The inevitable westward march of empire — people, industry, ideas, money and opportunities — has brought to the Denver area a new era of industrial and commercial enterprise.

"Enterprise Unlimited" is a new KLZ program, voiced by the prominent Denver actor and narrator, Richard Woellhaf, left, to acquaint westerners with their vast, new opportunities and with what adventurous, bold and courageous thinking is doing to take advantage of them.

WHOLESALE DISTRIBUTION Denver, western hub of rail, motor and air transportation, is distribution center for the Rocky Mountain Empire, an area nearly one-fourth the size of the entire U.S. Last year Denver wholesalers did a volume of $813,398,000, ranking 28th in the nation. A substantial factor in creating the demand for this volume of merchandise is the product promotion absorbed by the people of this region as they listen to their favorite programs over KLZ.
Over 40% of the new 250 watt stations granted since May 1, 1948, have bought the GY-48 Equipment

That may be a record. But whatever it is you can be sure that it shows unusual acceptance of the GY-48 Radio Station. Why?

Because it's complete, easy to install, the price is low and the quality high. The GY-48 is not just a bargain—it's an opportunity to start your radio station off right and to keep it that way.

Get the details on the GY-48 immediately. Your inquiry will bring a prompt reply.
Buying time in New England is like having guests for dinner. You need the best china and enough of it.

Set the table the Yankee way and you can be sure you will have enough plates to go round. With Yankee it is possible to reach 24 markets in this six-state area. You need not slight any one of them. You can realize the full sales potential of each market through its local Yankee home-town station.

Yankee's 24 home-town stations, with their Yankee Network audience, provide the most complete radio coverage of New England with local acceptance in every market, full dealer co-operation everywhere.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
DISTRESSED over cost in dollars and, more particularly, man-hours, invested in preparing entries for promotion awards competitions, network promotion men have been informally discussing value of such expenditures. No action taken but four-network agreement to stay out of all such competitions is distinct possibility.

PENS WERE POISED as Broadcasting went to press over final contract for sale of KLZ Denver for overall figure near $500,000 to Aladdin Television Co. representing Fox Intermountain theatre interests [CLOSED CIRCUIT, Aug. 30].

DESPITE earlier NBC turndown of purchase offer by Capitol Records for its Thesaurus, it's understood new negotiations are underway.

MALE influence behind apparent drift of industry segments toward one overall trade association is inability to raise enough money to support collaborative organizations. With TV stations seriously considering proposals for NAB merger, similar proposal may be raised at FM Assn. convention later this month.

UNDERSTOOD that FCC Chairman Wayne Coy has dropped plan to attend Mexico City high-frequency conference, with possibility member of Commission will attend. Problem of U. S. delegation vice-chairmanship not yet settled.

ON DESK of Interior Secretary Krug is set of rules specifying details of what radio stations can and cannot do in broadcasts from national monuments. Curious angle in set of proposed bans on commercial radio is personal anti-radio feeling of two policy level bureaucrats.

LIFTED-EYEBROW technique with which FCC is getting results in at least some cases: When renewal application shows little local live talent, FCC staff members call it to station's attention; station amends to provide additional local live; FCC grants renewal but notes that local live is still low, says station apparently is trying to improve, asks for progress reports from time to time.

USE of meter devices seriously considered by BMB. Survey organization will call in meter inventors and users to probe place of mechanical technique in its future audience analyses.

LOOK for realignment in FCC Law Bureau when and if FCC adopts its proposal to eliminate proposed decisions and change motions procedures [BROADCASTING, Aug. 23], plus other revisions reportedly on foot. Final changes would substantially enhance Law Bureau's position. There may be revival of plan (Continued on page 86).

PILLSBURY SPONSORS - Pillsbury Mills (Pillsbury's Best Flour), Minneapolis, has bought 15-minute segment of five-week College of Fun and Knowledge, quiz show featuring Ray Kyser, and Galen Drake, five-week commentary, both effective Sept. 4 over ABC Agencies, McCann-Erickson, Minneapolis, and Leo Burnett, Chicago. Kyser series to be in time slot now held by Breakfast in Hollywood.


QUAKER OATS SIGNS - Quaker Oats Co. (Puffed Wheat and Puffed Rice) has signed with ABC for Challenge of the Yukon, Mon.-Wed.-Fri., 1:30 p.m. (CDT) or starting Sept. 13. Agency, Sherman-Marquette, Chicago.

UNION FOR VM - International Brotherhood of Bakers, Ship Builders & Helpers of America (IBBISHA) has brought 8-8:30 p.m. period on ABC on Sept. 15 for forum broadcast on Taft-Hartley Law.


FIGHT SPONSOR - Ballantine Beer & Ale through J. Walter Thompson Co., expected to sponsor Tournament of Champions bouts on MBS Sept. 21 at Jersey City. Contract hinges on video rights clearance.


MOTOROLA RENEWAL - Motorola Inc. renews Nature of Things on NBC video network 13 weeks through Dec. 22, Thurs. 8:15-8:30 p.m. Agency, Gourfain-Cobb, Chicago.


OIL COMPANY SCANS TV

STANDARD OIL OF INDIANA officials last week conferred with representatives of News Map of the Week, published in Chicago, with an eye to televising current events show should find deele material provides suitable basis for video programming.
Mr. Martin Campbell
Radio Station WFAA
Dallas, Texas

August 12, 1948

Dear Mr. Campbell:

As you know, for the past three years, our client, the Armstrong Packing Company, has sponsored the 15-minute comedy program, "Hackberry Hotel," broadcast Monday through Fridays over station WFAA-570, 12:30 - 12:45 P.M., and locally created and produced by your staff.

We are more than unhappy that a change in policy by our client makes it necessary to drop this program. We think there is no better program of its type on anybody's air, than Hackberry Hotel. It is just plain amazing what chuckles, and what suspense, two characters can keep in this compact little show. That it drew 23,585 requests for "Little Willie's Joke Book" is all the proof you would need.

We always hoped this show would wind up on a network; but changes in our client's distribution patterns have always stood in our way. And we have shed salt tears not to have another client ready to take the show over. Someone is missing a whale of a bet.

Cordially yours,

C O U G H M A N
Advertising Agency
Tops is Spot spelled backwards — Spot is tops speller backwards. As a matter of fact, Spot & Tops spelled backward or forward.

Spot Radio — or oidor tops, if you want to continue the reverse English — is the most efficient radio you can buy.

The stations play a big part in keeping it that way.

Any advertiser can — and most advertisers should — use Spot Radio
Here's a farm audience with the wherewithal to buy what it wants.

We have two good reasons for saying "WFBM covers this plush farm market effectively." Programming—and Harry Martin, Harry is our full time Farm Editor—and he's a genuine farmer's Farm Editor, because he is a farmer. Harry's on the air six days weekly, early morning and midday. (His "Hoosier Farm Circle" is 12 years old.)

Programming? Lots of farm news—prices, trends, local events and personalities. Music—the kind our farm audience likes. Complete weather coverage (WFBM was first in this area with hourly revised weather information!).

Thirty-seven Central Indiana counties produce in the neighborhood of a third of a BILLION DOLLARS of farm income. These counties are the ones in which WFBM is credited with coverage of 10% or higher. (In 13 of these WFBM registered 50% or higher.)

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

**Feature: Looking for "Blue Chips" in Blue Jeans?**

A third of a BILLION DOLLARS ain't alfalfa!

HARRY MARTIN  
Farm Editor  

WFBM  
INDIANAPOLIS  

**BASIC AFFILIATE:** Columbia Broadcasting System  
Represented Nationally by The Katz Agency  
Associated with: WDFD Flint — WOOD Grand Rapids — WEOA Evansville  

**BFROMCASTING**  
**TELECASTING**

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Second issue: Network Boxscore; Public Interest  
Third issue: Trends Survey  
Fourth issue: Milestones  
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At Washington Headquarters  
SOL TAIHOFF  
Editor and Publisher

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to 46

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117 Harbour Commission Bldg., ELYRIA 9775

James M. Lagiagia

Broadcasting * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting and the News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1933 and Broadcast Reporter in 1938.

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

BROADCASTING  •  Telecasting
Money talks in many ways. It speaks of progress when it is used to produce new wealth, new convenience, new beauty. In Tulsa money is talking that way in a very loud voice. And where money is being employed for constructive projects the people in that area have new money to spend for necessary and luxury items. There is a great deal of new money in Tulsa today!

If you want to get your share of this spendable income tell Southwesterners about your products over the station Southwesterners prefer—KVOO, Oklahoma's Greatest Station—"home folk" to the Southwest since 1925.

**HERE’S HOW MONEY TALKS IN TULSA, TODAY:**

- $17,865,900.00 . . . Bond issue expenditure by the City of Tulsa to expand water and sewer facilities
- $ 6,000,000.00 . . . New downtown office building under construction
- $ 2,000,000.00 . . . New downtown office building under construction
- $10,000,000.00 . . . Major oil company research center under construction
- $43,000,000.00 . . . . . . . . Completed residential building this year
- $ 1,800,000.00 . . . . . . . . . School building program authorized

Tulsa leads all major cities of the Southwest in business gains according to Department of Commerce figures.
Products advertised on WSM — from cold cream to cream shampoo — bear a unique family resemblance. Because all WSM advertised goods carry a special seal of approval — an invisible label that our listeners have learned to use as their buying guide.

If they hear about it on WSM they know it merits their confidence. That’s why WSM in this 7½ million market is a powerful sales factor that can move mountains of cosmetics and other products.
Get your business out there with the Mostest in your battle for WATERLOO (IOWA)

It's one of the most important markets in northeast Iowa—where WMT is the No. 1 station. It's a market worth conquering, a prosperous industrial city of 65,000, widely known for farm machinery and meat packing. Waterloo led the nation in percentage of increase (35%) in business volume for '47 over '46, as evidenced by bank debits. And it's the shopping center for the rich surrounding agricultural section.

Conquer Waterloo too with WMT—the big gun in Eastern Iowa radio, the area's only CBS outlet. Ask the Katz man.

NEW BUSINESS

ABELSON's, New Jersey jewelry chain, to begin radio advertising campaign. Prepared by Sawdon Adv., New York, it will include 24 programs and more than 100 spots weekly on WNEW and WOVO New York, WPAT Paterson, N. J., and WNJR and WAAAT Newark, N. J.


SIXTH ARMY'S recruiting program, which includes spot radio in eight Western states, awarded to Russell, Harris & Wood, San Francisco.


FLEMING-HALL TOBACCO Co. (Sano cigarettes, cigars and pipe tobacco), which appointed Deutsch & Shea Inc., anticipates nationwide local spot radio campaign beginning this fall. Further details not set.

ALEXANDER'S DEPARTMENT STORE, Bronx, N. Y., through William Warren Agency, New York, Sept. 18 for 41 weeks simultaneous broadcasts of Alexander's Quixdom Class over WJZ and WJZ-TV New York, Sat., 6:30-7 p.m.

ROBERT SIMPSON Co. Ltd., Montreal (chain department store), will test price mention spot announcements in Montreal area during September, when price mentions are permitted for first time in Canada. Success of campaign may see it extended throughout Canada in cities where company has stores. Agency: Assoc. Broadcasting Co., Montreal.

TAYLOR AUTOMOBILE Co., Los Angeles, shifts account to Lockwood-Shackelford Adv., that city. Radio budget of approximately $120,000 is planned for coming year.


FLORENCE LUSTIG, New York woman's fashions specialty store, appoints Bobley Co., New York, to handle advertising campaign. Television will be used. HARRY W. BOBLEY is account executive.

OPEVE LTD., Rio de Janeiro, appoints McCann-Erickson's office in that city to handle Brazilian advertising of its L. T. Piver Perfumes. Test campaign during final quarter of 1948 will be followed by nationwide radio campaign in 1949.

COCA-COLA BOTTLING Co. of Puerto Rico signs for series of 13 15-minute programs three times weekly on WKAQ San Juan, starring RUTH FERNANDEZ, singing star.

UNITED STATES STEEL EXPORT Co. (institutional) and CARTER PRODUCTS (Carter's Little Liver Pilla and Arrid) appoint Sydney office of J. Walter Thompson Co. to handle their advertising in that city.

Network Accounts

R. J. REYNOLDS TOBACCO Co. buys 7:30-8 p.m. time period Sat. on CBS for Vaughn Monroe Show, beginning Oct. 2. Program, currently heard Mon., 10:30-11 p.m., will be replaced in that period Oct. 4 by Bob Hawk Show, also sponsored by Reynolds, on behalf of Camel Cigarettes [Broadcasting, Aug. 30]. William Esty & Co., New York, is the agency.


ARMOUR & Co., Chicago, Sept. 18 starts Stars Over Hollywood on CBS, (Continued on page 72)
Yeah, but can he lift a sales curve?

