden, N. J., is head of the subcommittee of the National Radio Week Committee directing the "Radio-in-Every-Room" program.

Applauds TV Feature
EDITOR, BROADCASTING:
Readers (of) Broadcasting . . .
get more than just the news—they get all of the important details of the news in Broadcasting, both radio and television.

A special round of applause for the weekly TELESTATUS REPORT. I wouldn't miss it. This section is an excellent source for information to be passed along to clients to keep them TV-minded . . .

Fran Harris
Director, TV & Motion Pictures
Rut内外 & Ryan
Chicago

WAGA-TV Facts
EDITOR, BROADCASTING:
"We all" raise our heads long enough from the wailing wall to point a waver ing finger at page 28 of Broadcasting of Aug. 2.

We note through tear-stained eyes that WAGA-TV Atlanta is now on the air. It must be a new type of television the Commission doesn't know about. Here are the unhappy details:

WAGA-TV has a STA but no antenna. Our engineers assure me that it is impossible to transmit without an antenna. Not being an engineer, I assume they are right.

WSB-TV has no STA but does have an antenna—598 feet of it and two tons of it. WSB test pattern goes on the air Aug. 14 with 7-Day in Atlanta set for Sept. 29. We quote BROADCASTING of May 24, June 21, July 19, Aug. 2. Incidentally, we will get the STA next week when it will do us some good.

C. Leonard Reinhart
Managing Director
Cos Stations

Oral Argument on Video Postponed Indefinitely
ORAL ARGUMENT on the proposed nationwide television channel reallocation was continued by FCC last Thursday to a date "subsequently to be announced." The Commission, acting on its own motion, also extended to a date yet to be set its deadline for filing of briefs.

Argument on the FCC's proposed changes in allocations had been scheduled for Aug. 16 at the conclusion of hearings in the proceeding a fortnight ago [BROADCASTING, Aug. 2]. Although no reason was given for the postponement, it appeared that some additional hearings may be necessary upon new petitions which relate to corrections of typographical errors in the FCC proposals. All of this material would be subject then to the forthcoming argument.

Meanwhile there was speculation that the argument might not be heard until after conclusion of the hearing on the "upstairs" video band, 480-960 mc, now set to begin September 20.

FCC Slap (Continued from page 28)
that all that the Commission intended to do, or did, was to take the opportu
nity afforded by its decision in the Fort Huron case to support in the form of a considered opinion the view it had been trying to get Congress to en
act into law, that radio stations ought to be, and are, exempt from libel laws in connection with political broadcasts and ought not to be, and are permitted to censor them for libel . . .

The case was heard by Circuit Judge C. Hutcherson Jr., who presided and wrote the court's decision, and District Judges T. M. Kennerly and Allan B. Hannay.

AFRA Contract Talk
RENEGOTIATIONS for a new contract to supersede present one which expires Sept. 16 were held between AFRA and independent station owners of the Los Angeles area at a meeting August 5. While no details of the meeting were disclosed it is understood that union seeks pay increases for staff announcers.

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

50,000 WATTS ON 680 KC.
500,000 WATTS DAY
10,000 WATTS NIGHT

Both ABC and Top Local Shows

Texas' Outstanding Merchandising Department

equals Your Best Buy
In South Texas

American Broadcasting Co. * Texas Broadcasting System
National Representative, John Blair

Results?
That's Us!

Chs
Halifax
Nova Scotia
Maritimes Busiest Station
5000 Watts — Now!
Interested? Ask
J & S. Weed & Co.
350 Madison Ave., New York

Broadcasting * Teletcasting
For the last word in complete, up-to-the-minute facilities...or simple, low-cost equipment to suit your limited requirements...

Look to RAYTHEON for All Your Needs

**RC-11 Studio Console**

**Now with Cue Pots for Two Turntables**

Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.

**RPC-40 Portable Consolette**

Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

**RR-10 Remote Amplifier**

**Single Channel**

A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pickups requiring only one high-fidelity channel.

**RR-30 Remote Amplifier**

**3 Channel**

A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.

**RL-10 Volume Limiter**

Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

**RZ-10 Pre-amplifier**

A plug-in type pre-amplifier or booster for microphones or turntables. Handles high input level. Noise level below 85 db from 0 vu output. Low distortion. Plug-in construction permits using one to four units for maximum flexibility.

**RP-10 Program Amplifier**

A high-fidelity, single-unit amplifier and power supply. Over-all gain, 65 db; frequency response flat from 30 to 15000 cps; distortion less than 2% at +30 vu. Designed for rack or cabinet mounting.

**RPL-10 Line Amplifier**

A single-control, two-stage amplifier featuring wide frequency response, low distortion, low noise level, freedom from RF pickup. Push-pull throughout. Mounts in standard rack or cabinet.
Newspapers in Video

THE GROWING interest of newspapers in television was described by J. Howard Rutledge in the Wall Street Journal Aug. 4. Mr. Rutledge said that over 100 newspapers now have or are planning video operations. The even greater expenditures for radio advertising were cited and the favorable reaction to television of several department store executives was quoted. As to local advertising, Mr. Rutledge feels that "television may get these ads because of its visual character. Newspapers like news papers because they can show their wares in display ads. Radio doesn't offer them this opportunity; video quite vividly does."

Down in Carolina ✭✭✭✭

(RALEIGH)

The News and Observer Station

5000 WATTS • ABC • 850 KC

Ask AVERY KNODEL, INC.

BROADCASTING • Telecasting

James T. Burke, Denver district attorney, phoned the sheriff that a tipster had revealed the hotel as a likely stopping place.

The district attorney learned that the men, both of whom are in their early 30's, are connected with the promotion of a musical show scheduled to open on Broadway in September. One of them had been arrested for larceny in East Cambridge, Mass., and had been implicated in small crimes in Philadelphia, Providence, R. I., and New York.

One of those held formerly was associated with a Sing Sing parolee in a "broadcasting company," and was connected with three other so-called broadcasting firms, the district attorney said.

In the absence of William E. Drips, agricultural director of NBC's Central Division, who was out of the city, his office in Chicago reported that the men in custody had contacted three pure-bred stock breeders in the western states in recent weeks.

Each of the men held could be imprisoned for a maximum of 30 years under the two charges, Investigator Patrick said. They are scheduled to appear before Judge Joseph J. Walsh of the Division 6, Denver District Court, Aug. 16. They have retained Ike Melman, Denver attorney, as their lawyer.
Add hot-dip galvanizing to Blaw-Knox construction, and you've got the utmost in tower performance with maintenance costs close to zero. Illustrated is a new Blaw-Knox Type N-16 insulated, self-supporting tower with "lifetime" protection of a heavy zinc coating on all members as well as on inside climbing ladder and Electroforged Grating platforms. Painting to conform with CAA regulations is all that is required.

Hot-dip galvanizing is available on Blaw-Knox Antenna Towers of any height. We invite discussion on your plans for future station improvement.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.
noting that Russia and Great Britain, with government-controlled radio systems, use the largest amount of spectrum space. NAB is cooperating with the State Dept. in solving the frequency shortage, he said, and indicated he soon will name a policy-level official to work with him and with A. D. Willard Jr., NAB executive vice president, in coping with the matter.

Judge Miller criticized U. S. government hogging of frequencies, many of which it never uses and needn’t account for to anyone.

He said the joint NAB-Radio Mfrs. Assn. Committee will meet shortly to discuss television’s spectrum problem. NAB’s primary function is to prevent confiscation of licenses and to aid in providing the medium with channels. The special NAB Board Television Committee will meet soon, he added, and sharply criticized “unscientific allocation of the spectrum.”

As to NAB’s policy toward TV members, he said the scheduled Chicago meeting this week may provide helpful suggestions on the association’s future course. He reviewed the Standards of Practice enforcement problems and praised Mr. Fellows for his role during the early drafting days.

Mr. Fair called for careful and intelligent production by stations and discussed retail use of the medium.

Boston stations were hosts at a cocktail party Monday evening.

Sales clinic was conducted Tuesday morning by Hert L. Krueger, WTAG Worcester, Mass., district sales managers chairman. He reviewed sales discussions at the Los Angeles convention and traced current problems. Hugh M. P. Higgin, NAB assistant director of broadcast advertising, called for support of the All-Industry Presentation project. A. E. Spokes, WJOY Burlington, Vt., small stations chairman for the district, presided at a discussion of small station problems, including competitive aspects of TV’s progress.

Kathle H. Baker, NAB research director, conducted a clinic on industry trends and audience analysis.

At the Tuesday luncheon Walter Haase, WDRC Hartford, presided as a member of the NAB Music Advisory Committee. He presented Koln Hager, SESAC, and Carl Haverlin, BMI, who outlined current copyright developments.

At a closed session Mr. Haase read an editorial in the Aug. 7 Broadcasting, suggesting that management keep careful supervision of recorded programs to prevent the “payola” practice from influencing selection of numbers and records. Pressure of recording companies was cited during discussion, along with an example of a “payola” attempt.

Suggestion was made that managers check answering of questionnaires dealing with performances.

Resolutions were adopted, including recommendation that a radio set question be included in the 1950 census; commending Judge Miller for his efforts upon behalf of radio freedom; urging support of the All-Industry Presentation; lauding Sen. Wallace White (R-Mass.) for his efforts on behalf of broadcasting during his long legislative career; urging passage of legislation preventing the FCC from exercising control over program content or policies.

At the BMB session conducted by H. D. Pitts, BMB vice president, Jan. Gilbert, radio director of Harold Cabot & Co., explained BMB’s value in buying time. Miss Gilbert cited for example that BMB’s reports were being used in buying newspaper space to support a radio campaign for Boston & Maine railroad.

The AGM session was held Tuesday afternoon with Linus Travers, Yankee Network executive vice president, presiding. Charles A. Batson, NAB information director, gave a survey of TV analysis [Broadcasting, July 28].

A panel session on Horizons Unlimited was held, with Mr. Travers in the chair.

NAB CONCLAVES Revised Second Series Schedule Announced

REVISED dates for the second series of NAB district meetings were announced last week by C. E. Arney Jr., NAB secretary-treasurer, who arranges the schedules.

The first series of meetings, now with the 11th District meeting at Minneapolis, it will be followed by the second series of Far West meetings recommended with the 14th District at Mammoth Hotel, Yellowstone National Park, Sept. 8-9.

Next comes the 17th District meeting at the Davenport Hotel, Spokane, Wash., Sunday and Monday, Sept. 12-13. The first session of this meeting was set for Sunday to avoid conflict with the Washington state primary on Tuesday, Sept. 14.

From Spokane, Los Angeles is next with the 16th District meeting Sept. 14-16 at the Ambassador Hotel. Since there is just a 10-day lapse between the 17th and 16th District meetings, some of the NAB party will have to leave Spokane early to start the Los Angeles session.

Final stop will be San Francisco Sept. 16-17 for the 15th District meet at the St. Francis Hotel. Scheduling of three conferences in one week and a day was made necessary by the NBC affiliates meeting, which is set for Sept. 22 at Sun Valley, Idaho.

A third series of district meetings throughout the southern states is also in the offing with the exact schedule to be announced this week.

Following is the schedule of remaining district meetings arranged in progress, will wind up Aug. 20:

MEMBERSHIP of new Boston Radio Executives Club increased rapidly as attractive enrollees at NAB District meeting signed over 150 members. Enrollees were (1 to r) Jan Gilbert, radio director of Harold Cabot & Co., acting secretary of club, and Nono Kirby, WLAW Lawrence.

Pneumonia Hits Atlass H. LESLIE ATLASS, vice president of CBS Central division and general manager of WBBM Chicago, was being treated for pneumonia late last week at Little Travelers Hospital, Petoskey, Mich., where he was taken after becoming ill on a fishing trip aboard his yacht. He and members of his family left Chicago a fortnight ago for the Upper Great Lakes area.

WHAT A COMBINATION!

When you smoke a Camel, in your Hones Underwear, under a Chatham blanket, you join the world’s millions in keeping Winston-Salem one of the world’s great markets . . . and you help keep your workers supplied with cash to buy the products they hear about over WALT.

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WHAT A COMBINATION!

When you smoke a Camel, in your Hones Underwear, under a Chatham blanket, you join the world’s millions in keeping Winston-Salem one of the world’s great markets . . . and you help keep your workers supplied with cash to buy the products they hear about over WALT.

WINSTON-SALEM, North Carolina
Representatives: The Walker Co.
Investigation
(Continued from page 28)

enactment of a uniform defamation-by-radio law, while Mr. Rich-
ards, reiterating that his state's libel laws are still in effect, felt
that a satisfactory solution might be provided by setting up a law de-
fining criminal libel and giving stations the right to censor it out
of broadcasts.

In the background, but due to be put into the record, was the
Huron study which dismissed the KFRC Huron suit against the Port
Huron decision on jurisdictional grounds and yet, at the same
time, took a slap at the decision.

Legislation Sought
Rep. Forest A. Harness (R-
Ind.), chairman of the Select
Committee, made it clear that the
purpose of the hearing—which opened
Thursday and was to be completed the
next day (see late story, page 4)—
was “to consider possible legisla-
tion that will correct what appears to be
an intolerable situation and that
seems to be in conflict with the
public interest.”

He served notice that the Port
Huron study was “but one phase
of” the committee’s probe, that “a
complete and searching investiga-
tion of all branches and activities”
of the Commission would be made,
and that the committee’s staff has
been instructed “to proceed with-
out delay in an overall investiga-
tion.” Further hearings, he said,
will be held during the Congress-
ional adjournment.

The committee showed a definite
interest in the fact that FCC's
Law Bureau generally prepares
drafts of decisions before the Com-
mission itself has considered the
questions involved, which led Rep.
Leonard W. Hall (R-N. Y.) and Rep.
Charles H. Elston (R-Ohio) to request the “backgrounds” of
all attorneys who write decisions.

At another point Rep. Elston in-
terjected that the final Port Huron
decision appeared to be in accord
with CIO’s views and contrary to
those of “everybody else.”

But the opening-day session pro-
duced none of the fireworks which
marked the 1943-44 Cox Com-
mittee investigation of FCC. The
questioning from both the com-
mittee and its general counsel,
Frank T. Bow, was generally
calm and even-tempered. Even of-
cials of the Commission, though under fire, appeared pleased by the
committee’s attitude.

All four committees present
—Rep. Harness, Hall, Elston, and
Oren Harris (D-Ark.)—raised
questions frequently, but the major
share of the examination was
carried by Mr. Bow, Rep. Percy
Priest (D-Tenn.), fifth member of
the committee, was not present.

Running account of the Thurs-
day session follows (for Friday
account, see late story page 4):
Chairman Coy aroused some
pointed questioning at the out-
set with his disclosure that the
first draft of the Port Huron
decision — like most other deci-
sions—originated in the Law Bu-
reau without prior consideration
by the Commission.

“How did the law department
know how to write the decision
until they knew the views of
the Commission?” Rep. Elston
wanted to know.

Mr. Coy replied that the Law
Bureau prepares drafts reflecting
its own recommendations, which
the Commission accepts or revises
and frequently rejects.

To another question from Rep.
Elston, he said he did not per-
sonally know of any other govern-
ment agency where this procedure
is followed. General Counsel Cot-
tone, however, said a little later
that it was the standard procedure
in all agencies where he had
worked.

Justifies Views
In justification of the views of
the Port Huron decision, Mr. Coy
pointed out that “under this law,”
Chairman Harness noted.

Referring to court decisions for
support of the Committee’s view
that Congress had occupied the
field of political censorship and
that therefore conflicting state
laws will not apply, Mr. Coy main-
tained that the essential conflict
between federal and state laws
would still persist even if the
White Bill were enacted. The
controversy will be settled only
by an ultimate ruling by the Su-
preme Court, he contended.

The FCC chairman agreed with
Mr. Bow that FCC in the past
has taken the position that there
should be legislation on the sub-
ject, and declared himself “very
much in favor” of the White Bill’s
version.

