why should advertisers give a hoot about Barbara Welles' new hat?

If you make anything that women buy, please check the ad inside this issue of Broadcasting. It tells about the star of "The Barbara Welles Show" on WOR... and her new Sally Victor hat. It typifies the woman-wise kind of programming that Miss Welles does.

All of WOR's women stars keep on top of the glamour news for their listeners. In doing so, they create an atmosphere of commercial provocativeness that sells and sells and sells. Any advertiser or his agent who is now planning a fall campaign, should look into WOR's fast-selling lineup of women's shows. And the costs are breathtakingly low.

-heard by the most people where the most people are

please turn to pages 40 and 41
Howard Clodfelter is probably the busiest merchant in Monticello, Illinois (pop. 2,523), 160 miles south of Chicago.

Starting with the Dodge-Plymouth dealership in 1940, he later turned his place into a war factory, really began expanding in retail lines in 1940 when he took on a full stock of electrical appliances—all nationally advertised brands. Somewhere along the way he added the Allis-Chalmers farm equipment line.

The store, called simply "Howard's," is also outlet for Youngstown kitchens—includes, too, a complete cabinet-making shop for custom built work. In nearby Cisco, another Howard's store carries similar lines, except that farm equipment is International Harvester.

Clodfelter himself is a national advertiser. He has a manufacturing business in Monticello which makes children's furniture—extensively advertised in the better women's magazines. He spends several hundred dollars monthly on his own radio program over a nearby local station. He's also on the board of directors and chairman of the retail sales division of the Chamber of Commerce—and runs a 600-acre farm!

Several times customers have specified brands they heard about on WLS—Philco on "Breakfast Club," for example. Merchants throughout Piatt county, where Monticello is located, must also feel the impact of WLS advertising—for WLS is the leading station in the county, according to BMB (87% days, 83% nights). Last year, the 3,610 radio homes of Piatt county sent us 2,900 letters, 80% response!

This one county, selected from 567 counties in the WLS daytime BMB area, is alone a big market. It is 82% rural, has a buying income of $1.15 million dollars, annual retail sales of seven million—about two million dollars in food sales alone.

Consider these market figures—and the fact they apply to only 3,610 out of more than 5 million families in the WLS area! And of these 5 million, more than half actually listen to WLS! It shows they like WLS programming—the entertainment, service and information we have been giving them for almost 25 years.

For more details—for proof of advertising results—ask any John Blair man.
Memo

TO TIME BUYERS AND ALERT ADVERTISERS

Don't fail to consider WWVA in Wheeling, West Virginia, with 50,000 Watts, covering an area of more than eight million people in Eastern Ohio, Western Pennsylvania, West Virginia and Virginia -- where industrial and mining payrolls are the nation's largest -- and where the retail sales total four and one-half billion dollars annually. Best of all you can reach this great area with this one station, one cost, one billing. For more details, write or call WWVA, or --

The Edward Petry Co.

WWVA

50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Upcoming

Aug. 16-17: NAB Districts 10-12, Muehbach Hotel, Kansas City.
Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Muehbach Hotel, Kansas City.
Aug. 19-20: NAB District 11, Rodisson Hotel, Minneapolis.

(Bulletins)

ASSN. of American Railroads late Friday signed contract with ABC for Monday, 8-8:45 p.m. evening time to present their musical comedy show. Benton & Bowles, N.Y., is agency.

DEMOCRATIC National Committee’s contract for 1948 political campaign has been transferred from Blow Co. to Warwick & Legler, Sen. J. Howard McGrath, Committee chairman, announced Friday. Agency, with New York and Hollywood offices, will handle placing of radio and television programs. Sam Youngheart, agency executive vice president, will direct operation with assistance of Lester Malita, vice president in charge of media, and Donald Gibbs, in charge of creative activities.

WARL, Arlington, Va., given till Sept. 10 to file exceptions to FCC examiner’s report which held station’s former Dollars for Dollars program was violation of lottery law [BROAD- CASTING, Aug. 9]. Deadline formerly was Aug. 25.

VIDEO affiliation contract between NBC and WBAL-TV Baltimore announced by network Friday. Station, owned by Hearst Radio Inc., went on air March 11.

PHILCO, ‘MONITOR’ RENEW ON ABC; KRANK ADDED
ABC announced two 52-week renewals on network and one new full-year order covering Pacific Coast stations.

MORRIS is currently negotiating through its agency, Cecil & Presbrey, New York, with MBS for show to replace Heart’s Desire, heard on Mutual Monday through Fri day, 11:45 a.m.-12 noon. Client said to be satisfied with rating.

EDWIN R. BORROFF, who left ABC as vice president in charge of Central Division two months ago, will announce within next week his association with Chicago station representative business.

THERE’s some high-level thinking within FCC that its Sept. 20 hearing on opening of 475-896 Mc television band should be postponed to permit compilation of more data. But postponement, if it comes, probably won’t go beyond first of year. Alternative would be to start as planned and recess.

DEAL BETWEEN Kudner Agency, repre (Continued on page 91)

Business Briefly

LUDEN’S RENEWS • Luden’s Inc. (Fifth Avenue candy bar and other products) resumes sponsorship Sunday, Aug. 29, of CBS quiz series Strike It Rich. Concurrent with five weeks hiatus which began July 4, series moved from 10:30-11 p.m. to 9:30-10 p.m., which it will retain until after Oct. 3, Agency, J. M. Mathes Inc., N. Y.

CEREAL SHOW • Cream of Wheat Corp., Minneapolis, has renewed Let’s Pretend, Saturday, 11:05-11:30 a.m. on CBS, for 52 weeks effective Sept. 18. Agency, BBDIO, Minneapolis.

BIG FM TIMEBUY • Independent Grocers Assn., Chicago, purchased 9 a.m.-6 p.m. six days weekly on WEAW (FM), Evanston, Ill., effective Oct. 1, with commercials to be directed especially to food shoppers on more than 400 FM sets placed in IGA stores throughout Chicago area by Store Broadcasting Inc. As IGA contract goes into effect, WEAW’s air time will increase to 7 a.m.-midnight seven days weekly.

TV TIME-SHARING PROPOSAL ADVANCED
TELEVISION time-sharing agreement, said to be first of its kind filed with FCC, was submitted Friday by two Allentown-Easton (Pa.) applicants, who propose to use same channel but operate on alternate days.

Proposal was filed by Easton Publishing Co. (Easton Express) and Lehigh Valley Broadcasting Co. (associated in ownership with Allentown Call-Chronicle), two of five applicants for only channel (No. 8) allocated for that area. Two companies would have separate stations. Lehigh would broadcast first day of the week, Easton Publishing Co. would operate second, and thereafter they would alternate. Both would apply for fulltime “if and when additional channels” become available.

Companies asked FCC permission to amend their respective applications to reflect time-sharing plan. Previously they’d requested that issues on forthcoming hearing be enlarged to include question of whether grant to them on time-sharing basis would be desirable, but this request was denied without prejudice to their approaching question via petition to amend their applications. Hearing on all five Allentown - Easton - Bethlehem applications slated to start Sept. 13.

NAB VIDEO BOARD
THREE-MAN NAB board committee on television elected late Friday at District 9 Chicago meeting Group includes Walter Damm, WMJ Milwaukee, chairman; Clair McCollough, WGAL Lancaster, Pa., and A. D. (Jes) Willard Jr., NAB executive vice president. NAB group slated to meet with similar TBA committee soon after latter organization, scheduled to meet this week in New York, makes appointments.
Response from listeners throughout 6-state Mid-America area indicates audience approval of KCMO's diversified programming. Mail response—(shaded area on map)—has come from 415 counties in 6 states, plus 22 other states not shown above!

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

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

*50,000 Watts Daytime, Non-Directional
... 10,000 Watts Night—at 810 Kc.

KCMO
... and KCFM—94.9 megacycles
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America
Builder of Champions*

A championship business is known as a profitable, successful business.

That's why WHM feels it is a great business builder of championship calibre results. Results pay off at the cash register and that's where WHM advertisers see the answer.

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

Who Could Want Anything More!

Member of
Association of
Independent Metrop-olitan Stations

WHM

Independent—but not aloof
MEMPHIS, TENNESSEE

PATT McDONALD, manager
FORJOE & CO., representatives

*Studebaker Paved the Way on This.
**WCAO**
Baltimore

**BASIC CBS**

5000 watts
600 kilocycles

PROMOTES YOUR SHOW*

*Just ask your Raymer representative*
PRACTICAL experience in radio communications will be gained during the next six months at stations of the United Broadcasting Co. by Sachindra Mohan Sen of India. He will make his headquarters at WHK Cleveland, the station reports, but will travel to WHKK Akron and WHKC Columbus to visit and study these other stations of the company.

Mr. Sen, who was sent to this country by the Indian government to acquire more knowledge and experience in preparation for a position with the Indian Government Radio, received his B. S. degree in physics from the U. of Dacca (India) in 1941. In 1942 he earned a diploma in electrical engineering from the Indian Institute of Science. Practical experience has been gained by Mr. Sen at several organizations in India including Indian Radio and Cable Communications in Bombay.

Mr. Sen will work with Carl Smith, vice president in charge of engineering for United Broadcasting.

On All Accounts

WHAT Macy's didn't tell Gimbel's could hardly be more guarded than what Pepsi will never communicate to Coca-Cola, that is. Yet Ernest Anderson, newly appointed account executive for the Blow Agency, New York, on the recently acquired Pepsi Cola account, once also held the hand and ear of the advertising principals on that rival soft drink firm. Nor is that a very surprising turn for the man who brought swing music to speaking terms with Carnegie Hall.

Ernie Anderson is the person who beat tradition to death as jazzman Pats Waller did the same to a piano in the marbled halls named for the philanthropic Scotsman. Yet music has been only the counterpoint in the career of Mr. Anderson. He began his business cycle as a newspaper man during his school years, working with his father, who was then advertising director of the Buffalo Evening News.

After leaving Massachusetts Institute of Technology he traveled to Europe as Paris representative of the Chicago Tribune. Three years later, Mr. Anderson returned to America as eastern editor of Advertising Age. He joined his first advertising firm, Richardson, Alley & Richards, in 1936 as assistant to the creative head of the agency, but he returned to the printed medium two years later as sales promotion manager for True Story. Radio beckoned inevitably and Mr. Anderson answered the beck, joining CBS in the Detroit office as assistant sales manager. About a year later he returned to New York with the Blue network (now ABC) to work in sales promotion. While with Blue he and G. T. C. Fry, now ABC eastern sales manager, set up the presentation for the D'Arcy agency of the Spotlight Bands program.

When the package went on the air for Coca-Cola, Mr. Anderson was included as one of its less expendable contents, and eventually was named assistant to Alfred Steele, then vice president of D'Arcy. He remained with the firm for two years before joining the music publishing firm of G. Schirmer, Inc., New York, as advertising manager.

He tarried with the publisher until June 28, 1948, when he was recalled to the agency field and his present post as account executive for Pepsi Cola, in which capacity he is in charge of an intensive spot campaign with an overall budget said to amount to approximately five million dollars annually.

In his extra-agency function as musical impresario, Mr. Anderson has since followed his Pats Waller concert with similar Carnegie presentations of Billie Holiday (Continued on page 84)
GET DOMINANT COVERAGE
OF RICH MIDWEST MARKETS WITH

kglo and WTAD

MASON CITY, IOWA

WTAD QUINCY, ILLINOIS

You can reach a greater number of potential buyers over Lee Stations' kglo and WTAD in their areas than over all other stations combined. With dominant coverage — both rural and urban — you get real sales push. And the Lee Station listeners have the buying power that comes from the richer part of the rich cornbelt. See the brief outline of facts showing the dominant coverage of kglo and WTAD. For complete details and availability write, wire or call Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois or call your WEED & COMPANY representative!

Represented by WEED & COMPANY: New York • Chicago • Detroit • Boston • Atlanta • Hollywood • San Francisco
WMAL-TV TELEVISES THE IMPORTANT SPORTS EVENTS IN WASHINGTON.
There is nothing like "Redskin fever" in Washington. And for this important sports event, WMAL-TV has the sportscaster who is a must—Norry Wismer, ably assisted by Jim Gibbons. Sponsored on AM and TV by The American Oil Company on a special Redskin Network.

Always a Top Event, boxing from Turner's Arena every Monday night during the indoor season provides thrills and excitement equal to that in any ring in the country. Jim Gibbons gives the blow-by-blow from Ringside—plus those commercials that hit the spot for good old Arrow Beer (Globe Brewing Co. of Baltimore).

WMAL-TV HAS AN ARMLOCK ON THE TELEVISION AUDIENCE when wrestling from Turner's Arena goes on the air every Wednesday of nine. Jim Gibbons has just the right touch (see BILLBOARD, January 31)—it's a must for Mom, Pop, the kids, and most of the neighborhood. General Electric Supply Corp. likes it too—they pay for it. (See it on the ABC television network).

Jim Gibbons is featured in his own half-hour TV show, SPORTS-CARTOON-A-QUIZ, assisted by cartoonist Bill WIlson. Sponsored by L. P. Stewart, Inc., DeSoto-Plymouth Sales & Service.

JOHN H. SHELDON, with Geyer, Newell & Ganger Inc., New York, since 1944, elected a vice president. He previously was account executive and copywriter with Ruthrauff & Ryan, Detroit, and before that with MacManus, John & Adams, in a similar capacity.

TED BYRON, television supervisor of N. W. Ayer & Son, Hollywood, resigns to serve as consultant on video film commercials with offices at 8917 Holly Place, Los Angeles. Telephone: Hudson 25801.

W. CLEMENS BENTLEY, vice president and account executive of Badger and Browning & Hersey Inc., New York, joins Morris F. Swaney Inc., New York, in similar capacity. GLEN E. SHEARS, former account executive and copy director at Hill-Blackett, named creative director for Swaney. He will direct firm's coast-to-coast creative writing operations from Chicago office. GINI FIORIO appointed to New York staff as radio writer, and MELVIN LEWIS, formerly with production staff of Esquire Magazine, named production manager in New York office.

TRELL YOCUM, a vice president and director of Champlain-Valley Broadcasting Co., Albany, N.Y., joins Fletcher D. Richards Inc., New York, as vice president and a member of plans board. He formerly was with Young & Rubicam and Compton Adv.

HAROLD WEISLOW acquires total interests of Columbian Adv., Los Angeles, with former partner PAUL GRANNING, joining Machinerafe Mfg. Co., that city, as sales manager. Agency name will be retained.

MILTON H. SCHWARTZ and WILLIAM K. ZIEGFELD named vice presidents of Foote, Cone & Belding, Chicago. Mr. Schwartz is director of radio copy and Mr. Ziegfeld heads printed copy for group of Chicago accounts.

BARNARD L. SACKETT Television Agency, Philadelphia, opens branch office at 254 West 54 St., New York City.

GENE FRANKE, former account executive with McCarty Co., Los Angeles, opens own offices as Advertising and Sales Consultants Agency at 2404 West 7th Street, Los Angeles. Telephone is Drexel 5231. Assisting Mr. Franke in charge of art and production is GEORGE BURTY, formerly with Courtland-Ferguson, Washington. New agency's accounts include Western Stove Co., Culver City, Calif.; Arrowhead Brass Products, Alhambra, Calif.

CHARLES J. EASTMAN and DON E. DeLONE, account executives of Ralph Yambert Organization, Hollywood, named vice presidents. ROBERT S. TIGERMAN, former salesman for "Tarzana Times," Tarzana, Calif., joins agency as production manager.

VIRGINIA FLANNERY, formerly on copy staff of Stubbs and Montgomery Inc., joins copy staff of Earle Ludgin Co., Chicago.

HERBERT LORENTZEN, account executive for Needham & Grohmann, New York, joins Birmingham, Castelman & Pierce Inc., New York, as an account executive.


C. W. McGIBBON, formerly of Associated Broadcasting Co. and Walter P. Downs Ltd., Montreal, appointed manager of Montreal office of J. J. Gibbons Ltd.

R. CARVEL HESTER, with Spencer Curtiss Inc., Indianapolis, also appointed president of Syndicate Adv., same city, promoting new copyrighted radio and TV program, Lucky Bid Secret Auction.

EVERS WHYTE, Los Angeles, moves to new offices at 3900 Temple St. New phone is Fairfield 2188.

GREATER BUYING POWER!

According to Sales Management's 1948 Survey of Buying Power, Hartford has the highest Effective Buying Income per family of any city over 100,000 population. Advertising moneys invested on WDRC in spot schedules will pay dividends for a long time to come.

BONUS — $3,251 EXTRA IN EFFECTIVE BUYING INCOME!

GREATER CIRCULATION!

WDRC-FM broadcasts the full schedule of WDRC's programs, at no increase in cost to the advertiser. WDRC-FM, operating from atop Meriden Mountain, also gives the advertiser a large additional Primary Area of coverage throughout Southern New England.

BONUS — 50,000 FM SETS*
*Estimate from distributors' reports

BROADCASTING • Telecasting
August 16, 1948 • Page 11
Replace your old AM transmitter
with RCA’s new 50 kw...

The revolutionary, new power triod RCA-5671. This tube takes about one third the filament power of conventional triodes used in the older transmitter. It reduces hum modulation below FC requirements—even without r-f feedback.

The two 5671’s in the r-f power amplifier and the two in the class B modulator of this 50-kw transmitter save up to $1200 yearly in filament power alone.
The finest transmitter ever built... the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty"—and it's paying its way.

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—$12,000 a year, based on daily operation at 19 hours a day!

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance—and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 4.50-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19HC, RCA Engineering Products, Camden, New Jersey.
Liked Sandage Article
EDITOR, BROADCASTING:
The article on Radio Advertising for Department Stores by C. H. Sandage in your Aug. 2 issue presents a fine set of principles for that topic.
Articles containing such needed basic fundamentals of radio advertising are contributing to the continued success of BROADCASTING. Let's have more of them.

Mortimer Spiller
Dir., Research & Sales Prom.
Emil Mogul Co., New York

Thanks From Shawmut
EDITOR, BROADCASTING:
We have noted with interest the article and the picture you published in BROADCASTING [Aug. 2] pertaining to our bank. We appreciate this a great deal...
We hope, that in the future, our steps in this field will continue to place us among the leaders in television and that you may find more of our efforts worth mentioning in your good publication.

William J. Hayes
Advertising Assistant
Nat'l. Shawmut Bank
Boston, Mass.

General Is Grateful
EDITOR, BROADCASTING:
During the past twenty-six months, in which I have been Commanding General of the Fifth Army with headquarters in Chicago, the broadcasting companies in the twelve states which comprise Fifth Army Area, have been very generous in making their facilities available to Army projects. In my opinion, this cooperation not only constituted a public service, but was a valuable contribution to national security.

Recently Department of the Army ordered me to Japan to take over command of the Eighth Army. Press of official business prevents me from writing a personal letter to each one of these stations...I would appreciate it if you could convey to the executives of these broadcasting stations, through your columns, an expression of my feelings.

Walton H. Walker
Lt. Gen., U. S. Army

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

WIBBW
---"hay-baler" for Kansas Sales

Ever see a hay baler? It sweeps across the fields...picks up loose hay and delivers it in tightly bound bales, ready to be sold.

A hay baler serves the farmer as WIBBW serves the advertiser. WIBBW reaches across the rich fields of five states...gathers together half-formed purchasing plans of thousands of farm families...binds them together into one compact buying urge...easily sold by the nearest distributor.

WIBBW is the best dog-goned "baler" of farm customers you can use in Kansas and adjoining states...and we can PROVE it with RESULTS.

Serving the First Families of Agriculture
Rep.: CAPPER PUBLICATIONS, INC.

Proposes New Time Plan
EDITOR, BROADCASTING:
Now that the nation's networks are rounding out their second year of operating on a delayed basis for affiliates outside the Eastern Daylight Savings Time zone, it might be well to give serious consideration to the merits of the "delayed" plan.

While the transcribed network plan has one great advantage, it also has a large number of disadvantages. The one advantage is the fact that it is not necessary to re-shuffle local program schedules twice each year. Listening habits are not disturbed, it's true.

The disadvantages are numerous. First, many listeners are able to hear the powerful Eastern clear-channel stations. Then, dialing around one hour later, the same program is again heard from a Standard Time outlet...Secondly, with the many news developments of the present, it is practically impossible to delay a news-cast for one hour...

Two millions of listeners of network quiz shows are actually being played for perfect fools. They gather beside the loudspeaker hoping for a telephone call, when the program has been off the air for a full hour! Maybe the FCC is taking this into consideration in investigating quiz shows.

It seems to me Easterners could change their work hours by one hour, and accomplish the same result as the Daylight Savings Plan. In other words, during the summer months, start the work day one hour earlier—and end it the same way.

Edwin Mullinax
General Manager
WLNG LaGrange, Ga.

Improvement With Age
EDITOR, BROADCASTING:
I'm a cover-to-cover reader of BROADCASTING and I have been meaning to write you for some time relative to the many improvements in both typography and editorial content during these last seven years. Broadcasting continues to progress with the ever-moving broadcasting industry.

Ben Strouse
General Manager
WWDC Washington.

Standards Disregarded
EDITOR, BROADCASTING:
Perhaps some one can tell me how a local FM station such as WEAW is expected to get sponsors to limit their commercial time to the maximums suggested by the NAB Standards of Practice, when the Chicago network-owned 50 kilowatt stations show no regard whatsoever for the Standards. At the present time a network-owned 50 kilowatt Chicago station is using six and a half minutes of commercial in one particular 15-minute program. This is a locally (Continued on page 60)
ONCE AGAIN WE ASK . . . WHY PAY MORE TO REACH THE WORCESTER MARKET!

WHAT'S THE PERCENTAGE?

Independent WNEB costs you less than any one of 4 competing Network Stations. Yet look at these terrific WNEB ratings . . . made without "gimmicks" or "give-away" programs.

HOOPER STATION LISTENING INDEX

SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>WNEB</th>
<th>Network Station A→FM</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Morning</td>
<td>24.9</td>
<td>36.2</td>
<td>26.2</td>
<td>7.0</td>
<td>4.1</td>
</tr>
<tr>
<td>Mon. thru Fri. 8:00 A.M.-12:00 Noon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekday Afternoon</td>
<td>31.0</td>
<td>41.7</td>
<td>10.8</td>
<td>8.0</td>
<td>4.9</td>
</tr>
<tr>
<td>Mon. thru Fri. 12:00 Noon-6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>28.3</td>
<td>39.9</td>
<td>15.4</td>
<td>9.3</td>
<td>6.1</td>
</tr>
<tr>
<td>Sun. thru Sat. 6:00 P.M.-10:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday Afternoon</td>
<td>58.3</td>
<td>16.2</td>
<td>7.3</td>
<td>7.3</td>
<td>5.3</td>
</tr>
<tr>
<td>12:00 Noon-6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday Daytime</td>
<td>45.7</td>
<td>32.7</td>
<td>7.3</td>
<td>7.3</td>
<td>3.3</td>
</tr>
<tr>
<td>8:00 A.M.-6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>31.9</td>
<td>37.9</td>
<td>14.4</td>
<td>8.2</td>
<td>5.1</td>
</tr>
</tbody>
</table>

Call in our representative today and get the whole story. Compare rates . . . compare ratings . . . see for yourself that WNEB gives you

MORE LISTENERS FOR YOUR RADIO DOLLAR

WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Ketell-Carter, Inc.
J ust ignore the need for *optioned time* during the mid-evening hours for the department store, the national advertiser and other important non-network clients.

No advertiser whether local or national will put a big budget show at a time where it can be moved.

And these advertisers cannot be ignored because it is from these advertisers that a television station will get full card rates—and not a small fraction of the rates.

The television stations must get together on this problem of National Spot optioned time and Local optioned time during the peak listening hours. Otherwise—and our figures prove this—you may always be in the red in television. Better find out about the Adam Young service by writing us today . . . and be sure of staying in the black!

**Adam J. Young Jr.**

11 WEST 42nd STREET • NEW YORK, N. Y.

RADIO & TELEVISION REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

---

**New Business**

DMIRAL RADIO Corp., Los Angeles (radio, television sets), expanding in TV with 13-weeks sponsorship of *So This Is Hollywood*, one-hour participation show weekly on KTLA Los Angeles. Admiral is also sponsoring quarter-hour film of Major Bowes amateurs for 13 weeks on KDYL-TV Salt Lake City, and planning live quarter-hour vaudeville show on KGO San Francisco, to start in October.

THE REAL JUICE Co., Dallas (Wooster's root beer), purchases Pepsi-Cola Bottling Co., Dallas, franchise holder in 21 Texas counties. Expanded advertising budgets, including radio, contemplated for both drinks. Agency to be appointed.

WETTLAUFER Mfg. Co., Detroit (product design and development), signs first television contract on WXYZ-TV Detroit, planning an October opening. E. G. Wettlauffer, firm president, will telecast "something unique" along sportscasting lines. Firm makes no tangible goods and is believed to be first organization of its kind to buy TV.

MODGLIN Co. Inc., Los Angeles (brooms), through W. Earl Bothwell Adv., same city, today (Aug. 18) starts five weekly quarter-hour newscasts on KFSD San Diego for four weeks as test campaign. Company plans radio expansion on West Coast depending on results of campaign.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., (Camel Cigarettes), signs with WBAP-TV Fort Worth, Tex., for TV newsmag. Others signing with station, which is to go on air about Sept. 29, are: LEONARD'S, Fort Worth department store, to sponsor telecasts of high school football games Thurs., and Sat. nights; W. C. STRIP-LING Co., local department store, for full-length Alexander Korda movie Wed. nights.

SPORTS EXTRA, new weekly sports newspaper to begin Sept. 15, will use radio in large-scale promotional campaign.

PERM-ASEPTIC Corp. New York (dry-cleaning and laundry chemical), appoints W. B. Geissinger & Co., Los Angeles, to handle national and regional advertising.

INTERNATIONAL HARVESTER EXPORT Co. appoints McCann-Erickson as its agency to handle overseas advertising on all product lines. Transfer of account from J. Roland Kay Inc. becomes effective Oct. 31.

CHARLES E. HIRES Co. appoints C. W. Ayer & Son, New York and Philadelphia, as advertising counsel for all Hires promotion and advertising. Agency heretofore has handled radio activities for soft drink firm.

MARTIN R. KLITTEN Inc. currently running 13-week video spot campaign on KTLA Los Angeles. Campaign reportedly marks first time advertising agency has used television to advertise itself on Pacific Coast.

SYNDICATE MORTGAGE Co. and GEORGE ALKINS Co. (real estate), both Los Angeles, appoint Robert P. Dennis Inc., same city, to handle advertising. Both will use radio.

**Network Accounts • • •**

HELBROS WATCH Co., through William Weintraub Co., New York, Sept. 5 renews for 52 weeks *Quick as a Flash* on MBS, Sun., 5:30-6 p.m.

CARGILL FEEDS, Minneapolis, resumes *Nutrena Hi Flyers* Oct. 1 on seven stations of Texas State Network, Mon.-Wed.-Fri., 12:15-12:30 p.m. (CST). Stations: KFJZ Fort Worth, WRR Dallas, KBWD Brownwood, KRRV Sherman, KPLT Paris, KCMC Texarkana, KFRO Longview.

**Adpeople • • •**

P. S. JOYCE, former West Central grocery products sales manager of grocery division of General Mills, Minneapolis, named vice president of GM Central Division, with offices in Chicago. JACK BERNO, ex-sales promotion manager of GM, promoted to supervisor of national account sales.

ROBERT F. ANTHONY, former promotion and advertising manager of WJJK Detroit, joins Lumber Fabricators Inc., Detroit, as advertising director.
Surprised?
IT ACTUALLY COSTS LESS MONEY TO BUY FAR MORE LISTENERS IN THIS RICH MARKET WHEN YOU PICK **KPRC**

**KPRC**
an NBC affiliate

*KPRC does have a tremendous audience. Yet Standard Rate and Data shows KPRC time costs are less. As for listeners, here's how an independent survey reveals their actual division between KPRC and the second Houston station, here named "B".*

**Hooper Station Listening Index in Beaumont-Port Arthur**

<table>
<thead>
<tr>
<th></th>
<th>KPRC</th>
<th>STATION &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>11.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Afternoon</td>
<td>27.9</td>
<td>7.1</td>
</tr>
<tr>
<td>Evening</td>
<td>29.8</td>
<td>16.1</td>
</tr>
<tr>
<td>Sunday Afternoon</td>
<td>20.2</td>
<td>7.6</td>
</tr>
</tbody>
</table>

All you buy is Houston, yet we deliver Beaumont and Port Arthur... important shipping ports. (Beaumont exceeds Boston in tonnage; Port Arthur exceeds Los Angeles).

KPRC also leads all but one of six local stations in Beaumont—leads all but one of six local stations in Port Arthur. KPRC dominance in this vast area is obviously and firmly established.

---

**YOUR SALES POTENTIAL IS HIGH IN THIS RICH GULF COAST TRADING AREA**

In Texas, the famous cattle state, Harris County (which is Houston's home county) leads all others by a wide margin in both dairy and beef cattle. Adjacent Montgomery county tops the state in hogs. And Jefferson County, in which Beaumont and Port Arthur are located, is the state's leading rice producer. Oil boosts buying power another notch. And shipping caps the fabulous climate; the transient officers and sailors of Houston-docked ships spend 100 million dollars plus in the market, each year, according to port officials.

---

**KPRC**

**HOUSTON**

950 Kilocycles • 5000 Watts

National Representatives, Edward Petry and Company • Affiliated with NBC & TGN, Jack Harris, General Manager
MORE and more advertisers are climbing aboard the television bandwagon—and among them retail stores and shops and, more significantly, radio manufacturers who are buying greater quantities of TV time. These facts are borne out by the N. C. Rorabaugh survey of video advertisers for the week July 4-10.

Stores and shops, comprising dealers and proprietors for varied brands of merchandise, headed the categories of advertisers by industry classes. While automotive and beverage classes retained pre-eminence in the upper group strata, radio, phonographs, etc. ranked second overall in product classifications. The upsurge may signify a possible trend by those manufacturers and their dealers and distributors, toward promoting their own products, especially TV, thus countering criticism on this score by station managers and advertising agencies.

The Rorabaugh survey, second in a monthly series, covered 26 stations in 16 markets as contrasted to 20 and 11, respectively, for a similar report for week of June 6-12 [BROADCASTING, July 12]. Four television stations now operating commercially—WNAG-TV Boston, KDYL Salt Lake City, KSD-TV St. Louis and WSPD-TV Toledo—were not included in this report, but are expected to be carried in the August compilations.

Sixteen network advertisers again were listed, with spot, 113 local retail, 155. Account-wise, there were 106 network accounts, 246 spot, and 163 local—a total of 415 unit accounts in all. There was also an increase in the number of new accounts, which are shown only by markets, inasmuch as the Rorabaugh firm listed separately network and spot, the increase, not accurately reflected therefore by total, was nevertheless apparent, and reflects the activity of spot and network advertisers in additional markets.

Co-ranking second by industry classes, after retail stores and shops, were beverage concerns (wines, liquor, beer and ale) and radios and accessories.

Since the latter group is comprised solely of manufacturers and their dealers and distributors, the boost to second place is not without importance. Actually, many stores and shops, headquarters for radio and TV merchandise, were promoting those items in their commercials—industrywise, if not by brand name.

Next in order were automotive and accessories, food and food products, apparel and footwear and household equipment and supplies. Remaining groups rated virtually the same as in the previous report. As in the case of radio equipment, many stores displayed miscellaneous automotive wares, while the 22 proper were either manufacturers or agents and representatives, clumping for particular brands in their commercials.

Once again Philadelphia was by far the largest account center, with New York, Baltimore and Washington closely bunched in runnerup positions. New York was the greatest market for spot and network, while Philadelphia laid claim to the most local accounts. All 16 network advertisers were in the New York market again.

WMAR Baltimore

WMAR-TV Baltimore has issued Rate Card No. 2, effective Sept. 1, establishing $250 as the basic rate for a one hour program telecast one time on Channel 2 (54-60 mc).

The basic rate includes transmitter and film facilities, staff announcer’s services, recorded music as background for film commercials and applies to all film programs and programs and announcements relayed from other stations or by a network. It does not cover reruns or programs or announcements using live talent or those requiring extra production facilities.

Studio rate for all live-talent studio productions includes facilities used under basic rate in addition to full use of studio and camera facilities and necessary technical staff. Talent, art and construction work are not reflected in the rate. The rate includes twice as much rehearsal time as air time that is booked. Studio rehearsal time in excess of this amount costs $60 per hour.

### Table 1

<table>
<thead>
<tr>
<th>Television Advertisers During Week of July 4-10 by Industry Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry</strong></td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>Agricultural &amp; farming</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
</tr>
<tr>
<td>Aviation, aviation accessories &amp; equipment</td>
</tr>
<tr>
<td>Beer, wine &amp; liquor</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
</tr>
<tr>
<td>Consumer services</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
</tr>
<tr>
<td>Entertainment &amp; events</td>
</tr>
<tr>
<td>Food &amp; food products</td>
</tr>
<tr>
<td>Gasoline, lubricants, &amp; other fuels</td>
</tr>
<tr>
<td>Horticulture</td>
</tr>
<tr>
<td>Household equipment &amp; supplies</td>
</tr>
<tr>
<td>Household furnishings</td>
</tr>
<tr>
<td>Industrial materials</td>
</tr>
<tr>
<td>Insurance</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
</tr>
<tr>
<td>Radios, phonographs, musical instruments &amp; accessories</td>
</tr>
<tr>
<td>Retail stores &amp; shops</td>
</tr>
<tr>
<td>Smoking materials</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishers</td>
</tr>
<tr>
<td>Sports goods &amp; toys</td>
</tr>
<tr>
<td>Toiletries</td>
</tr>
<tr>
<td>Transportation, travel &amp; resorts</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

### Table 2

<table>
<thead>
<tr>
<th>Last Report* This Report</th>
<th>Number of stations</th>
<th>Number of markets</th>
<th>Number of network advertisers</th>
<th>Number of spot advertisers</th>
<th>Total advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20</td>
<td>11</td>
<td>16</td>
<td>76</td>
<td>236</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>11</td>
<td>16</td>
<td>76</td>
<td>236</td>
</tr>
</tbody>
</table>

(Continued on page 48)

BROADCASTING • Telecasting
ALL PIONEERS "Front and Center!"

THERE'S A NEW BLOSSOM ON PEACHTREE STREET! A sky-brushing tower, topped by a barely-visible TV antenna—a brand-new transmitter and studio building—equipment installed and now being tested—a program department literally on their toes—all says just one thing:

WSB-TV is on schedule!

This month experimental programming (s.t.a.) begins. When you tear September off your calendar, the Atlanta market will have tasted the marvel of television.

Opportunity is looking right down your throat. Get in on the ground floor. Any Petry office has the dope.

WSB-TV
"THE EYES OF THE SOUTH"
ON PEACHTREE STREET

A radio operation of The Atlanta Journal represented nationally by Edward Petry & Co., Inc.
First for the entire nation in per capita drug sales, Greater Miami last year topped the national average by 152% in this key classification, by 44% in general merchandise, and by 52% in total sales—reaching new highs in all indices by which markets are measured.

(Sales Mgt. Survey, 1948)

Yes, Greater Miami is a great buying market. Last year over $500,000,000 was spent on products of all types and classes. And Miami is a market that can be reached, effectively and economically, with WQAM – Miami’s First Station — whose clear signal blankets all of Greater Miami, and covers an additional 15 of its “trade-area” counties.
FALL BUSINESS

INCREASED USE of spot (non-network) time this fall is anticipated by advertising agency executives and timebuyers, but agency men generally are uncertain—or at least reticent to express an opinion—about how their fall purchases of network time will compare with those of a year ago. Estimates of increased use of spots were high.