(for a much neater trick, see back page of insert)
<table>
<thead>
<tr>
<th>Day</th>
<th>Network</th>
<th>Time (EST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>MBS</td>
<td>6:00 P.M.</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td></td>
</tr>
</tbody>
</table>

**EXPLANATORY NOTES**

**TUESDAY**

- PM, Star Wars: Episode IV: A New Hope, 6:30-10:00 PM
- 9:30 P.M., Star Trek: The Search for... (5/14)
- 9:45 P.M., Star Trek: The Search for... (5/14)
- 10:00 P.M., Star Trek: The Search for... (5/14)
- 10:15 P.M., Star Trek: The Search for... (5/14)
- 10:30 P.M., Star Trek: The Search for... (5/14)
- 10:45 P.M., Star Trek: The Search for... (5/14)

**SUNDAY**

- PM, Star Trek: The Search for... (5/14)
- 9:30 P.M., Star Trek: The Search for... (5/14)
- 9:45 P.M., Star Trek: The Search for... (5/14)
- 10:00 P.M., Star Trek: The Search for... (5/14)
- 10:15 P.M., Star Trek: The Search for... (5/14)
- 10:30 P.M., Star Trek: The Search for... (5/14)
- 10:45 P.M., Star Trek: The Search for... (5/14)

**MONDAY**

- PM, Star Trek: The Search for... (5/14)
- 9:30 P.M., Star Trek: The Search for... (5/14)
- 9:45 P.M., Star Trek: The Search for... (5/14)
- 10:00 P.M., Star Trek: The Search for... (5/14)
- 10:15 P.M., Star Trek: The Search for... (5/14)
- 10:30 P.M., Star Trek: The Search for... (5/14)
- 10:45 P.M., Star Trek: The Search for... (5/14)

**WEDNESDAY**

- PM, Star Trek: The Search for... (5/14)
- 9:30 P.M., Star Trek: The Search for... (5/14)
- 9:45 P.M., Star Trek: The Search for... (5/14)
- 10:00 P.M., Star Trek: The Search for... (5/14)
- 10:15 P.M., Star Trek: The Search for... (5/14)
- 10:30 P.M., Star Trek: The Search for... (5/14)
- 10:45 P.M., Star Trek: The Search for... (5/14)

**THURSDAY**

- PM, Star Trek: The Search for... (5/14)
- 9:30 P.M., Star Trek: The Search for... (5/14)
- 9:45 P.M., Star Trek: The Search for... (5/14)
- 10:00 P.M., Star Trek: The Search for... (5/14)
- 10:15 P.M., Star Trek: The Search for... (5/14)
- 10:30 P.M., Star Trek: The Search for... (5/14)
- 10:45 P.M., Star Trek: The Search for... (5/14)

**FRIDAY**

- PM, Star Trek: The Search for... (5/14)
- 9:30 P.M., Star Trek: The Search for... (5/14)
- 9:45 P.M., Star Trek: The Search for... (5/14)
- 10:00 P.M., Star Trek: The Search for... (5/14)
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- 10:30 P.M., Star Trek: The Search for... (5/14)
- 10:45 P.M., Star Trek: The Search for... (5/14)
CBS keeps pulling programs out of its hat which continue to amaze the critics. Last winter Variety called CBS Package programs "the swiftest payoff in network annals." The other day Newsweek said CBS had "the most successful show packaging operation in the industry." Shows that earn such praise can lift your sales curve.*

*For details, write CBS, New York.

CBS - where 99 million people gather every week!
Ford Sibley, former vice president of Foote, Cone & Belding, Los Angeles, appointed manager of agency's San Francisco office, succeeding L. G. Moseley, resigned to join Biow Co., San Francisco.

J. Edwin Chapman, former advertising director of Carson, Pirie, Scott and Co., Chicago, elected a vice president of Earle Ludgin Agency, Chicago. He has been with Ludgin since 1944, when he started as account executive.

Joseph R. Coolidge, formerly with United-Carr Fastener Corp., joins Van Diver & Carlyle Inc., New York, as assistant to Wayne Wirth, vice president and director of television.

Peter Hurst, partner in Harrington, Whitney & Hurst, San Francisco and Los Angeles, resigns to become advertising director of National Assn. of Transportation Adv., New York. Agency will continue under present name.


Alberto Pillado, formerly in foreign department of McCann-Erickson, rejoins agency as radio director of San Juan office.


Mann-Ellis Inc., general advertising agency, formed at 33 W. 42nd St., New York, by Kurt J. Mann, former vice president of Ellis Adv. Both radio and television accounts will be handled.

T. F. Brennan elected vice president and copy director of Ruthrauff & Ryan, New York.

Sherwood King joins Abbott Kimball Co., Los Angeles, as copywriter.

Bill Byles, radio director of Spitzer & Mills Ltd., resigned Sept. 1, to become supervisor of radio for Young & Rubicam Ltd., Toronto.

Ralph Hart, assistant to Mr. Byles for some years, named to radio directorship.

Francis X. Timmons, former assistant promotion manager of Washington Post, joins Courtland D. Ferguson Inc., Washington, as chief copy writer. Eugene M. Kresan appointed production manager.

Ray-Hirsch Co., New York, moves to 37 W. 57th St. Telephone: Murray Hill 8-3515. Research department continues at old location, 7 E. 42nd St.


Mouncey Ferguson, formerly with Kudner Agency, New York, joins creative staff of Griswold-Eshleman Co., Cleveland, Ohio.

Robert L. Hail joins Ted Levy Adv., Denver, as account executive.


Fulton Arnold, sportsman and former account executive at WTTM Trenton, N. J., opens advertising agency in Trenton. He will continue sports program on WTTM.

P. B. Hillman, formerly of San Francisco News advertising department, joins Elliott, Daly & Schnitzer, San Francisco.


Dr. Vergil Reed, associate director of research, J. Walter Thompson Co., New York, named to serve on U. S. Secretary of Commerce's Travel (Continued on page 84)
Feature of the Week

Mr. Ackerman with one of the trucks bearing his slogan.

THE SAYINGS of radio people are often repeated, but seldom so widely as the slogan used by Paul Ackerman on WING Dayton, Ohio.

Mr. Ackerman, who has been head of the Dayton Automobile Club for the past 25 years, has been featured since 1940 on the Road Reporter program three times a week on WING. The show includes traffic safety announcements and reports on road conditions throughout Dayton and Montgomery County.

Since his first broadcast, Mr. Ackerman has closed the program each time with his personal advice, “Keep Yourself Under Control and Your Car Will Be Under Control.”

This saying has become well known in the Dayton area, the station reports, and has been adopted by various industries throughout the area. One of the most recent adopters has been the Ohio Box and Lumber Co.

The slogan has been painted on the back of a number of the company’s trucks which cover the 48 states.

Road Reporter is sponsored by T. D. and P. A. Peffley Inc., local automobile dealer.

On All Accounts

GEORGE M. BURBACH Jr. is a man who has to make certain he places the “Jr.” after his name, as he is the son of George M. Burbach, general manager of KSD and KSD-TV St. Louis. Like his father, George Jr. has been in radio a long time, and is now assistant to the vice president and radio director of Federal Advertising Agency, New York. He started in the industry in 1932, when he made radio surveys.

George Jr. was on the editorial staff which produced the first Broadcasting Yearbook in 1934. At the completion of the assignment he joined NBC New York in the sales department where he remained for eight years.

In 1942 he became assistant sales service manager of Mutual, working out of New York. McCann-Erickson learned of his talents in this line and in 1945 hired him as business manager of its radio department. There he handled radio business for such clients as Westinghouse, International Harvester, Emerson Drug, Gruen Watch and National Biscuit Co.

In his present position with Federal he helps formulate the radio and television activities of American Safety Razor Co., Lever Bros. (Breeze), Trommers Beer, Durkee Foods, Gerber Products, Harriet Hubbard Ayer and others.

George Jr. is keeping an alert watch on television for Federal — principally, perhaps, because he has studied the medium thoroughly, and inadvertently because he has had a TV set of his own for some time, and his personal interest is keen. He says his ardor for radio is waning a trifle.

His interest in viewing television (Continued on page 71)
Throughout North Dakota, farming is BIG BUSINESS. 81.4% of North Dakota farms have tractors (against 34.2% for U. S.)—85.5% have automobiles (against 62.0% for U. S.)—average farm-products value is $5663 (against $3148 for U. S.). And Red River Valley farmers are definitely more prosperous than North Dakota farmers as a whole!

In the Red River Valley, everybody listens to WDAY. This shows up in our Fargo Hooperatings (send for them!)—also in our mail-pull. On one local program recently, for instance, we offered a photo of the cast. 15,000 requests came in. Write us—or phone Free & Peters—or ask your local representative!
PUSHING ahead with no sign of a summer slump, American television the first week in August (Aug. 1-7) chalked up a total of 282 hours and 57 minutes of commercial time, sponsored by 301 advertisers on 30 stations in 19 markets, according to the latest Rorabaugh Report on Television Advertising.

Third in a monthly series of surveys of video's commercial progress made by the Rorabaugh organization, the August report is the first to present a complete picture of commercial television. It is based on reports from the four TV networks and from 32 individual video stations, comprising all which were in commercial operation at that time.

Of the stations reporting, WIZ-TV New York did not officially begin operations until Aug. 10 and so had no business to report on during the first week of the month;

WATV Newark had cancelled its commercial schedule pending technical adjustments to improve its New York City coverage, and

WNAC-TV Boston was operating on an "informal schedule," accepting network programs but not yet selling local time.

Report shows that during the week TV advertisers included 18 sponsors of 21 network programs; 122 spot video advertisers, six of them also in the network list (Allen B. DuMont Labs, General Electric Co., General Foods Corp., Gillette Safety Razor Co., Motorola Inc. and Pioneer Scientific Corp.), and 197 local users of video advertising.

Breakdown by industry classifications reveals advertising of radio and video sets at the top, with 54 TV sponsors, chiefly local dealers in TV receivers. Automotive advertisers come second, totaling 45, mainly local dealers in new and used cars. Beer advertising ranks third, with 30 brewers using TV time on one or more stations (See Table I for complete industry breakdown).

Geographically, Philadelphia maintained its top position for the third consecutive month with 86 active accounts, well ahead of second-place New York, which totaled 65 video sponsors during the first week of August. Baltimore ranked third with 62 accounts and Washington fourth with 60. Washington and New York were tied for leadership in the network column, with 21 network commercial programs apace. New York led in the spot field with 38 accounts, but could show only six local TV advertisers, far behind the 35 local accounts on Philadelphia's three video stations (Full breakdown in Table II).

Sports broadcasts accounted for more than half (53.5%) of the total commercial video air time during the opening week of August. The 145 hours and 10 minutes devoted to video sportscasts is approximately five times as much as that taken up by the second ranking program class, variety shows, which occupied 29 hours and 25 minutes, 11.2% of the total. News was third from the standpoint of commercial time with 23 hours and 36 minutes (9.0%), and dramatic programs fourth with 16 hours and 50 minutes (6.4%) (Table III).

With sports accounting for so much of the video sponsored time, it is natural that remote broadcasts, which sports mostly are, should also register strongly in the time consumed column, accounting for 136 hours and 30 minutes, or 52% of the total commercial time. Live studio shows totaled 59 hours, 20 minutes, or 22.5%; filmed programs took up 52 hours, 43 minutes, or 19.7%, and combination live and (Continued on page 41)

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In Maryland, it's WMAR-TV for Cultural Programs

Baltimore's magnificent Museum of Art occupies an unique and lively place in the consciousness of Baltimoreans as a center of many kinds of art—music and drama as well as sculpture and painting.

Television has awakened additional interest among Baltimoreans for their Museum of Art. From the stage of its 440-seat theater, WMAR-TV presents a wide variety of programs each Sunday, drawing on the rich resources of the Museum and on the artistic ingenuity of the Museum staff for recurrent evidence that "Art Can be Fun." Here also, Baltimore's teen-agers take a weekly dip into the delights of debate and discussion of their special problems; visiting celebrities stop by for chats with Drama Critic Donald Kirkley of The Sun, and frequent programs of commemoration attract a wide range of talent.

On the same stage, Sophocles' "Electra" was televised for the first time in its 24 centuries (in a brilliant performance by the Johns Hopkins Playshop); the ancient miracle play "Everyman" was brought to television by Loyola's Mask and Rapier Society; and the Children's Experimental Theater has made its most impressive excursions into drama. WMAR-TV's cameras have faithfully carried these signposts of civilization to wide Sunday audiences.

In Maryland, it's WMAR-TV for the Best in Television every day of every week.
NEW QU MUSICAL-VA

STARRING FREDDY MARTIN And His ORCHESTRA

SPONSORED ON OVER 100 STATIONS IN 60 DAYS

NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP

ONCE AGAIN "TRANSCRIBED BY ZIV"

...WITH A GREAT GALAXY OF STARS!
The quarter-hour musical-variety show is today’s proved high-Hooper technique.