Mr. Coy said he didn’t think
the Port Huron decision “neces-
sarily” would relieve broadcasters
of liability for political defama-
tion.

Mr. Coy was asked bluntly what
happens to broadcasters who don’t
follow the Port Huron principles.
He said this raised a “difficult
problem,” but that thus far the
Commission has granted renewals,
having respect for the conflict of
state and Federal law and the
fact that, before Port Huron, there
was no interpretation of the politi-
cal law to guide broadcasters.

Asked whether licensees wouldn’t
be required to observe the decision,
Mr. Coy said broadcasters don’t
always follow FCC’s decisions. He
called attention to the “dilemma”
confronting stations in Texas, and
said he had no doubt those stas-
tions will do all they can to “pro-
tect themselves.”

Mr. Cottone, following Chairman
Coy to the stand, agreed with
Mr. Bow that most of the briefs
filed with FCC in connection with
the Port Huron decision were op-
posed to it, and that only the CIO’s
fully approved it.

Elston Retort
“So the final decision was in ac-
cord with the views of the CIO
and against those of everybody

“I wouldn’t say that,” Mr. Cot-
tone replied, noting that Mr. Fier-
son agreed with at least a part of
the decision.

Rep. Hall made a point of the
2 1/2-year period which lapsed be-
tween the filing of the Port Huron
station’s renewal application and
the issuance of the decision. The
FCC general counsel offered to
cite cases that took longer.

To other questions, Mr. Cottone
said the first draft of the decision
was written by Mr. Solomon, and
that he himself ultimately signed
it for submission to the Commis-

At this point Rep. Hall suggested
that Mr. Solomon’s “background”
—and that of Harvey M. Plotkin,
assistant general counsel, who had
a hand in writing the decision—
should be “spread on the record”
for the investigating committee.
Rep. Elston interjected that the
committee should have the back-

In Kansas City
it’s KOZY.

Reach the Kansas City FM
audience direct by using
KOZY.

Robert F. Wolfskill
General Manager
“A Dillard Station”
WGOV RENEWAL

Speech Rejector Gets FCC Approval

IN THE MIDST of a series of storms over its Port Huron ruling that political broadcasts may not be censored even for libel and slander, FCC last week renewed the license of a station which admittedly rejected a political speech because it contained libel.

The renewal went to former Georgia Gov. E. D. Rivers' WGOV Valdosta, Ga., whose renewal application had been held up February while the Commission investigated a complaint filed by a candidate for mayor who was told by the station to cut out seemingly libelous statements on grounds "of all these accusations," said, "confusion will reign" until the situation is clarified by Congress or the courts; the quickest end to the confusion can be accomplished by enactment of a new law, and FCC should "forego any threat of reprisals against existing licensees and recommend Congressional enactment of a uniform defamation-by-radio law outlining broadcasters' responsibilities and "clearly" invalidating state laws which conflict with it.

He said he was sure the Port Huron decision has had an adverse effect on stations' operations in the public interest. His own advice to clients, he said, has been to (1) abide by the decision and "not restrain utterances," or (2) ignore FCC's views and continue to "restrain utterances" that seem defamatory. Most of his clients, he said, have chosen the first course.

He was questioned at length about insurance policies against libel and slander. He felt that many of them are of questionable value where political broadcasts are concerned, though he said that some companies have adjusted their policies since the issuance of the Port Huron ruling.

Mr. Pierson viewed the White Bill's political section as sufficient in its protection of broadcasters but said he thought more could be done to clarify the question of who is to be held responsible for libelous broadcasts. He thought it would be less desirable, but that Congress could remove some of the present conflict by specifically providing that broadcasters may eliminate material which appears defamatory.

Mr. Richards, speaking for the Texas Attorney General, said his office took the view that the Port Huron decision "becomes an absolute rule unless invalidated by the courts," but that Texas stations will be prosecuted for violations of the state's libel and slander laws. He said he felt FCC was wrong in its idea that Congress has "occupied the whole field." He also felt the Supreme Court would uphold the political broadcast section of the White Bill.

Rep. Edson is reported to have been asked all political broadcasts, and that's not in the interest of the public." Mr. Rich- ards agreed. He construed the law's ban on censorship as a prohibition against censorship of political views, not censorship of defa-
Probe Blueprint
(Continued from page 82)
executive session of the committee when Sen. White discussed the possibility of investigating the NAB to ascertain if President Miller did, in fact, speak for NAB's station membership. Only his retirement from Congress is believed to have forestalled such an investigation with Sen. White, himself, at the helm [Clonzo Circuit, June 21].

Although committee members currently refused to discuss in detail their plans for probing lobbying activities, they did emphasize that the matter would be given particular attention. In addition to determining whether the NAB spoke for its 2,000 stations, the subcommittee was expected to raise the question of whether Judge Miller should be registered as a lobbyist.

Two representatives of the association were registered during the last session under the Lobbying Act. They are Don Petty, general counsel, and A. D. Willard Jr., executive vice president [Broadcasting, Aug. 2].

Committee spokesmen explained that the group planned to conduct a survey of the influence and pressures exerted within the industry upon Congress and the FCC by individuals, corporations and organizations. This included trade organizations as related to administrative and legislative branches of government; the extent to which trade organizations properly represented industry and the status of trade organizations as defined by the Lobbying Act and anti-trust statutes.

It appeared also that the sub-committee chairman was ready to climb into the ring for a return bout with RCA. Sen. Tobey, who ranks high among the spectacular and aggressive probers, appeared to be sharpening his hatchet when he announced that during the probe he would give further attention to the question of patent controls in the industry.

Some sparks may fly when the investigators launch their survey of Commission authority and policies in determining qualifications, character and performance of new applicants and existing licensees in connection with the public-interest clause of the Communications Act. A digest of specific cases, bearing on these points, will be made. During this phase of the study the subcommittee will seek a definition for the phrase, "in the public interest." This section of the study will also encompass an analysis designed to show whether the FCC's scope of authority should be narrowed of broadened.

Question of Treaties

Sen. Tobey indicated close attention is expected to be paid communications treaties and conventions. It was deemed significant that the subcommittee program called for a specific study of State Department procedure in negotiation agreements, the main object being to determine whether basic organic communications laws had been modified or breached.

The State Department has fur- nished Sen. Tobey, in response to a request, answers to a series of questions revealing the experience and background of all communi- cations branches as well as an analysis of all commercial and private interests represented at international conferences for some years, it was learned.

Also asked to outline the present policies followed in making frequency allocations for all services. It will be asked to cite its present and probable future demands for frequency space.

The agency will be asked to specify what new services or enlargements of present services are anticipated and their general effect on and value to the public-interest clause of the Communications Act. A digest of specific cases, bearing on these points, will be made. Dur- ing this phase of the study the subcommittee will seek a definition for the phrase, "in the public interest." This section of the study will also encompass an analysis designed to show whether the FCC's scope of authority should be narrowed or broadened.

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Ruling of Jones
Set Aside by FCC

Further Hearing on 1490 kc Case
Cancelled by Commission

FCC Ruled last week that to in- ject the question of availability of a totally different frequency into a hearing on two mutually exclusive applications would amount to a viola- tion of the Commission's rule against "multiple applications."

The ruling was handed down in an opinion and order reversing Comr. Robert F. Jones' approval, in a motions hearing of a petition to reopen the Grand Haven-Muskegon, Mich., 1490-1490 case and consider the availability of 1490 kc at Grand Haven.

The petition to reopen was filed by WMUS Muskegon, which is competing with Grand Haven Broadcasting Co. for 1490 kc with 250 w fulltime. WMUS sought to show that 1490 kc could be used by the Grand Haven applicant which would leave 1490 kc for WMUS, now on 1090 kc with 1 kw, daytime only. WMUS had failed in two ear- lier attempts to have the record re- opened for evidence on alternate frequencies at Grand Haven.

In reversing Comr. Jones and cancelling the further hearing while he takes the position that the WMUS petition was not filed within the time specified by FCC rules, and that, since the hear- ing has been completed, reopening the record would be "contrary to orderly administration."

Further, the opinion noted, FCC rules provide that the Commission "will not consider two applications from one party for different frequencies serving the same area." The "spirit and purpose" of this regulation would be violated by granting the WMUS request, FCC said, because in effect it would re- sult in Grand Haven Broadcasting Co. having applications for both 1490 and 1490 kc. The reversal of Comr. Jones' ruling was on petition of the Grand Haven applicant.

Accurate
STOP WATCHES
and
CHRONOGRAPHS

For unsafing accuracy in timing you can rely on Clebar precision timers. They have proved their dependability in many leading broadcasting studios.

CLEBAR TIMERS MEET ALL THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST

1/5 Second Timer
30-second running time: Start, stop, start again on crown; push button returns to zero. 7-jewel non-magnetic movement. Nickel chrome case. No. 654 $18.50

Clebar "DATAH" 1/5 Second Timer
The all-purpose chronograph for indoor and outdoor broadcasts. A fine time-out stop watch that clearly indicates . . . 1/5 seconds, seconds, minutes, hours, month, day and date. Stainless steel, 17 jewels, anti-magnetic. $110.00 (Fed. Tax Inc.)

CLEBAR TIMERS ARE ELECTRONICALLY SET, RIGIDLY TESTED AND GUARANTEED FOR FULL YEAR. For other Clebar Timers, write for illustrated Catalogue B

CLEBAR WATCH CO., Inc.
551 FIFTH AVE., NEW YORK 17, N. Y.

Page 72 • August 9, 1948
Yes, your message on one station... WOWO... boosts your distribution in almost 5,000 food stores, in a 3-state, 59-county area!

They know that WOWO, Hooper-wise, is far and away the leading station not only in the city of Fort Wayne, but throughout this rich Midwest market.

They know that programs such as the Modern Home Forum... now close to its 2,900th broadcast... get response from 658,600 families, whose annual food bills total more than $400 million.

And... look at the other outlets you reach with WOWO's popular signal: 726 drug stores; 728 general merchandise stores; 1,015 apparel stores; 331 shoe stores; 1,128 furniture stores; 1,172 automotive stores; 4,125 filling stations.

It all adds up to an annual $1,693,539,000 in retail sales, in an area easily reached by Indiana's most powerful station. For availabilities and costs, get in touch with WOWO or NBC Spot Sales.

WOWO
... your key to
5,000 FOOD STORES

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA KEK WBZ WBZA WOWO WBZ-TV
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
WHN Call Letters To Become WMGM

50-kw Outlet Is Moving to New Million-Dollar Quarters

WHN New York will change its call letters to WMGM, following FCC approval last week, when it formally opens its new million-dollar quarters at 711 Fifth Ave. on Sept. 15.

The station's 18-kw FM outlet also will have a new name, WMGM-FM after it transfers from its current location with WIN, 1640 Broadway. Effective with the formal opening WMGM-FM will start duplication of the 20-hour a.m. program schedule.

WHN, which has operated for more than 25 years atop Loew's State Theatre Bldg., is affiliated with Metro-Goldwyn-Mayer that will accomplish ownership by Loew's Inc. It is believed, station officials said, that MGM Hollywood studios will play a greater part in programming structure. The station will operate under its present call letters until the formal opening, although personnel will occupy the new quarters by mid-October.

NBC, followed by World Broadcasting System, occupied the 13th, 14th, 15th and 16th floors of the new location which have been completely remodeled and refurbished to house WMGM and WMGM-FM. About 36,000 net square feet of space have been devoted to six studios, artists' quarters, news rooms, library, audition, recording and sponsor rooms, and other office space. The rent for the new quarters reportedly will total more than a million dollars during the 10-year lease period.

Main Studio

The main studio has been designed on the 15th floor to accommodate about 250 persons. At the south side of the 25 ft. deep performance platform is an 11 x 17 ft. control room with the sponsors' booth built in the back of the studio, one floor above. The "Green Room," to be used by performers, is adjacent to the main studio.

The second largest broadcasting unit, Studio B, is on the 13th floor, and will accommodate 150 persons. The room contains a control room and sponsors' booth. Studios C and D, and their respective control rooms and sponsors' booths, are all on the 12th floor, as are Studios E and F. All are isolated from adjoining construction to eliminate outside noise or vibration.

WMGM's recording library, news room, announcers', program and operations staff offices, the sports department and Ted Husing's Bandstand office also are on the 12th floor. The floor above, in addition to housing the master control room, has three large rooms for program recording, an engineering shop, accounting department, staff musicians, music library, quarters for copyists and arrangers, and power and telephone rooms. Executive offices and a conference room will be housed on the 16th floor.

John J. McNamara, New York architect, designed the studios, and the Rheinstein Construction Co. built them.

WHN originated in 1923 as a 50-kw outlet opened by the Marcus Loew Booking Agency. After its move to Loew's building on Broadway it merged with several small stations on 1010 kc as a 500-watt outlet. Its power was gradually boosted until WHN became a 50-kw outlet in December 1941.

MEMO to L. F. McCARTHY—
L. F. McCarthy Co., Cincinnati, Ohio

The 6:00 PM News for Hudepohl Brewing Company on WCKY leads all competition in rating with a 7.9.*

*Pulse, May-June 1948.
H. C. Greer, 71, Passes; W. Va. Radio Corp. Head

COL. H. C. Greer, 71, president of West Virginia Radio Corp. and identified with its ownership, died at his home near Morgantown, W. Va., last Thursday. He had been in ill health for several months.

West Virginia Radio Corp. owns WAJR and WAJR-FM Morgantown, WDNE Elkins, WVA, and an FM outlet in Pittsburgh, WJKP.

Mr. Greer was publisher of the Morgantown Dominion News and the Morgantown Post. In addition to his newspaper properties and his radio interests, he also had interests in several other businesses, including steel, coal and power.

THREE new state or regional Associated Press broadcasters' associations have been set up within the last ten days, augmenting the four organizations already established to study the AP radio news service and make recommendations for betterment of service.

States having such a group in operation are Alabama, Georgia, West Virginia and Kentucky, and organizational plans are now under way in other states, Oliver Gramling, assistant general manager in charge of radio, said last week.


Leeland C. Bickford, editor-in-chief of the Yankee Network News Service, is chairman of the New England Assn., with Arthur Rothafel, WFEE Manchester, N. H., vice chairman; Cy Douglas, chief of the AP bureau in Boston, secretary. Board members are Al Spokes, WJOY Burlington, Vt.; Murray Carpenter, WPOR Portland, Me.; and Bernard Morris, WPRO Providence, R. I. The association was formed at the NAB New England district meeting Aug. 2.

Maryland-D. C. Meet

Radio stations in Maryland and the District of Columbia, meeting July 29, organized the Chesapeake AP Radio Assn., and elected William C. Hardy, manager of WFMD Frederick, Md., as chairman. Ben Stroous, executive vice president and general manager of WWDC Washington, and R. J. Embry, vice president of WBT Baltimore, were elected vice chairmen. Max Fuller, AP bureau chief in Baltimore, is secretary.

Two committees were named by Mr. Hardy. The news group to study AP's radio news report and make recommendations is headed by James P. Conolly Jr., with Baltimore. Other members are T. C. Cooper, WTOP Washington, Charles J. Fruit, WBOC Salisbury; William Conhurst, WCAO Baltimore; William J. Paulsgrove, WJZ Hagerstown; William Foger, WINX Washington; Albert Warner, WOL Washington, and Fred Hoffman, WWDC Washington.

Headings a committee on cooperation among stations is Stewart Phillips, manager of WARK Hagerstown; Others members are L. Waters Milbourne, WCAO Baltimore; W. R. McAndrew, WRC Washington; Harold C. Burke, WBAL Baltimore, and Mrs. Aurella Becker, WPBS, Cumberland.

Meeting July 29 in Philadelphia, Pennsylvania and Delaware broadcasters elected Joe Baudino, KDKA Pittsburgh, president; George Coleman, WGBI Scranton, first vice president; Ed Obrist, WPEN Philadelphia, second vice president; Jack Hooper, WHGB Harrisburg, third vice president, and Joe Snyder, Pennsylvania AP bureau chief, secretary.

