The G. C. Murphy Company has 42 long years of experience in operating one of the largest chains of stores in the country. They really know retailing and merchandising!

One fact they know well is that to make advertising pay, you’ve got to pick the right media. When they opened up the newest and largest store of their entire chain in Richmond last month, they had no less than five radio stations to choose from.

They tackled this problem with expert analysis of the situation. They finally picked just two of the stations. And one of these stations is WLEE.

More retail merchants use WLEE than any other station in town. And that’s proof positive that WLEE gets results. On advertising budgets where every penny counts, WLEE is the best buy in Richmond. Call in your Forjoe representative and get the WLEE story!
FOR twenty years the Ugland brothers, Harry and Clarence, have operated their grocery store at the busy corner of Main and Center streets in Sandwich, Illinois—in the heart of agriculturally rich and productive DeKalb County. Serving small town and rural folks, the Ugland brothers have built an enviable reputation as "good people to do business with."

The store hasn't changed much through the years—but the selling has. According to Harry Ugland, "People are more brand-conscious now than they used to be. They hear something advertised on the radio, and they're in here for it the next day."

Clarence adds, "Most of our customers listen to WLS; so we've got to keep up-to-date on WLS advertised products."

Typical comments from a typical Midwest town. With a population of 2,601, Sandwich is the third largest town in DeKalb County; DeKalb County is 52.1% rural. County income in 1947 amounted to $61,400,000—with retail sales of nearly 39 million and food sales of eight and a half million dollars.

DeKalb, like 567 counties in the Midwest, is WLS-conscious. Evidence of intensive coverage by WLS is found in the county BMB figures—83% daytime, 84% nighttime coverage of its 10,880 radio homes.

Mail, too, indicates listening. In 1947 9,291 letters were received from DeKalb County—85.4% of the total radio homes!

Serving the needs of these people in the four-state Major Coverage area of WLS has led to responsive listening—proof of acceptance and belief, upon which advertising results depend. For specific stories of how and why they respond, ask your John Blair Man.
58,163 Hooper Telephone Calls Prove Dominance of Intermountain Network

This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper's winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain has strong audience all the time.

Here are ratings for the first quarter hour in every hour. Complete reports available at any Avery-Knodel office.

**HOOPERATINGS**

**WINTER, 1947**

Monday thru Friday—Daytime • • • Sunday thru Saturday—Nighttime

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets in Use</th>
<th>INTERMOUNTAIN*</th>
<th>Ax Network</th>
<th>By Network</th>
<th>Cx Network</th>
<th>All Others</th>
</tr>
</thead>
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<td>19.5</td>
<td>9.2</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
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<td>23.2</td>
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<td>6.1</td>
<td>1.7</td>
<td>8.0</td>
<td>0.3</td>
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<tr>
<td>10 a.m.</td>
<td>23.7</td>
<td>8.1</td>
<td>2.7</td>
<td>7.7</td>
<td>4.2</td>
<td>1.0</td>
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<td>11 a.m.</td>
<td>22.0</td>
<td>8.8</td>
<td>1.9</td>
<td>5.6</td>
<td>4.5</td>
<td>1.2</td>
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<tr>
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<td>1.6</td>
<td>4.5</td>
<td>7.5</td>
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<td>2.1</td>
<td>1.8</td>
<td>9.5</td>
<td>2.6</td>
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<tr>
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<td>2.9</td>
<td>3.4</td>
<td>8.7</td>
<td>1.5</td>
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<td>0.6</td>
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<td>1.1</td>
<td>4.3</td>
<td>1.1</td>
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<tr>
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<td>22.9</td>
<td>9.9</td>
<td>3.3</td>
<td>2.7</td>
<td>5.8</td>
<td>1.2</td>
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<td>6 p.m.</td>
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<tr>
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<td>4.2</td>
<td>7.9</td>
<td>14.6</td>
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*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

**THE INTERMOUNTAIN NETWORK Inc.**

**Concentrated Coverage where the people live**

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, Inc. 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
KEX PORTLAND, Ore., 50,000 watt, may be sold by Westinghouse. ABC outlet is understood to be on block at roughly one million dollars. Station presumably would be sold because it doesn't fit into Westinghouse's geographical pattern.

EMIL MOGUL CO. New York, planning participating television programs for its client, National Shoe Stores, which last week announced increase in advertising budget for fall and winter season. No definite video plans set. National currently using spots on five New York stations and is adding WTTM Trenton.

NEGOTIATIONS underway last week for purchase of KLZ Denver for reputed $900,000 by Aladdin Television Co., representing Fox Intermountain theatre interests. Aladdin and KLZ are among eight TV applicants for five available channels in Denver.

KWKW PASADENA will be sold shortly to Joint Council No. 42 of Teamsters Union, Los Angeles for more than $350,000 subject to FCC approval. Final negotiations expected to be completed within fortnight.

REVAMPING of NAB into all-industry trade association with TV and FM divisions may get serious study in upcoming NAB-TBA conference. Many NAB directors known to feel that since AM stations provide predominant share of dues they should retain basic control of association but concede division plan might be worked out to meet special needs of TV and FM and avoid duplicating general services.

PROBLEM of dues scale for TV members should some NAB-TBA merger plan materialize, is tough one. Expected high income of many TV stations will be more than offset by heavy overhead so present NAB dues scale might work hardship, according to NAB officials who have studied problem. Another toughie: Could revamped NAB satisfy promotional desires of TV and FM members?

WILL HARRY M. PLOTKIN, FCC's top broadcast lawyer, return to FCC when he completes his month's vacation begun last week? An arch New Dealer, he figured prominently in just about every controversial regulatory matter at FCC during last eight years. Reports are he won't stay beyond end of year and probably will wind up in private practice or as house attorney for some important radio entity.

DAYTIME 1 kw station within greater Washington area is being offered for sale to selected prospects in aura of hush hush secrecy.

BILLING of about $1,250,000 involved in expected Esso Standard Oil Co. (N. J.) purchase (Continued on page 86)

Upcoming


Sept. 1: NAB-TBA Joint Project Committee, Waldorf-Astoria, N. Y.

Other Upcomings on page 63

Bulletins

AGREEMENT between AFM and major movie studios extending existing contracts without change for one year from Aug. 31, 1948, reached in New York. Union reserved right to reopen contracts at any time on 60 days notice. Pact covers MGM, Paramount, 20th Century-Fox, RKO, Republic, Warner Bros., Universal, Columbia.

PULSE Inc., conducting television surveys in New York, will start service in Philadelphia in September, covering about 700 homes. New York sample to be increased from 700 to 1060 families.

ABC to offer for cooperative sponsorship Piano Playhouse, Sun., 12:30-1 p.m. starting Sept. 12 and Nelson Olmsted's Your Story for Today weekdays 4:45-5 p.m. starting Sept. 13.

LEVER BROS. SWITCHING PRODUCTS ON TWO SHOWS

Two top-ranking Lever Brothers shows, Bob Hope and My Friend Irma will exchange products, sponsor identification this fall it was revealed by John R. Gilman, Lever Bros. vice president in charge of advertising. Bob Hope show on air for Pepsodent since Sept. 27, 1938 to be heard for Swan Soap effective Sept. 14 at Hope's regular time, Tues., 10-10:30 p.m. on NBC. Pepsodent will sponsor My Friend Irma which returns to air Aug. 30 in same time, Mon. 10-10:30 p.m. on CBS. As result of product switching each program will also shift to other agency. Thus Bob Hope show, formerly handled by Foote, Cone & Belding, will go to Young & Rubicam, while My Friend Irma will shift to Foote, Cone & Belding. Official reason given for exchange of products was desire to build increased audience on each.

PROPOSED AM GRANT

PROPOSED decision looking toward grant of Pisgah Broadcasting Co. for new station at Brevard, N. C., on 1240 kc with 250 w unlimited issued last Friday by FCC. Preference was application of William M. Brace for same facilities at Greer, S. C. based on present facilities, coverage and interferences in areas.

Business Briefly


ELSON FOR SHAVE CREAM - Consolidated Royal Chemical Co. (Frank's Shave Cream), Chicago, Sept. 13 starts for 8 weeks Bob Elson on the Century on 21 ABC Pacific stations Mon.-Fri., 7:30-7:45 p.m. ( PDT). Agency, Arthur Meyerhoff & Co., Chicago.

MILES CHANGE - Miles Labs, Elkhart, Ind., names Herb Shriner and Raymond Scott Quintet to replace Lum 'n' Abner on CBS 8:45-9 p.m. (EST) Monday through Friday beginning Sept. 27 (see story page 28). Agency, Wade Adv. Agency, Chicago.


ESSO PROMOTES SAFETY IN PRE-LABOR DAY TV DRIVE

ESSO STANDARD OIL Co., sponsoring one-minute safety commercials on eight TV stations through Marschall & Pratt, New York. Main feature of commercials is Esso's new traffic safety poster carrying message, "Drive carefully ... the life you save may be your own!" Same theme sponsored on billboards in more than 3,600 outdoor locations.

Pre-Labor Day commercial is televised five times each week on WCBS-TV New York, WEIT-TV Philadelphia, WBZ-TV Boston, WBAL-TV Baltimore and WTTG Washington, twice weekly on WTVR Richmond, WBEN Buffalo and WRGB Schenectady, according to agency.

TWO RALSTON PURINA SERIES RENEWED ON MBS

RALSTON PURINA Co., (cereal and feed division) Sept. 27 renews for 82 weeks each Tom Mix and His Ralston Straight Shooters on full MBS network, Mon. through Fri., 5:45-6 p.m. (CDT), and Checkboard Jamboree on 200 southern stations of Mutual, Mon. through Fri., 9:15-9:30 a.m., according to Ade Hult, MBS vice president in charge of midwest operations.

Programs originate in Chicago and Nashville, Tenn., respectively. Agency is Gardner Adv., St. Louis.
Because sales are our business. Through NBC Network shows, radio's finest, and skillful local programming, each of these six stations in its respective community is a listening habit. A habit that is proving profitable to many national advertisers. These six Steinman stations offer you a wonderful sales opportunity. Write for information.

Represented by Robert Meeker Associates
Chicago  San Francisco  New York  Los Angeles
Flint folks have been strewing it around in retail stores at the rate of $200,000,000 annually.

This comfortable catch of coin results from an exceptionally high average family income. And, just recently, the healthy Flint market enjoyed a significant gain when pay envelopes at General Motors took on weight. (Note: There are more GM workers in Flint than in Detroit.) As you would expect, radio advertising is a major mover of merchandise in Flint. More surprising is the dominance of one station. WFDF alone delivers more radio listeners than the other four local stations combined!

Use WFDF in Flint—a major Michigan market—and watch the effect in your tills.

910 Kilocycles
WFDF MICH.

AMERICAN BROADCASTING COMPANY
NOW REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
Pry open the market with the local station

WFAU—Augusta, Me.  WONS—Hartford, Ct.  WMTW—Portland, Me.
WJOR—Bangor, Me.  WHYN—Holyoke, Mass.  WHEB—Portsmouth-Dover, N. H.
WICC—Bridgeport, Ct.  WLNH—Laconia, N. H.  WEDN—Providence, R. I.
WTSV—Claremont, N. H.  WCOU—Lewiston-Auburn, Me.  WSYB—Rutland, Vt.

It's local leverage that counts—the steady pressure from a local source close to the listeners and to the merchants who supply them. A Yankee home-town station applies just such leverage. It is the local source of Yankee and Mutual programs, an accepted and popular part of daily life.

Each of these stations offers, therefore, a readymade, receptive and responsive audience. With 24 such stations you can go anywhere in New England. You have at your command the most flexible means for working out a sales program to fit your dealer set-up.

You can cover as much or as little territory as you wish. Select what you need most, working from city to city, or buy the whole network for the most complete coverage of this six-state market.

"This is The Yankee Network"

Member Mutual Broadcasting System
DON'T BE MISLED!

According To The Latest Available Audience Surveys, 1948 Figures, Not 1947
WROL IS YOUR BEST BUY IN KNOXVILLE

- Proof of Greater Coverage
WROL with 5,000 watts at 620 kilocycles, gives you greater coverage than any other Knoxville station. WROL's 0.5 MV/M signal covers greater area according to the calculated values of Harold B. Rothrock, consulting radio engineer, Washington, D.C.

- Proof of Greater Audience
Based on the only complete quarter-hour breakdown of Knoxville listening published since February, 1948, "The Knoxville Radio Research Study", sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor and Dr. E.E. Garrision, Associate Professor of Marketing, College of Business Administration, University of Tennessee, covering the months of April, May and June, 1948, with a total of 43,200 coincidental telephone calls.

- Proof of Lower Cost
The cost of Knoxville listening is approximated by assuming 100% listening and 40,000 radio homes in Knox County and using the single time 15 minutes published rate. Relative costs are correct for any percentage of listening.

<table>
<thead>
<tr>
<th></th>
<th>WROL</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
<th>Station &quot;E&quot;</th>
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<tbody>
<tr>
<td>7 AM-7 PM</td>
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<td>37.5</td>
<td>30.7</td>
<td>17.9</td>
<td>7.3</td>
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<tr>
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<td>750</td>
<td>490</td>
<td>480</td>
<td>225</td>
<td>148</td>
</tr>
</tbody>
</table>

WROL Invites Any FACTS Contrary to the Above Statements

Harry Cummings, Jacksonville, Fla.
Southeastern Rep.

620 KILOCYCLES
5,000 WATTS
East Tennessee's
Greatest Coverage

FOR EAST TENNESSEE
WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247
East Tennessee's Most Powerful Station


NORMAN C. LINDQUIST, one of founders of Television Advertising Productions, Chicago, and originator of De Paul U. television advertising course, first of its kind in country, named television director at Malcolm-Howard Adv., Chicago.

HUGH HOLE, former supervisor of commercial radio production at Dancer-Fitzgerald-Sample, New York, joins Brooke, Smith, New York, as director of radio and television for Detroit branch. He previously was with Benton & Bowles, New York, in administrative capacity as well as director of radio and video shows.

DARWIN H. CLARK Co., Los Angeles, moves from 541 S. Spring St. to 1130 W. Sixth St., in expansion program.

DONAHUE & COE, New York agency, opens in Washington, D.C., office with J. RAYMOND BELL as manager. Mr. Bell, who has been with Donahue & Coe for year and a half, will make his headquarters in National Press Bldg. Agency's Washington office will handle both advertising and public relations accounts. Donahue & Coe also has branch office in Atlanta.

MAJ. WALTER R. KING, former chief of liaison branch of Public Information Div. of the Army, joins Gardner Adv., St. Louis, and will work on Army recruiting account recently placed with the agency. Gardner to open offices at 2531 Wilson Blvd., Arlington, Va.

BUELL M. BROOKS and ERLE HOWRY join Erwin, Wasey & Co., Los Angeles. Mr. Brooks goes into media department.

GRISWOLD-ESHELEMAN Co., Cleveland, Ohio, opens branch office at 307 W. Broadway, Louisville. RICHARD W. SMITH, senior executive on major accounts for agency since 1935, manages new office, assisted by ELEANOR CLARK, who joined agency in 1935 and for past three years has been in charge of traffic control.

MARJORIE SCHMIDT Aug 18 became first woman to win $750 L. R. Fairall advertising scholarship at State U. of Iowa, annual award given by L. R. FAIRALL, president, Fairall Co. Adv., Des Moines, to outstanding advertising student of senior or graduate standing at university.

DEEDEE VAN PULLIAM appointed radio director of Kamin Adv., Houston. She was formerly with CBS Hollywood to wartime service with USO in Washington. She also was with Milton Weinberg Adv., Hollywood.

EARLE J. DUMONT, executive assistant and personnel director of Smith, Bull & McCreery, Inc., Hollywood, is the father of a girl Donna Lynn.

ELMER F. JASPMAN, formerly with McGehean & O'Mara, New York, appointed director of radio and television for Broomfield-Podmore Adv., Trenton, N. J. At McGehean & O'Mara he was national advertising account executive for 26 stations. He previously did television production with WZXTJ Jamaica, L. I.

BURTON DURKEE, manager of Detroit office of Morris F. Swaney Agency, elected vice president.

PHYLILIS ZOULIS, assistant to HENRY KONESKY, promotion director, Smith, Bull & McCreery Adv., Hollywood, resigns. She will be married Sept. 19 to William Milburn.

GEYER, NEWELL & GANGER, New York, adds following to its public relations department: RAY CONNORS, formerly with Carl Byoir & (Continued on page 81)
ALL THE WAY DOWN THE LINE THEY'VE RENEWED THE

Tommy DORSEY

DISC JOCKEY SHOW ON TRANSCRIPTION

FOR A 2nd BIG YEAR

VIRTUALY EVERY MAJOR MARKET!

Just look at that list! One big testimonial, that's what it is!

Everybody everywhere was sold on the T. D. Disc Jockey Show from the start . . . and they've stayed sold! That adds up to the most broadcast hours in transcription history for the second year in a row. A call or letter to the Dorsey office gets you in this biggest of all acts. You can sell the Tommy Dorsey Disc Jockey Show on transcription as full-, half-, or quarter-hour strips as well as spot announcements. Oh yes . . . at first we wanted to prove the T. D. power, never sold less than 52 weeks at a time.

Now that we've made our point, boys, you can have it in 26-week strips. The cost? Never a better deal for station or sponsor!

THE TOMMY DORSEY DISC JOCKEY SHOW, INC.

1619 BROADWAY • NEW YORK 19, NEW YORK • TEL. Circle 7-2900

August 30, 1948 • Page 9
TEN years ago, radio was instrumental in bringing Fletcher Bowron into office as mayor of Los Angeles. Today he has definitely established himself as a "mile" mayor through unceasing use of the medium.

In September 1938, Mayor Bowron was elected to office in the face of virtually total press opposition, thanks largely to a "free radio." During this span he has been heard on just about every Los Angeles station, and for the entire period, has been heard regularly in a weekly 15-minute report to the voters via KFI Los Angeles. In addition he has been heard on KMPC Hollywood regularly since 1942.

These broadcasts have frequently been the point at which the mayor has first broken news stories. In fact the Los Angeles press, which has never been very kindly (Continued on page 18)

**Feature of the Week**

**On All Accounts**

A youth fresh out of high school, Fred Baker got a job making barrels. Some years later he helped make an old friend Governor of the State of Washington. Today he is making friends—and customers—for the clients of his advertising and public relations agency, Frederick E. Baker and Assoc. One thing has just led to another.

Along the way, Fred gave up his job in an ice-cream factory (and took a cut of $50 a month in income) to serve for five years as field executive of the Boy Scouts. He was selected as "Young Man of the Year" (1937) by the Seattle Junior Chamber of Commerce, and he has held major posts with Kiwanis International.

Fred was born in Seattle Feb. 2, 1908—and has rarely been away from there since, except for business, politics and Kiwanis. After the Horatio Alger beginnings with barrels and ice-cream, all his business experience seemed to point toward his present activity as advertising and management consultant.

As director of a retail credit agency, for example, he analyzed retailing businesses, and often the evidence pointed toward marketing and advertising as the cure. Later, as vice president and general manager of a commercial press, he saw the power of the printed word-and-picture to persuade. But it took a political campaign to complete his conversion into an advertising executive.

It came about in 1940, Arthur E. Langlie was running for Governor of Washington on the Republican ticket, and the professional politicians wouldn't touch the campaign because it looked hopeless in a Roosevelt landslide year. Finally Mr. Langlie called on his close personal friend, Fred Baker, whose previous political experience had been confined to voting regularly. In six weeks, although the rest of the state vote went overwhelmingly to the Democrats, Mr. Langlie was Governor-elect.

"That's the first time I was really impressed with the power of radio," Fred says today. "It was concentrated repetition in that six-week period that drove home the idea."

Now the Baker agency, of which he is senior and controlling partner, uses radio for virtually all its accounts, spending between $15,000-$20,000 monthly on some 20 stations, prin-

(Continued on page 63)

**KRKL Ownership**

EDWIN A. KRAFT is not presently a stockholder in KRKL Kirkland, Wash., as reported in Broadcasting's "On All Accounts" sketch of Aug. 2. According to F. L. Thornhill, sole owner of KRKL, Mr. Kraft has never had an interest, directly or indirectly, in the station.
The dairy industry is BIG in the KFAB area. Roberts Dairy, with principal plants in Lincoln, Omaha, Sioux City, Waterloo and Grand Island is BIG in the manufacture and distribution of dairy products. Let the BIG station KFAB do a BIG selling job for you in a BIG area and reap BIG profits.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
Which Twin Has the Toni?

This "switch" on a familiar theme in advertising has resulted in sales for a new-type product. It Does The Work—and results are what a product—or a service—are judged by.

Likewise, in two short years, WHHM has shown advertisers the way to sales results in the Memphis Market.

Attentive Audience, plus Happy, Happy Hoopers give WHHM alert advertisers results that pay off at the cash register.

Who Could Want Anything More!

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM
Music * Sports * News
MEMPHIS, TENNESSEE

PATT MCDONALD, manager
FORJOE & CO., representatives

Member Association of Independent Metropolitan Stations

*Toni Home Permanent

ARNOLD & BORN Inc., New York (coffee and tea), consistent radio advertiser for several years, appoints French & Preston Inc., New York, to handle its fall campaign. Program participation and spot radio will be used extensively in New England markets, and television plans in that area also are underway. It is expected that contracts will be for 52 weeks.

DAY'S TAILOR-D CLOTHING Inc., Tacoma, Wash. (Campus King corduroy trousers), starts campaign in 11 Western states, including use of radio. Agency: Condon Co., Tacoma.

MARINE ELECTROLYSIS ELIMINATOR Co., Seattle (Red Devil foot remover), Oct. 15 starts test campaign using one-minute spots on KUGN Eugene, KFLW Klamath Falls, KXL Portland, KOCO Salem, Ore.; KDAL Duluth, WLOL Minneapolis, Minn.; KSDK Pasco, KIT Yakima, KXXL Spokane, KING and KXX Seattle, Wash.; KEGM Boise, Ida.; KFEL Denver; WSBR Superior, Wis.; KUTA Salt Lake City.


ROBERT SIMPSON Ltd., Montreal (department store), next month begins test spot campaign using both French and English stations in Montreal to spotlight special sales and events. ARTHUR BURNS, of Associated Broadcasting Co., Montreal, appointed to direct campaign.


QUEBEC COLLEGE OF PHARMACY, Montreal, starts Sept. 26 weekly transcribed show dramatizing life of a druggist on nine Quebec and Ontario stations. Account was placed direct.

GADGET-OF-THE-MONTH CLUB Inc., Los Angeles, appoints Ruthrauff & Ryan, Hollywood, to handle its national advertising. Radio will be used.

DALGLISH CHEMICALS Ltd., Toronto (Javex cleanser), starts transcribed morning disc jockey show with Mickey Lester on wide list of Canadian stations, marking first time Canadian disc jockey show has been transcribed for distribution throughout Canada. Agency: MacLaren Adv., Toronto.

PHILCO CORP., Philadelphia, to sponsor Philco Television Playhouse on NBC video network 9-10 p.m. Sundays, starting Oct. 3, with Actors Equity Assn. talent. NBC's seven East Coast stations to carry live from New York, other cities on film.

BUTLER PACKING Co., Oakland, Calif. (Dennison's Foods), starts 52-week sponsorship of Newsweek Looks Ahead on 20 ABC Pacific Coast and Mountain stations, Sun., 7:45-8:00 p.m. (PDT). Agency: Brisacher, Van Norden & Staff, San Francisco.


FORD MOTOR Co. of Canada, Windsor, Ont., Oct. 8 starts to July 1, Ford Theatre on 40 Dominion Network stations, Fri. 9-10 p.m. Agency: Cockfield Brown & Co., Toronto.
When You Buy Time in New England...

REMEMBER: In Worcester and 54 surrounding cities and towns

In the MORNING, **WTAG** is first in Audience 143 quarter-hours out of 162 or 88% of the total time.

In the AFTERNOON, **WTAG** is first in Audience 119 quarter-hours out of 168, or 71% of the total time.

In the EVENING, **WTAG** is first in Audience 141 quarter-hours out of 168, or 84% of the total time.

For the ENTIRE WEEK, **WTAG** leads in Audience 403 quarter-hours out of 498 or 81% of the total time.

All data from Benson & Benson Diary Study made in January, 1948 in Worcester and fifty-four surrounding cities and towns.

When You Buy Time—Buy An Audience!

**WTAG**
**Worcester**
580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.
On "Robbins' Nest" opening program, hundreds of stars appeared at the studio to give program a great send off. Group above, from left to right, shows beautiful film star Vivian Blaine, Ted Streater, Fred Robbins, Allen Dale, Margaret Whit- ing and producer Ray Green.

Cob Calloway and Freddie Robbins hi-de-ho together when Cob visits "Robbins' Nest."

"ROBBINS' NEST"
A ONE-HOUR-SIX TIMES WEEKLY TRANSCRIBED DISC-JOCKEY SHOW!

TIME says...
Prisoners of WOV
"Hiya cat, wipe ya feet on the mat, let's slap on the fat and dish out some s'cat. You're a prisoner of wov, W-O-V, 1280 on the dial, New York, and you're picking up the hard spil and good deal of Fred Robbins, dispensing seven score and ten ticks of ecstatic static and spectacular vernacular from 6:30 to 9 every black on the 1280 Club. We got stacks of lacquer crackers on the fire, so hang out your hearing flap while His Majesty salivates a neat reed."

True says...
Robbins has become an influence upon our national life by reason of a peculiar combination of circumstances.
1. Because of his integrity, Robbins is one of the few persons in the field of jazz music who is accepted by all the various cliques of popular musicians-cliques which war upon one another as fiercely as the aboriginal Indian tribes did.
2. By having access to all of the jazz cliques, Robbins picks up the latest jive talk more quickly and more thoroughly than any other radio personality in the country.
3. Since most of the men who produce the nation's daily comic strips live in the New York area, and since most of them vie with each other to get into print with the latest jargon of youth, most of them are consistent listeners to Robbins' nightly broadcasts. They snap up his latest tongue twisters and put them in the mouths of their comic characters.

Newsweek says...
A major exception to these unpleasantly frequent rules is a 28-year-old handsome ex-lawyer named Fred Robbins. A brash, self-satisfied, but personable young man, Robbins conducts his show on WOV (Monday-Saturday, 6:30-9 p.m., EST), one of the smallest of New York's many independent stations. But his audience is one of the city's largest. Robbins' integrity in picking his records for the pure sake of good entertainment, his careful programming, and his astonishing—and original—jive language make his appeal almost unlimited. If the ethics of disk jockeying ever catch up with the profits, Robbins can take a large share of the credit.

ONLY
Kermit-Raymond
BRINGS YOU
PROGRAMS WITH SO GREAT
A WEALTH OF TALENT!

GET ALL THE FACTS NOW! ASK ALSO ABOUT "HOLLYWOOD'S OPEN HOUSE," RADIO'S GREATEST HALF HOUR TRANSCRIBED SHOW - - - AND "IT'S A GREAT SHOW" STARRING JACKIE GLEASON. 260 GREAT QUARTER HOUR TRANSCRIBED VARIETY SHOWS!

USE THIS COUPON
with FRED ROBBINS

AND A BIG NAME GUEST STAR
CO-DISC JOCKEY ON EVERY SHOW!

NEW YORK CITY WENT WILD
ABOUT FRED ROBBINS! YOUR
AUDIENCE WILL TOO!

YOU BUY FIVE ONE HOUR SHOWS WEEKLY AT ONLY 15% OF
YOUR ONE HOUR CLASS "B" NATIONAL RATE PER PROGRAM!
YOU GET THE SIXTH HOUR FREE! THERE IS SPACE FOR 12
COMMERCIALS ON EACH PROGRAM. YOU CAN SELL QUARTER
HOUR, HALF HOUR, OR FULL HOUR SPOTS—OR YOU CAN SELL
ONE MINUTE SPOT PARTICIPATIONS. A COMPLETE EXPLOI-
TATION AND MERCHANDISING CAMPAIGN GOES WITH THE
SHOW GRATIS! THIS PROGRAM MAKES REAL REVENUE FOR
THE RADIO STATION! SO GET READY FOR FREDDIE—GET
"ROBBINS' NEST" EXCLUSIVELY FOR YOUR MARKET! ASK
KERMIT-RAYMOND IF YOUR MARKET IS AVAILABLE.

FRED visits the king during a Bing Crosby Decca recording
session.

Fred Robbins' popularity grows so great in New York that the
famous Roxy Theater books Fred to head complete musical
stage show.

Kermit-Raymond Corporation
11 East 52nd Street,
New York City (22)
Please send us auditions and complete information
on "ROBBINS' NEST." We agree to take care of
this audition and to return it as soon as possible.
We will pay you a five dollar deposit for this audi-
tion transcription with the understanding that you
will return the deposit upon receipt of the audition
in good condition. If we have checked the other
programs we are interested in receiving informa-
tion on them also.

☐ "ROBBINS' NEST"
☐ "HOLLYWOOD'S OPEN HOUSE"
☐ "IT'S A GREAT SHOW"

(Radio Station or Agency)
by______________________________
(address)

August 30, 1948 • Page 15

Lana Turner, famous M-G-M star, is interviewed by Fred for
his monthly Screenland Magazine column.
Again

Mobile

IS A

*PREFERRED CITY-OF-THE-MONTH

The August first issue of "Sales Management" again lists Mobile as one of the sixteen cities in the United States as "preferred," under their "Retail Sales and Service Forecast for August, 1948." This important port city now has an estimated population of 200,000 people.

And

WMob

IS A

"PREFERRED STATION"
WITH A HOST OF LOCAL AND NATIONAL CLIENTS

Local features plus ABC network shows, together with A SUBSTANTIAL SHARE OF THE MOBILE MORNING, AFTERNOON AND EVENING AUDIENCE (Hooper—Fall-Winter Report 1947-1948) are but a few of the reasons WMob is "preferred" by many timebuyers.

* ASK A BRANHAM
MAN FOR THE FACTS!

The New

WMOB
A NUNN STATION

Represented by The Branham Co.

D. H. LONG, Manager
Mobile, Alabama

Open Mike

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

Allied Stores' System
EDITOR, Broadcasting:
Just returned from a mail road trip and in checking ... Broadcasting found the nice article and the nice editorial on our "checking results" system.
My very grateful thanks to you and I hope this system will be of service to broadcasting in its contacts with retailers and vice versa.
Walt Dennis
Allied Stores Inc.
New York

Says Set Fills Need
EDITOR, Broadcasting:
I have noted in the Aug. 2 issue of Broadcasting, page 23, . . . the excuse was given by broadcasters that lack of interest in FM is due to the absence of a good low-priced FM receiver.
Evidently the broadcasters are not familiar with the fact that Zenith announced a new set, model TH822, retailing for $49.85, that in every sense of the word fulfills the desire . . . for a good, legitimate, high performance, genuine - Armstrong, low - priced FM receiver.
We . . . are in full production at the present time.
From reports . . . we believe we have an answer for the FM broadcasters which fulfills even their fondest hopes.
H. C. Bonf
d Vice President, Zenith Radio Corp.
Chicago

Giveaway 'Solution'
EDITOR, Broadcasting:
I believe I have the solution to the FCC's impending ban on giveaway programs. My program is called Answer or Go Broke.
The m.c. asks contestants questions. If they do not answer the first one correctly they pay the m.c. $2. If they miss the second one they pay the m.c. $4. The third one nets the m.c. $8, etc., until the contestant has lost $36. He is then eligible to try for the jackpot question. If he misses, the winners of the program back a truck up to the door, take all his furniture, stove and refrigerator. They do not have to be new or of any specified brand.
Not only does this get around the FCC ban but it pays the expenses of the whole program.
George Gray
Production Manager
WHBB Portsmouth, N. H.

Sees 'Thinking' Need
EDITOR, Broadcasting:
. . . I enjoyed reading the Aug. 16th Broadcasting . . .
My own personal opinion is that some of the articles, . . . could well have superseded some of those that hit the early pages of your magazine.
One of the best articles was pushed toward the end of OPEN MIKE, page 60, and by Robert D.
(Continued on page 28)

Feature of Week
(Continued from page 10)
toward radio, have often found themselves to "cover" the Mayor's speeches as news, via radio sets.
The Mayor's office is literally wired for sound, what with a direct radio line into the suite. At times when he has been out of the city, his broadcasts have seldom been interrupted. When in England during the summer of 1947, he transcribed his comments there and the transcriptions were flown back to Los Angeles by American Airlines.
Sensitive to the value of radio in time of emergency or catastrophe, the Mayor early called upon the industry to aid in shaping a major disaster organization for Los Angeles.
Appraising the place of radio in the conduct of his office, Mayor Bowron advised BROADCASTING, "Radio has given me an opportunity to speak to the people in my own way, without any chance to misconstrual." In viewing his own use of station time he said, "I have never attempted to abuse the free use of radio time... using it only to inform and advise the people of problems, development and events."

Does Own Writing
No ghost writer has any hand in shaping the Mayor's phrases. In fact his public relations assistant frequently learns things for the first time when listening to the program himself.
Mayor Bowron has never hesitated to call upon station and network executives for advice on radio. In fact Lewis Allen Weiss, MBS board chairman and Don Lee vice president and general manager, served on the city's airport Commission for several years on the Mayor's invitation.
Judge Justin Miller, NAB president, is another old friend of Mayor Bowron. And they frequently exchange visits and views, although Mayor Bowron declined to state whether he had ever tried to tell the Judge what was wrong with radio, or whether the Judge had ever sought to tell him how to run a municipal administration.
And the Bowron regime isn't missing any bets on television with a regularly scheduled program on KTAL Hollywood.

Page 16 • August 30, 1948
Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

He Just Likes Apricots...

On Tuesday, July 20th TAYLOR AND SONS GROCERY AND MARKET, operators of "Texas Largest Country Store" started the Eddy Arnold Show on KGNC at 7:15 A.M. Tuesday, Thursday, and Saturday. KGNC told its vast morning audience in 5 states (1,250,000 people in our primary area) that Taylor and Sons had a truckload of fresh apricots for sale. At 10 A.M. that same morning they were all gone and hundreds of people were disappointed. Taylor and Sons then sent a truck to Utah to get more apricots and advised this same audience on the following Tuesday morning that there would be more apricots on Thursday. When the store opened on Thursday morning, Mr. Ed Meyer, a farmer of Lampasas, Texas, over 350 miles away, was waiting. He was a regular KGNC listener and had driven up to buy 8 bushels of apricots. By 10 minutes of 9 that same morning the entire 850 bushels of apricots were gone. You can't beat the right combination, and in the fabulous Panhandle of Texas that includes KGNC.
MIDWEST network television, long on threshold of reality, edged a good-sized foot in the industry door within the past fortnight as the two major networks—NBC and ABC—revealed forthcoming operation on Sept. 20. NBC announced last Monday it would launch its TV network on a regular schedule with five stations on the outset—and six shortly thereafter.

Plans for the operation, announced by L. E. Showerman, vice president in charge of Central Division, were made at a meeting of NBC and station officials in Chicago following a conclave of network and station representatives and AT&T officials the same day with respect to allocation of facilities.

ABC a fortnight ago disclosed it would commence Midwest Network video, with WENR-TV as the key outlet. The move, in Chicago's third TV station, debuts Sept. 17 [Broadcasting, Aug. 23].