*Look at these ratings:*

- Chesterfield’s “Supper Club” (8.3)
- Oxydol’s Jack Smith (9.8)
- Campbell Soup’s “Club 15” (9.1)

*C. E. HOOPER, April 17, 1948*

**RADIO'S GREATEST BUY!**

...that's Freddy Martin's SHOWTIME FROM HOLLYWOOD ...a richer, extraordinarily beautiful, quarter-hour musical show with terrific heart appeal. It's a colorful, ever-changing presentation of musical fancy and variety set to quick-paced tempo. ZIV musics consistently command competition-beating Hoopers! You can confidently tie those sales curves to this truly different quarter-hour musical! Write for availabilities.

Spot lighting Freddy Martin ... whom the Saturday Evening Post features as “The Man Who Helped Kill Swing.” Featuring hit songs, show-stopper vocalists, rave-review presentations—it’s excitingly different, thrillingly glamorous!

**MEANS THE GREATEST IN RADIO SHOWS**
It's tobacco selling time in North Carolina, far and wide the nation's Number One Tobacco State. Prices this year are even higher than 1947 when Tar Heel growers received $337,069,368.

Yes, now is the time to up your schedule on WPTF. Farmers in WPTF's primary sell 90% of North Carolina's total tobacco crop.

NORTH CAROLINA Is the South's No. 1 State
and North Carolina's No. 1 SALES MAN IS

50,000 WATTS 680 KC. NBC AFFILIATE

WPTF
RALEIGH, N. C.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
FALL OUTLOOK

By IRVING MARDER

NEW YORK—Fall 1948 may well mark the beginning of a truly Golden Period in radio's El Dorado—New York—judging by the soaring optimism among virtually all of the industry leaders queried by BROADCASTING.

Two of the four major networks, and several of the leading agency men, transcription firms, and station representatives declared they expect business during the coming season to be the best in their experience. There was caution, as always, in some quarters, but not a word or even a hint anywhere of "recession" or "slump"—terms which have been bandied about with persistent diminishing regularity every year since the end of the war—except this year.

Most cheerful of all, perhaps, were the predictions of ABC and NBC. Fred Thrower, ABC's vice president in charge of sales, be-

(Continued on page 24)

AUTUMN time sales will maintain the upward trend found in nearly every market, taking 1948 radio business up to a new all-time record, according to results of a BROADCASTING survey in key centers.

The almost unbroken upward swing in broadcasting's income likely will continue into next year, judging by present indications. Long-range predictions, however, are qualified with possible effects of turbulent world affairs, consumer resistance to inflationary prices and factors.

In any case, total time sales have never been so high. On the other hand, the pie is being cut into more and more slices as new stations take the air. This is reflected in highly competitive sales situations in many markets.

Business is good in such markets as New York, Philadelphia and Chicago, with station and agency executives in many cases speaking in superlatives. Chicago is more cautious than New York and Philadelphia, but time sales are up, network and independent stations as a whole are happy and signs for the future are on the hopeful side.

Los Angeles, on the other hand, speaks of business as good but at the same time looks soberly on a set of unfavorable summer business figures. The Hollywood studio cutback naturally is reflected in the Southern California summer statistics. Actually the summer was the slowest in years.

With its foreign markets slowed down, Hollywood is inclined to take the overall international situation seriously. Continued inflation is expected but with some letup in spending for luxuries. This is offset by prospects of good political business and a record holiday season.

Among agencies in key cities there appears a growing note of warning about higher radio costs, particularly talent. Though agencies historically complain about talent and time costs, along with lack of choice availability, their criticism appears a little louder and is heard with greater frequency.

Television time sales are going up as more stations take the air, but thus far sound broadcasting has not felt the impact to any extent. Many of the sponsors buying visual time are taking the money out of other funds without disturbing their regular radio budgets.

Prospects for the visual medium are good, both for this autumn and next year. This is natural in view of the youth of this new broadcast medium, with new stations going on the air every month and many others slated for debut next year.

TV station owners are optimistic on the revenue side, but concede they face a long pull before their operations become profitable.

(Continued on page 58)

By RALPH TUCHMAN

LOS ANGELES — Although red ink marred the ledgers of some Los Angeles area stations during the first six months of 1948, the second half of the year carries the happy outlook of black for all according to the trade consensus.

The latter optimism is based upon new business in hand for fall and winter plus the planning assurance by advertising agencies where contracts have yet to be drawn. Although summer is generally slower, this past summer is conceded by all to have been the slowest in years; yet this was not exactly unexpected in the light of recession tendencies which began to show themselves as early as January.

There is no single explanation for what has taken place on the Coast. In Los Angeles proper, the cutback of the motion picture pro-

(Continued on page 57)

INDE NET IDEA

By J. FRANK BEATTY

CREATION of a thousand-station network of independent stations—a network without wires to be sold as a whole or in segments—is the goal of non-affiliate stations. The project was set in motion last week at the first meeting of NAB's new Non-Affiliate Stations Executive Committee.

Still very much in the idea stage, the independent sales project came out of a lively two-day meeting at NAB's Washington headquarters. It is to evolve from a public service program operation to be presented to the Advertising Council.

Growing out of complaints during drafting of NAB's Standards of Practice, when independents complained their voice wasn't being heard because they lacked organization, the new committee was created by NAB with Ted Cott, WNEW New York, as chairman.

Independent Session

Its two-day session led to a series of measures designed to give independents a unified working structure along with a chance to take a more active role in NAB affairs.

This role would include a special independent's day during NAB convention week, a project to be submitted to the NAB board at its November meeting.

The independent network plan will take the form of closer cooperation with the Advertising Council in its inter-media public service campaigns. The new committee adopted a resolution to this effect, suggesting that Council drives utilize the power of non-network stations. This would entail closer liaison with governmental, civic and charitable groups represented in the campaigns.

This activity, independents believe, will come recognition of the non-network stations as a unit as well as awareness of their audience impact.

An important step in the contemplated independents' network will be compilation by NAB of a directory of non-affiliated stations. This will include personnel and available service, plus other details covering program functions as well as audience appeal. The directory will aid in exchange of program material among stations.

Named to direct this activity was a subcommittee with Mr. Cott as chairman. Other members are David Baylor, WJMO Cleveland, and Pete Schloss, WWSW Pittsburgh.

In looking toward sale of time (Continued on page 21)
BMB 1949 SURVEY

BMB Nationwide Audience Survey No. 2, to be conducted next March, will include information on the daily average audiences of U. S. radio stations and networks in addition to the weekly audience data provided in the first BMB country-wide survey in March 1946. Addition of the daily average audience information to the new survey was authorized Thursday by the BMB board, meeting at the organization's headquarters in New York.

To obtain these data, the new radio station ballots to be distributed by BMB will include expanded check lists asking for each station listened to by the respondent family to be identified as listening to six or seven days a week, three, four or five days; one or two days; less than one day, or never; these columns being duplicated to cover both daytime and nighttime listening.

The 1946 ballots combined the first two items of this division into a single column covering listening three days or more a week.

Inclusion of daily as well as weekly average audience information, will, in effect, provide two BMB ratings for each station measured in the new study, a weekly average and a daily average. Each will show the number and percent of families reporting that they listen to a station in the daytime or evening, by counties and cities.

Looking ahead to BMB's third nationwide study and to the ones that, the board established a program of 'experimental research that will include a study of the feasibility of obtaining and reporting the number of hours each family listens to each station and network. If this is found practical, future BMB studies would then measure the "extent of listening" as well as the present "extent of audience."

Third major action of the bureau's board was to authorize BMB to undertake an overall study of the entire field of radio research, analyzing both the various kinds of information needed by advertisers, agencies and broadcasters and the techniques that are being or could be used to obtain such information.

More than a year ago the board voted that a university fellowship be established for this purpose, but that, the board established to be an impractical procedure because of the general lack of detailed knowledge of commercial radio among universities, it was reported. The $10,000 previously allotted for the fellowship will be used by BMB in making its own analysis of research.

The 1949 audience study will cover some 300 cities and towns having radio stations now which did not have them in March 1946. BMB will mail 655,000 ballots, approximately 100,000 more than in the 1946 survey, BMB President Hugh feltis reported. However, the overall budget for the study will be about the same he was said, due to economies in procedure and to the fact that the BMB staff has had experience in making such a study.

The 1949 ballot will ask specifically about FM and video tuning in the home, but will not attempt to measure video viewing in bars and other public places, unless that is done in a separate, special TV survey.

ABC PERSONNEL

SHAKEUP last week at ABC's Chicago offices involved 54 appointments, department, according to John H. named manager of the network's *


Engineers working at WENR's transmitter are E. H. Kubitz, W. J. McDownal, P. A. Scitco, J. E. Stahl, F. A. Timberlake, W. E. Wilson, L. E. Wollenhaupt and I. A. Wroblick. New AM engineers include George Sorensen, Dan Chavens, Hald Schults and A. W. Joswick.

Chicago Changes Put 54 in New Posts

TRIPARTITE negotiations among CBS, NBC, and the Music Corp. of America looking toward the sale to CBS of the services of Amos 'n' Andy and their subsequent firm were nearing completion last week.

Reports that at least one other star in the NBC stable was involved in a similar arrangement were, however, flatly denied.

Frank Stanton, CBS president, who is reported to be personally handling the Amos 'n' Andy negotiations for his network, refused to comment on the deal but indirectly made it clear that it was not only a one-price, profit-taking deal but one that would bring fruition this week.

It was understood that the proposed arrangement contemplated the sale of the veteran NBC radio team to CBS for a flat price, said to be nearly $2,000,000, a transaction that would come under capital gains instead of income taxes. CBS, in turn, would lease Amos 'n' Andy to Lever Bros., as technical advisers at annual salaries.

Although no responsible executive at Lever Bros. headquarters in Cambridge, Mass., could be reached for comment, it was understood that the company intended to sponsor the team on CBS on the basis of the Rinso. Sponsorship would begin in the fall season on CBS. Amos 'n' Andy will be heard on NBC meanwhile. They return to the air Sept. 28.

The proposed deal with CBS is the larger of its kind in big-time radio and another precedent established by the unique team of Freeman, Goldsen and Charles Correll.

It was reported that the current negotiations have been initiated by the team's agency, Music Corp. of America, as a means of escaping high income taxes.

In This Issue...

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- Redox System Introduced in Philly
- Nielsen Expands Survey Services

AMES 'N' ANDY

Team May Be Leased To Lever Bros.

"They just LOVE that commercial."
A NEW national station representative firm headed by Harry S. Goodman, president of the program packaging house which bears his name, and including two other members of Taylor-Howe-Snowden which was reorganized a fortnight ago, was announced last week (Chicago Citizen, Aug. 30).

The company, to be called Radio Representatives Inc., will begin operations officially Sept. 20 with a limited list of stations clients whose identities were not announced.

Officers are Mr. Goodman, president; Peggy Stone, formerly with the New York office of T-H-S, as vice president in charge of the New York office; John North, former T-H-S Chicago executive, as vice president in charge of the Chicago office, and Stanley Wessel, Chicago printing business operator and radio program package, as secretary-treasurer.

One of the directors of the new company is Frank Sawdon, president of the same agency bearing his name. Among Sawdon Agency clients is Robert Hall Clothes, which places a million dollars worth of spot business in radio annually.

Will Continue Services

In making the announcement, Mr. Goodman said that he would continue, as president of this transnation and program service company and would be president of the new representative firm, although the two organizations are not connected.

Headquarters of the new business will be in New York at 480 Lexington Avenue. The Chicago office will be situated at 737 North Michigan Blvd. A Hollywood office, to be headed by an as yet unnamed executive, will be opened in about two months.

Mr. Goodman said that at first the company would have a staff of four in New York and three in Chicago, with Mr. Wessel dividing his time between the two cities.

The company will pursue a policy of keeping no more than a dozen stations on its list, and “most” of the dozen are already under contract, Mr. Goodman said. He continued, however, to name any of them.

It was known, however, that one of the stations which would join the new firm was WMFS Memphis, a former T-H-S client and before that a client of Broadcast Sales Inc., a firm of which Mrs. Stone was a principal before she went with T-H-S.

Asst. Mrs. Stone in the New York office will be her son, Thomas Stone, who still last summer was with T-H-S in New York.

Mr. Goodman, a veteran in advertising and radio, and president of Harry S. Goodman Radio Productions Inc., New York, is widely known among broadcasters. His son, Daniel A., vice president of the program company who has been in charge of the Goodman Hollywood office, will return to New York to assist his father when the latter takes on additional duties as head of Radio Representatives Inc. No successor to the young Goodman has yet been named in Hollywood.

Mrs. Stone, another veteran of radio, was in the station relations department of CBS from 1929 to 1934 and since the left CBS to join Joff Sales Inc., and in 1944 became a principal in Broadcast Sales Inc. She joined Taylor-Howe-Snowden’s New York office April 1, 1947.

Mr. North has been an account executive with the T-H-S Chicago office for two and a half years. Before that he was commercial manager of KANS Wichita.

Mr. Wessel has been in the printing and advertising businesses in Chicago and has engaged in several radio program enterprises, including the sale of the CBS Philharmonic several years ago on a cooperative basis to numerous banks. He has not been active in radio recently.