These were among the facts brought out in the fifth questionnaire in the poll of advertising agencies (15th in the Broadcasting Trends series) conducted for Broadcasting Magazine by Audience Surveys Inc. The questionnaire, sent to a cross-section of agency executives and timebuyers early in July, asked the panel members about their plans for use of radio in the fall.

Specific questions put to the agency men were these:

1. How will time purchases this fall compare with last year?
2. How will spot do in relation to network, and how will expenditures be split between programs and announcements?
3. What sorts of accounts will be using radio for the first time?
4. What proportion of radio expenditures will be spent on FM and TV, and how does this compare with last year?
5. In what way will the TV budget be spent?
6. Will the new NAB code affect radio time purchases?
7. How will agency use of certain types of programs compare with last year?

Some of these questions were asked in a poll of advertising agencies.

Spot to Be Up, 'Trends' Survey Shows

only one of 20 will buy programs only.

In last year's survey the results were quite similar, with two notable exceptions—only 1% planned to buy announcements exclusively, (Continued on page 70)

CHART II

As now set up, approximately what portion of your fall non-network expenditures will be for programs and how much will be for announcements?

<table>
<thead>
<tr>
<th>Percent for Programs</th>
<th>Percent for Announcements</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>95</td>
</tr>
<tr>
<td>10</td>
<td>85</td>
</tr>
<tr>
<td>15</td>
<td>75</td>
</tr>
<tr>
<td>20</td>
<td>65</td>
</tr>
<tr>
<td>25</td>
<td>55</td>
</tr>
<tr>
<td>75 - 99</td>
<td>20</td>
</tr>
<tr>
<td>50 - 74</td>
<td>10</td>
</tr>
<tr>
<td>26 - 50</td>
<td>0</td>
</tr>
<tr>
<td>25 - 49</td>
<td>0</td>
</tr>
<tr>
<td>21 - 24</td>
<td>0</td>
</tr>
<tr>
<td>16 - 19</td>
<td>0</td>
</tr>
<tr>
<td>1 - 9</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>UNANSWERED</td>
<td>100</td>
</tr>
</tbody>
</table>

TV-AM STUDY

Proposed at Chicago Meeting

TWENTY-TWO representatives of the nation's leading television stations and networks, meeting in Chicago's Palmer House Wednesday at the call of NAB President Justin Miller, adopted a resolution calling for a joint study of problems of the "sound broadcasting and television industries" looking toward "cooperative activity by the two groups."

After the meeting was over, Judge Miller told Broadcasting, it was the consensus of the con-
ferences that "more television catal was represented here today than at any previous gathering in history."

The following resolution was unanimously approved:

It is the sense of this meeting that there are areas of identity and diversity of interest between the sound broadcasting and television industries. It is recognized that in their own fields the NAB and TBA are fulfilling invaluable services. It is further recognized that in some of the areas of diversity both sound broadcasting and television must have specialized and aggressive representation.

However, in the areas of identity and interest, industry progress and growth economies would result from cooperative activity by the two groups.

It is therefore resolved that it is the recommendation of this meeting that the board of directors of TBA and the board television committee of NAB meet to explore the problems and to appoint not more than three persons from each industry to make a thorough study and report with recommendations not more than 30 days after their appointment.

Present and voting were Kenneth Berkley, WMAL-TV Washington; Frank P. Schreiber and...
FORMAL REQUEST for the first commercial use of Stratosion was filed with FCC last Friday by Westinghouse Radio Stations, which simultaneously proposed rules and engineering standards to pave the new system of airborne television relaying.

Westinghouse told FCC that the Stratosion station it proposes to operate in connection with its KDKA Pittsburgh, will, if protected to the 500 microvolt contour, bring television to approximately 6,000,000 persons who otherwise would not receive 5000 microvolt signals even if all the ground stations contemplated by FCC's channel allocations were in operation.

It can be done without reducing the number of television channels (or their classifications) proposed for any city in the U. S. or Canada, Westinghouse declared. Its petition offered a reallocation plan designed to substitute other channels for Nos. 6 (which the Stratosion station would use) and 7 and 9 in the area within Stratosion range.

Westinghouse, which developed Stratosion in conjunction with Glenn L. Martin Co. of Baltimore, would have the Stratosion studios in Pittsburgh while the transmitter would be flown in an airplane approximately 30 miles west of the city. The petition continued:

The effective radiated power of such a transmitter would be approximately 12.75 kw and the antenna height above sea level is to be approximately 25,000 feet. The transmitter would be operated on Channel 5, the channel to be sought in conjunction with proposed proceeding by KDKA-TV Pittsburgh, Pa., which would also be operated by Petitioner.

The KDKA-TV transmitter and the transmitter in the airplane would not be co-located simultaneously. The 500 microvolt per meter contour would extend approximately 200 miles in all directions, and this contour should be protected from interference from stations on the same or adjacent channels.

On this basis Westinghouse said the area and populations within the Stratosion 500 microvolt contour would be approximately 125,000 square miles and 12,030,509 persons (not counting those in cities of more than 10,000 which would receive less than 5000 uv/m signals).

The petition asked for amendment of FCC's Rules and Standards so they will permit a grant for Stratosion, and requested that FCC delay all pending hearings and other actions which might conflict with approval of the petition.

Channel changes proposed by the company to accommodate its plan were listed as follows (channels in parentheses are for use by community stations):

<table>
<thead>
<tr>
<th>Location</th>
<th>By Westinghouse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburgh, Pa.</td>
<td>5 8</td>
</tr>
<tr>
<td>Altona</td>
<td>9 5</td>
</tr>
<tr>
<td>Erie</td>
<td>12 3</td>
</tr>
<tr>
<td>Scranton-Wilkes-Barre</td>
<td>23</td>
</tr>
<tr>
<td>York</td>
<td>8 (3)</td>
</tr>
</tbody>
</table>

This Issue

ABC Sued

ABC and Louis G. Cowan Inc. were sued last week by Blue Barron, orchestra leader, on the grounds that Stop the Music, the most popular giveaway show on the air, was pirated from a program which he helped originate.

Mr. Barron sought half the revenue accruing to the Cowan agency, owner of the program, and to other defendants including Mark Goodson, writer and producer with whom the band leader alleges he collaborated on the original show. The defendants immediately began preparations to contest the action. Joseph W. Bailey, vice president and general manager of Louis G. Cowan Inc., said, "We've investigated the whole thing, and we're satisfied there is no basis for a claim."

Mr. Barron's suit was filed in Supreme Court of New York County by his attorney, James Lawrence Flynn, formerly of FCC, and in addition is seeking damages.

Mr. Barron sought an injunction restraining the defendants from disposing of funds pending the litigation. There was no plan to seek an injunction, which would prevent the Stop the Music from continuing.

Named as defendants were ABC, the Cowan company, Louis G.

Agency Also Defendant

In 'Piracy' Charge

Cowan personally, Mr. Goodson, Harry Salter, music director of the program, and Howard Connell, writer.

Mr. Barron said that in February of last year he and an associate, Robert Ray, who is assistant to the director of CBS program operations, met several times with Mr. Goodson and Mr. Connell to devise Blue Barron's Mystery Melodies for marketing purposes. The format called for a musical show in which Mr. Barron would play mystery tunes, to be identified by members of the listening audience upon a telephone call, with prizes to be given winners.

After Mr. Goodson and Mr. Connell wrote the script, the band leader had the show recorded and attempted, with Mr. Goodson, to sell the program, according to agreements. It also had been

(Continued on page 76)
WJZ-TV New York, ABC's first owned and operated television station and the sixth video outlet to begin operations in New York, opened for business last week amid a remarkable remembrance of the gayest Hollywood movie premiere.

Its inaugural program ran from 7 until 11:40 p.m. Aug. 10 and included everything from Beatrice Lillie, one of the world's great comedienne, to fragments left over from a recent Fifth Ave. parade.

Civic, religious and business leaders participated in the opening ceremonies. More than 100 executives of ABC affiliated stations were invited and came to New York to see the show, and the network's sales department staged a debut party for scores of advertisers and agencies.

Early in the inaugural show ABC presented a "creed" which it plans to follow in its television broadcasting. The creed:

The American Broadcasting Co. is deeply aware of a high responsibility to the public in its approach to television. We are also deeply aware of grave responsibility to ourselves. We shall, therefore, do our best to bring into your home the kind of programs we would want in our homes. We believe television will become one of the great forces in the world, and for that reason we regard our role not only as a privilege but also as a challenge. This television imposes on us the profound obligation to use it with dignity, with skill, with honesty and care. We shall discharge that high obligation to the very best of our ability.

Edward J. Noble, chairman of the ABC board of directors, and Mark Woods, vice-president of the network's president, were televised in greetings to the WJZ-TV audience. Grover A. Whalen, chairman of the mayor's committee for the reception of distinguished guests, appeared as special representative of New York's Mayor William O'Dwyer who was absent on official business.

At the conclusion of these opening talks, the cameras went to the streets of Rockefeller Plaza, outside the RCA Bldg. where ABC is housed, to pick up various elements of a parade which was a feature of New York's summer-long golden anniversary celebration.

Kiernan Describes Parade

The television parade, which included policemen dressed in uniforms of 50 years ago, carriages drawn by horses, some marching societies, bands, drum corps and fire fighting equipment. Walter Kiernan described the parade.

The program then returned to ABC studios. Following this Wayne Coy, FCC chairman, spoke from Washington, predicting that in two years from now he expect to see 400 stations either in operation or under construction. He added: 

"We are and will continue to be years and years ahead of any other nation in the employment of this magical electronic instrument."

This was followed by a half-hour television presentation of Candid Microphone, an ABC sound-broadcasting feature, and a preview of several video features which will be on the station regularly. At 9 p.m., the show moved to the Palace Theatre, now a movie house but formerly one of the biggest vaudeville theatres in the city. The program was almost pure vaudeville, with performers doing

Legal Battle Brewing

MAJOR NETWORKS last week were putting the legal eagle eye on their giveaway programs to see how they stacked up against FCC's proposed anti-lottery regulations (Broadcating, Aug. 9), while private attorneys eyed the rules to decide how to advise their stations, agency and other clients.

It was one long field day for the attorneys, most of whom agreed that the rules proposed by the Commission plainly seemed broader than those recently invoked by the Post Office Dept. with respect to lottery suspects.

Some private attorneys said they were prepared to advise clients that programs which select participants on the basis of skill—writers of the "best" letters on a given subject, for example—would pass muster under the proposed rules even though they obviously required "consideration" (as in answering the telephone, or listening to the program) and equally obviously handed out prizes.

Others contended that, though they may agree with the objective of FCC's proposal, the job is not for the Commission but for the Justice Dept. or Congress. They pointed out that the lottery law (Sec. 316, Communications Act) is not directed against stations alone, but also against "persons," over whom FCC has no jurisdiction.

Argue on Application

Further, they argued, lotteries are not a proper subject for regulation—the law, they noted, specifically provides for punishment by fine or imprisonment, but does not mention license revocation or denial of license renewal. They insisted FCC should either refer specific programs to the Justice Dept. for prosecution, or should take its proposed rules to Congress and ask that they be enacted.

The public, meanwhile, was letting the Commission know that for the most part it disagreed with the rules. Mail started mounting a few days after the regulations were announced. FCC authorities conceded that from a public relations standpoint they could hardly have made a more unfavorable move.

Most agreed, however, that any reasonable guide post for future application of federal laws against lotteries would be welcome. Hereafter, some network attorneys have raised questions concerning the legality of shows from the Post Office Dept. rather than from the

(Continued on page 71)

August 16, 1948 • Page 23
DISTRICT 9

CHARLES C. Caley of WMBD
Peoria was re-elected director of
NAB's Illinois and Southern
Wisconsin districts Thursday at
the conclusion of the "slowest
moving" first day in the history
of Ninth District conventions.

With only 25 delegates on hand
to receive the election results, Mr.
Caley threatened "this will be the
last district convention held
in Chicago if I have my way."

"It is my hope that your district
meetings for the next two years
will be in some smaller city where
we can keep track of the delegates
and show proper respect for the
Washington staff that has traveled
across the country to tell us NAB's
stories," he declared.

The convention opened with a
program clinic featuring an ad-
dress by Harold Fair, director of
the NAB Program Dept., who is
one of the group of NAB staff
men, headed by President Justin
Miller, making a summer tour of
all districts. A discussion of "Music
Matters" followed with Don Petty,
NAB general counsel, answering
questions about infringement dif-
ficulties with ASCAP and SESAC.

Neither Mr. Fair nor Mr. Petty
could wake the delegates out of
their lethargy.

After Carl Haverlin, president
of BMI, had brought the conven-
tion abreast of that organization's
work, Leslie Johnson of WHBF
Rock Island, Ill., suggested that
BROADCASTING's editorial of Aug.
2, titled "Something Fishy," be
read to the meeting and referred
to the resolutions committee.
The reference was made by unanimous
vote and Mr. Haverlin, producing
the editorial from a briefcase,
read it to the delegates.

"This piece from BROADCASTING
tells a music story better than it
has ever been told before. Every
broadcast in the country should
read it," said Mr. Johnson, a
former Ninth District director.

Miller Talk

Judge Miller, speaking at the
noon luncheon, asked that NAB
be trusted to "hold its own" in
Washington.

"We know the extent to which
the government's steamroller runs
over the man who doesn't stand
up and assert his rights," he said.

"And we know how to disturb the
equilibrium of certain officials
and when to do it."

He called for NAB members to
work as a team and put in plenty
of skull practice.

"We won't keep such rights and
privileges as we now enjoy unless
we fight for them," he declared.

Asserting that "television comes
every close to all of us," Judge
Miller said NAB's board is "care-
fully considering whether to have
a special TV department."

"It is clear that there are un-
goodly opportunities for tele-
vision, in the wide open places,
however, I'm not advocating that
you enter it, for I am not a gam-
bler," he added with a grin.

In an afternoon session, devoted
to a discussion of problems of
coverage and measurement, Hugh
Feltis, BMB president, introduced
several agency men and sponsors
who endorsed the Bureau.

Hal Rorke of J. Walter Thomp-
son, said that as far as his agency
is concerned, "independent re-
search is suspect and BMB is
considered to be the standard of
measurement."

Robert F. Elrick, manager of
the Market Research Department
of Pepsodent, revealed that when
the question came up recently in
the advertising department of his
company, the list of stations
which stations should be included in a
campaign, "in three instances stations
were not even considered because
they had no BMB rating."

"Many of our plans are cooked up
in a hurry. Selection of sta-
tions is just one of many things
we have to do. And probably like
them most of you, we take the easiest
way out," he said. "That means we
don't naturally react to selecting BMB stations."

Details on Final
NAB Meets Given
Third Series Starting Oct. 4
At Fort Worth, Tex.

MEETING dates for the third and
final series of NAB district con-
ventions were announced last week
by C. E. Arney Jr., NAB secretary-
treasurer. The first series of meet-
ings, now in progress, will wind
up with the Ninth District at Min-
neapolis, and the second series will
get underway Sept. 8-9 at Yellow-
stone National Park for the 14th
District and will continue to call for an extra day, Sept. 10,
to be devoted to discussion of local
problems.

The third series of three meet-
ings will start with the 13th Dis-
trict sessions Oct. 4-5 at the Black-
stone Hotel, Fort Worth, Tex. The
13th District embraces the entire
state of Texas.

The 8th District will follow Oct.
11-12 at the Buena Vista Hotel,
Biloxi, Miss. Conflict in hotel ac-
commodations caused the week's
pace between this district meeting
and that of the 13th. The 6th District
takes in Arkansas, Louisi-
siana, Mississippi and Tennessee.

Final district meeting of the year
will be that of the 5th District at
the Biltmore Hotel, Atlanta, Oct.
14-15. This district consists of
Alabama, Florida, Georgia and
Puerto Rico.

NAB President Justin Miller
will speak at all the meetings, with
other NAB staff members also
taking part.

Senate Group Asks
Study of 'Incident'
STATE DEPARTMENT officials
last week were reportedly studying
a Senate committee request that
steps be taken to prevent re-
petition of international "incidents"
such as that created when the
Argentine government confiscated
and published private dispatches
to BROADCASTING.

The Senate Interstate and For-
eign Commerce Committee initiated
the request [BROADCASTING,
Aug. 2, 9] after private mail from Cor-
respondent Herbert M. Clark
was intercepted and published in
Madam Peron's Democracia with
accompanying charges that he and
certain members of the Inter-
American Broadcasters Assn. were
engaged in an international plot
against Argentina. Mr. Clark's dis-
patch had described the angry dis-
position of the IABA toward Ar-
gentina's alleged absence of radio
freedom of speech.

U. S. Ambassador James Bruce,
who has returned from Argentina,
could not be reached for a state-
ment last week but associates
acknowledged that he was con-
cerned with the incident. The dip-
lomat reportedly protested the mail
pilfering to Argentine Foreign
Minister Bramuglia and sought
police protection for Mr. Clark.
A STINGING REBUKE to his fellow broadcasters for permitting millions of dollars in advertising appropriations to go to printed media "unchallenged" was delivered by Eugene Carr, director of WHBC Canton, Ohio, and the Brush-Moore-Michigan convention early last week at French Lick, Ind.

In a question-and-answer period following an address by Hugh M. P. Higgins, assistant director of NAB's Broadcast Advertising Department, Mr. Carr mounted the rostrum to cite Montgomery Ward and Co.'s recent allocation of large sums to black-and-white as a "very serious loss for radio."

"If we had challenged Montgomery Ward, we would have no cause for complaint," he said. "But we didn't even put up a fight."

Mr. Carr remodelled the 148 delegates—from Ohio, Kentucky, Indiana and Michigan—that the bureau of advertising of the American Newspaper Publishers Assn. spent a million dollars last year to promote printed media. Seven of the bureau's personnel worked on national advertising alone.

Revealing that ANPA recently flew a promotional group from New York to San Francisco to make an all-day presentation on behalf of a new account, Mr. Carr asked:

"Why don't we give our association funds to match such a sales effort?"

He strongly supported NAB's plan to produce an "all-radio film presentation" after Mr. Higgins had given details of the production. Mr. Higgins prefaced his speech with the warning that black-and-white is waging a "ferocious anti-radio selling campaign."

"We're in a bitter fight," he declared. "We may-as well face the fact that stations are getting a smaller piece of the advertising budget." Advertisers will forget about radio and return to the traditional printed page if we let them."

Gilmore Nunn, of the Nunn stations, who presided at all meetings, referred to the remarks of both

A

Mr. Carr and Mr. Higgins as "fighting words."

"Radio has only three fiendly bonds, the newspapers and magazines are playing to advertise it and its a 150-piece ensemble," he said.

In a luncheon address, NAB President Judge Miller urged that station men "stand together because cause there are those who would like to divide and conquer us."

He urged station owners to assume a professional attitude in their communities "like doctors and lawyers" and to "stand up and speak with courage."


Carr Hits Inertia

By BILL THOMPSON

Judge Miller advised against trusting FCC on the Fort Huron case, recalling that the Commission "has been on three sides of this question already."

"In political broadcasts, your greatest danger of libel charges is on the state level," he asserted.

The NAB president deplored the widespread talk about scarcity of radio frequencies, declaring that: "if there appears to be a scarcity, it is only because of government in-"epitude."

Judge Miller said his guess on the Mayflower decision is "relaxation of enforcement—with definite removal of 'heat' against those stations now editorializing."

BMB imported two speakers to endorse its work—Herbert S. Thompson, advertising manager of Miles Laboratories (Alka-Seltzer), and Mary Dunlavie, radio time-buyer for Pedlar and Ryan agency, New York. Mr. Thompson, who has been Miles' advertising manager for 28 years, predicted radio "soon will be a buyers' market."

Miss Dunlavie declared that one of the occupational hazards of radio is timely buying of radio for non-subscribers to BMB.

"We shouldn't do it, but we all do," she said, "and often our estimates are too conservative."

Speaking on "Television—the Blue Chip Decision," Charles A. Batson, NAB director of information, estimated $370,000 as the average sum required to enter the video field. E. Y. Flanigan, vice president of Fort Industry's WSPD Toledo, who has had practical TV experience, said this figure should include $3,000 monthly for tube losses, since the Toledo operation has sustained.

Carr Hits Inertia

Resolutions

The convention unanimously adopted the following resolutions—

1. Endorsing Judge Miller for his militant stand on "freedom of radio," and pledging support to his leadership by urging district members to determine the position of candidates for high public office in respect to the subject of freedom of radio.

2. Endorsing the All-Radio Presentation proposed by NAB and recommending active participation by all stations.

3. Requesting the Census Bureau to include AM, FM and TV set ownership questions in the 1950 census.

4. Expressing the encouragement of voluntary compliance with Standards of Practice.

5. Expressing appreciation to the State of Indiana for establishing a radio center at its state fair.

6. Commending transcription companies for attempts to bring about a solution of industry-wide music problems.

7. Recommending that district members take steps to assure appropriate use of the music of BMI.

August 16, 1948 • Page 25
INTRA-STORE TV

THREE DAYS of experimental intra-store television arranged with the cooperation of WOC Davenport and RCA, have proved a "tremendous commercial success" for the M. L. Parker Co., Davenport department store.

Parker's is one of Davenport's leading department stores, and has been a long time client of WOC—with excellent results, Beryl Lottridge, WOC vice president, reports. Commercial department store shows held at the station were instrumental in presenting the commercial possibilities of this showing to R. V. Boom, advertising manager and sales promotion manager of Parker's, who contracted with RCA for the three day intra-store video demonstration called "Backstage with Television."

Mr. Lottridge took an active part in the preparation of scripts and programs before the RCA team arrived and worked as a cameraman and floor director during the demonstration. It was estimated by Mr. Boom that over 15,000 people saw all or part of the television program from the studio or from one of the 25 sets placed on the seven selling floors of the store. "The event was a tremendous commercial success for the store," Mr. Boom said.

In his evaluation of the demonstration, Mr. Boom continued:

Parker's test demonstration of television proved rather conclusively to us that television offers a potent medium for department store sales promotion. We were in a position during the demonstration to follow television through from start to actual presentation, and to accurately analyze sales results and customer reaction.

Although an increase in sales was noted in all departments, those depart- ments showing the greatest increases were those that actually participated in the show. As a direct result of one 15 minute millinery style show, hat sales jumped to a new July high. This was rather unusual as the millines shown were expensive ($25 to $60) hats by Milgrom, Howard Hodge, Francis Adams and other famous designers. Many of the women who saw the show at Telecast from the store were convinced to the hat department to try on the hats themselves. We know of one instance, during the first day's show, when a hat more expensive was sold while the show was still in progress. As a result of our hair styling show presented by Deroft of London and featuring his short, short "baby-cut" women in the quad-cities rocked to Parker's to have their hair cut to the new length. Right now our Beauty Salon is turning away appointments daily and is completely booked up to the first week in September. "Around the Clock Fashions," a half-hour show of autumn ready-to-wear and lingerie, stimulated business in all fashion departments. Many are directly attributed to the show, and we are still being asked to show customers "that dress I saw on television."

As I mentioned before, the greatest results were noticed in the beauty salon, fashion and millinery departments, but cooking and fodder demonstrations increased traffic to our appliance center. Static displays of handbags, toys, men's furnishings, children's wear and luggage were used as fillers to good advantage.

The evening before the three-day demonstration opened, we gave a press preview attended by 200 radio and newspaper representatives, civic and business leaders and clergy. All those interviewed simultaneously over radio station WOC and television said they believed television could be used in their places to good advantage. One of the clergymen pointed out, television would widen his contact with his congregation who are unable to attend church services.

Attendance was good all three days of the show. We clocked 9,500 people to the second floor where the stage and television equipment and cameras were located, and we estimate that 15,000 people were attracted to the store by the television demonstration.

Continuous live programming was maintained from 9:30 a.m. to 5:00 p.m. during the demonstration. Programs included commercial showings of store merchandise, professional and amateur talent and audience participation. Two half-hour marionette shows were presented daily by Ethel Hanley, assisted by Mary Flether, George Sontag and Marjorie Meinert, WOC piano artists, also appeared twice daily on their own program, "Study in Black and White. News-cast was presented each day at noon by WOC with still pictures from The Democrat and Times Leader and AP wirephoto service. Other entertainment periods featured the M. L. Parker Co. chorus, dancers from Rae and Frank &

(Continued on page 71)

WOC executives practice camera technique on singer Joyce Foster. Behind the cameras are (l-r) George Moisin, account executive; Mr. Lottridge, and L. O. Fitzgibbons, commercial manager. WOC staffers are manning the booth.


equivalent time with religious programs over other than violators of the moral law would have the right to expound immoral ideas on an equal basis with time granted to those who defend the moral law."

Definition Difficult

The leader also acknowledged "the general rule of the Federal Communications Commission that equity should be observed by radio stations in granting equal opportunity to opponents on different sides of a controversial public question is a good one. However, there may be difficulty at times in determining what is a controversial public question."

He described FCC's attitude in refusing WHAM Rochester, N. Y., a full three-year renewal as "strange and warned that "if FCC gives way to the proponents of the atheist side of this controversy it will be falling into a dan-

(Continued on page 72)

Mr. Lottridge (l) checks the script and merchandise for the millinery show with Mr. Boom and his assistant, Joyce Uken.

‘SCOTT DECISION’

By ED KEYES

THE POSSIBILITY was advanced last week that the House Select Committee, credited with taking broadcasters off the Port Huron hook, might also be asked to seek clarification of FCC's famed "Scott Decision" allowing equal air time for atheists.

Rep. Charles J. Kersten (R-Wis.) has indicated his intentions of bringing the "Scott Decision" to the attention of FCC by Rep. Forest A. Harness (R-Ind.), BROADCASTING learned last Wednesday. The investigative committee which Congressmen Kersten represents is in disagreement with the decision on religious programs a fortnight ago extracted from FCC Chairman Wayne Coyer explanations substantiatingaying fears by broadcasters that they might face negative actions as the result of routine processing of political broad-

BROADCASTING • Telecasting

Ethridge, Chairman Of Advisory Group

MARK ETHRIDGE, publisher of the Louisianna Courier-Journal, which operates WHAS Louisville, was selected by President Truman last week to serve as chairman of a new U. S. Advisory Commission on Information. The Commission will keep abreast of world developments and advise the State Dept. on operation of its foreign information program.

Named to serve with Mr. Ethridge on the Commission were four other outstanding Americans. They are: Justin Miller, president of NAB; Philip D. Reed, chairman of the General Electric Co.; Mark A. May, director, Institute of Human Relations, Yale U., and Erwin D. Canham, editor, Christian Science Monitor, and president of the American Society of Newspaper

Created by the 80th Congress, the Commission was set up to formulate and recommend to Secretary of State George C. Marshall a foreign information policy which will promote better understanding and relations between the U. S. and foreign nations.

All activities of the department's information program will come under the surveillance of the new Commission. These include the "Voice of America" broadcasts, movies, newreels, and weekly and monthly publications. Activities of press officers abroad will also be considered.
REFLECTING the no longer disputed limitations of television in its current share of the spectrum, an unofficial survey of FCC's video workload last week showed 185 applications —more than 60% of all pending—are either in hearing or awaiting hearing.

Except in rare instances they are in hearing for only one reason—not enough channels to meet the demand. Not all of those which will eventually go to hearing have yet been designated.

The survey produced a state-by-state list, based on FCC's records, which reports construction permits outstanding for 111 stations, of which 23 are on the air, plus seven stations operating under regular licenses. Another station is on the air under temporary authorization, operating commercially but using an experimental call until FCC acts on the license's commercial application (Don Lee's W6XAO Los Angeles).

The records also showed 801 pending applications, of which 185 were in hearing in addition to one construction permit involved in hearing.

Following is the list compiled from FCC records, showing the status as of Aug. 12. "CP" indicates that a construction permit has been issued; those marked "O" are operating under temporary authorization and those indicated by "L" are operating under licenses. "A-H" denotes application; "A"-"H", application in hearing. Use of the term "A-H" means more than one city is in the metropolitan district involved.

**PARAMOUNT SETS UP NEW FILM RATE CARD**

PARAMOUNT Pictures Inc., which first previewed its program transcriptions last December, last week issued a new rate card for its 16mm and 35mm transcriptions.

The new card established the following charges for total use in any one day: First 10 minutes at $20 per minute (or $200 for 10 minutes); next 5 minutes at $10 per minute (or $250 for 15 minutes); next 15 minutes at $35.83 per minute (or $375 for 30 minutes); next 15 minutes at $6.67 per minute (or $475 for 45 minutes), and so forth. The maximum charge is $550 for 60 minutes.

Recordings are completed in 10 seconds following the programs.

**Television stories, on other pages, in this issue:**

**New TV Rate Cards Issued**

**Video Reception Checked by Police**

**National Television Conference Plans Postponed**

**SLATE**

**KTVY Workshops Include Television Discussions**

**Old Golds to Sponsor Amateur Hour on AM, TV**

**KWTI Moves to New Location in TV City**

**KLAC-TV Specific Price Tag Sought**

**Wylie of T&R Says TV Intrudes on Home**

**WENR-TV Chicago Plans Studio Show**

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

BROADCASTING • Telecasting
STATION salesmen are generally paid in relation to the business they bring in, except on large stations, according to a study just completed by Richard F. Doherty, director of the NAB Dept. of Employee-Employer Relations. Even in the larger operations, however, 19% of the salesmen get either commission or salary plus commission.

In analyzing the whole problem of sales from the employee-relations viewpoint, Mr. Doherty found that with local retail accounts becoming more important as the industry enters a period of hotter competition as the lush selling market of a few years ago was taking the air, it is time to re-examine employment conditions and management control of salesmen.

This competitive trend, he suggested, will make good salesmen an increasingly greater asset to stations. That being the case, he proposed stations "provide the right environment to attract and hold good salesmen. When the scratcher gets tough and average per company sales revenue shrinks, it takes skillful sales management and well-conceived incentive plans to produce good results and maintain a genuine esprit de corps within the sales staff."

Average Weekly Gross Income
Average weekly gross income of fulltime salesmen, as measured in the study, was found to be $71.32 on small stations, $57.06 and $88.50 on medium stations, and $64.97, $52.50 and $113.19 on large stations. On large stations the median income was $105.25, one-half receiving from $91.87 to $145. Sales managers, it was found, as a rule, get substantially higher incomes than members of their staffs. On small stations, their weekly median income was $91.60 ($75 to $128.92); medium stations, $129.53 ($94.53 to $172.50); large stations, $160.83 ($125.83 to $172.50).

Average gross of parttime salesmen, of course, is well under these averages.

Methods of paying fulltime station salesmen (not including sales managers) followed this station pattern:

<table>
<thead>
<tr>
<th>Size of Station</th>
<th>Small (6)</th>
<th>Medium (7)</th>
<th>Large (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Straight salary</td>
<td>30% 39% 67%</td>
<td>25% 28% 5%</td>
<td>30% 35% 65%</td>
</tr>
<tr>
<td>Salary plus com-</td>
<td>30% 20% 40%</td>
<td>45% 15% 35%</td>
<td>30% 35% 65%</td>
</tr>
<tr>
<td>Some other method</td>
<td>4 6 8</td>
<td>20% 15% 15%</td>
<td>0% 10% 0%</td>
</tr>
<tr>
<td>Non-employed</td>
<td>23 10 11</td>
<td>20% 0% 0%</td>
<td>30% 25% 45%</td>
</tr>
<tr>
<td>No answer</td>
<td>2</td>
<td>0% 0% 0%</td>
<td>5% 0% 0%</td>
</tr>
</tbody>
</table>

Main methods of paying sales managers on small stations are straight salary, 40%; salary plus commission, 18%; commission only, 11%; salary plus override on sales of others, 6%.

On medium stations, main methods are straight salary, 47%; salary plus commission, 10%; salary plus override on sales of others, 9%; commission only, 5%. On large stations, main methods are straight salary, 94%; salary plus override on sales of others, 3%; salary plus commission, 3%. Station managers on small outlets are paid straight salary in 48% of the cases; salary plus bonus on profits, 33%; salary plus commission, 5%; salary plus override, 4%.

In middle stations, main methods are salary, 55%; salary plus bonus on profits, 30%; salary plus override, 2%; salary, commission and bonus on profits, 2%.

This incentive program enables many small station sales managers to earn incomes equal to the salaries paid on some of the larger stations. In this study, however, with competition becoming more serious, more stations are likely to give managers a share in sales revenue, it is anticipated, executive incentive being entirely compatible with the personal part taken by managers in sales, program and technical activities.

The salesmen at many stations have been important individual "in the success story" of the station through his sponsor contacts and community activities. Mr. Doherty notes, for salesmen doing a genuine job, it is often desirable to give some form of reward is desirable.

Wage Incentive Whipped
Straight commission often tends to keep salesmen working on "the most desirable stimuli," the study shows, instead of cultivating new accounts. Lack of assured income often leads to employe relations.

Straight salary often doesn't give salesmen a share in the fruits of their production, the study observes. "Lasting success may be achieved from a wage incentive program only when it is founded on a genuine balance of fairness and merit to both salesman and management." It is emphasized.

Sales managers must be careful to avoid unbalanced distribution of funds among men and non-union salesmen, according to the analysis. Furthermore, "it is illogical to assume that a firm gets the best results from its salesmen by keeping them in a state of fear and worry over loss of job. Readiness in income and sense of job security are conducive to sound employer-employee relations."

In most cases it is desirable for the sales manager to get an override from the commissions of salesmen as a bonus based on sales results. The sales manager should have a higher income than the men under him, the analysis stresses.

Too few stations have given sufficient attention to this problem. At no other station is there any agreement of commission for different types of sales—time, talent, retail, general, marginal time, etc.—and as a result salesmen merely sell spots on the basis of what the sales manager tells them to sell.

Some salesmen were found to pay a commission to the salesman who made the original sale after the account has been assigned to another salesman. Moreover, few salesmen are responsible for determining the credit status of their account or the time the account should give valuable information to the station management. At many small stations the salesman not only sells an account but collects the payments for these accounts. At larger stations salesmen limit themselves more and more to selling and servicing the account.

Hold Sales Meeting
Important of regular sales meetings is pointed out in the study along with the observation that far too few salesmen submit written reports.

Other points: The unsold account is always a potential customer; sometimes it is well to repackage accounts against salesmen; often there is a too-low volume of sales revenue for the size of the sales staff; discrepancies in income of members of the same staff are disturbing factor; relation of salesmen in coming in to other station personnel should be studied, salesmen in some cases lagging behind programs and other stations in the past few years; unless management faces sales compensation problems, some salesmen will turn up untrained, as did foremen. This has occurred already at a few stations.

GALLUP AND ROBINSON FORMING SURVEY FIRM
FORMATION of a new firm, Gallup and Robinson, to specialise in the measurement of the effectiveness of advertising, was announced last Thursday by Dr. George Gallup, director of Gallup Poll, and Dr. Claude Robinson, president of Opinion Research Corp. Both Messrs. Gallup and Robinson will continue in their present organizations, the new firm being the only jointly directed enterprise and operating separately from the other organizations.

Object of the new firm is to furnish "an objective appraisal of advertising effectiveness." Chief tools to be used, Dr. Gallup explained, will be the "Impact" methods which measure penetration of sales messages with prospective customers. "A recent survey of radio advertising "impact,"" he said, has three aims: (1) to prove listenehship; (2) to prove "registration," i.e. that the advertising message was "heard by" across, and (3) to show whether or not the commercials are being heard by prospective customers.

Policy of the new company will be to work exclusively for one client in a given product field. The survey is intended for large, national advertisers and will not be done on a recurrent, regular basis.

Ralph Hagen and George Cole, formerly with Opinion Research Corp., co-founded the new firm, which will have offices in Palmer Square, Princeton, N. J.
ABC Nets $850,000
First Half of '48
Network and Subsidiaries Clear
$520,000 After Taxes

ABC Inc. and subsidiaries last week reported a net income of $850,000 for the first half of 1948, with $520,000 after federal income taxes. The sum was equivalent to 50 cents a share on 1,689,017 shares of $1 par common stock.