A committee to study cooperation in gathering the AP report also was appointed, composed of William A. Banks, WHAT Philadelphia, Paul Breining, WPBZ Lock Haven, and Leo Onelian, WLEU Erie.

Another committee, to study the report itself, is composed of Bob Badger, WEDO McKeesport; Fred Joyner, WWSW Pittsburgh; Homer Smith, WHOK Sunbury; William Frank, WILM Wilmington; Harold Hadley, WCAU Philadelphia, and Ed K. Smith, WCBM Lemoyne.

The broadcasters met in conjunction with the NAB district convention.

MOTOROLA Co., Chicago, employees working on hourly basis were given a 10-cent per hour salary increase last week. President Paul V. Galvin said the company does not plan to raise prices of its products. Employees more than 1/2 of the firm's profits for the first half of 1948 exceeded $600,000, he said.

Collins 212A-1

Speech Input Console

The Collins 212A-1 speech input console provides maximum versatility for audio control in AM, FM, and TV broadcasting.

Facilities are provided for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines. Two program amplifiers are included, making it possible to feed two independent programs at once, or by operating the line reversal switch, providing an emergency amplifier for normal use.

The frequency response curve of the 212A-1 is flat within 2 db total variation from 30 to 15,000 cycles per second at normal gain control settings. Distortion, hum and noise levels, are extremely low.

The mechanical construction of the 212A-1 is outstandingly rugged. The end plates are castings. There is no weave or wobble, even when the chassis is tilted, by means of an ingenious rotating arrangement, for servicing the underside.

There are three pages of description, specifications, pictures and block diagram of the 212A-1, in the new Collins speech equipment and accessories book. Write us for your copy.

THE LONG ISLAND STORY

More people in Long Island's large, quality market listen to WHLI from 11 AM to noon than to three out of the four key network stations.

Of course WHLI has the Spring-Summer 1948 HOOPE-ER Station Listening Index for Hempstead.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD

Collins Radio Company
CEDAR RAPIDS, IOWA

11 West 42nd Street
New York 18, New York

August 9, 1948 • Page 75
GIVEAWAYS

(Continued from page 81)

or inconvenience, even of a slight degree.'"

The report also asserted:

The respondent is the promoter who broadcasts its offers to distribute the escalating money prizes. Is there benefit to the promoter? We do not find it necessary to go beyond the explicit testimony of the respondent's president to find the affirmative answer. We held in Little v. Little that "a broadcast station without listeners is of little or no value. Its capital worth and income-producing value increases as its listening audience grows." The respondent's president so testified.

Is the increased audience sought after, requested, appealed to and intentionally induced by the respondent? Is it bargained for? The brief of [WARL] argues that it is not. We believe it is. Here again we need only to point to the evidence for an affirmative answer. It is intended, as stated by the witnesses, that this program shall attract listeners; that it shall persuade and induce them to become or remain [WARL] listeners.

The examiner also rejected the argument of the station, half-owned by Frank U. Fletcher, Washington radio attorney, that the program was "a competition of skill." He pointed out that in one period 2,722 questions brought 128 correct and 2,694 incorrect answers, and that during the hearing the examiner was unable to answer any of 57 questions put to him from the WARL list. The report continued:

In the operation of this plan no person matches his skill, ability or knowledge against the like facilities of any other person or group. No person may undertake by his own choice to strive for the respondent's offered prize. Only those persons selected by chance through the respondent's methods may participate, and those who win do not excel in attainment over competitors.

They shall be rewarded only if they answer the [WARL] questions which are deliberately (and not by chance) chosen by the respondent, as the record of experience indicates, so as to exclude reward to more than 95% of the chance-selected participants. We do not ascertain this to be a contest of skill for prizes within any accepted meaning of those terms. We decline to imply that among 2,651 listeners, only 57 are skillful and 2,654 lack that attribute. The predominant distinction between winners and non-winners is that the former had been prepared by listening to the program, whereas the latter had not so prepared. We perceive therein neither competition nor predominance of skill.

We doubt that the [WARL] listeners are misled by the respondent's thoughtful choice of the words "opportunity to earn cash." The calculated appeal of the program is clearly aimed at the human desire for a chance to "win some money," as it was less deliberately but more accurately expressed by the respondent's president. The "opportunity" exists only for those whom chance selects. Cash may not be equated as fair compensation for labor, effort or exertion expended, whereas the victor in a game of chance "wins" the award.

The mass appeal of lottery schemes is rooted in the individual's belief that he has an equal chance with all other participants to become a winner, coupled with a hope that the hazard will favor him. The psychologists may have more profoundly expressed it and the mathematicians may have more precisely calculated its propensities, but this human trait may be predictably denominated as the gambling spirit. The evils of capitalizing upon that spirit are recognized in the statute and have been frequently denounced in judicial decisions.

In announcing its proposed rules on "lottery" programs, the Commission said they are "intended to afford broadcast licensees with as specific advance information as is possible as to the various types of programs which the Commission considers are in violation of the law.

Text of the proposed regulation is as follows:

Section 3.192

Programs covered by Section 316 of the Communications Act—

(a) Section 316 of the Communications Act of 1934 provides in part that "no radio station shall knowingly permit the broadcasting of any advertisement in connection with the sale, distribution or exchange of any "lottery," gift enterprise, or similar chance or gambling Enterprise, for cash or any other consideration in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift, enterprise, or scheme, whether said lists contains any part of all or any of such prizes.

(b) The determination as to whether a particular program violates the provisions of Section 316 of the Communications Act of 1934 depends on the facts and circumstances of each case. However, in general, the Commission will in any event consider that a program is in violation of Section 316 if in connection with such program the respondent states, or any person connected with it asserts, that any person is required to have or in any manner upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift, enterprise, or scheme, whether said list contains any part of all or any of such prizes.

(c) In determining the existence of such an enterprise, the Commission will consider whether the program is such as to cause or lead to the impression that the respondent is engaged in the lottery business as defined in Sec. 316 of the Communications Act of 1934.

(d) The determination of any such violation will be made in view of all the circumstances of the case, including but not limited to: (1) the nature of the program broadcast; (2) the amount and nature of the consideration paid for the opportunity to win; and (3) the identity of the party paying the consideration.

(e) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

(f) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

(g) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

(h) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

(i) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

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(w) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

(x) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

(y) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.

(z) The respondent shall be considered to have violated this Section if it is determined that such violation has been committed.
Some BMB Figures Dropped By Mutual

Reports Outdated for 292 Stations, Network Says

MUTUAL, formally notified advertisers and agencies last week that it was discontinuing its use of existing Broadcast Measurement Bureau audience figures which it asserted did not apply to the 292 MBS stations which have joined the network or improved their facilities since the BMB survey was made.

Until the issuance of BMB's next report, in the winter of 1949-50, Mutual will supply its own "Listenability" coverage measurements in presentations to clients and agencies. It hopes to have "Listenability" figures for all major networks and for day and night by next fall.

"We subscribed to BMB because we believe in the principle for which it was established," said E. P. James, MBS vice president, in a letter to advertisers and agencies, "but you understand that in view of the serious out-of-date-ness of the available material, we cannot continue to use existing BMB figures to present the story of Mutual's audience or coverage."

Mr. James said it was "extremely difficult, if not impossible, for agencies and advertisers to make reliable BMB audience comparisons between the Mutual network and competing networks."

"When BMB Study No. 1 was made way back in March 1946, some 296 Mutual stations were included in the measurements," Mr. James' letter read. "Figures for 78 of these are no longer usable. Some have increased their power, penetration and audience far beyond 1946 levels; others have been replaced."

"Beside these, more than 200 new cities have been added to our line-up. Today there are 510 Mutual affiliates—but no applicable BMB figures for the 292 Mutual stations added or improved since March 1946. Most of these 292 stations have established themselves solidly and are doing a great job in their own communities. They are no longer 'new' stations in the true sense of the word, and yet it will be a year and a half before they can be reflected in the overall BMB picture for Mutual."

**Upcoming**

Aug. 16-17: NAB Districts 10-12 meeting, Milwaukee Hotel, Kansas City.

Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Muehlebach Hotel, Kansas City.

Aug. 19-20: NAB District 11 meeting, Radisson Hotel, Minneapolis.

Aug. 23-25: Western Assn. of Broadcasters annual convention, Bessborough Hotel, Saskatoon, Sask.


Sept. 8-9: NAB District 14 meeting, Mammoth Hotel, Yellowstone National Park.


Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.

Sept. 18-24: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 21-29: FM Assn. annual convention, Hotel Sheraton, Chicago.


Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

Oct. 5-7: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

**ORAL ARGUMENT SET ON STUDIO LOCATION**

ORAL ARGUMENT was set for Oct. 11 by FCC last week on proposed rule to require main studies of AM or FM stations to be located in cities wherein such outlets are licensed. Rule in effect would require stations to air majority of their non-network shows from their specified main studio.

Under present rules stations as an alternative may broadcast from main studios the majority of station announcements of "programs originating at remote points" [BROADCASTING, March 1]. Proposal is said to be directed to situations where a station licensed for a community on the fringe of a metropolitan district originates most of its non-network programs from the main city, and thus neglects local community service.

WHOM New York, foreign-language outlet, termed proposed rule "basically sound" but not applicable to its situation since Genevieve Pope and associates when they acquired outlet in 1946 specifically told FCC they planned to program station for metropolitan New York and not Jersey City, where main studios are located [BROADCASTING, March 22]. Similar representations were made in subsequent applications for power increase and license renewal, both approved.

**LINGO**

**Vertical Tubular Steel RADIATORS**

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

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897
CAMDEN, N. J.
Grant for Jackson Is Reversed, 3-2

IN A 3-TO-2 reversal, FCC Thursday proposed to grant application of Jackson Broadcasting Co. for new local station on 1490 kc with 250 w fulltime at Jackson, Tenn., and deny requests of Mayor George Arthur Smith, previously preferred, and Hub City Broadcasting Co. for the same facilities. The case has been pending two years.

The Commission majority switched its preference to Jackson Broadcasting, the report indicated, upon finding at further hearing early this year that Mr. Smith believed only 5 hours of his time a day may be required to keep the station going. He originally was granted the assignment on the basis of integrated ownership and operation. The finding showed locally-owned Jackson Broadcasting would have a fulltime part owner-manager plus diversification of ownership.

Chairman Wayne Coy favored Hub City over either Mr. Smith or Jackson Broadcasting while Comr. Rosel H. Hyde indicated in his opinion he was opposed the proposal and a related memorandum on that Mr. Smith had not been granted fair opportunity to meet the issue. Comrs. Robert P. Jones and Frieda B. Hennon did not participate.

Heard in 1946

The applications originally had been heard in 1946 with a proposed decision and final decision favoring Mr. Smith issued in 1947. Petitions of the losing parties for rehearing were subsequently granted in December with further hearing designated to determine what Mr. Smith's actual participation in the daily operations of his station would be in view of the demands of his public office and other business interest, a funeral home. The earlier grant also was set aside.

Law.

A larger opinion of the Commission majority denied Mr. Smith's petition seeking clarification or modification of the issues in the further hearing held in February and to strike proposed findings of Hub City.

Ownership of applicants:

Jackson Broadcasting Co.—Chairman, Edward Petry; president, 20% ownership; W. Russell, 30%; president and 20% owner; Edward White, attorney, vice president, 10%; Frank B. Caldwell, president and 20% owner; National Bank, attorney, vice president; 24%; Glenn Dillon, one-third owner Jackson Broadcasting Works, 50%; owner Jackson Truck and Tractor Co. and 40% owner Bell's Truck and Tractor Co., director; L. B. Higett, president Gulf, Mobile and Ohio Railroad Co., director; W. B. Davis, attorney, director; William Holland Jr., dry goods and clothing business, director; 4%; Mr. B. O. Sullivan, charge department store advertising, New York Daily News, to be station manager, vice president, 20%.

George Arthur Smith—Mayor of Jackson and part owner Smith Funeral Home.

Hub City Broadcasting Co.—Partnership R. E. McCallum Jr., local cotton merchant, 30%; W. B. Davis, former program manager of Dalton, Ga. to be station manager, 30%; Mrs. George W. Hamilton, Dalton, 30%, and Fielding Atchley, Chattanooga attorney, 20%.

NARS

(Continued from page 21)

service to the public and to radio. Non-network radio, he asserted, is destined to achieve greater heights in the years ahead, with both television and FM as potent factors in this development.

In addition to his background as a grand advertiser and trade association executive, Mr. Flanagan comes to radio with advertising agency and newspaper experience as well. From 1914 to 1919 he was vice president and a director of the Charles W. Hoyt Co., in New York, and earlier had served his apprenticeship as a reporter on the Courant, in his native Hartford, Conn.

In 1937, while president of Penn Tobacco, Mr. Flanagan indicated his avid interest in development of non-network broadcasting in an address before the Sales Managers Division of the NAB in Chicago. He criticized broadcasters for their "complacency" in allowing "the networks and transcription 'manufacturers'" of that day to "mould the stations' program structures." He then urged station executives to develop a local character by building programs for which, in return, would build listener loyalty.

Penn's success in radio, Mr. Flanagan told the NAB audience 11 years ago, "has been based on buying locally tested programs with ready made audiences. He was an enthusiastic backer of play-by-play baseball sponsorship, as well as news, sports and other locally developed programs.

The first NARS managing director, it is understood, has been retained for a one-year tenure. His salary is for $25,000 annual range. He will establish an office organization in New York. There are no present plans for Washington headquarters.

In addition to preparation for the FCC hearings, to get under way Oct. 25, in which he will work with James Lawrence Fly, NARS general counsel and former FCC chairman, Mr. Flanagan will release the first NARS sales presentation, developed by O'Brien & Derrance, New York sales promotion specialists. This is earmarked for release next month.

Selection of the managing director was entrusted to the NARS executive committee, comprising H. Preston Peters, president of Free & Peters Inc., chairman, and vice president of the association; President Tyrer, vice chairman; Edward Petry, president of Edward Petry & Co.; Joseph J. Weed, president of Weed & Co., secretary; Lew Avery, president of Avery-Knodel, treasurer, and Adam J. Young, head of the firm of the same name.

Consideration also had been given to establishment of NARS headquarters in Washington. This plan presumably was abandoned in favor of the New York operation, and with emphasis on affirmative selling of selective broadcasting in the hub of radio's commercial activity.

May Tighten Regulations

The FCC inquiry will be directed at the networks, to determine whether network representation of affiliates in non-network time sales violates the Commission's network regulations, and (2) whether the regulations should be tightened in this respect even if there is no violation of the rules as written.

Coincident with its complaint to FCC filed nine months ago, NARS also asked the Department of Justice to invoke the anti-trust laws against network representation of stations. The Department still has this petition under advisement.

NARS was organized last September "to promote spot radio," at a meeting called by Messrs. Raymer and Petry. There are a second as members of the association, embracing all leading station representatives other than those subsidiary to the networks.

Thomas Francis Flanagan, who became the fulltime paid executive in NARS, was born in Hartford on Aug. 2, 1890. He

A NEWS HEAD

Missoula, Montana-born, educated Atomic Scientist

DR. HAROLD G. UREY

HEADLINE STATIONS FOR NEWS

KVOK-KANA-KFIM

MISSOULA

MONTANA
received his A. B. degree at Trinity College, Hartford, in 1912, and has maintained close ties with his alma mater. Two months ago, he was awarded the school's Eigenbrot Cup as the outstanding alumnus of 1948. He married Margaret E. Allen in 1917. They have one son, Allen. He was a reporter on the Hartford Courant from 1910-1912. From 1912-1919, serving in the Navy, he served in the capacity of ship's doctor. In 1914, he became general sales and advertising manager of Pyrene Mfg. Co., and the next five years was in sales for the merging companies of Charles W. Hoyt Agency in New York. In 1920, Mr. Flanagan became vice president of Penn Tobacco Co., and was elected president in 1929, serving in that capacity until the company was sold to Bloch Bros. three years ago. Simultaneously, he served as treasurer of Aberdeen Corp., and as a director of Bloch Bros.