BROADCASTING • Telecasting

Goodman Heads New Company

Mr. Goodman

P&G

THE PROCTOR & GAMBLE Co., Cincinnati, radio’s biggest advertiser, last week announced a realignment of its top radio and television executive personnel, due mainly to the increasing importance of television as an advertising medium.

Three separate departments have been established within the P & G organization to administer the company's multiple activities in daytime radio, nighttime radio and television. William C. Ramsey, as director of radio for P & G, will remain in charge of the radio shows, and also will handle "broad matters of programming policy which concern both daytime and nighttime programs."

Gail Smith, previously with Mr. Ramsey in supervising P & G's daytime programs, henceforth will be in charge of nighttime shows. His responsibilities under Mr. Ramsey will be taken over by W. F. Craig, who has been assisting Mr. Smith in daytime programming.

Gilbert A. Ralston, director of television, will supervise the firm’s live and film video activity.

According to Mr. Ramsey, who continues to exercise initial responsibility for radio and television under the new setup, the realignment was made because the existing arrangement was becoming cumbersome, and authority had to be divided, particularly in view of the upsurge of television.

Television Expansion

Procter & Gamble is planning to expand its video activities. Mr. Ramsey said, but such expansion will be gradual rather than immediate. A. N. Halverstadt, manager of P & G radio and media division, has overall authority for the firm's broadcasting activity, in radio as well as television.

P & G, which manufactures and markets nationally, said of household products as diverse as soap, shortening and dentifrices, last year spent $16,600,000 in network radio alone to advertise its wares. This figure does not include the company's extensive investment in spot radio and television. Following is a rundown by networks of P & G shows currently on the air.

The firm sponsors a total of 20 programs a week—16 across the board and four once a week—on three major networks, ABC, CBS and NBC.


Other programs, according to networks, are as follows: NBC—"Pepper Young's Family," Pedlar & Ryan; "Right to Happiness" and "Road of Life," both Compton Ad's; "Joyce Jordan M. D.,” "Life Can Be Beautiful," and "Mrs. Perkins," all Dancer-Fitzgerald-Sample Ad's.

On ABC—"Welcome Travelers" and "Breakfast in Hollywood," both Compton Ad's.

On CBS—"Lowell Thomas," "Big Sister," "Young Dr. Malone" and "Guiding Light," all Compton Ad's; "Mason's Mystery Majors" and "Mason," both Benton & Bowles; "Beulah" and "Jack Smith," both Dancer-Fitzgerald-Sample.

Minority Interest in St. Louis Applicant Contemplated

The St. Louis Globe-Democrat looking toward acquisition of a minority interest in the newspaper's television station—if its TV application is granted by the FCC—in an arrangement similar to that now existing between CBS and The Los Angeles Times.

Under such an agreement CBS took 49% of the stock in KTTV, a video station owned by the Times, and will provide most of the management of the station.

St. Louis Globe-Democrat is one of seven applicants for four television channels still available in the area.

It was indicated that CBS contemplated the establishment of a pattern of minority interests in newspaper-owned television stations. The network already has such an interest in Los Angeles, through that agreement CBS took 49% of the stock in KTTV, a video station owned by the Times, and will provide most of the management of the station.

Although The Washington Post is not an applicant for a video channel in St. Louis, it has petitioned the FCC for changes in the allocation table permitting the use of Channel 12 in Washington with a directional antenna. If the change were granted, it is probable that WTOP would then apply for Channel 12.

CBS owns 45% non-voting stock of WTOP Inc., with the Post holding the majority interest.

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PROSPECTS IN CHICAGO

By JOHN OSBON and JANE PINKERTON

CHICAGO—Advertisers generally are groping cautiously at their advertising and promotional pursestrings while casting a worried eye at increasing competitive costs and mounting talent fees—that is the impression prevalent among Chicago agencies and stations.

Fall prospects overall are good—good as good can be, according to the view of the many factors involved, whether national, regional, or local. National advertisers (both network and spot) whose business is serviced out of Chicago seem to be maintaining a status quo in actual allocations for radio. Their's is a "wait and see" attitude apparently.

Generally, it is not any fear of war nor the ever-threatening spectacle of prices "bursting through the ceiling"; more specifically, there appears to be a general tightening-up at company level of actual budgets, or at very least, a critical reappraisal of money available for advertising and of the media in which the advertiser can best secure desired results.

Foremost problems of concern center chiefly around talent costs of big network shows and the high competitive level, which is driving virtually all stations and agencies—as contrasted to those of the manufacturer, viz., how to spread available outlays in the face of rising costs and wages.

Brightest side of the picture in the Midwest is the local aspect. Virtually all stations reported fair to excellent gains, on the basis of increased business from local retailers and users of national and regional spot radio. This was particularly true of the independent stations.

The radio budget for Standard Oil Co. (Indiana), which had shown an appreciable boost for 1947 over 1946, remains practically the same for this year, according to the firm's agency, McCann-Erickson. Original plan for an increase was shelved, it was learned. Standard carries assorted news programs in 22 cities, as well as professional and university football games. The sports budget is, of course, appreciably higher for fall broadcasts. The company's Chicago office declined to give actual radio figures. (Overall advertising budget for 1947 was $1,000,000 plus.)

Swift's Budget

Swift & Co., through its advertising manager, Vernon D. Beatty, refused to make any statement at this time on its radio budget for fall which, incidentally, also wavers in the firm's new fiscal period covering over into 1949. Overall budget has not as yet been approved by the meat packer's board of directors.

Swift's radio expenditures for 1947 were well above 2% million dollars for all products—a 40% increase. Indications are that its budget for next fiscal period will call for as much or possibly greater outlay for radio if only because of its use of television in Eastern cities on a more extensive scale. (Last year's Tez & Jim show recently was replaced by the Lanny Ross program, currently heard on a larger net of TV stations.)

Estimates of time and talent on ABC's Breakfast Club for the first three months of 1948 were reported well above $800,000; for time alone almost $300,000 [BROADCASTING July 12]. In each category, assuming these figures are maintained during the last three quarters of this year, outlays will surpass those of 1947 for that one program alone.

Armour & Co., which allocates to overall media by product groups, has shown a steady increase in use of radio over recent years, and, while its advertising manager, D. B. Hause, declined to give figures, he told BROADCASTING Armour's radio expenditures for 1948 "were probably greater" than last year's.

(Continued on page 60)

N. Y. FALL OUTLOOK

(Continued from page 21)

As was good as good can be, the network reported a gross revenue of $12,199,051. "This year we're not only going to beat that figure—but it looks as though we'll do it by a substantial margin," Mr. Throver said happily.

"Now, going into the fall," he went on, "we're adding Eversharp and Smith Brothers to Stop the Music; P. Lorillard starts with The Original Amateur Hour on Wednesday nights; General Foods is continuing with the Men's Forum; and the Women's Forum Show on Tuesdays and the Assn. of American Railroads signed with us for their all-important Railroad Hour on Mondays—just to name a few. Renewals of our major standbys like Philco's Bing Crosby Show also swell the ranks gratifyingly."

Year's outlook as stated by Harry C. Kopf, administrative vice president in charge of sales, was equally sanguine: "NBC will enter the fall season with the strongest overall commercial program schedule we have ever enjoyed with the certainty that the year of 1948 will show the largest sales volume in our history. Our daytime as well as evening commercial time periods are sold out. We have two Sunday afternoon half-hours available with several excellent prospects considering the use of this time...."

"The fall commercial television schedule," Mr. Kopf continued, "will include several new and outstanding programs in the fields of comedy, drama and news." NBC video sales, from present indications, will show "a very substantial increase" for the last half of 1948 as compared with similar periods in the past, he declared. Moreover, the network's 1949 television prospects are "excellent."

CBS, while not quite as exuberant, has released NBC about the outlook for autumn, was far from downcast. John Karol, Columbia's sales manager, estimates that this fall's take at CBS will be "about 10% better" in money volume than last year's.

Daytime shows on CBS are soft almost solidly for the fall, Mr. Karol disclosed, and there are only about four nighttime half-hours on the block, with sales anticipated for those. In general, CBS notes with satisfaction a trend toward bigger shows—half-hours and hour productions, such as the Ford show on Friday night.

Mutual's president, Edgar Kobak, says merely that fall '48 business at MBS will probably be "about the same as in 1947." Mutual points out that its cooperative shows have been doing especially well—the network now carries 18 co-ops, with hundreds of participating sponsors.

Mutual also notes a sizeable increase in the number of religious programs being sold. The recent sale of a Sunday half-hour to the Lutheran League for the autumn of '49, Sept. 15, will give MBS 13 15-minute secular segments, and eight more on Mutual's regional networks.

Among the agencies with important radio accounts, estimates of the increase in billings for fall '48 over last year ranged from 5% to 10%, while it is probable that fall advertising volume is expected to continue "at a high level."

Mr. Duffy added: "We feel that in hard goods, like small appliances and other such products, the market is becoming more competitive and, therefore, advertising increases in importance; and with this increase in business, the network is bound to be an increase in advertising volume. All types of media—radio, magazines, newspapers, and outdoor should proportionately feel the impact of this increase."

(Continued on page 51)
NARND Confers News Awards on KFWB, Ohio State U.

Mr. ROBERTS
Mr. LEWIN  Mr. GORDON
Dr. DALE  Mr. WAGNER

The NARND Awards Committee, which is authorized to issue such commendations "whenever it wishes to praise a station or individual for outstanding service in radio news," is composed of Charles Hilton, KGLO Mason City, Iowa, chairman; Robert Mahoney, KWWK Shreveport; Jack Shelley, WHO Des Moines; Russell Van Dyke, KRBT Des Moines; Jack Knell, WBT Charlotte; Frederick Holt, WIRE Indianapolis, and Jack Dunn, WDAY Fargo.

How to Reach the South’s First Industrial and Farm Market

Yes, KPRC is First! First in Houston, "hub of the Southwestern boom in oil and farming" FIRST IN THE SOUTH’S FIRST MARKET! And, KPRC’s direct relation to the boom has increased its dominant position over other radio stations in this market, as 1948 listening surveys show:

KPRC over Station B’... 38.6% 46.1%
KPRC over Station C’... 31.5% 59.3%
KPRC over Station D’... 17.2% 272.1%

KPRC reaches 31.5% of the total Southwestern market, and 38.6% of the Houston radio audience.

For copy national survey, write KPRC

950 Kilocycles 5000 Watts
National Representatives: Edward Pezy and Company
Jack Harris, General Manager
**THE “Good Samaritan” story was re-enacted at the time WXKW Albany, N.Y., started full-time operation.**

When Thomas E. Martin, manager of WRUN Utica, N.Y., called Hal Meyers, WXKW manager, to congratulate him, Mr. Martin found out that the WXKW staff was still short. To give a helping hand, two WRUN staff members were sent to help the Albany manager until he could secure additional personnel.

WIND added many local and national accounts. A few of its biggest advertisers are P. Lorillard (Old Golds) and Walgreen Drugs (which alternate Cub baseball games), Liggett & Meyers (Chesterfields) with Eddie Hubbard’s ABC Club and Atlas Prager with its all-night show. Overall, an all-time high in business is anticipated for fall, according to Mr. Carey.

At WAAF, Drucker’s Journal station, local and regional billing is 16% ahead of ‘47 thus far this year. Accounting for the increase in the past six months are such accounts as Columbia Record Corp., Royal Crown Cola, Peter Hand Brewing Co. and the Peter Fox Brewing Co., among others. In discussing radio trends and, in particular, WAAF’s programming, Bradley Eidmann, general manager of WAAF, cites increased popularity of transcribed shows (“more than at any time in the past”), ratings of which have hit an all-time high. Station is planning to move complete AM operations to 221 N. LaSalle St., around Oct. 1.

Still another example of the phenomenal commercial success enjoyed by Chicago independent operations is WAIT whose billings for the end of this year and early next are up 21% over 1947. New accounts since January include Blatz beer and Robert Hall clothes, which only this year flooded the Chicago independent radio market. Business-wise, station is using 90% more national advertising this year, with local accounts approaching the saturation point due to limited air time.

**Aston Optimistic**

Syl Aston, station representative member recently turned general manager for WAIT, views the radio future with optimism, but contends “the picture is getting tighter.” He points out: “Manufacturers are now meeting their demands, and large amounts of items are not sold anywhere near as easily as they formerly were. Most manufacturers have caught up with consumer demand. Hence, stations as well as agencies are cutting down on their budgets to put out shows which are effective but still cost less, by curtailing on name stars.” Trend is for stations to use more transcribed shows, though WAIT itself is using fewer, Mr. Aston said.

WJJD Chicago reports a considerable boost in billings over last year, but would give no figures or percentages. Time-wise, the station is sold fairly solid, because of such typical national accounts as El Praco (cigars), Freezzone, Sal Hepatica, Italian Swiss Colony (wine), and Ipana (for spot). Locally a host of breweries—Canadian Ace, Peter Fox, Keeley and Atlas Prager—have proven faithful advertisers, alongside of automotive and food clients.