Original member stations in NBC operation are these: KSD-TV St. Louis, WWJ-TV Detroit, WTMJ-TV Milwaukee, WSPD-TV Toledo and WEEN-TV Buffalo. As for—WNBK Cleveland—will join upon completion of equipment tests some time this fall. Still another—WNBC Chicago—will be added when it takes to the air in the season, at which time it will become the hub of the skein.

Key Points

St. Louis and Detroit will serve as key program origination points, with the probability that Toledo also will be included, though on a smaller scale, Mr. Showerman said. A minimum service of 12 programming hours a week is planned during the early stages of operation. Mr. Showerman pointed out, because among other types of programs they will offer football telecasts to the Midwest network.

Of the original stations included in the Midwest tieup, all have or will have signed with NBC as TV affiliates, Mr. Showerman said. One of the six—WNBK—is an owned and operated NBC station by virtue of its parent organization, WTAM Cleveland (same will be true of WNBQ Chicago). All are AM affiliates of the network.

With respect to actual facilities NBC would use, all connections would evolve from either, except the Milwaukee-Chicago and Toledo-Detroit links which are connected by microwave relay towers (see map). Cable links between St. Louis (through Danville) and Chicago, Chicago and Toledo, and Cleveland and Toledo afford two-way circuits, which mean that facilities are available for both transmission and reception. Between Cleveland and Buffalo, however, is only one circuit, permitting WBNF-TV to receive but not transmit. Same holds true for the Milwaukee-Chicago relay tower tieup which enables only reception by WTMJ-TV.

Near Completion

Construction work on this link, begun early this year is nearing completion. Tests will be conducted on the St. Louis-Danville-Chicago cable link sometime next month, according to Mr. Showerman. Establishment of service connecting the East Coast network (with Pittsburgh and Philadelphia as key points) with the Midwest chain through Buffalo is expected by Jan. 1, 1949 or shortly thereafter, he said.

Mr. Showerman indicated that WNBQ Chicago would be ready to serve as a receiving center for network programs this fall, despite postponement of the station's overall opening service date, which he said would be around Feb. 1.

Other potential NBC TV outlets within the perimeter of present Midwest network are WLWC Columbus, WLWD Dayton, WLWT Cincinnati and WIRE Indianapolis. Three Ohio stations already have been authorized by FCC. NBC has established following rates for stations at these centers: $250 per hour each for Buffalo, Detroit, St. Louis and Milwaukee, and $150 per hour for Toledo, a total of $1,150 on a one-hour basis. Half-hour total will run $690 and a quarter hour $460. Charges are for programs only.

(FCC has scheduled for Sept. 28 continuance of its probe into AT&T TV rates for facilities covering various circuits, such as those included in Midwest network.)

Mr. Showerman said programming would be divided equally between KSD-TV and WWJ-TV at the outset. While programs to be offered will be announced later, Mr. George M. Burbach and Harry Bannister, general managers of the respective stations, have indicated that schedules will include a full variety of programs from musical shows to sports events.

Those attending the Chicago network meeting, in addition to Messrs. Burbach and Bannister, included George Storer, president WSPD-TV (the Fort Industry Co.) and Walter Damann, general manager of WTMJ-TV.

Film Presentations

Mr. Showerman said the network also would include use of film presentations and probably theatrical recordings of eastern network programs, though no definite information had come forth from the East yet. ABC also will make use of them.

Other half of the Midwest TV network picture already has indicated it is negotiating for affiliates to join its network, to begin simultaneously Sept. 20. According to Paul Mowrey, ABC director of programming, working agreements have been reached with WBNF-TV Buffalo, WENS Cleveland and WSPD-TV Toledo, which would supplement WENR-TV.

ABC's owned and operated WXYZ-TV Detroit is due to join Oct. 9. (Applications for other stations in Akron, Canton, Cleveland and Toledo—were pending.)

Dual affiliations, in the case of ABC and NBC, are made possible by FCC's ruling which obviates exclusive network tieups.

TV Boosts Sports

TELEVISION has increased the gate receipts at the Milwaukee Brewers baseball games, according to WTMJ-TV Milwaukee. The station is carrying all 77 games on the Brewers' home schedule, and an all time attendance record has been set with only 62 games played. WTMJ-TV reports that attendance at the wrestling matches and Golden Gloves boxing dropped as sales increased also when they were carried by the station.

BRITISH MAKE NO CHANGE IN TV STATUS

BRITISH television will continue to be black-and-white lower band service for some years to come, it was officially announced last week. Decision paralleled that made by the FCC early in 1947 and follows the same line of reasoning, that high-frequency full-color television is not yet sufficiently perfected to warrant a change from the present standards at this time.

Official decision to continue video broadcasting on the present standard of 525 lines per picture was placed to provide 50 frames a second, slightly below the U. S. standard of 525 lines, interlaced to provide 25 frames. Thus—follows an examination of the various operating or proposed video systems by a television advisory committee headed by Lord Trefgarne. Committee's report averred that any change now "would prejudice more substantial improvements at a later date."

A suggestion that the BBC revamp its present standards, which have remained unchanged since the inauguration of video broadcasting in England in 1936, to conform to those used in the U. S. was also rejected. Decision, made on the costs of such a change, both to the BBC and to the more than 50,000 TV set owners, would not be warranted by the improvement in picture quality that would result. Steady increase in the purchase of video receivers—3400 TV licenses were taken out during July—is taken as indirect proof of the adequacy of the present service.

How NBC Plans Its Midwest Hookup

Heavy inked lines represent coastal cable and wavy lines relay towers. Two-way arrows indicate that stations can both receive and transmit simultaneously as cable or tower facilities permit. One-way arrow indicates that station located in place pointed to can only receive.
Standing by for "T-DAY"

- WHIO-TV Mobile Unit is ready to roll. Our crew is fully trained. We're going through daily dry runs now... standing by for "T-Day" when WHIO-TV goes on the air. Look for our opening announcement.
YOU know and we know that Southern people are "different." An announcer (or writer) who can really sell in New York may fare very badly in Dixie. And that's true of programming, too.

For 22 years, we at KWKH have concentrated on understanding the people in our four-State market. We've learned what they like, and what they don't like. We are years and years ahead of any similar organization in this area.

The result? Well, take your choice of whatever index you consider best. Hoopers? Yes. The old (but latest) CBS Study? Yes. The BMB Report? Yes—ask for any proof you wish!

KWKH

SHREVEPORT • LOUISIANA
Arkansas • Mississippi

The Branham Company
Representatives

Henry Clay, General Manager
Dean Upson, Commercial Manager
FCC LOTTERY COUP

By LARRY CHRISTOPHER

CONGRESS in recodifying Sec. 316 of the Communications Act into the Criminal Code has "enacted the legislation that it is contrary to the public interest to permit the broadcasting of lottery programs over the air," FCC maintained last Friday in a supplemental notice to its Aug. 5 lottery ban. The notice indicated that:

- The anti-giveaway punch contained in its Aug. 5 proposed rule-making announcement has in no way been softened [Broadcasting, Aug. 9].

- The Commission is not required to await prior judicial determination that a given program violates the new radio lottery ban in the Criminal Code before acting on such cases.

- Rules forbidding giveaways are proposed to be promulgated in the pattern of the Chain Broadcasting Regulations.

- The proposed rules "would set forth with particularity," as stated in the Aug. 5 announcement, "certain types of programs which the Commission believes are clearly prohibited."

The firm position was announced by the FCC after a week of closed-door sessions amid the titterings and speculations of "corner" observers who offered varied guesses as to the method the Commission would use to pull itself from the legal morass created by the belated discovery of Congress' "repeal" of Sec. 316 of the Act, the Commission's anti-lottery authority. The FCC notice gave no hint of recognition that any alleged upset had been dealt its administrative prerogative.

Same Procedure

FCC said it would receive comments in protest or support of its proposed rules to Sept. 10, same date previously designated, and would hold oral argument if warranted. Argument before the Commission is considered sure.

The Commission on Aug. 5 had issued its proposed rules to clear the air of almost all the giveaway programs directly under authority of Sec. 316. It was estimated virtually all the "big money" network shows as well as most other easy-money programs throughout the country would be hit. Network, agency and station executives were faced with considerations of major program revisions and radio attorneys had a field day in legal interpretation [Broadcasting, Aug. 16].

However, scarcely a week ago it was discovered that the 80th Congress on June 25 passed a law recodifying the Criminal Code of the Dept. of Justice and in so doing had removed Sec. 316 from the Communications Act of 1934, as amended, rewriting it as Sec. 1604 of the Code effective Sept. 1 [Broadcasting, Aug. 23]. It was reported FCC had never been notified of the revision as is customary on all legislation affecting government agencies. Opinion in Washington legal circles immediately after the discovery was that FCC's jurisdiction over lotteries is decidedly questionable and that the Commission might have to rescind in whole or part its proposed ban. Most seemed to agree at the time that only the Dept. of Justice, not FCC, could act on Criminal Code matters.

Frank T. Bow, general counsel of the House Select Committee to Investigate the FCC, promptly queried FCC Chairman Wayne Coy as to "whether the Commission still plans to proceed in this connection and under what authority." Mr. Bow was advised by Chairman Coy Friday the Commission very obviously did plan to stick by its proposed policy. Mr. Bow was sent a copy of the Commission's supplemental notice. It is expected the Select Committee will take up the matter this week during its hearings on the Scott Decision of the FCC regarding granting of air time to atheists (See story page 25).

Meanwhile one Dept. of Justice spokesman last Thursday told Broadcasting the department had taken no hand in the giveaway matter. Apparently it had no desire to, either. "It's a matter for the FCC and broadcasters to resolve among themselves," he observed.

Regarding the action of Congress, the supplemental notice of the Commission stated that "No substantive change in the applicable law with respect to the broadcast of lottery programs was apparently contemplated by the recodification." The Commission observed that the change "was part of a general revision of laws relating to gambling." (Continued on page 61)

TAYLOR-BORROFF

FORMATION of Taylor, Borroff & Co., effective Sept. 1, as national station representatives was announced today (Aug. 30) by O. L. (Ted) Taylor, majority owner and chairman of the new firm (Closed Circuit, Aug. 29).

Edward R. Borroff, former vice president in charge of the ABC Central Division, becomes president and general manager of the new representative firm. He will headquarter in Chicago.

Taylor, Borroff & Co. succeeds Taylor-Howe-Snowden Radio Sales, Mears, Taylor and Borroff have bought out the Howe-Snowden interests in the business.

"Mr. Borroff will take over the entire organization, devoting his full time, effort and unusual abilities to furthering the purposes of the organization's radio sales," according to Alex Keese, who will continue to headquarter at the Dallas office and concentrate on Southwest business. Mr. Keese is managing director of the Lone Star Chain and has been general manager of Taylor-Howe-Snowden Radio Sales. He has an active interest in the new firm.

Other Offices

Clyde Melville will continue to headquarter in Dallas. Jack Allison continues as vice president in charge of the New York office, with Tom Peterson remaining as vice president in the Chicago office. James Ayers continues to head the Atlanta office.

Mr. Borroff, a Chicago radio veteran, has been credited with the development of many leading national accounts, including Trans- Swift, Sinclair, Armour, Kellogg, General Mills, Pillsbury, Shaeffer pens, Minneapolis-Honeywell, Libby, McNeil & Libby, Philco and Westinghouse, according to Mr. Taylor.

Starting his radio career at KYW Chicago in 1923, Mr. Borroff moved to WENR as sales manager and joined NBC Central Division when it took over WENR.

(Continued on page 62)

August 30, 1948 • Page 21
HEAVY radio campaign running far into the six-figure bracket will be drawn up this autumn for Quality Mills, Pottstown, Pa., by Stanley G. Boynton Inc., Detroit.

The Pennsylvania firm, manufacturing garments ranging from bathing suits to shirts, last week named the Boynton agency to handle its national advertising. Quality has not used radio in the past.

With a total advertising budget approaching the million-dollar class, Quality plans to revamp its market and positioning methods. Under direction of Earnest Hunt, president, and Mr. Boynton, the company will exploit brand names nation-wide and regionally. Heretofore, the firm has sold through jobbers.

Besides extensive use of radio as a basic medium, Quality will supplement the air messages with dealer aids and merchandising techniques.

The Boynton agency has specialized in tailor-made station hookups for a score of years, pioneering this process on a nationwide basis.

Spaulding’s Plans
A. G. Spaulding & Bros., sports manufacturer, places its radio through the Boynton agency, which works in cooperation with Hanley, Hicks & Montgomery, New York, handling the other phases of the Spaulding account.

Spaulding will sponsor the Davis Cup tennis matches on a 30-station hookup keyed from WNEW New York Sept. 4-5. The matches will be staged at Forest Hills, Long Island. The company also will sponsor the national tennis championship matches from Forest Hills Sept. 18-19 (see story page 23).

American Society of Industrial Engineers plans heavy use of institutional radio to promote achievements of American industry. The society has been testing radio through the Boynton agency.

“All-Radio Plan Promotional Pact Has 325 Subscribers”

MORE THAN 325 stations have now subscribed to the All Radio Presentation plan and although financial success of the plan is assured, at least another 325 are expected to come in, according to Gordon Gray, WIP Philadelphia executive who is chairman of the All Radio Presentation Committee.

Advance work on the film, which will be the major vehicle carrying the All Radio Presentation (ARP), has progressed to the point where the script has been completed and actual production is expected to be finished in February, Mr. Gray said.

This week, a meeting will be held in New York by a subcommittee which will go over the script. This script was written by Victor M. Ratner, vice president in charge of promotion of CBS, at a summer retreat in Vermont. Mr. Ratner worked on it eight weeks. After the subcommittee okayed the piece, a meeting of the entire ARP committee will be held to subject it to still further scrutiny.

“Being an all radio presentation, it must please every segment of the radio industry,” said Mr. Gray. “It must do something for the big station, the small station, the network, the independent, AM, FM, television and all elements of the industry.”

“We’ve been assured of financial success,” he said. “We shall even have considerable sums to spend on the printing and other presentations which will go along with the film. If we have any unexpended sums left, as more stations come in, we’ll refund the surplus on a pro-rata basis.”

He emphasized that subscriptions have been yielding a satisfactory cash volume despite the fact that participation has been made so cheap that the smallest stations will be able to come in for $25—only one-third the price of the print of the moving picture itself.

“It is important that all of the radio industry realize the value of such a presentation,” said Mr. Gray. “Other media are going ahead, publicizing their ability to carry a sales message. Radio must not be left behind.

“Radio has entered a period of competition once more, and that competition is here to stay. Newspapers are back with more newsprint, billboards are back in pro-fusion with the increase in automobile and other media are pushing for the advertiser’s dollar. We will have to fight for the advertiser’s attention and the All Radio Presentation will help us do it.”

THACKREY

UNDER AVCO decision FCC has no authority to consider price paid to film companies when applications to purchase a facility may be made told last week in petition filed by Bros. Petition answered earlier request of Southern California Television Co. that FCC require Mrs. Thackrey to set specific prices on sale of KLAC and KLAC-TV Los Angeles and KYA San Francisco to Warner for total consideration of $1,045,000 [BROADCASTING, Aug. 16].

Southern California is a new corporation which includes Edwin W. Pauley, millionaire oil and television applicant at San Francisco. In its petition for the setting of separate prices, Southern California expressed its interest in filing a competitive bid for KLAC-TV alone.

In its petition Southern California requested the listing of separate prices on the ground that one price for all "limits the number of competing applications...delets the purpose of the Commission’s Avco procedure...and...violates past precedent and requirement” of the FCC in transfers under Avco.

The petition filed in reply by Mr. Thackrey and Warner Bros. points out that Mrs. Thackrey owns all stock in the stations and has entered into an agreement to sell all her holdings on an all-or-nothing basis to Warner Bros. for $1,045,000.

Mr. Thackrey told the FCC that even if the court suspended the execution of the order, Southern California would contest the granting of the transfer.

Mr. Thackrey also requested that the FCC order Southern California to desist from any and all application for the stations pending adoption of the new policy and that all applications be placed on the record for public comments.

"He refuses to leave until we give him equal time to answer the school principal who spoke yesterday.”

In This Issue...
JUNE TIME SALES

FOOD and food products, followed by toiletries and toilet goods, continue to lead all other products in network time sales, according to June tabulations of the Publishers Information Bureau.

Time sales in the food category were $3,644,468 for June on the four major networks and they totaled $24,995,604 for the January-June period. The rank listing in time sales, with the networks grossed $2,640,836 for the month of June, and $17,211,072 for the January-June period.

Total time sales by the four networks for June, $15,631,141, barely topped those for the same period last year, however. This year's January-June total is $102,992,347, as compared to $94,968,165 for the same six months in 1947, and $99,571,846 for the first half of 1946.

In the light of May gross time sales almost every class of product took a dip in June sales, with food products leading in the decrease despite holding first place in total time sales for June. A decrease of $562,245 is figured. [Broadcasting, July 26].

‘FAXIMILE’

APPOINTMENT of the Smith Davis Corp., New York newspaper and radio brokers, as consultants for the commercialization of “Faximile” was announced last week by John V. L. Hogan, president of Radio Inventions Inc., which owns the “Faximile” trademark. The deal, on a ten-year basis, marks the first nationwide move to bring facsimile to the public at large, as the go-ahead last July 15, according to Albert Zugsmith, Smith Davis executive vice president.

The Radio Inventions-Smith Davis affiliation includes provision for a “financial interest” by the latter firm in the Hogan company, presumably a stock holding. Either Mr. Zugsmith or Smith Davis, president of the company, will be on the Radio Inventions board, and both will be on retainers as consultants.

Negotiations Underway

Negotiations are in progress with the Stewart-Warner Corp., Mr. Zugsmith said, for the mass production of fax sets for home use, coupled with AM and FM, for retail for about $100, and for fax home attachments to be installed in radio sets “at about the cost of an automatic record player attachment.”

General Electric is already producing for Radio Inventions “Faximile” sending stations selling for about $10,000. Smith Davis and Radio Inventions are also dickering with Phillips Electronics, Mr. Zugsmith disclosed, for the sale of rights to make and sell “Faximile” sending and receiving equipment.

R&R Gives Bell, Ames Promotions

RUTRAUPF & RYAN, New York, board of directors last week elected Joseph B. Bell and J. Lewis Ames vice president and secretary, respectively. Mr. Bell, who joined R&R in 1928, also is assistant treasurer. Mr. Ames, with the agency since 1941, has been in charge of the legal department at R&R.

‘Blondie’ to NBC

COLGATE - Palmolive - Peet Co., through its agency, William Esty & Co., New York, will switch its ‘Blondie’ show from Sunday, 7:30-8 p.m. on CBS to Wednesday, 8:30-9 p.m. on NBC effective the first week in October, it was announced last week.

‘Blondie’ to NBC

Hogan, Smith Davis Join Forces

SPAULDING SPONSORS

BROADCASTING 

SPONSORS FINAL TENNIS MATCHES

A. G. SPAULDING & Bros. will sponsor broadcasts of the 1948 Davis Cup tennis matches from Forest Hills, New York, Sept. 4-6, on eight stations, and the 1948 National Tennis Championship Matches from Forest Hills Sept. 18-19 on 32 stations, it was announced last week.

Sponsorship of the Davis Cup finals is new for Spaulding, although it has carried the national meet for the past five years. Hanly, Hicks & Montgomery Inc., New York, is the Spaulding agency.

Stations carrying the three Davis Cup matches, 3:05-4 p.m., EDT, daily, Sept. 4-6 are WQXR New York, WAPAT Paterson, N.J., KYA San Francisco, WCFL Chicago, WCPB Boston, WIP Philadelphia, KPVD Los Angeles and KVEN Ventura, Calif.

Boxing Again Is Signed By Gillette With ABC

THE GILLETTE Safety Razor Co. last week signed its fourth consecutive ABC renewal to sponsor broadcasts of the Friday night boxing bouts in New York, effective Sept. 2. The regular boxing schedule promoted by the Twentieth Century Sporting Club begins the following week.

The renewal also applies to stations of the Dominion Network of the Canadian Broadcasting Corp. Broadcasts begin at 10 p.m. Maxon Inc. is the Gillette agency.

$24,000 Jackpot

LAST Tuesday night a jackpot of $24,000 in merchandise, which is believed to be the biggest jackpot in radio history, according to BBDO, New York, was won by a 22-year-old sailor, Martin Lash, on the Hit the Jackpot program, Tuesdays, 9:30-10 p.m. on CBS.

Drop From May; Food Class Leads

Network Gross By Product Groups

<table>
<thead>
<tr>
<th>Class</th>
<th>June 1948</th>
<th>January-June 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>$145,749</td>
<td>$740,189</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Accessories</td>
<td>$104,634</td>
<td>$750,213</td>
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<tr>
<td>3. Automotive, Automotive Accessories &amp; Equipment</td>
<td>$338,034</td>
<td>$4,019,556</td>
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<td>4. Aviation, Aviation Accessories &amp; Equipment</td>
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<td></td>
</tr>
<tr>
<td>5. Beer, Wine &amp; Liquor</td>
<td>100,989</td>
<td>633,346</td>
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<tr>
<td>7. Confectionery &amp; Soft Drinks</td>
<td>537,700</td>
<td>587,515</td>
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<tr>
<td>8. Consumer Services</td>
<td>164,994</td>
<td>1,328,549</td>
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<tr>
<td>9. Drugs &amp; Remedies</td>
<td>1,903,766</td>
<td>11,710,856</td>
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<tr>
<td>10. Entertainment &amp; Amusements</td>
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<tr>
<td>11. Food &amp; Food Products</td>
<td>2,644,468</td>
<td>24,995,604</td>
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<tr>
<td>12. Gasoline, Lubricants &amp; Other Fuels</td>
<td>444,398</td>
<td>3,001,135</td>
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<tr>
<td>13. Horticulture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Household Equipment &amp; Supplies</td>
<td>703,578</td>
<td>4,197,447</td>
</tr>
<tr>
<td>15. Household Furnishings</td>
<td>100,018</td>
<td>654,801</td>
</tr>
</tbody>
</table>

(Continued on page 56)
Three Get Prison Terms

of America and Radio America Inc. following. After the indictment of the three principals in October 1947, the California state labor commissioner revealed that employers had filed a complaint for nonpayment of wages in November 1946, but an adjustment had been made and the case closed.

Reynolds Sets Up Fall Radio Plans

THE FALL radio plans for Reynolds Tobacco Co. (Camel cigarettes and Prince Albert tobacco) have been set effective the first week in October through its agency, William Esty & Co.

At that time the Bob Haak Show which has always been on Thursday, 10:10-10:30 p.m. on NBC, will switch to CBS, Mondays, 10:30-11 p.m.; while the Screen Guild operation, formerly on Thursday then will take over the NBC time. Both shows are sponsored for Camels.

Grand Ole Opry, Saturdays, 10:30-11 p.m. on NBC, will continue to be sponsored for Prince Albert.

The Vaughn Monroe Show, Monday, 10:30-11 p.m. on CBS during the summer, is scheduled to go off the air Sept. 25. However, the program will be making over the possibility of retaining the show in another time on either ABC or CBS. A definite decision is expected about Sept. 1.

CORRALLED

By JANE PINKERTON

CASE of the “Broadcasting Company” which is charged with fleecing Western cattle breeders [BROADCASTING, Aug. 2, 9, 25] reached a climax Thursday as the Denver district attorney’s office filed charges of “conspiracy to commit confidence games and to obtain money under false pretenses” against Nathan J. Warren, 34, self-styled president of “United Broadcasting Co.,” New York, and his wife, Margaret, 29. Each charge carries a possible penalty of one to five years in prison.

Warren and William B. Steuer, 30, also of New York, were arrested July 25 in Minneapolis on a Colorado warrant, charged with operating a confidence game and conspiracy to commit fraud in connection with the passing of $2,000 worth of bad checks, Tom Patrick, chief investigator for the Denver district attorney’s office, told BROADCASTING Thursday. Returned to Denver for arraignment, Warren was released on $2,500 bond (reduced from $5,000) and Steuer is still being held in the county jail for failure to pay his $5,000 bond.

Although the bad check charges were the only ones on which the men were arrested, Denver District Attorney James T. Burke and his staff continued to investigate complaints from Western breeders that they had been sold time on “national” radio programs fraudulently, having paid large cash sums without receiving air time.

The investigation was speeded by networks and cooperating radio stations in Denver, which aired warnings to Western breeders about the extensive fraud campaign being conducted. Reports are being checked that similar operations were investigated in the East four years ago and carried to the South and Midwest two years ago. Whether or not the same group was involved could not be learned.

Check on Warren

Close watch on Warren’s activities since his release on bond after arrest on the check charges was maintained by investigators working with Chief Investigator Patrick. They arrested Mr. and Mrs. Warren Wednesday in their firm’s offices at the Mining Exchange Bldg.

Denver D. A. Charges Three

The two are expected to be arraigned within the next week, In inspector Patrick said. The trial date will be set at the arraignment.

Both Warren and Steuer are reported to have long criminal records with the FBI, for operation of confidence games, conspiracy to commit confidence games and operating under false pretenses. Mr. Warren has no record.

Police are gathering evidence from employees of the Unite-Broadcasting Co. who were employed only a short time before the official were arrested, as well as from stockmen.

Contacting breeders by telephone later this week and in next week.

(Continued on page 56)
RESEARCHhani: Threat

By ED KEYS

CALLING FCC on the carpet for the second time in less than a month, a House Select Committee last Friday ordered public hearings Aug. 31 and Sept. 1 to determine if the Commission’s “Scott decision” was driving religious programs off the air.

The decision issued in July 1946 involved the right to equal radio time to respond to religious broadcasts. It originated with demands of an atheist, Robert Harold Scott, for the revocation of licenses for three California stations for failure to make air time available to answer his broadcasts.

It would not come as a shock to some observers if the hearings branched out into investigation of other major issues in the industry. Such as the ASCAP controversy, which is contained in the Blue Book.

Frank T. Bow, general counsel of the Committee, a fortnight ago in a letter to FCC Chairman Wayne Leibell, asked what the Commission proposed to do “under what authority” with respect to its proposed ban on public performances by certain radio stations, the so-called “attachment” which repealed the Section of the Communications Act on which the FCC had based its decision.

Chairman Leibell’s reply was sent to Mr. Bow last Friday concurrent with the issuance of the Commission’s supplemental ruling on giveaways (see story page 21).

Rep. Forest A. Harness (R-Ind.), chairman of the House Select Committee, in announcing the hearings said that “strong representations have been made, particularly by religious groups, that the continued broad cast of religious programs has been seriously jeopardized by this decision.”

The decision involved the right to comply with the ASCAP reformation of its methods of licensing the use of its members’ music in the motion picture industry. It was closely followed by the issuance of a ruling on ASCAP’s programs contracts with recording companies, permitting the broad cast of ASCAP network programs.

The decision, however, is contended that radio stations have become fearful that if they continue to grant time to religious groups, their license might be in jeopardy unless they grant time also to atheistic groups to reply to the religious programs.

An investigation into the decision was launched after it was called to the attention of the Committee by Rep. Charles J. Werkman (R-Wis.), Aug. 11 [BROADCASTING, Aug. 16]. It became infinitely more apparent that hearings would be held after FCC a fortnight ago granted WHAM Rochester, N. Y., renewal for the regular period [BROADCASTING, Aug. 23]. The renewal, inconspicuously buried in a routine statement on FCC actions, purportedly was issued a few hours after the Committee had requested the docket on the WIAM case.

“If the decision of the Commission really is having the effect of driving religious programs off the air,” said Chairman Harness, “then that is an intolerable situation.”

Congressman Harness said the hearings are being designed to give the Committee the full facts with respect to what the Commission did and testimony from interested parties and permit them to present their case before the Committee.

Chairman Harness said it had been pointed out by the protesting radio and religious interests that while the stations in question were not refused renewal of their licenses because of the anti-religious protest, that the Commission by its decision and subsequent actions had indicated licenses might be revoked in the future for that reason.

FREEDOM STRESSED

Emphasizing his firm belief in the right of freedom of speech, Rep. Harness said he did not expect to see “that right used as a wedge to drive religion from the air or from any other place.”

Religion was described by Congressman Harness as being “particularly important right now when anti-religious forces are on the march all over the world, and when the agents of a powerful anti-religious nation have been revealed to have infiltrated into positions of vital importance in our government.” He left little doubt that he was referring to the Soviet Union, which is reported to be currently taking new action to suppress religion.

Rep. Harness expressed the hope that “the present uncertain situation with regard to religious broadcasts would be clarified.” He indicated that, if necessary, he would seek adequate definition of the rights of religious groups to the air waves through legislation in the 81st Congress in January.

Earlier hearings by the five-man Committee [BROADCASTING, Aug. 6] brought broadcasters relief from the ambiguous Port Huron decision on political broadcasts.

FCC Chairman Wayne Coy, from whom the Committee had previously exacted clarification on the Port Huron case, will be filling a speaking engagement in Indianapolis during the hearings. General Counsel Jerry Fox was in New York last weekend and Assistant General Counsel Harry M. Pothkin is in the midst of a month’s vacation in N. Y. State.

Commission spokesmen last Thursday said they had received no official notice of the hearings. Some observers were of the opinion howser.

ASCAP REFORM

By BRUCE ROBERTSON

REFORMATION of the ASCAP methods of licensing the use of its members’ music in the motion picture industry is being closely followed by broadcasters, who feel that the principles established in the court decision on the matter (BROADCASTING, July 26) may apply to broadcasting as well as motion pictures and so affect the industry negotiations for a new long-term ASCAP contract to succeed the one expiring Dec. 31, 1949.

Decree altering the ASCAP setup to comply with the ruling of U. S. District Judge Vincent L. Leibell is not expected to be effective until October and before that time is impossible to predict exactly now the reformation will be accomplished. The decision, however, inescapably orders ASCAP to institute clearing at the source or music used in conjunction with motion picture films and to cease the present practice whereby the ASCAP member reproduces music in its theatres.

The ASCAP decision is reported to be a monop-oly within the language of the anti-trust laws as the ASCAP contract obligates members either to abandon their current practice of charging for synchronization rights or to combine the performance rights with them in a single package.

Leibell’s decision in his decision, Judge Leibell declared that “almost every part of the ASCAP structure . . . involves a violation of the anti-trust laws . . . That ASCAP is a monopoly within the language of the anti-trust laws was clearly established at the trial . . . The combination of ASCAP in transferring all their non-dramatic performing rights to ASCAP is a combination in restricting free dealing in interstate commerce which is prohibited by law . . . the anti-trust law. It restrains competition among members of ASCAP.

ASCAP member companies have never been revealed to have infiltrated into positions of vital importance in our government.” He left little doubt that he was referring to the Soviet Union, which is reported to be currently taking new action to suppress religion.

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(Continued on page 66)

Movie Decision May Affect Radio

By BRUCE ROBERTSON

A complete transcribed program is as powerless to broadcast that program without including its musical portions as it is to eliminate film music from the performances of religious groups in the case of television or theatre showing, from a motion picture film. Industry attorneys believe that the principle laid down by Judge Leibell requires ASCAP members either to abandon their present practice of charging for recording or synchronization rights at more than the statutory two-cent rate or to combine the performance rights with them in a single package.

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(Continued on page 66)

BROADCASTING • TELECASTING

August 30, 1948 • Page 25
RADIO'S COLD WAR

By J. FRANK BEATTY

A COLD electronic war aimed at U. S. commercial broadcasting and the State Dept. "Voice of America" service will be resorted by Russia when 78 nations meet Oct. 22 in Mexico City at the High Frequency Conference of the International Telecommunications Conference.

Two preparatory meetings will be held, starting Sept. 10. At stake in the three conferences beside the supply of airwaves for "Voice of America" broadcasts is not only the 540 kc channel allocated to commercial broadcasting by the 1947 Atlantic City Conference but the entire world allocation structure.

This country's position at Mexico City was drafted last week after a long series of conferences involving officials of the State Dept., FCC, NAB and other interested groups. The document is going the governmental rounds prior to final approval and submission to Mexico City by Sept. 1. Heading the U. S. delegation to the main conference, it is understood, will be ex-Ambassador to Cuba R. Henry Norweb [CLOSED CIRCUIT, Aug. 15], though President Truman has not yet announced the appointment.

PERON PAPERS PLEASE COPY!

Charges of Argentine President Create Stronger
Unify Among Cuban Broadcasters

MAIL MARAUDER Juan Domingo Peron's charges of an international conspiracy against Argentina resulting from the famous "Clark Incident" evidently have backfired and produced a more closely-knit Inter-American Broadcasting Association. The result was learned last week.

Origin of the charges was the first annual IABA assembly in Argentina. It was generally felt that they were retaliation against the association for its adoption of a resolution citing the absence of freedom of radio in Argentina. Bistre were leveled at the "North American capitalistic monopolists" collectively and Goar Mestre of Cuba, newly-elected president of the IABA, who was the prime mover behind the resolution, personally [BROADCASTING, July 26].

A boiling point in association relations between Argentina and other Latin American countries was reached when a snail of Herbert M. Clark, correspondent covering the assembly for BROADCASTING, was intercepted, printed in Madam Peron's name, scotch-taped and eventually sent on to the rightful addressee.

Conclusive evidence of the booming-raging effect of the Argentina charges was manifest at a mammoth rally of all representatives of free radio staged in Cuba Aug. 15.

The rally is considered the forerunner of a series of crusades in all Latin American countries to forge a solid front to wage hemispheric war against Peron's state-controlled radio.

IABA reportedly has been immensely strengthened by the showdown with Argentina. A spirit of unity within the association exists to a higher degree than ever before, observers say.

No doubt remains as to the temper of Cuban broadcasters following the rally in Havana. "Until Mr. Peron attacked us," one broadcaster said, "the Cuba broadcasters were pretty much disinclined, but now we are present.

(Continued on page 68)

PUERTO RICO

After 14 months of compliant acceptance of an FCC grant for a government-operated station on the island, Puerto Rican broadcasters last week awakened to the startling realization that their commercial operations were jeopardized by the ruling.

The tardy plaintiffs have made their plight known to the House Select Committee investigating the FCC.

Their appeal was registered last week in a cablegram to Rep. Forest A. Harnes (R-Ind.), chairman of the Committee currently investigating the FCC's "Scott Division" and other industry matters (see story page 25).

Frank T. Bow, general counsel of the Committee, acknowledged receipt of the message from a spokesman for 20 Puerto Rican broadcasters who had suddenly become alive to the belief that a vast government operation might snuff out the lives of their stations.

"We have made some study of the matter," commented Mr. Bow, "and the staff is preparing a memorandum to present to Chairman Harnes upon his return to Washington." Rep. Harnes returned to the Capital last weekend.

Additional Complaints

Mr. Bow acknowledged that, subsequent to the receipt of the cablegram, inquiries had been made about the license grant had been received by the Committee. In the absence of the Committee chairman, Mr. Bow declined to divulge the source of these complaints.

Enterprise Threatened

Little or scant opposition was offered by the island's private broadcasters when the FCC issued a commercial grant to the Puerto Rico Communications Authority April 30, 1947, for the 10 kw station on 940 kc. The apathy of private broadcasters has been traced to what was reputedly a prevalent opinion among them that the government station would be engaged only in educational and cultural activities.