Net income for the same period last year was $890,000, or 53 cents a share on the same basis. Gross income from the sale of facilities, talent, lines, etc. was $28,286,574 for the first six months of 1948, as compared to $25,540,628 for the same period in 1947.

Columbia Grid Games On TV; L&M Is Sponsor
LIGGETT & MYERS (Chesterfield cigarettes) will sponsor telecasts of the Columbia U. football games this season on WCBS-TV-New York, and possibly the entire CBS television network, the firm's advertising agency said last week. Newell-Emmett, New York, represents L&M.

At least six home games are included in the schedule, and plans are under consideration to telecast the two out-of-town games. L&M sponsorship of the AM broadcasts from WINS New York was announced Fortnight Ago [Broadcasting, Aug. 9].

Stations Are to Handle All CBS Co-op Sales
SALES of CBS cooperative shows henceforth will be handled by the stations themselves rather than by the network, it was disclosed last week.

The CBS co-op sales division will devote most of its time to sales promotion and will do no direct selling, according to Kelly Smith, CBS director of station administration. Ralph Hatcher, who has resigned as director of CBS co-op sales, will not be replaced, Mr. Smith said.

Salvation Army Series Offered for Local Use
SALVATION ARMY'S national headquarters has announced the release of a series of 18 "inspirational" recordings for local use by radio stations.

The discs, which are titled Adventures in Faith, are 15-minute open-ender designed to be opened and closed with live announcements by local officers of the Salvation Army. Topics covered include aid for veterans, problems of alcoholics, and others of a more general nature. The American Federation of Musicians and the American Federation of Radio Artists cooperated in producing the series.

Stations interested are asked to contact Salvation Army officials in their city.

5TH NETWORK HEARING CONTINUED TO AUG. 23

HEARING on a motion for probation for the three principals in the fifth network (Radio America Inc.) case—Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband—has been continued to Aug. 23 on request of San Francisco's probation officer, who said he wished more time to complete his report.

The hearing had been slated for Aug. 9, and the court, in granting the continuance, stated that no further continuances would be granted after this one. The principals, none of whom was in court, were represented by counsel.

Mr. Titus, Mr. Fjellstrom and Mr. Husband are principals in North American Broadcasting Service Inc. (forerunner of Radio America Inc.), which was indicted by a San Francisco County Grand Jury in January [Broadcasting, Jan. 26] on charges of violating the California Corporate Securities Act.

Prominent broadcasters have been mentioned from time to time as being identified with the fifth network plan, but there has been no recent announcement from Mr. Titus or any of his associates on this point.

Kudner Names Cashman Radio Department Head
EDMUND L. CASHMAN, head of the Hollywood office of Kudner Agency Inc., has been appointed director of the radio department of the agency in New York. It was announced last week by Mr. Cashman, executive head of the firm's radio and television section.
FMA CONCLAVE

SELECTION of six committees to assist Marion Clarke, chairman of the FM Assn.'s second annual convention to be held Sept. 27-28 in Chicago, was announced last week by FMA President Everett L. Dillard and the Nominating Group Selected by FMA

A NOMINATING committee to select candidates for six vacancies for the FM Assn.'s board of directors was announced today (Aug. 16) by Everett L. Dillard, FMA president. Election will take place at FMA's second annual convention, Sept. 27-28.

Named to the nominating committee were Matthew H. Bonebrake, vice president and general manager, KOY-FM Oklahoma City, chairman; Gaines Kelley, general manager, WMFY Greensboro, N. C.; Ben Strouse, vice president and general manager, WMFY-Washington, D. C.; Robert M. Beer, co-owner, WATG Ashland, Ohio; Thomas B. Tighe, manager, WJKB Asbury Park, N. J.; and Charles L. Lazenby, general manager, KFYM San Antonio.

Five candidates will run for three-year terms to succeed five whose terms expire with the convention. The sixth will fill the unexpired term of W. R. David, re-elected. Mr. David had been selected for a three-year term as a representative of the sales and service department, but he is now a vice president of WPTF Albany, N. Y. He resigned last week. His successor will serve until the third annual convention in September 1949.

Directors whose terms expire with the second annual convention are:

Marion Clarke, WQNB Chicago; Frank A. Gunther, Radio Engineering Labora-
tories, Ltd.; W. M. Davis, mobile,

Holdover members of the FMA board are: Everett L. Dillard, WQCB Wash-
ington and KOY-Kansas City; Roy C. Luten, KOY, St. Joseph, Mo.; Jansky Jr., Jansky & Bailey, Washington, and Thomas F. McElroy, WMCF Balti-
more, who have another year to serve.

E. J. Hodges, WDBX, Secaucus, N. J.; L. D. Jones, WDBB-FM Burlington, N. C.; Ben Strouse, WDDC-FM Washing-
ton; David G. Tart, WCBS Cincin-
tati, and William J. Ware. KFMM Council Bluffs, all of whom have two years more to serve.

ABC Communism Show Wins Grocers' Applause

ABC COMMENTATOR Jack Beall and the network last week received the plaudits of the National Assn. of Retail Grocers for Mr. Beall's 16-minute program on Communism heard at 6:45 p.m. Saturdays.

In a resolution adopted at their convention, the 400,000 independent food merchants highly commended ABC for what it termed an "outstanding public service." The program was described as "the only network program which consist-
tently, systematically, and exclu-
sively concerns itself with the Com-
munist threat to this country and the world."

Page 30 • August 16, 1948

FCC and Industry Study Radiations

Tighter Transmission Standards May Result From Meeting

RECOMMENDATIONS for stricter and more stringent standards for transmitters in the broadcast as well as nonbroadcast field probably will be developed by FCC as an outgrowth of an informal FCC-industry conference held last Tuesday to study the problem of interference caused by spurious radiations.

Spurious radiations, harmonic radiations are a bugaboo to television in particular and also to FM. The conference, of an exploratory nature, was attended by some 70 industry and government representa-
tives, mostly from manufacturers of mobile equipment, who were asked by the Commission to make available any material they might have which deals with the suppression problem.

It was brought out that re-
estered, well designed transmitters contribute to the interference problem but it was thought unlikely that FCC's recommenda-
tions—when they come—will apply to the problem. The Commission's authority in this field is admittedly in doubt.

ARRL Channel 2 View

During the course of the discus-
sions George Grammer of the American Radio Relay League reiterated his argument that Tele-
vision and television, which suffers more interference from harmonics from amateur and other operations in the 27 mc area, have been deleted rather than Channel 2. John A. Willoughby, FCC's act-
ing chief engineer, was in charge of the conference, assisted by members of the engineering staff.

A Hyphen Triumphs!

THE HYPHEN has finally been promoted from the obscu-
re ranks of mere punctuation marks to a position of prominence—at least in Cin-
cinnati. It achieved recogni-
tion last week when Cincinnati Broadcasting Corp.'s Cincinnati video station changed its call letters from WLWT to WLWT. In its important role of preserving the correct identity of WLWT in the call letters, indicates WLWT's association with the AM out-
et, and identifies the outlet, with the hyphen, as the television sta-
tion, by isolating the "T" from the preceding letters.
How to cool off

Polar bears have one method. They just dive into the pool and take a swim.

Time-buyers who are hot and bothered about a sales problem in the rich Baltimore market have an equally efficient way to cool off. They just buy W-I-T-H, the BIG independent with the BIG audience. This will positively solve the problem.

Yes, sir! It's as simple as that! You see, 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 trading area.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time-buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

Tom Tinsley, President • Represented by Headley-Reed
UNION TIFF
(Story on WJZ-TV Inaugural on page 23)

AN ORDER restraining the International Alliance of Theatrical Stage Employees from interfering with operations of WJZ-TV New York was extended to Aug. 31 by Judge Samuel H. Kaufman of the U. S. District Court of New York last week.

The original order had been issued Aug. 9 at the request of the NLRB in the form of an injunction to obviate the possibility of interference with the WJZ-TV opening the following night by a jurisdictional dispute between the IATSE and the National Assn. of Broadcasting Engineers and Technicians (NABET). It would have expired last Saturday after a five-day period.

In granting the extension, purpose of which is to give IATSE attorneys more time to "show cause" why the injunction should not be made permanent, the court noted that it was ordered without prejudice to either party.

Differences Claimed

The crux of the dispute, according to ABC President Mark Woods was this: IATSE asked 50% jurisdiction over the video cameras at the opening. ABC's contract with NABET gives the latter union jurisdiction over all technical equipment, including all of the television cameras.

After issuance of the original temporary injunction against the IATSE, the union's president, Richard F. Walsh, bitterly questioned the legality of the move in a statement issued in Cleveland, where the union's executive board was meeting.

"If necessary—and I don't think it will be, because we will get re- press, BROADCASTING—Telecasting
dress before that—we will take this matter to the Supreme Court of the United States," Mr. Walsh declared.

The union president criticized the NLRB for not consulting with the IATSE to ask its version of the dispute before obtaining an injunction. "The board would have found," Mr. Walsh said, "that a very satisfactory and peaceful arrangement of a similar kind was made between the International Brotherhood of Electrical Workers and the IATSE when CBS arranged for the televising of the stage play, 'Mr. Roberts,' on Broadway. The board would have been informed that ABC offered to pay our members stand-by time in violation of the law, and that we refused to make that arrangement because we have always opposed stand-by compensation."

NLRB Criticized

And he added: "The injunction in this case was based on statements of one side only—presented by the ABC and an unaffiliated group called the National Assn. of Broadcasting Engineers and Technicians. It was issued without notice to the IATSE, and without a hearing accorded to the IATSE." Mr. Woods said the court's granting of a restraining order against the union was "... recognition by the court that ABC was about to be the innocent victim of a jurisdictional dispute. The American Broadcasting Co. appealed to the NLRB only after exhausting every resource at our command."

Heck Is Production Head
For NBC's Central Div.

HOMER HECK, NBC Chicago production director for the past six years, begins work today as production manager for the network's Central Division. He will supervise a staff of seven senior and three junior production directors.

Mr. Heck fills a vacancy created recently when Arthur H. Jacobson was named program manager, replacing Jules Herbuveaux, now manager of NBC's Chicago television operation.

He joined NBC in 1942 in Chicago as production director, directing The World's Great Novels, Tales of the Foreign Service and other NBC University of the Air features. Mr. Heck is an instructor at the annual NBC-Northwestern U. Summer Radio Institute.

In the heart of WMTland, 20 miles from Cedar Rapids, lies Homestead, one of seven small communities comprising the Amana colonies. Interesting politically and socially, the colony is a business corporation, with most of its 1500 stockholders working and living in the colony. They operate 26,000 acres of good Iowa farm land. Their woolens, hams, and deep freeze units are sold throughout the nation.

WMT's advertisers regularly reach Homestead—and hundreds of other equally prosperous farm and factory areas in Iowa. Stake your claim to these important twin markets via WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.
<table>
<thead>
<tr>
<th>City</th>
<th>Station 1</th>
<th>Station 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB</td>
<td>NBC</td>
</tr>
<tr>
<td>Beaumont</td>
<td>KFDM</td>
<td>ABC</td>
</tr>
<tr>
<td>Boise</td>
<td>KDSh</td>
<td>CBS</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WGR</td>
<td>CBS</td>
</tr>
<tr>
<td>Charleston, S. C.</td>
<td>WCS-C</td>
<td>CBS</td>
</tr>
<tr>
<td>Columbia, S. C.</td>
<td>WIS</td>
<td>NBC</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>KRIS</td>
<td>NBC</td>
</tr>
<tr>
<td>Davenport</td>
<td>WOC</td>
<td>NBC</td>
</tr>
<tr>
<td>Des Moines</td>
<td>WHO</td>
<td>NBC</td>
</tr>
<tr>
<td>Denver</td>
<td>KVOD</td>
<td>ABC</td>
</tr>
<tr>
<td>Duluth</td>
<td>WDSM</td>
<td>ABC</td>
</tr>
<tr>
<td>Fargo</td>
<td>WDAY</td>
<td>NBC</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
<td>WBAP</td>
<td>ABC-NBC</td>
</tr>
<tr>
<td>Honolulu-Hilo</td>
<td>KGMB-KHBC</td>
<td>CBS</td>
</tr>
<tr>
<td>Houston</td>
<td>KXYZ</td>
<td>ABC</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WISH</td>
<td>ABC</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KMBC-KFRM</td>
<td>CBS</td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE</td>
<td>NBC</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WMGW</td>
<td>ABC</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>WTCN</td>
<td>ABC</td>
</tr>
<tr>
<td>New York</td>
<td>WMCA</td>
<td>IND</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WCH</td>
<td>ABC</td>
</tr>
<tr>
<td>Omaha</td>
<td>KFAB</td>
<td>CBS</td>
</tr>
<tr>
<td>Peoria-Tuscola</td>
<td>WMBD-WDZ</td>
<td>CBS</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KEX</td>
<td>ABC</td>
</tr>
<tr>
<td>Raleigh</td>
<td>WPTF</td>
<td>NBC</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WDBJ</td>
<td>CBS</td>
</tr>
<tr>
<td>San Diego</td>
<td>KSDJ</td>
<td>CBS</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD</td>
<td>NBC</td>
</tr>
<tr>
<td>Seattle</td>
<td>KIRO</td>
<td>CBS</td>
</tr>
<tr>
<td>Syracuse</td>
<td>WFBL</td>
<td>CBS</td>
</tr>
<tr>
<td>Terre Haute</td>
<td>WTHI</td>
<td>ABC</td>
</tr>
</tbody>
</table>

**Television**

<table>
<thead>
<tr>
<th>City</th>
<th>Station 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Worth-Dallas</td>
<td>WBAP-TV</td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV</td>
</tr>
<tr>
<td>New York</td>
<td>WPIX</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD-TV</td>
</tr>
</tbody>
</table>
How do you engage your salesmen—by “basic groups” and “supplementary groups”, a dozen or a hundred at a time? And then how do you train them to sell—with one “personality” and one sales appeal, regardless of local preferences or potentials?

Spot radio (Bull’s-Eye Radio) is a salesman who can go into any market or markets in the nation—when and where you wish—and can then “work” those markets as required by the individual problems encountered.

Bull’s-Eye Radio is market-planned radio. It can be used alone, or to reinforce network radio, national magazines, newspapers, farm papers or outdoor. For sixteen years, F & P has devoted itself to Bull’s-Eye Radio exclusively. We know most of its opportunities, most of its pitfalls, and would be as happy to tell you about the one as the other. Would you like to discuss it with us?
ANOTHER video "first"—the telecasting of a documentary—is slated for presentation this fall when ABC will offer comprehensive examination of the European Recovery Program. Announcement of the forthcoming production, titled The Marshall Plan—a First Report, was made in New York last week by Robert Saudek, vice president in charge of public affairs for ABC.

Scheduled for production on three continents—Europe, North and South America—the documentary will combine live production and specially prepared films made with the assistance of the International Film Foundation. Each portion is being filmed in 16 countries.

The documentary will point up the full implications of ERP, illustrating political, social and economic backgrounds and surveying the actual needs and resources of the Economic Cooperation Administration countries.

The ERP report is ABC's seventh such radio documentary produced by its public affairs department over the past two years, most recent of which was Communism—U. S. Brand, aired last Monday.

KYW Workshop Includes Television Discussions

ROLE OF RADIO in world affairs and the place of television in modern broadcasting were subjects of new courses in the sixth annual KYW Radio Workshop for Teachers, which the Philadelphia Westinghouse radio station just concluded.

Supplementing KYW staff men were lecturers from Philadelphia television station WPTZ Philadelphia, local advertising agency executives, officials from the United Nations, representatives of BBC and Radio Liberation in France, and together with education authorities. Faculty was headed by Gordon Hawkins, education director of WRS Inc.; W. C. Gallaher, education director of KYW; Donald Baird, assistant education director, and Warren Kay, Kathryn F. Bovard, Gertrude Novickovsky, Lydia M. Ickler and Josephine D’Onofrio, radio assistants for the Board of Education.

Sydney Kaye to Address Television Film Council

SYDNEY KAYE, vice president and general counsel, Broadcast Music Inc., will be guest speaker at the National Television Film Council dinner meeting Aug. 19 at Sardi's, New York. His subject will be "The Right to Perform Music on Television."

Officers and 11 directors will be nominated for election at the September meeting, and the proposed standard exhibition contract will be discussed.

KUC Tucson, Ariz., lost its front and rear yards in a recent flash flood, but no damage was done to the building. Bulletins of the coming flood given by the station were credited with saving many thousands of dollars in property when residents of the city were warned in time to take necessary action.

'VOICE' EXPANDS

ADDITION of ten foreign languages for "Voice of America" broadcasts and an increase of up to 50% in programming to several Soviet satellites was announced last week by the State Department.

This will bring to 32 the number of languages broadcast over the daily program output from 40 to 40 hours. Languages to be added are Arabic, Persian, Turkish, Danish, Norwegian, Swedish, Finnish, Dutch, Portuguese and Ukrainian.

The expansion in languages and programs is possible because of an increased Congressional appropriation of $28,000,000 for the information program for this fiscal year, compared to only $10,000,000 last year. It was estimated by the State Dept. that at least $7,000,000 of the total will be used for expanding foreign broadcasts.

Other Plans

Other highlights of the proposed expansion plan are:

1. Four new transmitters at unnamed sites. Present units at Honolulu, Manila and Munich also will be increased substantially.

2. Listener surveys by private groups in France, Italy, Finland, Sweden and China to determine number of listeners, their habits and kind of programs in which interested. Results would be applied to future programming.

3. "Large blocks" of musical programs and scripts produced in this country and shipped overseas for transmission on local stations and networks.

4. Advance schedules of broadcasts printed in ten languages and mailed to 400,000 foreigners.

5. Listener relations unit to answer some 50,000 letters a month in 40 languages asking information about the U. S. This unit was once in existence but was dropped when appropriations were cut.

6. A publicity campaign on "Voice" programs in foreign countries. Will include advertisements and promotional literature in American periodicals now being published for foreign consumption.

New Evidence of Jamming

Shortly after announcing the expansion program, the State Dept. reported new evidence that "Voice" broadcasts beamed to Russia were being jammed by transmitters within the Soviet Union.

According to officials of the department, four daily programs to Russia have been plagued with squeals and howls "for several weeks." Checks by European monitors and direction finders reportedly traced the origin of the interference to central Russia.

Deny Responsibility

The U. S. was experiencing similar difficulty with Far East broadcasts several months ago and lodged a protest with Russia. The Soviet reply denied responsibility for the jamming.

STOCK DISPUTE

WSNY Co-founder Asks Probe of Partner

A STOCKHOLDER and co-founder of WSNY last week for an investigation into which he claimed his partner had "gained control without his knowledge or FCC's consent.

The charges were filed by George B. Nelson, general manager of WSNY until two months ago, against Winslow P. Leighton, president of the station and partner of Mr. Nelson in the Leighton & Nelson advertising agency at Schenectady.

Mr. Nelson told the Commission that when he returned from a vacation in Florida earlier this year he discovered that Mr. Leighton had bought up interests of other stockholders to a point where he and a sister held control. He charged that Mr. Leighton is the actual owner of the additional shares listed on the books as owned by Mr. Leighton's sister or held for her benefit.

He asked FCC to investigate to determine whether there had been a violation of the section of the Communications Act (Sec. 310b) which prohibits transfers of control without prior consent of the Commission.

Mr. Nelson said that before he went to Florida for a vacation last

Report Issued

FCC'S ANNUAL Statistics of the broadcasting industry in the U. S., covering the year ended Dec. 31, 1946, went on sale last week at the Government Printing Office, Washington 25, D. C., at 55 cents per copy. The study covers both broadcasting and common carriers, presenting data previously released separately by the Commission.
By every measurement WTIC dominates the prosperous Southern New England Market.
SPONSORSHIP of a two-hour Saturday show and 15-minute programs during the week is accepted for Burt's Inc., by its president, L. O. Klivans (seated), to the manifest pleasure of (1 to r) K. K. Hackathorn, WHK Cleveland's general manager; Joseph Beres, salesman, and Jack Maurer, WHK sales manager.

ITALIAN-LANGUAGE transcriptions made by Radiodiffusion Francaise for broadcast by WOV New York are presented. Ceremony participants are (1 to r) RDF's Pierre Crenesse and Edward Gruskin, State Dept.'s International Broadcast Division Chief Charles W. Thayer, and WOV's Arnold Hartley and Ralph N. Weil.

LOOKING OVER Superfortress from which they did broadcast of the Air Force Review by President Truman at Idlewild Airport, New York, are (standing, 1 to r) Pete Peterson, Gene Cagle, Charlie Jordan and Wally Blanton of KFJZ Fort Worth, Tex. The KFJZ crew took the non-stop round-trip from Carswell Air Force Base, Fort Worth, to Idlewild to originate a broadcast for Mutual.

CHARADES clues reveal fights will be telecast on WENR-TV Chicago. Charaders (1 to r, seated) Alexander Bairn, promoter, and Harold Stokes, program director; (1 to r, standing) John H. Norton Jr., ABC vice president, and Walter Emerson, legal advisor.

WESTERN STATES first Music Camp is aired on Mutual with aid of (1 to r) John Crabbe (unidentified); Edward Berger, chief engineer, KXOB Stockton, Calif.; Earl Russell, program director, KXOB; Lee Berryhill, chief engineer, KCVN, College of the Pacific FM station.

CROWNING achievement nears as last section of KXOK-FM St. Louis' new RCA 4-section pylon antenna is hoisted 385 feet above street level to place atop Continental Bldg. Now in operation, it provides 16,000-w ERP.

FIRST CONTRACT for WXYZ-TV Detroit is negotiated by (1 to r) James G. Ridgell, general manager; E. G. Wettlaufer, president of Wettlaufer Mfg. Co., sponsor; Marvin Hahn, advertising agent.

IN GROUND-BREAKING ceremonies for WBSM (FM) New Bedford, Mass., are (1 to r) E. L. Merritt Jr., program director; Joseph Duchaine, president; O. F. A. Arnold, engineering consultant; Leo LaBrade, architect; Albert Loranger, contractor.
WOW-Land is a BIG Market...

Total Population ........... 3,445,100
Families ..................... 946,200

WOW-Land is a Quality Market!

1947 Retail Sales ........... $3,056,288,000
Grocery Sales ............... $700,524,000
Drug Sales .................... $102,535,000
1947 Effective Buying Income .... $4,792,195,000
Average Net Effective Buying Income Per Family .... $4,348

WOW-Land is a Rich FARM Market!

1947 Net Farm Income ........ $1,975,951,000
Average Per Farm ............ $6,213

NO OTHER STATION SERVES THIS AREA

Write For WOW's 1948 Coverage Presentation—most complete brand-new fifty-page study.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

TWENTY-FIFTH ANNIVERSARY YEAR
is this the biggest moment in a woman's life?

Barbara Welles gets a new Sally Victor hat and a scoop for her WOR program
BIG MOMENT. The charming, dimpled star of WOR's "The Barbara Welles Show" has the fleeting fidgets as Sally Victor slides the new hat on her head. The famous milliner created the sweeping velour hat especially for Barbara Welles.

COMPLIMENTS. "No wonder your listeners depend on you for glamour news," says Sally Victor. Miss Welles waltzes back with: "Just wait until they hear about your Fall Collection." Listeners always meet fascinating people on this famous WOR program.

RELIEF. "Dazzling," sighs Barbara Welles happily. "Indeed you are," smiles Sally Victor. "I mean the hat," Barbara tosses back. "The hat" was described to hundreds of thousands of women on "The Barbara Welles Show" on WOR.

DELIGHT. Lovely Barbara Welles is delighted with her new hat. Her listeners are delighted with her charm, her poise, her warmth. From its glamour news, its famous guests, to its question-session . . . "The Barbara Welles Show" on WOR is a thirty-minute weekday delight.

heard by the most people
where the most people are
BIG TV-AM DEAL

Old Golds to Sponsor Amateur Hour

P. LORILLARD Co. (Old Gold Cigarettes) through its agency, Lennen & Mitchell, New York, last week signed a deal for sponsorship of The Original Amateur Hour on both radio, Wednesday 8-9 p.m. on ABC, and the DuMont Television Network, Sunday 7 to 8 p.m. The cost for the dual deal is estimated at $1,-500,000 annually.

It marks the first time that the same hour-long commercial series has been signed for both television and radio, the agency announced, and it also marks the first time a commercial series will be televised on a coast-to-coast network.

The radio broadcast will begin on 173 ABC stations on Wednesday, Sept. 29. Contract on radio is for 52 weeks. The television broadcasts will start on the DuMont network, composed of nine stations, on Sunday, Sept. 26.

The television network is said to be the largest yet used for any commercial program and includes the following stations: WABD, DuMont's key outlet in New York; WTTG Washington; WMAQ-TV Baltimore; WFIL-TV Philadelphia; WNAC-TV Boston; WNHC-TV New Haven; WGN-TV Chicago; WESN Cleveland and KTSF Los Angeles. Most of the televised programs will originate in the studios of WABD but the sponsor plans to take the show occasionally to other stations on the DuMont network.

Programs will be supplied to the affiliates in Cleveland, Chicago and Los Angeles by Teletranscription, the DuMont process for transcribing shows off the cathode-ray tube. The contract for the television show is for five years.

Highest Hooper

The Original Amateur Hour had the highest Hooper rating of 46.9 in 1935 for a commercial radio show heard regularly. It originally went on the air in 1934 as a local show but soon was placed on NBC and later on CBS. The master of ceremonies of the new show will be Ted Mack, an understudy of the late Major Bowes, and the program will be produced by the original staff who worked with Major Bowes up until the war.

The program was on the air for 16 successive years. The show made its television debut Jan. 18 of this year on the DuMont network with the title Original Am-

Jockey Wins Watch

A WRIST WATCH was presented by WCKY Cincinnati to the winning jockey in the sixth and feature race Aug. 4 at Cincinnati's River Downs.

The race, the WCKY Handicap, was for a $1,500 purse. Jockey Jim Dobson carried off the honors, including the wrist watch, which was presented by Charles H. Topmiller, WCKY station manager.

Nick Keeseley, manager of Lennen & Mitchell's radio and television department, set the deal for the client and the agency.

CHRC Staff Strikes

FIRST STRIKE in Quebec radio circles took place Aug. 6 when the entire staff of six announcers of CHRC Quebec, walked out after resigning in a body. Station carried continuous recorded program for several hours before replacement announcers could be located.

New TV Rate Cards

(Continued from page 18)

(2-T) rate card of WLWT, Crosley Broadcasting Corp., television station in Cincinnati, but no change in rates appears.

The new time segments are coordinated with NBC's video network rate card for WLWT, according to the station's sales director, M. F. Allison.

WLWT sent copies of the new rate card, along with proofs of a half-page WLWT advertisement which appeared in the Cincinnati Enquirer, to more than 900 television directors and video time buyers in national and local agencies.

Basic rates for WLWT time, as listed on the 2-T card, are:

CLASS A TIME
6-11 p.m., Mon.-Fri., and 1-11 p.m., Sat.-Sun.
1 hour ........................................... $250.00
40 minutes .................................... 200.00
30 minutes .................................... 150.00
20 minutes .................................... 125.00
15 minutes .................................... 100.00
10 minutes .................................... 87.50
5 minutes ..................................... 62.50
1 minute ...................................... 25.00

CLASS B TIME
(All hours not listed under Class A)
1 hour ........................................... $187.50
40 minutes .................................... 150.00
30 minutes .................................... 125.00
20 minutes .................................... 100.00
15 minutes .................................... 75.00
10 minutes .................................... 62.50
5 minutes ..................................... 46.88
1 minute ...................................... 18.75

FOR SALE

CHICAGO BUYERS
ONLY
56c PER THOUSAND

In the center of the dial in CHICAGO

WIND WMAQ WGN WBBM WAIT 820
560 670 720 780
5000 WATTS
WAIT

Chicago 1, ILL.

REPRESENTED BY: TAYLOR • HOWE • SNOWDEN, RADIO SALES, INC.

Page 42 • August 16, 1948

BROADCASTING • Telecasting
Pigs is pigs . . . except in Virginia!

THE LOWLY swine occupies an exalted position in Virginia's farm picture... for when this little pig goes to market it's in the shape of a succulent, mouth-watering ham that's famous the world over. "Virginia Hams", "Smithfield Hams"... those are the words that set gourmets to drooling! Yes, hogs have a destiny in Virginia... to the extent of $43,820,000 in 1946... a BIG ham-slice in Virginia's livestock enterprises! So, in Virginia, a sow's ear can be made into a silk purse... filled with sales dollars from the rich billion-dollar market reached by WRVA's 50,000 watts! WRVA is represented by Radio Sales.

50,000 WATTS... NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK.
SWEETS ELECTED HEAD OF DIRECTORS GUILD

NEW national officers of the Radio and Television Directors Guild elected at recent Los Angeles convention are William Sweets, New York, president; Charles Vanda, Hollywood, first vice president; Lyle Barnhart, Chicago, second vice president; Robert Lewis Shayon, New York, third vice president; Oliver W. Nicoll, New York, secretary, and William N. Robson, treasurer.

Resolutions passed by the second annual national meeting were: Establishment of a Guild publication; unification of all broadcast unions under Association of Broadcast Guilds and Unions; participation in all PCC hearings which may affect directors; continue organization of all free lance directors in radio and television with view to contracts for them with advertising agencies.

PACIFIC HOOPERS—July 1948

<table>
<thead>
<tr>
<th>Program</th>
<th>Checking Points</th>
<th>Sponsor Agency</th>
<th>Hooper</th>
<th>Year Ago</th>
<th>Hooper +or− Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walter Winchell</td>
<td>2 (2 mo)</td>
<td>Andrew Jergens Co. (Or)</td>
<td>22.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basling Baut</td>
<td>6</td>
<td>Gillette Safety Razor</td>
<td>17.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Horace Heidt</td>
<td>6</td>
<td>Philip Morris (Bly)</td>
<td>13.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adv. of Sam Spade</td>
<td>6</td>
<td>Wildcroft Co. (BDGO)</td>
<td>12.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inner Sanctum</td>
<td>6</td>
<td>Emerson Drug (BDGO)</td>
<td>12.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take It or Leave It</td>
<td>6</td>
<td>Evensharp (Bly)</td>
<td>12.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This Is Your FBI</td>
<td>6</td>
<td>Equitable Life Assurance Society of U. S. (W&amp;L)</td>
<td>10.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Let’s Talk Hollywood</td>
<td>6</td>
<td>American Tobacco Co.</td>
<td>10.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Indicative Only)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Break the Bank</td>
<td>6</td>
<td>sister Myers Co. (DC&amp;O)</td>
<td>9.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Hit Parade</td>
<td>6</td>
<td>American Tobacco Co.</td>
<td>9.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blondie</td>
<td>6</td>
<td>Colgate-Palmolive-Peet</td>
<td>9.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Indicative Only)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twenty Questions</td>
<td>6</td>
<td>Batman Art Metal Works</td>
<td>9.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop the Music</td>
<td>6</td>
<td>P. L. Martin Co. (L&amp;M)</td>
<td>9.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Famous Jury Trials</td>
<td>4</td>
<td>General Mills (Knox Reves)</td>
<td>9.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fat Man</td>
<td>(Indicative Only)</td>
<td></td>
<td>8.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meat Coriass Archer</td>
<td>6</td>
<td>Pepsodent Div.—Lever</td>
<td>8.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Indicative Only)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Includes first and second broadcasts.

On WSBT, every CBS show has a Hooper that’s higher...

Yes, 23% to 202% higher!

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

* Hooper Report, Fall-Winter 1947-48

Reception of Video Checked by Pulse

Satisfaction Expressed by Majority Of N. Y. and N. J. Viewers

ABOUT three-quarters of the 700 New York and New Jersey television set owners interviewed by Pulse Inc. in July expressed satisfaction with the reception, Pulse said last week.

A breakdown of the responses showed that 519 owners, or 74.2% are satisfied, and 181, or 25.8% are dissatisfied. Reasons were:

- General dissatisfaction
- Fading
- Bad reception in general
- Station interference
- Needs frequent servicing
- Poor service
- Poor vision in dark
- Not clear, not good
- Would like a roof aerial
- Don’t like programs, programs, programs
- Silly programs
- More programs for women
- More programs for children
- Too many sports programs
- More cultural programs
- More plays
- Should be more programs, more stations
- More reports
- Total responses
- Total satisfied respondents
- Total dissatisfied respondents
- Total respondents

Heart Seizure is Fatal To JWT’s Arthur Hurd

ARTHUR HURD, 46, director of media and research in the J. Walter Thompson Co. New York office, died of a heart attack Aug. 10 at his home in New Rochelle.

Mr. Hurd left Harvard in 1918 to join the Navy in the first World War, after which he took up newspaper reporting and successively served as magazine editor, account executive and marketing director of the FrankPresbrey Co. He also served at one time as director of research for the McGraw-Hill Publishing Co., Liberty Magazine and Newsweek. He was a past president, vice president and treasurer of the American Marketing Association’s New York chapter.

Surviving are his wife, Mary, and a son, Richard A., his mother, Mrs. Grace A. Hamilton, and a sister, Mrs. Helen Barrickman.

KTTV Elects Officers

KTTV Inc., corporate subsidiary of the Los Angeles Times and CBS has elected officers and directors to administer the television station owned by the two firms. Officers are Norman Chandler, president; D. W. Thornburgh, executive vice president; Harry Bowers, treasurer; Ned Marr, secretary. Board of directors includes: Phillip Chandler, Norman Chandler, William Toshiba, Harriett Chandler, Mr. Frank Stanton, D. W. Thornburgh, Omar Johnson, Ned Marr.
The ticket-taker at WFBR’s big Studio A is a busy fellow. He collects free admission tickets from over 100,000 loyal WFBR fans that throng the station every year.

What does this mean to you? Plenty! This big crowd is the only "plus" of its kind that you can get in Baltimore. It's a home town listener loyalty that is just one of the reasons why WFBR is first in the nation’s sixth largest market.

This year over 100,000 Baltimoreans will visit WFBR, get their copy of “Let’s Listen” (WFBR’s program highlight guide), see great shows, look at interesting merchandise displays and generally have a swell time.

In planning your fall time buying, please remember this— in Baltimore it's . . .

WFBR

The Baltimore Station with 100,000 Plus

ABC Basic Network • 5000 Watts in Baltimore, Md.
Represented Nationally by John Blair & Company
WTAD-FM did. That's why they selected Andrew 6 1/8" coaxial transmission line. In spite of the 800 ft. long run, including a 750 ft. run up the tower, the overall efficiency is 90%!

Not only is this 6 1/8" line the most efficient standard RMA line used in broadcasting, but it offers the additional advantage of very high power handling capacity. It will handle up to 166,000 watts at 100 MC with unity standing wave ratio, allowing a wide margin for future power expansion.

Fabricated by Andrew in twenty foot lengths with connector flanges brazed to the ends, sections can be easily bolted together with only a couple of small wrenches. Flanges are fitted with gaskets so that a completely solderless, gas-tight installation results.

Still another advantage to buying Andrew equipment is that Andrew engineers are available to properly install it. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Here's what Mr. Leo W. Born, Technical Director of WTAD-FM, writes about Andrew installation service:

"You will be interested to know that the installation of the Andrew coaxial line made by your organization has been giving us trouble-free performance of high efficiency in the daily operation of WTAD-FM.

Knowing the great difficulties involved in the installation of such a large line on a 750 foot tower over a period of such inclement weather conditions, I feel that the excellent operation of the line is indeed a tribute to the men of your company who were on the job. Such performance is not accidental and we congratulate you on a tough job well done."

This again emphasizes Andrews unique qualifications: Unsurpassed equipment and complete engineering service.