**City Slicker, Country Style, Waters the “Horses” and Raises Ned**

Whether Fulton Lewis, Jr., is watering a thirsty tractor or digging up evidence of interference with free enterprise, his enthusiasm for doing a good job urges him along his independent way. His down-to-earth style as he runs over the top of the news from Washington gets and holds loyal listeners.

His program rates high with advertisers as well as listeners. Currently sponsored on 319 stations, the Fulton Lewis, Jr. program is the original news “co-op.” It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

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

(Continued from page 61)

stational prospects on the line."

The record as compiled by the network’s sales office bears out Mr. Norton’s optimism for the fall. The division is high on renewals and new business, and actual cancellations have been few. New business includes Challenge of the Yukon for Quaker Oats; Breakfast in Hollywood, Pillsbury; segment of the Breakfast Club, General Mills (Kia) and Speak Up America, for Tucker Corp. (which cancelled June 27.) Renewals: My True Story, for Libby, McNeil & Libby; Sky King, Derby Foods; Jack Armstrong, General Mills; Ladies Be Seated, Quaker Oats; David Harding, Counterparty, Universal Match Corp; Dorothy Kilgallen, Drackett Products; Grosch, Marx Show, Elgin-Amerian, Famous Jury Trials, (later cancelled) Green Hornet, Lone Ranger, and Betty Crocker, for General Mills; and Breakfast in Hollywood and Welcome Travelers, Procter & Gamble. Cancellations: segment of Breakfast Club for Toni Co.; Terry & the Pirates, Quaker Oats; Lastie, (which switched to NBC), John Morrell & Co; Breakfast in Hollywood, and Galen Drake, for Kellogg Co, and GM’s Famous Jury Trials.

Mutual’s Midwest sales office reported a host of renewals and some new accounts since last January pointing to “good fall radio.” Most recent was Continental Pharmaceutical, which snapped up MBS’ network co-op, Leave It to the Girls, for regional sponsorship. Other business (including new and old): Quaker Oats, Cudahy Packing Co, American Bird Products, Cole Miller, Internationl Milling, Miles Laboratories, Ralston Purina, Mutual Benefit (of Omaha), Revere Camera, Wander Co, Brach candy and Williamson candy. One of its biggest additions this year was Shotwell candy True or False.

At NBC Central Division, newest addition is Pet Milk, which switched its Mary Lee Taylor and Vic Damone shows from another network. Another new piece of business was S. C. Johnson & Co’s addition of a Fred Waring segment to its radio schedule. Some renewals: Waring show for Minnesota Valley Canning, Archie Andrews for Swift. Swift also is expected to renew Meet The Weeeks this fall and Bob Hope returns shortly for Pepsodent. Generally, the outlook is one of optimism at NBC, with many other prospects still in the offing. Only appreciable loss thus far was that of W. A. Sheaffer Co, which recently announced it was not renewing the Edie Howard program.

Among Chicago’s network stations, WMAQ, NBC owned-and-operated outlet, reported an estimated 5% increase over 1947. “People seem to have more confidence in the belief that good business will continue,” according to Oliver Morton, WMAQ sales manager.

The future is “unusually bright” at WBBM, ABC owned-and-operated, which has shown a 50% increase in billings since January, according to Roy McLaughlin, general and commercial manager. He said he expects further boosts in business through the beginning of next year. Sales department of WBBM, CBS owned-and-operated station, was not available for comment at the time, but billings have been upped over last year’s figures, it was understood from other sources.

Bill McGuiness, commercial manager of WGN and WGN-TV, told Broadcasting there had been more activity during a recent ten-day period than all last winter. For the first seven months of 1948 WGN has shown a 20% increase over 1947.

Recession Fears Dwindle

There is evidence that early fears of a recession have dissolved, and while buyers are not spending money for luxury items, they still are spending, Mr. McGuiness believes. WGN’s biggest clients are Walgreen Drug Co, and such retail firms as Nelson Bros., Hirsch clothing, Goldblatt’s store chain, Evans Fur Co, and of course the Northern Trust Co. (which has been on station 16 years).

Chicago’s pioneer TV station, WBBK (Balaban & Katz), reported it will enjoy an even better position than last fall when almost all available commercial time was sold. Station, which has approxi-

**Projected from Sa’s Management May 1948**

Leading food processors use WSIX consistently—not only for new products, but for year in year out results. That’s because WSIX has helped them score again and again in Nashville’s retail trade area. 1,21,400 people in WSIX’s 60 BMB counties spent $54,888,000* last year for food alone. WSIX can help you score in this rich market, too!

BETTER BUY WSIX

**WSIX gives you all three: MARKET, COVERAGE, ECONOMY**

**AGREEMENT ON WJBW REACHED BY CARLSONS**

SETTLEMENT of differences between Charles C. Carlson, owner of WJBW New Orleans, and his divorced wife, who has an FCC grant for the use of WJBW’s frequency, was reported to the Commission last week.

The compromise agreement, contingent upon FCC approval, accompanied a request filed by Mrs. Louise C. Carlson for a special service authorization to use the equipment of WJBW to provide a broadcast service for nine months until her own authorized station (WADW) is completed.

Under the agreement Mrs. Carlson would pay her former husband $600 a month to a total of $108,000, starting when she takes over the equipment of WJBW. In return she would get the physical assets of WJBW, pending litigation would be dropped, and Mr. Carlson would relinquish all claims to the ownership of community property that had not been settled by their 1942 divorce proceedings. He would pay her $3,000 for certain property to be retained by him.
television the marketing of package shows. Henri, Hurst & McDonald, Chicago, has added no new accounts since January and billings have remained virtually the same as for 1947. Biggest radio accounts still are John Morrell & Co., (Red Heart dog food), with Lassie show; Ballard & Ballard (flour), with Renfro Valley Folks Sundays, on 30 CBS stations; Skelly Oil Co., with its Alex Dreier commentary on 80-station NBC Midwest regional network, and Carolene Products (Milnot).

W. E. Jones, radio director, visualizes a curtailment of radio budgets, with an eye toward cutting of talent costs and airing of more transcribed shows. The agency has been experimenting with television, mainly sports events for Bell & Howell, and it is Mr. Jones' opinion that video in the Midwest will improve the AM picture. "Advertisers through the new medium will become more conscious of radio than in the past, and many of them who have taken AM for granted, will awaken to its use again, thus promoting more creative thinking," he contends.

Fall prospects at O'Neil, Larson & McMahon are "very good," according to Walter Zivi, radio director. Firm, which is very active in the spot field (comprising most of the agency's business), has several new accounts, for, in the main, new products. Many of them are currently on a test basis. Biggest spot (and over-all) accounts are London Specialities Co., Michigan Bulb Co., and Perk Dog Food.

Nor was there any "substantial" change in radio billings at J. Walter Thompson, according to Hal Rorke, its radio director, who said that advertisers seemed disposed neither to reduce nor increase budgets. Agency's biggest accounts at present are Kraft Music Hall with Al Jolson; Archie Andrews and Meet the Meeks, for Swift; spots for Hedy home permanent (Lever Bros.), beginning this fall; The Northerners, for Northern Trust; My True Story, for Libby, McNeil & Libby (JWT's third largest user of radio after Swift) and spots for Indiana Bell Telephone. Bowman Dairy may also use radio.

Kraft's Television

Telewise, Kraft has its Kraft Theatre on Eastern TV stations, and Elgin is running spots on dozen or so stations. Mr. Rorke envisions television as "substantially reducing AM listening at night, but not so much during the day-time." Chicago will be in forefront of buyers of TV talent shows, he feels.

At CBS' Midwestern division, the outlook it not only "very good," but "it will be the best year in the history of the Chicago office," according to Don Roberts, network sales head of the division. Sales department expects to show a 30% increase for the year over 1947. New accounts for fall include Campana (with First Nighter), Gold Seal glass wax (which starts Arthur Godfrey on 167 CBS coast-to-coast stations this month), Miles Laboratories (Hilltop House) and Armour & Co. (with Stars Over Hollywood beginning Sept. 18). New clients since January: Nora Drake (formerly aired only on NBC) and Crime Photographer for Toni Co. Junior Miss, saga of the bobbysoxer, was begun this spring for Pepsodent on Saturdays.

John H. Norton Jr., vice president in charge of ABC Central Division, looks with optimism upon fall radio prospects. "We've got a lot of renewals back with us and new accounts, which more than offset the cancellations," he told Broadcasting. "Not only that, we've got a lot of good solid sub-

3 Years on the Air Have Proved the Selling Power of "Something for the Ladies!"

Here's a local participating program that's now entering its fourth year. Quite a record! "Something for the Ladies!" clicked right from the start, and has always done a terrific sales job for sponsors.

The period — 10:30 a.m. Monday through Saturday — has become an institution in Utah. Women have organized fan clubs to listen to "Something for the Ladies." Participation is currently available — but hurry!

This is another example of KDYL's alert local programming which builds and holds audiences . . . the same sure touch of showmanship which is now applied to local television programming on KDYL-W6XIS.
Prospects in Chicago
(Continued from page 24)
policy laid down by Will C. Grant, president of the far-reaching empire, lowering of budgets does not impose any great difficulty, according to Mr. Holcombe.

"Mr. Grant has always turned thumbs down on high-priced shows and concentrated on 'idea programs'," he said. "We have always stressed a good show with a good idea, and are therefore not worried about high costs and lack of imagination." The agency points to its owned and originated programs, Curtain Time and Dr. I. Q.

Granting that television is edging steadily into the horizon, Mr. Holcombe's personal opinion is that standard broadcasting won't drop at this point, despite huge demand for (and sale of) receivers. Grant Advertising has participated in some TV activity, mainly in televising the Dr. I. Q. Jr. shows in cities where NBC maintains video outlets. The latter show (for Mars candy) was telecast this spring on an experimental basis at WWJ-TV Detroit.

Casting a similarly conscious eye to high costs with respect to radio is Goodkind, Jolice & Morgan, whose vice president and general manager is Harlow Roberts. Budgets, if not being actually cut at this point, are certainly being scrutinized with an eye to cutting.

Planter's Big Account
Biggest radio account of GJ&M is Planter's peanuts, but even that has turned to other media in recent years, Mr. Roberts reports. New account since first of the year is Illinois Canning, now using radio on a test basis. Burlington Brewing Co. (Van Merritt beer) also tried but withdrew its backing (of the Ted Lewis show) last late year. That sort of experience, Mr. Roberts soberly believes, points up one of the industry's most pressing worries.

Billings serviced out of the Chicago office of Foote, Cone & Belding for the first six months of 1948 were approximately the same as for last year. Toni Co., its largest radio account, dropped its segment of ABC's Breakfast Club but added Crime Photographer. Firm which also has Ladies Be Seated and Give & Take added Nora Drake to CBS network last spring. Hallmark Co. (greeting cards) dropped its Radio Reader's Digest but is adding Hallmark Playhouse.

James Fonda, Chicago office radio director, expressed hopes that clients would go into television, but said there probably would not be any active accounts until next year.

At Gordon Best Co., business has been about the same as last year although over short periods it has varied "tremendously," according to Gordon Best, president of the agency. All of its radio is spot.

Ken Craig, radio director, McCann-Erickson, said his agency showed an increase in billings over last year, bring additional business from Swift & Co. (Prem and other canned meats), and the addition of Chase Candy. In Mr. Craig's opinion, radio probably never has been tighter than now (despite television activity). "You can't find a decent hour on any big station or network schedule," was the way he summed it up. McCann-Erickson's Chicago radio billings will be up more than 27% over all last year's.

Harvester's Account
Agency's biggest accounts serviced out of Chicago, in addition to Swift, are International Harvester and Procter & Gamble Co., both of which switched from NBC to CBS in the spring) and Standard Oil (Indiana) which is sponsoring Chicago Bears football games this fall on a regional 12 station network, as well as games of five universities. Standard also has some 29 five-a-week shows in 22 cities.

TV-wise Swift has its NBC Eastern network program with Lanny Ross on seven stations. Mr. Craig believes that in the Chicago video scene money will tighten up and that the field won't expand as fast percentage-wise in the coming years as it has in the past year-and-a-half. Yet he foresees it as a "mass medium with tremendous advertising force," and a healthy one, with retail advertisers leading the way.

William A. Coop, radio and TV, director, Burney-Kuhn Adv. Co., expressed hope the agency's fall radio budget will be appreciably greater than last year. With plans for several new accounts, the agency is concentrating presently on

Another Class B FM CP
Is Granted at Chicago

NEW CLASS B FM station for Chicago was granted by FCC last week to Metropolitan Radio Corp. of Chicago, locally owned firm. Channel 274 (102.7 mc) was assigned.

New station will have effective radiated power of 20 kw and antenna height above average terrain of 505 ft. Estimated cost of construction is $38,000.

Principals of new firm include the following: Ralph J. Wood Jr., who received his masters degree in communications from U. of Chicago this year, general-manager president and 9.2% owner; Sanford I. Wolf, attorney, secretary 4.7%; Bernard I. Miller, treasurer 4.7%; Julius Pewowar, ex-UP correspondent who now is assistant director of the Army Civil Affairs Training School at Northwestern U., vice president 10.6%, and Dario L. Toffenetti, head of Toffenetti Restaurant Co., operator of restaurants in Chicago and New York, 22%. There are 41 other stockholders.
KFI and Paramount are telecasting now.