The exact time the private broadcasters became alarmed has not been ascertained. Cognizance had been taken in American trade circles as early as last July (editorial, July 18). But once it became common knowledge that

(Continued on page 68)

BROADCASTING • TELECASTING

Page 26 • August 30, 1948
WGN-TV Contracts For DuMont Video

To Be Exclusive Chicago Outlet For Network's Programs

WGN-TV, owned by WGN Inc., a subsidiary of the Chicago Tribune, will be the exclusive Chicago outlet for programs originated by the DuMont Television Network, it was announced Thursday.

The announcement followed closely upon the heels of other significant developments in Mid- west network video during the past week (see TELECAST, page 18). The contract aff iliating WGN-TV with DuMont was signed by Frank P. Schreiber, manager and treasurer of WGN Inc., and Humboldt J. Greg, sales manager for the Eastern TV chain.

Outstanding commercial and sustaining programs originated by the network will be available to the station early next month, according to a joint statement by Mr. Schreiber and Mr. Greg. Until station connections from East to Middle-West become operative, the programs will be available to WGN-TV mainly by Teletranscriptions, an exclusive double system process, developed by the Allen B. DuMont Laboratories, of reproducing shows off cathode ray tubes.

First commercial program scheduled is the Original Amateur Hour, sponsored by P. Lorillard Co. (Old Golds) beginning Sept. 26, Show, which is televised Sundays 7 to 8 p.m., is one of New York's top-rated television programs.

Mr. Schreiber stated the DuMont contract had been made in keeping with the "long established policies of WGN Inc. to maintain its position among radio and television features available to the Middle-West." Lawrence Phillips, director of the DuMont TV network, said that signing of WGN-TV as an affiliate stressed the importance of a major network having "the dominant TV outlet in the nation's second largest market."

EQUIPMENT for TV layout of KPIX San Francisco, TV oflfitee of KFSO, was previewed in model layout form by Philip G. Losky (1), general manager of Associated Broadcasters, and A. J. Towne, engineering director. Station expects to go on air in December with RCA TIS4 transmitter, with antenna atop Mark Hopkins Hotel. Effective radiated power is to be 29.9 kw, according to Mr. Towne. Studios will be in the KFSO annex of the Mark Hopkins.

HIGH-BAND TV

Hearing Is Expected To Start Sept. 20

ALL SIGNS last week pointed to its Sept. 20 high-band (475-890 mc) television hearing. No request had been received by the Commission for any delay by deadline Monday and FCC itself by Friday had evidenced no reason for continuation.

There had been some speculation earlier that several participants favored postponement on grounds that adequate information is not yet available on high-band experiments to warrant allocation consideration [CLOSED CIRCUIT, Aug. 23]. One FCC spokesman commented that even though sufficient data may not be available, the hearing should show just what progress has been made. The Commission representative said he knew of no reason that might affect any delay in the hearing.

FCC ordered the high-band hearing in May concurrent with its sweeping revision of overall allocation policy for television.


Roosevelt Series Discussed for TV

ABC, which is slated to air Eleanor and Franklin Roosevelt at a five times weekly feature beginning Oct. 4, last week was discussing the possibility of filming the series for television, the network said.

The program will be launched as an AM feature, but chances for its being televised or filmed appeared hopeful last week, officials said. It also was reported by ABC that a number of inquiries have been received from prospective sponsors, although no contracts had been signed by last Thursday.

The program, to originate in Hollywood where Mrs. Roosevelt Boettiger, the late President's daughter, will make her home, will be an afternoon feature over the coast to coast network. Mrs. Roosevelt's portion of the program will be picked up wherever she is at the time of broadcast. It is expected that the opening program will be short lived from Europe, due to her attendance at the UN General Assembly meetings.

The program was bought by ABC from Masterson, Reddy and Nelson. Talent alone was disclosed by the network as costing $2,250 per week.

Mrs. Roosevelt and her daughter will discuss national and world events of interest to women, as well as items of general interest in the fields of fashions, the theatre, literature and education, ABC said.

Quantum Output of New TV Test Device Started

QUANTITY production of a new television test device which will accelerate the output of video amplifiers was announced last week by the RCA Engineering Products Dept.

The new instrument, a precision video sweep generator (RCA type WA-21a) will permit faster testing of television frequency system, making possible visual observation of the frequency response characteristic, when used in connection with suitable detector and oscillograph, according to RCA.

The same time necessary to engineer suitable receivers and converters. The conclusion assumed was that the high band will not be useful for commercial operation before five or ten years, if standards are changed or modified the time would be extended.

Westinghouse Electric Corp. and Westinghouse Radio Stations Inc. propose to appear jointly at the Sept. 20 hearing. About six hours of testimony is to be presented.

Some four hours is to be required by RCA-NBC, who stated that Dr. C. B. Johnson, vice president of RCA in charge of RCA Labs. Division, and others would appear. CBS did not indicate names (Continued on page 65).
MAIN barrier to widespread production of magnetic tape recording equipment was lifted last week when an NAB project committee adopted standards governing speed of tape and similar specifications.

The standards were adopted at a meeting of Project Group D of the NAB Recording & Reproducing Equipment Committee, held in Cleveland. They go in turn to the NRRSC Executive Committee, a full NAB Engineering Executive Committee and finally to the NAB board which meets in mid-November.

The lack of standards in the magnetic recording field has been one of the main deterrents to adoption of tape recording," Mr. Howard said.

Speed Requisite

The project group decided on a speed of 15 inches per second as the primary rate at which tape passes through the recording apparatus, with 7.5 inches as a secondary speed and 30 inches as a supplemental speed.

The 15-inch rate was adopted as the lowest speed meeting the NAB frequency response characteristics of 15,000 cycles, the project group decided, but also warned that at the present state of the art it may be difficult to obtain 15,000 cycle response within confines of the appropriately specified limitations.

Will Raise Standard

It took the position that refinement of present processes may bring tape reproductions at 15 inches up to that of the 30-inch standard of the German Magneto-Phone.

The group felt that the 7.5-inch secondary standard would meet the NAB All-Industry Plan specifications between 50 and 150 cycles. This 7.5-inch rate corresponds to the proposed Radio Mfrs. Assn. velocity for home recordings. The 30-inch speed is known to meet all NAB standards at 15,000 cycles.

British Broadcasting Corp.

Madison Square Garden

To Use Radio for Rodeo

MADISON Square Garden will spend approximately $25,000 on a radio campaign in New York to promote its 23rd Annual World Championship Rodeo, featuring Gene Autry, through its agency, Deglin-Wood Inc.

The show runs from Sept. 29 to Oct. 24. The following 13 New York stations will carry live spot announcements and participation shows as well as station breaks: WCBS, WNBC, WOR, WJZ, WHN, WNEW, WINS, WMAQ, WITI, WOD, WBNX, WQXR and WATT New York.

The program is heard weekdays from 1:15-3:30 p.m. Wadle Advertising, Chicago, is agency.

Miles Signs for Serial

On CBS as of Sept. 20

MILES Laboratories Inc., Elkhart, Ind., signed with CBS last week to sponsor the daytime serial Hilltop House, beginning Sept. 20. The program is heard weekdays from 10-12:30 p.m. produced by Freid Anglund, starting Oct. 3, Foote, Cone & Belding, Chicago, is Firsidire agency.

NAB Adopts Rules

Other standards adopted at Cleveland include ¼-inch tape width; breakage, temperature and humidity characteristics; noise factor 40 db below peak signal level; 33-minute playing time per spool.

Employment of two basic speeds—15-inch and 7.5-inch—will enable, for portability or if wide range is not required, the cutting in half of the amount of tape necessary for any given period of time, it was stated.

Project Members

Chairman of Project D group is Dr. S. J. Begun, Brush Development Co. Other members who attended the Cleveland conference were H. E. Roys, RCA-Victor; H. H. Skelton, Western Electric Co.; Nell McNaughten, NAB; Price Fish, CBS; W. R. Stewart, RCA; O. Kornel, Brush Development Co.; R. Merchant, Minneapolis Mining & Development Co., maker of tape.

FM PROGRESS ROUNDUP

IS LAUNCHED BY FMA

ROUNDUP analysis of FM progress, with emphasis on station promotion and cooperation with retail dealers, was started last week by Bill Bailey, FM Assn. executive.

In a questionnaire sent to all FM broadcasters, Mr. Bailey called for information to be used by FMA in audience building and sales exploitation activities. His letter pointed out that two major manufacturers, Zenith and Emerson, have introduced low-cost receivers.

Reports of the survey will provide the basis for discussions at FMA’s annual convention to be held Sept. 27-29 in Chicago.

Questions asked FM stations include: Number of dealer meetings; on what dates; FM sets in primary area; adequacy of dealer stocks; operating data; AM affiliation; network affiliation; duplicating of programs; newspapers; advertising; station's use of FM through newspapers and AM affiliates; aid desired from FMA.

KOB TAX

LEGAL blow at state efforts to impose franchise taxes on broadcast stations was struck by the New Mexico District Court in a decision holding that imposition of such a tax on KOB Albuquerque would be unconstitutional [Broadcasting, Aug. 23].

The case, which has been in the courts nearly three years, grew out of an attempt of the state Bureau of revenue to apply a 1935 franchise tax to broadcast stations. The 2½% tax had not been levied on stations for nearly a decade since broadcasting is classified as interstate business in a preponderant share of court rulings.

When the revenue officials held the tax applicable to KOB the station's income derived from the sale of local advertising, but not on the part from interstate business. It sent the case back to the trial court with instructions to allocate the station's revenue between local and interstate business.

Directs Refund

District Judge David W. Carmody, after deciding such an allocation was impossible, directed that judgment be entered for KOB for the amount of taxes it had paid to the court, directing revenue officials to refund such amounts.

In his opinion Judge Carmody refers to the argument that KOB is heard in 16 states, with advertisers claiming to receive out-of-state business. The court held:

"If these particular advertisers are to be excluded, it is an impossibility for this court, or any other court to arrive at an exact figure as to what the tax should be on purely Intrastate business. "It would appear to the court that the only solution is a clarification by the Legislature of interstate in order that there may be equitable apportionment of the tax between interstate and interstate advertising business. This could be more formalized, such as has been adopted in various other states. However, under the present act, and the present status of the record, this cannot be determined in this case."

(Continued on page 56)

BROADCASTING • TELECASTING
NEW HOOPER REPORT GIVES EVENING STATION-PREFERENCES IN "IOWA PLUS!"

FROM 6:00 PM to 10:00 PM, 34% of the radio families in "Iowa Plus" listen most to WHO — 30% to the next eight Iowa commercial stations.

Figures are from a new Winter, 1948 Hooper Listening Area Coverage Index giving results of a scientifically-sampled, 116-county poll in which the question was asked "To what stations do you and your family listen most frequently or the most time?"

EVENINGS, WHO GETS 34% NEXT STATION GETS 11%!

This new Hooper Report for the first time allows careful time-buyers to judge state-wide preferences by Hooper standards.

It removes the temptation to evaluate a 116-county area by the Hooperatings for Des Moines alone, a city which accounts for less than 6% of the entire area's population.

It proves once more that top Programming and conscientious Public Service do pay dividends to a station, its audience, its advertisers.

Write for your copy of the 116-county Hooper Report—or ask Free & Peters.

WHO
for Iowa PLUS

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
PERMANENT university group of professional radio training to have been formed last week at Denver under professional Radio Education.

Nine universities have ratified the constitution, with charter memberships still open to schools which can meet standards covering staff, courses, and equipment. Present members are U. of Alabama, U. of Denver, Northwestern U., U. of Southern California, Syracuse U., Temple U., Texas College of Mines, Texas U. and U. of Tulsa.

Before schools are admitted their radio courses will be closely studied by a UAPRE committee. Requirements include a provision that at least half the courses be taught by persons who have been successful in commercial radio stations; all students completing a sequence must have general instruction in radio including programming, sales and advertising along with station operation and traffic; students must have daily logged broadcasting experience; suitable equipment must be available.

Started Last February

The project was set in motion last February by the NAB Educational Standards Committee [Broadcasting, Feb. 9]. It was discussed at a Denver meeting in March with Judith Waller, NBC Chicago, and Ralph W. Hardy, KSL Salt Lake City, representing NAB along with President Justin Miller, who had personally sponsored the undertaking.

Constitution and standards were completed at a June meeting in St. Louis. At that time these officers were elected: R. Russel Porter, U. of Denver, president; Don Fedderson, Northwestern U., vice president; Thomas Rishworth, Texas U., secretary; William Sener, U. of Southern California, treasurer. Representing NAB on the Midwest coast were Frans DeRosa and Ralph Waller.

Elected to UAPRE's board are Miss Waller and Mr. Hardy, both of whom are members of NAB's educational standards group, with Mr. Hardy as chairman.

Members of the Committee on Standards of UAPRE are Armand Hunter, Temple U., chairman; Ben Herlak, Tufts U., W. Massey and C. U. of Alabama; Messrs. Sener, Fedderson and Hardy.

Committee on Accreditation consists of Judson Williams, Texas College of Mines, chairman; Kenneth Bartlett, Syracuse U.; Messrs. Rishworth and Porter; Miss Waller.

First meeting of the organization will be held next April during NAB convention week.

The Standards

Standards set forth by UAPRE are the basic and minimum standards required for admission and are not optimum or ideal, it is explained, and are described as an "irreducible minimum."

These standards include:

1—Four-year college or university program leading to the bachelor's degree.

2—one-fifth to one-fourth of the total credit hours earned must be in specific radio courses.

3—a definite core of radio courses required of all radio majors must include introduction or orientation to radio; continuity writing; announcing; radio advertising and sales; production planning and building; production. Other courses in radio may be elected in accordance with the student's individual interests, capacities and abilities.

The minimum standards for staff personnel at universities are stated as follows: At least one-half of the faculty teaching in radio in associate degree programs must be under the direction of instructors who meet the educational and academic requirements of the non-professional divisions of the institution; frequent refresher courses and facilities for training within the industry should be made available to the staff.

Also specified are 12 types of equipment for radio training along with laboratory requirements. Laboratories, it is specified, should include a broadcasting outlet such as university station to which students have access, regular broadcasts over commercial stations or wired wireless broadcasting to the campus. Logbook broadcasting must be a regularly scheduled activity either as a function of one of the above outlets or as a separate laboratory activity.

BROADCASTING • Telecasting

FURTHER...TREASON...TWO AMERICAN women, identified as the "Tokio Rose" and "Axis Sally" radio voices of the enemy, who taunted and tantalized American troops in two different World War II theatres of operations, are facing treason charges in their native land.

They are Mildred Elizabeth Gillars, better known as "Tokio Rose," and her husband, Herbert J. L. D'Aquino, 32-year-old native of Oakland, Calif., and Mildred's sister-in-law, Mrs. Ivo Toguri D'Aquino, 32-year-old native of Post Falls, Idaho, who has been convicted of treason.

Robert H. Best, the former American newspaperman who served as a radio propagandist for the Nazis, was sentenced last June by Federal Judge Francis J. P. Ford in Boston to life imprisonment and a $10,000 fine.

Last August in Boston Federal Court, Douglas Chandler, former Baltimore newspaperman, was convicted of treason and given a sentence of life imprisonment and a $10,000 fine. He conducted his traitorous wartime broadcasts over Radio Berlin under the sobriquet of "Paul Revere."

A former resident of New York, Mr. Best was arraigned in court as "Tobias Haller," his alias. He was charged with giving aid and comfort to the said enemy.

The case of "Axis Sally," taken into immediate custody of two FBI agents when the plane landed in Washington, and within one hour arraigned before U. S. Commissioner Cyril S. Lawrence on a formal Dept. of Justice complaint of treason.

From Dec. 11, 1941, through May 6, 1946, from the German Reich she "did unlawfully, willfully and treasonably adhere to the government of the German Reich, an enemy of the United States, and did give to the said enemy ... aid and comfort," according to the complaint.

She is now in the District of Columbia jail without bond. Commissioner Lawrence set a preliminary hearing for Aug. 31.

"Axis Sally" was employed by the Reich Radio Broadcasting Co., in 1940, and she broadcast on shortwave before and after United States entered the war, according to the Justice Dept. The Department said her "most notorious radio program" was entitled "Greetings From Home."

To Allied soldiers she became known as "Axis Sally."

(Continued on page 61)
How to make a dollar STRETCH

Your advertising dollar in the Salt Lake City market must cover a lot of ground. For this billion dollar empire is close to a quarter-million square miles big.

KSL — and only 50,000-watt KSL — delivers all of the Salt Lake City market . . . offers you far more customers at far less cost than any competing station or combination of competing stations. To make your dollars go a long, long way, use KSL, the CBS station in Salt Lake City.

Here’s why...
The real Salt Lake
City market ...two out of every three live outside big city limits!

Nearly two-thirds of the people in the Salt Lake City market live on farms or in communities with less than 5,000 people!*

It simply means you cannot reach this all-important outside territory with a group of low-powered stations that can give you only pin-point coverage of urban centers.

For no combination of such stations can deliver the outside territory which accounts for two-thirds of the population.

It just cannot be done! * U. S. Bureau of Census, 1940.

...one million people!
...289,040 radio families!*
...a billion dollars in annual retail sales!*

That's the composite picture of the sales territories which leading food and drug wholesalers call their "real Salt Lake City market."

*Broadcast Measurement Bureau, 1946.
KSL dominates...

Radio homes: DAYTIME 50-100% BMB PENETRATION

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<tr>
<td><strong>KSL</strong></td>
<td>245,510</td>
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<td>239,900</td>
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<tr>
<td><strong>Station B</strong></td>
<td>150,480</td>
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<tr>
<td><strong>Station C</strong></td>
<td>140,010</td>
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</table>

...with more radio homes than a competing regional network.

**KSL is first**

...with 63% more radio homes than the second ranking Salt Lake City station.

...75% more than the third!
KSL ... and only KSL delivers all of the Salt Lake City market

Radio homes: NIGHTTIME 50-100% BMB Penetration

<table>
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<th>Homes</th>
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<tr>
<td>KSL</td>
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<tr>
<td>Regional Network</td>
<td>195,370</td>
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<tr>
<td>Station B</td>
<td>136,970</td>
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<tr>
<td>Station C</td>
<td>112,230</td>
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</tbody>
</table>

... with 138% more radio homes than a competing regional network.

KSL is first

... 240% more than station "B".

... 315% more than station "C".
More for your

**KSL is the favorite in the morning... by far***

... 50% more popular than the regional network.
... 131% more popular than the second ranking Salt Lake City Station!

**KSL is the favorite in the afternoon... by far***

... 19% more popular than the regional network.
... 79% more popular than the second ranking Salt Lake City Station!

**KSL is the favorite at night... by far***

... 100% more popular than the regional network.
... 56% more popular than the second ranking Salt Lake City Station!

*This was reported by C. E. Hooper, Inc., who in the Spring of 1948 asked a representative sample of radio families in both urban centers AND the rural areas of KSL's 69 county, 50-100% BMB Audience Area: "To what stations do you and your family listen most frequently or the most times?"
money

...KSL gives you
more customers
...at less cost

DAY:

KSL delivers 3,175 radio homes per dollar *

That's 12% more radio homes per dollar than any other Salt Lake City station!

...145% more than the competing regional network!

NIGHT:

KSL delivers 2,725 radio homes per dollar *

That's 77% more radio homes per dollar than any other Salt Lake City Station!

...322% more than any regional network!

*Cost per 1,000 50-100% BMB radio homes based on the one-time quarter-hour rate for each station as of March, 1948.
It all adds up...

One station — KSL — the CBS station in Salt Lake City — the only 50,000-watt station between Denver and the Pacific Coast — delivers the entire Salt Lake City market . . . inside and out. And at less cost per customer than any competitor! For more information get in touch with KSL or your nearest Radio Sales office.
AAAN CONCLAVE

THE TREMENDOUS growing interest in television among the nation's agency men was emphasized at the Annual Convention of the Affiliated Advertising Agencies Network at Spokane August 18-19-20. Virgil A. Warren, head of the Spokane agency bearing his name, was elected national director of the group.

Several panel discussions on video, were held during the course of the meeting. While there are television stations now operating in many of the cities where some of the 38-member-agencies of the AAAN operate, the agency men and women from the non-operation points expressed keen interest on how to handle their own situation. If and when the TV stations get under way in their territories.

Philip Klein, head of the Philadelphia agency, led the panel groups, assisted by Art Blom of the Portland and Paul Kranzberg, head of the Padco Agency in St. Louis.

"There is no doubt that TV is going to be one of the most interesting and influential factors in the advertising business," Mr. Klein pointed out. Stations all over the country are beginning to get their sets. Soon, he said, when the operators for some time are beginning to realize many of the pitfalls and shortcomings of which they never dreamed. The day of rude awakening is quickly approaching and we must be cooperative and helpful to all competitors. If there is to be a pleasant and money-making relationship existing. The operators of the stations are taking television in their stride and are building it up to produce the best results for the greatest number.

"The American public is still a stranger to TV. Comparatively few people in this country have seen much of this new advertising vehicle. And those who have become viewers are now becoming just a little more 'choosy' when it comes to picking their programs. This makes the job of the advertising agency more complex, since few agencies in this country are set up to give their best to TV. The executive heads in this phase of the activity is that the colleges and universities are taking cognizance of this new advertising method and are establishing courses in television. Many of the stations are offering their complete cooperation to the advertisers and their agencies, too. Through this hand-in-hand cooperation, the industry can go into greater plans for development. This is not a nickel-and-dime business. It's big. And how big it eventually becomes depends a great deal on the one ability which we give it while it is in its swaddling clothes."

DEMONSTRATES SPOTS

Mr. Bloch, in his discussion, presented a series of one-minute spots which are being used by TV advertisers throughout the country. The Lucky Strike spots were given a round of applause while the Bulova watch one-minute commercials were praised for their simplicity. The Chesterfield and Cresta Blanca spots were also applauded for their concise methods of presentation.

He pointed out that the price of these things make it unfeasible for the small advertiser," Mr. Bloch pointed out. "When you consider that the minimum cost of one-minute spot on CBS and ABC is $3,000, the agencies are going to do a selling job on their clients—after they have convinced the client to buy TV. It is my opinion that some new and cheaper method of production must be found before we can take television into the hinterland and make it as accessible and as reasonable as radio. There is no doubt that new photographic methods will be developed to make this possible. Many of the agencies are now making a study of photography while they were with Uncle Sam, are beginning to realize that this opens a new door of opportunity. I hope that many of them take it."

Agency methods in the handling of television clients were given attention by Mr. Kranzberg. He urged that all agencies, large and small, make ready for the day when TV is operating in their territory. He said that it should be long before the agencies caught hold of the radio situation and predicted that the advertising industry would not be caught napping.

"The growing interest keeps pace with the growing number of stations, he said. "Each month new cities are going on the air. It is good to see that the agencies have been keeping pace with this movement and I am urging the members of this network of agencies to give extra attention and planning to this phase of our business. TV is complex and new. It is opening a new vista to profits, too. The television operators are only too eager to be of service to the agencies and have offered a welcoming hand. Let us get in there with them."

Comment from member agencies all over the nation was offered and the network plans to issue a number of papers and pamphlets on the problems with the agencies for next year. A cooperative service between the AAAN members is now being established.

Other subjects were thoroughly discussed during panel sessions of the convention, which lasted three days. The training of executives and the establishment of better relations between the agencies and the agency also held the spotlight. Robert A. Young, of San Francisco, was elected national chairman. Regional directors elected included: G. E. Arnold, Phoenix, Ariz.; Jerry Kemper, Wichita, Kan., and Messrs. Bloch, Kranzberg and Klein.

Dr. Hettinger to Leave

Crowell-Collier Sept. 1

HERMAN HETTINGER, radio economist and former research head of the NAB, has resigned from the executive staff of Crownell- Collier Publishing Co., effective Sept. 1. Dr. Hettinger has not announced immediate plans aside from his re-entry into the radio ecology. The Chesterfield and Cresta Blanca spots were also applauded for their concise methods of presentation.

Dr. Hettinger, nonic consulting field. He joined Crowell-Collier following the war attendant duties in the Office of War Information as head of its advertising campaigns division. He was loaned to the Government by the University of Chicago for wartime service and subsequently resigned his post as head of the advertising department of the University's Wharton School of Finance and Commerce.

Dr. Hettinger is headquartered in New York.

POPULATION GAIN.

New Mexico Figure Up 22%—says Prof. Edgel.

A POPULATION gain of approxi- mately 22% for New Mexico from 1940 to 1947 has been claimed by Prof. Ralph L. Edgel, director of the Bureau of Business Research of the University of New Mexico. The Census Bureau reported a gain of only 2% for the period [Broadcasting, Aug. 9].

To back this calculation, Prof. Edgel cited figures from the Dept. of Commerce which showed a national increase of 170% in retail sales from 1939 to 1941. In the same period New Mexico showed a gain of 270%. "No one can say that New Mexico is that much more prosperous," he said.

To further his argument, Prof. Edgel noted that the Dept. of Labor reported a gain of 70% from 1940 to 1947 in the number of employed persons in New Mexico.

On the basis of a school census, the 1947 population of New Mexico was 651,400 rather than the 547,000 reported by the Census Bureau, according to Prof. Edgel. This was a gain of 22.4% against the 2% by the Census Bureaus.

As a concluding argument Prof. Edgel said the fast development that even a casual glance at the more densely settled parts of New Mexico will show that by no stretch of the imagination can the state population be counted off at a mere 2% gain since 1940.

NEW "HERE'S TO VETERANS" SERIES IS NOW AVAILABLE

THE NINTH series of 13 "Here's to Veterans" transcriptions is now available gratis to radio stations, according to an announce- ment by the Veterans Administration.

Each transcription is a 14½ minute version of an outstanding network show, with a message of importance to veterans and their families. It is sponsored by the national commercial. Stations may order the series through the Information Division of the VA branch offices in Boston, New York, Philadelphia, Richmond, Dallas, St. Louis, Columbus, Chicago, St. Paul, Denver, San Francisco and Seattle, according to the announcement.

August 30, 1945 • Page 39
GENERAL ELECTRIC's new mobile television truck is put to good use by WNAC-TV Boston, the first to use the new unit. The truck's floor is 16 inches above the ground to facilitate loading and unloading of equipment.

“SUGAR BOWL” game is mapped by (1 to r) M. Charles Mileham, athletic director of the U. of Cincinnati; “Jake” Latham, WKRC Cincinnati sales manager; Syd Cornell, Dick Nesbit, sportscasters; Louis Schluetter, president, Alms & Deepke, sponsor, U. of C. games on WKRC.

BANDLEADER and pianist Stan Kenton (at the piano) and Dick Gilbert, m.c. of KYVS Phoenix, entertain the air audience and spectators over the “Drive-In Station of the Nation.”

THE 99th broadcast of WBBR Buffalo's "Big Three" show rates a gold button to John Boothby, m.c., from Bob Cornelius of Sattler's store, sponsor.

NEWLYWEDS Mr. and Mrs. Sheldon F. Sackett smile as they arrive in Honolulu on their honeymoon. He is owner and president of KROW Oakland-San Francisco, KOOS Coos Bay, Ore., and KVAN Vancouver, Wash.

BRAVE donning the feathers is Dean Landfear, m.c. of WMT Cedar Rapids, now a member of the Meskwaki Indian tribe at the Tama, Iowa, reservation. His new name is "E-nee webs-toa-neh moon-to," or "Blabber Mouth."

TWO SLEEPY PUPS have just been won by these two wide-awake boys, through their prize letters to Kay West, KEX Portland, women's activity director.

BALLOON replica of Sunshine Beer bottle doesn't pour a drop for Chet Hagan (kneeling), news editor of WRAW Reading, Pa., which carried the launching. Standing (1 to r) are Raymond Gaul, WRAW manager; Martin Miller, announcer, and Frank Voss, program director.

CHECKING details of new studies at WKZO Kalamazoo are John E. Peters II, managing director, and Carl E. Lee, chief engineer.
Morey Amsterdam keeps 'em laughing and WMT keeps building its audiences with exclusive CBS programming in Eastern Iowa. His top-flight comedy is one more reason why listeners keep tuned to WMT.

Advertisers who tap prosperous WMTland reach a twin market of hummin industries and rich farms. The smokestacks and the cornstalks add up to towering per capita income (highest in the nation) that means buying power for luxuries and necessities.

Tell your story to this audience of solid citizens in the heart of the U.S.A. Ask the Katz man for full details.
BROKERS TAKE GALLUP FOR CBS TV NETWORK

MERRILL LYNCH, Pierce, Fenner & Beane, New York brokerage firm, will sponsor The George Gallup Show, a nine-week pre-election series, on five stations of the CBS television network Sundays from 10 to 10:15 p.m., starting Sept. 5.

This is the first major use of video by the well-known New York firm. Last year Merrill Lynch sponsored a New York stock exchange film as a one-shot broadcast on CBS television. The coming series will be carried live by WCBS-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore, WNAC-TV Boston, and WML-TV Washington. Kinescope recordings will be sent to video stations in Chicago, Los Angeles, St. Louis, Detroit, and Fort Worth.

Dr. Gallup will appear in person on the weekly programs, which are to feature analyses of candidates and campaign issues, and re-enactments of Gallup Poll interviews. The contract for the series was placed through Newell-Emmett Co., New York. Dr. Gallup was represented by Sam Hunsaker Productions.

NEARLY 1,000 local union delegates are expected from 28 states and Canada at the annual convention of the Electrical, Radio and Machine Workers of America (URCIO) in New York, Sept. 6-10.

INSPECTING a replica of Chicago's Civic Opera Bldg. are (l to r) John H. Norton Jr., vice president in charge of ABC's Central Division; John Arthur, building manager of Wacker Corp., and James Thompson, president of Wacker Corp. Ocasion was the signing of a contract between the two organizations enabling the network to use the Civic Theatre on the north wing of the structure as an audience television studio. ABC's WENR-TV will make its debut from the theatre Sept. 17.

ABC GETS LONG-TERM CIVIC THEATRE LEASE

CHICAGO Civic Theatre, designed for small-audience stage productions, was leased last week on a long-term basis by ABC, which will transform it into an elaborate television studio to be used Sept. 17 for the premiere of WENR-TV, the network's key Midwest video outlet.

The theatre, located in the north wing of the Chicago Civic Opera Bldg. (which houses ABC's Central Division offices), is being re-designed and remodeled extensively for use as both an AM and TV audience studio. It will be equipped with the newest types of studio, motion picture and field cameras.

The new studio, which will be flooded with lights both from above the audience and on stage, will seat 878 persons, 602 on the main floor, 190 in the dress circle and 186 in the balcony. Because of the small size of the theatre, and the modern acoustics system, the studio is expected to be a "natural" for audience television. The stage, from which numerous WENR-TV shows will originate, is 72 feet wide and 32 feet deep.

In addition to the new studio, ABC has AM studios in Chicago's Merchandise Mart in space rented from NBC. A system where the studio is being constructed on the 44th floor of the Opera Bldg., where a video transmitter has been installed. This studio will be completed also before the Sept. 17 premiere of WENR-TV on Channel 7 (174-180 mc). Additional space in the Opera Bldg. will be leased in the near future, John H. Norton Jr., vice president in charge of ABC's Central Division, said.

Ford TV Dramas

FORD MOTOR Co., sponsor of the Ford Theatre to begin on CBS this fall after a season on NBC, has announced it will sponsor at least three dramatic presentations on television between October and the end of the year. The network, day and time have not been set for the programs, which will be completely separate from the Ford Theatre. Kenyon & Eckhardt, New York, is the agency.

TV Documentaries Scheduled by NBC

NBC's plans for large-scale expansion of documentary broadcast production and experimentation in television documentaries were outlined by Ken R. Dyke, administrative vice president in charge of programs and public affairs.

Mr. Dyke said that enthusiastic listener response to NBC's Living—1948 series has encouraged the network to schedule a series of full-hour documentaries, the first of which will be titled Marriage in Distress—a reasoned and challenging study of the status of marriage and the family in a changing society." This is scheduled for broadcast early in September.

The video documentaries will be adapted from those of the radio series which best lend themselves to visual presentation, Mr. Dyke said.

Wade Arnold, supervisor of Living—1948, will also supervise the new NBC documentary series. Mr. Hazan, who has been writing the series, is expected to contribute to the new project.

RETAIL PRICE increases ranging from 6 to 15% on all Emerson radio and television receivers were announced last week to distributors by Emerson Radio and Phonograph Corp., New York, to become effective Sept. 1.

EXCHANGE COVERAGE

Distant Stations Cooperate in Project-

MUTUALLY-BENEFICIAL program coordination was recently effected between two widely-separated local stations during coverage of the flights of mercy planes into a polio-stricken area.

Urgent need for some heating equipment developed as a 160-bed emergency hospital neared completion in Greensboro, N. C. Arrangements were made by Army Air Force transport planes to fly from Greensboro to LaCrosse, Wis., to pick up the equipment at the Wisconsin factory and return it to the stricken area.

Feeling that the special event pickup of the plane's departure did not furnish a complete story, Ralph D. Willey, WKY LaCrosse's program director, arranged to have the landing and activities on the Greensboro end of the flight recorded by WBIG Greensboro. This was accomplished and the 5 kw, CBS affiliate promptly dispatched a transcription by plane to the northern station.

In turn, LaCrosse's 1 kw MBS affiliate gave complete coverage of the take off of the mercy planes from LaCrosse and sent a transcription by air to WBIG to complete its show.
Look At That Coverage!

KFYR
550 KC  5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

IT'S TERRIFIC! KFYR COMES IN LOUD AND CLEAR IN A LARGER AREA THAN ANY OTHER STATION IN THE U.S.A.*
And within that coverage area the harvest of another tremendous grain crop is being completed ... a crop that will help give an estimated ONE BILLION DOLLARS in farm income alone!

*ASK ANY JOHN BLAIR MAN TO PROVE IT!
Laying claim to setting a world go out on a limb, but one of our ent just that. Randy Woods, owner of R who supply him with phonograph n of sales of any dealer in the countr from Gene Nobles' disc jockey show

Randy owns a little shop in Ga miles from Nashville. A couple of records over the radio. He began l at midnight. In no time at all he was
He started an assembly line for pc WLAC time to one half-hour a ni hitting 1000 a DAY, Randy stoppe that WLAC is not in position to clea

Orders have come from every c

Yes, our sales record on Randy of radio, and particularly of WLAC

Gene Nobles' success in selling phonograph records for Randy's Record Shop is due in large measure to the friendly attitude he displays toward his customers (listeners)—an attitude which permeates the entire WLAC organization. That's why the students of the University of Mississippi recently voted him, by a 2-1 majority, their "favorite disc jockey in the nation." But, whether the announcer is Gene Nobles, John Richbourg, Herman Grizzard, Paul Oliphant, Bill Stamps, Charlie Roberts, Jack Pyle, Bill Johnson, Bob Larimer, Audrey Holmes or Elizabeth Herbert, sponsors using WLAC know they're getting solid salesmanship.
RECORD for RECORD Sales?

Record is a risky business, so we won't praiseastic sponsors insists WLAC has done Randy's Record Shop, says the distributors tell him he has the biggest volume -made possible by direct (COD) orders on WLAC.