Mr. Flanagan served as chairman of the board of Fellows of Trinity College from 1839-42, and has served as a board member since then. He is also a director of the Harford (N. Y.) Community Chest from 1941-1945, and maintains his home in Harford where he is also a police commissioner.


Ziv Buys
(Continued from page 28)

Frederic Ziv himself, head of World's new parent firm, has been a recognized leader of the packaged show field for more than ten years. He is the man who brought big names into what has become big business. Transcribed shows which have carried the Ziv label include Ronald Colman's Favorite Story series, the Kenny Baker, Barry Wood, and Wayne King shows, and many others.

John L. Sinn, who joined Mr. Ziv as a partner in 1937, is personally active in the planning of all Ziv shows, as is the founder himself.

On July 15 of this year the Ziv Co. greatly broadened its base in television with the purchase from the General Film Library of California of 3,500,000 feet of film at a cost of $10,000,000. Ziv owns a total film library of more than 13,500,000 feet, which is said to be largest of any company in the television field.

The Ziv Co.'s video activities are handled through its wholly-owned subsidiary, Ziv Television Programs Inc., with Mr. Sinn as president.

Radio Enterprises Rent WAAB WMTW

FCC CONSENT to assignment of licenses of WAAB Worcester, Mass., and WMTW Portland, Me., by Yankee Network to Radio Enterprises Inc. for consideration involving only agreement to lease the physical facilities of the stations, is sought in applications filed with the Commission.

Reported in the June 30 Federal Register, government publication in which all such transactions are announced under Ace procedure the deal involves lease by Radio Enterprises of the WMTW and WAAB plant for five years at a minimum rental of $325,000. No consideration other than agreement to lease is stipulated in the assignment.

A new firm, Radio Enterprises is composed of the following: John A. Babbitt, general manager of Ernest Jacoby & Co., Boston commodity brokerage, president and 1% owner; and his brother, Joseph Babbitt, sole owner of the brokerage firm, 99% owner.

Yanke indicated that "consolidation of its standard broadcast station activities was the reason for the assignments. The network also owns WNAC and WNAC-TV Boston, WEAN Providence, WONS Hartford and WICC Bridgeport, Conn.

The lease agreement is computed on the basis of $65,000 for WMTW and $280,000 for WAAB for the five years. WMTW is assigned 280 w fulltime on 1440 kc while WAAB operates on 1440 kc with 5 kw fulltime. The lessor has option to demand $65,000 or one year's rental in advance.

In case the stations retain their Yankee affiliations under regular network contract the lease agreement states that Yankee will offer an average of 88 Class A time unit hours each four-week period. A one-hour commercial show equals one unit hour, a half-hour show 60% of a unit hour and 15-minute show 40% of a unit hour under the pact.
based on these grounds: (1) 365 of the 400 station channels already are under application and (2) the probability is that TV program schedules, far shorter than those of audio stations, will remain so for some time to come.

Improved Program Need

Further need for more good programming is essential, too, according to L&M, for "ultimately the life and growth of the medium will depend upon its box office appeal!" It cites the New York area as an illustration in point:

"Television sets . . . are not a new thing in New York. . . So long as television is calling for the offer but tired little pranks in the studio and 20-year-old movie shorts and other scrapings from the barrel of the entertainment world, the interest of set owners was so nearly nil that many sets were not even hooked up. . . . Once New York stations came through with such features as the Louis Fane baseball, various events from Madison Square Garden—in short, some program features of real and honest appeal—public interest was electrified and the demand for sets swapped the trade."

Television is apparently, then, on its way toward providing such a "box office appeal." Inasmuch as advertisers are laying it on the line and the public's only cost is that of investment, the question has been posed in some quarters: Is this not a definitive answer to the proponents of pay-as-you-see video who long have maintained that television needed a "box office" for special attractions and that advertisers wouldn't support the medium?

The fact seems to be that it is an answer—but only a partial one. Costs for this type of programming, admittedly expensive and more comparable to those of movie production than radio, conjure one of the industry's most sobering problems: How to dramatize the pressing need for multiplying the audience "greatly and quickly" if costs per thousands are to be curtailed within affordable range of the would-be sponsors. Cost amortization, then, is the more devastating answer—and solution.

Items in Expansion

Ingenuity and skill in developing low-priced programs supplies only a part of the amortization process, L&M contends. So does film. The real factor is network operation which will play several roles in aiding the industry's expansion. It will enable prime attractions to be brought to the public at reasonable rates due to amortization of talent costs. And, concurrently, better profits will stimulate growth of set ownership.

L&M examines critically the three existing TV networks, as to population coverage, set usage, estimated audience, costs and planned facilities (see adjoining tables).

Of primary concern to L&M in the matter of those costs—granting that TV programming is just beginning to hit its stride—is the belief that much remains to be done to bring down to a sounder level costs of more promising shows. Many of the current prices, viewed against the backdrop of limited audiences, are "utterly out of line," the agency notes.

Yet, there are a number of good programs which await sponsorship by advertisers in mass markets—shows of hour and half-hour duration down to choice shows for key rentals. Typical examples (prices include talent, direction, properties but not studio rentals or airtime):

A 15-minute, once-a-week situation comedy (cost of four or five), for less than $600; a 15-minute Hollywood-type show, $265; a 15-minute newscast, five times weekly, $400.

L&M's recommendations to mass market advertisers, based on the advisability of establishing early time franchises, are aimed at those prospective sponsors who feel the medium is suited to their advertising problems. The reason, L&M urge, to get into it, the agency reasons, will depend upon "how much of a penalty you are willing to risk to obtain a position of leadership, or at least dominance in . . . franchises."

The recommendations: (1) Establish a good time franchise on one of the networks now, (2) establish low-cost, high circulation, syndicates. (3) begin experimentation now for a leading television show.

Suggested Improvements

A half or full hour time segment, carrying one show of potential leadership quality, should be supported by several brand names, it is urged. Fundamentally, the study points out, the actual franchise is still more important than the use made of it, for a program can be developed during the interim, and circulation increase. Representation on a second network for a daily short spot is also advocated.

Three types of programs—sports, children's shows and drama—hold the best promise, according to L&M. Of these, sports is not recommended for long-range benefit of all advertisers, and children's shows limit themselves to a selected audience. The agency strongly recommends entrance into the drama—either comedy or serial field, with a view to building it into the proportions of those which have dominated the radio field for years.

Overall it lists a table (see adjoining column) showing costs of three typical properties available on the three TV networks, for advertisers who would spread-eagle their time and outlays. Talent costs are only approximations, of course, and are subject to further negotiation. On the other hand, network costs will be increased as more stations are hooked up and become "required stations."

<table>
<thead>
<tr>
<th>Current NBC Network Circulation</th>
<th>City</th>
<th>Population</th>
<th>Sets in Use</th>
<th>Est. Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>11,676,900</td>
<td>240,000</td>
<td>1,320,000</td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>1,344,000</td>
<td>12,500</td>
<td>100,500</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>2,860,000</td>
<td>45,000</td>
<td>279,000</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>3,260,000</td>
<td>6,000</td>
<td>54,000</td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>330,300</td>
<td>1,500</td>
<td>15,000</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>1,480,000</td>
<td>13,000</td>
<td>55,000</td>
<td></td>
</tr>
<tr>
<td>Schenectady</td>
<td>427,000</td>
<td>5,100</td>
<td>35,500</td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>21,384,500</td>
<td>323,100</td>
<td>1,811,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost: one hour</th>
<th><strong>Time</strong></th>
<th><strong>&quot;Live&quot; Studio Charge</strong></th>
<th><strong>TOTAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,900</strong></td>
<td><strong>$1,000</strong></td>
<td><strong>$2,900</strong></td>
<td><strong>$2,900</strong></td>
</tr>
<tr>
<td><strong>$1,140</strong></td>
<td><strong>$800</strong></td>
<td><strong>$1,940</strong></td>
<td><strong>$1,940</strong></td>
</tr>
<tr>
<td><strong>$1,440</strong></td>
<td><strong>$800</strong></td>
<td><strong>$2,240</strong></td>
<td><strong>$2,240</strong></td>
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<table>
<thead>
<tr>
<th>Current DuMont Network Circulation</th>
<th>City</th>
<th>Population</th>
<th>Sets in Use</th>
<th>Est. Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>11,676,900</td>
<td>240,000</td>
<td>1,320,000</td>
<td></td>
</tr>
<tr>
<td>New Haven</td>
<td>318,700</td>
<td>3,000</td>
<td>13,000</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>2,860,000</td>
<td>45,000</td>
<td>279,000</td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>1,344,000</td>
<td>12,500</td>
<td>100,500</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>1,480,000</td>
<td>13,000</td>
<td>55,000</td>
<td></td>
</tr>
<tr>
<td>Schenectady</td>
<td>427,000</td>
<td>5,100</td>
<td>35,500</td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>17,949,900</td>
<td>275,000</td>
<td>1,545,000</td>
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<tr>
<th>Cost: one hour</th>
<th><strong>Time</strong></th>
<th><strong>Cable Charge</strong></th>
<th><strong>TOTAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,900</strong></td>
<td><strong>$1,500</strong></td>
<td><strong>$3,400</strong></td>
<td><strong>$3,400</strong></td>
</tr>
<tr>
<td><strong>$1,140</strong></td>
<td><strong>$800</strong></td>
<td><strong>$1,940</strong></td>
<td><strong>$1,940</strong></td>
</tr>
<tr>
<td><strong>$1,440</strong></td>
<td><strong>$800</strong></td>
<td><strong>$2,240</strong></td>
<td><strong>$2,240</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Current CBS Network Circulation</th>
<th>City</th>
<th>Population</th>
<th>Sets in Use</th>
<th>Est. Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>11,676,900</td>
<td>240,000</td>
<td>1,320,000</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>2,860,000</td>
<td>45,000</td>
<td>279,000</td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>1,344,000</td>
<td>12,500</td>
<td>100,500</td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>18,282,900</td>
<td>297,500</td>
<td>1,705,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost: one hour</th>
<th><strong>Time</strong></th>
<th><strong>Studio Charge</strong></th>
<th><strong>TOTAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,150</strong></td>
<td><strong>$800</strong></td>
<td><strong>$1,950</strong></td>
<td><strong>$1,950</strong></td>
</tr>
<tr>
<td><strong>$1,930</strong></td>
<td><strong>$800</strong></td>
<td><strong>$2,730</strong></td>
<td><strong>$2,730</strong></td>
</tr>
<tr>
<td><strong>$1,900</strong></td>
<td><strong>$800</strong></td>
<td><strong>$2,700</strong></td>
<td><strong>$2,700</strong></td>
</tr>
</tbody>
</table>

**THIRTEEN-WEEK COSTS ON THE THREE OUTSTANDING TELEVISION AVAILABILITIES**

<table>
<thead>
<tr>
<th>Network</th>
<th>Sunday (NBC 7 Station Network)</th>
<th>Cost Per Week</th>
<th>Talent</th>
<th>$9,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>'Theatre Guild'</td>
<td>9:00-10:00 p.m.</td>
<td>$1,662.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$10,662.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'Theatre Guild'</td>
<td>Tuesday (NBC 7 Station Network)</td>
<td>$1,717.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$3,434.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'Five Minute News'</td>
<td>Monday thru Friday (CBS 4 Station Network)</td>
<td>$2,127.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$6,381.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'Five Minute Spot'</td>
<td>Monday thru Friday(DuMont 5 Station Network)</td>
<td>$1,358.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$3,688.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'One Minute Spot'</td>
<td>Thursday thru Friday(DuMont 5 Station Network)</td>
<td>$2,369.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$7,107.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**$16,410.00**

*Possibly subject to negotiation.*
Chief Engineer M. J. Minor of WBT, Charlotte, N. C., retires two Federal 862-A tubes after more than 30,000 hours of service.

WBT — an outstanding 50,000-watter in the Southeast—adds to our growing “achievement file” on long-life Federal tubes. Their experienced engineering staff has hung up a notable record—by careful, expert operation and by their choice of Federal transmitting tubes.

Years of actual service have established a long life expectancy for these tubes. Their use brings you economy in both initial cost and operation.

Federal tubes for broadcast service are backed by more than 39 years of continuous experience in the development and manufacture of superior electronic components. From raw materials to the finished product, every Federal vacuum tube is checked and double-checked to assure the utmost in electrical and mechanical perfection. For complete information on F-862, write to Dept. K-209.

Federal Telephone and Radio Corporation

100 Kingsland Road, Clifton, New Jersey

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

DONALD REED, formerly with Gearon & Reed as partner, joins New York office of J. Walter Thompson Co. as account executive. EDWARD N. ROBINSON Jr., rejoins JWT's New York office.

BOB CORRELL, formerly with Foster & Kleiser Outdoor Adv., Los Angeles, joins Tullis Co., Hollywood, as account executive.

TED ROBERTSON, former manager on ABC Lone Ranger and Green Hornet programs, joins McCann-Erickson, Hollywood, as director of Don Lee Straight Arrow.

MRS. MARY WILLIAMS, secretary of J. Walter Thompson Co.'s plan board, was one of winners of recent Horace Greeley Essay Contest, sponsored by George Burton Hotchkiss Chapter of Alpha Delta Sigma, national professional advertising fraternity, and New York Herald Tribune.

NANCY PURCINE, formerly assistant advertising manager, Buffums Dept. Store, Long Beach, Calif., joins Patch & Curtis, same city, as account executive.

ESTELLE COLBY, formerly with KHUM Eureka, Calif., and DOROTHY NOLTE join Arthur W. Stowe Adv., Los Angeles, in copy and art departments, respectively.

MOSS Assoc. Adv., New York, appoints RICHARD H. ROFFMAN as its publicity consultant. Mr. Roffman, instructor in public relations and promotion at City College of New York and lecturer on public affairs for America Association Bureau, recently opened own public relations office in New York.

ALBERT E. COFFEY Jr., publicity director, Harry Bennett Adv., Los Angeles, left Aug. 2 for month's business trip during which he will visit the capitals of 11 Western states.

NEWELL-EMMETT Co., Hollywood, moves local headquarters to new one story building leased at 8420 Sunset Blvd.

FRANK BULL, secretary-treasurer, Smith, Bull & McCreery, Hollywood, is in New York for three weeks conferring on latest TV developments and overseeing advertising for Hamletonian Classic race.

TERRANCE CLYNE, account executive on Bulova Watch Co. account for Biow Co., New York, is the father of a boy, Terrence Jr., born July 29.

Telestatus

(Continued from page 18)

also in the number of stations coming on the air.

As the program fare increases, the demand for better programs is going to become more evident. Whereas now it is often felt that people will look at anything on television, “Only the most complacent . . . will maintain that this situation will endure indefinitely.” When a large sum is invested in a TV set, “The demand for a return on investment in terms of entertainment is not unreasonable.”

The likelihood of a qualitative comparison by a televiwer between what he sees on a motion picture screen and what comes to him on his television set is pointed out. This says Audience Research, “is obviously an invidious (comparison) for television.” With the cost of a grade A motion picture roughly $1,400,000, the prohibitive cost of a comparable production for video, of course, obvious. With many advertisers charging that present costs in television are out of line with circulation or audience availability, this cost factor “brings up the serious question of whether television can compete on a dollar basis with other media in delivering mass markets.”

To this, Audience Research says, “Obviously, the network is the answer, as it was in radio . . .”

To the end of better network programs—with the four major AM networks and DuMont now competing for affiliates—the comment of Audience Research is: “It is significant that two of the most active television operators, NBC and DuMont, have large interests in manufacturing of receivers and transmitting equipment. This provides a healthy economic urge toward farsighted investment in programming that will make television attractive to great masses of consumers.”