The scarcity for the television advertising dollar will become very competitive before the close of 1948 in Los Angeles, if the comparatively light spending intent remains in force. During the first part of 1948, Union Oil Co. and Standard Oil of California were possibly the biggest single spenders what with Union’s bankrolling key sporting events and Standard paying the freight on telecasts of the baseball games of the Los Angeles Angels. In the latter half of 1948, Union will probably take the lead with its sponsorship of the total schedule of the Los Angeles Rams professional football team. All told, Union Oil will probably be the top spender for 1948 with a grand total in the neighborhood of $100,000.

Others who have done a consistent amount of video advertising are Admiral Radio, Philco, Chevrolet, Ford and a cooperative group of television set distributors and dealers. Active spot buyers in the Los Angeles area include Philip Morris, Rexall Drug Co., American Tobacco Co.

In most instances, television budgets were nonexistent in 1948 and funds expended were drawn from other media or in a few cases new money provided. Total television spending in Los Angeles during the latter half of 1948 is expected to bring in only a total of $18,000 weekly into the coffers of all the stations. But this figure is liable to be upset sharply depending upon the readiness of national advertisers to present kinescope versions of their live Eastern programs to Los Angeles audiences, via ABC, NBC and CBS stations.

**Spots Fading**

Spot buyers are not likely to be built into program buyers before 1949 owing to the absence of budget. Already though, the trend is clearly away from sports except for events of outstanding interest. The shift is to entertainment, and film fare if suitable in price.

Since circulation is the final determinant in any medium, stations look to a year-end total of at least 50,000 sets in the Los Angeles area. With promotion of television sets for Christmas and the increased programming pre-Christmas as a result of more stations telecasting, this figure may even be topped in the judgment of some agency and station executives.

Competitively, however, that newspapers have been and will continue to be a more serious threat than television, is the general attitude. While newspapers were harder to get many bulk users of newspaper space were able to enjoy the rates based upon their past spending histories without having to buy the maximums required. And a good bit of this money was appearing in spot radio. But since the newspaper is now available, the papers are naturally expecting advertisers to earn the rate.

Futhermore the start of a new afternoon paper by the Los Angeles Times, known as the Mirror, is also expected to focus considerable attention upon the medium through the ensuing promotion. To meet this, other Los Angeles newspapers are naturally expected to step up their own promotional activities. And on top of this, radio must stand ready to combat the usual merchandise aggressiveness of newspapers normally.

And the radio station managers are not unaware of the newspaper threat from without as well as the increased competition from within. This is best expressed by one Los Angeles station manager who told Broadcasting, “we’re selling radio instead of dishing out availabilities.”

In viewing the slow first six months of 1948, station men and agency executives as well as representatives, see more than just the international situation and the reduced activity of the motion picture industry. They point to the uncertainty and distraction being caused by national elections this year. There is also a decided distraction being caused by television.

From a station standpoint, whether the outlet has a television tie-up or not, it is felt that the time has come to regard it as a competitor and sell against it just as against other non-technically related media. One agency man stated that too much time is being spent by AM managers in awe of television and too little time in selling radio against newspapers, or any other medium.

**TV Competition**

With the increased competition, there are already signs of in creating promotion activity by Los Angeles radio. Realistically most station and network executives recognize that the biggest portion of promotional effort must be made in terms of total programming structure. As a secondary factor there may be a merchandising support for the sponsors concerned.

The last of 1948 and certainly 1949 will see more promotional spending by radio but the emphasis will be upon a medium basis, generally, and specifically in terms of overall programs. Although it is still too early to know, the opinion holds that television will find most of its promotion upon a program basis, since there is virtually no difference in technical facilities coupled with the fact that all seven Los Angeles stations will beam from Mt. Wilson.

Expressed in capsule form, the business chart reads about as follows for 1948: Slow and low in January, February, March; climb in April and May, leveling off during summer with sharp upward climb in late summer and early fall, and upward to year’s end.
Los Angeles
(Continued from page 21)

ducing companies has directly af-

ected consumer spending. The va-
gue knowledge of the foreign-

coupled with the tightening domes-
tic box-offices have produced a

sharp decrease.

Furthermore, the international sit-

tuation has made many adver-
tisers cautious in their plan-
ing. But this factor is generally

being mitigated by clients who

are no longer waiting for a re-
turn to "normal." They're simply

redefining normal as the current

abnormal and predating all plans

on this basis. Although there is a

natural fear of international

complications, it is generally hoped

that a peaceful solution will follow a

series of crises.

Continued inflation is expected

with a natural reduction in spend-
ing for items outside the category of

necessities. But with this has
grown the outstanding competi-
tiveness of established brand names

backed up by the advertising ag-
nessiveness calculated to persuade

the consumer who must have cer-
tain goods. Packaging no longer

represents a serious problem, al-

though there are occasional men-
tions of problems in this province.

Distribution is still a stickler, par-

icularly in the food field.

Television is a topic which has

excited considerable interest on the

Coast and particularly in Los

Angeles, the only Pacific city

where stations are operative. San

Diego, which is the closest place

from Los Angeles stations with
decided clarity, is very much taken

with the medium. San Francisco

will be able to watch video before the

year is out.

TV Lacks Circulation Story

But as a revenue threat to ex-

isting media, particularly radio,
television still lacks a circula-

tion story which keeps any ad-

vertiser from viewing it seriously

as a sales vehicle. Only a handful of

advertisers will be generous

spending on Los Angeles sta-

tions but many have dabbled with

it via spots. No advertiser is un-

aware of its future implications and

the advertising agencies are
giving 1949 budgets ample video

breathing room to allow for the

expected growth.

As a reflection of the regional

sales picture, a few observations by

network sales managers indi-
cate the cause for over-all busi-

ness optimism, come fall.

Frank Samuels, ABC Western

sales manager, says: "With the

acquisition of four new orders,

which we have received in August,

plus the additional time we have

under option to other clients, it

looks as if ABC-Pacific will have

its most successful year."

The four orders referred to are

all 52-week contracts including the

Richfield Reporter which had been

on the news since 1947 plus three

sored by Richfield Oil Corp. six

weeks-weekly on 20 stations; five

weekly Bob Elson Meets the Cen-
tury on 21 stations for Consoli-
dated Royal Chemical Corp., Chi-
cago (Krank's Shave Cream);

weekly Newsweek Looks Ahead

(Dennison's Foods) on 20 stations;

Fisher Flouring Mills Co. will pay

for five-weekly five-minute news-
casts on 27 stations.

He also expressed optimism over

the two ABC-owned television sta-

tions in San Francisco and Los

Angeles, scheduled to be airing

Dec. 1 and Nov. 1, respectively.

"Both stations have been very suc-

cessful in pre-selling of their TV

facilities and it looks like both of

these properties will be off to a

good start," he concluded. In addi-

tion he pointed out that ABC would

have its San Diego affiliate, KFMB,

operative by Dec. 1; this will enable

the station to be on the first network

television tieup of San Francisco,

Los Angeles and San Diego through

owned and affiliated stations.

Last Quarter Biggest Yet

Speaking for CBS, Wayne Steff-

ner, Western sales manager said:

"Based on business already signed,

the Columbia Pacific Network will

enjoy the biggest single quarter in

its history the last three months of

1948. This despite an unusually

slow summer period for all Coast

radio. We look forward to an even

greater increased volume during

1949.

"Sponsored quarter hours on Co-

lumbia Pacific Network are up

10% over the previous year and

new regional advertisers included

Lewis Food Co. (Dr. Ross Dog

Food); Gold Seal Co. (glass wax);

Household Finance Corp.; Inter-

state Lysol; Los Angeles Pacific Co.;

Manhattan Soap Co.; Pillow-

bury Mills; Sealy Mattress Co.;

Welch Grape Juice Co.; Modglin

Co.

An interesting sponsor history of

CBS is given in Michael's article

in the S.O.S. Co. which a year ago

was under contract to begin three

quarter hours weekly in September

de 1947. Today this same firm is

sponsoring the 8% hour seven-

hourly included. Representing three

programs the commercials are for

S.O.S. cleaners.

'Good Clean Fun'

From the viewpoint of Don Lee

Broadcasting System, Sydney Gay-

nor, sales manager says: "Radio

time selling is back to the old days

of good clean fun, which means in

more specific terms, we are en-

gaged in hard competitive selling.

This is evidenced on all sides by

the increased efforts of clients to

obtain better time releases for their

shows. The networks are in turn

competing to give the client better

times, and in the competition for

business, some of the most con-

structive selling ever to be used is

being paraded before the boys

controlling the purse strings. Al-

though there have been some can-

cellations, there have been bal-

anced by new orders. With the

orders now in for fall start, Don

Lee will be ahead of last year in

weekly time sales—not much,

but ahead."

Probably the biggest Don Lee

advertiser come fall will be the

Dolein Corp. which has contracted

for 10-quarter-weeks weekly on

the full Don Lee Network. In addi-
tion this same advertiser has purchased

seven other quarter-hours on KHIJ

Hollywood, Los Angeles Don Lee-

owned outlet.

NBC which has very few time

openings on a regional network

basis is virtually sold out in the

periods which can accommodate re-

gional clients. Having no owned

Los Angeles outlet in the AM field,

NBC has no local sales problems

but these will come with the open-

ing of KNB1 television outlet be-

fore the end of 1948.

In fact the novel aspect of NBC's

position in television sales will lay

in the fact that KFI, its AM af-
niliated outlet in Los Angeles will

be competitive in video since each will

be operating its own station.

Don Lee is already operating its

own station and ABC will be doing

likewise. Still up for FCC approval

is the stock marriage of CBS and the

Los Angeles Times in which the for-

mer is seeking a green light on the

stock offer.

The TV independents are KTLA,

Los Angeles outlet of Paramount,

KFI-TV and KLAC-TV. Though

seven stations will be telecasting

by the end of 1948, only Don Lee,

network time sales—nothing, but

ahead."
FRANK M. RUSSELL (r.), vice president in charge of the NBC Washington office, congratulated Fred M. Guthrie, assistant vice president of RCA Communications, at a dinner for all NBC Washington employees held Aug. 30. Mr. Guthrie was first manager of WRC, NBC’s Washington station. Mr. Russell presented 20-year pins and citations to NBC Washington’s chief engineer, Donald Cooper, and to Keith Williams, WRC field supervisor. Honors for ten years’ service to WRC went to Jack Roney, announcer.

Indie Network
(Continued from page 31)

An independents, the committee suggested that stations could be sold as a whole network or in such specialized groups as sports or classical music stations, for example.

It was felt agencies and advertisers interested in buying time for national or regional projects could easily set up custom-built booklets, a road map directory permitting quick selection of markets and stations along with programs and time availabilities.

Appointment of the independent’s committee, composed of Mr. H. C. Newman, Mr. Arney, and Mr. R. L. Wiles, was agreed to by Mr. Cott and other independents during the NAB code-writing process last autumn. NAB appointed a special committee which met in Washington for study of the proposed standards. The committee suggested a large number of changes [BROADCASTING, Oct. 27], many of which appear in the present standards.

During the winter many independents urged NAB to set up a special department or division within the association to handle the interests but this idea was rejected by the board, with the committee plan agreed on to assure the stations proper place in NAB affairs such as the code and All-Radio Presentation.

Other Meeting Discussions

A number of ideas were agreed on at the two-day committee meeting last week. They will be submitted to the board at its mid-November meeting. The independents want the NAB board or management to insure them adequate representation on all committees, panels and other groups within the association.

The members talked over ways of making better use of existing services rendered by NAB departments. Among objectives cited were increased sales, better control of costs and improvement of program techniques.

NAB management and the Legal Dept. were asked to study the possibility of amending the FCC’s 14 minute 30 second limitation in its determination of commercial programs. Also requested was NAB action to get early clarification of FCC’s proposed television rules.

In working out details of the overall independent project, a basic question will center around eligibility of stations to the non-affiliate designation. Suggested grouping would include FM stations without network affiliation as well as AM stations if the FM programming is entirely separate.

Submit in November

The proposal for an Independent’s Day during NAB convention week will be submitted to the board in November by Howard Lane, WJJD Chicago, and Calvin J. Smith, WFAC Los Angeles, both managers of independent stations who are board liaison members of the new committee.

Mr. Lane is chairman of the NAB board’s Convention Sites and Policy Committee. Mr. Smith is a member of the same committee, which handles basic planning of the annual convention.

If the board approves the idea and adds Independent’s Day to the convention week agenda, the non-affiliates plan a one-day event packed with discussions of common problems and featuring outside speakers and entertainment. The convention week at present is divided into two phases—Management Conference and Engineering Conference.

The 1949 convention, scheduled at the Stevens Hotel in Chicago April 8-13, will open with a Friday-Saturday Engineering Conference. Management agenda opens Monday. One of the problems will be of the board to fit in Independent’s Day with other convention business.