Gallatin, a small Tennessee town located 35 years ago he got the idea he could sell buying a 1-minute announcement strip for 1000-a-week mail order business. A, then increased his 1, 6 nights a week. After sales started jiving out figures, and his only worry is full hour strip for him.

of the 48 states.

records is a tribute to the sales POWER. We're proud of it!

Randys Testimonials from Record Distributors

"Randy buys more records from us than any other operator or dealer in this territory. We have checked our records very carefully and find that this is definitely the case.

Glenn A. Foy, Jr., Branch Manager"

"During the period from October 13, 1947 through June 30, 1948, Randy has been our largest purchaser of Mercury and Bullet records.

TENNESSEE MUSIC SALES Nashville, Tenn. Sigmund H. Eskand, President"

"This is to certify that Randy's purchases more records than any other account in our entire territory.

DECCA DISTRIBUTING CORPORATION Memphis, Tenn. C. P. Stafford, Office Manager"

"During the period from October 13, 1947 through June 30, 1948, Randy has been our largest purchaser of Mercury and Bullet records.

TENNESSEE MUSIC SALES Nashville, Tenn. Sigmund H. Eskand, President"

"This is to certify that Randy's purchases more records than any other account in our entire territory.

DECCA DISTRIBUTING CORPORATION Memphis, Tenn. C. P. Stafford, Office Manager"

"During the post 6 months Randy has purchased $14,475.02 worth of records from us. His purchases were greater than any other account in our territory.

MUSIC SALES COMPANY Memphis, Tenn. R. B. Wilson"

"In checking over the last 6 months' sales, Randy has taken over the number one spot in our territory.

G. M. McClung & Co.

"Randy's of Gallatin purchases more Columbia records from us than any other dealer in our territory.

WOODSON & BOZEMAN, INC.

50,000 WATTS

NAISHVILLE, TENN.
What Are We Waiting For?

THE FCC is embarrassed because it stubbed its bureaucratic toe on its proposed giveaway ban. It has made a hasty and strategic retreat. But the war isn't over.

There appears to be no question now that the FCC lacks jurisdiction over lotteries and gift enterprises, per se. Congress, without fanfare last June, repealed the lottery section of the Communications Act, along with the section dealing with obscene, profane and indecent language. It transferred jurisdiction to the Department of Justice, under the revised Criminal Code, which becomes operative Sept. 1. Why the FCC's highly-placed lawyers muffed this one becomes a matter of administrative concern for the FCC itself.

But broadcasters shouldn't delude themselves. What the FCC cannot do directly it probably can achieve in other ways. The FCC is the licensing body. It can take judicial notice of violations of any statutes. It determines the qualifications of licensees. It may be a longer, more tortuous course, but it's there.

Broadcasters, as a result of the discovered lack of jurisdiction, fortuitously get another time at bat. The course is crystal clear. The NAB Standards of Practice states:

Any broadcasting designed to "buy" the radio audience, by requiring it to listen to a broadcast of reward rather than for the quality of entertainment provided, should be voluntary.

Voluntary adherence to that precept will do it. In one fell swoop, it will achieve everything the reputable broadcaster has sought for a quarter century. It will make good programming the yardstick. It will disarm the Government's crusade toward greater program controls. It will quell the Congressional clamor for tightening up of the law. It will end the free rides machines that will give things away like mad for the air credits. It will create new business for radio. It will put pants on the code.

What are we waiting for?

Judgment Day

DOES the NAB have the right to speak for all broadcasters?

That presumably will be the key question put to NAB President Justin Miller when the Senate Interstate Commerce Subcommittee headed by the militant Sen. Charles W. Tobey (R-Vt.) gets under way on its all-inclusive radio inquiry some time after the first of the year.

Judge Miller will be armed with resolutions adopted by all NAB districts avidly supporting his free radio crusade and backing him up to the hilt. It will be a conclusive vote of confidence from NAB's membership.

Why is the question asked by Sen. Tobey? It's no secret that the Committee last year took umbrage because of Judge Miller's determined position against a change in the statutes which would give the FCC unbridled control over program balance. It is also general knowledge that the Committee, in quest of information on the clear channel-high power issue sired by Sen. Edwin C. Johnson (D-Colo.), received a hatful of letters from broadcasters supporting the breakup. Some stated the NAB did not represent their viewpoint.

The FCC does not speak for all broadcasters or all issues any more than President Truman speaks for all American citizens. Or Sen. Tobey for all Republicans, or even for all of his constituents. Or the Pope for all Christians.

We're sure Judge Miller will welcome the investigation. He, more than anyone else, is American radio's authorized spokesman. If there's a smouldering resentment on the Hill against the NAB, let's know about it. Judge Miller, who has spent many years on the bench, is entitled to his day in court.

Multiple Confusion

MONOPOLY is abhorrent to our Democratic precepts. We have rigid anti-monopoly statutes. The most notable exception in our national economy is AT&T. It has been called a "beneficent monopoly" because of the label of confusion and economic dislocation that probably would result from nationally competitive telephone systems. Its public relations have been uncommonly good, too.

There is nothing approaching monopoly in broadcasting. The FCC has been vigilant in thwarting movements toward "concentrations of control." With the influx of new stations in all categories, radio is probably the most competitive industry extant.

The very fact lends support to question the FCC's proposed regulation to govern multiple station ownership. Instead of flexibility it would apply a standard of rigidity. It proposes arbitrarily to establish a limit of seven standard stations under common control, with a graduated scale of minority holdings in inverse ratio to controlled stations. Previously, it had established six and five stations as the controlling limits for FM and TV, respectively, with correspondingly graduated scales as to minority holdings.

Lawyers have questioned the legality of the proposed regulations, pointing out that to be legal, they must be "reasonable."

Without regard to their legality, we question their propriety. Why an arbitrary limit of seven standard stations, or six FM's or five TV's? Why not more or less? Why not the same number in each class, so that a broadcaster can protect his interests and keep abreast of new developments in the markets in which he has ventured his capital? And why should the FCC restrict its own licensing power?

Anyone at all familiar with radio knows that numerical limits are meaningless, unless one deals in markets and in size and coverage of outlets. The proposed rule mixes sheep and goats. Ownership of two or three 50,000-w clear channel stations in populous markets could be as restrictive as ownership of two dozen regionals and locals in less bountiful markets—say in the Western Inter-Mountain area.

The courts have never held that a giant could control like U. S. Steel; for example, can have six or seven or five plants. It's the volume of production that counts and the impact upon free competitive enterprise. Radio exudes free competition, within the medium, and with other media.

The FCC merely "proposes" the new regulations. It states the figures used are simply something to shoot at. Suggestions may be made to the Commission by Sept. 10. There unquestionably will be oral arguments. These, and other arguments, should be raised. No one wants to see monopoly in radio. Certainly the existing laws—the anti-trust laws—are adequate to protect public interest.

Our Respects To—

ROBERT CAMPBELL EMBRY

THIRTY-NINE years ago Baltimore gave birth to the Advertising Club of Baltimore, and Mrs. Embry became the mother of "Jake." In June of this year Robert C. (unexplainably "Jake") Embry combined forces with the Ad Club as its first radio president. He is vice president of the Baltimore Independent, WITH.

Jake Embry has been an active member of the Baltimore Ad Club since 1936. It is the largest service club group in the State of Maryland, and as a member, Mr. Embry proved so effective in his work with the committee that it was inevitable he should be elected first to a vice presidency and finally, to the Club presidency.

Tom Tinsley, WITH president, brought Jake Embry to his station in 1945 as sales manager. At that time Mr. Tinsley was expanding his operations to WLEE Richmond, Va.

Mr. Embry was elected vice president of WITH a year later, and that title seemed to start a trend. Next he became president of the Baltimore Bullets, pro basketball team in the American League. Sports-conscious WITH had purchased the franchise for the team three years before. The Bullets won their League pennants, and last year joined the Basketball Asso. of America, the big-league pro circuit, and won that championship.

This year a citizens' committee was formed to retain the franchise for the Baltimore Colts in the All America Football League. Mr. Embry's success with the Bullets created a virtual draft for the presidency of the Colts. The businessmen who took the responsibility of the Colts wanted Mr. Embry's ability and experience even though WITH had an exclusive on the AM broadcasting rights.

Despite his presidency of the Bullets, the Colts and the Ad Club, and his vice presidency of WITH, Jake Embry is about as modest as they come. He is thoroughly liked throughout Baltimore—and especially among his fellow-workers at the station.

Typical of the attitude toward him is the response given by one staff member when asked what he thought of Mr. Embry. "Jake!" he asked, as if the question had been rhetorical. "well, everybody likes Jake. Don't you know him?"—as if everybody also knew him, and knowing him and liking him are synonymous.

He was born Jan. 28, 1909, in Belzoni, Miss. ,...

(Continued on page 48)

BROADCASTING  Telecasting
More general merchandise sales are made annually in WOAI's wealthy daytime primary area than in historic and thriving New Orleans, the "Crescent City".

These sales total $105,819,000*, to be exact. Yet this is only part of the story of this rich market.

The total effective buying income of the area is $1,282,729,000* annually. And this income rests on a basis of diversified production . . . which means stability.

Poultry, for instance, is one of the items which helps make up this huge income. In a state which leads the nation in poultry growing, WOAI's primary area is the top producing section. In one of its counties alone—Gonzales—100,000 of the famous broad-breasted bronze turkeys and 10,000,000 other fowls were counted by the latest agricultural census.

See your Petry man for the details on how you can sell this growing market through WOAI.

*Sales Management 1948 Survey of Buying Power
**Management**

KEN BEACHORD, former manager of WKIX Columbia and WTHR, was former vice-president and general manager of WLDS and WLS-C, Chicago. Grover C. Cobb, former manager of KIMV-FM Hutchinson, KANS., has been appointed general manager of KVKB, Great Bend, Kan. Mr. Cobb, who is 50, started in radio as announcer with KSAL, Salina, later moving to WLVA, Lynchburg, Va. Following war service with Naval Air Corps, he returned to KSAT as program director, leaving there to manage KIMV-FM. He will become a stockholder in KVKB Inc. in addition to managerial duties.

Burrus Mills has been advertising* on station WMC MEMPHIS.

FOUNDATION OFFERS 10 RADIO SAFETY AWARDS TEN AWARDS will be offered to the radio industry for outstanding service in the cause of highway safety in 1948, by the Alfred P. Sloan Foundation, it was learned last week.

The new honors, which will include engraved plaques and special citations, are being offered for the two-fold purpose of paying tribute to broadcasters and stations for their important contribution to the highway safety movement and to stimulate intensified effort in this field of public welfare.

Chairman Alfred P. Sloan Jr., chairman of the board of the General Motors Corp., has appointed the Automotive Safety Foundation, 700 11th St., Washington, D. C., to administer the award plan.

Equal recognition will be accorded commercial and sustaining programs, and local, regional, clear channel stations and national and regional networks are eligible for the awards. All types of programs promoting public interest in traffic accident prevention may be entered. The programs will be evaluated in terms of audience appeal, educational value, ingenuity and showmanship, as well as on a quantitative basis of coverage and frequent scheduling of safety features. Closing date for entries is to be received by the Automotive Safety Foundation is March 1, 1949.

515th MBS Affiliate

MBS announced last week that WSFC Somerset, Ky., joins the network as the 515th affiliate on Sept. 1. WSFC which went on the air last year, was formed by Southeastern Broadcasting Co. In, which Alonzo Carter is president, and has 250 w on 1240 kc.

Respects

(Continued from page 48)

got his A. B. from Millaggs College. Soon afterward he was appointed superintendent of schools at Sunflor, Miss. He later became principal at a Cleveland, Miss. high school, and doubled in brass as athletic coach, a position which stood him in good stead in his later days with the Colts and Bullets.

With Cleveland he met Frances Cockerman, who is now Mrs. Embry, and the mother of three little Embrys—Bob Jr. 10, Judith 8, David 6.

When Cleveland grew a little conking for Jake Embry's talents he hied himself to New York for a postgraduate course at Columbia U. To pick up some space change — and experience—he did a research job for the Hearst general advertising office. His proficiency led to a fulltime job. First he was Hearst's top radio advertising and salesmanship, then sent to Hearst's WBAL Baltimore as general sales representative. He was with that station seven and a half years before transferring to WITI.

WITH, along with Jake Embry, is community-conscious. The station also highlights its news format of news on the hour, 24 hours a day, and is proud of its sports and music programs.

Winning his hand in community and social affairs keeps Jake Embry busy as a member of the Elks, Variety Club, Sales Executive Council, Assn. of Manufacturers' Representatives of Maryland, Baltimore Assn. of Commerce, and, of course, in the Baltimore Ad Club.

On the personal social side, he goes in for golf, swimming and bridge.

Win Army-Navy Awards For Aiding War Effort

THREE Washington, D. C., radio consulting engineers and a member of the NAB headquarters executive staff in the capital were among those receiving Army-Navy Certificates of Appreciation for their "outstanding contribution to the work of the Office of Scientific Research and Development during World War II" at a ceremony in Washington Aug. 18. The ceremony was held at the Pentagon under joint sponsorship of the Department of the Army and Navy.

At the same time a Presidential Certificate of Merit for similar contribution to the World War II effort was awarded to A. S. Clarke, of the Clarke Instrument Corp. (scientific and industrial instruments), Silver Spring, Md.

The four recipients of the Army-Navy citation mentioned above were: Cyril M. Jansky Jr., LaVerne M. Foast and Stuart L. Banker, all consulting engineers, and Royal V. Howard, director of the NAB's Engineering Dept. [Broadcasting, Aug. 23].
**You can’t cover California’s Bonanza Beeline without on-the-spot radio**

Bonanza is right! Gross Effective Buying income in the Beeline now tops $3 Billion. Annual retail sales are $337 Million higher than all of Connecticut’s.†

But don’t rely on outside radio to sell in this part of California and Nevada. There are too many mountains—natural barriers that turn away outside radio signals. Use the stations located right in major Beeline cities—the five BEELINE Stations.

As a combination or individually, the BEELINE stations are your top buy. Look at KMJ Fresno, for example. Its latest Hooper rating for the Sunday through Saturday 6 PM - 10 PM period is more than three times higher than the next closest station. Get the full Beeline story from Raymer.

† Sales Management’s 1948 Copyrighted Survey
PROPOSED GRANTS

Valdosta, Palo Alto, Murray Favored

PROPOSED DECISIONS were released by the FCC last Monday to grant the application of D & K Broadcasting Co. for 250 w daytime on 1220 kc at Palo Alto, Calif.; Valdosta Broadcasting Co. for 910 kc with 5 kw unlimited, directional night at Valdosta, Ga., and Oral J. Wilkinson for 1230 kc with 250 w unlimited at Murray, Utah. In the Palo Alto case, the conflicting application of Times-Star Pub. Co. for 1 kw daytime on 1220 kc at Alameda, Calif., was denied on grounds that a more equable distribution of radio facilities would be served by the Palo Alto grant. Although the Commission found the fact that the Alameda station would serve more people, it pointed out that these people are now better served by stations in the San Francisco-Oakland area than are the people of Palo Alto, approximately 30 miles away. Chairman W. W. Thompson, left the case open that more people would be served by the proposed Alameda station, this would constitute a more equitable distribution of radio facilities and a more efficient use of the frequency.

The proposed grant to Valdosta Broadcasting was left open when Okefenokee Broadcasting Co., applicant for 1 kw on 910 kc unlimited at Waycross, Ga., was disqualified on the grounds of misrepresentation in its application. In its proposed decision the Commission pointed out that Okefenokee not only has failed to furnish complete and accurate facts in its application but had also deliberately falsified material information.

Three disqualifying points were brought out in the testimony on the application of Okefenokee, FCC said. First: The capitalization of the proposed partnership in the original application was stated as $30,000, which was represented to be on deposit at the First National Bank of Waycross. However it was proved that this was fallacious in that the time of the hearing advances of only $5,000 had been made by some of the partners in paying the franchise application. Second: The radio experience of Denver T. Brannen, selected as manager of the proposed station, was almost entirely on the air. The application stated that none of the partners had ever been through bankruptcy proceedings. However, during the course of examination, it developed that this was untrue in the case of Frank E. Walker, a member of the partnership, FCC reported.

Murray, Utah, Proposal

The Commission’s proposed decision in the grant of Oral J. Wilkinson’s application for 250 w unlimited on 1230 kc at Murray, Utah, was made after G. Stanley Brannen, doing business as Weber County Service Co., withdrew his application for a station on the same frequency at Ogden, Utah. The proposed decision was made on the grounds that the application be modified within 60 days to specify a transmitter station and antenna system and that the proposed composite transmitter comply with engineering standards. Start of operation is contingent on shift of frequency by KVNU Logan, Utah.

The proposed grants at Palo Alto and Murray will bring the initial stations to these towns. The Palo Alto station will serve approximately 499,545 persons in an area of 50,546 square miles, the time service of the Murray station would cover 814 square miles with 133,094 people and nighttime service would include 20,896 people in an area of 814 square miles.

Valdosta would gain its second station with primary daytime service covering 300,723 people in an area of 10,963 square miles. At night 25,994 people in an area of 359.5 square miles will be covered.

Principals in ‘the competing applications were listed as follows:

PALO ALTO: D & K Broadcasting Co. (com- posed of Millard Kibbe general partner (50%), and Donald K. Deming, limited partner (50%). Mr. Kibbe will be in charge of the business.

Mike With a Heart

IN HOPES of bolstering morale, WSBN Birmingham, Ala., piers a communication from parents and their polio-stricken children in Jefferson Hillman hospital in that city. The hospital installed a glass window to permit visual contact between children confined to the polio isolation ward and their visiting parents. WSBN sent a step further to insure the transmission of messages of parental affection and encouragement. In a two-way microphone system permitting a conversation between patient and visitor, Parents have been quick to express their appreciation to the station.

YOU'RE ON THE FIRST STATION

WHEN YOU PICK KPRC HOUSTON

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET!

Panel of 100

..and FIRST WITH THE NEWS!

When the news "breaks" it usually "breaks" first on KPRC. For KPRC has one of the biggest and best-trained news staffs in America, headed by famous radio personality John P. Bicknell. Four reporters are on his Houston staff—four more correspondents (part time) in Beaumont-Port Arthur, Palestine, Midland and Washington. KPRC is the only station in Texas offering all four of the Associated Press wire services.

So news is one of the "firsts" that gives KPRC dominance in the Gulf Coast.

This dominance is best proved by the yardsticks you know—Hooper and BMB. Put your message on the air where it will reach most listeners. See Pety or call us.
After 17 years
the oldest continuous newscast on the air

The RICHFIELD REPORTER
switches to ABC Pacific

for THREE reasons:

1. GUARANTEED TIME

2. LOCAL-STATION COVERAGE OF THE WORTHWHILE MARKETS OF THE PACIFIC COAST

3. MORE PROMOTION

Eventually you'll switch to ABC—Why not now? *

ABC American Broadcasting Company
where radio's significant things are happening

* Apologies to General Mills who switched in 1942.
Open Mike
(Continued from page 16)
This article should be addressed again and again, it should permeate the networks... thru script writers, actors, and agencies... and all connected with (and being paid by) radio. It should be featured through NAB reports... and any other trade media.

RADIO needs a SALESMAN... to tell the story of radio... to do this before appropriations are set up to use other media... it is my fervent hope that you may do something to stimulate the members of the radio industry to start THINKING.

Florence M. Gardner
Manager
KTFI Twin Falls, Idaho

An Overlooked Bill
EDITOR, BROADCASTING:
Imagine our surprise, chagrin, and consternation when several friends of ours—and regular readers of BROADCASTING—pointed out that we of the #1 Station in the #1 Market had pulled a #1 boner in our last "Keeping Up With WCBS" advertisement (Page 32, August 16th issue).

DULUTH, MINN.—"Help!" screams Otto Mattick. "I can't find any place to land in this booming Duluth-Superior Metropolitan District!"

Otto had better make like an angel... because he's in for a long stay in the air. Things are really buzzing around this Duluth-Superior Market. Effective buying income has leapt 27.6% in the past two years and retail sales have soared 83.2% in the same period. Smart advertisers who are after this wealthy market use KDAL, the radio station with the loyal listening audience.

WIPR Reminder
EDITOR, BROADCASTING:
We agree with your statement in Open Mike of Aug. 23 that other publicly owned stations that accept commercial revenue are not federally operated stations and that they are not supported by funds paid in taxes to the federal government.

But don't forget to state that WIPR is not federally operated or supported by federal funds either. So your conclusion that we have not followed the established pattern is erroneous.

Delegado Marques
Puerto Rico Communications Authority
San Juan, P. R.

KDRO Has Troubles
EDITOR, BROADCASTING:
I took a ride the other day—for free, too—but it was no fun. Name's Hinlein—KDRO—Sedalia, Mo.—good town—good station...
The story? The station contracted to build a new radio tower—half-wave instead of the old quarter-wave. Chose what I thought was a top-notch tower for the spending money I had available and contracted the job erected on my location by the tower manufacturer. FM mast and coaxial ordered from another but to be erected by the tower manufacturer. For the rest—lights inside climbing tower, painting—completed—wrapped up—take it home. A package deal. Ah!—No more tower worries, says I, I pay, they worry. Oh yeh? Listen—the tower company sends me three erand young fellows who know their job. They start the new trouble descends upon us all. How about this union?—How about that union? "We'll picket the joint." "Now look"—I says—"All I did was sign a contract!"...

I happened to have a few sound thinking higher-up union officials to deal with and we made a fair compromise.

Everyone, including the tower company, gave in a bit. I have a splendid tower that I am proud of. This tower was a specialized job and there was, on union admission, no group handy capable of doing as efficient and effective a job as this crew who were specialists in their particular tower...
The answer is clouded, but the moral is clear—namely, It Could Happen To You!

Jules Dunham
WCBS New York

... The CBS full page ad

Of all things, we were ambitious in identifying Bill Leonard of This Is New York. So, for the sake of all concerned, Bill is the fortunate fellow seated next to Linda Darnell. Director Joseph Manekiewicz of Twentieth Century-Fox is on the extreme right.

What I can't figure out is why anyone would concentrate on the men in this picture?

Condemns Giveaways
EDITOR, BROADCASTING:
Radio is still a forming, creative art... If you create within the realm of understanding given to the very ordinary "businessman." He is swallowing this "giveaway" program throughout each radio day not only as a cheap, quickly profitable advertising gadget, but also as a means of throwing away the entire prestige of radio...
The day of the "Hoop-La" survey has inflated the listener as much as the wallets of these factual, objective business-men. Inflated them to the point of being unable to distinguish a radio program from a drugstore 1c sale...

How long do we have to buy the public?

No amount of half-hearted legislation can accomplish the task. Only an awareness of a bad error of judgment by business, or a possible return of radio to radio people can reinstate the industry as a form of positive expression. Another alternative is State Radio.

What about NAB?
Don J. Brewer
WMRN Marion, Ohio

A 'Must' Magazine
EDITOR, BROADCASTING:
I feel that BROADCASTING is the one "must" magazine for anyone in the broadcasting industry...

Charles Topmiller
Manager
WCKY Cincinnati

ABC Adds KLER
KLER Rochester, Minn., now under construction, and owned by the Rochester Broadcasting Co., will become an ARC affiliate on Oct. 1, the network said last week. KLER will operate full time on 970 kc with 500 w daytime and 1 kw nighttime.

ABC Adds KLER
KLER Rochester, Minn., now under construction, and owned by the Rochester Broadcasting Co., will become an ARC affiliate on Oct. 1, the network said last week. KLER will operate full time on 970 kc with 500 w daytime and 1 kw nighttime.

Contact Avery-Knodel. Learn how KDAL's dominance of the swiftly-growing Duluth-Superior market means booming sales for you.

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Only this much floor space...

... for a Western Electric 1000-watt AM transmitter

... for a Western Electric 250-watt AM transmitter

When you make your plans for a low-powered AM station, don't forget floor space in picking your transmitter!

Just look at the small area you need for the Western Electric 1000-watt and 250-watt units. That means a lot whether you plan to build a new transmitter building or move into an existing structure.

And small size is just half the story when you buy a Western Electric AM transmitter. Year in, year out, Western Electric transmitters have proved their ability to keep operating costs down—a major factor in small-station profits.

According to the recent FCC survey, low-powered AM stations can operate at a profit—and most of them do! Let your local Graybar Broadcast Representative show you how a Western Electric transmitter can help you get those profits quickly—through lower initial and operating costs. If you prefer, write direct to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS

Western Electric
**AM GRANTS**

CONSTRUCTION permits for eight new AM stations, at a total estimated construction cost of $145,500, were granted last week by FCC.

Three of the eight permits went to Snowden Radio Enterprises, headed by William Solon Snowden, of Midland, Tex., and Winfield, Kan. Snowden Enterprises also has a fourth application pending for New Braunfels, Tex.

Six of the stations were for daytime outlets and the other two for fulltime locals.

Details of the grants are as follows:

- **Brownsville, Tex.**—Brownsville Broadcasting Co., 1590 kc, 1 kw, daytime conditions. Estimated cost $22,000. Principals: Minor J. Wilson, engineer, general manager and vice president; Walter W. Wilson, engineer, 21 1/3%; Willis A. Wilson, engineer, chief engineer and 21 1/3%; Vance Wilson, Navy instructor, 12%; Herbert L. DeWalt, engineer, 10%; and Kate Wilson, housewife, 6%. Granted Aug. 23.

- **Clovis, N. M.**—Plains Broadcasting Co., 1230 kw, unlimited conditions. Estimated cost $13,000. Principals: W. K. Waiters, owner KREW Hobbs, N. M., and KGFL Roswell, N. M., president and 7/10%; George Roberts, employee of KGFL secretary-treasurer and 50%; and Harry McAdams, commercial manager of KGFL, vice president and 1/20%. Granted Aug. 23.


**FCC Asks Court to Deny WKRC Stay Order Request**

STRIKING back at the court appeal filed by WKRC Cincinnati [BROADCASTING, Aug. 23], FCC last week filed an opposition statement with the U.S. Court of Appeals for the District of Columbia asking the court to deny WKRC's petition for a stay order because the station "has failed to show any irreparable injury which would be caused to it if the stay order is not granted."

The station's appeal is from the Commission's decision of November 1947 which favored the application of WJIN Lansing, Mich., over WKRC for 550 kc assignments. Ground-breaking ceremonies were held Aug. 23 for the new TV outlet's transmitter building and studios on Quaker Lane, Seattle, alongside the building housing KRSC-FM.

RCA equipment will be used and will include a 5 kw TSTA transmitter and a superturnstile antenna. The antenna will put out effective radiated signal of approximately 12 kw audio and 23 kw visual.

The pattern programming schedule calls for a 5-day week, with programs slated for Sunday, Monday, Tuesday, Friday and Saturday. Station will be equipped with a flexible remote unit, and for the next six months, avenues will be heavy on use of remote shows, the management has announced.

Rate card for KRSC-TV has been set up on a sliding scale with no charge to sponsors until 1,000 sets are installed in the area.

Adam J. Young Jr., Inc., which is national representative of KRSC in the AM and FM fields, also will be the station's TV representative. Licensee of the KRSC AM and FM station is the Radio Sales Corp., of which P. K. Leberman is president.

**ON AIR BY CHRISTMAS IS GOAL OF KRSC-TV**

KRSC Seattle's television affiliate, KRSC-TV, plans to transmit test patterns by early November and to be on the air by Christmas on Channel 5 (76-82 mc). Ground-breaking ceremonies were held Aug. 23 for the new TV outlet's transmitter building and studios on Quaker Lane, Seattle, alongside the building housing KRSC-FM.

RCA equipment will be used and will include a 5 kw TSTA transmitter and a superturnstile antenna. The antenna will put out effective radiated signal of approximately 12 kw audio and 23 kw visual.

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**Hypnotism on TV**

WMAL-TV Washington claims a first in presenting a demonstration of hypnotism Aug. 23 on its Tuesday evening "Wings of Thought" program, 9:30-10 p.m. Robert L. Friend, who is featured on the program, did the hypnotizing and his subjects were four women who reside in the capital city, Elaine Fox, Eulalia Harrison, Myrtle Lanckton and Helen Willis.

The program is sponsored jointly by two Motorola distributors, Georger's Radio and Television Co., and Simon Distributing Co., both of Washington.

**ONE AM, ONE FM CP ARE DELETED BY FCC**

DELETION of an AM station and one FM outlet were announced last week by FCC.

The AM permit, for WOND FM Greensboro, N. C. was deleted at the request of the applicant, Highland Broadcasters Inc. and the FM permit was deleted for "failure of prosecution." Additional information in regard to the application was requested by the Commission and when it failed to arrive the permit was deleted.

In the FM case the permit of WBIG FM Greensboro, N. C. was deleted at the request of the applicant, Highland Broadcasters Inc. Firm owns one-sixth of the stock in the Greensboro News Co., licensee of WFMY FM (97.3 mc) Greensboro. A letter was sent by the Commission to Edney Ridge, president of North Carolina Broadcasting, stating it would be necessary to dispose of this holding. Mr. Ridge replied the company felt it would better serve the public interest if the permit for WBIG FM were returned rather than the selling of the stock in Greensboro News. FCC reported, WTVX started operation in May on Channel 247 (97.3 mc) [BROADCASTING, May 24].

**DELIVERS ONE BIG 3-CITY MARKET**

**BEAUMONT-ORANGE-PORT ARTHUR**

**ABC**

**1000 WATS 560 KC**

**REPRESENTED BY FRR & PETERS, INC.**

**TAYLOR-HOWE-SNOWDEN**
new CAPITOL programming aid...

music from Europe!

Wonderful news for Capitol Transcription subscribers! You will now receive music from Europe. The finest salon music and continental-flavored dance music will be coming in constantly, all performed by union musicians aboard.

The technical quality of Capitol Transcriptions is tops for both AM and FM. This new endless source of overseas material at least equals the quality and fidelity of similar music recorded in the United States.

This broader service is a further assistance to station programming. Already stations receive 30 hours of new material every week, in addition to the 3000 selections now in the library. Artists' voice tracks, show "formats", filing cabinets and indexes are also included. Now "Music From Europe" adds new variety and material.

Find out more about Capitol Transcription libraries.
We'll send an illustrated booklet and sample recording on your application.

Capitol Transcriptions
Sunset and Vine, Dept. B830
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name__________________________________________
Station________________________Position___________
Street____________________________
City_________________________State___________

BROADCASTING • Telecasting

August 30, 1948 • Page 55
STREIBERT TO BREAK GROUND AT TV SITE
THEODORE C. STREIBERT, president of WOR New York, is to use a gold pneumatic hammer to perform official groundbreaking ceremonies today (Aug. 30) for the new television tower and transmitter building of WOR-TV, to be located at North Bergen, N. J.

WOR was to broadcast the ceremonies 11:18-11:20 a.m. The site, about three and a half miles from WOR headquarters at 1440 Broadway, New York, also will house the station's FM outlet, now located in New York at 44 Madison Ave.

WOR-TV, upon completion, will be linked by coaxial cable and microwave relay with WOIC Washington, also owned by WOR and now under construction.

RELIGIOUS RADIO

SEVEN AWARDS for the best U. S. stations were presented during the National Radio Workshop at the U. of Chicago this week, sponsored by the Joint Religious Radio Committee and the university's Religious Education Department.

The awards were presented to the following stations for their programs:


Honorable mentions went to KPMI San Rafael, Calif., for Carson Calla: WRAK Williamsport, Pa., for This Is No Dream and to WOCQ Boston for its Christian Answer series.

Church-in-Action category: KLZ Denver, The Church That Came To The Rockies, sponsored by the Colorado Synod, Presbyterian USA Church.

Documentary: WTAM Cleveland, As I See It, one of a 25-week series of interviews, sponsored by Cleveland Church Federation.


Honorable mentions went to KPMI San Rafael, Calif., for Carson Calla: WRAK Williamsport, Pa., for This Is No Dream and to WOCQ Boston for its Christian Answer series.

WTRY's news award citation reads—"for straight line reporting of news of religious significance and for the treatment and production of the station's programs." The WTRY award was "for excellent presentation of the history of the Presbyterian Church in Colorado, incorporating excellent documentary material." The WTAM award was "for clear presentation of fundamental motives, the conflict and the resolution of outstanding personalities, done with clarity and good taste." Citation of Maine network acknowledged "an excellent example of the use of the narrative technique in the field of religious education."

SCHEDULE FOR FALL

FOUR district meetings will be held this autumn by the Assn. of Women Broadcasters, according to Pat Griffith, NAB director of women's activities. AWB has 17 districts in the nation, paralleling the district setup of the parent organization.

Agendas for the meetings will vary according to district preferences. Miss Griffith announced. They will include workshop sessions on general AWB activities and services. Ruth Crane, WMAL Washington, AWB president, will attend meetings of District 7 in Cincinnati and District 2 in Rochester, N. Y.

The four meetings follow:

District 1: Sept. 25-26, Cincinnati, Netherland-Plaza Hotel, with District Chairwoman Ruth Hay, WLW Cincinnati, presiding.


District 3: Nov. 6-7, San Antonio, Gunther Hotel, with District Chairman vo, KTEA San Antonio, presiding.

KOBI TAX

(Continued from page 28)

The court, in effect, said, because the tax is imposed for the purpose of regulating and controlling the business of chain broadcasting and would result in KOB being placed at a manifest disadvantage with its competitors in neighboring states. In other words, the said tax would constitute an unlawful discrimination against the plaintiff's station.

Cites Freedom Interference

The court added that the business of the plaintiff originating in its local studio is partially inter-

...
Shut Up . . . Or Say Something, Advises ‘Speakers’ for TV

“THE AMERICAN people will no longer be able to tolerate a speaker who hasn’t the courtesy to shut up when he has nothing more to say.” That strong warning, prompted by the television coverage of the political conventions, is voiced by Speakers Magazine, September issue, in an editorial titled ‘Video and Politics.’

The writer, Stuart J. Barnes, who is editor of the magazine, says further: “A speaker’s concession to television audiences is not complete when he consults a make-up artist prior to his appearance. How he looks is important, but it is far less important than what he has to say. His audience will excuse his looking pasty or unshaven, but it will not pardon his inexcusable emissions of hot air.”

It is probably a good thing for both parties,” he writes, “that all the voters in the nation did not see the convention over television. For the general reaction on the part of those who did see the show was one of praise for the television industry and ridicule for both parties—ridicule based almost exclusively on the caliber of oratory.”

The editorial concludes with some advice on substituting “intelligent reasoning and facts for the traditional hokum” in future conventions, and adds “. . . politicians who look to the future can see [television’s] potentialities—and we trust they can see the handwriting on the wall.”

WARNER NAMED MANAGER OF WHBS AND WHBS-FM

RICHARD WARNER has been promoted from program director to manager of the Huntsville (Ala.) Times stations, WHBS (1490 kc, 250 w fulltime) and WHBS-FM (Channel 236, 95.1 mc), it was announced last Thursday by Henry P. Johnston, president of The Huntsville Times Co., licensee of the stations.

Mr. Johnston said M. C. (Jimmy) Gregory had resigned his post as manager because of poor health.