WANT THE MOST EFFICIENT ANTENNA EQUIPMENT FOR YOUR STATION? WANT EXPERIENCED ENGINEERS TO INSTALL IT? WRITE ANDREW TODAY!
WAY OPEN FOR GRANT OF NEW BALTIMORE AM

THE WAY was apparently cleared last week for FCC to make final its tentative AM station grant to Radio Television of Baltimore, as WLOW Norfolk withdrew its opposition and filed for another frequency.

The Commission has proposed to grant Radio Television's application for a 1-kw daytimer on 1590 kc at Baltimore and to deny the competing bid of WLOW for fulltime use of the frequency in lieu of its present 1590-kc assignment [Broadcasting, March 25].

WLOW had filed exceptions to this decision and asked for oral argument, but notified FCC last week that it was withdrawing because it "is anxious to explore other possibilities for the improvement of the assignment of WLOW and is prevented from taking such steps at the present time because of the pendency of the [1010 kc] application." It asked that the proposed grant to Radio Television of Baltimore be made final. Simultaneously, WLOW served notice that it is applying for 1410 kc with its present power of 1 kw and daytime hours of operation.

Radio Television, permittee of WAAM (TV) Baltimore, which is now in the final stages of construction, is principally owned by Ben and Herman Cohen, who own clothing stores and real estate interests in several cities. Norman C. Kall, head of the Kal, Ehrlich & Merrick agency, is part owner and managing director.

Lease for Little Theatre Use Is Granted WKY-TV

FIVE-YEAR LEASE for use of the Little Theatre auditorium in Oklahoma City's Municipal Auditorium as a television studio has been granted WKY Oklahoma City, which hopes to begin operations early in 1949, P. A. Sugg, station manager, announced last week.

The Little Theatre, seating 300, has conventional theatre facilities, including stage, lighting, scenery and dressing rooms. Plans for remodeling of the theatre balcony for a control room and observation booth are now being drawn, Mr. Sugg said.

Included in WKY's five-year agreement covering use of the Little Theatre are exclusive rights to televise all Municipal Auditorium attractions. WKY-TV has been assigned Channel 4 (56-72 mc).

Routine Scheduling

EVEN while vacationing, scheduling is mighty important to Miss Ruth Hardke, for more than 15 years head of the traffic department of WSYR Syracuse, N. Y. She solicited and received from Hugh James, Sunoco 3-Star Extra announcer, an itinerary for her Canadian trip insuring a Sunoco station at each service stop. The name Sunoco was not unfamiliar to her as she also had been fitting the name into her station's schedule.

6 DAYS WEEKLY

on his immensely popular NEWS and COMMENTARY program, 8 to 8:15 A.M.

YES! Prestige accounts select prestige programs on a prestige station when they want definite results. WRNL serves Virginia's rich, depression-proof industrial and tobacco land. WRNL can serve you too!

Routine Scheduling

EVEN while vacationing, scheduling is mighty important to Miss Ruth Hardke, for more than 15 years head of the traffic department of WSYR Syracuse, N. Y. She solicited and received from Hugh James, Sunoco 3-Star Extra announcer, an itinerary for her Canadian trip insuring a Sunoco station at each service stop. The name Sunoco was not unfamiliar to her as she also had been fitting the name into her station's schedule.

Routine Scheduling

EVEN while vacationing, scheduling is mighty important to Miss Ruth Hardke, for more than 15 years head of the traffic department of WSYR Syracuse, N. Y. She solicited and received from Hugh James, Sunoco 3-Star Extra announcer, an itinerary for her Canadian trip insuring a Sunoco station at each service stop. The name Sunoco was not unfamiliar to her as she also had been fitting the name into her station's schedule.
THE **WCKY STORY**

MAIL PLUS RATINGS MEAN AUDIENCE

MAIL

Yes, even in the summer months when mail pull is supposed to be bad, WCKY delivers mail and lots of it. In July of this year, WCKY's mail orders INCREASED 59% over July 1947.

Here are a few examples of what WCKY pulled in July 1948:


**WCKY** pulled 2,131 orders for the Gaylark Company for seatcovers selling for $3.98 and $7.95.

**WCKY** pulled 4,289 subscriptions for Southern Farmer Magazine at $1.00 each.

INVEST YOUR AD DOLLAR WCKY'S-LY
RATINGS

In the largest and most comprehensive survey ever taken in Cincinnati, covering November, 1947 to June 1948, with 32,800 interviews made by Pulse, Inc.—

WCKY LEADS ALL NETWORK STATIONS BUT ONE, 8 AM TO 8 PM MONDAY THRU SATURDAY. HERE ARE THE FIGURES:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>19.2</td>
</tr>
<tr>
<td>Network</td>
<td></td>
</tr>
<tr>
<td>Station A</td>
<td>15.4</td>
</tr>
<tr>
<td>Station B</td>
<td>18.1</td>
</tr>
<tr>
<td>Station C</td>
<td>26.3</td>
</tr>
<tr>
<td>Station D</td>
<td>15.6</td>
</tr>
</tbody>
</table>

WCKY IS THE ONLY STATION IN CINCINNATI THAT CAN GIVE YOU MAIL plus RATINGS

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

FIFTY THOUSAND WATTS OF SELLING POWER
Harness-ing the FCC

THE SPECIAL session of Congress has ended. More was accomplished, radio-wise, than at the last several full sessions. For the House Select Committee to investigate the FCC exacted from the FCC what we shall call an “interpretation” of its fatuous Port Huron decision on political broadcasting. There was provided some measure of safety for broadcasters during the balance of this election year.

The Harness Committee got from the FCC a commitment that there will be no punitive action against the “state of judgment” in handling of political broadcasts, so as to avoid transmission over their microphones of libelous or defamatory utterances.

Chairman Coy was bound by the majority views of his colleagues. He didn’t say the FCC majority had altered its position that the law prevents stations from scrutinizing scripts in advance—which it calls censorship. But he did say that the FCC did not regard the Port Huron decision as a “regulation.”

In a strict legal sense, nothing has been determined by the state of judgment that affects Canadian talent, plus 13 Hollywood stars. While we haven’t checked, we assume the series sells tourist travel and cites the virtues of spending U.S. dollars in Canada, to bring about a better balance in international trade.

This is laudable. We should patronize our good neighbors. We have a common cause.

But is there any sound reason why American stations should give away their time to promote Canadian travel? The Canadian travel agencies buy pages in color in our class magazines. They buy space in our newspapers. We don’t know the tourist organization budget, but we venture it runs several hundred thousand American dollars.

Our radio stations have big overheads. They are faced with heavy additional investments. They pay Federal and state and local taxes. They can’t expect American business to pay the freight for foreign suntakers that entice away American dollars. This comment is not directed against Canada alone, but against all of our good neighbors seeking international good will, who buy space in the printed media, but expect radio to give it away.

Our Respects To—

P AUL SPEARMAN is a big, full-voiced, fast-thinking Mississippi lawyer who not only came from Mississippi but brought much evidence of it with him—in his drawl, in unflagging and freefile reiteration of sense of humor, his way of thinking, and his almost total disregard for formality.

He knows the English language as well as the nation’s bestknown and most dynamic communications attorneys, Paul Dewey Pinckney Spearman practices radio law like a trial lawyer in a Mississippi courtroom, which is exactly what he used to be. He has been eminently successful in both fields.

An Army veteran of World War I, he was admitted to the Mississippi bar in 1920. Until 1928 he practiced law at Fulton, Miss., arguing his cases with vigor and versatility—and, coincidentally, great success—before tribunals ranging from a bewhiskered justice of the peace robed in overalls and holding court in the shade of an oak tree, to the Supreme Court of his state.

With one exception he defended every person accused of a capital crime in his home county during that eight-year span. The only case he lost was reversed by the Supreme Court, and the lone unfortunate he did not defend was sent to the penitentiary. In civil practice he was on the winning side of every case he carried to the Supreme Court. Some of these are still cited in the courtrooms of the state.

Along with his practice the young attorney developed an interest in politics which led to a barely unsuccessful campaign for lieutenant governor in 1943 and which still commands much of his energies. Friends have frequently urged him to seek a seat in the U.S. Senate.

One of his hottest, unhappiest moments came in 1928, when the late Sen. Tho. G. (The Man) Bibo, then Governor and always a target of Mr. Spearman, attempted to unseat him as executive secretary of the Mississippi Railroad Commission. Bibo won, but Spearman and the refusal stick. He also served on the Mississippi State Forestry Commission from 1924 to 1928.

In January 1929 Mr. Spearman joined the law department of the then-new Federal Radio (Continued on page 87)

BROADCASTING • Teletcasting

Crocodile Cheers

Since the FCC began openly brooding about the legality of giveaway shows, a remarkable number of highly-placed broadcasters have let it be known that their aversion to that sort of program antedates the FCC’s.

Suddenly the giveaway is bereft of all but a handful of defenders. The majority is in chorus: Hooray for the FCC and down with the giveaway. One wonders that the chorus can swell to such a volume in a week, considering that its silence was almost absolute in the months preceding the announcement of the FCC.

It is late for broadcasters to profess disaffection for giveaways, after disaffection has been given official status by the FCC. It does not take great artistic or ethical courage to complain with the broadcasters regarding the giveaway as undesirable, it is, and has been, their responsibility to rule it off their own air.

Radio had better cure itself of the giveaway craze, and for reasons pertaining only to good programming, before the government undertakes the cure for reasons of law.
THERE'S MORE TO FISHING than meets the eye. There's more to selling, too. Here at WOV we tell you who listeners are...where they live and shop; what they earn, spend and buy; what they like and dislike; the average size of their families, and what they plan for tomorrow. Basic factual up-to-the-minute info on specific listening groups. AUDITED AUDIENCES, a WOV exclusive, gives you the dope you need to get you the results you want. Say good-bye to costly guess work. Get the facts...known, proven, tested facts on each of 5 AUDITED AUDIENCES and you too can take the guess out of buying. It pays to know WOV, one of America's important independent radio stations, originators of...

AUDITED AUDIENCES

Ralph N. Weil, General Manager, The Balling Company, National Representatives

* WAKE UP NEW YORK with Bill Williams
* 1280 CLUB with Fred Robbins
* BAND PARADE with Bill Gordon
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-speaking Americans, More than the combined population of Baltimore and Washington.
Judges Are Named For Essay Contest
Second 'Voice of Democracy' Competition Planned

EIGHT prominent Americans have been selected as judges for the second annual "Voice of Democracy" contest which will culminate in November as a highlight of National Radio Week. It was announced last week.

The contest, co-sponsored by NAB, RMA and the U. S. Junior Chamber of Commerce, awards college scholarships to the four high school students who write and deliver the best five-minute broadcasts on the subject "I Speak for Democracy." Judges in this year’s competition are:

Margaret Culkin Banning, novelist.
U. S. Attorney General Tom C. Clark.
Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York, and author of "On Being Fit to Live With."
Mrs. Oveta Culp Hobby, vice-president of the "Houston Post," which operates KTRC Houston, and war-time director of the Women’s Army Corps.

Eric Johnston, president, Motion Picture Producers Assn.
Miss Frances Perkins, member of the Civil Service Commission, and former Secretary of Labor.
Glenn E. Snow, Distre Junior College, St. George, Utah, and retiring president of the National Education Assn.
Motion Picture Star James Stewart.

The contest will begin in the individual schoolrooms, expanding from there to the community level. Junior Chamber of Commerce panels will then select state winners who will be semi-finalists.

From the transcriptions submitted by the semi-finalists, the judges will pick the four national winners who will be feted at a national awards luncheon in Washington.

In addition, winning contestants on the school and community levels will receive awards of radio receivers for their schools.

The nation’s stations will cooperate in scheduling a series of five-five-minute broadcasts by the various judges, outlining phases of American democracy as suggestions for competing scripts.

Last year’s competition attracted more than 30,000 entries.

Robert W. Dumm, former vice president and general manager of WBOB Butte, Mont., has been appointed general manager of WAMC Grand Forks, N. D., by Joseph P. Nellis, owner of the station.

Harry Emerson Fosdick, former director of the National Education Association, has been named president of the Madison Square Garden Corp. He has been chairman of the board since 1940.

H. Thesmar, former commercial manager of WINS New York, has been appointed to succeed Mr. Dumm.

Mr. Dumm will remain in charge of WBOB's television and radio operations.

KMAC-KISS, San Antonio, Texas, has announced that it will be the first station in the nation to transmit television programs.

The station will begin operations in the fall and will operate seven days a week.

Howard W. Davis, owner of KMAC-KISS, said that the transmission will be made at a cost of $100,000.

The station will operate at a power of 5,000 watts, and will reach 1,250,000 listeners.

Mr. Dumm will continue in charge of the station's operations.

JAPANESE Broadcasting Corp. has been given permission to translate "The Round Table Memorandum," pamphlet outlining discussion as given on the "University of Chicago Round Table." Japanese firm is supervised by Albert Crews, former NBC Chicago station director, and is done in Japan.

T.W. Fisher, AP reporter, has been named radio editor of the Chicago Daily News.
To the PRESS and RADIO:

Subject: Information Services

There is every evidence that the American people today are more interested in their railroads than ever before. Perhaps that is why there is more material about railroads appearing in publications of all sorts and on the air and the screen than at any other time.

To help provide information concerning all phases of railroads and railroading, the Association of American Railroads maintains a Public Relations Department in Washington, D. C., which is prepared to serve newspapers, radio stations, writers and others who have need for railroad facts.

The A.A.R. Public Relations Department makes available to the press information concerning the services, activities and problems of the railroad industry; special news releases dealing with developments in the industry; periodic releases pertaining to the financial situation of the railroads, freight carloadings, railroad purchases, and equipment orders and installations; a cartoon service entitled "Rail Oddities," which is furnished monthly in either two- or three-column mats or stereos; feature stories of general interest, and assistance to newsmen covering railroad and shipper meetings.

For AM, FM and TV stations, we have broadened our information services to include straight newscasts, spot and periodic releases, and special memoranda for radio news editors, newscasters, and commentators. News is written especially for radio presentation.

The A.A.R. offers assistance to magazine, trade journal, and free-lance writers, and works directly with them in obtaining information on railroad subjects.

Also available to writers and publishers are photographs covering every phase of railroading from the very beginning of rail transportation in the United States to the present time.

The A.A.R. maintains the largest transportation library in the world, containing more than 300,000 books, pamphlets, excerpts, reports, and memoranda. This library, together with the assistance of expert research librarians, is at the disposal not only of writers, but also of students and the general public.

We invite the press and radio to make use of all these facilities and services by contacting our Public Relations Department, Transportation Building, Washington 6, D. C.

Sincerely,

William T. Faricy

---

Broadcasting & Telecasting  August 16, 1948 • Page 53
NAB Makes Gains In Ad Cost Fight

NAB OFFICIALS said last week they are encouraged by reaction they're getting in responsible quarters in the fight against a proposed ruling that "advertising costs" can't be counted as business costs with respect to government contracts on "cost-plus-fixed-fee" basis [BROADCASTING, July 19].

NAB Executive Vice President A. D. Willard Jr. has sent a new proposal to the Joint Army-Navy-Air Audit Coordination Committee, which reportedly has included this proposal in the draft of a "Statement of Contract Cost Principles" which it is preparing for consideration of the Munitions Board. Only exceptions to the ruling against admissibility of advertising costs would be "help-wanted and required public notices."

"A manufacturer, requested or required to turn over his capacity to government contracts, would, under the proposed regulation, be asked or required to commit some degree of economic hari-kari," Mr. Willard said. In wartime, he added, such a rule would sharply curtail national advertising, thus impoving communications media needed by government.

Mr. Willard urged the committee to reconsider its recommendation and approach the question in light of past business experience as to whether practices of many other government agencies which allow "reasonable" advertising, based on regular and ordinary procedures, as admissible cost of products or services. Even when all facilities were devoted to war production, he said, manufacturers were allowed to maintain brand-name position by advertising.

Advertising is a principal target of "socialistic or communist elements," he declared. "... These people have persistently sought to discredit advertising as an economic tool. They have argued that it is the keystone in our economic arch and the sole support of our free press and radio. It would be regrettable indeed if an economic or policy enactment by our government should lend authority or credence to this subversive campaign to undermine our free institutions."

Movies for TV

TELECAST FILMS Inc., New York, which has supplied 1,691 hours of film programming to 28 television stations since its inception a year ago, has announced the acquisition of five feature motion pictures for video: "Becky Sharpe" with Miriam Hopkins, "Little Lord Fauntleroy" with Freddie Bartholomew, "Made for Each Other" with Jimmy Stewart and Carole Lombard, "Nothing Sacred" with Frederic March, "Dancing Pirates" with Frank Morgan.

Collins Radio Company

Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N.Y.
458 South Spring Street
Los Angeles 13, Calif.
Designed for long-time stability
...not for quick post-war sale

Study the significance to you of the following features of the Collins 734A, 10 kw FM transmitter:

- Typically superior Collins engineering.
- Reliability proved by actual operation.
- Phasitron modulator circuit, eliminating more than ten tubes and related components compared with former circuits, and resulting in far greater simplicity and reliability.
- Low tube costs.
- Only 11 tube types in the total complement of but 33 tubes, thus minimizing spares.
- All tubes visible while equipment is in operation.
- Direct crystal control of carrier frequency, utilizing a frequency multiplication of only 486, provides carrier stability of ± 2 parts per million—better than ± 250 cycles per second.
- All controls accessible while the transmitter is in full operation.
- Motor driven variable tuning elements.
- Metering circuits for complete observation and recording of transmitter performance.
- Excellent mechanical construction.
- Cabinets smartly styled, in three-tone gray.
- Competitively priced.

Write us about your plans, and ask us for an illustrated bulletin describing the Collins 734A transmitter in more detail.

FOR THE BEST IN FM, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
NEW YORK JOINS AP’S STATE RADIO GROUPS

NEW YORK has been added to the list of states where broadcasting associations have formed to study the AP radio news report and make recommendations for improvement of service. [Broadcasting, Aug. 9] Gunnar O. Wiig, manager of WNBC New York, was elected temporary chairman of the New York State Assn. of AP Broadcasters organized Aug. 6 at Rochester.

Also named to a temporary committee were: Thomas E. Martin, WKNX Utica, vice chairman; Preston L. Taplin, WELM Elmira; S. W. Ryder, WENE Endicott, and Thomas McFadden, WNBC New York. Norris Paxton, AP’s bureau chief in Albany, will serve as temporary secretary.

The state and regional associations of AP broadcasters now cover 14 states and D.C.

FOCAL POINT of all radio operations at the Olympic Games is the Palace of Arts, Wembley, shown here in diagram. The 200 by 250 foot building has been completely transformed to provide all facilities for more than 200 radio correspondents covering the games for 60 competing nations. The building contains a reception room, eight studios, 20 recording cubicles, master control room, information room, correspondent’s room which opens into a cafe and bar, a television suite, record library and general offices.

GEORGE PLATTS, former announcer of BCC Olympic, Utah and KALL Salt Lake City, has joined KLIX Twin Falls, Idaho, as sports director.

DICK HAMMOND, formerly with WJWL, Nanticoke, Pa., has joined WDRC in N. Y., as sports and salesmen.

HUGH SHANNON, former sports editor of “Dispatch,” Erie, Pa., and “York Post-Standard,” has joined WCKU, Utica, N. Y., as sports editor.

CHARLEY ZEANA, well known sports - and radio personality, has again become U. S. football games this fall over 24 stations of Alabama Broadcasting System. TONE WHITELY, four letterman with Crimson Tide football team, will handle color.

FRANK VALENTI, formerly with KMTC Marysville, Calif., as news and sports editor, has been appointed sports editor of KULA Honolulu.

BOB WOOLF, sportscaster of WINSX Washington, has just signed to appear in new 26-week series of programs for U. S. Marine Corps. Programs will feature Mr. Wolf interviewing nationally prominent sports personalities and music of U. S. Marine Band. Shows will be available on electrical transcriptions and are part of Marine Corps recruiting program.

MATTHEW HALTON, former war correspondent of Canadian Broadcasting Corp., and special correspondent of CBC stationed in London, England, is now in Canada on speaking tour on British and European political developments.

AL CAPP, famous cartoonist, takes over for DREW PEARSON as a commentator during latter’s vacation starting Aug. 15 on ABC, sun. 6-7 p.m. sponsored by Lee Nata Inc. Agency is Wm. H. Weintraub & Co., New York. Mr. Cap will write and comment on program for four weeks.

LILLARD HILL, WBAP Fort Worth newscaster, is the father of a girl, born Aug. 2.

AP of Indiana Organizes State Radio Association

A STATE association for radio was organized by the Associated Press of Indiana during last week’s convention of NAB Districts 7 and 8 at French Lick, Ind.

George Higgins, WISH Indianapolis, was named chairman; William H. Spencer, WTOH South Bend, and John Engelbrecht, WIKY Evansville, were chosen vice chairmen, and John Jameson, head of the AP bureau at Indianapolis, was elected secretary-treasurer.

TV Takes Manpower

IT TAKES only nine men on a team to play professional baseball. But it takes a ten-man television team to cover a baseball game. When the New York Giants play at the Polo Grounds, the sponsor, Chesterfield Cigarettes, uses the ten-man team which needs as much fast teamwork as does the baseball club, although half the televisioners (including the play-calling director) work in a room under the stands where they never see the actual game.
RMA NOW EXPLORING OVERSEAS TV MARKET

DEVELOPMENT of a future overseas market for American television transmitters and receivers is being explored by Radio Mfrs. Assn. the RMA announced last week.

Although there is at present no foreign market and current domestic demands are ahead of production, RMA said its plans were "to develop and insure a future overseas market."

Initiating plans for RMA are James E. Burke, chairman of the RMA export committee; T. A. Smith, chairman of the RMA transmitter division; and W. R. G. Baker, Virgil M. Graham and L. C. F. Horle, director, assistant director, and chief engineer, respectively, of the RMA engineering department.

In addition to promoting a future market for sales, adoption of RMA television standards in foreign countries will also be sought.

Power of Radio Appeal Discussed by A. N. Hult

RADIO'S power in reaching masses of people through their emotions makes it "outstanding over all other mass media," Adolph N. Hult, MBS vice president in charge of Midwest operations, told nationwide publicists at a session of the Blue Cross-Blue Shield public relations conference on "Methods and Media" Aug. 5, at Chicago's Stevens Hotel.

"Basically, radio gets to the heart rather than the head," Mr. Hult explained as he recommended that directors and personnel of the hospital service plans make a "careful study of radio programs and broadcasting's needs."

"Radio has changed to an amazing extent during the past few years, and a public relations program directed toward the radio audience which would have been successful a few years ago would probably fail today," he said.

THEORY that "the personal element is the most effective means to gain greater results" has prompted William A. McGuiness, WGN Chicago commercial manager, to organize new sales service devoted mainly to food and drug industries for benefit of advertisers.

New division will be headed by William C. Meyers, who has been transferred from the sales department of WGN-TV, the Chicago Tribune's video outlet. He plans to bring the sales staff into closer cooperation with local food and drug processors, brokers and jobbers, "enabling salesmen to keep abreast of market conditions in these fields and to do a more specialized job of coordinating radio plans with the overall advertising plans of clients."

Meyers Heads New Sales Service at WGN Chicago

Two More Stations Added By Rural Radio Network

SIXTH station of the Rural Radio Network, WVBV-FM Turin, N. Y., was slated to start operation yesterday (Aug. 15), according to an announcement by the network. At the same time an affiliated station, WSLF-FM Ogdensburg, N. Y., also planned to go on the air.

WVBV is assigned Channel 299, 107.7 mc, with 1.5 kw and WSLF-FM has Channel 291, 106.1 mc, with 13.7 kw.

New Alaska Outlet

KIBH Seward, Alaska, is slated to go on the air Oct. 1 as the fifth station in the Alaskan Broadcasting System, and the second station to be opened this year by ABS Manager William J. Wagner. The other was KFRR Fairbanks.

CANADA MAY INCREASE STATION LICENSE FEES

INCREASED PAYMENTS in station license fees based on gross revenue, may go into effect shortly at an expense up to $250,000 a year for Canadian broadcasters instead of $60,000 paid in the last fiscal year, April 1, 1947 to March 31, 1948.

Canadian broadcasters were slated to have a conference at Ottawa, Aug. 9-14 with Transport Minister Lionel Chevrier, regarding a hearing before such increase in license fees is authorized. An increase can be put into effect under the Canada Broadcasting Act by order-in-council, and can be made retroactive. Fees collected from the independent broadcasters are turned over to the Canadian Broadcasting Corp., along with all listener license fees. License fees for stations, at present, are based on power and area population.

MODERN brick building, as shown in this architect's drawing, is the home of WKJF (FM) Pittsburgh. Station is equipped throughout with Western Electric and operates on 93.7 mc, Channel 229, radiating 20,000 w. Its 424-ft. Blaw-Knox tower is located atop Mt. Washington, overlooking Pittsburgh. WKJF (FM) is on the air on part-time basis, but hopes to go to fulltime early in September.

We build our programs full of listener-intriguing showmanship . . . present them with the extra polish that sustains and mellows the audience—your audience—for your important sales messages.
"Through the Listening Glass"

flows such Heavenly Music—SALES!

Nothing could be sweeter! Not Cherubim nor Seraphim humming on a cloud... not even angel wings strumming a thousand harps! No, nothing could be sweeter than the SALES you'll make... with Lang-Worth's feature program, "THROUGH THE LISTENING GLASS!"

Here is a quality, 30-minute musical show that captures the ear of your potential customers and enhances the power of your sales message. It is available, via transcription, on 600 Lang-Worth affiliated stations. It is written and produced with charm, glamour and good taste. It will sell your product just as surely as fine raiment sells the man!


In addition to "THROUGH THE LISTENING GLASS," every Lang-Worth Station offers the brilliant "Cavalcade of Music" and several other star-studded musical shows for local and regional sponsorship. See the listing on opposite page and contact station or its representative immediately.
Network calibre programs at local station cost are provided by these Lang-Worth affiliated stations

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>WWHB</th>
<th>Birmingham</th>
<th>WHBC</th>
<th>Mobile</th>
<th>WSEP</th>
<th>Pensacola</th>
<th>WPAB</th>
<th>WTLA</th>
<th>Tallahassee</th>
<th>WFSN</th>
<th>Fort Walton Beach</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALASKA</td>
<td>KCTY</td>
<td>Anchorage</td>
<td>KBNC</td>
<td>Juneau</td>
<td>WCTY</td>
<td>Ketchikan</td>
<td>KGDL</td>
<td>WEMW</td>
<td>Nome</td>
<td>WLLX</td>
<td>Bethel</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>KPNX</td>
<td>Phoenix</td>
<td>KUAZ</td>
<td>Tucson</td>
<td>KALV</td>
<td>Flagstaff</td>
<td>KFMR</td>
<td>KJNT</td>
<td>Mesa</td>
<td>KGTV</td>
<td>Kingman</td>
</tr>
<tr>
<td>ARKANSAS</td>
<td>KLRB</td>
<td>Little Rock</td>
<td>KAGT</td>
<td>Fort Smith</td>
<td>KSLG</td>
<td>Jonesboro</td>
<td>KJNB</td>
<td>WLSK</td>
<td>Texarkana</td>
<td>KASW</td>
<td>Texarkana</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>KMRA</td>
<td>San Francisco</td>
<td>KFRC</td>
<td>San Diego</td>
<td>KLTV</td>
<td>Los Angeles</td>
<td>KFLA</td>
<td>KVUU</td>
<td>Klamath Falls</td>
<td>KFCR</td>
<td>Redding</td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td>WIZZ</td>
<td>New Haven</td>
<td>WEEC</td>
<td>New London</td>
<td>WBGK</td>
<td>Middletown</td>
<td>WORC</td>
<td>WSNW</td>
<td>Warren</td>
<td>WONG</td>
<td>Waterbury</td>
</tr>
<tr>
<td>DELAWARE</td>
<td>WBOB</td>
<td>Wilmington</td>
<td>WRTN</td>
<td>Washington</td>
<td>WMSE</td>
<td>West Point</td>
<td>WBCD</td>
<td>WCVI</td>
<td>Wilmington</td>
<td>WBOB</td>
<td>Westbury</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>WFTS</td>
<td>Jacksonville</td>
<td>WUSA</td>
<td>Orlando</td>
<td>WPLG</td>
<td>West Palm Beach</td>
<td>WPLG</td>
<td>WPLG</td>
<td>West Palm Beach</td>
<td>WPLG</td>
<td>West Palm Beach</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>WSBG</td>
<td>Atlanta</td>
<td>WNBA</td>
<td>Columbus</td>
<td>WAFS</td>
<td>Augusta</td>
<td>WGME</td>
<td>WPBA</td>
<td>Macon</td>
<td>WAFS</td>
<td>Augusta</td>
</tr>
<tr>
<td>IDAHO</td>
<td>KEDW</td>
<td>Boise</td>
<td>KIKI</td>
<td>Idaho Falls</td>
<td>KIKI</td>
<td>Idaho Falls</td>
<td>KIKI</td>
<td>KIKI</td>
<td>Idaho Falls</td>
<td>KIKI</td>
<td>Idaho Falls</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>WLSI</td>
<td>Chicago</td>
<td>WLSI</td>
<td>Chicago</td>
<td>WLSI</td>
<td>Chicago</td>
<td>WLSI</td>
<td>WLSI</td>
<td>Chicago</td>
<td>WLSI</td>
<td>Chicago</td>
</tr>
<tr>
<td>INDIANA</td>
<td>WZAE</td>
<td>Indianapolis</td>
<td>WZAE</td>
<td>Indianapolis</td>
<td>WZAE</td>
<td>Indianapolis</td>
<td>WZAE</td>
<td>WZAE</td>
<td>Indianapolis</td>
<td>WZAE</td>
<td>Indianapolis</td>
</tr>
<tr>
<td>KANSAS</td>
<td>KDFW</td>
<td>Topeka</td>
<td>KFYV</td>
<td>Wichita</td>
<td>KFYV</td>
<td>Wichita</td>
<td>KFYV</td>
<td>KFYV</td>
<td>Wichita</td>
<td>KFYV</td>
<td>Wichita</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td>WMRM</td>
<td>Lexington</td>
<td>WMRM</td>
<td>Louisville</td>
<td>WMRM</td>
<td>Louisville</td>
<td>WMRM</td>
<td>WMRM</td>
<td>Louisville</td>
<td>WMRM</td>
<td>Louisville</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>WLLF</td>
<td>Detroit</td>
<td>WLLF</td>
<td>Detroit</td>
<td>WLLF</td>
<td>Detroit</td>
<td>WLLF</td>
<td>WLLF</td>
<td>Detroit</td>
<td>WLLF</td>
<td>Detroit</td>
</tr>
<tr>
<td>MONTANA</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>Butte</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>WLEN</td>
<td>Lansing</td>
<td>WLEN</td>
<td>Lansing</td>
<td>WLEN</td>
<td>Lansing</td>
<td>WLEN</td>
<td>WLEN</td>
<td>Lansing</td>
<td>WLEN</td>
<td>Lansing</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>Kansas City</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>WJBO</td>
<td>Jackson</td>
<td>WJBO</td>
<td>Jackson</td>
<td>WJBO</td>
<td>Jackson</td>
<td>WJBO</td>
<td>WJBO</td>
<td>Jackson</td>
<td>WJBO</td>
<td>Jackson</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>KTVU</td>
<td>Kansas City</td>
<td>KTVU</td>
<td>Kansas City</td>
</tr>
<tr>
<td>MONTANA</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>KRTU</td>
<td>Butte</td>
<td>KRTU</td>
<td>Butte</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td>WNYT</td>
<td>Newark</td>
<td>WNYT</td>
<td>Newark</td>
<td>WNYT</td>
<td>Newark</td>
<td>WNYT</td>
<td>WNYT</td>
<td>Newark</td>
<td>WNYT</td>
<td>Newark</td>
</tr>
<tr>
<td>NEW MEXICO</td>
<td>KRAV</td>
<td>Albuquerque</td>
<td>KRAV</td>
<td>Albuquerque</td>
<td>KRAV</td>
<td>Albuquerque</td>
<td>KRAV</td>
<td>KRAV</td>
<td>Albuquerque</td>
<td>KRAV</td>
<td>Albuquerque</td>
</tr>
<tr>
<td>OHIO</td>
<td>WWHO</td>
<td>Columbus</td>
<td>WWHO</td>
<td>Columbus</td>
<td>WWHO</td>
<td>Columbus</td>
<td>WWHO</td>
<td>WWHO</td>
<td>Columbus</td>
<td>WWHO</td>
<td>Columbus</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>KFOX</td>
<td>Oklahoma City</td>
<td>KFOX</td>
<td>Oklahoma City</td>
<td>KFOX</td>
<td>Oklahoma City</td>
<td>KFOX</td>
<td>KFOX</td>
<td>Oklahoma City</td>
<td>KFOX</td>
<td>Oklahoma City</td>
</tr>
<tr>
<td>RHODE ISLAND</td>
<td>WPRO</td>
<td>Providence</td>
<td>WPRO</td>
<td>Providence</td>
<td>WPRO</td>
<td>Providence</td>
<td>WPRO</td>
<td>WPRO</td>
<td>Providence</td>
<td>WPRO</td>
<td>Providence</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>WBTI</td>
<td>Charleston</td>
<td>WBTI</td>
<td>Charleston</td>
<td>WBTI</td>
<td>Charleston</td>
<td>WBTI</td>
<td>WBTI</td>
<td>Charleston</td>
<td>WBTI</td>
<td>Charleston</td>
</tr>
<tr>
<td>SOUTH DAKOTA</td>
<td>KELO</td>
<td>Sioux Falls</td>
<td>KELO</td>
<td>Sioux Falls</td>
<td>KELO</td>
<td>Sioux Falls</td>
<td>KELO</td>
<td>KELO</td>
<td>Sioux Falls</td>
<td>KELO</td>
<td>Sioux Falls</td>
</tr>
<tr>
<td>TEXAS</td>
<td>KDFD</td>
<td>Dallas</td>
<td>KDFD</td>
<td>Dallas</td>
<td>KDFD</td>
<td>Dallas</td>
<td>KDFD</td>
<td>KDFD</td>
<td>Dallas</td>
<td>KDFD</td>
<td>Dallas</td>
</tr>
<tr>
<td>TERRNEESSE</td>
<td>WWVA</td>
<td>Bristol</td>
<td>WWVA</td>
<td>Bristol</td>
<td>WWVA</td>
<td>Bristol</td>
<td>WWVA</td>
<td>WWVA</td>
<td>Bristol</td>
<td>WWVA</td>
<td>Bristol</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>WIBG</td>
<td>Milwaukee</td>
<td>WIBG</td>
<td>Milwaukee</td>
</tr>
</tbody>
</table>

This specialized program service is also available from Lang-Worth affiliated radio stations located in many foreign markets, stations listing furnished upon request.
Sell Radio as Industry

EDITOR, BROADCASTING:

I would like to . . . add my comment upon the subject of a booklet received recently as prepared by the All-Radio Presentation Committee.

This booklet is entitled “Radio Has Been Strangely Silent.” It would seem to me—as a small market station stockholder and manager—that the All-Radio Presentation Committee has picked a weak voice indeed with which to break radio’s silence, at least as far as radio selling on a local scale is concerned.

I believe that if the members of the industry don’t have time to tell radio’s story every time they try to make a sale—that if the members of the industry are too busy selling against competition in radio to sell radio as a whole, then what the radio industry needs is not a sales presentation for the advertiser’s behalf . . . but an educational campaign to TEACH members of the industry that THERE IS MORE MONEY TO BE GAINED BY TAKING ADVERTISING DOLLARS AWAY FROM COMPETING MEDIUMS THAN IN FIGHTING WITH COMPETITIVE STATIONS.

There is only one way to sell radio in competition with the newspapers, and that is with hard-

straight-from-the-shoulder facts and figures. Specific facts—specific figures . . .