If the special day at the convention is approved by the board, a subcommittee will be named to make arrangements.

Goal of Conference

Purpose of the committee meeting was to obtain a more forceful place in NAB for independents, and committee members agreed that much progress had been made.

Messrs. Lane and Smith were asked to act as independents’ spokesmen before the NAB board. A. D. (Jess) Willard Jr., NAB executive vice president, will act as independents’ contact with the association management.

All members of the committee attended last week’s meeting, including Chairman Cott and Messrs. H. C. Newman, Schless, Lane and Smith; Melvin Drake, WDGY Minneapolis; Bob Maynard, WSVS Crewe, Va.; Lawrence W. McDowell, KFOX Long Beach, Calif., and WJJD Chicago. C. E. Arney Jr., NAB secretary-treasurer, took part in the meetings.
RCA TUBES

the standard of comparison...

RCA air-cooled radiator type tubes

- Air-cooled radiator type tubes for AM and FM, pioneered by RCA, are famous for their on-the-air dependability and long service life. The ever-increasing demand for these tubes enables us to turn them out in quantity—better than ever—through improved manufacturing techniques and thorough quality control.

A wide line in all power classes, including the well-known RCA-7C24, 889-2A, 891-B, 892-B, 9C22, 5592, and 5671, is now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section II/36-1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA.

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TRUTH OR CONSEQUENCES

Buy WAIR and keep a sharp eye on your sales chart for this market. Ignore our dominance in this market and lose your shirt. We have the listeners . . . and they're far, far, for in the majority. Sign here, please!
HERE ARE THE ANSWERS TO Your Questions About TELEVISION!

How Do We Get Started?
What Equipment Do We Need...
For Initial Operation?
For A Small Station?
For A Complete Intermediate Station?

What Program Services Can We Offer?
How Much Will Equipment Cost?

These and many more vital questions get a quick and complete answer in a set of four informative bulletins just produced by Raytheon. First released at the recent N. A. B. Convention, their practical, factual approach to the basic problems of television was hailed alike by executives, engineers and countless others interested in the tremendous possibilities of this new industry.

Write for your copies today. They are yours for the asking — with the compliments of Raytheon, makers of complete equipment for AM, FM and TV stations.

RAYTHEON MANUFACTURING COMPANY
Waltham 54, Massachusetts

Please send me your Bulletins DL-T-804, 805, 806 and 807 on equipment required for new television stations.

Name: ____________________________
Title: ____________________________
Affiliation: _______________________
Address: _________________________
City: ___________________ Zone: ______ State: _______
NEW WNBW RATE CARD IS EFFECTIVE OCT. 1

A NEW RATE CARD for WNBW (TV) Washington, first the station has published, will become effective Oct. 1. William R. McAndrew, assistant to NBC Washington Vice President Frank M. Russell, announced last Thursday.

Base hourly evening time rate of $150 gross, with frequency discounts, will apply during Class A time (6-10:30 p.m.), and three quarters of the base rate will apply during Class B time (4-6 p.m. Mon.-Fri.; 1-6 p.m. Sat-Sun., and 10:30-11 p.m. Sun-Sat.). Mr. McAndrew said. At all other times one-half of the base hour rate will apply.

Separate charge for studio usage will be graduated from $240 for three hours of usage (rehearsal time) on a one-hour live studio program to $80 for one hour on a five-minute studio program. Film studio usage charge is graduated from $100 for two hours on a one-hour film broadcast to $25 for a half hour on a five-minute film program.

Base rate for one-minute announcements or 20-second service announcements (time signals and weather reports) is established at $40 which includes time and film studio usage, Mr. McAndrew said.

Who's Who, What's What

EDITOR, BROADCASTING:

Your humble correspondent (remember—when an advertising guy calls himself “humble,” he’s kidding) has now whipped around a short circle. It’s not particularly interesting, but for the record, the undersigned has completed three and one-half years as director of advertising control and then sales promotion manager at Plough Inc., Memphis, Tenn., and then a near-year in the advertising department of Hall Brothers, Kansas City.

I’m at Rogers & Smith’s Kansas City office, in charge of copy & stuff. (We’re still looking for a peachy title).

But here is the interesting part...

in all these peregrinations (I know the word; it’s no good for copy and I gotta use it sometime, ain’t I?), BROADCASTING has been close at hand—keeping me crammed up on the who’s who’s and what’s what’s of radio.

So now, if I ever misinform a Rogers & Smith client regarding

“the Magic Medium” (an enthusiastic rep called it that one day), I’m going to sue BROADCASTING! M. H. Straight, Rogers & Smith Advertising Kansas City, Mo.

*P.S.—Sorry to have scared you. *

* * *

Public Service Spots

EDITOR, BROADCASTING:

... the majority of material issued by public service agencies is prepared (apparently) with little idea of the length most expedient for average use. Spots headed “one minute” may run from 40 seconds to a minute and a half. The ideal length is 20 seconds—perfect for filling the 30 seconds between network shows... Station identification must be given within the chainbreak time.

Here at WNE the organization that sends correctly timed material gets the publicity. There just isn’t time to cut, revise or rewrite. We prefer 20-second spots, have little opportunity to use one-minute announcements and no use at all for other lengths.

Harold E. Graves
Program Director
WENB Endicott, N. Y.

$250,000 Involved
In Station Sales

FCC Okays Transfers for WCNT, WMOA and WHYU

THREE STATION sales totaling $250,000 were approved last week by FCC and included transfers of WCNT Centralia, Ill.; WMOA Marietta, Ohio, and WHYU Newport News, Va.

In the WCNT transaction, Herbert Stephenson, sole owner, sells the AM station and its FM affiliate for consideration of $120,000 to WCNT Inc., new firm. Mr. Stephenson retired from the operation because of serious illness, FCC reported. WCNT Inc. is composed of George F. Isaac, senior member of the commercial staff of WCLF Chicago, president-treasurer and 80% owner; and his wife, Kathleen L. Isaac, secretary and 20%.

WCNT is assigned 1 kw daytime on 1210 kc.

WMOA is sold by Howard L. Chernoff, his wife Melva Chernoff, and sister, Mildred Chernoff to William G. Wells for $70,000. Mr. Wells has been deputy director of the flight information service, Civil Aeronautics Administration. Station manager is to be Hugh M. F. Higgins, assistant director of the NAB Broadcast Advertising division, and he has expressed interest. Mr. Chernoff is the managing director of the West Virginia Network and general manager of WCHS Charleston. WMOA is assigned 260 kw full-time on 1460 kc and is an MBS affiliate.

Control of WHYU is transferred to John Doyle through his purchase for $60,000 of combined 70% holding of J. A. Gill, S. A. Twiford and E. F. Leary. Each held equal share. Mr. Doyle, retaining a 22% interest out of the newly acquired stock, reassigns a 24% share to C. Archer Smith, 14% to Stuart A. Smith and 10% to Margaret S. Doyle, increasing her interest to 20%. Other 20% in station is retained by Ed Harris. WHYU is assigned 1 kw day on 1270 kc.

BROADCASTING • Teletcasting

There’s an Island in Texas

There is an island in Texas...the $500 million Lubbock trading area, can’t be reached from Amarillo (122 miles away), Fort Worth (290 miles), El Paso (380 miles), or San Antonio (411 miles). You can’t cover this market from the inside, but area retail sales for the area’s 396,000 consumers are $662.70—twice the national average.

More local merchants use KCBD than use the other two stations combined.


HCNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD
OF SELLING POWER IN THE MARITIME PROVINCES

ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why

5000 WATTS — NOW!

BROADCASTING • Teletcasting

Page 54 • September 6, 1948
FOR YOUR INFORMATION:

Plans have been announced for a nation-wide Oil Progress Day on October 14. Individual oil companies all over the nation will report the progress they've made -- in a mighty demonstration of the benefits Americans accrue from the oil industry.

Oil Progress Day will serve as a means of directing public attention to the many accomplishments in this field of industry...the scientific advancements that are contributing major improvements to the American way of life...and how the constant rivalry among competing oil companies has resulted in better living, greater convenience and more comfort for Mr. Average Citizen as well as new records in production and supply.

For instance, the oil industry can point to the fact that it has kept up with unprecedented demand. America's 34,000 individual oil companies are currently supplying almost 250 million gallons of oil products daily.

With more cars and trucks, more oil burners and farm tractors in use -- and with the nation's industrial and military machines using increased amounts of petroleum -- demand for oil products is far greater than in any previous year. But by expanding the facilities used to produce, refine, transport and market oil products, the industry has been able to meet this demand. Oil Progress Day will see this dramatic story told locally by oil men from coast to coast.

Many radio stations will find that this day offers excellent tie-in opportunities for local special events coverage. Particularly newsworthy will be speeches by prominent oil men and "open house" ceremonies held by various oil companies in every section of the country.

For further information on plans being made for their listening areas, representatives of local stations are invited to call upon Oil Industry Information Committee offices at Atlanta, Boston, Chicago, Cincinnati, Dallas, Denver, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia or Tulsa.
LION OIL CO.
has been
advertising*
on station
WMCT
Memphis

**FCC Spanking**
(Continued from page 26)
us in this critical period.

Formal release of answers to editorial letters was discouraged be-
cause it would magnify the fact that "the Commission is on the pan" and that would indicate that "the Commission regrets having come out on a limb."

"The chief confusion," Mr. Gill-
ingham continued, "even in the non-prejudiced mind, is why the Commission wrote a state paper on policy in order to give a negative answer to such an insignificant case."

Comr. Hyde said it is not the Commission's practice "to consult him (Mr. Gillingham) on how we should decide issues before the Commission." Mr. Gillingham does attend executive sessions at which issues are decided so he can "accurately report" Commission decisions to the public, Comr. Hyde explained.

Memo Is 'Voluntary'

The memorandum, according to Comr. Hyde, was a "voluntary sug-
gestion" inspired by letters on the decision.

Throughout the hearings the Committee continually hammered away at FCC officials in an attempt to learn (1) if the decision repre-
sented a regulation (2) under what authority the Commission acted and (3) why the Commission did not clearly label the decision a regulation to permit broadac-
ters to implement it without unfair effect or expense.

Members of the five-man Con-
gressional Committee in attend-

During the hearings witnesses touched on most of the highly con-
troversial issues originating with the FCC. These subjects included the Aveo, Port Huron, Blue Book and WWDC race results issues.

Earlier hearings by the same Committee had brought broadac-
ters substantial relief from the am-
ligious Port Huron decision in the political broadcasts [Broadcast-
ing, Aug. 2].

Hyde Statement

The climax of the hearings was re-
ached when Comr. Hyde, in re-
sponse to questions by Reps. Priest and Harness, acknowledged that a broadcaster need not fear revoca-
tion of his license if he refuses time to an atheist. He qualified this by saying this would apply only if the broadcaster's decision was not an "arbitrary" one.

Chairman Harness, who had earlier indicated he would seek re-
medial legislation if the problem was not satisfactorily resolved, made the closing charge that FCC action had exceeded its authority.

"I'm persuaded after listening to the testimony," Rep. Harness declared, "that the Commission went beyond its power and author-
ity of law in making that decision. I would be pleased to know, and the country would be pleased to know, if the Commission might remove its decision from the books."

Former Commissioner Durr was identified as the author of the hotly-contested opinion. The law department's original draft, did not contain the controversial mat-
ter. This, FCC officials declared, was inserted by the Commission's liberal Commissioner, in the accom-
panying opinion.

Tracing the history of the doc-
ument, Mr. Cottone said the recom-
manded draft of the decision was prepared by Max Goldman, now acting assistant general counsel in charge of the Litigation and Ad-
ministration Division.

He admitted the draft, in its or-
iginal form, had been of a nar-
rower scope. The first draft was rejected by the Commission, which referred it to Comr. Durr.

Mr. Cottone explained the orig-
inal draft did not specify that equal time should be made avail-
able to atheists.

The memorandum adopted by the Commission was "substantially the draft Comr. Durr submitted," Mr. Cottone asserted.

"Did you (law department) hold a religious program was a con-
troversial issue in the original draft?", Chairman Harness de-
manded.

"No," responded Mr. Cottone.

"The law department draft indi-
cated that not every question was a controversial matter."

"You know the dicta in the Scott Decision have an effect on the regulation in the Commission. Isn't this in effect a regulation?", asked Mr. Bow.

"I would say it was a policy of the Commission," answered Mr. Cottone. Later, however, Mr. Cottone explained that "all policy of the Commission is a rule or regu-
lation."

Questions WHAM Renewal

Chairman Harness wanted to know, if the Scott Decision was considered a regulation, why the Commission, in violation of its regulation, had issued a regular renewal to WHAM Rochester, N. Y.

"The Commission," Mr. Cottone said, "can't deny a license without affording a hearing."