COOPER WILL RETIRE; OTHER AT&T CHANGES

THE IMPENDING retirement of Charles P. Cooper as vice chairman of the AT&T board of directors and the election of Clifton W. Phalen as vice president in charge of public relations, replacing Keith S. McHugh, were announced last week.

Mr. Cooper will retire Sept. 1 at his own request after more than 40 years with the Bell System. Vice president of AT&T in charge of finance from 1926 to 1946, he became executive vice president in that year, and was elected vice chairman of the board last February. He will continue as a member of the AT&T board. Mr. Cooper began his communications career as a junior engineer with the New York Telephone Co. He became president of Ohio Bell Telephone in 1933.

Mr. Phalen, AT&T’s new public relations chief, has been vice president of the New York Telephone Co. since 1944. He joined the latter company 21 years ago as a line man and dispatcher, rising to an assistant vice presidency in 1943. Mr. McHugh, who has been AT&T vice president in charge of public relations since 1946, has been appointed vice president in charge of finance. He joined AT&T as a clerk in 1919 and was elected vice president in 1938.

Stone, Harrison Named To New Positions by IT&T

ELECTION of Rear Admr. Ellery W. Stone (USNR) as president and Gen. William H. Harrison as board chairman of Federal Telephone and Radio Corp., and its manufacturing and sales subsidiary, Int. Standard Electric Corp., was announced last week by Col. Sosthenes Behn, chairman and chief executive officer of IT&T, the parent firm. Fred T. Caldwell, former president of the two first-named corporations, has been elected vice chairman of the boards of both. All appointments are effective Sept. 1.

Admir. Stone has been an IT&T executive since 1931, serving most recently as executive vice president of Federal Telephone and Radio Corp. Gen. Harrison’s recent election as president of IT&T also becomes effective Sept. 1. He is now vice president in charge of operations and engineering of the American Telephone and Telegraph Co.

Deme WBIS Consultant

JOHN DEME, former manager of WLAD Danbury, Conn., reported as manager of WBIS Bristol, Conn., in the story of the WLAD stockholders’ battle [Broadcasting, Aug. 23], should be identified as consultant for WBIS during its construction. Information that Mr. Deme is manager of WBIS was carried in the August 8 issue of Bridgeport (Conn.) Sunday Herald.
OUT OCTOBER 11

1948 BROADCASTING MARKETBOOK

Containing Latest Available Data on MARKETS AND MEDIA by COUNTIES, by CITIES and including STATE MAPS.

ALABAMA

SAMPLE COUNTY LISTING

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Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

The MARKETBOOK is a Special Issue to be distributed to BROADCASTING readers as Part 2 of the October 11 Issue of the magazine. This volume, first since publication of the 1942 BROADCASTING Market Data Issue, furnishes the timebuyer the most comprehensive statistical analysis on radio markets and media currently available. Gathered from the most authoritative sources, the MARKETBOOK information will quickly and accurately supply the trade answers most frequently sought by agencies and advertisers.

If you have not yet reserved space, please do so right away. Send your reservation in NOW by collect wire to assure representation in this choice issue. Final advertising deadline September 13.

REGULAR RATES APPLY

BROADCASTING

The Newsweekly of Radio and Television

TELECasting

NATIONAL PRESS BLDG.  •  WASHINGTON, D. C.
PLANS for re-organizing the executive branch of the Canadian Assn. of Broadcasters at a meeting of the Western Assn. of Broadcasters at Hotel Bessborough, Saskatoon, Aug. 23-25.

Price mention and regional matters were also on the agenda of the meeting in radio advertising will depend solely on the uses adopted by radio stations. (Price mention starts in Canada Sept. 1 for a six-month trial period.) "Price mention, intelligently and tastefully employed, will be of great service to the radio station, advertisers and listeners," Mr. Cairns said.

Price Mention Policy
Price mention policy took up most of the second day's sessions, with meeting going on record to suggest to Canadian Assn. of Broadcasters to add to its price mention policy a clause advising stations to sell more program periods instead of boosting number of commercials. A price mention policy, he stated, will be an important feature of new CJOB Winnipeg, stated that a survey made by the station in Winnipeg showed that most advertisers would not advertise at all. Price mentions, others would boost their advertising 25 to 100% by use of price mention advertising. CJOB will not allow price mentions, he stated. Bert Cairns, CFCA Calgary, stated that no discrimination between merchants should be allowed in use of price mentions, and reported conferences with Retail Merchants Assn. of Canada.

Final day's sessions were devoted to political broadcasting regulations, dramatized political broadcasts and a program report from Parliament Hill.

William Guild, CJOB Lethbridge, was elected president of the association to succeed Mr. Cairns. Mr. Guild was among the younger radio executives elected a director of the Canadian Assn. of Broadcasters last March.

Directors elected by the Western Canada group are: Jack Blick, CJOB Winnipeg; G. H. Love, CFNC Calgary; Ed Rawlinson, CBKI Prince Albert.

CADE

SAFE-DRIVING APPEAL

Standard Oil Shows to Urge

—Caution by Game Crowds—

APPEALS to promote safe driving will again be aired this fall by Standard Oil Co. (of the Nat) on its Thursday and Friday radio programs before weekend football games and during its sponsored games, Robert E. Wilson, chairman of the board of the firm, announced last week.

Dr. Wilson also said he would send out letters Sept. 1 to presidents of universities and colleges and high schools calling for their cooperation in airing the appeals on public address systems for the benefit of actual spectators. The plan will be mailed to all centers which have football teams in the 15 Midwest states where Standard Oil markets.

Text of the message reads in part: 

"... Drive carefully. Give the other fellow a break. Take no chances. Be careful—the life you save may be your own."

Standard plans to air the appeals during "timeout" periods of games under its sponsorship.

Western Broadcasters Meet at Saskatoon

McGrath Incident Furor Dying Down

A STORM stirred up by charges of bias against two radio commentators evidently had spent its strength last week as Sen. Howard McEachron, Democratic National Committee chairman, turned a cold shoulder on commentators' challenges to substantiate the charges.

The Rhode Island Senator was taken to task by two Washington commentators who suspected that they were the victims of a barrage fired by Sen. McGrath at a party gathering in Johnston, R. I., Aug. 15 (Broadcasting, Aug. 23). Rhode Island talk, but he refused to retreat from the party views recited in the publication.

In a conversation with Dr. Redding, 82-year-old Mr. Henley, Sen. McGrath denied he had specifically mentioned Mr. Henley or Mr. Lewis and he had not approved the story excerpting in Capital Comment, according to Mr. Henley. The legislator told Mr. Henley he would seek an explanation for the article, the commentator said.

Mr. Redding last week agreed that the commentators had not been mentioned by name in the Rhode Island talk, but he refused to retreat from the party views recited in the publication.

In speaking of the article Mr. Redding said Sen. McGrath "didn't clear it, but we're not going to eat it."

The Rhode Island burst had merely been an appeal to "objective reporting," Mr. Redding said. All factions seemed to be agreed on one point—the matter evidently will not be pursued further.

WDTV Changes

Allen B. DuMont Labs Inc. was granted minor changes in its construction permit for WDTV (TV) Pittsburgh last Wednesday by the FCC. Antenna height was decreased from 814 feet to 814 feet. Video power was stepped up from 14.6 kw to 16.6 kw and aural power changed from 7.3 kw to 8.3 kw.

No changes in coverage were anticipated.
GRID SPONSORS

NINE more contracts for regional or local football sponsorship have been announced in the past week. Included was the disclosure that the nine game schedule of the professional Baltimore Colts will be televised on WMAR-TV Baltimore and WTIT Washington, DuMont outlet, under the aegis of the National Brewing Co. of Baltimore. Seven telecasts will originate in Baltimore, the other two in New York. Owen & Chappell is the agency.

Standard Oil Co. (of Indiana) will sponsor broadcasts of all regular-season games of the Chicago Bears, in addition to those of six universities, the firm announced.

The professional games will be carried by a radio network of 12 stations. They are WIND Chicago, WNZT Tucson, WTMMJ Peoria, WQUA Moline, WCIL Carbondale, WPFW Ft. Wayne, WSAU Bloomington, WXW Wilmington, WIKY Evansville, KIOA Des Moines, KWKL Waterloo and KFAB Omaha.

Other broadcasts include the Universities of Colorado, Iowa, Michigan, Minnesota, Nebraska and Wichita. Schedule is as follows: Colorado and KDKC Denver, Iowa on WHO Des Moines, Michigan on WJR Detroit, Minnesota on WCCO Minneapolis, Nebraska on KFAB Omaha and KOLT Scottsbluff, and Wichita on KANS Wichita.

In addition, a series of "Game-of-the-Week" broadcasts will be sponsored by Standard Oil on KMOX St. Louis.

Kaiser-Frazer dealers of Chicago have taken the sponsorship of all Northwestern U. football games on WIND Chicago, Saturdays, beginning early in October. Erie Cooking Co. and Peter Paul restaurants will sponsor pre- and post-broadcast segments of games.

Sponsoring . . .
National Brewing Co.
Standard Oil of Ind.
Kaiser-Frazer Dealers (Chi.)
Chicago Rockets
American Tobacco
Chicago Motor Co.
Goebel Brewing Co.
Michigan National Bank
Acme Breweries

Chicago Rocks, of professional all-American Football Conference, will sponsor its own games on WINN beginning with Chicago-Los Angeles game Aug. 27.

Eight college games at U. of Illinois and Northwestern stadiums will be telecast this fall by WGN-TV, Chicago, with mobile equipment picking up signals from microwave relays from Champaign to Danville and coaxial cable from Danville to Chicago and microwave relays from Northwestern's Stadium in Evanston. Sponsor is American Tobacco Co., for Lucky Strike cigarettes.

Eleven top college games will be aired this fall over WGN and WGNB, under sponsorship of the Chicago Motor Club. Six of the games will be remotes, with the remainder originating at Northwestern U.'s stadium.


Goebel Brewing Co., Detroit and Muskegon, Mich., will sponsor broadcasts and telecasts of Detroit Lions' games this season. Both home and away games will be sponsored by Goebel over WJR-Detroit, WGRD Grand Rapids, WFGC Kalamazoo, WKBZ Muskegon and WSOO Sault Ste. Marie. Telecasts will be over WXYZ-TV Detroit [broadcasts cut Aug. 23].

Exclusive contract was announced Aug. 23 between WJIM Lansing, Mich., Michigan State College and the Michigan National Bank for the Michigan State games this fall. According to WJIM President and General Manager Harold F. Gross, six stations—WDFD Flint, WOOD Grand Rapids, WSAM Saginaw, WLL Battle Creek, WPTP Port Huron and WJIM—will band into a "Michigan National Network". Contract covered exclusive rights to the Spartans' home games for WJIM in Michigan with only exception being WKAR East Lansing and a Detroit outlet.

Acme Breweries of San Francisco has contracted with KSFO that city for local Sunday professional college games. San Francisco owners, KSFO also plans heavy schedule of college games.

Maryland's Press Group Opposes 'Gag' Extension

PROPOSAL of the Maryland Court of Appeals standing committee on rules to extend the "Baltimore more Gag" to statewide operation was opposed last week by the Maryland Press Asso., meeting at Salisbury.

Resolution opposing extension of the rule restricting broadcasters and stations in their coverage of crime news was handed to Judge Levin Claude Bailey, of Salisbury, chairman of the court's committee. A subcommittee has recommended that Rule 904 of the Baltimore Supreme bench be incorporated in appellate court rules for all state courts. Five broadcast stations have been cited by the Baltimore bench for coverage of a murder case.

Allocations Hearing

ORAL ARGUMENT will begin Oct. 6 in proceedings involving frequency allocations between 25 and 30, 44 and 59, 72 and 76 and 450 to 460 mc and affecting general and public mobile, land transportation, industrial and public safety radio services. FCC announced in an order adopted last Thursday. Arguments will begin in Washington, D. C., at 10 a.m. at a place which the Commission will specify later.
Treason (Continued from page 30)

and sometimes "Midge." In tones dripping with sweetness, the propagandist pleaded with American soldiers to "go home to your wives and sweethearts."

The suspected traitor was captured in Berlin on March 20, 1946 and released the following Dec. 24. Since that time, she has been in and out of custody in the United States Zone in Germany.

Attorney General Tom C. Clark asked United States Army authorities in Tokyo Aug. 15 to send Ivo Toguri D'Aquino to San Francisco to face a Federal Grand Jury there "at as early a date as possible," as a climax to more than three years of investigation. Under American laws, a person charged with treason must be tried at the arrival point in the United States.

Mr. Clark said the inquiry indicated that Mrs. D'Aquino, born in the Los Angeles suburb of Watts, July 4, 1916, was one of six English-speaking Japanese women who broadcast over Radio Tokyo between 1943 and 1945.

American Born

She was the only American-born woman in the group to which the American armed forces in the Far East applied the collective nickname, "Tokio Rose," according to Mr. Clark. Servicemen who donated the moniker, which she never used during the broadcasts beamed to desolate places in the Pacific, claim she taunted them by delivering stories, in a soft, sexy voice, telling of the good times being enjoyed by those at home and suggesting their wives and sweethearts were being unfaithful in their absence.

Mrs. D'Aquino, whose father runs a grocery store in Chicago, and the mother of eight of his other children, was graduated from the U. of Los Angeles in June 1941.

American military authorities at the end of the war impressed her for a year and then released her. In 1945, she married Phillip D'Aquino, a Portuguese reporter for a Japanese news agency. The marriage, she feels, gives her the status of a Portuguese national, but Uncle Sam disagrees.

As late as last December, the Dept. of Justice reported its efforts had failed to turn up the two witnesses required under the Constitution to support filing of the treason charge.

Now, Mr. Clark discloses, 15 Japanese nationals will be brought to San Francisco from Japan as witnesses along with Americans who will testify.

Mrs. D'Aquino was arrested last

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TV INVESTMENT

Television Fund Inc. Formally Set Up

FORMAL organization of Television Fund Inc., open-end investment company specializing in securities in the fields of television, electronics and radio, was announced in Chicago Aug. 24 by Chester D. Tripp, president of the board and head of a group of business and financial men.

The Fund, which was registered with the Securities and Exchange Commission in mid-June, will make available shares for public owning through investment dealers in the near future, it was understood. SEC sanction in the states involved is still pending. Firm already had set a maximum offering price of $46,927,375.00 on its proposed sale of 4,987,500 shares. It was incorporated under Delaware state laws in May 27 [BROADCASTING, July 5].

Describing television as the "most dynamic growth potential available to the American investor," Mr. Tripp said the investment company was conceived as a "logical medium for participation in the future of the industry. Other operators of the Fund, in addition to Mr. Tripp, who is also president of Consolidated Copper Mines, and of Gripp Nut Co., and chairman of Economic Trend Lines Studies, are: William P. Pope, vice president, Nemohde Hosiery Co.; Charles D. James, president, Northwestern National Insurance Co.; Russell H. Matthias, attorney, and Herbert H. Taylor, president, Franklin County Coal Co. Fund custodian is the Irving Trust Co.

To keep posted and informed of developments within the TV field, the Fund has retained both an advisory board and a technical consultant. Mr. Tripp also disclosed. Advisory board includes George P. Adair, consulting radio engineer and former chief engineer of FCC; Dr. William L. Evarts, U. of Illinois, and Dr. Frederick E. Terman, Stanford U.

Technical Consultant

Technical consultant to the Fund is Television Assoc. Inc., Chicago, engineering and advisory organization whose president is Keith Kiggins, former ABC vice president. Television Shares Management Co., 135 S. LaSalle St., Chicago, is the principal underwriter of shares. Personnel includes Robert D. Michels, radio and theatre executive, as president, and Paul A. Just, as executive vice president.

Thursday by agents of the Allied Headquarter's counter-intelligence department in her shabby Tokyo rooming house and placed the custody of the theater Provost Marshal's office.

Now in Sugamo Prison, where others are awaiting verdicts on war crimes, she is expected to arrive in San Francisco about Sept. 28.

In the nation's history the Federal courts have had some 35 treason trials. The heaviest penalty upon conviction is death, but it has never been carried out against a civilian.

Dwight Fisher is Named KRAL Rawlins Manager

Dwight A. Fisher has been named manager of KRAL, 250-watt radio station at Rawlins, Wyo., outlet on 1240 kc, it was announced last Thursday by William C. Grove, manager of KBFC Cheyenne, with which KRAL is affiliated in ownership.

Mr. Fisher, who has been on the advertising staff of the Wyoming Eagle and Wyoming State Tribune, Cheyenne dailies, for the past three years, succeeds Max Young. Mr. Young returns to KBFC advertising department because of ill health, Mr. Grove said.

Clark Grove, a stockholder of KRAL, remains its chief engineer and treasurer. KRAL's president is Tracy S. McCracken, publisher of the Eagle and the State Tribune. Mr. Grove is also president of KBFC and the Rawlins Daily Times.

GROVER A. WHALEN, chairman of the Mayor's Committee for the Commemoration of the Golden Anniversary of Seattle, New York, will consecrate the CBS television network for its two and a half-hour video coverage of the opening of the New York exposition in Grand Central Palace Aug. 21. The program was a "splendid aid to inter-community friendship," Mr. Whalen said.

NEARLY HALF THE ENTIRE POPULATION OF MICHIGAN RESIDES WITHIN THE PRIMARY COVERAGE AREA OF WEXL

NOW AVAILABLE!
ALL 1948 UNIVERSITY OF MICHIGAN FOOTBALL GAMES AT HOME AND AWAY
(Play by Play)

Contact:
ROYAL OAK BROADCASTING CO. ROYAL OAK, MICH. DETROIT PHONE: JORDAN 4-6524
LOCAL U. S. radio stations have indicated their desire to assist the World Wide Broadcasting Foundation in "selling" America and democracy abroad, as a result of the first few weeks tour by the "Friendship Bridge Radio Caravan," according to Walter S. Lemmon, foundation president.

The caravan, a car and mobile recording studio housed in a trailer, was launched by the Foundation’s shortwave station, WRUL Boston and New York, on Aug. 17 in Lexington, Mass., and has since then toured a number of New England cities. During stops WRUL microphones are taken into shops, industrial plants, homes, or are set up on the street to interview persons on their thoughts about democracy and American freedom.

Recordings are then returned to station headquarters and are beamed to various countries according to the language in which the recording was made.

Mr. Lemmon said last week stations that have cooperated with the campaign include WICC Bridgeport, Conn.; WAAB Worcester, Mass.; WSPR Springfield, Mass.; WBNS Boston and WEIM P hitchburg, Mass.

"We plan to tour the entire country with the caravan," he said. "With New York state and the Midwest next on the list." Most of the equipment, including the trailer, sound and recording equipment, automobile, and even stop watches for program timing, have been contributed by individuals or industrial concerns, Mr. Lemmon said. He estimated that the tour will cost between $60,000 and $75,000 in addition to material contributions.

Wyman Holmes, manager of WRUL Boston, is in charge of the caravan.

Review of Film Co. Is Denied by FCC

REQUEST of Twentieth Century-Fox of California Inc., San Francisco, for a review of the FCC Motions Commissioner’s denial of a petition it had filed to amend its application for a television construction permit so as to show proposed use of an auxiliary studio at Oakland was denied by FCC in an order adopted last Thursday.

Opposition to Twentieth Century-Fox’s petition for review had been filed by Television California, of San Francisco, CBS and KROW Inc., Oakland.

In requesting review Twentieth Century-Fox pointed out that a petition filed by Paramount Television Productions Inc. asking leave to amend had been granted under similar circumstances and that its (Twentieth Century-Fox’s) request should be similarly granted.

The Commission ruled, however, that Twentieth Century-Fox was late in filing its request for review, whereas Paramount Television Productions was not. The Commission said, in part: "It further appearing, that the petition to amend filed by the petitioner (Twentieth Century-Fox) was not filed until July 13, 1948, some ten days after the hearing in the proceeding had closed, that good cause was not shown why the petition had not been filed at an earlier date; and that a grant of the instant petition for review would not be conducive to orderly administration nor the rights of the other parties to the proceeding, it is ordered that the petition for review . . . be denied.

SET PRODUCTION DIPS SHARPLY DURING JULY

MARKED dip in radio set production occurred in July, mainly due to seasonal and market conditions, coupled with vacation shutdowns, according to Radio Mfrs. Assn., representing some 90% of total output.

TV production made the best record in July, almost maintaining the June level, RMA reported. July TV output consisted of 56,089 sets compared to 64,383 in June, or a total of 334,985 for the first seven months of 1948. This is at a weekly average of 14,022 TV sets, 30% above the average weekly production for the first six months of 1948.

Of units of AM-FM sets, 74,988 units in July, was well below the 90,414 figure for June. AM output of 552,361 sets in July compared to 959,103 units the month before.

Total receiver output of TV, AM-FM and AM sets was 688,488 units in July compared to 1,113,870 in June, or 8,428,877 for the first seven months of the year. This represents a dip of 24%.

AM units of portable radios totaled 193,164 and 105,997 units respectively, sharp decreases.
Upcoming

Sept. 8-9: NAB District 14 meeting, Mammoth Hot Springs, Yellowstone National Park.
Sept. 9-10: NAB District 17 meeting, Davenport Hotel, Spokane, Wash.
Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.
Sept. 16-17: NAB District 15 meeting, Floridian Hotel, San Francisco.
Sept. 18-28: National Television and Electrical Litho, Chicago Coliseum.
Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.
Oct. 5-10: Mississip VRD Encounters, meeting, Brown Hotel, Dallas, Tex.
Oct. 11-12: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.

'48-'49 Advisory Board Is Announced by REC

MEMBERSHIP of the 1948-'49 advisory board of the Radio Executives Club of New York was announced last week by Carl Haver-Lin, president of the REC and of Broadcast Music Inc. The club resumes its semi-monthly luncheon meetings in September. The board:

Hugh Pettis, president, BMI; Frederic R. Samiljan, president, AAA; Andrew J. Hage, president, Advertising Club of New York; Grace M. Johnson, president, Advertising Women of New York; Edgar Kolner, president, MRC; Dorothy Lewis, women's division, United Nations Radio; Justin Miller, president, NAB; Charles O. Mortimer Jr., vice president, General Foods and chairman, Advertising Council; Herbert L. Petley, executive director, WMCM New York (WHN); Elliot M. Barger, executive vice president, WGNR New York; Frank Stanton, president, CBS; Nathan Strauss, president, WMCA New York; Eugene S. Thomas, president, Sales Executives Club; Niles Trammell, president, NBC, and Max Woods, president, ABC.

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

An exclusive availability on W N J R the radio station of the Newark News

High Band TV

(Continued from page 27)

KINESCOPIC recordings of key TV shows in other regions will play an integral part in the Midwest TV network picture this fall, according to stations and networks in that area.

NBC, whose owned and operated key outlet WENR-TV Chicago begins operation Sept. 17, has scrapped an original plan to make an immediate use of the kinescope, but intends to use them in the fall, pending clearance on a new recording instrument it reportedly is devising. At that time, it is expected that eastern shows will be available on film for Chicago televiewers.

NBC has also expressed its intention of bringing key network shows to Chicago televiewers by this means when its station, WNBQ, takes to the air this fall. Until then, however, other stations in the NBC Midwest network may carry film shows if they are made available by Eastern network headquarters and advertising agencies.

It is pointed out too that kinescopic recordings will be in especially heavy demand in view of the fact networks are forbidden by FCC to sign exclusive contracts with affiliates. With dual affiliations considered a violation of time allocations governing use of circuits on particular bands and relay towers, Eastern network shows may find themselves in any one of the networks with whom a network may have some working agreement. This so-called cross-airing among affiliates is expected to provide the best overall available network programs from the East. Kinescopic recordings would serve that function, in addition to their other uses, such as for audition purposes.

WBNR Chicago has disclosed it is negotiating for one key eastern CBS program on such a basis, and also possibly with DuMont. It would not, however, carry any ABC or NBC shows. Station also has ordered a recorder for its own use.

WGN-TV Chicago also will make use of Tele-Transcriptions, perfected by DuMont Television Network, beginning Sept. 26 to carry network's Original Amateur Hour.

Etter of WLBR Covers American Radio System

NO SYSTEM in the world can approach the American radio for excellence because advertising and the American enterprise system have made it great. This view was expressed by Lester P. Etter, secretary-treasurer of the Lebanon Broadcasting Co., WLBR Lebanon, Pa., in a speech identified "What Is the American System of Broadcasting?" before the Lebanon Kiwanis Club.

Mr. Etter covered the growth of radio in America from 1927 to the present.

SCHEDULE TV SESSION AT ANA FALL MEETING

TELEVISION, newest medium for the presentation of advertising messages to the American public, will be highlighted in a special evening session at the three-day fall meeting of the asso. of National Advertisers, to be held Oct. 25-27 at New York's Waldorf-Astoria.

Video session, to be staged Oct. 26 at a midtown theater, will adopt the documentary technique to present in dramatic form the impact of television on society, the opportunities it offers and the problems it presents. The session is being planned and prepared by a special ANA committee with G. B. Durban, assistant advertising manager of United States Rubber Co., as chairman.

Philco stated only a quarter-hour would be needed by David R. Smith, president, Philco, in charge of engineering, to outline company's experience on four topics. Cited were: Interference to reception, discussion of stations on Channels 2-15 resulting from adjacent channel operation of other services, from harmonic radiations and from man-made noise; propagation characteristics of the high band; state of development of transmitting and receiving equipment of monochrome color video broadcasting equipment in the high band and possible utilization of the high band for TV broadcasting.

Ette-McCullough, tube manufacturer and research firm, indicated it would present Harold E. Sorg, director of research, on development of power tubes for the high band. About 15 minutes would be taken, the firm said. Television California, licensee of experimental station W6XJD San Francisco, told FCC it would offer testimony on the 600-nc operation of W6XJD through George P. Adair, director of research. Results of propaganda study so far is to be covered in about an hour's time.

DuMont reported Dr. Thomas T. Goldsmith, its director of research, would be its own witness. It is said Jack R. Poppele, president of the association and chief engineer of WOR New York, would testify and that it may present other engineering representatives. Twentieth Century-Fox entered appearance for its Washington counsel, Vincent B. Welch. Cowles stated it would be represented by T. A. McDonald, in president.
FCC Lottery Coup
(Continued from page 21)

tating to federal crimes which included
among its provisions the
recodification of the Criminal Code
and of criminal provisions not already
in that code which could be
transferred therefrom. This latter
was adopted by the Congress.

The Commission maintained it
is authorized to consider in
connection with its general licensing
authorities policies affecting radio
expressed in other Acts of Con-
gress. Therefore it has authority, as
said, in determining whether a
given grant would serve public
interest in seeking to adhere to a
mandatory condition that an licensee
would broadcast any program con-
taining any advertisement or in-
formation concerning any lottery,
gift enterprise or similar scheme.

In so doing FCC held it is not
required to await "prior judicial
determination that a given program is
in violation of Section 1304 of the
Criminal Code."

The FCC also is authorized to
issue general rules "setting forth for
the information of its licensees its
interpretation to other persons
in violation of the
Congressional prohibition against
the broadcast of lottery
information set forth in Section 1304 of the
Criminal Code."

Uniquely, the FCC stated it proposes
to promulgate anti-lottery
rules. It also stated rules similar in
form to the licensing regulations,
embodied in Sec. 3.101-3.108 of the
Commission's rules and regulation.

"The broadcast of information
concerning any lottery, gift
erprise or similar scheme, is
required to await prior judicial
determination that a given program is
in violation of law," FCC said, "are
intended to afford broadcast
licensees an opportunity to be informed,
so that it is possible to so do, of
the interference to be respected by
respect to these matters which the
Commission proposes to apply in
the exercise of its licensing func-
tion."

Called Interpretive
FCC held "these proposed rules therefore are entirely interpretative
in nature and do not purport to
add to or detract from the
statutory prohibition imposed by Con-
gress."

Concerning radio lotteries, the
new provision of the Criminal Code
states:

"Section 1304. Broadcasting Lottery
Information—Whoever broadcasts
a program for which a license is
required to await prior judicial
determination that a given program is
in violation of law, knowingly per-
mits the broadcasting of any adver-
sation or entertainment
information concerning any lottery,
gift enterprise, or similar
scheme, is guilty of a
offense to be punished by a
taxation not to exceed $1,000 or
imprisonment not more than one
year, in any such case.

Each day's broadcasting shall
constitute a separate offense.

Sec. 310 of the Communications
Act reads:

"Section 310. No person shall
broadcast by means of any radio station
for which a license is required by
any law of the United States, or any
person who has such a license shall
knowingly permit the broadcasting of
any advertisement or entertainment
information concerning any lottery,
gift enterprise, or similar
scheme, is guilty of a
offense to be punished by a
imposition of a
or imprisonment not
two years, in any such case.

Each day's broadcasting shall
constitute a separate offense.

WCHS

Charlesston W. Va.

Page 64 • August 30, 1948

When It's BMJ It's Yours
Another BMJ "Pin Up" Hit—Published by Duchess
FOR HEAVEN'S SAKE
On Records: Adele Clark—Dec. 24444; Claude
Thornhill—Col. 38224; Jan Garber—Cap. 15115;
Ray McKinley—Vic. 20-2913; Helen Forrest

BROADCAST MUSIC INC. 500 FIFTH AVENUE
NEW YORK, CHICAGO, HOLLYWOOD, NEW YORK 19, N.Y.

BROADCASTING • Telecasting
FCC Drops Appeal To Supreme Court

FCC ABANDONED last week its earlier plans to refer to the U. S. Supreme Court its appeal from the ruling of the Court of Appeals for the District of Columbia which reversed the FCC decision in the daytime skywave case. Aug. 24 was last day FCC could appeal.

The Court of Appeals last week also formally notified the Commission of the April decision in which the Court unanimously reversed the FCC in its non-hearing grant to Patrick Joseph Stanton for a new 15-kw station at Philadelphia on 1-B clear channel (1530 kc) of WCKY Cincinnati. The Court remanded the WCKY interference claim to the Commission for further proceeding.

What action FCC would take in this matter was undecided through Thursday. However since the proceeding was initiated the Commission had adopted a policy of holding up all applications for daytime stations on U. S. 1-A or 1-B channels pending a decision in its own daytime skywave case which is involved in this hearing policy by the FCC's clear channel proceeding.

See FCC Obligation

When the Court's decision had been announced observers generally agreed that FCC would be obligated to hear almost any claim of interference to an existing licensee. The exact effect has not been determined.

FCC prepared a petition for the Supreme Court about a fortnight ago asking writ of certiorari to review the matter. The petition was presented to the Solicitor General and subsequently returned to the Commission after it had been mutually agreed the appeal would not be carried through. Specific reasons were not cited but it was reported unofficially that the Commission had been advised its case was not strong enough and that the Commission should amend its own rules to preclude similar cases in the future.

FCC has adopted a policy of holding up all applications for daytime stations on U. S. 1-A or 1-B channels pending a decision in its own daytime skywave case which is involved in this hearing policy by the FCC's clear channel proceeding.

Petition for KELD

Granted by FCC

PETITION of Radio Enterprises Inc. (KELD), El Dorado, Ark., for a reopening of the record in a consolidated proceeding involving applications of KELD, James G. Ulmer and James G. Ulmer Jr., doing business as East Texas Broadcasting (KGGF), Tyler, Tex., and Hugh J. Powell (KGGF), Coffeyville, Kan., for construction permits was granted by FCC in an order adopted last Thursday.

FCC had requested the Commission to take this action to show the non-availability of the transmitter site suggested for it by East Texas Broadcasting, and its request had been opposed by East Texas.

Daytime interference problems may be more serious than that reflected by the present record of the consolidated proceeding. FCC pointed out, adding that since the closing of the record it had granted the application of Hugh J. Powell for assignment of the license of KGGF to Midwest Broadcasting Co. Inc. and that Mr. Powell is not associated with the new licensee. FCC further pointed out that the licensee of KGB (East Texas Broadcasting) had suggested a transmitter site for an alternate directional antenna design for KELD and had obtained an option to lease said site; that since the close of the record in the proceeding power lines had been placed over the site, precluding the use of the property by KELD and making it unusable for a directional operation.

The subsequent hearing to be held in the case at a time to be set by FCC will be for the following purposes, FCC said:

To determine the technical, financial and other qualifications of the applicant corporation, Midwest Broadcasting, its officers, directors and stockholders to construct and operate KGGF as proposed.

To determine whether the operation of KGGF and KELD as proposed would involve objectionable interference with the operation of KGB as proposed.

To determine whether the transmitter sites of the proposed and suggested operation of KELD would comply with the Commission's Standards of Good Engineering Practice.

Hearings on AGVA

Dispute Are Held

Deadline for Action Passes in

Daytime Skywave Case

CONGRESSIONAL subcommittee of the House Education and Labor Committee conducted six days of hearings in Philadelphia last week into the tangled 18 months old fight for control of Philadelphia local members of the American Guild of Variety Artists (AGVA).

The inquiry according to Rep. Carroll D. Kearns (R-Pa.), chairman of the subcommittee, was started on complaint of Richard J. Jones, who was granted the position of vice-secretary of Local 6 of AGVA by Matt Shelvey, then national administrator for the parent union. Mr. Jones charged the action was without a fair hearing and in violation of Taft-Hartley law provisions, a dispute currently in local and federal courts.

Red Appearance

Major radio angle to develop at the hearings was the appearance of Frank Reel, member of the executive board of the Associated Actors and Artists of America (AFL), the administrative body over national AGVA itself.

Mr. Reel, who is on the AAAA by virtue of being AFRA’s national assistant executive secretary charged Local 6 had blacklisted many night club operators and actors. When the local was taken over, he said, a number of the blacklisted businesses were removed from the list.

Arthur Cowan, counsel for AGVA, recommended changes in the Taft-Hartley law that would permit members to complain against parent unions.

ASCAP Reform

(Continued from page 25)

ASCAP in marketing the performing rights of all copyrighted works ... the fact that ASCAP is a membership association gives it no immunity." Such strong judicial language would seem to guarantee a complete overhaul of the ASCAP organizational structure, far more extensive than that which took place seven years ago when the corporation signed a consent decree following governmental anti-trust action growing out of the broadcasters' rebellion against ASCAP's demands for exorbitant increases in performing right license fees and the consequent withdrawal of ASCAP music from the air on Jan. 1, 1941.

Action Likely

There is little chance, however, that the decision will go unchallenged. The motion picture exhibitors who brought the suit are planning an appeal to renew their claim for damages which Judge Leibell dismissed. ASCAP has retained Robert F. Patterson, former Secretary of War, to handle its interests in this case [BROADCASTING, Aug. 9] and while no decision will be made until his return from vacation in September, it seems probable that ASCAP, too, will appeal.

WMGW

Meadvile, Pa.

Dear Advertiser:

As your request: It gives me great pleasure to republish our confirmed data on the rich Crawford County (Pennsylvania) market.

Regards,

Vic Diehm

1. Local business in Meadville kept pace with the general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales values jumped to more than $52,000,000, 20% over 1944.
4. Employment up 27% over 1944 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

MEMO to EVELYN JONES—Donahue & Coe:

WCKY's "Daily Hit Parade" 6:15 to 7 PM is #1 and leads all competition, both local and network with an average rating of 8.1*.

*Pulse, May-June 1946.