Networks Growing

Although inter-connected network video facilities are limited at present to stations on the East Coast, the web of coaxial cables and microwave relays is bringing more and more stations together. At present many of the non-inter-connected affiliates are being served with film.

Network affiliation cannot, however, be the entire answer to better programming. It will be up to local stations to advance their own programming to a great extent. Here the economic factor enters again, with Audience Research pointing out that “at least 80% of the funds that have gone into the development of the medium have been absorbed in engineering and technological problems.” However, despite the factual criticism leveled at television, it is a growing medium—in audience, in stations, in set distribution, and in advertisers. All factors taken in consideration, “lead to the inescapable fact that television is here to stay.”

WHRV Signs Elliott

CHALMERS ELLIOTT, former U. of Michigan football star, has been signed by WHRV, Ann Arbor, to handle play-by-play description of U. of Michigan football games. Mr. Elliott was winner of the Chicago Tribune award as the most valuable player in the Big Ten during the 1947 season. The station reports it plans to make the broadcasts available on a commercial or sustaining basis to a network of Michigan stations.
Programs

Canine Kidz is sponsored by Triple Dog's, Philadelphia, on a 13 week contract and "Putting on the Dog" with Wilkie Buick for an indefinite period.

VA Jamboree

A new show for hospitalized veterans is "Putting on the Dog," a program based on the life of a Wilkie Buick for an indefinite period. The show features a variety of musical numbers and comedy skits, all performed by professionals.

Operation Video

ACTUAL FUNCTION of combat air group in the air and on the ground was presented live (Aug. 4) from WRL-TV Boston. Station telecasts air combat mission of a ship being photographed at sea, and program was carried over the East Coast network. Joining the show was Operation Video, a specially-assigned group for television, directed by Jack Crum, with camera crew and another reenact the events of the war.

Utilize Call Letters

CAPTAINING on its call letters, WABD, John Vassar has developed a new record request program dedicated to hospital listeners. The program, "WABD Visiting Time," is designed to bring music and entertainment to those who are not able to get out for some reason.

Changes Format

MOVING into 15 minutes, Vassar has doubled the program's listening audience and has increased the number of people who request music.

Canine Shows on Video

"PUTTING on the Dog," is one of the most popular programs on WCAU-TV Philadelphia. First show was broadcast on August 20. Second show is scheduled for August 27. The show is hosted by a local radio personality and features dog-owning families and their pets.

Guest Baker

STUDIO 11 of WRAL/WRAL, Hartford, Conn., were interviewed in phone-in shows and were featured on "Shopper's Guide." The program is sponsored by Willard and Home Improvement, and the show features discussions on home improvement.

OUSTANDING news stories of the week, illustrated with map sketches of the regions, are presented by WMAL-TV Washington, in new weekly series each Thursday. Presenters are the region's most knowledgeable experts, John Edwards, Washington correspondent for ABC Radio News, and Dr. Paul Ward, television journalist. The series is called "The Region," and is produced by WMAL-TV.

Food Shows

TEN MANUFACTURERS OF food products have combined with ten Super-Market stores in sections of Knoxville and Nashville to sponsor a new series of food shows on WNOX Knoxville.'Fred the Foodman" show, 10:30-11:00 a.m. daily. The program features recipes and cooking tips provided by the manufacturers.

Eddie Arnold

JUST A LITTLE LEXING (Will Go on Long Way) and My Darlin' is Only a Picture. RCA Victor 20-3013

ROOSEVELT SYKES

Time Wasted On You and High As A Georgia Pine. RCA Victor 20-3014

August 9, 1948 • Page 83
Help Wanted

Managerial

Commercial manager for new 250 watt station. Excellent opportunity for right man. Reply Champion, P. O. Box 192, Front Royal, Virginia.


Salesmen

Florida local needs salesman and young lady for copy, traffic and secretarial work. Full salary. No man and wife teams please. Box 196, BROADCASTING.

Wanted by 250 watt Mutual station, time salesman, Generous commission plus salary. KEVR, Albuquerque, New Mexico.

SALESMAN WANTED

Expanded operation in radio and television calls for adding an additional salesman to the local selling staff of progressive western stations. This is an opportunity for a capable, experienced man. Send full particulars including references and photographs.

Network station substantial western city needs salesman. Need not have great deal experience. Establishing a drawing account. Box 228, BROADCASTING.

Salesman contacting radio stations to sell radio productions. Commission. Box 287, BROADCASTING.

Experienced salesman wanted by Mutual outlet in El Paso, Texas. Write Bill Mickel, KSET.

Salesman wanted. Radio Station WINZ, Miami Beach, Florida.

Transcription sales—All sections. Popular line of Jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

Salesman—Experienced, energetic man with good sales record, now independent in major Connecticut market. Salary sales commission. Box 320, BROADCASTING.

Salesman, must be bonded. Proposition pays $10,000 to $50,000 per year. Expense accounts, executors or drunkards need apply. Write David Rathe, Stamford, Texas.

Announcers

Announcer with first class license for Florida coast. Write, wire or phone Fred W. Dumble, WTTW, Miami, Maricopa, Arizona.

Sportscaster. Top salary for top announcer in outstanding small market. Platter, photo, details now. Interview late. Bebefitted with KFW, WABC, Kiamath Falls, Oregon.

Staff announcer wanted for Mutual outlet in St. Louis. Send disc and photo to Bill Mickel, KSET.

Announcer-sportscaster wanted by growing station in large market. Salary and talent, detail experience. Box 283, BROADCASTING.

Help Wanted (Cont’d)

Transmitter engineer for Pennsylvania FM—only station operating about September 1st. Must have own transportation, write full details, including salary expected to Chief Engineer, 150 South George St., York, Penna.

Chief engineer for top network regional with directional array. Station has been on the air three years. Must have experience in construction program. Position demands man with directional engineering and professional background, experience as chief. Starting salary $6,000 plus. Write, send photos, etc. Box 321, BROADCASTING.

Need two engineer-announcers to open new 250 watt station in eastern Montana September 1st. Write Box 251, BROADCASTING.

Production-Programming, others

Wanted: Girl, as continuity writer, part-time announcer for women’s programs, picture, transcription and complete data. Box 333, BROADCASTING.

CONTINUITY-director-programmer wanted by KN-MFAM for net-affiliated stations. Must have program background, ideas making station integral factor all facets of the business. Experience needed. State starting salary. Box 248, BROADCASTING.

Continuity writer about September 1. Man thoroughly experienced in writing jocks for various stations. Also must have detail experience. No accounts, Permanent position with network affiliate. Rate, experience, salary and disc, if available, to Chief, Station WTAT, Quincy, Illinois.

Program director—Progressive New England 250 watt independent wants watts, advertising announcer-program director. Box 304, BROADCASTING.

Situations Wanted

Managerial

Experienced manager. Eleven years network and independent operations. First class license, excellent announcer and salesman. Box 4650, San Francisco, Calif.

Needed—$6,000.00 annually, supervise engineering and manage two television stations. Salary will be adjusted to qualifications and experience. Box 330, BROADCASTING.

General manager available. 15 years experience all phases construction and management work. Family and poll star top, record requirements. States starting salary. Box 321, BROADCASTING.

Executive officer-manager with 20 years profitable operation of all phases of radio and television. Must develop FM-TV property on profit-sharing basis. Present employer offers finest recommendation. Box 127, BROADCASTING.

Available September 1st. Radio time salesmen with outstanding record of results, desired in Tri-State area or Chicago, Illinois. Mentions stations; interested in making a move up to pet position, with either independent or network operation where strong agency and advertiser contacts and thorough sales back are known will result in an income of $10,000 or more a year. Reply to Box 321, BROADCASTING.

EXECUTIVE OF FAMOUS CHICAGO STATION

Wants management with part ownership of station. For past five years President/ Director of 50,000 watt clear-channel midwest operation. Previously Radio Director for leading national advertising agency. Only interested in exceptional opportunity.


Announcers


Combination—1 phone staff an- other on day, or week. References. Minneapolis, Minnesota. Disc available. Write, wire or phone 17 17th Ave. S., Minneapolis 7, Minnesota.

Announcer-copywriter, college background. All phases of news-caster-disc shows-classical. Excellent references. Box 385, BROADCASTING.

Newscaster, 24, experienced. Can handle board and disc shows well. Box 263, BROADCASTING.

Announcer—Experienced, willing to travel anywhere. Dependable. Desires permanent position. Box 333, BROADCASTING.


Canadian moving to U.S.A. September 1st. Formerly manager of AM station in British Columbia. Has 15 years experience in radio programming and engineering. New own largest radio production business in city of Clovis, New Mexico. Desiring to demonstrate ambitious plans for re- modeling station operation and com- mercial development. Prefer station with plenty of problems. Must have $80,000 in capital and more. Box 230, BROADCASTING.
Situations Wanted (Cont’d)

Announcer. Has been employed by station for six years. Voice clean, adaptable. Proven experience in radio copy reading, newscasts, commercials. Can handle variety of copy. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)


Situations Wanted (Cont’d)

Announcer. Has extensive experience in all phases of radio. Is interested in television. Can be reached at station for interview. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. Has very versatile voice. Experienced in all phases of radio, particularly in newscasts. Will travel. Box 281, BROADCASTING.

Announcer. An excellent copy reader. Has handled newscasts, weather copy, and sales copy. Will travel. Box 281, BROADCASTING.

Continuity writer. Bright gal, 24, with experience, imagination, versatility; "it's her job". Opportunity to work with active metropolitan station. Box 255, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. Program director special events producer. Has worked as engineer and in all phases of radio. Well versed in technical matters, except commercials. Will interview in Chicago. Box 281, BROADCASTING.

Announcer. Program director of station where he worked for 10 years. Will work at any position on or off network. Highest qualifications. Box 281, BROADCASTING.

Situations Wanted (Cont’d)


Announcer. Has been employed with several stations. Experience includes all phases of radio. Will travel. Box 281, BROADCASTING.

Announcer. Is interested in television. Has worked in all phases of radio. Primarily interested in news radio. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. Has been employed as news announcer by station for two years. Will travel. Box 281, BROADCASTING.

Announcer. Has worked in news and music departments of several stations. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. A University of Michigan graduate has been employed by station for 11 years. Good voice, adaptable. Will travel. Box 281, BROADCASTING.

Announcer. Has worked on all phases of radio. Versatile. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. Has been employed by station for two years. Excellent speaking voice. Will travel. Box 281, BROADCASTING.

Announcer. Has five years experience in announcing. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. Is interested in any type of employment. Will travel. Box 281, BROADCASTING.

Announcer. Excellent copy reader, newscast type. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. Excellent newscast type. Versatile. Will travel. Box 281, BROADCASTING.

Announcer. Versatile voice. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

Announcer. Is interested in any type of employment. Will travel. Box 281, BROADCASTING.

Announcer. Has worked at various stations. Versatile voice. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)


Announcer. Has worked in all phases of radio. Will travel. Box 281, BROADCASTING.

Situations Wanted (Cont’d)

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Situations Wanted (Cont’d)

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Announcer. Excellent newscast type. Will travel. Box 281, BROADCASTING.

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Situations Wanted (Cont’d)

Announcer. Has worked in all phases of radio. Will travel. Box 281, BROADCASTING.
New RCA equipment, original cartons, 5/8 discount current prices. Included one RCA 76-B4 speech input console, two RCA BA-1A pragram amplifiers, one RCA 86- A1 harmonic mixer, RCA RA-3C program amplifier, two RCA BR-84B and two BR-40 equipment racks, three RCA LC-1C-1 monitoring speakers 120- 000 feet to 100 endow, bare copper wire, three Austin 3 kw tower lighting transformers and many other new items. Used equipment; one Western Electric 210-B 250-watt transmitter, excellent condition; one Western Electric 25-B speech input console, two Blaw-Knox 185 ft. self-supporting steel towers. For details list of above and other items. Price or write: Henry F. Fletcher, 910 5th Ave., New York City.

For sale—half interest in accredited established broadcasting school. Box 349, Broadcasting.

**SERVICE DIRECTORY**

**FREQUENCY MEASURING SERVICE**

Exact Measurements— at any time.

RCA Communications, Inc.
64 Broadway, New York 6, N. Y.

**TOWER SALES & ERECTING CO.**

Radio Towers
Erection, lighting, painting & Ground Systems
1610 N. E. Columbus Blvd.
Portland, Oregon

C. H. Fisher, Agent
Phone 7R 7303

**RADIO TOWERS**

Ground Systems & FM Antennas
Erected, Painted & Serviced

Advance Radio Tower Construction Co.
4614 S. Compton Ave, Adams 3-4197
Los Angeles 11, Calif.

**ARCHER S. TAYLOR**

Consulting Radio Engineer
Box 1497
Missoula, Montana
Phone 8562

**LEE E. BAKER**

Consulting Radio Engineer
FRITZ BAUER, Associates
256-28 Landers Bldg—Pl.
Springfield, Missouri

Radio Towers ERECTED
Any type, anywhere, anytime
Crews Always Available
Write, wire or phone 8583
Green Tower Co.
Southern Pines, N. C.

**VACANCY**

Your Firm’s Name in this “vacancy” will be seen by 15,500 radio-station owners and managers, chief engineers and technicians—operators for AM, FM, Television and facsimile facilities. Write or wire BROADCASTING

**FOR SALE TELEVISION CAMERAS**

3 DuMont 5027-A Image Ortho- pickup heads and 5047-A Elec- tronic view-finders; complete with all tubes, including 2P-23 Factory reconditioned— perfect condition.

F.O.B. NYC Subject to prior sale
WIRE—WRITE
THE NATIONAL INSTRUMENT CO.
FAR ROCKAWAY NEW YORK


For sale—RCA 208-B field intensity meter complete. Recently calibrated at factory. WWNC, Asheville, N. C.

**REPRODUCER REPAIRING SERVICE**

ALL MAKES—SPECIALISTS 9A & 9B—NOW—48 HOUR SERVICE
BROADCAST SERVICE CO., 323 Arcade Bldg., St. Louis 1, Mo.

Radio Towers ERECTED
Painted and Serviced
Ground Systems
Transmission Lines
Installation

CLAY PLYMATE COMPANY, INC.,
1814 Apto Tower Phone 7-7822
Oklahoma City, Oklahoma

We are purchasing and selling towers, transmitters, consoles, turntables and all station equipment. What can we buy from or sell to you? Towers Serv- ice, Incorporated, Davenport, Iowa.

**RANGEFINDER TOWERS**

AM—FM—TV
NOW AVAILABLE FOR IMMEDIATE DELIVERY

All services—painting—erect- ing—grounding—installation.

ALEXANDER STACK & TOWER
323 E. River Blvd.
Marion, Ind.

When are you going to act on that idea of yours and apply for a construc- tion permit for the station you want. We have converted 21 clients ideas into completed stations. We can do the same for you with no worry, fuss or bother. Suitable opportunity for ex- perience. L. W. Andrews, Inc., Whitt- aker Bldg., Davenport, Iowa.

**FOR SALE RADIO STATION**

BOX 345, BROADCASTING

WANTED TO BUY

Want used 3 kw FM transmitter and monitor. Can use 250 w if can add kw amplifier. KIMO, Independence, Mis- souri.

Will buy a radio station if price is right. Phone 830, Broadcasting

WANTED—Used or new console, two three-station and one eight-station remote tape units for remote studio use. WBBO, Forest City, N. C.

**LATE CLASSIFIEDS**

Help Wanted

Announcers

Large southern station has excellent employment opportunity for experi- enced announcer capable handling post- ing assignments. Must be able to telephone give away, some DJ shows, voice talent. Must be capable as used in SW and west desitnated. Good opportunity advancement. Write fully. Box 351, Broadcasting.

Production—Programming, others

Prominent southeast station will give DJ announce school graduate opportu- nity if eligible on-job training and can do complete detail work as combination traffic manager and announcing or writing. Must be capable of detailed work. Typing ability required. Send small photo and your story to Box 351, Broadcasting.