We must break this habit . . . we must crush this old routine. Many of our small local advertisers who use radio are so in the newspaper habit that they’ll buy newspaper advertising space to make some special announcement without even thinking to use it on their already contracted radio program . . .

The Radio Industry can never sell itself through a movie (and even movie trailers take away many potential radio advertising dollars in some sections). The only solution is for every member of the industry to take it upon himself to SELL RADIO AGAINST COMPETING MEDIUMS. Every time a salesman must sell, not only his programs and spots, but RADIO; every sales promotion letter or presentation must sell, not only a particular program or spots on one individual station, but RADIO as an industry . . .

Robert D. Buchanan
V. P. and E. Mgr.
WSTS Southern Pines, N.C.

Chester, Pa., Market

EDITOR, BROADCASTING:

Your July 12 issue re the Philadelphia Market was an excellent report, as far as it went . . .

In order that the record won’t suffer from getting old in impression, let it be known that there are a few important markets usually listed under metropolitan areas that you so carefully ignored in your study of Philadelphia. We in Delaware County can boast of the largest industrial county in the State of Pennsylvania.

Lou Poller
WPWA Chester, Pa.

KYW FM Antenna Tower Is Nearing Completion

KYW Philadelphia expects to have its FM antenna tower completed within 60 days, giving the outlet reception within a 60-mile radius, according to Robert E. White, KYW general manager.

The tower is being erected atop the 24-story Architects Bldg. Its peak will be 576 feet above street level and the tower itself will be 245 feet high. A 31-ton structure built by Blaw-Knox, the tower is being installed by Hartenstein-Zane Co., New York.

The project is part of a general expansion program of the station which has recently installed a new Westinghouse type FM transmitter. The transmitter and tower are expected to provide an effective radiated power of 20 kw.

Glass Campaign

A THREE-YEAR advertising campaign, including national use of spot radio, will be launched Aug. 22 by the Glass Container Manufacturers Institute, New York, through its agency, Foote, Cone & Belding, New York. Based on promoting the use of glass containers, the campaign will begin with a five-month schedule publicizing the no-deposit no-return beer bottle in 22 markets. An annual budget of $1,000,000 has been established for the three-year drive.

WRNL-FM Starts Soon

WRNL-FM Richmond, Va., will start fulltime operation in September on Channel 27L, 102.1 mc, with an effective radiated power of 50 kw, station officials report. The last section of the 58 ft. pylon antenna has been mounted atop WRNL’s new FM tower in downtown Richmond. WRNL’s AM transmitter and antenna will remain at the present location, north of the city.
WJZ has six top programs for sale... all of them have loyal, ready-made audiences... all of them get results in the nation's first market!

Co-op Programs

ABBOTT AND COSTELLO. Riotous fun and nonsense with America's favorite zany comedy team. With music by Matty Malneck's popular orchestra. This great network show is for sale in New York at a surprisingly low cost!

FAVORITE STORY. When it comes to prestige, you just can't beat Mr. Ronald Colman, winner of the Academy Award and "man of the year" in Hollywood. His brilliant dramatic half-hour is one of the most distinguished in radio—and he can build good will for your product exclusively in the New York area! Sundays, 4:30 pm.

MR. PRESIDENT—direct from Hollywood, with Metro-Goldwyn-Mayer's popular Edward Arnold as star! In this momentous election year, the attention of every man, woman and child in America is focused on the White House! This timely program has everything: drama, patriotism, thrills, suspense, action. Sundays, 2:30 pm.

DON GARDINER. Here is early morning news at its best. Don Gardiner is a top-notch newscaster, popular with New Yorkers because of his complete and competent coverage of the news. More and more in these historic days, listeners are tuning in their radios for news. Weekdays, 7:00 a.m.

THE FITZGERALDS. Ed and Peggie are more than "favorites" with New Yorkers; they're an institution! Their popular breakfast program on WJZ is full of fun, good humor, interesting facts—with a special charm all its own. Results? Call WJZ for some amazing—but-true stories! Weekdays, 8:15–8:55 a.m.

ETHEL AND ALBERT. Did you read critic John Crosby's recent rave review? What a tribute! And every word of it was deserved—for here is one of the most delightful comedy programs on the air. Listeners recognize themselves in every line—and they love it! Weekdays, 6:45 pm.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc
WENR—Chicago 50,000 watts 890 kc
KGO—San Francisco 50,000 watts 810 kc
WXYZ—Detroit 5,000 watts 1270 kc
WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

American Broadcasting Company
KXXR San Jose On Air At 1500 kc, Fulltime
KXXR San Jose, Calif., owned and operated by the San Jose Broadcasting Co., is now in operation with 1 kw, fulltime on 1500 kc.

Officials of the licensee company are Joe E. Levitt, president; Bar- ley Sims, vice president and manager; Harvey Miller, secretary; and Noa Gale, treasurer.

The staff includes the following: Dave Dorris, program director; John Kelley, chief engineer; William Richardson, account executive; George Millard, reporter; Madeleine Holloway, director of women's programs; and Bruce Lathrop, Jack Lund, Frank Glass, John Oliveira and Dale Dwelley, engineer-announcers.

Mrs. Gardner Beman
WRS. GARDNER BEMAN, wife of Gardner D. Beman, former radio production and sales promotion counsel of Birmingham, Ala., and Washington, D. C., and at present program director and commercial manager of WPTF Front Royal, Va., was killed Aug. 10 when she accidentally fell from a window of her home.

... and she can cook
If you need to stitch up ragged sales edges or get your sales pots boiling in North Alabama, WSBN is the helpmeet for you. Take advantage of WSBN's audience-building programs and years of experience in promotion, publicity and service.

NAB District 2 Meeting Registration Aug. 5-6, Rochester, N. Y. (see Broadcasting, Aug. 9)

A
Adaime, Wm. J., WHEC Rochester; Amor, Addison, NBC Recording Sales, New York.

B

C
Cardinal, Ralph M., WICY Malone; Churchill, Dr. Clinton H., WHEW Buffalo; Clark, Richard A., WRUN Rome; Cunningham, E. A. P., Albany.

D

E
Emch, R. S., WARC Rochester; Ezred, Fred L., WARC Rochester; Evans, Harland, WARC.

F
Pay, William, WHAM Rochester; Feits, Mackay, WHEC Ro- pmail; Maurice R., WQVI Genera.

G

H

K

Langlois, C., Lang-Worth, New York; Leitzen, Frances S., WARB Rochester; Lyford, J. E., NBC, New York.

L
MacMillan, Lowell H., WHEC Rochester; Mcllhugh, Thomas R., WMBF Myrtle Beach; Mcllwilliam, William A., WGR Buffalo; Markham, Gerson E., WOC Dubuque; Martin, Thomas E., WRUN Beck; Martin, C. D., WGR Buffalo; Morris, E. W., WNYC New York; Murnick, J. R., WELM El- mina; Miller, Edward, RCA, New York; Mihalak, W. F., WJNY New York; Miller, Ted Juge Justin, NAB, Washington; Miller, Paul, Gannett Newspapers, Rochester; Moon, Wm. W., WENY Utica, N. Y.; Moore, William L., WNBX New York.

Nichols, J. L., RCA, New York.

O’Brien, Bernard C., WHEC Rochester.

Paul, Sol, BROADCASTING, New York; Paxton, Norris, AP, Albany; Peddie, Tom, Podbielnik, Ted, WXRA Kenmore.

Richards, Robert A., NAB, Washington; Robertson, Robert C., 315, WWHO Rochester; Ryder, Stephen W., WENE Endicott.

S
Salif, Louis Jr., WBYN Watertown; Scala, Edward, WYBF Binghamton; Shafer, Robert, WBNF St. Louis; Shawkey, Grant, WNYC New York; Slierson, Charles, WHEC Rochester; Smith, G. H., New York; Solts, E., WENY Utica; Syracuse; Solts, C. E., WPBL, Syracuse; Sparrow, Ken, BMI, New York; Sprague, Glenn L., WHEC Rochester.


V
Vadeboncoeur, E. R., WSYR Syracuse.

W
Walsh, Lloyd L., WWHO Hornell; Weigott, R. W., WGY Schenectady; Wheeler, Clarence W., WHEC Rochester; Wheeler, LeMoine C., WHEC; Whyte, Leland WARC Rochester; Wilg, Gunnar O., WPBL Buffalo; Welden, C. O., Syracuse; William D., Standard Broadcasting, New York; Wood, Helen, WHEC Utica.

Field Fights World
GEORGE FIELD has resigned as assistant station relations manager of World Broadcasting System Inc., which was purchased recently by the Frederic W. Ziv Co. Mr. Field is planning a vacation, and then will announce his future plans.

DENVER WILL BE HOST TO RADIO JOURNALISTS
ANNUAL meeting of the Council on Radio Journalism will be held Aug. 31 at the Cosmopoli- tan Hotel, Denver, it was announced last week. The council will cover a full agenda, at morning and evening sessions, according to Mitchell V. Charnley, professor of jour- nalism, U. of Minnesota, chairman of the meeting. COUNCIL members in addition to Charnley are: E. E. Vadeboncoeur, vice chair- man, vice president of WSYR Syracuse; N. Y.; Arthur Stringer, secretary-treasurer, director of NAB Special Services Dept.; Kenneth C. Bartlett, director, Radio Workshop, Syracuse; G. Floyd Jones, associate professor of jour- nalism, Emory U.; William Brooks, president; Jacob S. Harst, general- manager, KPEC Houston; Karl R. St. John, vice president and managing director, KMSC Kansas City; Fred S. Siebold, professor of jour- nalism, U. of Illinois; and Paul W. H. Van Rooyen, assistant professor of jour- nalism, Ohio State U.

Summer Radio Institute Tuition Refunds Awarded
FULL-TUITION refunds to the recently-completed seventh annual NBC Northwestern Summer Radio Institute were awarded to Idalee Woodson of Peoria, Ill., and Hubert Cordier of Meadville, Pa., by I. E. Shoewerman, now in vice president in charge of the Central Division, at a reception Aug. 6.

Half scholarships, in the form of half-tuition refunds, went to Hazel Jacobson of Rochester, Minn., and Alto J. Takkunen of Evanston, Ill.

Honorable mentions were presented to: Virginia Nelson, St. Louis; Helen Foxlomb, Lincoln, Neb.; R. Fred Brown, Asheville, N. C.; John R. Romme R. G., Lincoln, Neb.; Howard Krause, St. Louis; and Paul Taft, Evanston, Ill., P. Dean Raymond of Chicago, writer of the prize-winning institute dramatic script, was given $100 by the university.

Miss Judith Waller, director of education and public affairs at NBC's Central Division and co-director of the institute, awarded certificates to 92 students who completed the advanced course.

TV Film Discussion
"NON-THEATRICAL Film as an Expanding Market" was discussed by a panel of four at a weekly meeting of Hollywood Advertising Club held Aug. 9 at Hollywood-Roosevelt Hotel. Speakers included Roland Reed, owner Roland Reed productions; Walter Quet, executive; Lee Spencer, manager sales ser- vice department, Union Oil Co.; Kenneth MacGowan, director of UCLA theatre arts department. Edward Albert, film star and head of Albert Pictures, and Frank Capra, director-producer.

Page 62 • August 16, 1948
Another first by
Charles Stark Productions...

Jacques Fray
radio's first
classical disc jockey.

Looking for a completely new idea in programming... a show that opens up a whole new avenue of sponsors and listeners? Then send today for the bright, new folder giving the facts about the new Jacques Fray show. We'll send it to you free, along with an audition record, if you drop us a line, send us a wire, or give us a jingle via long distance.

Jacques Fray, world famous pianist of the Fray and Braggiotti team, now becomes radio's first classical disc jockey. He calls on his colorful career to supply him with new and unusual facts about composers and performers... invites top stars of the music world as his guests at the turntable... introduces music that comes from your own station's record library... he puts a smile into serious music. In Jacques Fray's own words, "...this isn't a program for highbrows. It's for people who like to listen to music."

The Jacques Fray show has proven its merit before millions of listeners in America's most discriminating city... New York. Now it's ready to do an equally outstanding job for local and regional advertisers throughout the nation.

Half-hour program for 3-a-week broadcast
COMPLETE AUDIENCE PROMOTION PLAN FREE

Attention Radiomen: the Jacques Fray show may be sponsored by one, two or three advertisers.
SALES of five AM and three FM stations, with considerations total- ing approximately $100,000, were reported in applications filed with FCC last week seeking Commission approval of the transactions.

Meanwhile it was announced by Burbank Broadcasters Inc., licensee KWK Burbank, Calif., that 46% interest in KWTN and KWTN-FM Birmingham, Ala., from Thomas N. Beach, sole owner, for consideration totaling $29,400. A. C. Neff and Nephew K. Clark become equal owners of WDA R and WDA R-FM Savannah, Ga., through sale by Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by interest in firm had been pur- chased for about $100,000 from Sam Kerner (25%) and Carl Alt- man (21%) by Earl E. Rose, Chicago attorney, and George H. Bowes, Los Angeles businessman. Application for FCC consent is forthcoming.

Eight Seek Approval of FCC

Damon Runyon Stories

PLANS for transcribed adaptations of 156 Damon Runyon short stories were announced last week by Mayfair Transcriptions Co., Produc- tion Ave., New York. The series got underway Aug. 11, according to Bob Reichenbach, firm's sales manager. Russell Hughes is doing scripts, Richard Sanville is directing writing and Carstenson is serving as producer. Initial news of series was disclosed at the NAB conclave in May [Broad- casting, May 24].

TIME OUT

Duluth, Minn.—“I've got to rest,” gasps Otto Mattick. “I'm all worn out from rushing around this booming Duluth-Superior market.”

No wonder Otto needs a breather. The activity in this wealthy, swiftly-growing Duluth-Superior market is terrific. Since 1945, the total effective buying income has jumped 27.6% and the popu- lation 15.5%.

KDAL is the pet radio station in this wealthy metropolitan area... when your sales message is heard on KDAL, you get action—fast!

Mark this booming Duluth-Superior mar- ket for your next campaign. Let Avery- Knodel show you how to use KDAL for more sales.

STATION SALES

SALES of five AM and three FM stations, with considerations total- ing approximately $100,000, were reported in applications filed with FCC last week seeking Commission approval of the transactions.

Meanwhile it was announced by Burbank Broadcasters Inc., licensee KWK Burbank, Calif., that 46% interest in KWTN and KWTN-FM Birmingham, Ala., from Thomas N. Beach, sole owner, for consideration totaling $29,400. A. C. Neff and Nephew K. Clark become equal owners of WDA R and WDA R-FM Savannah, Ga., through sale by Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by interest in firm had been pur- chased for about $100,000 from Sam Kerner (25%) and Carl Alt- man (21%) by Earl E. Rose, Chicago attorney, and George H. Bowes, Los Angeles businessman. Application for FCC consent is forthcoming.

According to newly filed transfer applications at FCC, Roy N. Hoptnotz, chief owner of KTHT Houston and permittee of KSOS Harlingen, Tex., acquires 49% interest in WTNB and WTNB-FM in Waco, Tex., through sale of $156,000 to Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by interest in firm had been pur- chased for about $100,000 from Sam Kerner (25%) and Carl Alt- man (21%) by Earl E. Rose, Chicago attorney, and George H. Bowes, Los Angeles businessman. Application for FCC consent is forthcoming.

Eight Seek Approval of FCC

Damon Runyon Stories

PLANS for transcribed adaptations of 156 Damon Runyon short stories were announced last week by Mayfair Transcriptions Co., Production Ave., New York. The series got underway Aug. 11, according to Bob Reichenbach, firm's sales manager. Russell Hughes is doing scripts, Richard Sanville is directing writing and Carstenson is serving as producer. Initial news of series was disclosed at the NAB conclave in May [Broad- casting, May 24].

TIME OUT

Duluth, Minn.—“I've got to rest,” gasps Otto Mattick. “I'm all worn out from rushing around this booming Duluth-Superior market.”

No wonder Otto needs a breather. The activity in this wealthy, swiftly-growing Duluth-Superior market is terrific. Since 1945, the total effective buying income has jumped 27.6% and the popu- lation 15.5%.

KDAL is the pet radio station in this wealthy metropolitan area... when your sales message is heard on KDAL, you get action—fast!

Mark this booming Duluth-Superior mar- ket for your next campaign. Let Avery- Knodel show you how to use KDAL for more sales.

STATION SALES

SALES of five AM and three FM stations, with considerations total- ing approximately $100,000, were reported in applications filed with FCC last week seeking Commission approval of the transactions.

Meanwhile it was announced by Burbank Broadcasters Inc., licensee KWK Burbank, Calif., that 46% interest in KWTN and KWTN-FM Birmingham, Ala., from Thomas N. Beach, sole owner, for consideration totaling $29,400. A. C. Neff and Nephew K. Clark become equal owners of WDA R and WDA R-FM Savannah, Ga., through sale by Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by interest in firm had been pur- chased for about $100,000 from Sam Kerner (25%) and Carl Alt- man (21%) by Earl E. Rose, Chicago attorney, and George H. Bowes, Los Angeles businessman. Application for FCC consent is forthcoming.

According to newly filed transfer applications at FCC, Roy N. Hoptnotz, chief owner of KTHT Houston and permittee of KSOS Harlingen, Tex., acquires 49% interest in WTNB and WTNB-FM in Waco, Tex., through sale of $156,000 to Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by interest in firm had been pur- chased for about $100,000 from Sam Kerner (25%) and Carl Alt- man (21%) by Earl E. Rose, Chicago attorney, and George H. Bowes, Los Angeles businessman. Application for FCC consent is forthcoming.

Eight Seek Approval of FCC

Damon Runyon Stories

PLANS for transcribed adaptations of 156 Damon Runyon short stories were announced last week by Mayfair Transcriptions Co., Production Ave., New York. The series got underway Aug. 11, according to Bob Reichenbach, firm's sales manager. Russell Hughes is doing scripts, Richard Sanville is directing writing and Carstenson is serving as producer. Initial news of series was disclosed at the NAB conclave in May [Broad- casting, May 24].

TIME OUT

Duluth, Minn.—“I've got to rest,” gasps Otto Mattick. “I'm all worn out from rushing around this booming Duluth-Superior market.”

No wonder Otto needs a breather. The activity in this wealthy, swiftly-growing Duluth-Superior market is terrific. Since 1945, the total effective buying income has jumped 27.6% and the popu- lation 15.5%.

KDAL is the pet radio station in this wealthy metropolitan area... when your sales message is heard on KDAL, you get action—fast!

Mark this booming Duluth-Superior mar- ket for your next campaign. Let Avery- Knodel show you how to use KDAL for more sales.

STATION SALES

SALES of five AM and three FM stations, with considerations total- ing approximately $100,000, were reported in applications filed with FCC last week seeking Commission approval of the transactions.

Meanwhile it was announced by Burbank Broadcasters Inc., licensee KWK Burbank, Calif., that 46% interest in KWTN and KWTN-FM Birmingham, Ala., from Thomas N. Beach, sole owner, for consideration totaling $29,400. A. C. Neff and Nephew K. Clark become equal owners of WDA R and WDA R-FM Savannah, Ga., through sale by Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by interest in firm had been pur- chased for about $100,000 from Sam Kerner (25%) and Carl Alt- man (21%) by Earl E. Rose, Chicago attorney, and George H. Bowes, Los Angeles businessman. Application for FCC consent is forthcoming.

According to newly filed transfer applications at FCC, Roy N. Hoptnotz, chief owner of KTHT Houston and permittee of KSOS Harlingen, Tex., acquires 49% interest in WTNB and WTNB-FM in Waco, Tex., through sale of $156,000 to Mr. Neff of 40% interest to the latter for $12,000.

A one-half interest in WHBO Sulphur Springs, Fla., is sold by interest in firm had been pur- chased for about $100,000 from Sam Kerner (25%) and Carl Alt- man (21%) by Earl E. Rose, Chicago attorney, and George H. Bowes, Los Angeles businessman. Application for FCC consent is forthcoming.

Eight Seek Approval of FCC

Damon Runyon Stories

PLANS for transcribed adaptations of 156 Damon Runyon short stories were announced last week by Mayfair Transcriptions Co., Production Ave., New York. The series got underway Aug. 11, according to Bob Reichenbach, firm's sales manager. Russell Hughes is doing scripts, Richard Sanville is directing writing and Carstenson is serving as producer. Initial news of series was disclosed at the NAB conclave in May [Broad- casting, May 24].

TIME OUT

Duluth, Minn.—“I've got to rest,” gasps Otto Mattick. “I'm all worn out from rushing around this booming Duluth-Superior market.”

No wonder Otto needs a breather. The activity in this wealthy, swiftly-growing Duluth-Superior market is terrific. Since 1945, the total effective buying income has jumped 27.6% and the popu- lation 15.5%.

KDAL is the pet radio station in this wealthy metropolitan area... when your sales message is heard on KDAL, you get action—fast!

Mark this booming Duluth-Superior mar- ket for your next campaign. Let Avery- Knodel show you how to use KDAL for more sales.
The Big New Voice in the Valleys
## TV Count
(Continued from page 27)

<table>
<thead>
<tr>
<th>City and Athlete</th>
<th>Call Letters</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames</td>
<td>CP</td>
<td>Iowa State</td>
</tr>
<tr>
<td>Cedar Rapids</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Dayton (see also</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Davenport</td>
<td>CP</td>
<td></td>
</tr>
<tr>
<td>Central Bcast.</td>
<td>(WOC-TV)</td>
<td></td>
</tr>
<tr>
<td>Iowa City</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>State U. of Iowa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KANSAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topeka</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Toledo</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Wichita</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Oklahoma, Chain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOUISIANA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Baton Rouge Bcast.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>CP</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Montgomery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall River</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>New England, Tape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lowell</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Rockford</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Bend</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ALWAYS ENTERTAINING
For 25 years KFH has had a measuring stick for programming that can be summed up in three words, "It's entertaining." Patterned to supplement CBS network shows, all KFH produced programs are carefully measured with this yardstick. Talent is rehearsed by capable supervision and music is selected with a fine understanding of listener preference. There's not much on the air these days that can steal an audience away from KFH.

## ADVERTISING GETS RESULTS
ON KFH
If you want to put a punch in your commercials, schedule them on KFH. Your commercials will be delivered with a professional touch that is comparable to the best network announcing, KFH announcers study their script well in advance of the broadcast. Ask any Petry man, he has the complete KFH story. Ask him too, for the KFH open time schedule; he'll mail it regularly to your personal attention.

## 25TH ANNIVERSARY KFH WICHITA, KANSAS
- 5000 WATTS DAY AND NIGHT

**KFH**
- WICHITA, KANSAS
- 1330 Kc.

## REPRESENTED NATIONALLY BY PETRY

**KFH**
- THE RADIO VOICE OF THE WICHITA EAGLE

---

*Although Channel 1 has been deleted, FCC says E. Anthony & Sons has not modified its application.*
FOR YOUR INFORMATION:

Development of possible oil deposits in Tidelands off Texas-Louisiana coast now under way. Thus oil companies -- already supplying more oil than ever -- hope to tap what may prove to be one of nation's greatest sources of oil in the future.

With U.S. oil consumption greater than ever and going higher, the shelf which rings the Gulf Coast will be explored by at least thirty oil companies. So far, they've spent 26 million dollars to lease subsurface land having all the earmarks of a large oil potential.

First wildcat drilled on shelf will cost close to 2 million dollars. This illustrates tremendous risk taken by oil companies in the interest of the nation's future oil supply. Average well drilled on land costs $70 thousand. Even highest land-well costs -- one million dollars per well -- are doubled by fabulous expense of Tidelands drilling. Cost even more impressive when one remembers that only one well in ten is a "producer."

While Tidelands make the headlines, industry continues to expand facilities to supply more oil products for more cars, oil burners, planes, diesel trains and farm machines than we've ever had before. Production, refining, transportation and marketing companies are spending over 4 billion dollars to handle record amount of oil.

Attacking supply problem from another angle, industry is urging efficient use of oil products. Current ad urges replacement of old inefficient oil burners with newer, fuel-saving models. Number of U.S. oil burners has doubled since 1938...making conservation of fuel oil most important.

Oil transportation companies awaiting delivery of 37 huge new tankers, some having 10 million gallon capacity. Maritime press claims greater speed, capacity and efficiency make one new tanker equal to four pre-war carriers. Re-investment of business funds helps pay for such new equipment.

Imports of oil continue to outweigh exports. Nearly 15 million barrels of oil were imported in April alone. This is still another phase of industry's effort to supply oil products to the nation...when and where they are wanted. Round-the-clock work schedule which led to 200 million gallons of oil products daily in '47 will continue.
BROADCASTING emphasized, however, TBA's functions. Jack Poppele, WABD New York,adio director.

Following the session, members of the group, exclusive of the NAB officials, held a discussion of industry developments. No official comment was made, but Mr. Hubbard of KSTP-TV said one of the questions raised was how to combat the high cost of films.

**Rules List**

A CHECK LIST of FCC's rules and regulations, showing which may be secured from the Commission and which must be purchased through the Office of the Superintendent of Documents, Government Printing Office, was released by FCC last week. The list covers all rules and amendments issued through Aug. 9, 1948.

- KFSF delivers a market that can't be covered from Outside Ft. Smith!
- FORT SMITH, the number 2 market in Arkansas, the center of a rich agricultural and industrial market.
- Sales from manufacturing average over 33 millions of dollars per year... retail sales, over 35 millions. Effective buying power set at 58 millions per year.
- Bank deposits are over $1100 PER CAPITA a great market, a gold-sprinkled region.
- Through KFSF... Fort Smith.

**CONFERENCE DROPPED BY CHICAGO COUNCIL**

MEMBERSHIP of the Chicago Television Council has decided to temporarily postpone plans for a proposed National Television Conference this fall, it was disclosed at CTC's regular luncheon meeting last Tuesday in Chicago.

Project, worked out in committee sessions, would schedule a conclave of "working TV groups" from all over the country, brought together for the purpose of discussing mutual problems and seeking means of furthering TV welfare in Chicago. Plan was postponed, probably until next spring, due to lack of time for preparation and adequate hotel bookings.

Three speakers, representing the agency, network and advertiser viewpoints, gave short talks on "Why an Advertiser Should Get Into Television Now." They were Fran Harris, TV and motion picture film director, Ruthrauff & Ryan Inc., Jarron, Vernon, PC Sales, and Harry Alter, of the appliance firm bearing his name. Chief reasons cited: (1) importance of establishing time franchises now; (2) testimonials of definite sales results in specific cases accruing from the offer of merchandise on that medium only and (3) the acknowledged impact and popularity of video for the advertiser's dollar. 

**PINCH-HITTING for a week as a disc m.c. on WOL Washington, Skitch Henderson (seated), National {'49'000}, and his orchestra leader, is Hal Smith. With him is Phil Hoffman, WOL's vice president and general manager. The orchestra leader took over for Mike Hunnicutt, WOL's regular disc m.c., on his early morning show while Mr. Hunnicutt was absent during week of Aug. 9.**
the 1947 survey, 22% in the current one). However, the number this year (49%) indicating no change in the proportion of announcements to programs was considerably greater than last year (19%).

Again an attempt was made to evaluate the broadening scope of radio as an advertising medium by the question:

Are you planning to use radio this fall for any accounts which have not used radio before? (See Chart IV).

Two out of five agencies are planning to use radio for the first time on one or more of their accounts this fall. As was found last year, food was the most frequently mentioned type of account. Also with several mentions were automotive, drug and cosmetic, and appliance clients. Banks and financial institutions received a few mentions in this year's survey but none last year. On the other hand, transportation, schools, tobacco and dry cleaning did not appear in this year as they did last.

**Chart III**

Does this apportionment between programs and announcements differ from last fall's-if so, in what way?

<table>
<thead>
<tr>
<th>Year</th>
<th>1948</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>More programs</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>More announcements</td>
<td>2%</td>
<td>-</td>
</tr>
<tr>
<td>No difference</td>
<td>1%</td>
<td>25%</td>
</tr>
<tr>
<td>Definite or no answer</td>
<td>1%</td>
<td>25%</td>
</tr>
</tbody>
</table>

100% 100%

---

**KLAC-TV BIDS**

**Firm Seeks Specific Price Tags**

Dorothy Thackrey's KLAC-TV Los Angeles was prefaced last week in the Commission to require naming of property. Mrs. Thackrey has sold

**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**WDBJ**

Again... Why Buy

WDBJ alone covers Roanoke and most of Southwest Virginia, a rich and rapidly growing market with Billion Dollar Buying Power! (S. M.) • Now in its 25th year of service, WDBJ represents preferred entertainment for its listeners and effective selling for its advertisers.

**SOUTHWEST VIRGINIA**

Because WDBJ's market represents 35.5% of Virginia's (and 7.96% of West Virginia's) total buying power!

**ASK FREE & Peters**

---

**Fall Business**

(Continued from page 21)

as compared to this year's 16%, and 15% (against this year's 4%) failed to answer the question.

Does this apportionment between programs and announcements differ from last fall's—if so, in what way? (See Chart III).

Almost half (49%) of the agencies reported their fall plans for non-network radio called for no change from last year's ratio of program vs. announcement expenditures; 17% planned to spend more on programs, and 22% estimated a greater share than last year for announcements.

In the poll taken last year, the number of agency executives stating that they planned to increase program expenditures was greater (22%) than this year (17%), as was the number predicting heavier announcement purchases (34% in

---

**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**WDBJ**

**Again... Why Buy**

WDBJ alone covers Roanoke and most of Southwest Virginia, a rich and rapidly growing market with Billion Dollar Buying Power! (S. M.) • Now in its 25th year of service, WDBJ represents preferred entertainment for its listeners and effective selling for its advertisers.

**SOUTHWEST VIRGINIA**

Because WDBJ's market represents 35.5% of Virginia's (and 7.96% of West Virginia's) total buying power!

**ASK FREE & Peters**

---

**Firm Seeks Specific Price Tags**

Dorothy Thackrey's KLAC-TV Los Angeles was prefaced last week in the Commission to require naming of property. Mrs. Thackrey has sold

**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**WDBJ**

Again... Why Buy

WDBJ alone covers Roanoke and most of Southwest Virginia, a rich and rapidly growing market with Billion Dollar Buying Power! (S. M.) • Now in its 25th year of service, WDBJ represents preferred entertainment for its listeners and effective selling for its advertisers.

**SOUTHWEST VIRGINIA**

Because WDBJ's market represents 35.5% of Virginia's (and 7.96% of West Virginia's) total buying power!

**ASK FREE & Peters**

---

**Fall Business**

(Continued from page 21)

as compared to this year's 16%, and 15% (against this year's 4%) failed to answer the question.

Does this apportionment between programs and announcements differ from last fall's—if so, in what way? (See Chart III).

Almost half (49%) of the agencies reported their fall plans for non-network radio called for no change from last year's ratio of program vs. announcement expenditures; 17% planned to spend more on programs, and 22% estimated a greater share than last year for announcements.

In the poll taken last year, the number of agency executives stating that they planned to increase program expenditures was greater (22%) than this year (17%), as was the number predicting heavier announcement purchases (34% in
BROADCASTING  •  Telecasting

Tell 'em about A. U.* when they want a future in Audio-Video

Give young hopefuls sound advice—right from A. U.'s radio-television course leading to B. S. degree with major in Radio-TV. It's taught by prominent Washington professionals.

COURSES: • writing • mike technique • music • newswriting • acting • sales • announcing • production management • public service programming • policies & regulation • related courses in the School of Social Sciences and Public Affairs.

For complete details, or registration for Fall semester, write Di- rector of Radio and Television.

*The American University
1997 F St., N. W.
Washington 6, D. C.

STATISTICIAN BOND

Chances on WRL Show Listed

By Hearing Examiner

FOR statistics lovers, FCC Hearing Examiner J. D. Bond inserted into his recommendation for a new station in the WARL Arlington (Va.) lot-tery proceeding [BROADCASTING, Aug. 9] a footnote on listeners' chances of being called on quiz shows.

Noting that the program in question was carried every half hour, Mr. Bond wrote:

A conservative estimate of 5,000 calls per year and 270,000 Washington tele- phone subscribers indicates that everyone might be called at least 30 times, except for the element of chance selection. Which would result in some multiple and some omitted calls. The probabilities might interest the mathematician inclined. For example if the experience-indicated rate of WARL winner production should be maintained for 126 days, then all of the assumed 270,000 Washington telephone subscribers might expect to become winners in slightly more than 7 per cent, for the uncontrollable caprice of chance and the inevitable fate of mortality.

ATTORNEY'S NEW BOOK ON LIEF OFF PRESS PERMISSIBILITIES OF LIEF by P. F. Ashley, Seattle attorney, U. of Washington Press, 71 pp. $1.35.

DEFINING libel the author notes "the law is evolving to treat a false broadcast as a libel," although formerly defamatory material via radio was regarded as slander. Since the laws of libel are more severe than those relating to slander, Mr. Ashley's guide to the danger points should be useful to radio personnel, and especially newscasters and writers.

Even the well-intentioned may open themselves to damage suits unless extremely careful, Mr. Ashley points out. Libel laws and judicial determinations also vary from state to state, and Mr. Ash- ley cautions that a newspaper cir- culating in several states would be subject to their respective libel laws. Presumably the same principle would apply to radio stations whose broadcasting area extends beyond the borders of a single state.

The book contains a five-page checklist of words and expressions which should be considered libelous from the article (or broadcast) itself, without reference to outside circumstances.

Status Quo on Baltimore Gag Case; Hearing Oct. 1

DUE to court instructions that no briefs should be filed in the Balti- more "gag rule" controversy until after the trial of the accused mur- derer is over, there were no develop- ments on that front last week. Five Baltimore stations and a news editor are awaiting Oc. 1 contempt hearings on a charge that they broadcast details of crime news in violation of a local court rule [BROADCASTING, Aug. 9].

NAB, ANPA, the American Civil Liberties Union and others have attacked the rule and come to the defense of the stations.

WSVS Crewe, Va., Reports Its Tower Was Sabotaged

WSVS Crewe, Va., has reported that its 394-foot tower was "sabo- tagged" last Thursday, "by what police authorities say was an instru- ment like a bolt cutter." Four guys were cut, the station reports, and the tower collapsed, interrupting broadcastings for nine hours while a temporary antenna was erected.

An automatic time device set the time of the tower collapse as 2:21 a.m., Thursday, Aug. 12. WSVS officials have announced that the station will continue operation with the temporary an- tenna while a new one is being built.

"WONDERLAND * IS BIGGER THAN MARYLAND," said Alice

"But that would make Wonderland bigger than New Jersey or Massa- chusetts or Delaware too," said the timebuyer.

"Well, we do cover a lot of terri- tory down here in Texas," said Alice. "And speaking of Delaware, there are more people in Wonderland than the whole state of Delaware. So isn't it nice that you can tell them about your clients' products over the one station that's programmed just for them? Better write KBKI for avail- abilities."

*WONDERLAND: the 13,000 square miles where almost 300,000 Texans listen regularly to KBKI.
Scott Decision (Continued from page 26) gorous sophistry that seems to be increasing these days."

FCC currently is pondering the case of WHAM, which is on temporary license pending further study of a complaint that it had refused air time to "Free Thinkers" organization [BROADCASTING, May 3].

Petition to FCC

Religious Radio Assn. a fort
ight [BROADCASTING, Aug. 2], filed a petition with FCC asking clarification of the decision. RRA was fearful that the decision as it now stands might be construed to mean that stations "must make a right of reply available to atheists every time they broadcast church services, prayers, Bible readings, and other kinds of religious programs."

Contrasting the United States Constitution with that of the Soviet Union, Rep. Kersten cited the difference "between the case of the atheists and that of the radio station."

Article 134 of the USSR Constitution, he pointed out, reads, in part, as follows:

"Freedom of religious worship and freedom of anti-religious propaganda is recognized for all citizens."

The United States Constitution, he said, reads, in part, as follows:

"Congress shall make no laws respecting the establishment of religion or prohibiting the free exercise thereof."