50,000 WATTS

SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

BROADCASTING • Telecasting

S.L. Wilson

WCKY

CINCINNATI

August 30, 1948 • Page 65
CROSLEY PROMOTES Terry to Head Video

MARSHALL M. TERRY, vice president in charge of promotional activities for WLW Cincinnati, assumes the post of vice president in charge of television activities of Crosley Broadcasting Corp. in a Crosley realignment of executive personnel announced last Monday by R. E. Dunville, vice president and general manager of the company.

Appointment of James B. Hill, who has had several years of advertising agency experience, as sales service manager for WLWT, Crosley's television outlet in Cincinnati, also was announced by Mr. Dunville.

The appointments are effective immediately. In making the announcement Mr. Dunville said the merchandising responsibilities Mr. Terry had as vice president in charge of promotional activities for WLW will pass to Jack M. Zinselmeier, David E. Partridge, WLW sales promotion manager, who previously reported to Mr. Terry, will be responsible directly to the general manager's office.

Administrative duties of Mr. Terry under the new setup will include overall operation of WLWD Dayton, WLWC Columbus and WLWT. Construction plans are underway for both TV and FM stations in Dayton and Columbus, Mr. Dunville said.

Mr. Terry, who has been with WLW since 1944, was named an officer last October. Before joining Crosley he was with Procter and Gamble Co. and Standard Oil Co. of New Jersey, serving for 14 years as assistant sales manager of the latter firm.

Mr. Partridge went to WLW in 1949 as assistant promotion manager, after having held a similar post at KMBC Kansas City for two years. He later served in the Navy as a lieutenant (jg), and when he returned to WLW in 1946 was named to the sales promotion post.

Mr. Hill, who will work with agencies and advertisers in developing commercial techniques and presentations for television, knows the agency business from the inside. He has held agency jobs with Lord and Thomas, Chicago; Knox Reeves, Minneapolis, and the Ralph H. Jones Co., Cincinnati, and most recently was director of radio and television for Smith, French and Dorrance in Detroit.

Peron Papers
(Continued from page 26)

ing a solid front in the biggest campaign that was ever launched in Cuba against anyone or anything."

Some contended that the Peron tirades had actually been blessings in disguise. The one and one-half hour rally of the Federacion de Radiomis-

res de Cuba (Cuban Assn. of Broadcasters) also drew representa-

tives of the U. of Havana, the Advertisers Assn. of Cuba, the Assn. of Cuban Newspapers and several well known national figures in Cuba.

Facilities of all 78 Cuban stations were merged into an impromptu network to simultaneously carry rally messages originating from RHC Cadena Azul. The stations pledged themselves to a con-

certed two week follow-up of editorial broadcasts describing the "anti-democratic and totalitarian" tactics of the Peron government.

Manolo Fernández, president of the Cuban Federation of Broadcasters, during the rally condemned the attacks of the Argentine government on free broadcasters of the Western Hemisphere.

Eduardo Hector Alonso, vice president of the CBF, recited the history of the IABA and recalled objections raised at the founding Mexican conference when Buenos Aires was suggested as the site of the group's first meeting.

Amado Trinidad Velasco, president of RHC Cadena Azul, expressed the hope that the CBF would retain its newly-found spirit of unity. Mr. Mestre, described all proceedings assembly and appealed to Cuban radio and press representatives for maintenence of a united front in the battle with Peron.

Neither the Cuban press nor the Cuban radio can be bought by any government agency, Mr. Velasco, who with Dr. Ciria represented the Cuban Newspaper Guild.

José M. Viana, president of the Cuban Advertisers Assn., lauded Mr. Mestre and the Cuban delegation to the Buenos Aires meeting for their militant stand.

Freedom of speech in Argentina is only temporarily abolished and will eventually "surge forward with new strength the day Argen-

tina is freed of Peron's regime," Dr. Hermilio Portel Vilà, U. of Havana, has predicted.

Meanwhile in the United States, the Senate Interstate and Foreign Commerce committee was expecting a report from Secretary of State Marshall on the interception and publication of private mail to Broadcasting.

Ambassador James Bruce, who returned to Washington from Ar-

genia early this month for the first time since his accreditation last August, is believed to have sought a more definite directive on how to deal with Mr. Peron.

Dr. Jeronimo Remorino, Argent-\n
ine Ambassador to U. S., paid a call last Thursday on Undersecretary of State Lovett. The nature of their discussion was not revealed.

CROSSLEY PROMOTES Terry to Head Video

MR. TERRY

MR. HILL

MR. PARTRIDGE

MR. ZINSELMEIER

YOU CAN'T COMPLETE THIS PICTURE WITHOUT

WEYO LUBBOCK

THE KEY STATION OF THE SOUTH PLAINS OF TEXAS

Because it's the CENTRAL SELLING FORCE of the vast geographical, 

trading, financial, industrial, com-

merical, and educational center located at Lubbock...BECAUSE

it can open the door to the half-

million dollar market it's a KEY 

station—KFYO—the station with the constant clear signal.

AFFILIATED WITH AMERICAN BROADCASTING CO., INC. 

LONE STAR CHAIN 

REPRESENTED BY TAYLOR-HOWE-SNOWDEN Radio Sales, Inc.

Page 66 • August 30, 1948

BROADCASTING • Telecasting
By JOHN OSBON

Intent of NAB to file a brief on new lottery developments, following closely upon questioning of FCC, is in a jurisdictional position to rule on rejected Section 316 of the Communications Act, far overshadowed other developments of the District 11 meeting in Minneapolis. August 19-20. Announcement by Don Petty, NAB general counsel, just prior to a Friday lunch session drew enthusiastic response [BROADCASTING, Aug. 22].

Registration for the two-day session, held at the Radisson Hotel, was 107, though far more than that number actually attended the meeting.

Heading opening day activities was the clinic on employer-employee relations, chairman of which was Kenneth Hance, general manager of KSTP St. Paul. In a discussion of employer-employee relations, Richard P. Doherty, director, NAB Employee-Employer Relations Dept., warned station operators that it was not possible to prevent labor "by labor negotiators." He urged careful selection of station personnel and consideration of the duties of jobs applied for, as well as economics of employment where the situation requires.

In a Thursday afternoon address NAB President Justin Miller reviewed activities and services of NAB. Morning sessions included talks by Harold Fair, NAB program director, and discussion of music matters (ASCAP, BMI, SESAC) by NAB associate members.

Editorializing Reviewed

Mr. Petty reviewed editorializing, political broadcasts, controversial issues, liberal and slander, state taxation, zoning problems, and trends in federal and state legislation.

Following day Mr. Petty drew applause with announcements "which close this session on a happy note." He told members that that portion of Section 316 of the Communications Act, dealing with lotteries, had been repealed earlier this month, and that power of jurisdiction was incorporated within provisions of the Criminal Code. NAB would file briefs on proposed FCC rules he said, and pointed out FCC would be stripped of ruling power on lotteries unless, perhaps, it chose to weigh consideration of that element when it came time to pass on license applications and renewals. (On Thursday before Mr. Petty's announcement NAB President Justin Miller was quoted in Minneapolis as having opined, in effect, that as long as giveaway shows interest listeners, they will continue to be a part of radio.)

New Mexico Tax Ruling

Mr. Petty also told members he had just received news of a ruling by a New Mexico Tax Court whereby the court has held it cannot make an allocation for the purpose of taxation (of radio stations) without constituting an undue burden on interstate commerce.

An early Friday session was devoted to a sales clinic. John Meagher, NAB District 11 director, expressed concern over what he described as the "sloppy, uncontrolled, uncoordinated" charge by universities and colleges for football broadcasts (in that area, $200 for commercial, $100 for non-commercial). The U. of Minnesota has refused to permit overall sponsorship of any game and commercial spots must originate at the studios. He said it was a problem which would eventually present itself even in the fields of high school broadcasts of sports events.

One delegate advised members to band together and jointly refuse to carry them at all.

C. T. Hagman, vice president and commercial manager, WLQ Minneapolis, reminded that it was the radio industry which originated all "but got down on its knees to get the rights to such broadcasts."

During the small stations market clinic, chairman of which was Odin S. Ramsland, KDAL Duluth, Minn. Hugh M. P. Higgins, assistant director, NAB Broadcast Advertising Dept., gave members a summary of the department's work, particularly with respect to the All-Radio Presentation, Problems of the smaller stations, and advertising, handled by Harry Linder, KWLM Willmar, Minn.

Speaker at the Friday luncheon was Ray O. Mithun, president of Campbell-Mithun Inc., Minneapolis. Mr. Mithun traced success of Gold Seal's Glass Wax. "Newspapers have helped radio build big advertisers, and radio is doing a better job," he told the group, in explaining radio's role. "Gold Seal's overnight success is a great testimonial to radio."

He pointed out, lay in the fact that the firm has some 90 programs on stations throughout the country and is planning to air Arthur Godfrey on 167 CBS stations starting this fall.

Hugh Feltis, BMB president, outlined problems of coverage and measurement in the leadoff afternoon session. BMB gave the endorsements of four persons in its presentation. They were: Aldon Grimes (speaking for Jackson County); McGuigan and Swanson (of Minneapolis); McCann-Erickson, Minneapolis; Dr. A. R. Root, director of research, Knox Reeves Agency; Wells Wilbur, director of research, General Mills Inc., and Charles A. Smith, BBDO.

Batson Reviews TV

Charles A. Batson, NAB director of information, gave his TV program preview for the fall and discussion of overall radio "Horizons Unlimited."—TV, AM, FM and FX—was stricken from the agenda for lack of time.

The following were honored:


Delegate Groups at NAB District 11 meeting in Minneapolis included: Left photo—Seated, 1 to r. C. T. Hogman, WTCN Minneapolis; President Justin Miller, NAB; John Hagman, KSYM Mankato, Minn., District 11 Director; Normon Boggs, WLOL Minneapolis. Standing, F. Von Konynenburg, WTCN; Frank Devoney, WMIN St. Paul; Kenneth M. Hince, KSTP St. Paul; Mel Drake, WDGY Minneapolis; Marle Jones WCCO Minneapolis; Stanley Hubbard, KSTP.


Radio’s Cold War

(Continued from page 28)

“priorities” scheme are India, France and Portugal.

Russia proposes that 80% to 85% of shortwave facilities be allo-
cated to the national broadcasting, with the rest assigned for colonial and “friendly international ex-
change.”

Were the idea adopted, the “Voice of America” might be re-
duced to a whisper, with Russia continuing its jamming activities in an effort to keep the U. S. mes-
sage from being heard throughout the world.

Furthermore, Russia is reputed to be privately trying to advance an idea informally advanced at Atlantic City by France—namely, that commercial broadcasting should be given last priority. The United Kingdom, another country with state-operated radio, though generally friendly with this country went on record at the Geneva conferences on behalf of low pri-
ority for commercial broadcasting.

With four nations supporting the “priorities” principle of short-
wave allocations, the United States and Great Britain advocate the en-
tirely different formula of planned use.

Basis of Technique

This method is based on the theory that any allocation must re-
main proportional to the use of frequencies along with ability of each country to use the frequencies it asks, amount of broadcasting not done up to the end of the country in the broadcasting field.

As these two principles are kick-
ed around the Mexico City con-
ference, each nation will be fighting its own political battles. The “pri-
orities” plan would not be
aligned with slight actual need for facili-
ties a chance to jockey themselves into a
ally allocations entirely out of

Any upsetting of the shortwaves will be reflected in the standard broadcast band, especially the 540 ke channel, because this channel is used for governmental services for which space must be found else-
where.

The 540 ke channel was set up at Atlantic City for allocation to the standard broadcast band. If gov-
ernmental services can be taken care of, the Provisional Frequency Board will allocate 540 kc to North America for standard broadcast-
ings.

Mexico has already filed its in-
tention of putting a 150 kw station on 540 kc, to which this government has objected.

If the Mexico City High-Fre-
quency Conference fails, then the whol
- orderly plan of allocation breaks down. Next step would be to hold another conference to satisfy the needs of all nations. This would war between the broadcast countries. Another confer-
ence and the Cairo agreement of 1938 would still be in effect. The Cairo treaty did not allocate 540 kc. Inability to satisfy the needs of

the nations would lead to encroachment on fixed, mobile, aviation and all other types of frequencies, with chaotic results.

The Provisional Frequency Board, with ex-FCC commissioner Ray C. Wakefield as chairman, takes the frequency requests of all nations, except high-frequency broadcast needs, and tries to satis-
fy their requests.

Main hope of the United States in attending the Mexican meetings is to obtain sufficient channels to do the “Voice of America” job and to resist the “priorities” theory.

What will happen should Russian delegates go into their familiar harangues and insults is another question. If that happens, and if they turn the conference into a political sounding board, the con-
ference could end in a few days or a fortnight—in failure.

HELPING TO celebrate the tie-up between Don Lee television station KTSL Los An-
geles and "Los Angeles Examiner" recently are (left to right) Robert E. Dwyer, manager of Wade Adv., Los Angeles; Lewis Allen Weiss, MBS chairman and vice president and general manager of KTLA, and Bay-
mond R. Morgan, head of agency bearing his name. Howling television show and champ
gue supper at new Don Lee studios, Hollywood, marked the occasion.

NAB BY LAWS

Amendment Proposals To Go to Board

SEVERAL proposals to amend the NAB By-Laws are slated for submis-
sion to the association’s board for referendum action, possibly within a month. The amendments are designed to clear up some problems met with the association as a result of extensive rewriting of the By-Laws a year ago.

Proposed text of amendments is being considered by members of the board’s By-Laws Committee following a meeting held Aug. 19 at Virginia Beach, Va. Should com-
mittee members approve the wording, the amendments will be mailed to the directors.

First change would be to give nomi
nees for NAB directorships the right to withdraw their names prior to balloting at an election. They also would have the right to make a choice in case they are nomi
nated for more than one vacan-
cy on the board. Need for this refinement of the By-Laws was pointed out last March during the convention in Cincin-
ti (Mountain States). Nominees will be deemed to have accepted nomination if they do not notify NAB of their rejection within five days.

Another refinement takes care of certification procedure. Under this proposal, a member station can certify an officer eligible for elec-
tion to the board entirely separate from certification of the official eligible to vote at association meet-
ings or during a referendum.

Third proposal would give direc-
tion to the option of direct, follow-
ning By-Laws and whom to hold elections by mail ballot or at district meetings.

The By-Laws group took up an objection to a proposal for some facili-
ties without action. These included possible classi-
fication of TV member sta-
tions.

Attending the Virginia Beach meeting, held at the Cavalier Ho-
tel, were G. Richard Shafro, WIS Columbia, S. C., chairman; Camp-
bell Arnoux, WTA Norfolk; Michael R. Hanna, WHCU Ithaca; C. E. Arney Jr., NAB secretary-
treasurer.

Case Leaves WINK Post To Open Raleigh School

(Continued from page 28)

conditions and that this require-
ment has been met.

The petition takes issue with the statement in the Commission’s let-
ter that “it is established Commissi-

Thackrey

GEORGE T. CASE has announced his resignation as manager of WINK Ft. Myers, Fla., to open a radio school, The Broadcasting & Television Institute, in Raleigh, N. C. He also plans to revive the George T. Case Radio Productions firm and to open a consultation service for small stations, covering management, programming, operations and economics.

Mr. Case is a veteran of 20 years in radio, having served as assistant manager of WRAL Ral-
leigh; program director of WING Dayton, WTMV East Liverpool, Ohio; WURB-AM, KABC San Antonio, WDNC Durham, and WCFL Chicago; as-
sistant program director of CBS Chicago, and producer-writer-an-
nouncer at WCPO, WCKY Cincin-
nati, WIS Columbia, S. C., and WGN Chicago.

Puerto Rico

(Continued from page 28)

WIPR, the new government sta-
tion, would be commercial and in con-
trol of local advertisers and national advertising, many ready hands were standing by to hoist the storm flag. Tomas Muniz, president of the Puerto Rico Broadcasters Assn., summed up the views of the group. Every commercial station, Mr. Muniz explained, is apprehensive over “the unfair and unjust com-
petition” that is afforded by WIPR’s status.

Jose Ramon Quinones, WAPA owner and NAB member, identified government commercial operation as “an extremely dangerous pre-
cedent and a threat to private enter-
prise.”

Don Petty, NAB general counsel, reportedly has been authorized to represent the Puerto Rico broad-
casters before the House Commit-
tee.

A. D. Willard Jr., NAB executive vice president, told Broadcasting last Thursday that “NAB is deeply concerned over the possible precedent set by granting a commercial radio license to a communica-
tions authority in an insular possession.”

“NAB intends to study every facet of political and competitive implications in such an important grant. After thorough investiga-
tion, if the facts justify such ac-
 tion NAB will place the matter before the FCC and any other govern-
ment authority with proper jurisdic-
tion in the field.”

First Steps

First steps toward commercial operations by WIPR appear to be in keeping with the station’s conditionally-spons-
ed baseball games and its recruitment of top Puerto Rican musicians for radio and television shows.

Office of Communications Authority, according to rec-
ords, was established in 1942 to “develop and improve, operate and manage any and all types of communications facilities and services into and from the island of Puerto Rico and to make available the benefits of modern and efficient communications facilities in the widest economical manner.”

Denying that the grant might lead to military control, R. Delga-
marques, general manager of the Authority, claims that station “is “as free of military domi-
nation as Station WNYC or the various university stations around the country” [OPEN MIKE, Aug. 29].”

The position of WIPR has been: “Our permit was granted many months ago. Our plans are a mat-
ter of public record. If the other broadcasters, or the publishers of trade publications, were in a mood to protest, they should have done so two years ago when our application was filed.”

Page 68 • August 30, 1948

BROADCASTING • Telecasting
Merchants throughout Greater Miami, including Fort Lauderdale, Fla., have been invited to join WMAR-TV-Miami Beach, in presenting new series, "Buyers' Opportunity Days." Two shows are set, one to start Sept. 1, and continue two months.

During this period, merchants are urged to reduce prices thereby enabling city residents to purchase prior to influx of tourists for busy winter months. Merchants will appear on air in person, discussing their clothes, home and other entertainments. Jozef Wellak, president of the station, states that many merchants have agreed to cooperate and, "We ourselves are reducing rates for the advertisers in order to stimulate this trend in cutting living costs."

No Superstitions

In effort to de-bunk superstitions about "Friday the 13th," WAFG-Dothan, Ala., broadcast special street show on that fateful date this month. Announcers Lamer Trammell, Art Creamer and Jimmy Acre defined several ancient superstitious types of walking under ladders, lightening three cigarettes on one match and breaking mirror, all of which was described for listeners.

Farm Rebirth Televised

REBIRTH of 157-acre Frederick County, Md., farm, with 500 farmers working eight weeks in single day, has been made into documentary film by WMAR-TV Baltimore. News cameramen on station began with first workers to record metamorphosis, which were contour plowed, slopes were terraced and farm buildings were improved. Prior to rejuvenation of farm, WMAR-TV cameramen filmed its despoiled condition in documentary presentation, will contrast "before" and "after."

Pre-Season Grid Show

PRE-SEASON football series involving facilities of six major Southern stations was aired on WSBN Mutual. Broadcasts are to be transmitted on Sundays of Oct. Miss., Georgia, L.B.U., Auburn, Vanderbilt, Kentucky, Florida, and the University of Tennessee, Tuscaloosa, Ala., and Georgia Tech, and will be broadcast over each network's 15-minute, 15-episode series and offered for individual sponsorship in each town involved. Stations cooperating are WMC Memphis, WWL New Orleans, WABE Atlanta, WAPI Birmingham, and WSB. Title of show is "Pigskin Preview."

Cover Regatta

ON-THE-SCENE description of Syracuse Centennial Regatta and Rendezvous, held on Onondaga Lake near Syracuse, N.Y., Aug. 21, was broadcast by WNBT Syracuse by means of mobile unit. Shortwave vag was installed in 26-foot boat to pick up Nexbar, "North Star" of Milling-Bowley Co., and fed to downtown station for rebroadcast. Two staff men, Karl Ross and Jim Gordon, handed mike work on the boat.

hour program included sail races, outboard motor competition, creative parade and demonstration of five P-T boats. "Spook" Show

REACTIONS to a midnight "spook" show were recorded and aired recently by WMAR Atlantic City, N.J. Silverski Chamber of Horrors show appeared at local theatre. Before specta- tors arrived, station set up a model recorder in out of the way spot in theatre and sealed two announcers with microphones concealed on their persons. Program Director Dick Owen, also with hidden mike, stood on sidelines to introduce show to listening audience. Recording reached its peak when "Mr. Newton's" looking character stepped off stage into audience. Films and lights were extin- guished. Announcers opened mikes and picked up remarks of audience, punctuated with screams of all pitch. Recordings were aired following show and caused consider- able listener comment and station reports.

The Sports Buzzer

MAKING play on station's call letters, WTVZ (FM) Brandy Heights, Md., has started new program titled "The Sports Buzzer," daily from 5 to 6 p.m. Program consists of sports, music and news, with emphasis placed on bringing sports results to listeners as they happen. Bill Coffay handles show, with presence of Bob Peach and Roger McEwan.

Housing Round Table

To aid listeners in understanding housing problem in area, roundtable discussion of future home possibilities in Tuscon was conducted recently by KGUN Tuscon. KGUN's Frank Sen- tner acted as moderator. Interviewing Roy Drachman, Tuscon realtor: Albert Ostrin, Tuscon builder and president of Home Building Assn. of Tuscon; Bill Naumann, construction superintendent for M. M. Sundt Construction Co., Tuscon.

On Comics

"UNCLE" Walt Newton, who has two children, began entertaining Chicagoans yesterday with a routine reading the "Chicago Tribune" comics on the newspaper's video station. WGN- TV, television cameras follow the man, who reads in comics, accompanied by Mr. New- ton's reading. Show is also produced and_vide frequent "zowie," "arts," and "smesses." Pauline Ross is director.

Downtown Today

EVERYDAY actions of people in Balti- more are being broadcast by WGAC and a cameraman for presentation on "Downtown Today, regular part of "Supermarket Television News" on WMAR-TV Baltimore. Designed to be two minutes in length, the chain of film news will accentuate ordinary and news news of commercial actions as a man selling apples on the corner, men digging a hole in the street or a rigger climbing a ladder to put up a sign will be included.

"Wisconsin at Work"

BEHIND-THE-SCENES jobs are described in "Wisconsin at Work," a series which is seen weekly on WPIT-TV Milwaukee. In film format, show backgrounds such industries as metal- lurgy, welding and leather working. It is a public service Wisconsin Cen- nennial year feature.

Birthday Cake

INSTEAD of the usual birthday cake, Bob Sievers, announcer on WOWO Fort Wayne's "Modern Home Forum" pro- gram, received fully dressed to an order from a client, Miller's Bakery. Cake came decorated with a picture of Mr. Miller, and on a silver platter. It was presented to Mr. Sievers by Janie Warren, and she finished the commercial for Miller's.

Fashion Parade

CONTRAST between French and Ameri- can styles is being presented at a program on WPITZ (TV) Philadelphia. Calumet "Paris Cable of the Week" program is sponsored by J. Lichterman, furrier. Following film version of Paris fashion shows, live models parade the latest American adaptations of French styles.
Mackenzie Ward, former executive vice-president of KDKA’s Midwest division, has been named Michigan sales manager. Before joining MBS last April he was with Adam S. Young Jr. & Co., manager of Philadelphia office of Fore & Co., national radio representative.

Donald Cooke Inc., New York, has been appointed to represent WUSN Charleston, W. Va.

Tommy Hill, former salesman at KLIF Dallas, Tex., has joined commercial department at WJKC Fort Worth.

Charles Seidman, formerly with sales office of WFLA New York, has been appointed account executive at WVNJ New York. Mr. Seidman previously was with WMAQ Chicago.

Alvin Eicoff, vice president and account executive in New York office of Friedenberg Co., has been named vice president in charge of the Chicago branch.

Robert F. Tait, traffic manager of program division of All-Canada Radio Co. Ltd., has been appointed two years, has been appointed Eastern sales representative, with headquarters at Montreal. He is succeeded by Douglas

A. Grouth, who has been with Calgary office of the company since 1940.

Arden E. Swisher, formerly with sales department of KRNY Des Moines, has been appointed sales manager of WOL Washington. He succeeds William B. Martin, resigned.

Mr. Swisher previously was with WNNX Sioux City, as production merchandising manager.

George P. Holinger Co. has been appointed representative for WILY and WLWA-FM Lynchburg, Va.

C. H. Grout, who has been appointed Eastern sales manager. Before joining the company since 1920, also was appointed executive vice-president for YBMQ, Radio Popular de El Salvador, San Miguel, El Salvador.

William J. Reilly, with Weed & Co. for 12 years, has been appointed manager of Chicago office of Adam J. Young Jr. Inc.


Harold Lindley heads office.

Jack Corcoran, formerly with "Portland (Ore.) Journal" circulation sales staff and Gerald Hartsorn, formerly with sales promotion department of WMPR Petoskey, Des Moines, has been appointed sales manager of WEJQ Portland.

Frank Rahoum, commercial manager of WNDR Syracuse, is the father of a boy, Mark Frandi.

Garstvet K. Brandberg, commercial manager of KVVO Tulsa, has been appointed junior Weather Service station.

WIDE USE OF RADIO KITS IN 'VD' CAMPAIGN URGED

WIDE use of the radio kits prepared in connection with a nationwide drive against venereal disease by the Columbia U. Radio Program Bureau was urged by the university’s president, Gen. Dwight D. Eisenhower.

Gen. Eisenhower has called upon the entire industry to "assist in a critical job of education" by supporting the drive and using the radio kits, which required a year in preparation.

The bureau worked jointly with the U. S. Public Health Service, which launches the drive next month.

Frank Papp, NBC producer-director, directed the 15 transcribed programs which feature Raymond Massey, Eddie Albert, Margo, Robert, St. John and others.

Dyer Home Looted

HOME of Gene T. Dyer Sr., owner of WAIT and former owner of WGES and WSBC, all Chicago, was looted Aug. 20 of $20,000 in cash, jewelry and other items, by five gunmen who held up and bound Mr. Dyer, his wife, Evelyn, and E. S. Bulwinkle, an executive of Skycrest Country Club near Mundelein, when Dyer house is located. Items taken include a $10,000 four-carat diamond ring, two $1,200 watches, movie camera, shotgun, rifle and $170 in cash.

STATIONS TO SALUTE U. S. AIR FORCE SEPT. 18

STATIONS throughout the country will salute the U. S. Air Force on Air Force Day, Sept. 18, with a series of special programs. The Air Force Radio Section has sent out a series of three transcribed programs of an institutional nature to 1,067 stations.

Programs include one half-hour document, "Breakfast in Hollywood," and feature shows, "Bombardier" and "Captain France." The feature shows include the story of the Air Force chaplains, and a personal report on a nuclear mission on the Bikini atom bomb tests.

The three shows were produced by Capt. Bob Krim, written by Capt. Mark Meranda, and annotated by Larry West. Last year 83% of the stations receiving similar Air Force Day transcriptions put them on the air. It is expected a higher percentage will use them this year, because of increased emphasis on a strong air arm.

The four major networks are also planning to present special programs honoring the Air Force. Final plans have not been announced as yet.

World-Ziv Deal Reaction

Favorable, Sinn Reports

FAVORABLE reaction to purchase of World Broadcasting System by Frederic W. Ziv Co. [BROADCASTING, Aug. 9] is reported among WBS stations clients by John L. Sinn, executive vice president of Ziv. More than 20 new stations already have been added by World under new ownership.

Walter Seifert, with World before Ziv Co. bought it, has been rehired in executive capacity to direct operations at 630 Ninth Ave., New York, where several WBS departments will function. A. J. Kendrick, former general manager of World, stays on with Decca in charge of wired music, instead of becoming associated with Ziv.

DAVIS CUP Match finals, to be played Monday, Sept. 4-6, will be televised on NBC video network each afternoon from 2 to 5:30 p.m.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
The oldest and recognized leading Radar School in America offers its specialized trained Radio and Television technicians to the Broadcast Industry. (Our Studios have 1st Class Telephone and all radio and television facilities."

We solicit your inquiry.

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Offices and Laboratories
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WASHINGTON, D. C.
PORTER BLDG., LO. 8821
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
PAUL A. DEMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

RUSSELL P. MAY
1425 F St., N.W.
Kellogg Bldg.
Washington, D. C. Republic 3964

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

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WASHINGTON 5, D. C.

Rothrock & Bailey
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National 0196
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CONSULTING RADIO ENGINEERS
263 E. 73rd St. TRiangle 4400
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CHAMBERS & GARRISON
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WASHINGTON 6, D. C.
Michigan 2261

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 3151
WASHINGTON, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

McNARY & WRATHALL
906 Natl. Press Bldg. Reseter Hotel
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A. D. RING & CO.
84 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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BATON ROUGE

PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
902 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

WOORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 19th St., N. W. Room 1210
DISTRICT 4127

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

GILBE BROS.
1108 Lillian Way Gladstone 6778
WASHINGTON 6, D. C.

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AM-Allocations & Field Engineering-Pt.
Oskosh, Wisconsin, Phone Blackhawk 22
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DIXIE ENGINEERING CO.
Columbia 1, S.C. Ph. 2-2742

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Washington 4, D. C.

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Consulting Radio Engineers
Specializing In Broadcast and
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Warner Building, Washington 4, D. C.
Telephone National 7757

FRANK H. McINTOSH
710 14th St., N.W.-Metropolitan 4477
WASHINGTON, D. C.

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. Mi. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6-6108

WILLIAM E. BENNS, JR.
& Associates
3736 Kanawha St., N. W.
Ordway 8071
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PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 16, D. C. Adams 7299

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

Broadcasting * Telecasting
August 30, 1948 * Page 71
WANTED
SALES ENGINEERS

A progressive leading manufacturer of broadcast transmitting equipment is continually expanding its operations. Two additional openings will be available for men who are aggressive, sales-minded individuals. A thorough knowledge of technical broadcasting, and broadcasting as a business, and an understanding of various broadcasting station equipment and broadcasting station layouts are necessary. A good personality and a desire to work hard and receive good wages are important considerations. In your reply state age, education, complete employment record, marital status, earnings record and section of the country in which you would prefer working. These are permanent positions for the men who apply and produce. Reply to

BOX 536, BROADCASTING

Classified Advertisements

PUBLISH IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifcations 25c per word—$4 minimum. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box reply to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the accuracy of classified material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager with selling experience to manage 1000 watt station in southern city. Offer all details experience, references, expected salary first letter. Reply Box 497, BROADCASTING.

Salesmen

Transcription salesmen—all sections. Population, salary, commission, send necessary information, including, in first letter, EOWD, Laramie, Wyoming.

Salesman—sell expanding sales not representation. The man we seek possess demonstrated ability to sell and own an automobile. The right man will find pleasant working conditions in a progressive station outranking all competition in its area. Conolly J. Gordon Keyworth, General Manager, WPBR, North Plains Broadcasting Co., North Plains, Oregon.

Sales—interstate sales not representative. Experienced time salesman interested in a future with established ABC full time 250 watt in eastern market. Salary to match ability. Box 483, BROADCASTING.

Technical

Wanted—Combination engineer-anouncer with first class ticket. Extensive experience unnecessary. Greatest prerequisite is announcing ability. Married man preferred. Contract to Kermit A. Asby, Manager, KPPT, La Pine, Oregon.

Chief engineer for 250 watt AM station with full details. Will forward by registered mail. Box 404, BROADCASTING.

Assistant engineer—first class ticket required. Experienced engineer with high school education. Box 41, BROADCASTING.

An announce-control board operator willing and able to work on GI Bill of Rights. Number with initial experience is willing to work in exchange for vocation training. Engage applicant. Box 35, BROADCASTING.

Anouncer—must be experienced, for powerful FM operation in beautiful California mountain location. Excellent opportunities with established housing available. Opportunity for ambition. Apply with resume and first class ticket. Give full details. Box 492, BROADCASTING.

Two announcers—interested in future with established ABC full time 250 watt station. Box 41, BROADCASTING.

Anouncer—proprietor wants—Combination man, with first class license—accessium plus and 5000 watt station. Salary $100.00 for 40 hour week. Must be experienced. Downtown location. Reply Box 405, BROADCASTING.

Anouncer—must be experienced, for powerful commercial station in beautiful orange county location. Apply with complete resume. Box 490, BROADCASTING.

Anouncer with excellent background in studio and semi-contractor, experienced in writing musical continuity, formerly with future music director of new 20,000 watt FM station in Washington, D. C. Send current experience and salary requirements. Box 425, BROADCASTING.

Anouncer-operator with first class ticket needed by major market metropolitan station. Must be available to report October first. Salary $60.00 for 40 hour week plus tips. Reply Box 388, BROADCASTING.


Newspaper: Salesman in State where sports you have done. Notices don’t reach destination. Reply Box 546, BROADCASTING.

Situations Wanted

Managerial

Sales promotion manager 50,000 watt commercial station in north central city. Seeking new connection. Accept perm. commission only. Box 487, BROADCASTING.

SUGGESTIONS REQUESTED

Man with unusual qualifications enthusiasm for 20-year career has been musician, composer, producer and director, salesman, plus 9 years management experience in FGC procedure and new construction@$50,000.00. Reply BOX 488, BROADCASTING.

Manager—Salesman: Employed, seeking advancement. Box 517, BROADCASTING.

Sales man: 10 years experience in sales, $12,000 with commission. Box 1286, Hollywood 28, Calif.

Program director—Can handle complete station, including discovery and maintenance of directional antenna. 10 years programming. Has master and first class license. Box 521, BROADCASTING.

Salesmen: 10 years successful sales, network and independent station. Has small station in large market. Here eight years, distinctive personality. Now interested in other position. Previous good commission proposition. Speciality in selling food. Better opportunity at larger station in competitive market. Box 525, BROADCASTING.

Announcer—First cousin of present announcer. Position expected in 15 years in present position; for quick return. Apply Box 2, BROADCASTING.

Network sales and affiliate sales management experience: Qualified, young, married, personality, proven sales ability, college degree, desires management small station or sales management medium-size station with salary plus bonus or commission arrangement. Financial freedom of own station on request. Box 526, BROADCASTING.

Administrative sales or managerial position with established network or company. Desires present income. Experience includes AM, FM, network and local operation. Wrote and assisted in producing AM, FM, TV station, network or agency program. Home: Los Angeles. Desires at Box 469, BROADCASTING.

Anouncer—radio program director, University of Pennsylvania. Former Navy Supply Corps officer. Frequently employed by 1000 watt station. Single, considerate, know people. Desires position where sales and production work will pay dividends. Box 541, BROADCASTING.

Anouncer: Commercial manager, two years successful experience, network and independent stations, wants position with established Florida station. Box 524, BROADCASTING.

Wanted—What’s the W.W.W.? You? Try if you’re interested in a good experience. W.S.R. is a part of W.C. music and commercial department. Excellent talent shows, contact Wayne Mac, W.S.R., St. Louis, Missouri, 63104. Excellent references by past and present W.S.R. colleagues. Must have good ability and job. Better hurry. Box 520, BROADCASTING.

Anouncer—program director, News, play-by-play all sports, MC, dialect. Excellent work experience. Top references. Reliable veteran seeking opportunity in any station. Write Box 365, BROADCASTING.