Technicians

Transmitter operators. No experience necessary. Small southern town. Cost of living low. Starting $35.00 Put more for combination men. Apply Box 352, Broadcasting.

Openings—Announcers—producer, all-round experience, special events, copywriter, salesman, re- cording engineer. New York, Pacific Coast. Box 334, Broadcasting.

Have Job. Want better one. Single, twenty seven, five years radio plus AFRS in Pacific. Located in a steady, reliable announcer job. Call or write for further details.

Disc, photo, references. Box 335, Broadcasting.

**MIDWEST MAJORITY INTEREST**

A successful Midwest independent—the only station in its city will sell controlling interest to a qualified buyer who is capable of assuming active management. This station is making money and at its present rate of development will soon be a much more valuable property. Management contract included. Cash required for majority interest $25,000, balance can be financed.

WRITE THE NeAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

Blackburn-Hamilton Company, Inc.

WASHINGTON, D. C.
J. Washington, 1811 New Hampshire Ave., NW, Phone 3413

DALLAS
Clarence E. Wilson and Philip D. Jackson 
Tower Petroleum Bldg., Central 1177

SAN FRANCISCO
Charlie Hamilton 235 Montgomery 
Coxradio, 2-5072
July 30 Decisions...

BY COMMISSIONER STERLING

Petition Denied
WDAK Tampa, Fla.—Denied petition to transfer grant without seeking to change facilities from 1250 to 810 kw, etc.
AM—1290 kc
Rexboro Bestg. Co., Rexboro, N. C.—Denied application for renewal of license, granted to WPAB and WPAB, Chris., Okla., for hearing application of Dunkirk 1000 kw w D.
Dunkirk Bestg., Corp., Dunkirk, and WCLG Corp., Dunkirk, N. Y.—Denied petition for hearing application of Dunkirk 100 kw in consolidated proceeding with application for change of station from 1470 kc 1 kw D to 1419 kc 1 kw uni.
WPAB, Chris., Okla.—Denied petition
H. J. Griffith Bestg., Co., Parsons, Ks.—Denied petition for order and order denying petition for reconsideration of Order No. 107, decree of dissolution of WPAB, Chris., Okla. (Grant Webster dissenting).
Hanover Bestg. Co., Hanover, Pa.—Denied petition requesting denial of filed application for local station.

Petition Granted
Mansfield Natl. Bank, Youngstown, Ohio.—Granted petition for acceptance of local station.
Mansfield Natl. Bank, Youngstown, Ohio.—Granted petition for table change of station.
WCLG Corp., Dunkirk, N. Y.—Granted petition to change license of station.

Request Denied
Highlands Bestg. Inc., Oak Ridge, Tenn.—Denied request for indefinite extension of time to complete con-struction of station prescribed by Order No. 613, to operate on 1450 kw 250 uni.

Modifications of CP
KTOP Oklahoma City—Granted mod. CP to change type trans., change to DA-DN, mount FM ant. on center tower, and change tower, transmission.

License Renewal
WJBK (Ferry Park), Detroit, Mich.—Granted renewal of license on temporary basis for period ending Dec. 1.

Actions of the FCC
JULY 30 TO AUGUST 5

West Michigan

New FM station for extension of completion date.
WSWI—Stevensville, N. C.—Same.


Modification of CP
WAFR—Winston—Salem, N. C.—CP new FM station for extension of completion date.

WKBX—FM Oil City, Pa.—Same.

New FM station for extension of completion date.
WVMO—Fort Worth, Texas—Same.

KBKN Los Angeles—CP new commercial FM station for extension of completion date.

WDEI—TV Wilmington, Del.—Same.

WOI—TV Ames, Iowa—Same.

WBBV—TV Nashville—Same.

Ohio

License for CP
Earl C. Anthony Inc., Los Angeles—Same.

KCSU FM—Cincinnati—CP—Same.

License for New FM
C.crossy Bestg. Co., Cincinnati, Ohio—Same.

Remote Pickup
Land C. Lakes Bestg. Co., Camp- bridge, Ohio—CP new FM station on 1466, 2090, 2830 kw, power of 100 w, emission A3, A3, A3, special for FM and hours in accordance with sections 4131 and 4163, AMENDED to change frequency to 970-990 kw.

License for CP
Crosley Bestg. Co., Cincinnati, Ohio—Same.

Modification of CP
KSLH—St. Louis, Mo.—Same.

New FM station for extension of completion date.

Haverford Township Senior High School, Havertown, Pa.—CP new non-commercial educational station to be operated on frequency assigned by FCC with completion date.

(Continued on page 90)
Have you ever seen handsomer equipment than this Western Electric "Transview" 1 kw beauty? Of course, eye-appeal is its least important attribute. The full-length, hinged glass door gives the operator easy access to all tubes and panels. But performance is where this honey is smoothest of all. With Western Electric Synchronized FM, it stays precisely on frequency—automatically—constantly. Like the rest of the line—3 kw, 10 kw, and 50 kw—the 1 kw delivers the program as you and your listeners want it...clearly, consistently, economically.

Styled by one of America's foremost industrial designers, this Western Electric 1 kw AM transmitter has large doors front and rear that provide easy access to every electrical component. It can be used also for 500-watt operation. Other units in this flexible line are the 250-watter (which can be operated at 100 watts); the 5 kw (which is easily convertible, with supplementary components, to 10 kw); the 10 kw; and the 50 kw. From 500 watts up, each transmitter includes the high-efficiency circuit which effects savings in operating power and vacuum tubes.

Graybar has all the other facts you want to know about the whole line of Western Electric broadcast equipment. Graybar, in fact, has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way—for a small maintenance job or a complete new station—call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.
**FIRST... WHERE THERE'S MOST!**

**WJDX**

**NBC AFFILIATE IN JACKSON**

**Jackson, Mississippi, rates above the average of nine cities of approximately the same size in different parts of the United States in population growth since 1940, family effective buying income, and retail and wholesale sales volumes.**

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**FCC Actions**

(Continued from page 86)

**Applications Cont.:**

- **TV-156**
  - Meridian Champaign Television Corp., Albany, N. Y.—CF new commercial television station on Channel 9, 184.1 mc, ERP via 12.0 kw, aur. 6.6 kw unil. Alter 24-hour change of Station from Meredith Pub. Co. to Meridian Champaign Television Corp.
  - Modification of CF
    - WBEN-TV Buffalo, N. Y.—Mod. CF new commercial television station on Channel 4, 184.1 mc, ERP via 496 kw, aur. 73 kw unil._changed to designate studio location in South Main St., High Point, N. C.
    - Modification of CP
      - WDTV Pittsburgh—Mod. CF new commercial television station, increase ERP from 1,215 kw, aur. 306 kw unil. AMENDED for change of location.
      - Experimental TV Relays
        - The Associated Bestras, Inc., San Francisco—New experimental TV relay station on 6975-7000, 6990-6952, 6975-7000, 7050-7076 mc, 0.1 w, emission special for FM, hours in accordance with Sec. 415(b) and 415(c).
    - License for CF
    - Remote Pickup Station
      - Broadcasting Corp. of America, Riverstone, N. J.—CF remote pickup station on 155.75, 155.47 mc, 15 w, emission special for FM, hours in accordance with Sec. 415(b) and 415(c).
    - Pueblo Radio Co. Inc., Pueblo, Colo.—CF new remote pickup station on 155.25, 150.25, 2700 kw, 8 w, emission A and hours in accordance with Sec. 415(b) and 415(c).
    - Pueblo Radio Co. Inc., Pueblo, Colo.—CF new remote pickup station on 155.25, 150.25, 2700 kw, 8 w, emission A and hours in accordance with Sec. 415(b) and 415(c).
    - Tri-State Bestg. Co., El Paso, Tex.—CF new remote pickup station on 155.25, 150.25, 2700 kw, 8 w, emission A and hours in accordance with Sec. 415(b) and 415(c).
    - Halfast Bestg. Co., South Boston, Va.—CF new remote pickup station on 30.820 mc, 22.2 w, emission special for FM and hours in accordance with Sec. 415(b) and 415(c).
    - Halfast Bestg. Co., South Boston, Va.—CF new remote pickup station on 30.820 mc, 22.2 w, emission special for FM and hours in accordance with Sec. 415(b) and 415(c).
    - STL—949.5 mc
      - Cattawa Valley Bestg. Co., Inc., Hickory, N. C.—CF new ST station on 949.5 mc, 10 w, emission special for FM and unil. TENDERED FOR FILING

**Applications Returned: Cancellation of License**

- **AM—1370 kc**
  - Prairie Radio Corp., Lincoln, Ill.—CF new standard station on 1370 kc, 500 w D. AM—1370 kc
  - Gene Kirby, Marysville, Ohio—CF new standard station on 1520 kc, power not specified. ANNULLED
  - AM—1470 kc
  - KLYH Pauls Valley, Okla.—CF change hours from D to unil., using power of 250 w on 1470 kc.
  - Modification of CP
    - WBRI Albertson, Pa.—Mod. CF specify power of 1 kw KND, 500 w D, change antenna to KND and approval of new antenna.
  - Assignment of CP
    - KFFT Kerrville, Tex.—Consent to assignment of license to Mary A. Pearsall, 2609 N. Vrla, a partner- ship d/b a as Fort Art Harbor Bestg. Co.
    - Victoria Bestg. Co., Victoria, Tex.—CF new standard station on 1410 kc, 500 w, FM-UNANSWERED

**August 2 Decisions...**

**DOCKET CASE ACTIONS**

**Petition Granted**

- Announced memorandum and order denying petition for reversal of Commissioner's decision, granting application of Greater Mus- kegon Bestras, Inc. (WMUS), Muskegon, Mich., for enlargement of license, increase of power, and change of location, application of Grand Haven Bestg. Co., for Grand Haven, Mich., to permit admission of evidence on availability of 2900 kc in accordance with Sec. 403.

**License for CF**

- AM—1600 kc
  - KMAE McKinney, Tex.—License to cover CF new station on 1600 kc, 500 w D, 1600 kc.

**August 2 Decisions...**

**DOCKET CASE ACTIONS**

**Petition Granted**

- Announced memorandum and order denying petition for reversal of Commissioner's decision on petition for reinstatement of greater San Francisco Bestg. Corp. (WLOW), San Francisco, Calif., for Grand Haven Bestg. Co., Grand Haven, Mich., to grant admissibility of evidence on availability of 2900 kc in accordance with Sec. 403.

**TENDERED FOR FILING**

- **FM—94.3 mc**
  - Oscar G. Hinkle and Grover J. Hill on behalf of David Bestg. Co., Lexington, Ky.—CF new FM station on 943.0 mc, 0.396 kw (Class A), request 1140 kc to 1141 kc.

**Modification of CP**

- KDXX Jacksonville, Fla.—Mod. CF new FM station on 104.0 mc to 104.1 mc, power 1 kw D, 1 kw unil. and on Channel 39, 5 1 kw D, 5 kw unil.

**Applications Returned: Modification of License**

- **KGIW Alamosa, Colo.—Mod. license change to cover hours from 0000—1200 D except for two limited times. RETURNED JULY 25.**

**Modification of CP**

- KGBR Jackson, Wyo.—CF new standard station on 1520 kc, power not specified. ANNOUNCED RETURNED JULY 25.

**August 3 Decisions...**

**DOCKET CASE ACTIONS**

- **AM—1490 kc**
  - Announced proposed decision looking toward denial of application of Bee

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**95,000 FEET of Ground Radials is YOUR insurance that YOUR advertising message will reach and sell the rising farm income of the Great American Wheat-Belt.**

5000 Watts **790 kc**

**AM—1490 kc**

BY RURAL RADIO CO. **Page 90 • August 9, 1948**
**Coverage at Low Cost of Youngstown, Ohio’s 3rd Market with WFMJ - WFMJ-FM ABC**

Population 52,300. Retail Sales (Est. 1947) $406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"

**Ask Headley Reed**

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**TV Sets in Capitol**

**Washington, D.C.**

Metropolitan area had a total of 15,500 television sets installed and operating as of Aug. 1, the Washington Television Circulation Committee informs the operating stations in the area announced Wednesday. The total represents an increase of 1,750 sets over the previous month, according to the committee, which comprises Sam Cooke Digs, WMAL-TV; Gordon William, WTTG, and James Galvez, WNDW. Estimates are based on figures supplied by Electric Institute of Washington and other sources.

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**License for new installment**


Following were granted licenses for new FM stations: **WMBB-FM** Huntsville, Ala. to 1-14-49; **KPVF-FM** Nashville, Tenn., to 1-15-49; **WOAP-FM** Owasso, Mich., to 2-25-49; **WBOC-FM** Atlantic City, N.J., to 2-26-49; **WCLM-FM** Mobile, Ala., to 2-27-49; **WKVD-FM** Jacksonville, Fla., to 11-1-49; **WXGO Pensacola**, Fla., to 11-1-49; **WMPX Portland**, Me., to 12-3-49; **WXXXX** New York, N.Y., to 12-3-49; **WFXP-FM** Kansas City, Mo., to 12-3-49; **KWMK-FM** Milwaukee, to 12-3-49; **WILX-FM** Ft. Lauderdale, Fla., to 12-3-49; **WPTL-FM** Philadelphia, Pa., to 12-3-49; **WYOY-FM** Fort Wayne, Ind., to 12-3-49; **WKBW-FM** Buffalo, N.Y., to 12-3-49; **WCLL-FM** Cleveland, to 12-3-49; **KMBG-FM** Portland, Ore., to 12-3-49; **WNBK-FM** San Jose, Calif., to 12-3-49; **WLRC-FM** London, Ont., to 12-3-49; **WRN-FM Chicago** to 1-31-49; **WMCN-FM Indianapolis to 2-17-49; **WENY-FM** Elmira, N.Y., to 1-10-49; **WKBK-FM** Atlanta, Ga., to 11-10-48; **WYKN** Kernersville, N.C., to 11-10-48; **WWB- FM** Fort Worth, Texas, to 11-10-48; **WSXO Utica, N.Y., to 11-11-48; **WNOX Nashville**, Tenn., to 11-15-48; **WNBR Boston**, Mass., to 11-15-48; **WAFM** Columbus, Ohio, to 11-15-48.

Following were granted extension of completion dates as shown: **WBRO-FM** Edgerton, Ohio, to 11-15-48; **WBCW-FM** New Berlin, Wis., to 11-15-48; **WPTW-FM** San Mateo, Calif., to 12-15-48; **WNLC-FM** Longmont, Colo., to 12-15-48; **WNCX-FM** Chicago to 1-31-49; **WMIC Indianapolis** to 2-17-49; **WENY-FM** Elmira, N.Y., to 1-10-49; **WKBK-FM** Atlanta, Ga., to 11-10-48; **WYKN** Kernersville, N.C., to 1-3-49.

**National Beetz, Co., Inc., Cleveland-Same.**

**National Beetz, Co., Inc., Cleveland-Same.**

**KVLP Alpine, Tex.—**Licensed license change in frequency of station between minimum and maximum frequencies.

**Intermountain Beetz, Corp., Salt Lake City—**Granted CP and license for new FM broadcast station.

**National Beetz, Co., Inc., Cleveland-Same.**

**Only station saturating rich Western Washington market!**

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**August 4 Decisions . . . .**

By COMMISSION EN BANC

Oral Arguement Set

At request of interested parties, Commission (Coordinated on page 95)
...and now the new Westinghouse FM 10

1 **DRIVER**

... standard Westinghouse FM 3 Transmitter with all features including "draw-out" MO and MP units.

2 **RECTIFIER**

... six 872A tubes, capable of supplying 5,000 volts to the plates, are normally operated below 4,000 volts for 10-kw output.
AMPLIFIER

...uses grounded grid tubes. All operating tuning controls are motor-driven, operated from control panel. Rectifier controls are on amplifier control panel...allow for installation flexibility. Rectifier can be located remote to amplifier.