"The Soviet Constitution," Rep. Kersten explained, "puts religion and atheism on an equal basis. The American Constitution makes no reference to atheism whatsoever. Atheism is foreign to our basic philosophy of government. There is no controversial public question in our philosophy of government as between religion and atheism. The framers of our form of government assumed the existence of God was beyond controversy in the minds of the founders of our government."

The legislator added that individuals may have a legal right under the freedom of speech clause to advocate atheism "all they wish" but that this, in itself, did not make atheism a "controversial public question."

"No one," Rep. Kersten declared, "will contend that the radio stations would have to give the 'Murder, Inc.' the same radio time as they give the police department in its efforts to protect human lives."

Donald Counihan, assistant to the legislator, said Rep. Kersten had "nothing definite in mind for legislation," but did intend to bring up the matter for the attention of the Harnes Committee.

Mr. Counihan said the legislator had been interested in and was familiar with activities of the committee.

Heffron Article

Rep. Kersten entered in the Congressional Record an article by Edward J. Heffron, president of Religious Radio Assn., entitled "Atheism Bids for a Place on the Air," which appeared in the July issue of Columbia Magazine. In the article, Mr. Heffron pointed out that "God is officially recognized in the Declaration of Independence as the source and founda

tion of our liberties, as the bedrock of American democracy. The father of our country said 'religion and morality are indispensable supports of good government.'"

He cited the Supreme Court decision in the case of Holy Trinity Church vs United States, proclaiming that "This is a religious people. This is historically true," and
Stock Dispute
(Continued from page 36)

ation of the four previously un-

issued shares.

Mr. Nelson contended that Bar-
bara Leighton's interest mean-
while had been increased to 15
shares by the purchase of 11
shares by Mr. Benjamin Dubb (4
shares), Bradley Kincade (4),
and Prentiss Carnell Jr. (3).

He said Mr. Leighton bought
these for a total of $9,500, and
that another share was acquired
from Mr. Carnell for $700 and
issued to Harold Salerno, company
accountant, to hold for the benefit
of Barbara Leighton. Similarly,
Mr. Nelson claimed, Mr. Leighton
acquired the remaining share
owned by Mr. Carnell, also for
$700, and that this is now held by
James O'Loughlin, the company's
local attorney, for the benefit of
Miss Leighton.

The result, according to Mr.
Nelson, is that he and Mr. Leig-
hten have 33 shares each, but that
Mr. Leighton and Miss Leighton
have 50 of the 99 outstanding
shares in addition to four shares
held by Mr. Leighton's mother-in-

law and one by his sister-in-law.

Cities April Incident

Mr. Nelson said his partner told
him on April 1 that he had ac-
dquired control and warned him to "do his bidding or else." He said
Mr. Leighton threatened to "put
the screws" to him if he "talked
to any of the parties from whom
Leighton had acquired stock or
if he attempted to make an inves-
tigation of the stock purchases."

He said Mr. Leighton told him
on May 14, "Pal, you're through;"
that his partner dismissed him as
general manager on June 21; that
a new board of directors was elec-
ted on July 19 and that a new slate
of officers was named July 27 with
Mr. Leighton as president and
treasurer, Mrs. O'Loughlin secre-
ary, and Walter Duncan, who had
been hired as acting executive
assistant and sales consultant,

JACKPOT TOWN
It's Fort Worth—and WBAP

Listen Does It Again

WITH ODDS astronomically
against it, a major giveaway jack-
pot struck WBAP Fort Worth a
second time when a local listener
picked up ABC's $19,000 Stop The
Muddle Act 8.

By correctly identifying the mys-
tery tune, a 1901 air called "Sun
Dance," Mrs. Herbert Skelton, a
bride of two weeks, collected one
of the fabulous packages now dis-
turbing the FCC.

Bonds, a television set, an auto-
mobile, a house trailer, a bracelet
with a diamond for every birth-
day, an expensive black pearl and
Caribbean cruise were among the
jackpot items.

Last December Mrs. Ruth An-
na Bubbie, also of Fort Worth,
named Martha Graham as Truth or
Consequence's Miss Hush for a
$22,500 roundup. This also came
via ABC's Fort Worth outlet, WBA-
P.

In Mr. Nelson's former post of
vice president.

Discussing his own dismissal, Mr.
Nelson said others who "were ei-
ther dismissed or resigned be-
cause of Leighton's conduct" were
Cecil Woodland, commercial man-
ger, who, he said, was required
to return his two shares of stock
to the company at $400 per share
under a prior agreement; Edward
S. Flynn, program manager; Rob-
ert C. Cragin, promotion; Alice
Fach, secretary to Mr. Nelson;
Betty Tierney, assistant to Mr.
Woodland; Jack Rourke, control
operator-announcer; Richard Van
Patten, salesman, and Jerry Coyle,
singer and announcer.

Stockholders' Letters

In support of his petition Mr.
Nelson submitted copies of several
letters he said he had received. In
one a former stockholder, James
Healey, said Mr. Leighton had
told him he was concerned about
Mr. Nelson's mental condition and
"strange behavior." In another,
Bradley Kincade, also a former
stockholder, quoted Mr. Leighton
as saying Mr. Nelson had assumed
a dominating attitude and also
had made associations which might
damage the station's reputation,
and that therefore Mr. Leighton
wanted to get control to protect
his own interests.

There were also copies of a pur-
ported exchange of letters between
Mr. Leighton and Mr. Nelson, re-
lying to the former's complaint
that Mr. Nelson had made it im-
possible for them to determine
policies jointly.

Mr. Leighton suggested in his
letter that they select an impar-
tial third person to join them in
naming two other directors, and
asserted that otherwise he would
try to get the votes of other stock-
holders for election of such a board.
Mr. Nelson's letter responded that
the proper method was to fill pres-
cent vacancies on the board, and
asked that Mr. Leighton call a
meeting for that purpose. Mr.
Leighton responded, according to
the copies submitted to FCC, that
the informal method he had pro-
posed seemed more desirable since
it would be only a short time until
the regular election of di-
rectors.

In his petition Mr. Nelson told
the Commission that he and Mr.
Leighton had formed a partner-
ship in 1936 to operate an adver-
tising agency, and had founded
WSNY together in 1942. Mr. Nel-
sion said he was in charge of pub-
lic service, sales, personnel, pro-
motion and allied matters for both
the agency and the station, and
that Mr. Leighton was in charge
of financial affairs.

"So great was the trust which
Petitioner reposed in Leighton that
although checks . . . required a
counter-signature, for many years
Petitioner affixed his signature in
advance to all of the checks in the
check books of both the advertis-
ing agency and the radio station.
. . . All went well until February
1948 when Petitioner and his
family went to Florida for their
annual vacation," Mr. Nelson
declared.

WSNY is an independent local
operating on 1240 kc with 250 w
fulltime.

KPNI (FM) in Palo Alto
Re林ishes Its Permit

CONSTRUCTION PERMIT for
FM station KPNI Palo Alto, Calif.,
was deleted by FCC last week upon
request of Peninsula Newspapers
Inc., permittee, which told FCC it
"feels that it would be economi-
cally impractical to construct and
operate an FM station without an
AM station."

Firm said its AM request has
been pending FCC decision for 20
months after the hearing record
in the case had been closed. The
publishing firm continues to
consider it desired a joint AM-FM
operation.

The FM outlet has been function-
ing on interim operation since
July 1947. It had been granted
conditionally in December 1945.

Facilities relinquished by the
FM outlet were Class A, Channel
25B (107.1 mc), effective radiated
power 770 w.

New WCHV Building

CONTRACT for a new air-condi-
tioned studio and transmitter build-
ing has been let by WCHV Char-
lottesville, Va., station reports. To
be built at an estimated cost of
$75,000, the $1-room building is
to have dual control rooms, modern
studios and offices and living quar-
ters for one engineer. A 391-ft.
Blaw-Knox self-supporting tower
has been laid out for the new loca-
tion, WCHV reports. The 250 w
ABC affiliate announced that it
plans to put the new operation into
use in January 1949.

DON'T WORRY MR. SPONSOR

our new Califone transcription
players weigh only ten
pounds, so we can rush over
with your new show and have
it set-up in a half a
minute. Califones are two-
speed players and handle
up to 16-inch transcriptions,
either 33 1/3 or 78 rpm, with
rumble-free, wow-free and
slip-free efficiency.

GOOD!

that Califone tone quality
really brings out the very
best in recorded music and
voice. It will be a great
day for the industry when
every transcription studio, agency,
advertiser and broadcaster
is equipped with one of these
new, compact units of port-
able sales power.

now In use in over 450
broadcast stations
THE CALL IS FOR CALIFONE
Model 6-A for AC
List $54.95
Model 6-DC for AC or DC
List $74.95
Professional Discount to
Radio Stations, Advertising
Agencies and Recording
Studios Only
Model 6-A Model 6-DC
$41.25 Net $56.22

ORDER YOURS TODAY OR WRITE
FOR BULLETIN 10A

August 16, 1948 • Page 73
Wylie of Y & R Says TV Intrudes on Home

"SICKENED by the whole prospect of television," Max Wylie, program manager of the radio division of Young & Rubicam, New York, maintained in a lecture at the University of Colorado Writers Conference in Boulder, Aug. 8, that video will be "a bore, will destroy living room conversation and will multiply the divorce rate." He was discussing "The Case for Radio."

"Television will make American life even crazier than it is now, not only because of its incivility but also because of the sordid intrusion into American home life it represents. It will commandeer the whole household in a way that radio could not, because it can not be as optional as radio."

Mr. Wylie, who is a champion of AM programming and a founder of the "Columbia Workshop," predicted that video will replace AM "almost completely, and has already destroyed FM." Television, he said, will never be the "artistic medium" TV could be, because of the strain on the performers. Eventually video will become the tool of Hollywood, and memorization will be necessary.

Explaining that a network of 21 TV stations will be available by Jan. 1 to 85% of the people, he added that "it will not be too long before everyone will feel it necessary to own a set."

STATIONS STEP UP POLIO AID
Special Children's Programs Aired, Fund Drives Held as Carolina Epidemic Continues.

WITH new polio cases being reported daily in North Carolina, stations throughout the state continue their fund raising drives and special children's programs.

To date, well over $50,000 has been raised by Bob Jones and WJIG Greensboro, the station reports, for the Central Polio Hospital, being built at Greensboro. Many special programs to help in the fight have also been presented, including: An appeal by representatives of APL, CIO and the Brotherhood of Trainmen; a group of leading Negro citizens and doctors presenting their experience and work with the disease; and special features by the Greensboro Recreation Dept., Girl Scouts and Methodist churches of the city.

At Ahookie a community hospital is just being completed to serve several counties. Funds, however, were not available to purchase the necessary mechanical equipment to treat polio. WBOC Ahookie, when it started answering record requests in exchange for contributions to buy equipment for this hospital. The first goal of the station was $500 for a whirlpool bath. Money came in so fast that the station reports it also raised funds to buy a $2,400 iron lung, a $400 hot pack, three heat lamps for $600 and ten baby cribs at a cost of $500.

A series of children's programs, Let's Play at Home, is being presented by WCEC and WCEC-FM Rocky Mount in cooperation with the city Recreation Dept., station reports. Another daily children's feature is The Old Oak Tree. A weekly program, The Story Book Lady, is aired each Saturday in cooperation with the Rocky Mount Public Library. Sunday School programs are given in cooperation with the Rocky Mount Ministerial Asn. and the Colored Ministerial Asn.

Two Montreal Stations Apply for TV Licenses
CKAC and CCFV Montreal have applied for television licenses. Public hearings are expected early in October by Canadian Broadcasting Corp., at Ottawa. CKAC had the first TV station in Canada when it operated experimentally with British Baird system in 1931 and 1932, airing programs regularly, although there were but three receivers in the Montreal area.

Current plans in Montreal call for a joint television studio for CKAC and CCFV, as well as for other Montreal stations who may receive TV licenses. Plans call for studio to be built and used by stations on rental basis. In addition, Montreal TV stations will have available moving picture studios located there making French-language films. CKAC is expected to use many French films imported from France on its TV programs, and is bringing to Canada—early this fall a French TV producer, as chief program director.

NEW FULLTIME OUTLET UNDERWAY AT ALBANY
WPTR Albany, N. Y., commenced operations Aug. 6 fulltime on 1540 kc with a power of 10 kw, at its premier broadcast from the Hotel Ten Eyck attended by more than 700 persons.

Officers of the Patroon Broadcasting Co., Inc., owners and operators of WPTR, are J. Myer Schine, president; Leonard Asch, vice president and general manager; Harold Blodgett, vice president and treasurer; W. Russell David, vice president in charge of engineering; Herbert DuVal Jr., vice president in charge of sales; Louis Schine, treasurer, and Willard S. McKay, secretary. Howard Mascheimer is program director of the station.

Powerful TV Signal

TELEVISION viewers in two cities, both about 900 miles from CBS television signal in New York, last week that the signal had been received. Donald D. Brooks of Decatur, Ga., and Bill Donahue, of Wheeling, Ill., wrote CBS they picked up the television pattern, the usual range of which is 50 miles. Earlier in July a viewer in Little Rock, Ark., 1,100 miles from New York, also reported reception.

DUBS of transcription of WWI, New Orleans special events, broadcast are being made at request of foreign consuls in New Orleans for rebroadcast in Czechoslovakia, England, France and Holland. Broadcast featured European physicians being interviewed on good will tour of U. S.

Polio Sidelight
A HUMOROUS light on the fight against polio in North Carolina was credited to WBT Charlotte by the Charlotte News. When the city was being sprayed with DDT, one little fellow became quite excited as the machine went through his neighborhood. He was reported by the paper to have run into the house calling to his mother, "They're spray ing us with WBT!"

This is a Tractor

Slow, heavy, and powerful . . . the tractor is the prime mover for farm machinery. The tractor is on absolute essential to the High Plains farmer . . . just as K-TWIX-X is essential to the advertiser who wants to reach the rich farm area with one purchase coverage 111111

Your High Plains Station
Colby, Kansas
5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

Broadcasting • Telecasting
**Newspaper Opinion**

*Continued from page 28*

trol programming on radio or anything else. Fred Allen summed up the giveaway situation when he moaned that pretty soon the radio industry would consist of one washing machine giving away soap.

But we don’t go along with the thesis that jackpot radio is indisputable because it’s a lottery. This newspaper long has been convinced, and still is, that one of the most intelligent steps we Americans could take would be to drop our hypocrisy about lotteries, and have a series of bang-up sweepstakes or drags, for the benefit of our schools, hospitals, old folks and what not.

*From the Washington Times-Herald Aug. 7*

All the same, they are an indubitable blight on the quality of American broadcasting. The lure which their gambling chance presents puts at a disadvantage all programs attempting to attract an audience on its intrinsic worth. They are, in very large measure, programs of ineffable stupiditity in which the avarice of the participants is outdone by the eagerness of the sponsor to give away... . The listening public, or at least a considerable segment of it, may be temporarily aggrieved by what the FCC proposes to do; but the caliber of American radio is likely to be greatly improved.

*From the Washington Post Aug. 10*

Needless to say, for cracking down on all this, the FCC is going to be called a growth sex and a lot worse by great numbers of irate Americans dreaming of getting rich quick by being called upon to identify a bit of music or say what republic whose initials are T. D., may be our next President...

The FCC may be quite right in moving to ban them, but it will be bemoaned by God Bless America. Nowhere here but do such things happen.

*From the Washington Sunday Star Aug. 8*

Radio comedies throughout the land heaved a sigh of relief when the Federal Communications Commission announced its crackdown on those giveaway programs. "They're giving radio back to talent," commented one air executive.

*From Irv Kupfstein's column (Kup's Column) in Chicago Sun-Times Aug. 9."

The only objection to the FCC proposal is that legally they can't do anything about these Jack-ass Jackpots unless they are lotteries in fact. Unless the participants pay money or assume some obligation for the privilege of participating it is strictly illegal. The FCC can't stop them unless the radio industry wants them stopped.

*From Chicago Daily News Aug. 10*

---

**Nielsen Radio Index Top Programs**

**Report Week, July 4-10, 1948**

**Rank of Top Programs**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Time</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Suspense</td>
<td>8:55</td>
<td>WABC</td>
</tr>
<tr>
<td>2</td>
<td>Suspense</td>
<td>9:30</td>
<td>WBCO</td>
</tr>
<tr>
<td>3</td>
<td>Suspense</td>
<td>11:15</td>
<td>WOR</td>
</tr>
<tr>
<td>4</td>
<td>Suspense</td>
<td>11:45</td>
<td>WJZ</td>
</tr>
<tr>
<td>5</td>
<td>Suspense</td>
<td>12:15</td>
<td>WOR</td>
</tr>
</tbody>
</table>

---

**Facts On Which Today's Radio Decisions Are Made**

Only in BROADCASTING do you find news of ALL radio—AM, FM, TV—told all in one book, told tersely, told in the week it happened.

A few seconds to sign and mail the attached coupon insures you a full year of lens-sharp radio background—facts that mean dollars and cents by being better informed through BROADCASTING.

Mail the coupon today!
**WENR-TV**

LONG-HERALDED opening of WENR-TV, being planned in Chicago's third television station, detail last week as John H. Norton Central Division, announced Sept. 17 as the debut of operations.

Taking the air for 30 hours weekly, the new video station will combine with WXYZ-TV Detroit early in October to form a regional network and service as midwestern nucleus of a TV route which will include Milwaukee, St. Louis, Cleveland, South Bend, Minneapolis and Cincinnati, Mr. Norton said.

He was negotiating Friday with owners of the Chicago Civic Theatre, a Shakespearean-type playhouse in the north end of the Chicago Civic Opera Bldg., for a long-term lease for use as an audience participation studio, both on AM and TV. Present AM studios are now being leased from NBC in the Merchandise Mart.

Original programs will be stressed, according to Harold Stokes, WENR-TV, AM and FM manager, although news and special events will play a "heavy" part in the overall schedule. An innovation in the new phase of broadcasting will be organization of the station's own stock company, which will include both amateur and professional talent.

"A tremendous amount of reconstruction work and power readjustment has been necessary," E. C. Horstman, engineering supervisor at the Central Division, said Thursday. "Both new and larger transformers had to be in the basement by the Commonwealth Edison Co. in order to supply the huge amount of power necessary."

A 24-hour daily routine are completing interior

**KMAC Opposes Cab Firm Adjacent Antenna Plan**

KMAC San Antonio, Tex., has filed a petition with FCC opposing adjacent antenna site selected by local Yellow Cab and Baggage Co. for its two-way FM radio system. It was said to be first complaint of this nature.

Mr. Caprato, according to KMAC complaint, plans to erect tower in lot bordering the KMAC site and the station said the new FM antenna would act as a parasite radiator and would "greatly influence directional pattern of KMAC." The AM outlet is assigned 1240 kc, but the KMAC tower would be 1240 kc, station said.

KMAC pointed out in its petition that although it does not know the exact location of the Yellow Cab antenna it could not be more than 420 ft. distant from the KMAC tower. This is 0.6 wave length at 1240 kc, station said.

The AM outlet requested the Commission to reconsider its FM facilities grant to the cab company, designate for hearing Yellow's application and require FM antenna be moved.
Juvenile Delinquency
NEW FORMAT has been introduced on "We Human Beings," broadcast by WOCPP Boston in cooperation with the Lowell Institute Cooperative Broadcasting Council. Future programs will consist of a dramatic presentation of a greater Boston area juvenile delinquency problem, and at intervals in the story a panel of faculty experts will interpret the action and relate it to the community as a whole. Radio series is based on the content of regular courses at Boston College, Boston U., Harvard, M. I. T., Northeastern and Tufts.

Air Service Inaugural
INAUGURAL session of the Greater Air Lines service at Lafayette, La., was broadcast last week by KVOI, Lafayette. Ground ceremonies were tape recorded and broadcast within an hour. Wire recorder was taken aloft for a Banquet in the Air during which 36 personalities, including prominent editors and press representatives, were given a complete tour of the area in a 25-mile circuit. The program was broadcast as part of the station's evening "Break-The-Pause" series.

Political Issues
NEW SERIES on CBS television network is "Presidential Campaign," giving factual background on issues relating to the coming presidential election, as prepared by Rino Roper, public opinion director of the network. Series will start Aug. 10 and will be presented fortnightly from 7:35 to 8:00 p.m. Eastern and Pacific time on public affairs, is moderator.

Mobile Phone Demonstration
TWO-WAY telephone conversation between Betty and Floyd Pate in the studios of WHTT Hartford, Conn., and Newman Nabak Murphy, in a field equipped "Hartford Times" car eight miles away, was broadcast recently by the station.国民 of the broadcast, which reportedly took the form of a demonstration, was the inauguration of a new mobile telephone service by the Southwestern New England Telephone Co.

Canadian Report Extended
INTERNATIONAL news as well as Canadian news will be included in an extension of "Report From Parliament Hill," series recently distributed to 46 stations by Canadian Assn. of Broadcasters. Parliamentary correspondent for Sir Silas Payne, has taken over the preparation of feature. While Parliament is in session, all MPs are invited to broadcast regularly in series over their local independent stations.

Programs

British woman's viewpoint on social and civic affairs is presented in the "Julie 'n' Johnny" show by short wave pickup. Ross Birkner, British home economist, is heard via transcription on the "Robinson's" program. Mystery fans are entertained with the Saturday night show, "Appointment with Fear.

"Coaches Roundtable"
ATHLETIC directors of all Southern Indiana high schools will get together to discuss their "Roundtable," to be aired on WSCI-PM Richmond, Ind. The weekly program reportedly will be broadcast during the football season under the direction of Dick Jackson, sports editor.

"Word to the Wise"
PADS AND FACTS in everyday affairs are aired to women five minutes daily by Jim Conway and Pauley Fynn on "A Word to the Wise" over WBBM Chicago. The test news round-up will stress the humorous, interesting and informative.

Ballots
ENGLISH elementary and high school students are being asked to vote on the "Roundtable" program, which is now in progress.

Borough Drive
PREMIER showing of "Songs of the Century," conducted show at the Wisconsin Centennial Exposition, was shown Aug. 7 by WBAI-TV Milwaukee. The $100,000 musical extravaganza was built around Wisconsin's most beloved songs and features famous Wisconsin stars of radio, stage, screen and the musical world.

BBC via WTAG
LISTENERS in Central New England are now getting several programs from the BBC by way of WTAG-FM Worcester, Mass. The average "Over the Line Fence," program aired by WQFN Worthington, Ohio, is shown here, in action. Bob Miller Jr., WQFN farm service director and conductor of the program, is interviewing the farm manager of Rine's Grange in Gallovia County, Ohio, at the site of Ohio's Second Frontier and National Conservation Days to be held Sept. 23-24. Preview of the exhibition was heard on Mr. Miller's program.

"Musical Memories"
DAILY program of older melodies and poems is being conducted by Harold Stephens on WQFA Harrisburg, Va. Called "Musical Memories," the program also features background on the music and birthday and anniversary greetings. Mr. Stephens reports that he has been asking listeners to send in a card with their name attached. There are placed on a map at the station to show the listening coverage of the program. Mr. Stephens claims to have received 80 miles away from Harrisburg.

Junior Roundtable
JUNIOR roundtable program, emanating from local Jive Kennel, Columbus youth center, will be aired by ITWQ Columbus, Ind., station reports. The program, "Youth Expresses Its Opinions," will feature a panel of Indiana youths viewing their opinion of important questions of the day. The panel reportedly will feature young versus adults on the program.
Unit Demonstrated

APPROXIMATELY 3,700 persons inspected the new mobile television unit, an RCA TK 30 A, of KDYL-W6XIS Salt Lake City, last Monday afternoon during a public demonstration, station officials reported. While inspecting the unit, visitors had the whole process of televising remote events explained to them and also watched themselves on a monitor as picking up signals from a camera trained on them through the unit's roof.

KLEE-TV Equipment

EQUIPMENT for KLEE-TV Houston, Tex., is now being built by General Electric, according to an announcement by the company. A $235,000 contract covering a low-channel transmitter, antenna, and studio and remote mobile equipment was reportedly to have been signed recently. KLEE-TV expects to be in operation late this fall.

General Instrument

Ships Ownership

SALE of working control of General Instrument Corp., Elizabeth, N. J., one of the largest makers of radio and television components in the U. S., to a group headed by C. Russell Feldmann and Richard E. Laux "for about $1,000,000" was announced last week.

Mr. Feldmann, who was the founder of Transite, later sold to Philco, has been selected chairman of the board of General Instrument, succeeding Samuel Cohen. Mr. Laux, executive vice president of General Instrument since 1941, becomes president and treasurer succeeding Abraham Blumenkrantz, from whom controlling interest in the firm was bought.

The new officers would not disclose the size of the controlling bloc, beyond saying that it was more than 10%. Messrs. Cohen and Blumenkrantz have resigned from the General Instrument board, and have been replaced by Kenneth C. Meikins, president of National Union Radio Corp., and Harry E. Collin, Toledo investment banker and industrialist.

The firm manufactures variable condensers, automatic phonograph record changers, and other components. Its wholly-owned subsidiary, the F. W. Sickles Co., Chicopee, Mass., makes radio coils and permeability tuning devices.

A spokesman for the firm denied reports that General Instrument will begin making radio or television sets. He said that the only occasions in 26 years when the firm has failed to make money were two years when it was turning out its own sets. GI reported gross sales of $16,500,000 in the fiscal year ended Feb. 29, 1948.

NEW RANGERTONE INC.

RECORDER ON MARKET

RANGERTONE Inc., Newark, N. J., has begun delivery on a new portable tape recorder which is said to have higher fidelity and a wider range than was hitherto attainable with portable equipment.

One of the new sets, which cost $3900, has been sold to Standard Recorders, Hollywood, and another to Radio Diablo, the San Francisco FM outlet.

According to Rangertone officials, a sample tape has been received from Shubin, where a Rangertone is in use by Fabrica De Discas Columbia, Madrid. Another Rangertone portable has been ordered by Radio Programas de Mexico, in Mexico City. The latter firm reportedly plans to promote the interchange of Spanish-language programs between Spain and Mexico by means of the portable tape recorders.

The Rangertone portable is packaged dismantled in three cases, totaling 165 pounds in weight. The main casing is made of lightweight magnesium.

**Turntable**

**Center Your Attention On**

**Center of the Dial**

860 kc

**MILWAUKEE**

BROADCASTING • Telecasting
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2614

McNARY & WRATHALL
906 Hart Press Bldg.
Resessor Hotel
Washington, D. C.

PAUL GODLEY CO.
LABS, GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 6466
Washington 4, D. C.

Rothrock & Bailey
SUITE 604, 1757 K ST., N. W.
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
902 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

Rothrock & Bailey
SUITE 604, 1757 K ST., N. W.
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W.
Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N. W.
WASHINGTON 6, D. C. NA. 7161

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave.
ML 4151
Dallas, Texas
1728 Wood St.
Riverside 3611

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

William E. Benns, Jr.
& Associates
3738 Kanawha St., N. W.
Ordway 8071
Washington, D. C.

Anderson & Merryman
New York City
New Orleans
23 W. 42nd St., Lake Charles, La.
Longacre 5-4029 America Bldg.
6-1480

Guy C. Hutcheson
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

Robert M. Silliman
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave.
RE 6-4466
Washington, D. C.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7431, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

NATHAN WILLIAMS
AM—Allocations & Field Engineering—Fn Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

LYNN C. SMEBY
820 13th St. N. W., EX. 4073
Washington 5, D. C.

BROADCASTING • Telecasting
August 16, 1948 • Page 79
August 9 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced memorandum opinion and order denying petition for rehear-
ing filed by Yankee Network Inc., di-
rected against Commission's decision of
Dec. 7, 1947, in docket nos. 8179, 8180.

FM cases (Docket 7482 et al.), request-
ing that findings of fact and conclu-
sions in decision be corrected to con-
form to evidence brought forth in regis-
tered proceeding. Petitioner's petition for
rehearing was denied.

ACTION ON MOTIONS

By Commissioner Webster

Bunker Hill Bstg., Boston—Granted
petition requesting continuance in hear-
ing, pending settlement of hearings in
applications of Benson Bstg. Co., Inc.,
The Northern Corp., Boston Radio Co., Inc.,
and Bunker Hill Bstg. Co., for FM stations
in Boston; continued hearing indefinitely.

Yamhill Bstgs., Inc. and McMinn-
ville Bstg. Co.—Denied petition of Yamhill requesting
continuance of application without prejudice of its
application for new station; on Com mission's
own motion, dismissed said application,
and removed from hearing docket application
of McMinnville Bstg. Co.

Mahaska Bstg. Co., Oskaloosa, and
KWJ, Waverly—Grant petition of Mahaska
requesting dismissal without prejudice of its
application for new station; on Commission's
own motion, dismissed said application,
and removed from hearing docket application
of KWJ.

Broadcasting Foundation Inc., Buf-
fal o—Action on petition for leave to
amend application passed over for one
week.

WBJJ Adrian, Mich.—Granted petition
for leave to amend application to show
acceptance of applications in lieu of
application for new station; on its own
motion, dismissed petition.

Star-Times Pub. Co., St. Louis—
Granted petition for leave to apply
for time extended to Sept. 10.

Keystone Bstg. Corp., Harrisburg;
York, and Reading—Ordered petition
petitioning for leave to file applications for
new stations; record be reopened to
petitioner.

August 9 Applications . . .

AM—1340 kc
The Windham Bstg. Co., Willimant-
town, Mass.—Granted petition of station
1340 kc w std. un. w. AMENDED to
change power, etc., for extension of licen-
sable period.

AM—1280 kc
Eugene Bstgs. Inc., Eugene, Ore.—
Granted petition of station 1400 kc w std. un.
AMENDED to change frequency and power if
license to be renewed.

AM—295 kc
KWOC, St. Louis, Mo.—Granted petition
of station 1290 kc for time extended to Sept.
12.

AM—430 kc
WAGT, Augusta, Ga.—Granted peti-
tion for extension of time to file
applications in Commission's proposed
docketting to show probability of public
interest in the proposed application.

WABC New York, N. Y.—Petition
for leave to file applications in lieu of
applications filed by WABC for new
FM station.

WBTN—FM Springfield, Mass.—
Petition for leave to file applications in lieu of
applications for new station.

WFLA-CP, Tampa, Fla.—Sealed
petition for leave to file applications in lieu of
applications for new station.

WOR, Clifton Park, N. Y.—Petition
for leave to file applications in lieu of
applications for new station.

When you think of

REPLACEMENTS

When you think of REPLACEMENTS...

You think of AMPEREX...

AMP (American Radiotube Manufacturers)

AMP is leading the development and produc-
tion of the most modern vacuums for your
modern electronic equipment.

When you think of REPLACEMENTS, think of AMPEREX...

AMPERE ELECTRONIC CORP.

25 Washington Street, Brooklyn, N. Y. 11-19 Smithfield Road, Toronto, Ontario, Canada

August 9 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced memorandum opinion and order denying petition for rehear-
ing filed by Yankee Network Inc., di-
rected against Commission's decision of
Dec. 7, 1947, in docket nos. 8179, 8180.

FM cases (Docket 7482 et al.), request-
ing that findings of fact and conclu-
sions in decision be corrected to con-
form to evidence brought forth in regis-
tered proceeding. Petitioner's petition for
rehearing was denied.

ACTION ON MOTIONS

By Commissioner Webster

Bunker Hill Bstg., Boston—Granted
petition requesting continuance in hear-
ing, pending settlement of hearings in
applications of Benson Bstg. Co., Inc.,
The Northern Corp., Boston Radio Co., Inc.,
and Bunker Hill Bstg. Co., for FM stations
in Boston; continued hearing indefinitely.

Yamhill Bstgs., Inc. and McMinn-
vil le Bstg. Co.—Denied petition of Yamhill requesting
continuance of application without prejudice of its
application for new station; on Commission's
own motion, dismissed said application,
and removed from hearing docket application
of McMinnville Bstg. Co.

Mahaska Bstg. Co., Oskaloosa, and
KWJ, Waverly—Grant petition of Mahaska
requesting dismissal without prejudice of its
application for new station; on Commission's
own motion, dismissed said application,
and removed from hearing docket application
of KWJ.

Broadcasting Foundation Inc., Buf-
fal o—Action on petition for leave to
amend application passed over for one
week.

WBJJ Adrian, Mich.—Granted petition
for leave to amend application to show
acceptance of applications in lieu of
application for new station; on its own
motion, dismissed petition.

Star-Times Pub. Co., St. Louis—
Granted petition for leave to apply
for time extended to Sept. 10.

Keystone Bstg. Corp., Harrisburg;
York, and Reading—Ordered petition
petitioning for leave to file applications for
new stations; record be reopened to
petitioner.

August 9 Applications . . .

AM—1340 kc
The Windham Bstg. Co., Willimant-
town, Mass.—Granted petition of station
1340 kc w std. un. w. AMENDED to
change power, etc., for extension of licen-
sable period.

AM—1280 kc
Eugene Bstgs. Inc., Eugene, Ore.—
Granted petition of station 1400 kc w std. un.
AMENDED to change frequency and power if
license to be renewed.

AM—295 kc
KWOC, St. Louis, Mo.—Granted petition
of station 1290 kc for time extended to Sept.
12.

AM—430 kc
WAGT, Augusta, Ga.—Granted peti-
tion for extension of time to file
applications in Commission's proposed
docketting to show probability of public
interest in the proposed application.

WABC New York, N. Y.—Petition
for leave to file applications in lieu of
applications filed by WABC for new
FM station.

WBTN—FM Springfield, Mass.—
Petition for leave to file applications in lieu of
applications for new station.

WFLA-CP, Tampa, Fla.—Sealed
petition for leave to file applications in lieu of
applications for new station.

WOR, Clifton Park, N. Y.—Petition
for leave to file applications in lieu of
applications for new station.

When you think of REPLACEMENTS...

When you think of REPLACEMENTS...

You think of AMPEREX...

AMP (American Radiotube Manufacturers)

AMP is leading the development and produc-
tion of the most modern vacuums for your
modern electronic equipment.

When you think of REPLACEMENTS, think of AMPEREX...

AMPERE ELECTRONIC CORP.

25 Washington Street, Brooklyn, N. Y. 11-19 Smithfield Road, Toronto, Ontario, Canada

Page 80 • August 16, 1948

BROADCASTING • Telecasting
Save up to $1200 a year in filament power

...with the new RCA-5671

Here it is... a triode for 50-kilowatt transmitters... a tube that draws 60 per cent less filament power than a conventional pure-tungsten-filament type. Here is a tube that makes possible approximate savings of $1200 a year* in standard transmitters.

This unusual economy results from the use of a thoriated-tungsten, multi-strand filament of proved design... that provides a reserve of emission for long, uninterrupted service... that reduces hum modulation below FCC requirements—even without feedback.

To obtain all the power-tube performance you pay for, buy RCA tubes. They're available, for your convenience, directly from RCA... or from your local RCA Tube Distributor. For full information, write: RCA, Commercial Engineering, Section HP36-2, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

*Based on the operation of four tubes for 6500 hours at 1 cent per kilowatt-hour.

RCA - The power triode with thoriated-tungsten filament
Jackson, Mississippi, rates above the average of cities of approximately the same size in different parts of the United States in population growth since 1940, family effectiveness, income, and retail and wholesale sales volumes.
NAB By-Laws Committee To Hold Meeting Aug. 19

BY-LAWS committee of NAB will meet Aug. 19 at the Cavalier Hotel, Virginia Beach, to work out details and language of proposed changes to the association's by-laws. Decisions of the committee will then be reported to the next NAB board meeting in November for approval.

Attending will be G. Richard Shafto, WJS Columbia, S. C., chairman; Michael Hanna, WHCU Ithaca, N. Y.; Campbell Arnoux, WTAR Norfolk, Va., and C. E. Arney, Jr., NAB secretary-treasurer who will act as secretary of the committee.