Anouncer: Experienced, play-by-play sportscaster, play-by-play basketball, gridiron, hockey, networks, remote, platters, Jim Russo, 5153 Owings Road, Cleveland, Ohio. Excellent references by past and present colleagues. Excellent work ethic. Pleasant personality. Reply Box 493, BROADCASTING.

Anouncer—Will continue with well established talent at any station. Reply Box 539, BROADCASTING.

TOPNOTCH, tremendously experienced sportscaster soon to be available. Interested in football, college basketball, and class AA or higher baseball. Needs permanent position where he can make a permanent spot. Box 499, BROADCASTING.

Conscientious announcer offering more than the average. Unmarried, university background. Has four years with production department leading New York network. Has known and worked with 12 network affiliate. Intelligent rendition of all backgrounds. Likes music. Trained in sports broadcasting. Excellent references. Will travel for audition. Box 329, BROADCASTING.

NO ADS FOR SALE—RELIABLE VETERAN, 10 years experience in play-by-play basketball, hockey, college. Good knowledge. Good idea. Will travel. Reply BOX 482, BROADCASTING.

Page 72 • August 30, 1948
Women's programs announcer (including record programs), continuity writer, time sampler, and fill-in for ground of education and experience; last job in retail department of station prior to radio training. Excellent travel by plane as well as on boat and train. Permanent fulltime position desired. Preferred area, California, middlewest, especially Wisconsin, Michigan; otherwise, New York. Must be able to work immediately. Box 501, BROADCASTING, 360 N. Michigan, Chicago. 

Announcer, 19, trained ability. Wants start on small station, anywhere. Box 294, BROADCASTING.

Announcer-newscaster, single, vet, 23, Radio job 1st year. Graduated from major Graduate School of Radio Technique, Radio City, New York. Strong on news with journalism experience. Eager for start. Prefer east or south, but will consider all offers. Box 505, BROADCASTING.

SPORTS ANNOUNCER

Here is a sports announcer, 25 single ex-GL with 9 years of good solid radio, thousands of air hours in broadcasting play-by-play HOCK-EY, baseball (lacker and live), football, basketball, and other sports. PLUS know-how in special events, audience participation & promotion and public relations. Nine years experience of this type. Now employed and do not wish to change. Will work anywhere. Address, referonces, photo and information write Box 591, BROADCASTING.

FLORIDA STATIONS EYES RIGHT

Production-Programming, others

Imagination for sale! A copy chief who can give your continuity the "new look" and approach that your sales with action-inspiring ideas. Five years experience, delights in all phases of radio broadcasting. Excellent references, available immediately. Box 550, BROADCASTING, 360 N. Michigan, Chicago.
COMMERCIALS

Oklahoma U. Detector Tests

Average of "A" and "B" when used as opening announcement 17.7%

Average of "A" and "B" when used as closing announcement 16.2%

Average of "A" -------- 15.5%

Average all readings --------- 15.1%

Average of "B" ------------------- 14.7%

Average of "A" and "B" when used 1/3 through show 14.6%

Average of A and B when used 2/3 through show 12.2%

Average of all music -------------- 11.7%

The method used in studying the best position for commercials in a radio program was as follows:

Two straight commercial spots, one-minute each, were written for Pepsodent tooth paste. They were equated in their appeal value as

carefully as possible. The fact that they were substantially equal in appeal is indicated by their PGR average ratings of 15.6 for Commercial A and 14.7 for Commercial B on a scale of 0-55.

Next, music was chosen which had no vocal refrain. All the music was in the same tempo and approximately the same time length.

Music consisted of recordings by Morton Gould and the titles, listed in the order heard, were: “Dancing in the Dark,” “Temptation” and “Black Magic.” All commercial copy was read by one voice. Four recordings, 15 minutes in length, were made with commercials and music alternated as follows:

(a) Commercial A, four minutes of music, Commercial B, eight minutes of music, Commercial A.

(b) Commercial A, eight minutes of music, Commercial B, four minutes of music, Commercial A.

(c) Commercial B, four minutes of music, Commercial A, eight minutes of music, Commercial B.

(d) Commercial B, eight minutes of music, Commercial A, four minutes of music, Commercial B.

These recordings were then

by

Mr. Lawton

By SHERMAN P. LAWTON
Coordinator of Radio U. of Oklahoma Norman, Okla.

EARLY in the program is the best place to put your commercial. The first commercial in a 15-minute program is the most effective in getting attention and emotional response from the audience.

That’s the evidence of the psychogalvanometer, an instrument for measuring unconscious reactions of listeners, now being employed in a series of studies at the U. of Oklahoma.

Second most effective position is at the close of the program, with one-third of the way through the show being the next best commercial spot. Tom Fenem, graduate assistant of OU School of Radio, conducted the study, “Placement of Commercials in the Radio Program,” points out that audience response to the commercials exceeded that for music in the program, but the response was antagonistic. The listeners didn’t like commercials used in the study, but they listened more attentively to them than they listened to the music.

Other Studies

Other studies under way or completed in the current series of PGR (psychogalvanometric) Radio Studies at OU include (a) Use of a male voice in women’s programs, (b) Value of certain “loaded” words and appeals in commercials, (c) Changes in attitudes which can result from “institutional” type advertising, and (d) Carry-over value in daytime serials.

The PGR, sometimes used as part of lie-detector equipment, measures the amount of resistance set up in human bodies in response to stimuli. The greater the attention or emotional response of a listener, the lower his resistance. A high reading on the PGR, therefore, indicates lowered resistance and increased attention. A high PGR reading means that a high spot has been reached in the program.

Method Explained

The method used in studying the best position for commercials in a radio program was as follows:

Two straight commercial spots, one-minute each, were written for Pepsodent tooth paste. They were equated in their appeal value as

For Sale: Cast...
Production

ALX DILLINGHAM, announcer and commentator for 23 years with WITF in Harrisburg, Penn., has been appointed station manager of WKAR, Michigan State College station, in East Lansing. With WKAR since its inauguration in February 1947, Mr. Dillingham has been radio correspondent for the Associated Press.

RICHARD JAMES DUTSON, formerly director of Judson College FM radio station in St. Louis, has been appointed assistant manager of WBBM-FM in Chicago, where he will continue as director of the WBBM program department.

DON HALLMAN, former director of remote television show of WATF Newark, N. J., has joined WXYZ-TV Detroit, in a similar capacity.

HOWARD VAN VOORHIS, formerly with WLIR Lancaster, Pa., and KSON San Diego, has been appointed announcing staff member of WLBX Lebanon, Pa., former WPFR-FM, formerly with Veteran's Radio Workshop. Mr. Voorhis has been appointed to WLBX continuity department.

DANA ADAMS, formerly with WPTL Ft. Lauderdale, Fla., and KFRO Longview, Tex., has joined KTBB Tyler, Tex., as announcer and disc jockey.

LANNY PINE, former program director at WMLW Milwaukee and recently with WTMJ-TV Detroit as staff director, has been appointed program director for ABC's WRQX Philadelphia.

IRWIN SHAPIRO, former music director of WPX New York, has been appointed music director of WBBM-FM in Chicago.

SKEE WOLFF, WBBM Chicago producer-writer, has organized playwriting seminar for WBBM-FM. Mr. Wolff, who has been appointed program manager for WBBM-FM, will produce the playwriting workshop for CBS's network.

LLOYD BURGESS, former announcer for segments of the Weather Bureau's weather service, has been appointed program director for the new station.

MARGARET W. LIVINGSTON, vice-president of programming for ABC's Mutual Radio Network, has been appointed to the position of vice-president of programming for the Mutual Television Network.

JAMES DUTSON, former manager of Judson College FM Station in St. Louis, has been appointed assistant manager of WBBM FM in Chicago, where he will continue as director of the WBBM program department.

ROBERT BERGER, program director of WOR New York, has been appointed program director for ABC's Mutual Radio Network.

JOHN H. SHORT, of KMPC Hollywood, has been appointed program manager for ABC's Mutual Radio Network.

JAMES DUTSON, former manager of Judson College FM Station in St. Louis, has been appointed assistant manager of WBBM FM in Chicago, where he will continue as director of the WBBM program department.

The Communist Party

The Communist Party chairman's letter complained that "... no Communist was ever consulted in the preparation of this radio special and no special study ... Your imaginary Communists bore not even an accidental resemblance to reality. In addition, this broadcast flagrantly violated the NAB code forbidding the networks to engage in political editorializing. ... The Communist Party demands that within a month from the date of this letter, you grant us equal time, in the same spots. ... A copy of this letter is being sent to the Federal Communications Commission by the party.

Mr. Woods' reply said in rebuttal: "... The dramatized portions of the script were based on the common techniques of Communists in labor organizations and so-called 'front' organizations, and drew on the Communists' own official published directives. The portions of the broadcast relating to the many shifts in policy, commonly referred to as 'shifts in the party line,' were based on reports and editorials published in the Daily Worker ..."
Docket Case Actions

Petition Granted

Announced order granting petitions filed by Amalfito, Amalfito, Tex., and Herald Bestg. Co., Texeland, Tex., requesting reconsideration of April 23 action of Motions Commissioner insofar as action granted petition of Panhandle Bestg. Corp. to amend its application to show issuance of additional stock and changes in officers, etc.; set aside grant of motion, pending evidence in proceeding in Dockets 753 et al. Further action ordered by panel filed by Motion Commissioner, disallowing amendment to permit of Panhandle Broadcasting Corp. insofar as it requests leave to amend and closed record in proceeding in Dockets 753 et al.

Petition Denied

Announced memorandum order and accompanying denial of petition filed by All Oklahoma Bestg. Co., Tulsa, requesting review of Jan. 23 action of Motions Commissioner denying petition requesting enlargement of time in proceeding upon its application and application of Oklahoma Broadcasting Co., Inc., Greensboro, N. C., to amend its application to show issuance of additional stock and changes in officers, etc.; set aside denial and granted petition of Oklahoma Broadcasting Co., Inc., Greensboro, N. C., to amend its application to show issuance of additional stock and changes in officers, etc.; set aside denial of motion, pending evidence in proceeding in Dockets 920 and 1442 et al.

Argument Scheduled


Docket Case Actions

(August 20 to August 26)

In re -Application for new FM station on Channel 778 at Amarillo, Tex., for grant of authority to operate an AM station at Amarillo, Tex., modifying the application to show issuance of additional stock and changes in officers, etc.; set aside denial of motion to modify application of Panhandle Broadcasting Co., Inc., Greensboro, N. C., pending application for 1380 kc.

state of Wisconsin-State Radio Council, Madison, Wis.—On Commission's affirmance of decision of the Wisconsin Public Service Commission granting application of WITN, Green Bay, Wis., to amend its application to show issuance of additional stock and changes in officers, etc.; set aside denial of motion, pending evidence in proceeding in Docket 2-23-49, Wisconsin Public Service Commission.

KOB Albuquerque, N. M.—On Commission's decision granting petition for reconsideration of order looking to change in issuance of station WNMW, Grants, N. M., to show issuance of additional stock and changes in stock ownership; set aside decision, pending evidence in proceeding in Docket 12-10-48, Wisconsin Public Service Commission.

WKEW Reading, Pa.—On Commission's final decision looking to change in issuance of station WKBW, Reading, Pa., for grant of authority to operate a new AM station at Reading, Pa., modifying the application to show issuance of additional stock and changes in officers, etc.; set aside denial of motion to modify application of WKBW, Reading, Pa., pending application for 1230 kc.

August 20 Actions

Approved for Filing

KWOC Poplar Bluff, Mo.—Voluntary license surrender of license for station KWOC, P. O. Box 153, Poplar Bluff, Mo., to C. A. Runyon, P. O. Box 153, Poplar Bluff, Mo.

Modification of CP

KCMB St. Louis, Mo.—New CP for new FM station for extension of application of station WCHR, St. Louis, Mo.

Certification

KRON-TV San Francisco—Mod. CP new FM station for extension of CP for new FM station of WCHR, St. Louis, Mo.

Authorization

KCBS-KDVS San Francisco—New CP for extension of CP for new FM station of WCHR, St. Louis, Mo.

Authorization

KVOO Muskogee, Okla.—New CP for extension of CP for new FM station of KVOO, Muskogee, Okla., pending application for 860 kc.

August 23 Decisions

Docket Case Actions

AM—1290 kc


AM—910 kc

Announced proposed decision looking toward grant of application of Valdosta Bestg. Co., Greensboro, N. C., for new standard station at Valdosta, Ga., 4000 kc 5 kw unal. and denial of application of WOC-FM 1510 kc 5 kw unal. and WOC-FM 2015 kc 5 kw unal. for new standard station at Waycross, Ga., 4000 kc 1 kw unal. and 5 kw unal., respectively.

WBEL Beloit, Wis.—Granted license for new standard station on Channel 11, 118-204 mc, ERP 2.5 kw, and 13.4 kw unal.

August 24 Decisions

By the Secretary

WILE Cambridge, Ohio—Granted license for new station 1270 kc 1 kw D.

KVOY Ventura, Calif.—Granted CP for new FM antenna on top of south-west AM tower.

Following were granted mod. CPs for extension of completion dates as shown:

WFMF-AM Port Huron, Mich., to 11-1-49; WCUI-TV Chicago, Ill., to 11-1-49; WERK-TV Chicago, Ill., to 11-1-49; KCKC-FM Manchester, Conn., to 11-1-49; KKBW-FM Fort Worth, Tex., to 11-1-49; WSMN-AM New Haven, Conn., to 11-1-49; WKBK-FM Youngstown, Ohio, to 11-1-49; WSTK-FM Tampa, Fla., to 11-1-49; WJIP-FM Merrimack, N. H., to 11-1-49; WUSL-AM Jackson, Miss., to 11-1-49; WNIK-FM Springfield, Ill., to 11-1-49; WSHR-FM Austin, Tex., to 11-1-49; WYFS-FM Brookfield, Ill., to 11-1-49; WORM East Orange, N. J., to 11-1-49; WOFN-FM Savannah, Ga., to 11-1-49; WQBA-FM West Palm Beach, Fla., to 11-1-49; WLSL-FM Kansas City, Mo., to 11-1-49; WPGY-AM Peoria, Ill., to 11-1-49; WTMJ-FM Milwaukee, Wis., to 11-1-49; WFMN-AM Meriden, Conn., to 11-1-49; WFKW-TV Chicago, Ill., to 11-1-49; KCFW-FM Fort Worth, Tex., to 11-1-49; WBNK-FM Youngstown, Ohio, to 11-1-49; WJIP-FM Merrimack, N. H., to 11-1-49; WHFX-AM Green Bay, Wis., to 11-1-49; WBCF-FM Charleston, S. C., to 11-1-49; WCMX-AM Columbus, Ohio, to 11-1-49; WPHM-AM Indianapolis, Ind., to 11-1-49; WMMW-FM Meriden, Conn., to 11-1-49.

Following were granted mod. CPs for new station as shown:

WJDS-FM Fort Myers, Fla., to 11-1-49; WZPI-FM Columbus, Ohio, to 11-1-49; WJCB-FM Chicago, Ill., to 11-1-49; WJEZ-FM Chicago, Ill., to 11-1-49; WLLW-AM Louisville, Ky., to 11-1-49; WKBK-FM Youngstown, Ohio, to 11-1-49; WSMN-AM New Haven, Conn., to 11-1-49; WKBK-FM Youngstown, Ohio, to 11-1-49; WSTK-FM Tampa, Fla., to 11-1-49; WQBI-FM New Orleans, La., to 11-1-49; WKBK-FM Youngstown, Ohio, to 11-1-49; WSBK-FM Fort Worth, Tex., to 11-1-49; WULR-FM Alexandria, La., to 11-1-49; WTOP-FM Falls Church, Va., to 11-1-49; WQCB-FM Charleston, S. C., to 11-1-49; WBOF-FM Meriden, Conn., to 11-1-49; WQCB-FM Charleston, S. C., to 11-1-49; WBOF-FM Meriden, Conn., to 11-1-49; WQCB-FM Charleston, S. C., to 11-1-49; WBOF-FM Meriden, Conn., to 11-1-49; WQCB-FM Charleston, S. C., to 11-1-49; WBOF-FM Meriden, Conn., to 11-1-49; WQCB-FM Charleston, S. C., to 11-1-49; WBOF-FM Meriden, Conn., to 11-1-49.
**FM CARD RATES**

**No Definite Pattern Yet Established**

CARD RATES of FM stations have not yet settled down to a definite pattern, and a large number of FM outlets duplicating programs of AM affiliates actually have no rate cards at all, according to a study conducted by the NAB Research Department.

Based on replies from two-thirds of the 299 stations contacted (NAB FM members, over half the total number of stations), Dr. Kenneth H. Baker, Research Dept. director, said the survey supplies facts "we only conjecture has been possible in the past." The study was conducted at the request of the NAB FM Executive Committee of which Leon L. Assh, WBCA, Schenectady, is Director of the NAB FM Dept. is Arthur C. Stringer.

Class A FM stations in the group affiliated with AM network outlets reported, and independent station rates in three cases, duplicating AM at no additional cost to the advertiser. One offers baseball for $30 a game, football for $50, with an FM base rate of $8 an hour.

Class B FM stations which are affiliated with AM network outlets have no FM rates in a majority of cases, the study shows. Sixty-five stations duplicating 26 per cent of the total on FM reported no FM rates. Some offer FM as bonus coverage, others do not promote it but supply the service at no additional cost.

Two stations reported complete duplication at a combined rate (Class A, one hour for AM and FM coverage ($60 general, $10 retail in Jamestown, N. Y., and $120 in Oklahoma City). One station reported complete duplication until the AM daytime affiliate goes off the air, and an FM base rate of $75. Twenty reported almost complete duplication and no separate rates for independent FM time; six almost complete duplication, accepting sports and special events, with $5 base rate for announcements during a game.

**Duplication in Reports**

Twelve stations reported almost complete duplication, with independent FM base rates ranging from $50 an hour in St. Louis down to $14 in Savannah.

Six Class B FM stations affiliated with AM outlets reported separate operation, with one at $80, two at $50, one selling the total, one selling time but with no rate card, and one with no rates while programming simultaneously with another affiliate.

Fifteen FM stations with AM affiliates reported almost separate operation. Their rates ranged from $75 in Los Angeles, where there are 11 FM stations, to $10 in Fresno and Paducah, Ky.

In the group of FM stations affiliated with non-network AM stations, three Class A stations reported no rates, offering FM as bonus coverage, and two reported complete duplication until the daytime affiliate goes off the air. Of these two a Silver Spring, Md., FM outlet had an hourly rate in the evening of $20, one in Springfield, Ohio, $12.

Among Class B FM outlets affiliated with non-network stations, eight reported no rates for FM duplication of AM service; four reported no rates for duplicating most of the AM service; eight reported no charge during duplication of AM daytime programs, with evening rates ranging from $50 to New Britain, Conn., to $10 in Keokuk, Iowa. Several others reported duplication but would sell FM time separately.

Independent Class A FM stations had rates ranging from $60 in New Castle, Ind., to $30 at Santa Maria, Calif. Two in this class reported no rates.

Among a score of Class B FM independent stations ranged from $125 in San Bruno, Calif. and $100 in New York and Charlotte, N. C., to $20 in Greensboro, N. C., and Hutchinson, Kan.

AMERICAN Telephone & Telegraph Co. directors have declared a quarterly dividend of $25 per share payable Oct. 15, to stockholders of record at close of business Sept. 15.
FCC Actions (Continued from page 77)

Applications Cont.: TV-156-192 mc
KWBW Inc., Buffalo, N. Y.—CP new commercial television station on Channel 156, 192 mc. ERP: 38.9 kW, au: 16.2 kwh unil. AMENDED to decrease ERP to 15.4 kW. Change name from Broadcasting Foundation Inc. to KWBW Inc.
Modification of CP
KBTV Dallas, Tex.—Mod. CP new commercial TV station for period of completion date.
TENDERED FOR FILING
Assignment of CP
KBTV Los Angeles—Consent to assignment of CP to KTTV Inc.

AM DELETION
WOND Highland Bstns. Inc., Oak Ridge, Tenn.—Deleted AM station on 1450 kc 250 w unil.; cancelled.
August 25 Decisions . . .
BY COMMISSION EN BANC
Renewal of License
WERC-FM Dutilh, Minn.—Granted renewal of license for period ending July 1, 1949.
WNYC-FM New York—Same.
License Extension
WINC-FM Winchester, Va.—Present license further extended on temporary basis for period extending Dec. 1, 1949.

WXXL-FM Indianapolis—Same.
Temporary Renewal
WFMN Alpine, N. J.—Granted renewal of license on temporary basis to Dec. 1, pending filing of CP.
WBKO Cleveland—Granted renewal of license for noncommercial educational FM station for period ending Sept. 1, 1951.

Hearing Designated
Charles E. Salk, San Diego, Calif.—Designated for hearing application for new TV station in consolidated proceeding, pending other pending applications for San Diego.

Changes Granted
Allen B. D. Lakes Inc., Pittsburgh—Granted application to make minor changes in CP new TV station.

License Renewal
WWXL New Rochelle, N. Y.—Granted renewal of license for period ending May 1, 1951.

License Extension
KPMO Pomona, Calif.—Present license extended on temporary basis for period ending Dec. 1, 1949.

KIPA Hilo, Hawaii—Granted renewal of license for period ending May 1, 1951.

License Renewal
Licensors for CP applications were further extended on temporary basis to Dec. 1, 1949.

WENA Bayamon, P. R.—Pending completion of application for renewal, particularly questions in Form 303 relating to number of proposed spot announcements.

WHKP Hendensenville, N. C.—Pending action on application for assignment of license.

WJVB Jacksonville, Fla.—Pending receipt of additional information.

WPAB Ponce, P. R.—Pending hearing re program service.

WDEL Wilmington, Del.—Pending action to conform to rules and regulations.

WPAN Ponce, P. R.—Denied petition requesting reconsideration of the Commission's action for extended temporary license hearing application for renewal and for granting such permission without hearing.

Petition Granted
WJWB New Orleans—Granted petition for extension of temporary license to operate WJWB, and license was extended to Dec. 1, 1949. However, petitioner may make application for further extension of temporary license pending showing that it is proceeding diligently in prosecution of its appeal.

AM-1580 kc
Shamrock Texas Bestg. Co., Shamrock, Tex.—Granted new CP station 1580 kc 250 w; estimated cost: $18,850.

AM-1450 kc
Plains Broadcast Co., Clowes N. M.—Granted new CP station 1450 kc 250 w; estimated cost: $12,000.

AM-1220 kc
The Deming Bstnrs., Deming, N. M.—Granted CP new station 1220 kc 250 w; estimated cost: $14,511.

AM-1300 kc
Snowden Radio Enterprises, Jennings, La.—Granted CP new station 1300 kc 1 kw; estimated cost: $19,401.

AM-680 kc
Snowden Radio Enterprises, Midland, Tex.—Granted CP new station 680 kc 1 kw; estimated cost: $19,401.

AM-1580 kc
Snowden Radio Enterprises, Winfield, Kan.—Granted CP new station 1580 kc 1 kw; estimated cost: $18,000; engineering cond.

Hearing Designated
Floral City Bestg. Co., Monroe, Mich.—Designated for hearing application for new station 1430 kc 500 w DA D.

Radio St. Clair, Inc., Marine City, Mich.—Designated for hearing application for new station 1550 kc 500 w DA D and new station WAKR Akron, Ohio; party to proceeding; and denied it’s re-quest for relief in accordance with request relief inconsistent with foregoing action, otherwise it is designated for hearing in consideration with Radio St. Clair’s application and with particular reference to following issue: “To determine whether station WAKR is operating as authorized in its license and if so whether it would otherwise be feasible, and in the public interest to require WAKR to operate otherwise.”

AM-1290 kc
Cotton Belt Bestg. Co., Greenville, Miss.—Granted CP new station 1290 kc 1 kw D, engineering cost: estimated $16,500.

AM-1600 kc
Brownsville Bestg. Co., Brownsville, Texas—Granted CP new station 1600 kc 1 kw DA D, engineering cond. and subject to provision that applicant agrees to satisfy legitimate complaints of blanket interference occurring within 250 m/m contour, and provided applicant agrees to satisfy legitimate complaints of cross modulation occurring to proximity of KYAL; estimated cost $28,850.

Waiver Granted
KBVR Anchorage, Alaska—Granted waiver of Sec. 320 (a) of permit to use of studio at trans. site, pending completion of period of study.

License for CP
KSMN Mason City, Iowa—Granted license for new station and granted waiver Sec. 320 (a) permitting station to operate its location as Mason City.

Extension of SSA
WNYC New York—Granted extension for 6 months from Sept. 2, 1949, of SSA to operate 6 a.m. EST to local sunset at New York and from local sunset to 6 a.m. PST of Minneapolis, to 10 p.m. using DA-2 designation.

Modification of CP
WESP St. Petersburg, Fla.—Granted mod. CP to make changes in DA.

Grant Revised
Roger B. Greiner & P. W. Powertuck, R. I.—Adopted revised order covering grant, announced Aug. 14, of CP for new station 1380 kc 500 w D, to specify cond. that officers and directors divest themselves, within 20 days, of all interest in WRAF Providence.

BY COMMISSIONER WEBSTER
Pynchon Bestg. Corp., Springfield, Mass.—Granted petition for extension of time to file exceptions to Commission’s proposed decision in Dockets 7555 and 7556; extended to Sept. 1, 1948.

August 25 Applications . . .
ACCEPTED FOR FILING
WCUM Cumberland, Md.—License to operate CP new standard station.

WAMX Worcester, Mass.—Application to cover CP change hours, increase power, etc.

AM-1280 kc
WNAM Neenah, Wis.—CP change hours from D to unil.; increase power from 1 kw D to 1 kw unil., install DA-N.

Modification of CP
WWJW New York—Same.

KPKC Youngstown, Ohio—Change hours of transmission to 6 a.m. EST.

Modification of CP
KFCR Myrtle Beach, S. C.—Same.

KAOX Framingham, Mass.—Same.

AM-1550 kc
WAFB Baton Rouge, La.—Pending completion date.

Program Authority
National Bestg. Co., Inc., New York—Extension of authority to transmit programs to Canada, granted to Canadian Bestg. Corp. for period of Sept. 1, 1949. Also extension of authority to transmit recorded programs to all stations in Canada, in authority to Canada that may be heard consistently in the U. S., pending beginning dept. in.

Acquisition of Control
KWMV Twin Falls, Idaho.—Acquisition of control of CP new station granted to Franklton V. and Velma A. Cox by reirement to treasury of 15 shares of outstanding common stock.

Transfer of Control
KBSF Big Spring, Tex.—Consent to transfer of control of license predecessor to Big Spring Bestg. Co.

Order granted by FCC to extend to Nov. 1, 1949, the license term of every experimental Class 2 station in the general mobile service whose license normally expires Nov. 1, 1949. Extension is made in exact accord with terms of present license and is subject to such earlier termination as the Commission may determine in its decision with respect to pending proceedings involving such stations.

LICENSES EXTENDED
ORDER has been adopted by FCC to extend to Nov. 1, 1949, the license term of every experimental Class 2 station in the general mobile service whose license normally expires Nov. 1, 1949. Extension is made in accord with terms of present license and is subject to such earlier termination as the Commission may determine in its decision with respect to pending proceedings involving such stations.

New Flashes
The commission has granted the following applications.

BY COMMISSIONER WEBSTER
Gilbert Granger, Mass.—Same.

CP to Reinstatement
WGUA-FM Athens, Ga.—CP to reinstate CP new FM station, which expired 7-28-49.

WUGF-FM La Grange, Ga.—CP to reinstate CP new FM station, which expired 2-8-49.

WTP-FM Salisbury, N. C.—CP to reinstate CP new FM station which expired Aug. 15.

Reduction of CP
WITH-AM Oregon—Mod. CP new FM station for extension of completion date.

WMNF-AM St. Paul, Minn.—Same.
WMUR-AM Manchester, N. H.—Same.

(Continued on page 85)

Page 78 • August 30, 1948
CBS PRESSING GREEKS FOR MORE POLK DATA
DISSATISFIED with the Greek government's investigation of the slaying of CBS Correspondent George Polk, the network has urged the appointment of a commission of Greek Supreme Court judges "to supplement the work of the police and widen the scope of the inquiry."

This was disclosed by Winston Burdett, CBS correspondent who returned recently from Greece, in an interview on Edward R. Murrow's news program on CBS Aug. 20.

Mr. Burdett has been probing the death of Mr. Polk for the last four months on assignment from the network. He returned to the U. S. two weeks ago to compile material for a broadcast titled "CBS Report No. 3 on the Murder of George Polk," slated for Sept. 9, 10:30-11 p.m.

Mr. Burdett said in the Murrow program interview that "the Greek police, it seemed to us, had devoted about 90% of their energy to examining one angle, the Communist angle; and about 10% to investigating other possibilities."

WLBR and AFRA to Draw Contract for Announcers
WLBR Lebanon, Pa., is expected to begin negotiations this week with the American Federation of Radio Artists on a contract covering its six-member announcing staff, according to Julian F. Skinnell, operations manager of the station.

The WLBR announcers voted in a recent National Labor Relations Board election to have AFRA certified as their collective bargaining agent, and all of them have affiliated with AFRA, Mr. Skinnell said. Production Manager William Halpering, who has supervision over the announcing staff, was excluded from the union.

Mr. Skinnell said he believes WLBR will be the first station between Philadelphia and Pittsburgh to sign a union agreement for announcers.

RADIOMEN'S PRESS BOX DREAM
Facilities at St. Bonaventure Made to Order
To Fit Suggestions of WHDL Olean

Deluxe radio-press box at St. Bonaventure.

ST. BONAVENTURE COLLEGE, Olean, N. Y., a small school with a bigtime sports program, believes in giving radiomen covering football games the kinds of facilities they dream about.

Nearing completion at St. Bonaventure's two-year-old Forness Stadium is a two-story glass-enclosed press box with the entire upper floor given over to broadcasting facilities. Six broadcasting booths, each glass-enclosed and measuring 7' x 9' feet, have separate entrances and soundproof lower walls and ceilings. Tables and other equipment in the booths are provided for the convenience and comfort of the radiomen.

Although it hadn't been planned that way originally, the college went all out to cooperate when the need for larger broadcasting facilities in the press box was called to its attention.

John R. Henzel, station manager of WHDL Olean, reports that when his station learned that the facilities planned were not adequate WHDL approached college officials and the builder-donor of the stadium, Fred Forness, former Olean mayor, with a view to persuading them that changes should be made. A meeting was arranged with college representatives and Mr. Forness, and the architect was called in.

"They took all of our suggestions," said Mr. Henzel, "in fact, it designed the entire broadcasting floor."

Commenting further on the equipment within the studios and on the attitude of the college toward radio, Mr. Henzel said: "Special tables for engineers and equipment are placed in the rear of each booth but still allow plenty of room for half-hour interviews. Portable tables 28 inches high and 15 inches wide were furnished for maximum sight. There is a built-in socket for a portable reflector. We also had AC outlets installed in case of an emergency and outlets for portable electric heaters. The thing that stands out in my mind is the equal importance for the working comfort of radio personnel that was stressed at St. Bonaventure College."

WXLW INDIANAPOLIS LAUNCHED ON 1590 KC
A NEW daytime independent, WXW Indianapolis took the air Aug. 18 with 1,000 watts on 1590 kc. A sister operation, WXW-FM, was scheduled for launching last Friday on Channel 234 (94.7 mc) with an effective radiated power of 12 kw.

Both operations are owned by Radio Indianapolis Inc., an organization of prominent Indianapolis business men. Operating the station are George S. Loyd, station manager; Samuel R. White, commercial manager; Ward Glenn, program director, and Charles Alter, chief engineer. Station representative is Burn-Smith Co.

WXW-FM is duplicating all AM programs and continuing by itself after sunset hours. Towers, transmitters and studios of both stations are located at 30th St. and Kessler Blvd. Business and sales offices are in the downtown Indianapolis Athletic Club.

New TV Transmitter
NEW TELEVISION transmitter is being installed by WPTZ-TV Philadelphia during September at a cost of $87,000. The equipment is the latest RCA type.

MOTOR Co. of Southern Indiana, first national distributor of Grant-Piccolo, Olean, Ind., one year ago, has renewed contract for second year.

WXLB FM IS LAUNCHED AT MUSKEGON, MICH.
WXLB-FM Muskegon, Mich., took the air this month on Channel 293, 106.5 mc with an effective radiated power of 4.7 kw. The FM station will be operated on an interim basis pending arrival of a transmitter of higher power in September, according to Grant F. Ashbacker, station president.

After 22 years on 1490 kc with 250 w power, the AM operation, WKBZ, has boosted its power to 1,000 w fulltime on 850 kc. Struggles for these facilities resulted in the famous U. S. Supreme Court Ashbacker Decision, frequently quoted by the FCC.

New station facilities, acquired at cost of more than $160,000, on 64 acres of land, include a modern transmitter building, new RCA and Raytheon equipment, four Winchester towers and a 25 kw diesel powered standby generator.
**Recorded Talks Used in Radio News Class**

Broadcast news techniques were taught last week to students at the U. of Denver summer course in radio journalism through the use of recorded talks by five broadcasters. Arthur Stringer, NAB director of special services and FM, was “dean” of the course, aided by “live” as well as recorded teachers.

Jack Harris, general manager of KPRC Houston and a director of the Council on Radio Journalism, described station methods in his recorded talk, with portions of a disaster account by Pat Flaherty, station news director. Dick Cromble, general manager of KBRO Bremerton, Wash., reviewed benefits of news experience in management work. William B. Ray, NBC’s Chicago news and special events manager, demonstrated use of recorded phone conversations.

William Warrick, news director of WJOB Hammond, Ind., emphasized in his recorded talk basic principles of radio news coverage. Marie Jordan, newswoman of WFNC Fayetteville, N. C., traced local news coverage methods.

Live “professors” included four Denver news directors, Jack Fitzpatrick, KFEL; Sheldon W. Peterson, KLZ; Dick Leonard, KMYR; and William D. Day, KOA. Others were: Lowell Watts, farm director of KLZ; Judith Waller, public relations of NBC; R. Russell Porter, Denver radio coordinator; Prof. Lyle Liggett, of the university’s journalism department.

**McRaney Named**

Bob McRaney, general manager of Mid-South Network, has been named chairman of the NAB District 6 Small Markets Committee. Appointment was announced by Henry W. Slavick, District 6 director. Mr. McRaney has called a meeting of his committee Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss., during the district’s annual convention.

**Daughter Engaged**

FCC COM. E. M. WEBSTER and Mrs. Webster last week announced the engagement of their daughter, Dorothy Frances, to Mr. (J. G.) Harry Lyon, USNR, son of Mr. and Mrs. S. E. Ansof of New York. Wedding is to take place Oct. 1 at Walter Reed Memorial Chapel, Washington. The couple plan to reside in Los Angeles.

**New Philco Book**

PHILCO CORP. is now distributing a book to the trade on the various projects covered by its Consumer Field Service Division. Entitled "Philco World Wide Service with the Armed Forces To-day," the book covers in pictures and text the activities of this department and a few of the many locations in which its men operate.