Complete supervisory control system for the rectifier and amplifier cubicles is located on amplifier control panel.

Safeguards your investment 4 ways . . .

• For future expansion . . .driving unit for the new Westinghouse 50-kw FM.
• Insures basic investment . . .incorporates the Westinghouse 3-kw FM as its driver cubicle.
• Forestalls obsolescence . . .all key circuits are in two drawers for immediate replacement to allow for new FM developments.
• Keeps you on the air . . ."On call" Westinghouse service, nation-wide.

Here are more Westinghouse FM features!

• replace tubes in a matter of seconds
• "finger-tip reach" for all tubes from FRONT of transmitter
• only one control to adjust output power
• unit cubicle construction
• S. W. R. indicator monitors operating conditions of transmitter line and antenna.

Your Westinghouse Salesman is anxious to give you the full details on the new Westinghouse FM 10. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
Here's a two-way market of top listening in this rich urban-rural market. WTAD and WTAD-FM assure more listeners... more sales and profits. Use these dominant stations to tell and sell!

WTAD-FM
930 KC 1000 Watts
Channel 238.
450 to 5,000
Watts.
Covers 54 Mississippi Valley Counties—core of productive Illinois—Missouri—Texas agricultural regions, WTAD-FM carries AM programs... with 5,000 watts ERP a winning hit or misses feature.

Represented by WEED & COMPANY

FM, TV Viewed
(Continued from page 48)

B
Baker, Dr. Kenneth, NAB, Banks.
Dolly, WHAT Philadelphia, Banks, Wil-
Charles, NAB; Bauer, Charles, INS, New
York; Basen, WKBK Syracuse, Pa.; Black-
burn, James W., Blackburn-Hamilton,
Washington, Beadland, Herman, Broad-
casting; Breiting, Paul M., WKBK-Dayton,
Syracuse. Pa.; Brinkley, F., WJLM Wil-
ington, Del.; Dierle, Joseph C., WMBB Uni-
pton, Pa.

C
Chafey, Clifford M., WKEU Reading, Pa.;
Clipp, Robert W., WFIL-TV Phila-
adelphia, Reisman, George, Lancaster,
Scranton, Pa.; Coose, Clayton J., Mc-
Graw-Hill, New York; Cox, James L.,
BMI, New York.

D
David, Saul, WZEE York, Pa.; David-
son, William, ABC New York; Drick-
off, F., lake, Pa.; Doebert, Victor C., WAIL Macon, Ga.; Dockett, Richard P.,
NAB; Donato, Nat. J., Mac-
Gregor, New York; Downing, G. Ross
UP, Pittsburgh; Dreher, Robert L.,
WQAL Lancaster, Pa.; Driscoll, J. Tyr
we, WCVU Connelsville, Pa.; Dunn-
lavy, Md.; Feder, and Insie New York;

E
Eells, Bruce G., & Eells & Assoc.
Hollywood, Calif.; Engleke, C. B., UF,
Washington; Ester, Lester F., WLRH.
Lebanon, Pa.

F
Fair, Harold, NAB; Feltis, Hugh,
WVOK York, Pa.; Fishburn, Richard G.
WHUM Reading, Pa.; Foster, John P.
WTVG Wilminion, Del.; Graubard, Weed &
Co.; Friedenberg, Harry A., Friedenberg A.
Agency, New York; Pullerton, Max, AP,
Baltimore.

G
Gaul, Raymond A., WRAW Reading,
Pa.; George, Robert, Allen in Lebanon,
Pa.; Geese, Julius C. Jr., WFIL Phila-
adelphia, Willison, Miss.; Gibbons, John,
WKBK Wilmingon, Del.; Gilley, Raymond T.
WJLH Lebanon, Pa.; Goss, Ken-
mam R., Sponsor Magazine, New York;
Green, WJEL Murfreesboro, Tenn. WO
Y., Pa.; Graham, Art, WKT New Castle,
Pa.; Gray, Gordon, WIP Philadelphia;
Green, Chip, WMA New York; Gregory,
S. D., Campbell Soup, Camden,
N.J.

H
Hardy, William E., WPMO Frederick,
Pa.; Grubbs, Billy J., ABC, Roanoke,
Va.; Hensman, John F., WOAI San
Antonio, Tex.; Hoyt, WJLH Hershey,
Pa.; Howard, WKBK Harrisburg, Pa.; How-
sett, TV, WRAW Reading, Pa.; Hager, Kolin,
New York; Harris, WKBK York, Pa.;
Hansen, John F., WJRO Johnstown,
Pa.; Harlow, R. L., Pa.; Highway, WKBK-
TV Philadelphia; Howard, R. V.,
WHBQ Nashville, Tenn.; Hubbard,
Agency, Cincinnati; Helwig, Charles G.,
Mattei, WKNV Youngstown, Ohio; Wac-
land, WJLH Philadelphia.

J
Joy, George E., WRAK Williamsport,

K
Kapner, Leonard, WCAE Pittsburgh;
Kotkin, John E., WABA Charleroi, Pa.;
Keller, Bob, R. B. Keller Inc.

New York: Kelly, Leon, WRAK Wil-
liamsport, Pa.

Langlois, C., Long-Worth, New
York; Lindeman, John, Lang-Worth,
New York; Laughlin, Milt, WRRB Natic-
kco, Pa.; Town, Bert, A.P.S., New
York.

M
Mackey, J. Wright, WRAK Williams-
port, Pa.; McBeth, Robert O., WQDM Rea-
ding, Pa.; Mathiot, J. E., WOAL Lan-
sdale, Pa.; Mayer, John F., WKBK New
York; McCollough, Claire R., WKBK La-
tence, Pa.; McDonald, Arthur WQPA Beth-
lehem, Pa.; McFarland, John, WKBK New
York; McNaughton, Neal, NAB; Mil-
burn, L. Walters, WCOO Balti-
more; Miller, Walter G., WKBK New
York; Mitich, Ray, WJLH West Palm Beach,
Pa.; Munnelly, Low, WKBK Harrisburg,
Pa.; Nance, John, WKBK Pittsburgh; Mur-
lay, Louis, WJPM Potomac.

O
Obrist, Edw. C., WFEN Philadelphia.

P
Parke, Ralph, WMPR Lewiston,
Pa.; Patrick, Edward J., WBSA Char-
eroi, Pa.; Phillips, George, BMI, New
York; Paul, Bob, BROADCASTING;
Petrie, Charles R., WBLS Shamokin, Pa.;
Philip, Sheres, WARK Hagerstown,
Md.; Phillips, Stewart W., WARK Hag-
erstown; Poli, Leon, WLBK Baltimore,
Pa.; Poller, Lou, WJLP West Palm Beach;
Poter, A. David Jr., WRAE Warren, O.

Q
Quirk, James T., WJLH Philadelphia.

R
Relley, Philip, WLBV Lebanon,
Pa.; Rodenhous, Paul, WOAL Lan-
caster, Pa.; Rohrer, Samuel, WAT-
tler, New York; Rothensee, Walter, J.
WSBA York.

S
Scheuer, John D. Jr., WIP Phila-
delphia; Schratz, Jos. J., WIPHila-
delphia; Schuh, Richard, E. E. Radio;
Siefel, A. Boyd, WJPA Washing-
ton; Silton, Max, ABC, Philadelphia;
Sill, Robert, WVPY Hartford, Conn.;
Lenorey, Pa.; Skinnell, Julian F.,
WJLH Lebanon, Pa.; Smith, George,
WJLH Lebanon, Pa.; Snyder, Jack,
WJPM Altoona, Pa.; Snyder, Joseph.
AP, Philadelphia; Speakman, Ken,
WJLH Lebanon, Pa.; Steen, Frank P.,
AP, Washington; Stowe, Jan,
WJLH Lebanon, Pa.; Roy, WORK York,
Pa.; Surrick, John E., WJIP Philadelphia;
Sutter, Carl, WJPM Altoona, Pa.;
Thompson, Roy F., WHTA Altoona,
Pa.; Traurig, Henry, WKBK Harrisburg,
Pa.; Traurite, J. W., WFIL Baltimore.

W & Y
Walsh, J. Gorman, WDEL Wilmin-
go, Del.; Water, William, WOAI San
Antonio, Tex.; Windmiller, Lewis, WHOL
Allentown, Pa.; Williams, Alan, Standard Radio; Williams, Lowell, WNYW York,
Pa.; Wilson, Thomas W., Washington.

Young, William E., Capitol, Holly-
wood, Calif.

K FYO Plead Looms
As Duployp Test
A COURT TEST of FCC's duploy rule and of the Commission's
awarded preference for non-news-
appeal applicants loomed as a pos-
sibility in a notice of appeal filed by KFYO Lubbock, Tex., in the U. S. Court of Ap-
peals for District of Columbia.

Though these points appeared to be subordinate to other grounds cited in the appeal, the station made clear that it felt the Commission was guilty of "denial of equal protection of the law" when it denied KFYO's "petition for reconsideration" on the ground of newspaper ownership and overlapping of broadcast serv-
ices with another station owned by KFY.

The appeal is from FCC's decision granting the application of Lubbock County Broadcasting Co. (KVLU Lubbock) for 790 kc with 1 kw and denying KFYO's for the same frequency with 5 kw in lieu of its present 1340 kc with 250 w [BROADCASTING, July 7, 1947]. The Commission reaffirmed the decision a few weeks ago when it denied a petition for reconsideration and also refused to permit Lubbock County to amend its application to show a merger [BROADCASTING, July 19].

Among the grounds cited by KFYO as basis for its appeal were: (1) Lubbock County's pro-
gram plans cannot be put into ef-
fect because they were based on use of Mutual programs, and Mutual has not resigned with another sta-
tion; (2) KFYO was the only appli-
cant to apply for 5 kw daytime power, which FCC found to be the power which "can and should" be used; (3) FCC's grant to Lub-
bock County on condition that it take 5 instead of 1 kw involves in effect an amendment of the applica-
tion after the decision was is-
ues, which violates FCC's rules.

K FYO is licensed to Plains Radio Co., which is also the lis-
censee of KNGC Amariillo and which operates by the pub-
lisher of the Amarillo Globe and News and the Lubbock Avalanche and Journal. The notice of appeal was filed by Clair L. Stout of Dow, Lenhes & Albertson.
mission has scheduled oral argument for Oct. 11 on proposed rules, issued Feb. 28 which would require main studios of AM and FM stations to be located in cities and states wherein such stations are licensed.

Call Assignment
Central Bostg. Co., Davenport, Iowa—Requested to assign call letters WOC-TV to its new television station at Davenport. Letters WOC are used in central Tri-City Bostg. Co. Aid and FM stations in same city, Central Bostg. Co. has controlling interest in Tri-City.

Assignment of CP
KNGS Harford, Calif.—Granted consent to voluntary assignment of CP of stations KNGS and KNGS-FM from W. Keith Topping and Stanley S. Beubaulde (equal partnership) to Stanley S. Beubaulde and Samuel M. Beubaulde (partnership in which Stanley S. Beubaulde will have 75% and Samuel M. 25%), hoping to sell its 50% interest for $47,130.

Transfer of Control
WSGC Etherton, Ga.—Granted consent to voluntary transfer of control of WSGC Bostg. Co. by sale of 50% of outstanding stock from Harry G. Thornton to Grady T. Christian (already 50% stockholder) for $7,750.

License Renewal
WGVO Valdosta, Ga.—Granted renewal of license for period ending Feb. 1, 1951.

Hearing Designated
Riverside Bstgs. Riverside, and Aitbone Co. Santa Ana, Calif.—Designated for consolidated hearing against Riverside Bstgs. for new station at Riverside, Calif. 900 kc 250 w D and Airtons Co. for new station at Santa Ana 850 kc 250 w D, consolidated proceeding with applications of Orange County Bstgs. Co., Santa Ana, and KXWV Pasedena, Calif. Further ordered that II, as rerated of consolidated hearing, it appearing that there are no issues pending in hearing regarding daytime skywave transmissions and Commission's policy pertaining thereto announced May 9, 1947, public interest would be best served by grant of one of the above-entitled applications over that of Riverside Bstgs., such application will be returned to pending file until after conclusion of said hearing regarding daytime skywave transmission.

AM—1510 kc

Hearing Designated

AM—1240 kc
East Kentucky Bstg. Co. Pikeville, Ky.—Granted an order granting petition for reconsideration, removal from hearing, and grant application for new station 1540 kc 250 w unli.; said grant is subject to filing, within 60 days, of application for mod. CP specifying minor trans., site and ant. system meeting requirements of standards; estimated cost $16,800.

AM—1540 kc
Sarasota Bstg. Co., Sarasota, Fla.—Granted CP new station 1540 kc 1 kw D; estimated cost $15,499; engineering cond.

AM—1460 kc
Center Bstg. Co. Center, Tex.—Granted CP new station 1540 kc 1 kw D; estimated cost $12,200; engineering cond.

AM—1460 kc
Carmel Bstg. Co. Carmi, Ill.—Granted CP new station 1460 kc 1 kw D; estimated cost $21,485.

AM—1570 kc
Fairmont Bstg. Co. Fairmont, Minn.—Granted CP new station 1570 kc 1 kw uni. DA; estimated cost $34,812.

Modification of CP
WWWS Pittsburgh—Granted mod. CP to change power from 2.5 kw N. 5 kw to 5 kw D. Granted transfer of lease and make change in DA, operating on 970 kc.

CP Reinstated
El Dorado Bstg. Co. El Dorado, Kan.—Granted reinstatement of CP of which authorized new station 1560 kc 1 kw D.

Extension of Permit
Mutual Bstg. System Inc., Chicago—Granted extension of permit to use studios and apparatus for production of programs for transmission to certain Canadian stations for broadcast purposes.

License for CP
WCZK Alton, Ill.—Granted license for new station 75 kc 1 kw D.

August 4 Applications

ACCEPTED FOR FILING
License for CP
KOY Phoenix, Ariz.—License to cover CP increased power etc.

Assignment of CP
WIVY Jacksonville, Fla.—Voluntary assignment of CP by Frank L. Denton and L. Frank Jones, partnership, dba as Denton & Jones Bstgs. to WIVY Inc.

Modification of CP
WATL Atlanta, Ga.—Modify CP change frequency, increase power etc. for expansion of completion date.

License for CP
KLX Twin Falls, Ida.—CP change frequency from 1340 to 1380 kc, increase power from 150 kw D, install DA-N. Contingent upon KIDO and KBBR being granted change of facilities.

Acquisition of Control
WTHI Terre Haute, Ind.—Voluntary acquisition of control of licensee corporation from Frank E. McKinney, Robert H. Hinchley, Frank M. McBee, Chester L. Robinson and David M. Lewis to Anton Runiman Jr.

Disc Jockey Battle
NEW hour-long program, The Battle of the Disc Jockeys, has been started on WING Dayton, Ohio. The two participants are "J. Foremost, Gail," presenting the sweet, sentimental music, and Gene Barry, an advocate of swing and variety in his records. Each contestant has 15 minutes, in alternating segments. In the first four days, station reports it has received 976 pieces of mail containing votes to decide the winner in the "battle." Lead-off spot is alternated every other day. The participants both have their own shows on WING.

Modification of CP
WWEZ New Orleans, La.—Mod. CP change hours etc. for extension of completion date.

License for CP
KWFV Cape Girardeau, Mo.—License to cover CP which authorized change frequency, increase power etc.

FM—1480 kc
KCGX Sidney, Mont.—CP increase power from 1 kw to 3 kw D. Granted CP to add station DA-AM Amended to change power from 3 kw to 1 kw N 5 kw D without DA.

FM—915 mc
WPTL Providence, R. I.—CP to change ERP from 2.5 kw to 2,800 w and make change in ant. system.

License Renewal
Application for renewal of FM broadcast license, WNNB, WBN, WJPD, WJPD-FM Green Bay, Wis.