KTB, 'TACOMA TIMES' SEEKING TV CHANNEL

INITIAL commercial television application for Tacoma, Wash., was filed Aug. 5 by Television Tacoma Inc. [Broadcasting, Aug. 9]. Facilities requested are Channel 4 (66-72 mc) with 12 kw visual and 6 kw audio.

Principals in the application were shown to KTB, Tacoma, and the Tacoma Times. Officers and directors of Television Tacoma, as listed by the newspaper, are H. J. Quilliam, president; E. W. Scripps and George Skaugset, vice presidents; Harold L. Woodworth, treasurer; J. G. Scripps, secretary, and A. E. Blair, assistant secretary.

Mr. Quilliam is also president of KTB and heads the Washington Assn. of Broadcasters. E. W. Scripps is chairman of the board of The Tacoma Times Pub. Co. and J. G. Scripps is a member of the board. Both are officials of KVNI Coeur d' Alene, Idaho, and KNEW Spokane. Scripps interests, the Times points out, pioneered the television field in Cleveland with the construction of WEWS there.

The interests of other officials in Television Tacoma, as shown by the Times, are: Mr. Woodworth, contractor; Mr. Blair, corporation lawyer, and Mr. Skaugset, business manager of the Times.

SENATE FAILS TO ACT ON WENE NOMINATION

THE SENATE, before adjournment, failed to act on President Truman's nomination of Elmer H. Wene, official of two New Jersey stations, for the post of Assistant Secretary of Agriculture.

Mr. Wene, president of WTTM Trenton and WSNJ Bridgeton, was nominated by the President Aug. 7. He had been nominated previously for the same post in June but indicated he did not want the job. No appearance was made by Mr. Wene early in July when he was scheduled to take the oath of office at the same time that Albert J. Loveland was to have been sworn in as the new Under Secretary of Agriculture. Mr. Loveland was sworn in alone following a day's delay.

A former member of Congress, as well as the State Senate, the 56-year-old Mr. Wene has been mentioned prominently in Democratic circles as that party's candidate for Governor in 1949.

Mr. Wene, who operates a chicken hatchery in Vineland, N. J., may not receive a recess appointment from the President for the agriculture post to succeed Charles Brannan, who was named secretary.

KANS Wichita's Power Up to 5 kw D, 1 kw N

POWER of KANS Wichita, Kans., a NBC affiliate, was increased July 31 to 5 kw daytime and 1,000 w night on a new frequency of 1480 kc, Archie J. Taylor, station manager reported.

Mr. Taylor described installation of four 200-ft. towers and a new transmitter, at a total cost of $75,000, as another current improvement. The station has occi- dented studies at 1015 North Broadway.

More DuMont Programs

EFFECTIVE yesterday (Aug. 15) the DuMont Television Network began serving its television stations on the south-bound coaxial cable with twice as much programming as it had previously. Originating at WABD New York, key outlet of the network, the schedule provides for a daily total of four hours of programming for delivery to WBYG Washington, WMAR-TV Baltimore and WFiL-TV Philadelphia.

TV Survey in Ohio

A SURVEY by television set distributors in Northeastern Ohio shows that, as of Aug. 1, there are now 5,390 television receivers in operation in that area, according to officials of WEWS (TV) Cleveland. There were 6,087 home and 2,303 public receivers. The total represents a substantial gain over the July 1 figure of 7,100 and an increase of more than 240% over the May 1 figure of 3,402.

In Atlanta it's WCON

THE ATLANTA CONSTITUTION STATION

479,973,000 retail sales of WCON's one group area were made in the last ninety-nine million, six hundred and seventy thousand dollars in 1947.

WCON is the medium to help get your share. Write Headley-Read Com- pany for available information.

More Time on CBC Networks

WITH THREE political party conventions in Canada this summer, Canadian Broadcasting Corp. policy on broadcasts from political party conventions has been altered. It allows broadcasts from each of the three conventions, and special time for the fourth major political party on CBC networks during August and September.

The Liberal Party Congress to choose a new leader and party platform was held at Ottawa, Aug. 5-7, the Progressive-Conservative Party Conference for the same purposes is being held at Ottawa early in October; the Bi-Annual Convention of the Co-operative Commonwealth Federation (Social- ist) Party is being held this au- tumn at Winnipeg. This leaves the Social Credit Party to allotted free time on the networks.

Political Parties Get

It is yet to be determined whether the Liberal, Progressive-Conservative and Co-operative Commonwealth parties will hold conventions this year. If so, the network will permit free time to each.
CERDICTRE SPEER formerly with Sports Inc. and previously with ALLIED ARTS
WMPM Memphis, Tenn., has joined radio and television department, public relations division of National Assn. of Manufacturers.

BROADCAST MEASUREMENT BUREAU has announced that 30 stations conducting the BMB Interim Audience Study last March may now obtain reports on other participating stations. Others desiring report may request it directly from individual stations or from BMB at slight charge. Interim Area Report, now in preparation will be mailed late this month to BMB subscribers, AAA agencies and ANA advertisers. Others may obtain report for $3.50.

ASSOCIATED ACTIVITIES Inc., Minneapolis, processor of premium and contest responses for national advertisers, has scheduled opening of its newly-built Minneapolis plant Oct. 1. Plans are underway for branch offices in New York and Chicago sometime next year.

WEST HOOKER Co., has been organized at 3 E. 81st St., New York, to package shows for television. Firm produces mostly live shows but has a few film features. Its "The Telegraph" series is now telecast over WNBT New York.

JOSEPH CARLETON REAL, former public relations director of City College of New York, has joined Westinghouse Electric & Mfg. Co., New York, on Aug. 15 opened own publicity and public relations office, 500 W. 42nd St., New York. City College will be one of his accounts.

MICHAEL HAGopian, cameraman, has been signed by Telefilm Inc., Hollywood, for year's assignment covering unusual stories in Middle East for weekly television series "Yellow Brick Road." Firm now has 10 cameramen covering assignments all over the world.

FREDERICK B. FOLKS, director of radio at Bradley U., Peoria, will become instructor in radio at Texas Christian U. Fort Worth, in September. He will be part of summer studying television operations at WBOC-St. Louis.

CHARLES GORDON and YVONNE ENGELMAN have opened public relations and advertising offices under name of Gordon & Engelman at De Yon Building, 509 Market St., San Francisco. Telephone: Douglas 2-8377.

JACK ROURE head of Jack Rourke Productions, Hollywood, and Jock Laos, Selznick Studio publicist, have announced their marriage.

Equipment

GENERAL ELECTRIC, New York, has announced new division, called Industrial and Transmitting Tube Division that has been formed within Tube Division. New division will consolidate all sales, design engineering and manufacturing activities related to former Pennsylvania Electronics Division, makes retouching for Industrial and power users. GEORGE H. HEWELL has been appointed manager of new division.

WALTER H. THOMAS, president of Telefilm Inc., has been appointed manager of new division.

PETERSON have been appointed assistant managers, O. W. PRICE, Jr. of Tube Division has been appointed manager of engineering, Tube Division.

ANDREW Corp., Chicago (transmission lines, antenna equipment), has issued a new general price list, offering tabulation of all transmission lines, antennas, and related equipment manufactured and sold by the firm.

HOBART C. McDaniel has been appointed manager, Technical Service in the public relations department of Westinghouse Electric Corp., Pittsburgh, Pa. Mr. McDaniel joined Westinghouse Lamp Division in 1939, as commercial engineer. He joined Technical Service Press in 1936. He succeeds CARL E. NAGEL, resigned.

RCA TUBE Dept., has announced new tool for quick identification of electron tube connections is available in new RCA booklet, "Tringle Finder" which has been prepared by RCA and available at the per copy.

BENDIX RADIO Div., Baltimore, has announced a new television receiver model: Model 235MI with a tina of $239.50, and Model 323M8, list price, $399.50.

ARL W. SCHAFFER has been appointed manager of Westinghouse Home Radio Division, Schenectady, N.Y. Mr. Schaffer has been in charge of engineering development and research, and previously had held administrative, manufacturing and engineering positions in the division.

BELMONT RADIO Corp., Chicago, subsidiary of Raytheon Mfg. Co., has announced new, lightweight, portable telecommunication receiver that operates on either AC or DC. To be known as Raytheon-Belmont, the set has seven-inch screen, indoor aerial, and retailing for $179.50.

CHARLES T. HAI-ST Jr. has been named General Electric's broadcast equipment representative for northern California and eastern Nevada. He succeeds FRANK B. BARNES, who has been transferred to branch of company at Syracuse, NY, as assistant to sales manager of transmitter division.

WESTINGHOUSE Inc. has introduced 1494 line of TV and radio receivers including two new color and ten radio sets. Console combining TV, AM, FM, and automatic record players listed to retail between $395 and $495.

TOP Productions Inc. ("Television on Parade"). New York, is producing film commercials for video. Series will be an enhanced new pre-shave body softener manufactured by C. R. Mackenzie Ltd.

Income for Spending Up 4% in 1948 1st Quarter

CONSUMERS' disposable income, that amount available for spending after payment of personal taxes, increased more than 4% during the first quarter of the year, the Dept. of Commerce announced last Tuesday.

Factors contributing to the increase, the Department's Office of Business Economics disclosed, were reduced tax payments starting in May and in June of personal income to an annual rate of $211.9 billion from $207.2 billion in the previous month. The June increase resulted from the absence of July increases in the effects of third-round wage increases in some of the durable-goods industries and higher prices paid farmers for livestock products. Bulk of the increase was centered in factory pay rolls.

Ziv Show Expands

FREDERICK W. ZIV Television Programs Inc., Los Angeles, has notified sponsors of its Sports and TV show, that football, basketball, boxing, wrestling, horse racing, golf, swimming and tennis "Alumns" will follow current baseball series, at rate of three-per-week during coming year. Stations carrying series: WCBS-TV New York, WYF-JT Pittsburgh, WBZ-TV Boston, WOEN-TV Buffalo, WWJ-TV Detroit, WERE Cleveland, WLWT Cincinnati and KSD-TV St. Louis.

ADVERTISING AND Sales College of radio and television at Los Angeles State, announces new course in Advertising for Sept.

WSL JACKSON MISSISSIPPI
5000 WATTS Day & Night
930 K.C.
American Broadcasting Co.

BRODxCASTING & Telecasting

WEB & EOMpany NATIONAL REPRESENTATIVES
FM LEADER!

110-mc ring-seal power tetrode streamlined for new transmitters. Forced-air-cooled. A pair will put out more than 3 kw, with only 120 w drive required!

Also best for your final stage because...

1. Tube installation or replacement takes only a few seconds (see sketch).
2. Wide terminal-contact areas greatly increase h-f efficiency.
3. Internal shielding is complete... tube inductance low... little if any neutralizing is needed.

Taileored to your needs as builder or designer of new broadcasting equipment, Type GL-7D21 is the right tube for medium-power FM. Check the low drive requirement of 120 w—real economy!—against an output (push-pull in open-line circuits with proper external shielding) of well over 3 kw. Note the convenience of forced-air cooling!

Study the tube’s other advantages given above, then add plus-features like silver-plated contacts to reduce r-f losses; strong, lasting Fernico metal-to-glass seals; trim contour and compact construction to match the other advanced components of your ultra-modern transmitter.

One of a distinguished family of ring-seal power tubes for FM and television, the GL-7D21's brilliant all-around performance also marks these larger types:

GL-5513. A 220-mc forced-air-cooled triode, with typical Class C output (per tube) of 2.45 kw.
GL-5516. A 110-mc forced-air-cooled triode with typical Class C output (per tube) of 6.4 kw.
GL-9C24. A 220-mc triode, cooled by water and forced air, with typical Class C output (per tube) of 9 kw.

In this group is a tube directly suited to your requirements, no matter what type or size transmitter now is on your drawing-boards. For prices and detailed information phone your nearby G-E electronics office, or wire or write to: Electronics Department, General Electric Company, Schenectady 5, New York.

G E N E R A L E L E C T R I C


BROADCASTING • Telecasting

August 16, 1948 • Page 85
COLLEGE PROFESSORS ORGANIZE TV COURSES

PROFESSORS from Northwestern U., Illinois Institute of Technology and Michigan State College, after taking television training at WBKB, the Balaban & Katz duMonde station in Chicago, this summer, are organizing new TV courses for their students.

Don Fedderson, chairman of the School of Speech at Northwestern, is opening a seminar for a limited number of upperclassmen and selected students. Instructors are all WBKB trainees. The university is planning to construct a miniature television studio, the primary training, Mr. Fedderson said.

Theodore Lindgren, chairman of the Visual Education Dept. at Illinois Tech in Chicago, is preparing a TV course on programming which will be given as soon as space at the school is available for a studio laboratory.

J. D. Davis, professor in radio at Michigan State's Dept. of Speech, has begun lectures in our next month. Prof. John Dietrich of the U. of Wisconsin will arrive in Chicago for WBKB training late this month.

Another plan is open also to video stations with construction permits and to advertising agencies.

Sterling Drug Shows 3% Increase in Sales

STERLING DRUG Inc., and its subsidiary companies, radio advertising supported a net profit increase, before deductions of preferred dividends, of $7,584,579 for the first six months of 1948 ending June 30. Tax deductions were computed in arriving at the figure.

James Hill Jr., president of the company, announced that sales for the first half of the year reached $68,006,796.

(Continued from page 50)

kind has mounted since the Zenith Annual meeting held in Chicago on July 27, attended by stockholders, dated April 30, 1948. A number of news releases and newspaper articles carrying what purports to be a statement from you at the July 27 meeting of Zenith stockholders which implies participation by telephone companies in phoneline broadcasting had appeared.

The telephone companies referred to presumably include Bell Companies, especially since they are the ones serving most of the areas in which television broadcasting has started or is imminent.

Below are some typical excerpts from such releases:

"... it will not be long before you will be able to call your telephone operator and, without any interference with your regular telephone service, see first-run movies on your phoneline-television receiver for a modest charge which may appear on your monthly telephone bill." From Zenith Annual Report-statement dated July 2, 1948.

"... in the near future you will be able to call your telephone operator and say, 'I want to see 'Gone With The Wind' on the Busch Thunderbird which appears on my monthly telephone bill.' " From Zenith Annual Report-statement dated July 2, 1948.

"... you will see it over your phoneline receiver, and at the end of the month find a charge of 75 cents, which will appear on your monthly telephone bill. Your payment will be divided between the telephone company, the television company and the producer of the entertainment." From Zenith stockholders April 30, 1948.

"... you will never again see it as we want it for the telephone companies have a billion dollar investment in their phoneline equipment." From Zenith Annual Report-statement dated July 2, 1948.

"... the network will be able to provide a complete service to the subscriber without any expense to the telephone company." From Zenith Annual Report-statement dated July 2, 1948.

"... the network is being organized by the telephone companies and the cost of the service will be borne by you at the rate of 5 cents a month." From Zenith Annual Report-statement dated July 2, 1948.

"... the telephone company will provide the service to you for a small charge, and the cost of the service will be borne by you at the rate of 5 cents a month." From Zenith Annual Report-statement dated July 2, 1948.

"... in the near future you will be able to call your telephone operator and say, 'I want to see 'Gone With The Wind' on the Busch Thunderbird which appears on your monthly telephone bill. Your payment will be divided between the telephone company, the television company and the producer of the entertainment." From Zenith Annual Report-statement dated July 2, 1948.

"... you will see it over your phoneline receiver, and at the end of the month find a charge of 75 cents, which will appear on your monthly telephone bill. Your payment will be divided between the telephone company, the television company and the producer of the entertainment." From Zenith Annual Report-statement dated July 2, 1948.

"... you will never again see it as we want it for the telephone companies have a billion dollar investment in their phoneline equipment." From Zenith Annual Report-statement dated July 2, 1948.

"... the network is being organized by the telephone companies and the cost of the service will be borne by you at the rate of 5 cents a month." From Zenith Annual Report-statement dated July 2, 1948.

"... the telephone company will provide the service to you for a small charge, and the cost of the service will be borne by you at the rate of 5 cents a month." From Zenith Annual Report-statement dated July 2, 1948.

"... you will never again see it as we want it for the telephone companies have a billion dollar investment in their phoneline equipment." From Zenith Annual Report-statement dated July 2, 1948.

"... the network is being organized by the telephone companies and the cost of the service will be borne by you at the rate of 5 cents a month." From Zenith Annual Report-statement dated July 2, 1948.
Respects
(Continued from page 50)
Commission, predecessor of the present FCC. His ability as a trial lawyer soon led to his designation as Chief trial attorney.

Named to aid the Justice Dept. in prosecuting criminal violations of the Radio Act, he drafted the first criminal indictment ever returned by a federal grand jury under that law when he was the counsel of the U. S. vs. Fellow, involving (1) operating a station without a station license, and (2) operating without an operator's license. The late U. S. Judge Parris, of St. Louis, before whom he won a conviction, commended him publicly as the best attorney who had ever represented a Washington agency in his courtroom.

Other criminal prosecutions followed, all of them successful, and late in 1929 Mr. Spearman was made FBC's assistant general counsel. He handled several appeals for the Commission and lost only one—a case in which he had told the Commission in advance that its decision was wrong and could not be supported.

When he resigned to enter private practice on June 10, 1931, Gen. C. McK. Saltzman, then chairman, gave him a letter in which the Commission recognized that "on very many occasions when new and trying legal problems incident to radio matters have confronted it (FBC), your leadership has been most assiduously without regard to hours, and rendered the Commission valuable service."

Entered Private Practice
Mr. Spearman entered private radio practice in Washington with the late Thomas F. Littlepage in September 1931, and was a partner in the firm of Spearman & Roberson on July 11, 1934, when the FCC was organized, to become its first general counsel. He served until June 30, 1936, when he returned to private practice.

Partners in his firm have included the late Sen. Hubert D. Stephens of Mississippi and the late Judge E. O. Sykes, also a Mississippian and a former FBC and FCC member and chairman. Mr. Spearman now heads the law firm of Spearman & Roberson, in which he is associated with three partners: Judge Frank Roberson; his brother, John C. Spearman, and Russell Rowell.

Mr. Spearman probably has tried as many technical radio cases as any communications attorney in practice today, but is best known, perhaps, for his representation of the Regional Broadcasters Committee in the perennial clear-channel proceedings before the FCC.

More recently he won a notable victory over the Commission in an appeal taken for WCKY Cincinnati in one of the so-called daytime skywave cases, when an appeals court held with him that FCC may not grant an application without first affording a hearing to any interested party that claims it will suffer interference.

True to Native State
Prosperous and demanding though it is, Mr. Spearman does not permit his law practice to interfere with his interest in his native state, and, particularly, its political affairs. It is a by-product of his friendship that "no matter where his was are, his heart's in Mississippi."

He was born May 24, 1898, at Amory, Miss., the son of Marcus D. and Sarah Jane (Green) Spearman. From his father, an outstanding mathematician, he inherited an adroitness at the exact sciences which has served him well in his work in radio engineering. He was educated at Mississippi State College and Cumberland U. Law School, and, on Dec. 19, 1919, he married Effie May Holley, of Hamilton, Ala.

From the heavy-voting northeast section of Mississippi, where his family has been identified with state politics for three generations, Mr. Spearman has been a delegate to the Mississippi State Democratic Convention continuously since 1924, and was a delegate to the national conventions of 1932, '36, '40, and '44. He also was one of the youngest members of the party's State Executive Committee, on which he served for eight years.

While still a student at Mississippi State he led in a successful campaign for a bond issue to establish the first high school and junior college in his home county. He contributed the land and designed the main building of the Tremont High School, one of the largest consolidated schools in Mississippi, and when money to complete and equip the building ran low, he and a cousin put up the necessary additional funds.

He has retained his membership in the Methodist Church, the Methodist Church, the rural community where he grew up, and is still a member of the Ma- sonic Lodge to which his father and both grandfathers belonged and to which he himself has served as Worshipful Master.

Aside from his law practice and Mississippi, his hobbies are (1) his family, and (2) the study of technical publications of all sorts. He and Mrs. Spearman have four children and three grandchildren. The daughters are Mrs. Sarah Paul Thompson, Mrs. Louise Imogene Luther, Mrs. Marguerite Sue Mag- gregor, and Miss Eloise Lenore Spearman, a 1948 graduate of George Washington U. in Washing- ton, where she made Phi Beta Kappa during her junior year.

But the grandchildren, Diane Thompson, 9; Lynda Luther, 1, and Bruce Macgregor, 5 months, are the final bosses. He proudly admits they're the only authorities to whom he has never entered an ob- jection.

Questioning of Employees
By WSB Brings Censure

NATIONAL LABOR Relations
Trial Examiner James R. Heming- way has recommended that the Atlantic Journal Co. (WSB) cease "interrogating its employees or applicants for employment as to their union membership or choice of bargaining representatives." The trial examiner also recommended that WSB cease "threatening employees with reduction in salaries or loss of pay if they choose the union (Atlantic local, AFRA) as their collective bargaining agent."

WSB in an answer filed April 9 to charges discussed above, denied alleged unfair labor practices. The station's answer alleged that "the union abandoned negotiations and for the two years past has not even purported to be the exclusive bargaining representative for any unit of (WSB's) employees . . . ."

Notices of the NLRB recommendation were sent to WSB and the Atlanta AFRA local Aug. 6. Both parties have 20 days to file exceptions.

Radio Book Reprint
THE SECOND printing of Radio Receiver Design, Part II by K. R. Sturley has just been announced by John Wiley & Sons Inc., New York. This second part starts with audio frequency amplification and carries through the special requirements of FM and television reception. The book is priced at $5.50 and is available through John Wiley & Sons Inc., 440 Fourth Ave., New York.

The Long Island Story
25% more people in Long Island's large, quality market listen to WHLI from 8 AM to noon than to all of the New York independent stations combined!

Of course WHLI has the Spring-Summer 1948 HOOP- ER Station Listening Index for Hempstead.
Help Wanted

Managerial

Traffic manager wanted for large network affiliate in major market. State full particulars in cover letter. Photographic if possible, which will be returned. Box 373, BROADCASTING.

Commercial manager—$250 week MBS affiliate in Iowa. Thorough knowledge of radio advertising, proven ability to sell and creative qualities necessary. Salary and overhead or draw open. Tell all first letter. Enclose reference. Write Box 370, BROADCASTING.

Salesmen

Salesman contacting radio stations to reactivate old accounts. Commission. Box 912, BROADCASTING.

Transcription sales—all sections. Popular line of journals, tops. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

TRANSCRIPTION LIBRARY

SALESMAN

TWO-TIME SALEMOTION basic. Every station can use our large reper- toire. Borrow or sell. Write for free library of a small monthly rental. Must have co-op. Answer giving your post of residence. A hard worker can make real money, Box 210, BROADCASTING. 350 N. Mich., Chicago.

Opportunity for ANNNOUNCER

Large southern station has excellent employment opportunity for experi- enced announcer capable handling position. Director Special Events. Must be able to telephone giveaway, some DJ shows. Small towns, west. Write fully, Box 359, BROADCASTING.

Established AM-FM network affiliate, southern market, seeks experienced announcer September 1st. Combination man preferred. Ideal working conditions. Last details return immediately. Box 358, BROADCASTING.

Need two engineer-announcers to open new 250 watt station in eastern Montana September 1. Write Box 251, BROADCASTING.

Chief engineer—Midwest network regional with directional array. Station has recently acquired Bluesky construction program. Position demands man with background in professional background, experience as chief engineer, and some experience in Life and health plans, periodic increases. Write fully, including experience, and references, Box 352, BROADCASTING.

Position open for first class engineer. Wire WPMN-FM, Fayetteville, N. C.

Wanted. Southern as chief engi- neer, 250 watt CBS. Start at $700.00 weekly. Must be experienced, sober and slick. Write or phone, General Manager, WAIM, Anderson, S.D.

Experienced engineer wanted, transmitter, remote, control room operation, installation of new equipment, planning and installation. Write detailed history and wages expected. All Mail Box 154, BARRANCO.

Production—Programming, others

Community-conscious program director by N.E. AM-FM net-affiliated stations. Seeks evidence local programming and ideas making station integral factor all facets of community life. Write promptly. Returned. State starting salary, Box 248, BROADCASTING.

Preferred west coast station will give OI announcement graduate opportunity with good income. Must be able to do accurate detail work as combination writer and disk jockey. Send writing copy, typing ability preferred. Send small sample and your story to Box 363, BROADCASTING.

News editor, commercial experience, good voice. Send disc, details, photo. KSIB, Creston, Iowa.

Help Wanted (Cont'd)

New 250 watt unlimited station accepting applications for program director. Transparency, transmission control, traffic—continuity writer and announce work. Reply to, John F. O. Cox 192, Front Royal, Virginia.


Wanted! Top man! Experienced pro- ducer-director, announcer with ability to carry full duties of program director. Excellent sales; Midwestwestern station in market of 350,000. Position open immediately. Apply Box 397, BROADCASTING.

First class license combination man and salesman. Engineering secondary. $6,800, KUBC, Montrose, Colorado.

Idea writer. Immediate opening for ex- perience as copy writer. Salary $800.00. Good commissions. Apply Box 388, BROADCASTING.

Combination music librarian, an- nouncer, production man for progressive New England 250 watt Independents. Must be experienced. Box 384, BROADCASTING.

Century writer, good opening on an outstanding, progressive independent station. Top salary, top conditions to the candidate with initiative to carry full duties of program director. Advance must be made. Strong ability, or traffic experi- ence to prove. Do not apply if you wish to carry full duties of program director. Position open immediately. Write Box 401, BROADCASTING.

Situation Wanted

Managerial

Executive officer-manager with 20 years profitable operation all phases AM-FM radio. Must have strong technical background, one more change with better climate and opportunity to maintain or develop own property with complete sharing basis. Present employer offers more than $10,000 per year. Box 127, BROADCASTING.

Competitive salary, can change manager, positions in the United States. Smiles guaranteed. Positions open now. Details at Box 290, BROADCASTING.

Needed—$400.00 annually, superfici- al engineering and manage too. Experienced, settled. Available. Details at Box 291, BROADCASTING.

General manager available, 15 years experience all phases construction and station operation. Family man, sober, top record. No Coast. Send full information. Box 373, BROADCASTING.

Former co-owner-manager of fulltime independent available Sept. 15, Prefer radio or television. Box 159, BROADCASTING.

Station owners: Are you completely satisfied with your present operation? Do you believe improvement can be made? The beautiful opportunity is yours. Send your name and address through a letter. There are two of us out here who are interested in the current broadcasting background wanting the opportunity to show you how to better your station operations and in- crease your listening audience, with resultant profits. Please telephone us and we will know the how. Let's hear from you so we can show you our story. Box 407, BROADCASTING.

Experienced general manager interested in operating a major network or at least a major market. Fine civic record and successful sta- tion operations. Cropped size photograph and references on request. Box 381, BROADCASTING.

Experienced manager. Eleven years net- work and independent operations. First class license, excellent announcer and salesmen. Box 409, San Francisco, California.

Salamen

Sales

Sales or sales promotion. BS Degree and some experience sales. Excellent earlier experience in announcing-writing. Just completed NBC-Summer Radio Insti- tute, University of Kansas. Box 391, Chicago.

Salesman—Eighteen months experience in metropolitan area. Desires sales position with established station in west coast or Texas market. Excellent references. Box 389, BROADCASTING.

Situations Wanted (Cont'd)

35 year old sales manager 1500 watt station in Chicago. Desires eastern travel. Box 281, BROADCASTING.

Sales manager seeking a basketball play-by-play job? Mature enough to handle both high school and all around announcing, including football, basketball. Good college degree and sales experience, and good potential earnings in reply. Box 355, BROADCASTING.

For personal audition within two weeks, a prominent western station. Also disc and photo on request. So interested, contact the announcing manager at once that I am willing to sacrifice excellent position in some business world. Box 356, BROADCASTING.

Announcer. Experienced in commercials, local acting, disc job, sports, Here MC experience. Graduate School of Radio Technique. Box 363, BROADCASTING.

Announcer experienced in commercials, local acting, disc job, sports, Here MC experience. Graduate School of Radio Technique. Box 364, BROADCASTING.

Announcer experienced in commercials, local acting, disc job, sports, Here MC experience. Graduate School of Radio Technique. Box 365, BROADCASTING.

Announcer experienced in commercials, local acting, disc job, sports, Here MC experience. Graduate School of Radio Technique. Box 366, BROADCASTING.

Announcer experienced in commercials, local acting, disc job, sports, Here MC experience. Graduate School of Radio Technique. Box 367, BROADCASTING.


Announcer experienced in commercials, newscast, booking travel. Will travel. Graduate School of Radio Tech- nique. Box 369, BROADCASTING.

Announcer experienced in sales and disc shows. Available immediately. Box 370, BROADCASTING.

Announcer, experienced with background wants experience. Graduate School of Radio Broadcasting desirable background. All phases of announcing. Will travel. Box 371, BROADCASTING. New York City, N. Y. Write or wire Bill Hammond, 371 South Wabash Ave., Chicago, Ill. J.

Experienced announcer formerly with NBC, will relocate. Available all types. R. A. Hall, 1147 Ave., Chula Vista, Calif.

Tall, experienced, sober, intelli- gentle. Strong on ad-libs. Work either coast preferred. Box 372, BROADCASTING.

Announcer experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 373, BROADCASTING.

Announcer, experienced in commercials, sales, disc shows. Excellent type. Box 374, BROADCASTING.

Announcer experienced in commercials, local acting, booking travel. Will travel. Graduate School of Radio Tech- nique. Box 375, BROADCASTING.

Announcer, experienced in commercials, local acting, booking travel. Will travel. Graduate School of Radio Tech- nique. Box 376, BROADCASTING.

Announcer, experienced with background wants work. Graduate School of Radio Broadcasting desirable background. All phases of announcing. Will travel. Box 377, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Available immediately. Box 378, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 379, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 380, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 381, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 382, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 383, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 384, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 385, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 386, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 387, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 388, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 389, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 390, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 391, BROADCASTING.

Announcer, experienced in commercials, news, sales and disc shows. Experiences leader school in radio. Box 392, BROADCASTING.
Situations Wanted (Cont'd)

Topflight announcer, 6 years experience, well rounded knowledge of production aspect to any station. Wished to settle in pleasant situation offering future commensurate with abilities. Disc, phone, available. Box 389, BROADCASTING.

Announcer—Two years experience. Presently employed as sports director and staff announcer. Play-by-play several sports, though primarily staff man Single, veteran. 23, Box 383, BROADCASTING.

Announcer, Dependable staff man, 6 years all phases including board op. Top references. Box 376, BROADCASTING.

More responsibility and money wanted by young newscaster now heading shift at top news station. Wants newcasting or news director job, midwest or west. Fully qualified all news services, local and regional coverage. Reporter-writer-reader journalist, married. Box 359, BROADCASTING.

Sportscaster, experienced, play-by-play football, basketball, baseball. Also newscasting, special events. Bob Wilson, 1740 Warner Ave, Chicago 13, Ill.

A little knowledge is a dangerous thing, therefore not satisfied to remain in danger, this announcer desires to further his experience in radio. Competent in handling all types of commercials, news, and sport shows, some knowledge of controls. Thoroughly conversant in controls. Very reliable and conscientious. No drinker, no hoister, graduate, leading announcers school, Radio City, N. Y. Wishes connection offering real opportunity. Box 400, BROADCASTING.

Announcer—Experienced, capable handling comedy disc shows. Write continuity. Photographs and disc upon request. Box 396, BROADCASTING.

Mature young announcer, sincere, 2½ years experienced, seeking position on board seeks congenial 250 to 1000 watter within 250 mile radius of New York. Box 392, BROADCASTING.

Announcer, three years experience all phases. Emphasis on programming production. Presently employed. Box 408, BROADCASTING.

Technical

Building or refurbishing? 15 years experience yours for writing Box 392, BROADCASTING. Available now.

Need chief engineer? Can take complete charge installation of equipment, operation of your engineering department. Thoroughly experienced every phase of programming. Excellent references. To interested parties. Box 322, BROADCASTING.

Operator holding first phone desires employment in east. Presently employed at 5 kw station. Knowledge of FM and television. Box 326, BROADCASTING. Operator holding 17 years all phases of radio. Very familiar with directional and installation. References. Box 417, BROADCASTING.

First class operator-announcer play-by-play baseball experience. Larry Bruner, 815 Union St, The Dales, Oregon. When you are going to act on that idea of yours and apply for a construction permit from 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. There is no substitute for experience. L. W. Andrews, Inc., Whitetake Rd, Davenport, Iowa.

Chief engineer, 5000 watt directionalized station, looking for permanent position as engineer that is progressive. College man and navy veteran, single with 12 years radio experience. Have done new construction. Both AM and FM. Would appreciate management that believes in keeping engineers in first class condition. Box 376 BROADCASTING.

Engineer, single, specialization transmitter installation and operation. Wide experience. Broadcast experience includes network news, commercial, and Army. Navy electronics and amateur experience. Excellent references. Two weeks notice. Box 380, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, first phone, fourteen months experience interested in writing permanent position will consider any offer. Box 379, BROADCASTING.

Graduate engineer, 12 years experience, 7 as chief of a metropolitan station, 3 as engineer. Box 388, BROADCASTING.

Engineer—First phone, first telegraph, 3 years marine operator, some experience studio and control. Desires broadcasting. Box 394, BROADCASTING.

Engineer, transmitter or studio, graduate ROA Institutes, Signal Corp, 5 years amateur nine years. First phone. Married, 21, prefer south. George M. Fitzgerald, Jr., 1719 Glenview Ave., Memphis, Tennessee

Present chief 1 kw, desires change to 1 kw or 3 kw. Prefer midwest. Have car. Require $72. Also interested in station opening this year. Box 371, BROADCASTING.

Production-Programming, others

Program director, Presently assistant P.D. midwest's largest independent station. Box 203, BROADCASTING.

Continuity writer. Bright gal, 24, with experience, imagination, versatility: "a real worker!" Seeks opportunity with active metropolitan station. Now in east—want to make your city my home. Box 255, BROADCASTING.

Program director or chief announcer for metropolitan affiliate, experienced, married, sober, now employed executive capacity. Box 294, BROADCASTING.

Program director-sportscaster, familiar with all phases of announcing, production and sports play-by-play. Presently employed, but seeking better opportunity. Five years in radio. Box 284, BROADCASTING.

Alaska or Hawaii! It makes no difference, I'm young, free and willing to work References will recommend my copy and woman's programs. Picture available. Box 360, BROADCASTING.

Attention, Managers, Independent Stations. You may find it tough out Hoppearing org net shows, but you can wield and hold a tremendous, loyal audience by utilizing one phase of programming: comprehensive coverage of local news. Writer offers thorough experience in gathering, editing, airing local events plus national developments. Top voice, excellent documentary writer, producer. Currently program director in four station city, but wish to return to news and special events. Minimum $750 plus other talent. Box 361, BROADCASTING.

WANTED

Jobs for graduates of "California's finest School of Broadcasting." You may have acquired thorough grounding in all phases of radio broadcasting by Hollywood's outstanding professionals.

HAL STYLES SCHOOL OF RADIO 800 Wilshire Blvd Beverly Hills, California. Bradshaw 21450

NOTE: Radio Management. Program Directors from elsewhere we treat with the same respect we furnish.

Program director, 7 years radio experience. Presently employed as program director at station. Age 26. Family man, Prefer Ohio and vicinity. Box 410, BROADCASTING.

Program director, five years station and network operations in announcing, promotion, sales service and administration, 30, single, college graduate. Available immediately. Box 404, BROADCASTING, 350 N. Michigan, Chicago.

Vocational guidance—Occupational information series, dramatically palatable, enthusiasm, hand-drawn, broadcast written by professional vocations counselor, member of National Guidance Association and Authors' League of America. Box 357, BROADCASTING.

Immediate Delivery!

...on 757A LOUDSPEAKERS for superlative reproduction!