**Golden Gate College School of Advertising**


**Don Davis**

Former script writer and dialogue director for Paramount, has been appointed executive producer for television production unit of World Video Inc. He will begin work immediately on series of dramatic shows to be produced in conjunction with Actor & Studio Inc.

**Betsys Ann Plank**

Former assistant account executive at AQV Pittsburgh, has been appointed executive at Mitchell McKown Orton account.

**Equipment**

RICHARD A. WHITE, formerly in sales department of Bace Television Corp., has been appointed sales manager of Transmitter Products Corp., New York.

**WGNR Opening**

WGNR New Rochelle, N. Y., FM station whose studios are near completion at 524 N. Ave., is slated to go on air early in September. The station, owned by the New Rochelle Broadcasting Service Inc., with Julian H. Gini as president.

**On the Air**

WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
OVER 250 TO ATTEND NBC AFFILIATE MEET

At least 250 delegates will attend the second annual NBC convention for station affiliates in Sun Valley, Idaho, Sept. 22-25, according to the network last week. The NBC Stations Planning and Advisory Committee will meet Sept. 20 and 21 at Sun Valley, with Paul W. Morency, SPAC Chairman and vice president and general manager of WTIC Hartford, presiding.

Meanwhile, three weeks study of television programming, production and engineering was completed by 14 executives from NBC AM affiliates in New York last week. A similar course was subsequently planned for October.

Those participating and who were awarded certificates upon completion were:

- Martin Campbell and Ray Collins, WPFA Dallas; Frederick Merrill, RCA Institutes, Inc., New York; Sydney Head, WIOD Miami; Monte Kleban and Charles Jeffers, WOAI San Antonio; Franklyn McPawl, Koby Broadcasting Co., Sacramento, Calif., which owns NBC affiliates KGE Reno and E & M Fresno; Wilson Mount, WMO Memphis; Fred Rezwendin, WOC Davenport, Iowa; Richard von Albrecht, WMAQ Chicago; Robert J. Spencer, WTM Cleveland; Brian A. Carline, WBB Kansas; Jack Kerrigal, WHO Des Moines and Herbert P. Kaufman, WSBM New Orleans.

Sept. 1 Opening Slated For KDFC San Francisco

KDFC (FM) San Francisco is scheduled to go on the air Sept. 1, according to the newly organized Broadcast Corp., licensee. With a power of 33 kw on Channel 271, 102.1 mc, the station will operate seven and a half hours daily.

William R. Crocker is president of Sundial; Edward Davie is business and promotion manager and Edward G. K. Deverell is program manager. Herbert C. Florance is the chief engineer. Technical equipment is from Westinghouse.

NEW DRAMATIC series, "Actors Theater," prepared by ABC Actors Studio Inc. and World Video Inc., will be a part of the Sunday and ABC television network, Sunday, Sept. 19, from 8:30 to 9 p.m.

VIOLETA WOLK advances in the cast of the school play. She is a member of the school's drama club.

This is A HEREFORD

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

Agents

(Continued from page 8)

Assoc., and WILLIAM T. MASLOWE, previously with J. Walter Thompson Co., Chicago.

COLUMBIAN Adv., Los Angeles, moves to new building leased at 307 N. Harwood St. Telephone: Olympic 2708. ROBERT SNETSINGER joins agency as account executive.

VIOLA NOLAN advances from media department to assistant radio timebuyer with Harry B. Cohen Adv., New York.

JACK FITZGERALD, former director of special events for New York State War Finance Committee and field director of American Heritage Foundation (Freedom Train), joins St. George's & Keys, New York, as research director.

WALTER W. MARTO, formerly with Copley newspaper chain in southern California, opens his own advertising offices at 1472 E. Walnut St., Pasadena, Calif.

FRANK PAUL NEWTON Adv., San Francisco, moves to new quarters at 425 Bush St.

CRET BROUWER, publicity director of N. W. Ayer & Son, is in New York for three weeks conferences relative to television.

M. M. YOUNG Adv., Los Angeles, moves to new offices at 210 W. 11th St. Telephone: Richmond 7-2876.

JIM NUTTER Adv., San Francisco, moves to new quarters in Flood Bldg.

Paley Lends a Hand

WILLIAM S. PALEY, CBS Board chairman, came through in the clutch Aug. 19 with a big-league "assist." The Yankees' Joe DiMaggio, attending Babe Ruth's funeral services in New York, was so moved he stayed on through the solemnities, heedless of the fact his team that afternoon was to play the Senators in Washington. When Mr. DiMaggio got out of the cathedral a downpour had begun and no taxis were to be found. Mr. Paley happened along and insisted the tardy slugger take his car for the long drive to La Guardia Airport. Mr. DiMaggio arrived in time for the third inning. The Yankees won.

Mississippi Non-Network Outlets Form New Group

For the purpose of exchanging program ideas and improving their "service to the public" a group representing most of the non-network stations in Mississippi organized The Mississippi Independent Broadcasters at a luncheon meeting Aug. 15 in Jackson, Cy N. Bahakel, WKQZ Kosciusko general manager and chairman of the new group, reports.

Eventually a statewide coverage for advertisers may be afforded by Mississippi Independents, according to Mr. Bahakel, who emphasized that the newly organized group "does not in any way conflict with the Mississippi Broadcasters Assn."

Members of the group are: Tullius Brady, WJMB Brookhaven; Marvin Reuben, Hub City Broadcasting Co., Hattiesburg; Kenneth H. Quinn, WAFF McComb; Jim Ownby, WJXN Jackson; Wilbur Cole, WHOC Philadelphia (Miss.); Guy Corley, WAZF Yazoo City, and Mr. Bahakel.

William H. Fluhrer

WILLIAM H. FLUHRER, Republican nominee for the Oregon State Senate, was killed Aug. 22 when the plane he was piloting crashed into Lake of the Woods, in Oregon. Mr. Fluhrer had been an officer of Radio Television Corp., applicant for a regional facility in Medford, Ore. The application was dismissed last December. Three other Oregon party leaders were killed in the crash. They had been attending a gathering of Western Oregon legislators.

A red, white and blue mobile television unit has been delivered to WENR-TV Chicago and is expected to be used for opening of the new ABC television outlet on Channel 7 Sept. 17.
IRE WEST COAST MEET OUTLINES ITS AGENDA

READING of technical papers covering various phases of radio engineering will mark the six sessions of the three-day convention of Institute of Radio Engineers starting Sept. 30 at the Biltmore Hotel, Los Angeles. Program is as follows:

Thursday, Sept. 30
1:00-4:45 p.m. Broadcasting: Allied Arts—Chairman, Bernard Walley, RCA-Vector Div., Los Angeles.

General Los Angeles Section—Walter Kenworth, section chairman.

A. Input System Program—J. Olofford and A. P. Cherry, Lang-evin.

Antenna. Input Systems for TV Receivers—D. F. Foster, Haisline Research Inc. of Calif.

Subject to be announced, RCA Research Lab., Princeton, N. J.

Operation of AM Transmitters into Sharp-Tuned Antenna Systems—W. D. Doherty, Bell Telephone Labs., Whippany, N. J.

1:45-4:45 p.m.—Computers—Chairman A. E. Wilson, Boeing Aircraft Co., Seattle.

Greetings, Los Angeles Section—Walter Kenworth, section chairman.

Lookout for Electronic Computers—J. M. Barnes, of California.


Design, Use of Reenac, A General Purpose Electronic Digital Computer—Saml Lubkin, Reeves Instrument Corp.

8:30-10:30 p.m.—Audio Symposium—K. B. Naschke, Calif. State Highway Patrol, Chairman, Sacramento Section IEEE.

Friday, Oct. 1
9:00-11:40 a.m. Measurements—Propagation—O. A. Steele, Chairman, Portland Section IEEE.

A New Type of Direct Reading R. F. Field Meter for Low Level Signals—M. K. Goldstein, Naval Research Lab.


A Method of Obtaining the Product of Two Voltage Waveforms—R. H. Sato. (Reprint paper presented by D. B. Sinclair, General Radio.)

Propagation Measurements at High Radio Frequencies over Flat Desert Terrain—P. J. Otoole, Naval Electronics Lab.

2:30-5:15 p.m.

Electronics Devices—L. E. Reukema, U. of Calif., Chairman, San Francisco Section IEEE.

Signal to Noise Ratios of Linear Detectors—R. H. Deiano, Hughes Aircraft Co.


Problems in Design of Megawatt Output Electron Tube—Marvin Chodorow, E. L. Ginstone, Stanford U.

Application of Microwave Spectroscopy to Determination of Interstellar Molecules—D. E. Com, Westinghouse Research Lab.

Saturday, Oct. 2
9:00 a.m.—12:00 Noon

Systems and Navigational Aids—C. L. Mass, Electronic Laboratories, San Diego, Chairman, San Francisco Section IEEE.

Systems Engineering Aspects in Military Communications—W. S. Marks, U. S. Signal Corps, San Francisco.


Band Width Reduction in Communication Systems—W. G. Tullier, Mer-Par, Inc.

FCC PASSES SCHOOL LOW-POWER FM RULES

RULES CHANGES to permit the operation of noncommercial educational FM stations with output power of 10 w or less have been made final by FCC. Proposed in June, the changes were seen effecting a boom in school broadcasting [BROADCASTING, June 21).

Effective Sept. 27, the new rules concern engineering and related matters and constitute amendment of Sub-part C of Part 3 of the Commission's Rules. The station may employ transmitters with power outputs up to 10 w and which normally shall be operated on 88.1 m.

One comment on the Commission's proposal had been received which suggested the FCC authorize non-profit commercial operation but was declared beyond the scope of the original notice of proposed rule making. The Commission recognized in its order making the rules final that the amendment will make the entry into the noncommercial educational FM broadcast field of many educational institutions which might not be able to afford the construction and operation of high-powered stations.”

VA Is Coordinating Radio for ‘Handicapped Week’

RADIO STAFF of the Veterans Adm. will coordinate radio coverage for National Employ the Physically Handicapped Week, Oct. 3-9. Both the Advertising Council and the NAB are cooperating in plans for the week. A fact sheet, spot announcements, and program features and ideas are available from all three sources.

Inquiries about network coverage of the week are being handled by: Charles Dillon, VA central office, Washington, D. C.; Don Weiss, VA branch office #2, New York City; Wallace Ruggie, Los Angeles regional office.

Cabs Can be Assets

“CALL A CAB” may seem like a ridiculous solution when one finds he has lost his vital telephone contact with the transmitter before studio sign-on—but Morning Man Russ Reardon at WTOB Winston-Salem, N, C., swears by it. He is associated with this emergency Mr. Reardon dispatched a cab with FM mobile equipment to the transmitter site three miles away when a routine time slipped at 5:45 a.m. Aug. 18 revealed the transmitter phone was out-of-order. The driver relayed a report via his FM set to the taxi dispatcher who in turn advised Mr. Reardon that the dead phone was the only trouble and that broadcast operations could get underway. The operation consumed only six minutes.

NBC Reveals Its Plans For UN Day Observance

NBC has announced plans for week-long special programming in connection with the upcoming national observance of United Nations Day from Oct. 17-24.

The network has scheduled a preview of UN week for Saturday, Sept. 18, with two forums originating in the NBC Radio City studios in New York. The first forum will be an international conference of YWCA representatives, and the second a Forum on the United Nations, which is to include a pickup from the UN General Assembly in Pekin.

The local New York observance sponsored by NBC, will consist of a six-day festival in Rockefeller Plaza, including broadcast talks by national and local figures, folk-dancing, and concerts.

Turntable

REDERICK W. ZIV Co., Cincinnati radio consultant, president of its “Wayne King Show” to Sprenger’s Brewing Co. for 2 weeks through William B. Andrus Adm., and American Newspapers, Lincoln Co. for 26 weeks. Both shows will be aired over WOGL Lancaster.

FREDERIC W. ZIV, Co., Cincinnati radio consultant, president of its “Wayne King Show” to Sprenger’s Brewing Co. for 2 weeks through William B. Andrus Adm., and American Newspapers, Lancaster Co. for 26 weeks. Both shows will be aired over WOGL Lancaster.

CHARLES MICHELSON Inc., New York transcription firm, has announced completion of a 10-week contract with Blackstone Electronics and Washing Machine Co, for national cooperative radio campaign starting Sept. 15. Campaign will use Michelson’s Blackstone Electronics and Washing Machine Co., and is to be cooperative deal with dealers and distributors across the country.

WJJH-FM Johnson City, Tenn., has begun operation on 100.7 mc., 18 hour daily with 100% duplication of WJHL.

Page 82 • August 30, 1948
PAPER'S EXPANDED AM, FM, TV NEARLY READY
WORK BEGUN early in September 1947 on an expansion program costing more than $500,000 for the Memphis Commercial Appeal! AM, FM and TV facilities are nearing completion, management of the station announced last week.

Two wings with floor space approximately 3,000 square feet have been added to the WMC transmitter building. One wing is for the accommodation of an RCA BTF-50A 60-kw FM transmitter which will enable the Commercial Appeal's FM outlet, WMCF, to increase effective radiated power from 18 kw to 261 kw. The station operates on Channel 25B (99.7 mc).

The other new wing houses the television transmitter of WMC's TV affiliate, WMCT, assigned Channel 4 (66-72 mc). The transmitter is an RCA TTS4A, 5 kw visual and 2.5 kw aural. Both video and audio outputs are fed to 2-section RCA super-turnstile antenna through two 3½-inch coaxial lines.

FM and TV antenna are mounted atop a 640-ft. uniform cross-section tower, which is one element of WMC's 4-tower directional array. Antennas 210 ft. above ground. The new tower replaces a 605-ft. tower formerly used as part of WMC's directional system.

Studies and control rooms for the television operations have been built in the Goodwyn Institute Bldg., in downtown Memphis. There will be two TV studios, a smaller one on the main floor 28 ft. x 34 ft. and a larger one on the stage of WMC's auditorium studio, which seats 1,035 people. Four studios in India and Pakistan states last year, have been added to the stage to accommodate TV.

NEW BOOK ON SCHOOL BROADCAST PLANNING

HOW TO PLAN and produce school broadcasts in which the pupils put on their own shows is described in detail in this volume.

Subjects covered include the running of a radio workshop, the building of programs from all the subjects in the school curriculum, the initial-to-final steps in writing the various kinds of broadcasts, directed directions for auditioning children, casting, rehearsing and broadcasting programs in which the pupils perform.

The author, Dr. Jennie Waugh Callahan, of Beloit College, New York City, points out that "there is an immediate need for additional radio courses in our colleges, universities and normal schools, to be offered in regular sessions as well as in summer and evening schools, which are designed to equip college students and teachers to conduct school radio workshops." She says her book would forget about immediate sale of the specific item and raise their sights to the larger objective.

Although Fred does not believe in mixing politics, which he considers fun, with business, his firm will handle three political campaigns this year as a favor to old friends. One is ex-Governor Langlie, running for re-election, and the others are candidates for Congress.

Business and "fun" keep him pretty busy, but Fred Baker has time for community service too. He has served on the executive board of the Seattle Area Council Boy Scouts for 15 years, and on the Camp Fire Girls board for even longer. He has also been active for years in the annual fundraising campaigns of the Seattle-King County Community Chest, and last year organized an unusual "sales training" program for volunteer solicitors.

Mr. Baker married the former Edel Peterson in 1929, and they have two sons, Bruce, 17, and Earl, 14. Both boys are interested in advertising.

Hobbies: Golf and fishing—"and I'd rather catch a ten-inch rainbow trout out here in the Puget Sound country than the biggest whale ever caught anywhere else."

Nothing Left to Give!
JACKPOT to end jackpots has been evolved by WIP Philadelphia. Winner not only wins hundreds of dollars worth of accumulated prizes but also the program itself. Station will give away its Try for Fun show for one day to the winner, the latter taking over the entire station during its one-half hour air-time, including production, m.c., etc. When the time comes, it will be a holiday for Mac McGuire, Try for Fun m.c.; his partner, Johnny Wilcox; producer-writer Ed Wallis, and Murray Arnold, program director, who conceived the idea of giving away giveaway show.

Quick Change was made by WKMH Dearborn, Mich., when it moved its transmitter and shifted frequencies between sign-off one day and sign-on the next. Station changed from 1 kw daytime on 1540 kc to 1 kw fulltime on 1310 kc. Transmitter was moved eight miles to a new four-tower array. Fred A. Knorr III, president and general manager of WKMH, and Orville L. Hubbard, mayor of Dearborn, are shown throwing the switch to start the station on its new frequency.

Indian Radio
New Nation Adheres to State

Radio in the new nation of India will continue for the present in the pattern of government operation by the British during their period of rule which ended a year ago, according to an Indian publisher and industrialist now visiting this country.

From Nath Nair, the Indian businessman, said in New York last week that tentative plans for commercializing All-India Radio, the state-controlled broadcasting system, which were discussed when he was in London a month ago, have now been shelved.

He disclosed, however, that All-India Radio has undertaken an extensive expansion project, with additional stations to be built in several of India's principal cities. Most of the AIR programs currently originate in Bombay, Calcutta, and New Delhi. The Mo 56 state of Pakistan is already operating stations in Lahore, Peshawar, and Dacca, and is planning another outlet in Karachi, Pakistan's capital.

The Indian leaders, particularly Indian Premier Pandit Nehru, are using radio extensively in reaching the people, mostly through community loudspeakers, he said.

was written "to aid instructors of these college courses and to serve as a text for the college students who are preparing to use radio broadcasting as a teaching tool."

Bibliography of the book includes a list of radio scripts available for school workshops. Manufacturers of radio-workshop equipment also are listed. There is also a summary of training in broadcasting now offered by colleges and universities.

On All Accounts
(Continued from page 10)

Quick Change was made by WKMH Dearborn, Mich., when it moved its transmitter and shifted frequencies between sign-off one day and sign-on the next. Station changed from 1 kw daytime on 1540 kc to 1 kw fulltime on 1310 kc. Transmitter was moved eight miles to a new four-tower array. Fred A. Knorr III, president and general manager of WKMH, and Orville L. Hubbard, mayor of Dearborn, are shown throwing the switch to start the station on its new frequency.
PARADE display of new Dodge cars at Crocker Park before 10,000 baseball fans used by KCKN Kansas City to promote its coming football broadcasts which will be sponsored by Kansas City Dodge Dealers. Taking advantage of fact that KCKN Baseball Announcer Larry Ray had already lined up 500 fans, by-play announcer for the football broadcasts, station used annual Baseball Radio Appreciation Night for its football stunt. Mr. Ray was honored on their Night with a trophy and gifts for his baseball work. At climax of ceremony, carcass of eight new Dodge cars wheeled into stadium and circled diamond. First Dodge was marked for "Larry Ray" and carried three mayors of Greater Kansas City, Boy Scouts rode in the other cars. First car was presented to Mr. Ray and others circled diamond. Each car carried banner of one of individual dealers who will sponsor football broadcasts.

Hidden Name
TO STIMULATE greater readership of its program schedule among agency timebuyers, WWDC Washington has started a gimmick which it calls "Rock- ster's Haul." Each week name of some agency person is "buried" in schedule among program listings. If person finds his name and calls station within week, he receives award of $5. First schedule sent that day names devoted front cover to explaining gimmick to readers. Success in selling spots has earned small notice reading: "Look through your schedule, it's a winner!" And the gimmick goes on with promise to pay off this week." Station reports excellent results.

'Bennie's Album'
SPECIAL record albums have been prepared by the Public Relations Department of Columbia Broadcasting System of St. Louis, Missouri entitled "Bennie," part character attribute must with "Bennie's Album." Album also has trade mark and appears on all advertising for agency's entertainment shows and in mentions show and WHCH. "Bennie's Album" also is being used by several other agencies, with both listeners and those advertisers who submit correct answers to music-related questions.

SPEARHEAD THE PROGRESS OF

Washington, D.C.

WASH
EVERETT L. HILLARD
GEN MGR

1312 13TH STREET, NW

PROMOTION

sponsors. Report will tell WCHS promo-
tion story to every account, large and small. Each account will be included in type of promotion regularly used by station with complete times for dates, and brief explanation.

WLBR Market Data
COMPLETE market data, survey, coverage area and program information is now available of station WLBR, licensed and operated by WLSR Lebanon, Pa. Folder has been mailed to all recognized agencies. WLBR has an average audience of 100,000 homes within a 25-mile area indicated by five-point star. Lebanon is center of sports of five major cities which are represented on coverage map as five points of star.

Interprets Hooper
FIRST in his column, he has pieces have been sent out by WIBS Columbus, S. C., and WLBR, Rochester. The pieces are illustrated with woodcut which is titled "WIBS Musical Stories," are mailed to all clients, station representatives, and potential clients. First issue includes two sheets: first was interpretation of complete Listening Index Share Audience Hooper and second with audience rail-

\[ \text{promotion} \]

Byer & Sons, who was appointed as manager of Nationwide Agency, has joined the agency.

RECEIPTS being used for joint promotion of WTAQ Worcester, Mass. "Your Specials" which are titled "WIBS Musical Stories," are mailed to all clients, station representatives, and potential clients. First issue includes two sheets: first was interpretation of complete Listening Index Share Audience Hooper and second with audience rail-

![Image]

WBZ-TV Survey
A TOTAL of 17,588 television receivers in the Boston area, according to a survey made by that station. Conducted during the week of Aug. 2, the poll was taken by means of personal inter-

\[ \text{promotion} \]

music help to "The Music in The House," program on WMEX Boston, station. This week's offering four-page promotion folder was shipped out in Boston area.

Road to Sales
"HOW TO Take the Road to Sales" is theme of NBC Western Division's four-page promotion folder issued to the station's 214 boosting points. First thing it says points out this remark: "A gift of the New Washer Sayers." Front cover of folder depicts a typical television set sitting in Model T near signpost marked "Sales." Inside the folder is the "Case of the Lamour Or An Elephant" and pictures of another elephant bearing Lamour. Folder goes on to explain that Noah Webster says that, by definition, that lady is not more exotic than an elephant since "exotic" means foreign. Program, then, consists of all words which have as its stars "delivers to an audience in its first comparison large enough to cover the size to many of the top, talent-heavy, national networks." TV News Letter
A TELEVISION news letter is being used at rubbing stations in San Francisco, to promote its forth-

KBTM-FM Emphasizing Sports in Programming
ALL BASEBALL games played by the St. Louis Cardinals, as well as other sports features, are included in the programming of KBTM-FM 101.9, which has been on the air since July 27. Station operates on a 1-10 p.m. daily schedule according to Jay P. Beards, manager.

Music Help
To AID listeners to "The Music in The House" program on WMEX Boston, station, this week's offering four-page promotion folder was shipped out in Boston area.

WHUR
SYRACUSE, N. Y.

You Can't Go Wrong When They Write!

Basic Mutual Network

10,997

listeners re-
psoned to one program, in a 10-week period!
FCC Decisions

August 26 Decisions

DOCKET CASE ACTIONS

Petition Denied

Adopted order denying petition of Twentieth Century-Fox Radio Enterprises, Inc., New York, to deny or cancel registration of call letters WFOX, New York, and setting the case for trial.

Access to Data

Adopted order granting petition of Times-Mirror Co. to to accept Telecasting on WJAS, New York, and setting the case for trial.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO AUG. 26

<table>
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<tr>
<th>Class</th>
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1839 on air. 127 are on air. 223 are on air.

COMPLETING contract arrangements are Mr. Rockenfeld (sealed), and M. C. Watters (sealed), WCOO vice president and general manager, and James Black, account executive, and Mr. Dixon.

made even more outstanding considering that Mr. Rockenfeld's show rooms are located eight miles from downtown Cincinnati.

CBSh Seeks Stock in KTVT at L. A.

Times-Mirror Would Still Hold 51% Interest in Outlet

APPLICATION for assignment of the construction permit for KTTV (TV) Los Angeles from the Times-Mirror Co. to KTTV Inc., new firm in which CBS acquires 51%. Interest, was filed formally with FCC last week [BROADCASTING, May 31]. The newspaper retains 49% interest.

Terms of the deal call for the payment of $382,500 by Times-Mirror, including $313,906.21 in equipment and other expenditures and $68,593.79 in cash. CBS will make a cash payment of $367,500. The expenditures made by Times-Mirror are as of July 11, date of the agreement, and any additional expenditures made by either party after that date will be repaid by KTTV Inc. after the transfer is approved.

CBS may terminate the contract after Oct. 1 if Commission approval is not received by that time and either party may terminate if the transfer is denied.

Common stock in the extent of 10,000 shares is authorized in KTTV Inc. with 7,500 shares subscribed. Times-Mirror will hold 7,500 (or 88.8%) of the subscribed shares.

Representatives of both Times-Mirror and CBS will serve on the board of directors of KTTV Inc. Pending the approval, the newspaper will be President Norman Chandler, president; Treasurer H. W. Bowers, treasurer; Vice President Phillip Chandler, Vice President Harrison Chandler and Assistant Secretary Omar F. Johnson. Representing CBS will be President Frank Stang, vice president; Carroll Black, vice president; Chandler, vice president; and CBS Attorney Ned Marr, secretary.

CBS now has one television station, WCBS-TV New York, and has applications pending at Chicago, Boston and San Francisco. Sale of 55% interest in WTOP in Washington, D.C., to the Washington Post is now awaiting FCC approval [BROADCASTING, May 24]. Plans call for filing by the CBS-Post combination of an application in Washington for Channel 20 (204-210 MHz).

The KTTV construction permit is for Channel 11 (198-204 MHz) at Los Angeles. Estimated cost of construction is listed at $499,015.

August 10, 1948 • Page 85
FCC CALLS CONFERENCE ON TV ALLOCATION

EXTENSIVE REVISION of 2½-year-old television allocation standards and future procedures in video allocation to be considered at FCC-Industry Conference Sept. 13, Commission ordered Friday. Object: To base national TV allocation plan on best available engineering data.

Indicating it is studying question of revising standards to incorporate tropospheric propagation effects as well as collateral problems of directional antennas, power and antenna height restrictions and whether protected contours should be changed, FCC stated conference would consider:

1. Whether FCC should initiate proceedings to re-adopt TV allocation standards on basis of new data and to final decision in its proposed national TV channel reallocation announcement July 8 (ABR, MARCH 19).

2. If standards are to be revised, what policy should be adopted with respect to applications now pending before Commission.

3. What procedures should be adopted in order that revised standards may be based on best available engineering information.

Commission emphasized purpose of conference is to discuss substantial questions which may be presented by the record concerning the adequacy of existing Rules and Standards to achieve the soundest allocation plan, and not to discuss engineering details or suggestions in relation to such questions." Proposed standards are invited, FCC said, and participants should notify Commission by Oct. 6 to permit making agenda.

FCC notice stated during hearings on proposed allocation changes reported in May, Commission received no testimony regarding effects of tropospheric interference on present and proposed allocations [BROADCASTING, July 5, Aug. 2]. It was noted present standards, adopted Dec. 19, 1945, do not include specific data on tropospheric propagation. FCC said for past several years it has been conducting measurements on tropospheric signals in PM and TV frequency ranges looking toward preparation of propagation curves and their inclusion in standards.

Commission indicated claims made during reallocation hearings on serious effects of troposphere "are in general supported" by FCC's studies.

GET CHICAGO NBC TV POSTS

CHARLES L. TOWNSEND and Courtney Snell, video control engineers with NBC in New York, will move to Chicago early in September as television operations supervisor and field supervisor respectively of WNBQ, NBC TV station now under construction in that city and scheduled to begin operations in December. Mr. Townsend started in radio as an operator at WLS Chicago, in 1931, joining NBC in that city as a studio engineer and transferring to New York and television in 1937. Mr. Snell joined NBC as a page in New York City, in 1935, working his way up through field, developing and studio engineering to video work in 1945.

CLYDE SCOTT STRICKEN

CLYDE SCOTT, general manager of KECA, ABC's Hollywood outlet, was stricken with heart attack late last week. His condition reported as "fairly good" as BROADCASTING went to press.

FURTHER HEARING ASKED BY WOWO, ATTACKING WLB

REOPENING of hearing in petitions of WOWO Fort Wayne, Ind., Westhinghouse station, for increase from 10 to 50 kw on 1190 kc and WL B Brooklyn, owned by Dorothy S. Thackrey, asking increase from daytime to unlimited on 1190 kc, sought in petition filed Friday by Dow, Lohnes & Albertson for WOWO.

WOWO contends issues should be enlarged to include amount of time Mrs. Thackrey devotes to management of WL B; station's horse race programming; musical programming; advertising policies; determine if lottery laws are violated and if liquor advertising is carried by WL B. In petition, signed by Clair L. Stout of law firm, WL B's programming is alleged to differ from proposed policies as given at the 1946-47 hearings in the case.

SMALLEY GETS KGIL CONTROL

MAJORITY control of KGIL San Fernando, Calif., passed from Charles Allen estate to P. J. Smalley following meeting of board of directors subject to FCC approval. Price not disclosed. Mr. Smalley once commercial manager of KFVD Los Angeles and account executive of KKKD same city. He takes over as KGIL president and general manager, replacing Gil Patrledge, who remains as director. Howard Gray, former commercial manager, is now also a vice president; Ivan P. Andes is secretary, Howard Gambrill treasurer.

HARLINGEN TV APPLICATION

NEW TV APPLICATION filed at FCC Friday for Harlingen, Tex., by Leo E. Owens doing business as Harlingen Television Co. Facilities sought: Channel 9 (194-198 mc), ERP 2.81 kw visual, 1.41 kw aural, antenna 459 ft. Estimated cost $109,000, first year operating cost $84,000, revenue $70,000. Mr. Owens is chief owner FM stations KRC, Richmond, Calif., KV KO Harlingen, KVMR McAllen and KYRO Brownsville, Tex., in which cities he publishes daily papers.

CONFER WITH MULLEN

KEY executives of G. A. Richards stations conferred last week with President Frank E. Mullen in Detroit on public service programming, advertising and promotion and station operations. Conferences included Harry Warner, assistant to president, and general manager of WJR Detroit; John F. Patt, vice president and general manager of WGR Cleveland, and Robert O. Reynolds, vice president and general manager of KMPC Los Angeles.

PETITIONS DENIED

MEMORANDUM opinion and order adopted by FCC last Friday denying petitions of nine stations for reconsideration or postponement of effective date for two years of Commission's decision in 1.324 abolishing practice of permitting AM stations, under special temporary authority, to broadcast beyond hours specified in their licenses. Denied petitions: licenses of KTBI, WEAS, WPWA, WHIM, KXRN, WHIB, WLA D, WSPT and WAUX.

RADIO VIENNA TO BECOME COMMERCIAL OUTLET SEPT. 1

RADIO VIENNA (RAVAG), government-owned but independently operated, will become commercial station Sept. 1. Herbert Rosen, president, International Media Corp., New York, said station decided to go commercial to meet increased operating expenses, rather than boost monthly fee paid by listeners.

Operating on medium wave with 10 kw power, Radio Vienna is scheduled to increase to 100 kw next year, the power it held before transmitter was destroyed during war.

PFLAUM CLOSES AGENCY

STANLEY PFLAUM ASSOC., Chicago, will close its offices tomorrow (Aug. 31) and Stanley F. Pflaum, president, will make his permanent home in California. He has announced no future plans. Harold S. McGuire, vice president, will join William Balsam Agency, Chicago, which is taking over Pflaum accounts.

3 TV DISMISSALS

THREE TV applications dismissed by FCC last week included those of applicants: McKinnon Publications, Channel 6 (82-88 mc), San Diego, Calif.; San Diego Broadcasting Co. (KUSN), Channel 10 (192-198 mc), and Pacific Int. (WABY), Channel 2 (54-60 mc), Albany. Six applicants left for three channels in San Diego. Hearing set Sept. 7.

CAHN GETS ABC VIDEO POST

GEORGE N. CAHN, production manager of WPIL-TV Philadelphia, named studio director on ABC's western division video staff effective Sept. 6.

WLOU APPOINTS COOKE

WLOU Louisville has appointed Donald Cooke Inc. as national representative, according to Fred Darwin, WLOU program and sales manager.

Closed Circuit

(Continued from page 4)

of Philharmonic Sunday Symphony concerts on CBS, starting in October. If imminent deal goes through, it will mark fourth year 18-year series has been sponsored.

ANDREW JERGENS Co., Cincinnati, said to be looking for dramatic show as replacement for Walter Winchell in January. Robert W. Orr & Assoc., New York, is agency.


PROPOSAL to require new station applicants to advertise so competing bids may be filed (as under Avco procedure in sales) almost passed FCC fortnight ago. Idea now being kicked about in division house at Commission.

PHILIP MORRIS reported planning sponsorship of transcribed half-hour Kate Smith afternoon show weekdays on Mutual. Agency: Cecil & Presbyre.

GENE AUTRY's radio interests expected to extend to television via application for Phoenix outlet.

BROADCASTING • Telecasting
The KMBC-KFRM Team is doing the job!

Cook Chemical Co.
935 North Wabash
KANSAS CITY 1, MO.

August 6, 1948

Radio Stations KMBC & KFRM
Pickwick Hotel
Kansas City, Missouri

ATTENTION: Arthur Church, Please . . .

The Agricultural Chemical field is a new field which, in our opinion, in the near future will be one of the basic industries in the Middle West. In view of the fact that it is now, it will necessitate educating farmers to the proper use of Agricultural Chemicals.

For the above reason, we have been sponsoring at 6:55 A.M., Monday, Wednesday and Friday, Ken Parsons on his "Better Farming Program" on KMBC and KFRM.

Results to date prove the farmer and dealer alike are interested in this new field, from the many inquiries we have received from this program. Thanks to the KMBC-KFRM Team for its complete coverage of this rich farming area.

C. W. Grodke

Here's an advertiser who is interested in coverage. And, he is one of a number who are using The KMBC-KFRM Team! The KMBC-KFRM Team is the only single broadcaster to completely cover the actual Kansas City trade area. This comprehensive coverage is specifically designed to give the advertiser an economical means of reaching those millions of consumers who look to Kansas City as their trade capital.

With programming from Kansas City, The Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people... all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from The KMBC-KFRM Service Farms.

The KMBC-KFRM Team Serves 3,659,828* People

*1940 Census

7th Oldest CBS Affiliate

Represented Nationally by FREE & PETERS, INC.

Owned and Operated by Midland Broadcasting Company
Leads in Share of Audience

159 out of 168 Quarter-Hours!

More people in central and western Oklahoma listen to WKY between 6 p.m. and midnight throughout the week (with the exception of nine quarter-hours) than to any other station.

WKY’s average nighttime audience is three and a half times that of the second station, 7.8 times that of the third station, and 8.2 times that of the fourth.

While topping all competition in number of listeners, WKY foots the list in the cost of reaching them. WKY delivers from two to four times as many listeners per dollar as any other station serving this area.

The way to deliver your selling story to the most listeners in Oklahoma at the lowest cost, either day or night, is to put it on WKY.

*1948 LISTENER DIARY STUDY was conducted by Audience Surveys, Inc., in 41 counties in which WKY has 50%-or-more BMB coverage day and night. An accurate cross-section of families in this area kept a record, entered by hand, of their complete listening for one full week. Full details available from WKY or Katz Agency representatives.

WKY OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN — OKLAHOMA CITY TIMES — THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS — KLZ, DENVER, (Affiliated Management) — REPRESENTED BY THE KATZ AGENCY, INC.