TENDERED FOR FILING
FM—660 mc
Orlando Daily News-Press Inc. Orlando, Fla.—CP new commercial TV station Channel 3, 1,500 mc, ERP via 143.3 kw, aur., 7.45 kw.

TV—186-192 mc

TV—1270 kc
Assoc. Bstg. Corp., New Bedford, Mass.—CP new standard station 1270 kw, 500 w D.

License for CP
WTSV Claremont, N. H.—License to cover CP new standard station.

Assignment of CP
KVER Albuquerque, N. M.—Voluntary assignment of CP and license from In terrontional Bstg. Co. Inc.

KSEM Moses Lake, Wash.—Voluntary assignment of CP from Edward J. Jansen, Jesse E. Longton, C. V. Zager and L. Bernee Brownlow dba as Columbus Basin Bstgs., to KSEM Inc.

KWJK Inc. Buena Vista, N. Y.—CP new FM station (Class B) on 107.3 mc Channel 307 B, ERP 10 kw D and aur. height above average terrain 394 ft.

AM—430 kc
KKOK St. Louis.—CP change from DA-DA to DA-N.

Modification of License
WGIR Asheville, N. C.—Consent to assignment of license to Asheville Bstg. Co. Inc.

KOCO West Salem, Ore.—Consent to assignment of license to B. Leroy Schmidt.

APPLICATION DISMISSED
WAPA Baton Rouge, La.—CP new FM station (Class B) on 107.3 mc Channel 307 B, ERP 10 kw D and aur. height above average terrain 394 ft.

References:

TV—60-60 mc
Columbus Bstg. Co., Columbus, Ga.—CP new commercial television station Channel 3, 60-60 mc, ERP via 1,734 kw, aur. 867 kw. Unl. DISMISSED Aug. 2.
Promotion

WLAB Thermometers

OUTDOOR Thermometers have been distributed and installed at selected spots throughout listening area of WLAB Lawrence, Mass., by that station. Thermometers are three feet long, finished in white metal with blue lettering. At top are station’s call letters and at bottom is station’s slogan, “New England’s Most Powerful Radio Station.”

WBWM Promotes

BLUE PROMOTION folder has been distributed by WBWM Chicago, promoting fact that Chicago’s four Bond Clothing Stores advertise on WBWM six nights a week. Cover of folder shows men and women climbing ladder to WBWM cannon and then flying into air. White lettering on cover reads: “WBWM Makes Business Boom!” Inside spread continues to tell of Bond’s advertising on WBWM.

‘Hillboppy’ Contest

“Hillboppy” contest was recently conducted by “Korn’s- a- Krackla” show, which originates at KFWO Springfield, Mo., and is heard coast-to-coast over 124 quarter hours from Fair last year, radio is credited by management with increase in attendance from 60,000 in ‘47 to 70,000 last year. Mr. Dudley, manager of the Korn Fair, latter figure is expected to be topped this year.

For News of All Radio

SUBSCRIBE NOW!

For a Year, $2.00

Broadcasting • Telecasting

HAWAII’S FIRST STATION

NBC IN THE PACIFIC SINCE 1931

Affiliated with THE HONOLULU ADVERTISER - Represented by THE KATZ AGENCY, INC.
FCC Actions (Continued from page 91)

August 5 Decisions

DOCKET CASE ACTIONS

WARL Case

Commission announced it will reconsider Commission's order on captioning for new standard station to vacate proceedings in "Show Cause" hearing related to question as to whether program "Dol- lars for Answers" should be afforded opportunity to be heard by sponsor or discontinued by station. Hearing was scheduled to continue, holding that program committee Atomic Energy Act is attached to Commission order.

Commission further ordered that Northern Virginia Broadcasting Co., Inc., for new standard station in Jackson, Tenn., 1490 kHz, was denied license for new standard station. Bureau reported, holding that program committee Atomic Energy Act is attached to Commission order.

FCC BOX SCORE

SUMMARY TO AUG. 5

<table>
<thead>
<tr>
<th>Class</th>
<th>Licensed</th>
<th>AM Stations</th>
<th>TV Stations</th>
</tr>
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<tbody>
<tr>
<td>AM</td>
<td>1,720</td>
<td>225</td>
<td>110</td>
</tr>
<tr>
<td>FM</td>
<td>834</td>
<td>75</td>
<td>12</td>
</tr>
</tbody>
</table>

Henry Deal, architect, secretary-treasurer and John L. Alvin, Jr., owner of WJLU, publisher-owners' Lincoln "Evening Courier," 36.6%. Filed July 30. New station, WJLW-FM, 1270 kHz, 500 w day and 250 w night, on 107.3 MHz, 80,000 w ERP, 970 kc, 750 ft, 1750 ft, in Blytheville, Ark.

FEDEX decisions on FCC agenda:

Ark.—Voluntary assignment of license from Clyde R. Horne and Jerrell A. Shepler, owners, of The Valley Beas, to Valley Beas, Inc.

License to AM

WHOM—City, Ohio.—License to cover CP increase power, etc.

KMAE McKinney, Tex.—Modification of license to increase power from 500 w to 1 kw.

Barrel Bestg., Co., Madison, Wis.—Modification of license to increase power from 250 w to 2 kw.

Application denied by ARB.

APPLICATION DISMISSED

KS Division, Mo.—Voluntary assignment of license from George Comrs. by Murph Bestg. Co. to Tri-States Mere- dicine, Inc.

Modification of CP

WMMI Marquette, Mich.—Modification of CP new station for change frequency from 0.9 kv to 1270 kc.

WMMI Gordon H. Brousk, Marquette.

WMMI Sentinel, Conn.—DISMISSED

FOR FILING

August 9

NEW FM STATIONS

BANC Boston, Mass.—BANC Boston, Mass.—for new FM station for extension of commitment date.

WBFM-Oshkosh, Wis.—SAME

APPLICATION DISMISSED

FM-1049.4 MHz

Meadow Valley Co., Inc., Madison, Wis.—CP new standard station (Class A) on 1049.4 MHz. Channel 385, ERP 0.75 kw and antenna height above average terrain 381 ft.

WFBM—Fayetteville, Ala.—CP new standard station for extension of commitment date.

WFBM—Fayetteville, Ala.—SAME

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Application denied by ARB.

August 10

Informal engineering conference to confer with industry on harmonic and spurious emissions from all types of station, 10 am to 2 pm.

Field in Conference Room B, adjacent to Departmental Auditorium, 12th & Constitution Ave. N.W. 10 a.m.

August 11

KWTQ Springfield, Mo.—CP 560 kw. Case Docket 3877.


R.R. Group Scans 3 Network Offers

The Assn. of American Railroads, through its agency, Benton & Benton, Inc., presented applications for network offers from MSB, ABC and CBS for time for its program of musical-comedy adaptations starring Dick Haymes.

Representatives of the advertiser and the agency met last Monday in separate caucuses with Z. C. Barnes, vice president in charge of sales for MSB, then with Mark waited, Jr., president of ABC, and Frank Stanton, president of CBS. It was understood that the client was most interested in the Monday night 8 p.m. period. It was also understood that the association planned to sponsor the program for three-quarters of an hour during the winter season, cutting down to a half hour during the summer months. The cost for time and talent is estimated at $1,000,000 on a 52-week basis.

It was said that the agency had recommended the Monday, 8-8:30 p.m., period. It was also understood that the agency's deadline no decision by the advertiser had been made.

WPTF, Owned by Theatre Chain, Starts in Albany

INITIAL program of WPTF, new station at Albany, N. Y., was presented Aug. 6. The hour-long show, beginning at 8 p.m., originated in Albany for 6 months. WPTF is on 1640 kc with 10 kw unlimited. It is licensed to the Patron Broadcasting Co., Inc. and owned by Schine Chain Theatres.

August 9, 1948 • Page 97
DIST. 2 WANTS POLITICOS TO STATE FREE RADIO VIEWS

NAB is asked to urge candidates for political office to state publicly how they feel about the question of free radio in a resolution adopted at closing sessions of NAB District 2 meeting at Rochester, N. Y. (see story page 26). More than 100 delegates voted adoption of resolution, introduced by Arthur Hull Hayes, WCBS New York.

In other related District 2 members endorsed All-Radio Presentation, encouraged continued support of Broadcast Measurement Bureau and Broadcast Music Inc., called upon Census Bureau to include set ownership question in its decennial study and praised Justin Miller NAB president for his leadership.

Closed Circuit

(Continued from page 4)

Jr., will be No. 1 man at NBC. He takes over for Mr. Apfel from time to time to execute vice presidency last month. President Niles Trammell left last Friday for three week vacation in Canada.

PLANS of Ed Crane, managing director of Pacific Northwest Broadcasters and militant leader of independents, to set up new association of regional broadcasters, being watched with interest. Several weeks ago he sent letters to other radio-owned stations asking reactions. Presumably, organization would become operative primarily in fight against retention of clear channels or boosting of power.

WHITEHALL PHARMACAL Co., New York, through its agency, Dancer-Fitzgerald-Sample, has bought Sunday 7-7:20 p.m. time on WNTF New York video station with possible plans to extend into full half hour. Currently 7:20-7:30 p.m. news reviews period is sponsored by Disney Hats. Details of show and format for Whitehall will be revealed early next week.

NBC, which has used Horace Schwerin system to test audience acceptance of all summer replacements and house-built shows on AM network in past several months is experimenting with application of Schwerin system to television. No results expected for several months.

JOHN MASTERTON, manager of ABC Breakfast in Hollywood, has resigned after seven years, to devote time to other activities, but retains program ownership. He is executive of Video Broadcasting Co., licensee of KTUV Portland, Ore., projected television station and applicant for stations in San Jose and Seattle. Currently in New York in quest of site for Breakfast in Hollywood. Also host of MASTERTON Reddy & Nelson Hollywood, package owners of ABC Bride & Groom.

WCFL, Chicago Federation of Labor station,死了 for professional football and hockey games to supplement its stepped-up fall sports schedule which will be highlighted by Notre Dame games, purchased three weeks ago.

NBC ‘WELCOMES’ PROPOSED RULING ON GIVEAWAYS

MIXED REACTIONS reported in various network headquarters to FCC proposed rule on giveaway shows (see story page 21). Most reserved official comment pending further study of proposal.

NBC, however, said it “welcomes the action of the FCC in proposing definite standards for the determination of the legality of ‘giveaway’ programs,” and will accept no additional programs of type questioned until law is clarified. Mutual said little of its programing would be affected by such rules.

CBS reserved comment. Theodore C. Streibert, president of WOR New York, condemned rash of giveaways on air and said WOR “welcomes a clarification and interpretation of the law related to lotteries.”

An ABC spokesman said late Friday that the rule would be studied and that ABC counsel was examining contests being broadcast on ABC and was in full accord with provisions of Communications Act. ABC has more of these shows than any other network.

MILLER NAMES COMMITTEE TO STUDY TELEVISION

INCREASING ACTIVITY of NAB in television field reflected in Friday announcement that seven-man committee of NAB Board had been named by President Justin Miller to extend work of board committees into video area. To hold first meeting Friday at Palmer House in Chicago, advisory group composed of:

Harry Bannister, WWJ Detroit; T. A. Craven, WOL Washington; G. Richard Shafto, WIS Columbus, S. C.; Robert Enoch, KTKO Oklahoma City; Michael Hanna, WICU Ibaca; Clair McCullough, WQLL Lancaster; Calvin J. Smith, KFAC Los Angeles.

Friday session comes two days after Chicago meeting of NAB television-broadcaster members to discuss further NAB work in this field with President Miller.

RDG CONSIDERS TV

RADIO Directors Guild at second annual meeting in Hollywood Friday considered television strategy, freelance recognition, agency recognition, and cost of living increases for staff men, with confusion over standing of AM directors in TV.

FM HELPS AM

IT HAS BEEN whispered that AM is keeping FM, but down Winston-Salem way it turned ‘tuther way round. Southern Bell Telephone repair crew accidently went through main cable carrying NBC circuit to WSJS there and line went dead seven hours. But FM saved the day as WMIT (FM) Mt. Mitchell rebroadcast NBC programs from WFBG-FM Greensboro, S. C., and WKPT-FM Kingsport, Tenn. WMIT was picked up by WSJS-FM and show went on as usual.

PORT HURON

(Continued from page 4)

casters required advance texts and scripts for political broadcasts, emphasizing this was essential to timing and other operations. "The decision on 315 (Section)," Comr. Coy declared, "was not a rule or regulation of the Commission." It merely represented an interpretation of the law, the FCC chairman stated. He suggested Commission attitude was the same as that of WGOV Valdosta Ga. and WJLS Port Huron cases would be safe guides for broadcasters because "we did not find they were doing any less than they could in view of conflict with state libel laws.

Rep. Harrison reported in. Coy from home, where he was confined with throat infection, so "we could resolve this dilemma at least until the courts or Congress could act on it at the next session. He felt Texas decision (see story page 26) might alter opinion of Commission.

Chairman Coy sounded warning: "When a broadcaster uses a public frequency to advantage of a particular candidate or party he is apt to have very serious trouble."

In press statement Chairman Harness said his committee had received assurances from Comr. Coy that licensees need have no fear of revocation of licenses if they use common sense in selection of defamatory, libelous or slanderous statements from political broadcasters.

Some observers felt Committee statement was too liberal in view of Comr. Coy’s expressed views. Chairman and his general counsel, however, declined to comment.

Mr. Petty testified that before Sec. 315 comes into operation you must have a political candidate who has used station facilities. This was not the Huron case, which he called “an absurd decision.”

Louis G. Caldwell, Washington attorney appearing for MBS, said network offered two remedies: (1) allow broadcasters to censor all speeches for defamation; (2) prohibit broadcasters from censoring and also relieve them of liability.

Speaking for himself, Mr. Caldwell said “this is not the first time FCC had attempted to establish these precedents.

Chairman Harness assured Mr. Caldwell that he, also, wanted FCC to have minimum of regulatory power.

Joseph McDonald, ABC vice president and general attorney, thought broadcasters should not be held liable for slanderous material in political broadcasts. He agreed with Committee Counsel Frank T. Bow that Port Huron decision might encourage speech and radicals to demand time in which to slander and libel persons.

Gustav B. Margraf, NBC vice president and general attorney, recommended enactment of Sec. 14 of the SRC that station licensees are protected against liability. He said decision had not affected operations of NBC, which “has been operating over 20 years and has probably had 15,000 or 20,000 broadcasts and I can say we haven’t, yet, found ourselves in a serious situation.”

PHONE WORKERS’ NEW DEMAND

NEW WAGE DEMANDS will be made on eight Bell Telephone companies Aug. 16 by Communications Workers of America, Josephine Beirne, president of union, told newsmen Friday. Mr. Beirne, who estimated union’s contracts with Bell cover 87,000 telephone workers, said “all demands and workers’ demands have been worked out, but warned that if no agreement is reached on higher wages union would be free to strike Oct. 16.

BROADCASTING • Telecasting
You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform—the BEST in music, news and sports.

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

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

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

More and more advertisers prove that it's WINS! . . . more than ever before.
Great drama comes to television in NBC telecasts of Theatre Guild presentations.

How wide is "Broadway"?

To all the world "Broadway" means the theatre. So when NBC, in October 1947, introduced regular telecasts of Theatre Guild productions, an expansion of "Broadway" began—and some day it will be nation-wide.

Today, if you live in a television area almost anywhere from Boston to Richmond, the new "Broadway" of television runs past your door. Now you can see great plays, professionally performed by noted actors. That's news, exciting news, to lovers of the theatre.

Celebrated artists run through their lines and action before keen-eyed RCA Image Orthicon television cameras. At your end of the picture, on an RCA Victor home television receiver, action is sharp, clear, detailed...and the voices flawless.

That television can make so important a contribution to American entertainment is in good part the result of pioneering and research at RCA Laboratories. Such research enters every instrument bearing the name RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders on display at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.