Finest quality, high efficiency, 30-watt power capacity, frequency response from 60 to 15,000 cycles—that's the unequalled combination of features you get in the Western Electric 757A. It's ideal for use throughout your studios and transmitting building.

For immediate delivery, order today from your local Graybar Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.
Schools (Cont'd)

For Sale

For Sale—Minority interest in a going 1000 watt daytime station in western Pennsylvania. Buyer must be experienced in broadcasting; assume active management. A real opportunity in a fine community. Address Box 376, BROADCASTING.

For sale. General Electric model 51 wire recorder and 5 volt inverter for portable operation. Single mike input 1/4 hour playing time. Excellent condition. Will sell for 30% original cost or $200. Doyle Osman, KZO, El Centro, Calif.

Wanted to Buy

Want used 3 kW FM transmitter and monitor. Can use 250 W if can add 3 kW amplifier. KIMO, Independence, Missouri.

Wanted—Used or new console, two turntables, master blank, and copies of multi-track. Fleet Hillside for remote studio use. WBBO, Forrest City, N. C.

We are purchasing and selling towers, transmitters, control rooms, and all station equipment. What can we buy from your or sell to you? Towers Services, Incorporated, Davenport, Iowa.

WEAW
NOW 36,000 WATTS

General Electric 250 watt FM transmitter and 4 bay antenna available immediately. Excellent condition. Presently tuned to 90.7 megacycles, easily changed to other frequency. Over 600 watts E.R.P. Best offer takes together or separately.


Late Classifieds (Cont'd)

Announcer

Late classifieds with real quality, experience and background. Good future with pay scale approximately $85 to $95 per week. Letter required with references and photo. Audition transcription. Reply Box 416, BROADCASTING.

Textual Content:

NEW YORK • HOLLANDY • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

The SCHOOL OF RADIO TECHNIQUE

NYC Office: 777 3rd Ave., N.Y.C. 20

CHICAGO Office: 111 W. Washington St.

Los Angeles Office: 830 W. 3rd St.

San Francisco Office: 111 S. California Bldg.

San Diego Office: 630 Broadway P.O. Box 1718

Wheelersburg, Ohio Office: 110 N. Washington St., Wheelersburg, Ohio

FORT WAYNE, IND. OFFICE: 250 W. Main St.

ROCHESTER, N. Y. OFFICE: 120 East Ave.

PORTLAND, ORE. OFFICE: 1100 SW 3rd Ave.

CINCINNATI, OHIO OFFICE: 1515 E. 4th St.

BUFFALO, N. Y. OFFICE: 1015 Main St.

Tulsa, Oklahoma Office: 1222 S. Main St.

STOCKTON, CALIF. OFFICE: 219 E. Main St.

BOSTON, MASS. OFFICE: 175 Causeway St.

HOUSTON, TEXAS OFFICE: 1101 S. Post Oak Rd.

COLUMBUS, OHIO OFFICE: 935 N. High St.

INDIANAPOLIS, INDIANA OFFICE: 224 W. Broad St.

DALLAS, TEXAS OFFICE: 1000 N. St. Paul St.

MINNEAPOLIS, MINN. OFFICE: 709 So. 7th St.

ST. LOUIS, MO. OFFICE: 811 N. Market St.

BUFFALO, N. Y. OFFICE: 1015 Main St.

CHICAGO, ILL. OFFICE: 111 W. Washington St.

Columbus, Ohio Office: 1222 S. Main St.

For Sale (Cont'd)

For Sale—50% interest in FM station with strong network affiliation, television relay potentiality. Unusual opportunity. For more information write Box 366, BROADCASTING.

250 watt type 250-R RCA transmitter including large number of repair parts. Total price $1000. Metropolitan Broadcasting Stations, Merced, California.

189 foot self-supporting tower in good condition complete with lighting, equipment. Ready for delivery. Reasonable price. WMLT, Dublin, Georgia.

SOUTHWEST SINGLE

STATION MARKET OPPORTUNITY

Profitable—showing a very good return on the purchase price.

Fulltime—Network affiliate.

Market—Located in a rich, growing smaller western city.

Physical assets—Excellent—include land and buildings.

Price—$50,000.00. Favorable financing arranged.

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.

WASHINGTON, D.C. WASHINGTON, D.C.
Production

Mr. Andrews

WENDELL WILLIAMS, CHARLES GUSTAFSON, Corp., Mr. Bell

Mr. MILLER, KFI Los Angeles writer-producer, has been made television director of KFI-TV, Mr. Higgins joined KFI in 1940 as announcer, and was made writer-producer in 1945 after return from Navy. He has been succeeded as station writer-producer by LEW BARRY, formerly WBEN Buffalo announcer-producer.

DEE AN KELLY, former assistant to sales manager of WLWT Cincinnati, has been named assistant to program director of that station.

SEYMOUR C. ANDREWS has been appointed program director of WVTI-TV, Fort Worth, Tex., first television station, on Sept. 29, with valve-to-transistor conversion expected. Mr. Andrews was most recently a principal in Andrews-Johnson & Assoc., Hollywood agency. He was formerly a director of radio for McCullister & Associates, producing network programs. He also worked in motion picture production at Universal International Studios and Hollywood, has joined KAGH Pasadena, in similar capacity.

CHAP ROLLINS, former traffic manager with KYSR San Diego, has been named KAGH musical director.

ALBERT DeBARR, graduate of U. of Illinois School of Journalism, has joined announcer staff of WYFL-Osney, Ill.

POLLY SHANNON BANGERT, formerly with continuity at KXOK-St. Louis, has been named director of continuity for KSDK-St. Louis.

FRED C. BECKWITH, former continuity director at KCHW Sacramento, Calif., has been named production manager at KULA Honolulu.

ED SHORE, former production program director of WLOG (FM) Logan, Va., has been joined staff of WAND Canton, Ohio, as disc jockey and announcer.

RALPH HENRY, former announcer of KERV Albuquerque, N. M., and formerly with WBKB-Clarksburg, W. Va., has been appointed production program director of KVER.

SUE LILLY has resigned from NBC Hollywood press department to become assistant producer at KFI-TV Los Angeles. CHAN HADLOCK succeeds him at NBC.

JAMES ALT, former freelance announcer, has joined WODC programming and production, and formerly with KXOK-FM St. Louis.

HOWARD L. CORDERY, formerly with NBC Television as a producer-director, has joined ABC Television as a producer.

ROBERT TYROL, m.c. with WTTIC Rockford, Conn., is the father of a girl.

CHERYL STOKES, formerly with R. H. Albee Agency, Los Angeles, has joined staff of KLIX Twin Falls, Idaho.

MURRAY MACKENZIE, of production staff of CBQ Toronto, is the father of a girl.

KENNETH people you fits the needs of all audiences.

Foreman, WCHS Charleston W. Va.

Feb. 28, with vaudeville and television experience. Mr. Andrews was most recently a principal in Andrews-Johnson & Associates, Hollywood agency. He was formerly a director of radio for McCullister & Associates, producing network programs. He also worked in motion picture production at Universal International Studios and Hollywood, has joined KAGH Pasadena, in similar capacity.

CHAP ROLLINS, former traffic manager with KYSR San Diego, has been named KAGH musical director.

ALBERT DeBARR, graduate of U. of Illinois School of Journalism, has joined announcer staff of WYFL-Osney, Ill.

POLLY SHANNON BANGERT, formerly with continuity at KXOK-St. Louis, has been named director of continuity for KSDK-St. Louis.

FRED C. BECKWITH, former continuity director at KCHW Sacramento, Calif., has been named production manager at KULA Honolulu.

ED SHORE, former production program director of WLOG (FM) Logan, Va., has been joined staff of WAND Canton, Ohio, as disc jockey and announcer.

RALPH HENRY, former announcer of KERV Albuquerque, N. M., and formerly with WBKB-Clarksburg, W. Va., has been appointed production program director of KVER.

SUE LILLY has resigned from NBC Hollywood press department to become assistant producer at KFI-TV Los Angeles. CHAN HADLOCK succeeds him at NBC.

JAMES ALT, former freelance announcer, has joined WODC programming and production, and formerly with KXOK-FM St. Louis.

HOWARD L. CORDERY, formerly with NBC Television as a producer-director, has joined ABC Television as a producer.

ROBERT TYROL, m.c. with WTTIC Rockford, Conn., is the father of a girl.

CHERYL STOKES, formerly with R. H. Albee Agency, Los Angeles, has joined staff of KLIX Twin Falls, Idaho.

MURRAY MACKENZIE, of production staff of CBQ Toronto, is the father of a girl.

WEDDING BELLS RANG for Bill Cullen, m.c. of CBS' "Winner Take All" and "Hit of the Week," and Carol Amis, singer on the network's "Sing Along." They were married at Christ Church, New Orleans, July 30.

KFI'S RYAN ANSWERS WALLACE COMPLAINT

REFUSING time to Henry Wallace and the Independent Progressive Party does not constitute discrimination, William E. Ryan, general manager of KFI Los Angeles, pointed out last week.

He explained that the station refused time to all parties when they sought to answer President Truman's message to Congress. "We did not carry Wallace's, Taft's and Halleck's speeches for the reason that the President's talk was our message to Congress in his capacity as President, and in such case we do not provide time to opponents to answer him," Mr. Ryan concluded. Further, he emphasized that this had been station policy of long standing "both in election and other years."

Reiteration of the station's position followed reported complaint by the Wallace party to the FCC that station had neglected its responsibilities in public interest.

LAWRENCE MENKIN, former script writer for producer W. Zir Co., New York, has been appointed program director of WNJ Newark, new 15-kw station to go on the air in September. Mr. Menkin was previously with NBC, CBS, WLW Cincinnati, Warner Brothers and Office of War Information.

KENNETH Higgins has joined KFI Los Angeles writer-producer, has been made television director of KFI-TV, Mr. Higgins joined KFI in 1940 as announcer, and was made writer-producer in 1945 after return from Navy. He has been succeeded as station writer-producer by LEW BARRY, formerly WBEN Buffalo announcer-producer.

DEE ANN KELLY, former assistant to sales manager of WLWT Cincinnati, has been named assistant to program director of that station.

SEYMOUR C. ANDREWS has been appointed program director of WVTI-TV, Fort Worth, Tex., first television station, on Sept. 29, with valve-to-transistor conversion expected. Mr. Andrews was most recently a principal in Andrews-Johnson & Associates, Hollywood agency. He was formerly a director of radio for McCullister & Associates, producing network programs. He also worked in motion picture production at Universal International Studios and Hollywood, has joined KAGH Pasadena, in similar capacity.

CHAP ROLLINS, former traffic manager with KYSR San Diego, has been named KAGH musical director.

ALBERT DeBARR, graduate of U. of Illinois School of Journalism, has joined announcer staff of WYFL-Osney, Ill.

POLLY SHANNON BANGERT, formerly with continuity at KXOK-St. Louis, has been named director of continuity for KSDK-St. Louis.

FRED C. BECKWITH, former continuity director at KCHW Sacramento, Calif., has been named production manager at KULA Honolulu.

ED SHORE, former production program director of WLOG (FM) Logan, Va., has been joined staff of WAND Canton, Ohio, as disc jockey and announcer.

RALPH HENRY, former announcer of KERV Albuquerque, N. M., and formerly with WBKB-Clarksburg, W. Va., has been appointed production program director of KVER.

SUE LILLY has resigned from NBC Hollywood press department to become assistant producer at KFI-TV Los Angeles. CHAN HADLOCK succeeds him at NBC.

JAMES ALT, former freelance announcer, has joined WODC programming and production, and formerly with KXOK-FM St. Louis.

HOWARD L. CORDERY, formerly with NBC Television as a producer-director, has joined ABC Television as a producer.

ROBERT TYROL, m.c. with WTTIC Rockford, Conn., is the father of a girl.

CHERYL STOKES, formerly with R. H. Albee Agency, Los Angeles, has joined staff of KLIX Twin Falls, Idaho.

MURRAY MACKENZIE, of production staff of CBQ Toronto, is the father of a girl.

WEDDING BELLS RANG for Bill Cullen, m.c. of CBS' "Winner Take All" and "Hit of the Week," and Carol Amis, singer on the network's "Sing Along." They were married at Christ Church, New Orleans, July 30.

KFI'S RYAN ANSWERS WALLACE COMPLAINT

REFUSING time to Henry Wallace and the Independent Progressive Party does not constitute discrimination, William E. Ryan, general manager of KFI Los Angeles, pointed out last week.

He explained that the station refused time to all parties when they sought to answer President Truman's message to Congress. "We did not carry Wallace's, Taft's and Halleck's speeches for the reason that the President's talk was our message to Congress in his capacity as President, and in such case we do not provide time to opponents to answer him," Mr. Ryan concluded. Further, he emphasized that this had been station policy of long standing "both in election and other years."

Reiteration of the station's position followed reported complaint by the Wallace party to the FCC that station had neglected its responsibilities in public interest.
MILWAUKEE Agency Men Agree on TV's Potency
"ADVERTISERS can't afford to overlook television," 25 Milwaukee advertising agency executives agreed at a TV discussion session conducted by WTMJ-TV, the Milwaukee Journal video station, at its Radisson City studio.

Results of a recent TV survey in Milwaukee, showing high sponsor identification figures among set owners and an average nightly audience of 40,000, were studied by the agency executives. They agreed that "the costs are low in view of the medium's effectiveness.

UP-Fox Video Newsreal Showed for Dist. 2 Group
FIRST PUBLIC showing of the United Press-20th Century Fox television newswear [BROADCASTING, July 19] was viewed Aug. 6 by delegates attending the NAB District 2 convention at the Hotel Sheraton, Rochester, N. Y.

The newswear, which is composed of Fox Movietone News clips supplemented by UP wire news and stills from a basic film library, was shown as a movie run off on a 16-mm projector. Leroy Keller, UP general sales manager, presided at the presentation, said that cost figures for the service will be announced shortly.

Kent Story in 'Look'
ATWATER KENT, retired radio manufacturer and now big time Hollywood party giver, is the subject of the Picture Personality feature in the Aug. 17 issue of Look. Kent was described as "the most publicized party giver in the town's history," the article states that Mr. Kent spends $50,000 a year on entertainment "to make people happy." Numerous pictures from his recent parties are included, showing Mr. Kent with his guests. The story points out that Mr. Kent is very particular for worthy organisations, at which he pays all expenses, and is now helping disabled veterans and young singers. Mr. Kent was host at one of the parties, even for NAB members in Los Angeles [BROADCASTING, May 24].

PHENOMENAL VALUE!

INCABLOC SHOCK RESISTANT FEATURE
- Anti-Magnetic - Unbreakable crystal - Silver or 14K Gold filled - 46.5 hour power - High quality - Price: $45.00 - 45.00

IDEAL FOR - Physicians - Engineers - Radio men - Stockbrokers - Attorneys - ALSO AVAILABLE IN 18K GOLD CASE $45.50 (Plus 10% tax) FORMERLY $5150

IN STOCK IMMEDIATELY

SCOREDEWELERS

171 W. 42d St., N. Y. 19
MAIL ORDERS PROMPTLY SHIPPED. C.O.D. or send check or money-order. Ad- 
dress and size desired (Dept. A) 112 W. 42d St., N. Y. 19

Page 92 • August 16, 1948

BROADCASTING * Telecasting
FCC Activities
(Continued from page 88)

Applications Cont.
KSVF Artesia, N. M.—Voluntary assignment of license from Intermountain Broadcast to KBXG-AM Co.
Stock Transfer
KVMV Twin Falls, Ida.—Consent to transfer of stock in licensee corporation to Franklin V. and Veima A. Cox.

August 11 Applications
Modification of CP
WSSR Fall River, Mass.—Mod. CP increase power etc. for extension of completion date.
WPTR Albany, N. Y.—Mod. CP new standard station for extension of completion date.
WFMJ-FM Davenport, Iowa.—Mod. CP new FM station for extension of completion date.

Assignment of License
KYOW Little Falls, N. Y.—Consent to assignment of license to Southwestern Broadcasting partnership comprised of J. C. Rothwell and J. B. McShan.

Transfer of Control
KKIN Visalia, Calif.—Consent to transfer of 51% of stock owned by D. V. Castle to Lyman Treaster and Albert F. Bain.

License Renewal
KRNT Des Moines—License renewal AM station.
License for CP
KPDN Herford, Texas.—License to cover CP new station.
Assignment of License
KGW Alamosa, Colo.—License to cover CP new standard station.

Modification of CP
WLCW Norfolk, Va.—Mod. CP change frequency from 1560 to 1440 kc.

Transfer of Control
WMTRAN-WMAN-FM Mansfield, Ohio—Consent to transfer of AM license WMAN and WMAN-FM to Ruth Rubin, executors of estate of Monroe P. Rubin, deceased.

Applications for renewal of FM broadcast license filed by: EAGH-FM Passaic, N. J.—Class C. WFPB-AM White Plains, N. Y.—WIBY-AM Utica, N. Y.

AM license WNEAH, Wits.—CP change hours from D to unil. and to unil. 1400 kc.

WLCW—AM—1280 kc.
WMAZ Newnan, Wits.—CP change hours from D to unil. and to unil. DA-N on 1280 kc.

WSTC-FM Stamford, Conn.—CP change ERP from 300 w to 0.85 kw and change height above terrain from 205 to 102.5 mc.

WCTW New Castle, Ind.—CP change, change station call letters to WNSA, decrease specified frequency to 102.5 mc., ERP 49 kw and decrease height above terrain as 250 ft.

Discussion TV Site
SURVEY of possible television studio sites was made in Hollywood and Fort Myers by Charles E. Rynd, ABC vice president, in consultation with Don Searle, network's Western vice president. Although several sites are being considered, it was declared that all decisions will be made in New York following Mr. Rynd's return.

FCC BOX SCORE
Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO AUG. 12

Class Licensed CPs Con'd Licenses Grants Applications Fencing Hearing
AM STATIONS 80 1,788 43 1 3
FM STATIONS 88 123 24 111 1
TV STATIONS 7 2

* 602 are on air. * 24 are on air. * 23 are on air.

Coast Guard Anniversary
Saluted by Radio Shows

THE U.S. COAST GUARD, on its 158th anniversary, Aug. 4, was saluted by radio programs throughout the country. According to Capt. S. F. Gray, USCg, chief of the Public Service Division, the response of the industry has been the greatest in the history of the Coast Guard.

Among outstanding network programs honoring the Coast Guard's anniversary were: Suspense, Chesterfield Supper Club, Studio One, The Ford Oratory Show, Mel Torme Show, We the People, Studio One, An Evening With Romney, Fred Waring, Horace Heidt and Arthur Godfrey. Dowling, Counterszy devoted one entire program to the Coast Guard Aug. 1. Aug. 8, a special, half-hour program originated over Mutual, saluting the 75th-anniversary, the U. S. Coast Guard, and U. S. Navy Band programs on MBS also added their tributes.

The Coast Guard had two programs on the networks during Aug. 1948, ABC's This is Adventure on ABC, and Coast Guard on Parade on Mutual. There is a current series of transcriptions being aired for recruiting.

UNITY LOSES APPEAL FOR RECONSIDERATION

FCC has refused Unity Broadcasting Corp. of New York's request for reconsideration of its FM channel assignment, which the permitted company contended, puts it "at a competitive disadvantage" from the standpoint of dital position.

Unity, a subsidiary of the International Ladies Garment Workers Union (ALF), has been assigned Channel 282 (104.3 mc) in FCC's decision on the New York FM cases [BROADCASTING, April 12], then petitioned for a lower frequency. Denying Unity's appeal, the FCC said that in May and June 1947 WMCA New York and ABC requested No. 222 and 238, respectively, and that Unity had failed to raise any objection during oral argument. The only other frequencies available, FCC said, are Nos. 274 and 278, which the Commission considered engineerially valuable for FM Unity because of the nearness of its transmitter site to that of WFMU (FM) Jersey City, which uses Channel 276.

TV APPLICATIONS
Louisville, Ky.—Mid-America Broadcasting Co., owners of WLOU-TV, announce a 4.2% increase in revenue to $120,000, revenue $60,000.

Wilton, Conn.—Werner is servant of permittee of WKKO Wil- loughby, Ohio.

St. Louis—Twentieth Century-Fox owners of STL-V, which operates at 1230 kw, 23.3 kw, 0.001 pt. rpm.

Farmer,功率 11.3 kw, 22.5 kw, aural.

New Bedford, Mass.—The Whaling City Broadcasting Co., owners of WBNF, ask for extension of license.

Wahiawa, Oahu, Hawaii—Capital Broadcasting Co., owners of KAPI, ask for extension of license.

Faced with two remote within half on hour, plus the added problem of heavy Sunday traffic between two beacons, staff members of WANN Annopolis, Md., went from one to the other by Marcus, Art O'Vezy, Tom Carr and Bruce Harris. Both remote went off on schedule, the station reports.

TV APPLICATIONS
APPLYING for AM at Coldwater, Mich., Mr. Munn is associate professor of edu- cational broadcasting at Alma Col- lege, Alma, Mich., and also is owner of an apartment house in the city.

New Bedford, Mass.—The Whaling City Broadcasting Co., owners of WBNF, ask for extension of license.

Wahiawa, Oahu, Hawaii—Cap Govt., imports and exports, Inc., director and general manager.

San Antonio, Tex.—The Robert James Co., directors and general manager.

Arkansas City, Kans.—The Great American Broadcasting Co., owners of KANS, ask for extension of license.

Wahiawa, Oahu, Hawaii—Capital Broadcasting Co., owners of KAPI, ask for extension of license.

Faced with two remote within half hour, plus the added problem of heavy Sunday traffic between two beacons, staff members of WANN Annopolis, Md., went from one to the other by Marcus, Art O'Vezy, Tom Carr and Bruce Harris. Both remote went off on schedule, the station reports.

UNITY LOSES APPEAL FOR RECONSIDERATION

FCC has refused Unity Broadcasting Corp. of New York's request for reconsideration of its FM channel assignment, which the permitted company contended, puts it "at a competitive disadvantage" from the standpoint of digital position.

Unity, a subsidiary of the International Ladies Garment Workers Union (ALF), has been assigned Channel 282 (104.3 mc) in FCC's decision on the New York FM cases [BROADCASTING, April 12], then petitioned for a lower frequency. Denying Unity's appeal, the FCC said that in May and June 1947 WMCA New York and ABC requested No. 222 and 238, respectively, and that Unity had failed to raise any objection during oral argument. The only other frequencies available, FCC said, are Nos. 274 and 278, which the Commission considered engineerially valuable for FM Unity because of the nearness of its transmitter site to that of WFMU (FM) Jersey City, which uses Channel 276.

Coast Guard Anniversary
Saluted by Radio Shows

THE U.S. COAST GUARD, on its 158th anniversary, Aug. 4, was saluted by radio programs throughout the country. According to Capt. S. F. Gray, USCg, chief of the Public Service Division, the response of the industry has been the greatest in the history of the Coast Guard.

Among outstanding network programs honoring the Coast Guard's anniversary were: Suspense, Chesterfield Supper Club, Studio One, An Evening With Romney, Fred Waring, Horace Heidt and Arthur Godfrey. Dowling, Counterszy devoted one entire program to the Coast Guard Aug. 1. Aug. 8, a special, half-hour program originated over Mutual, saluting the 75th-anniversary, the U. S. Coast Guard, and U. S. Navy Band programs on MBS also added their tributes.

The Coast Guard had two programs on the networks during Aug. 1948, ABC's This is Adventure on ABC, and Coast Guard on Parade on Mutual. There is a current series of transcriptions being aired for recruiting.

UNITY LOSES APPEAL FOR RECONSIDERATION

FCC has refused Unity Broadcasting Corp. of New York's request for reconsideration of its FM channel assignment, which the permitted company contended, puts it "at a competitive disadvantage" from the standpoint of digital position.

Unity, a subsidiary of the International Ladies Garment Workers Union (ALF), has been assigned Channel 282 (104.3 mc) in FCC's decision on the New York FM cases [BROADCASTING, April 12], then petitioned for a lower frequency. Denying Unity's appeal, the FCC said that in May and June 1947 WMCA New York and ABC requested No. 222 and 238, respectively, and that Unity had failed to raise any objection during oral argument. The only other frequencies available, FCC said, are Nos. 274 and 278, which the Commission considered engineerially valuable for FM Unity because of the nearness of its transmitter site to that of WFMU (FM) Jersey City, which uses Channel 276.

Coast Guard Anniversary
Saluted by Radio Shows

THE U.S. COAST GUARD, on its 158th anniversary, Aug. 4, was saluted by radio programs throughout the country. According to Capt. S. F. Gray, USCg, chief of the Public Service Division, the response of the industry has been the greatest in the history of the Coast Guard.

Among outstanding network programs honoring the Coast Guard's anniversary were: Suspense, Chesterfield Supper Club, Studio One, An Evening With Romney, Fred Waring, Horace Heidt and Arthur Godfrey. Dowling, Counterszy devoted one entire program to the Coast Guard Aug. 1. Aug. 8, a special, half-hour program originated over Mutual, saluting the 75th-anniversary, the U. S. Coast Guard, and U. S. Navy Band programs on MBS also added their tributes.

The Coast Guard had two programs on the networks during Aug. 1948, ABC's This is Adventure on ABC, and Coast Guard on Parade on Mutual. There is a current series of transcriptions being aired for recruiting.
At Deadline...

MBS ANNOUNCES 12 SUNDAY RENEWALS, ONE NEW SERIES
MBS Friday announced 12 Sunday renewals and launching of new series. New program, John B. Kennedy, begins Sept. 12, 1:15-1:30 p.m. Sunday, under sponsorship of Doubleday & Co. Agency is Huber Hoge & Sons.

Renewals of half-hour programs, all effective this fall, are:

"Ernie Lee's Omega Show," H. C. Cole Milling Co., Detroit, with juvenile jury.

"Quick as a Flash," Helbro Watches, William H. Weintraub; "Roy Rogers Show," Quaker Oats Co., Sherman & Marquette;
"Nick Carter," Cadbury-Pickwick Co., Orange County, New York; radio clothing.

Radio half-hour shows have not been set with any network but negotiations in progress.

HUNT FOODS, Los Angeles, studying fall entry into television with start expected in Eastern markets. Spot announcements hit first through Young & Rubicam, Hollywood.

INSIDE CONSENSUS at RCA-Engineering meeting in New York last week, was high-band television is five to ten years off. Engineers felt present band is stable and will be kept in addition to high band. Also thought use of high-band would require more expensive equipment.

NATIONAL TEA Co., Chicago, planning "storecasts" to entertain its customers with FM recordings and spots. Series expected to take air on WEHS Chicago, FM station of WHFC Cicero, Ill., early in fall when outlet goes commercial.

ALTHOUGH NBC has been signing short term contracts with TV affiliates on nonexclusive basis—but with contracts that seem affilated regard as onerous—network is understood to be reviewing provisions with view towards revision, which presumably would be more equitable and new closer to standard AM affiliation agreement.

FM ASSN., trade group formed by FM broadcasters and manufacturers to foster development of medium, may undergo reorganization following convention in Chicago next month. Basis of organization is premise upon changes in scope and functions deemed desirable and consistent with "realistic" budget ordered by board several weeks ago. New board will determine magnitude of reorganization.

TINTEX through its agent, Charles M. Storm, New York, discussing possibility of spot campaign in fall.

CP'S FOR COMMERCIAL VIDEO STATIONS GRANTED
CONSTRUCTION PERMITS for new commercial television stations granted Friday by FCC to Jacksonville Broadcasting Corp. (WFDQ) and The Metropolis Co. (WJHP) for Channels 6 (82-88 mc) and 8 (180-188 mc) respectively at Jacksonville, Fla. WJCB- TV New York granted increase in visual power to 13.7 kw on Channel 2 (54-60 mc) while KFPI-TV Los Angeles given special temporary authorization to commence operation with facilities specified in CP on Channel 9 (186-192 mc), visual power 31.4 kw, aural 17.5 kw.

M. R. Schacker, Sacramento, Calif., granted permission to discontinue TV application for Channel 6 (82-88 mc).

Midland Broadcasting Co., KMBK Kansas City license, denial of application seeking conditional grant of its TV application pursuant to FCC rule allowing such grants when service needed in area.

Midland told FCC it could be on air in two or three months. Report there three remaining channels. Commission Friday also denied an application by Channel 4 of Dallas for new location in San Antonio.

At request of CP, to KFPI-TV, for period ending Oct. 1, FCC rules waived to provide operation of not less than six hours per week, which hours are to be spread over three days per week.

Midland Broadcasting Co., KMBK Kansas City license, denial of petition seeking conditional grant of its TV application pursuant to FCC rule allowing such grants when service needed in area.

Midland told FCC it could be on air in two or three months. Report there three remaining channels. Commission Friday also denied an application by Channel 4 of Dallas for new location in San Antonio.

At request of CP, to KFPI-TV, for period ending Oct. 1, FCC rules waived to provide operation of not less than six hours per week, which hours are to be spread over three days per week.

WPIX GETS THE JUMP
WPIX New York, Daily News TV station, claimed several hours beat on covers of melodramatic leap of Russian school. Other stations this weekend of Soviet consulate in N. Y. WPIX mobile crew, posted outside consulate to watch whatever developed, shot entire scene itself for first time over WPIX desarroll shielded hearing and placed with Don Lee TV-AM renewal proceeding.

TV COUNCIL APPOINTMENTS
MELVIN L. GOLD, chairman of National Tele- vision Film Council, announced additions to Council's working committees: Jose Di Dinato, television critic-producer, was named director for Edward Petry Co., to video committee; Jay A. Maurer, president, J. A. Maurer Inc. and vice president, Society of Motion Picture Engineers, to production committee; Bertrand Keane and Brian Calhoun, members of Keney High & Houn, to special events committee; Robert W. Winkh- houdt, executive vice president, Telecast Films, is membership chairman.

FM ACTIONS INCLUDE REGULAR CP'S FOR '4 CONDITIONS'
FCC Friday granted regular CP's to four FM condition grantees, reinstated another FM CP, replaced one that had expired, and granted a new CP to one mostly for changes in power and/or antenna height.

New CP's, all for Class B stations, went to NBC for KODA-FM Denver, Channel 239 (95.7 mc), 45 kw, antenna height 405 feet; Hawaii Broadcasting, WAIZ-FM, Hazleton, Pa., No. 250 (97.9 mc), 8.7 kw, 680 feet; Northwest Broadcasting Co. (KCFM), Ft. Dodge, Iowa, No. 274 (107.2 mc), 10 kw, 310 ft., and KIBO-AM Bettendorf, Iowa, CP's for WFLR-FM, Fayetteville, N. C., No. 296 (95.1 mc), 12.6 kw, 390 feet.

CUR-NAN Co., Boston, was granted reinstatement of CP for WBZA-FM (107.1 mc), with extension of completion date to Sept. 15 provided station commences interim operation by that time. John H. Phipps, Tallahassee, Fla., was given CP to replace one that had expired (98.5 mc), with Sept. 30 specified as completion date.

NBC LEASES 20,000 SQ. FT.
MORE IN MERCHANDISE MART
NBC Chicago sparked its drive for fall opening date of its key video outlet, WNGB, with leasing of 20,000 sq. ft. Every additional space in Merchandise Mart headquarters. Network plans to enlarge Studio A, largest in its Chicago plant, for television.

Video technical and administrative staffs will be trained in security and second story, and floor space of Merchandise Mart headquarters. Network offices—directors, managers and administrative personnel—are to be consolidated in the 0,000-sq. ft. areas on second floor.

FIVE AM'S, TWO FM'S GRANTED TRANSFERS
HALF-MILLION dollars represented in considerations for five AM and two FM outlets granted transfers by FCC Friday. Properties involved:

WEIM WEIM-FM Fitburch, Mass.—Granted after additional time for investigation, was granted transfer of the station WEIM for $200,000 to WEIM Fitburch Inc., News Service Co., R. P. R., attorney, sellers, are Mitchell G. and Northern Bay Co., R. P. R., attorneys.

WARK Hagerstown, Md.—Granted transfer of 100% interest in the station WARK to Raymond J. Funkhouser, local businessman, for $100,000.

WWXL WWX-FL Peoria, Ill.—Granted transfer conditionally to H. Giddan and associates for $74,650 to Myron A. and Homer D. Morrow, 56% each, with WCFG Chicago sales. Mr. Giddan, chief owner and general manager, retires because of illness.

KUNI Benelli, Minn.—Granted assignment of license from partners Robert W. Bradford and F. Pih to Butler Broadcasting Co., new firm, for $66,000. Butler Broadcasting controlled by Ed. W. Butler, formerly with KILO Grand Forks, N. D., and his family.

WIRZ Macon, Ga.—Granted transfer of control from Thomas Carr and five others to Mr. Carr, 10%, Oliver Thorn and then to Morris W. Seaver, 45% each. Latter two buy holdings for $13,500 apiece.

DON LEE WITHDRAWS
DON LEE Broadcasting System withdrawing its San Diego television application, leaving seven applicants to battle over three available channels in FCC hearings scheduled Sept. 7. WJHL Pacifica, Los Angeles, and San Francisco applications which, when and if granted, will keep engineering staffs engrossed in installations, plus desire to continue high-band experimental activities.

SULLIVAN, Stauffer, Colwell & Bayes has matters afoot in San Diego from 270 Park Ave. to 437 Fifth Ave. New telephone number is Oregon 9-2500.

BROADCASTING • Telecasting
MORE PROOF!
The KMBC-KFRM Team Is Doing A Job

July 12, 1948

Mr. Arthur B. Church
Stations KMBC-KFRM
Kansas City, Mo.

Dear Mr. Church:

I thought you might be interested to know that I am highly pleased with the results of my program on The KMBC-KFRM Team.

Being in the hatchery business, we have to analyze advertising results very carefully. And our inquiries and sales from KMBC-KFRM have been superior to any other media we have used.

The sales coming from the area served by KFRM have been particularly gratifying. And I would say, without reservation, that the KMBC-KFRM Team is tailor-made for an advertiser such as myself who wants to cover the entire Kansas City trade territory.

Yours very truly,

Fred O. Boehm
Belton Hatchery

Only the KMBC-KFRM Team delivers complete coverage of the actual Kansas City trade area—coverage specifically designed to provide the advertiser with an economical means of reaching those who are in the habit of looking to Kansas City as their trading center.

Programmed from Kansas City, The Team likewise renders an invaluable service heretofore unavailable to trade-area listeners . . . market broadcasts direct from the Stock Yards, grain, poultry and produce quotations right up-to-the-minute, informative broadcasts of a practical, understandable nature direct from the KMBC-KFRM Service Farms, area weather forecasts direct from the area weather bureau.

To this, add one of the largest and most popular talent staffs for stations this size . . . and you have a well-rounded combination that is doing a job!

The KMBC-KFRM Team Serves 3,659,828 People!

KMBC
of KANSAS CITY
5,000 on 980

KFRM
7th Oldest CBS Affiliate
Represented Nationally by FREE & PETERS, INC.

for KANSAS FARM COVERAGE
5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
DENVER PRESS CLUB — Award of Merit for outstanding on-the-scene news reporting during Colorado State Prison break. KLZ was only radio station so honored.

DENVER ADVERTISING CLUB — Ad of the Year Award for outstanding merit in advertising production in the field of Radio Program Promotion.

DENVER ADVERTISING CLUB — Ad of the Year Award in the field of Radio Programs for the KLZ public service series on “Divorce”. This was the fourth time in five years that KLZ was awarded first place in this category.

OHIO STATE UNIVERSITY — First Award at Institute for Education by Radio in regional classification for a personal and social problems program on “Divorce”.

VARIETY — Excerpt from Highlights of 1947 Show-management Review: “Hugh Terry’s aggressiveness was once more demonstrated by the manner in which KLZ maintained its leadership. Particularly in the sphere of social usefulness... On the Rocky Mountain front, Terry was consistently out in front.”