Rep. Harness wanted to know if the WHAM renewal didn't repres-
ent a reversal of Commission poli-
cy. Mr. Cottone admitted this and explained that WHAM's answer to Commission letter was evidently the key to the Commission action. The Commission, he said, appar-
tently interpreted WHAM's reply to mean that the station would not discriminate against anyone or any group because of the station's personal views.

The Committee was anxious to learn why FCC had quietly an-
nounced the WHAM renewal [Broadcasting, Aug. 20, 30].

Both Mr. Cottone and Comr.
Hyde asserted the action had been taken at a regular morning session of the Commission, prior to its re-
quest of the Committee's request for files on the case.

Jones Vote

They conceded that Comr. Rob-
f. Jones had voted to grant the regular renewal for WHAM when the rest of the Commission decided to grant it a temporary permit pending investigation of charges by Free Thinker Arthur G. Cromwell.

Comr. Hyde had this to say:

The Scott Decision held one thing, and one thing only: that preservation of freedom of speech in the public do-
main of the radio spectrum to a licensee from absolutely barring subjects of dis-
cussion otherwise restricted including athe-
ism, on the ground that any presenta-
tion, whatever its nature, would be contrary to the public interest. In the Scott Decision the Commission, at least we thought, made it amply clear that barring any religious broadcasts did not of itself create in any person or group the right to carry programs in opposition to religion. If, as alleged, some persons believe that time must be afforded to reply to every religious broadcast, I believe that such persons can point to nothing in the Scott Decision which supports any such conclusion..."

He indicated that a letter ad-
dressed to Rep. Charles J. Kersten (R-Wis.), whose published com-
ments had provoked the inquiry, was unsolved and that FCC Chair-
mans Wayne Coy had advised Con-
gressman Kersten that "the test must, of necessity, be one of reason-
ableness and over-all fairness" on the part of broadcasters.

Other witnesses who were heard (Continued on page 56)
date, and our knowledge of fall commitments will show an increase among BBDO clients.

At Federal Richard H., Inc. (formerly Campbell - Ewald Co., New York) prospects for this fall and early 1949 are...materially better than they have ever been at any time in the past. Dollar volume this fall will be at least 45% over last fall's figures, and there is every indication that this higher volume will be continued in 1949.

Young & Rubicam, with extensive experience in television as well as radio, expects to be very active in both fields this fall, although the agency feels that radio will continue this fall and winter as "the heavyweight of the two, audience-wise." Sylvester L. Weaver, Y&R vice president and director of radio and television, said this:

"During 1948-1949 the vast strides television programming has made in recent months will be come more readily apparent. In a limited sense home audiences for the first time during good cooperation with radio, television programming has made great progress. For example, the agency already has four half-hour network TV programs scheduled for sponsorship and others in prospect for the coming season."

Y&R billings, however, continue to show greater amounts spent by sponsors for radio than for television.

A similar situation exists at Kenyon & Eckhardt, which has handled considerable television time. Leonard Erickson, K&E vice president in charge of radio, says that "no appreciable realignment of activity has been brought about in the K&E radio department because of the industry-wide upsurge in television." He estimates that half of the agency's total radio billings are for television.

"This fall at least two of our clients are using television," Mr. Erickson disclosed. "Plans are currently in preparation for the use of television by other clients. Funds for television are not being taken from regular radio appropriations. Additional sums are obtained from clients for use in the new medium."

Two agency executives gave BROADCASTING fall business outlook statements with similar characteristics of optimism and brevity:

Said Ray V. Den, president of Lennen & Mitchell: "The fall business...did not last year for radio, television, and the agency on the whole."

Said Harry Trenner, Wn. H., Weintraub vice president in charge of radio and television: "Radio at the Weintraub agency will be up 20 to 30% . . . ."

The onward and upward trend of New York radio is also mirrored in a component field which has shown tremendous development in recent years—the transcription industry. From Frederic W. Ziv Co., the news was especially heartening.

John Sinn, executive vice president of Ziv, predicted that this fall will find the transcription business "moving into its greatest peak period, with the year of 1949 hitting an all time high ... Mr. Sinn concluded: "Local and regional advertisers have long discovered the effectiveness of the use of the proper big-time transcribed radio shows at a nominal cost. However, not until very recently have some of the national advertisers realized that they can make money-saving buys of transcribed programs and put them to tremendously effective use on a spot basis."

"Also, many national advertisers are moving into television and using TV shows as the TV markets are opened. But in those markets where television is not available, these advertisers want to continue to increase their radio expenditures, and the high-caliber transcribed shows are again the answer. Add to all this the increased use of transcribed programs by local and regional advertisers as ET's get higher and higher Hoopertings, and you see why this fall will be as far ahead of the same period last year."

Joseph Bailey, vice president of the Louis G. Cowan transcription firm, estimates the overall transcription picture for fall at about 30% ahead of last year. Mr. Bailey adds that each year the Cowan company has done better than the year before and the firm's business this fall will be far better than ever before.

Ford Bond, president of Ford Bond Radio Productions Inc., notes that "although greater dollar volume is being spent on transcribed radio programs, open-end and otherwise, than ... in a comparable period last year, the unit-volume by number of stations has dropped by at least 20%." Mr. Bond believes this is due to "a number of small advertisers on small radio stations in small cities trimming their advertising sails, while major advertisers after taking some money out of network radio increased their budgets on local and regional campaigns."

However, he feels that both dollar-volume and unit-volume by station using transcribed radio shows will swing upward, starting in October.

Among 'station representatives,

Hines Hatchett of the John Pearson Co., sees larger billings for the fall and winter indicated by the increased buying activity which began in mid-summer. Mr. Hatchett said that "while some of the larger schedules of last season are either missing or reduced, the substantial number of new accounts using spot radio will most likely take up the slack and show an increase in overall billings. One noticeable feature in placements this year is more discrimination in buying. More preparation has apparently gone into spot campaigns and greater care is being displayed in selection of stations and localizable spots. The trend toward popular participating shows is being carried over and more interest is being displayed in this type of availability."

The Brannah Co. is of the opinion that this fall's business will be "about the same as last year's and possibly a little better."

T-H-S Station List

TAYLOR - HOWE - SNOWDEN, station representative firm reorganized Sept. 1 as Taylor-Bor- roff & Co. [BROADCASTING, Aug. 30] represents WMPY, WMPY-O, and WHBC Canton, O., the firm declared last week. The list of stations, as published, inadvertently omitted WPAY and WHBC.

A TEAM composed of Dunninger, the mentalist, and Paul Winchell, ventriloquist, will appear in all NBC television networks beginning Thurs- day, Sept. 6. For the second year, the sponsorship of Bigelow-Sanford Carpet Co. Young & Rubicam, New York, is agency for sponsors.

Hetherton...from Berlin

Wm. G. Hetherton, the Newark News-WNJR correspondent-commentator, is making radio history with his broadcasts from Milan, Rome, Tel Aviv, Berlin, and Cairo for WNJR.

NOW AVAILABLE Sunday 6:45 PM Wednesday 7:45 PM 1430 Kr. 5000 Watts

WNJR 91-93 Halsey Street Newark, New Jersey

the radio station of the Newark News
MEMO TO STATION MANAGERS:

- Increases modulation and thus makes signal reach farther, sound clearer.
- Raises effective signal strength—this means increased coverage.
- Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.
- In FM, too—protect your listeners against receiver distortion caused by transmitter overshwing. Dynamic range, so important in FM, is maintained.

MEMO TO ENGINEERS:

- Increases average level of modulation as much as 8 to 10 db.
- Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!
- Prevents distortion and adjacent channel splatter.
- G-E popular hinged panel construction—easy to get at.
- Vertical mounted for better ventilation.

Here's increased coverage for your station!

with the new

LIMITING AMPLIFIER

Fits neatly into your audio cabinet—attractive, sturdy, quiet. But what a wallop it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.

G-E Limiting Amplifier at the 50,000 watt transmitter of WTOP, Washington, D. C.

You can put your confidence in—

GENERAL ELECTRIC

Page 50 • September 6, 1948

BROADCASTING • Telecasting
When you think of Pittsburgh, do you think of the city of 700,000 where the Monongahela joins the Allegheny?

Or... do you think of a vast tri-State trading area with a population of seven million?

This larger area... ten times as populous as corporate Pittsburgh... is the market you reach with KDKA, whose call letters shine brightly in Pittsburgh's skyline.

According to BMB, KDKA's daytime area includes more than 1,160,000 listener families in 117 counties. In this area, 1947 retail sales amounted to more than $5 billion. KDKA's nighttime area includes more than 1,300,000 listener families in 194 counties. Retail sales in 1947 topped $6½ billion.

No other station, no other medium gives you this coverage in the greater Pittsburgh market!

KDKA
PITTSBURGH'S 50,000 WATT NBC AFFILIATE

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No other station, no other medium gives you this coverage in the greater Pittsburgh market!

KDKA
PITTSBURGH'S 50,000 WATT NBC AFFILIATE
Respects
(Continued from page 46)
and was graduated, a Phi Beta Kappa, in 1934. With the aid of
Dean Miller of Duke (the same who is now Judge Miller of the
NAB), Mr. Rankin managed to get
a "full scholarship" for graduate
work at Duke.
At the same time he held down
"the softest job I ever had"—
doing biographies of N. C. Su-
preme Court justices, for $20 a
month. As far as he knows, they
were never used anywhere.
He returned to Chapel Hill (U. of
N. C.) to study law from 1937 to
1939. Throughout the time of his
graduate studies he was doing
publicity and radio and newspaper
work for conservation agencies,
CCC and others. He later took a
job with the Dept. of Agriculture
Soil Conservation Service, which
to be by radio writing and many appearances on North
Carolina stations.
His outstanding work in the field
took him to Washington headquar-
ters where he soon became head
of radio and press for the Soil
Conservation Service. The docu-
mentary he wrote at that time are
still rated among the topnotch-
ers of radio. They were heard on
the Agriculture Dept.'s Consumer
Time, The Land We Defend, and
many other network programs.

Joined CAAA
Shortly after the war started
Mr. Rankin was offered a job with the Coordinator of Inter-American
Affairs. He was in charge of radio
activities for the CAAA in Co-
lombia, Venezuela and Ecuador.
Again, the situation was paradox-
ical, for though he knows French
and German well, at that time he
didn't know a word of Spanish.
But he went to it anyway, and now, of
course, his Spanish is as perfectly
polished as his French, German—and
English.
He represented his country—and
the CAAA—so efficiently that after
two years he was named head of
the CAAA office in Colombia, with
headquarters in Bogota. He han-
dled all media there, in addition to
the exchange students with whom CAAA was working at the
time.

In Technical Side
Two years later—he was in Latin
America over four years—he ac-
cepted a position with the State
Dept. Instead of the programming
side of radio he had always
worked with, he found himself in the tech-
nical end. As he had done often before, he merely adapted himself
to the situation, and came out on
top.
His work with the NAB calls for
the tact of a higher echelon
diplomat combined with the matter-
of-fact approach of an engineer.
And Forney Rankin seems born to
the job. Today,
He expects to attend the Inter-
national High-Frequency Broad-
}
In 1922, John and Ferd Hengehold opened a tiny tire and battery shop on historic Mohawk Place in Cincinnati, a semi-suburban location far from the city's heavy shopping traffic. Over the years, their store became known as the Mohawk Furniture and Appliance Mart. Their new lines demanded more traffic than the location would normally produce. In 1937, they inaugurated a modest 15-minute Sunday afternoon show, "CANAL DAYS" over WSAI. Since then, they have used no other medium...no other radio station...no other program. Now a half hour, this show began its 12th YEAR in March. Today, the Mohawk store draws patronage from all of the city's sprawling trading zone...has 10,000 square feet of selling space...inventories 1400 items. IN CINCINNATI, ONE STATION CAN DO IT...if it's WSAI!

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL
Ledger Domain

MORE MONEY is being spent for radio time this year than any other year in radio's history.

A desirable situation, if the statement is accepted without question. But start dissecting this record radio gross and soberly, though not fully, after another.

First of all, this money is being spread over some 2,400 station ledgers and the list will be even larger by the end of the year. Established stations are still doing all right in most markets, but the intra-medium competition will become more severe with each passing month.

Then there is the constantly rising cost of station operation, along with warning signs on the horizon due to inflationary factors and an upset international situation.

And finally, radio management is encountering effects of vast promotional campaigns by competing media. Fortunately, broadcasters are about to do some overall promoting of their own when the all-industry presentation film is completed, but the money they are spending to sell radio against other media is trifling in comparison to competitive promotion.

The answer, obviously, is better operation all along the radio line. Supported by the medium's inherent ability to influence the mass market with speed and impact, a down-the-line strengthening of sales and promotion effort should bring more stations into a strong 1949 financial position without phony hokum, unfair competitive claims or managerial ledgerdomen.

Back-Door Effrontery

CONSIDERED side by side with its defense of the Port Huron decision, FCC's latest move is indefensible. It is another demonstration that the Commission is not content to have its cake and eat it too.

Called on the Congressional carpet a few weeks ago to explain its Port Huron effrontery, the Commission protested with persistence, if not reason, that the decision merely said the same thing that Congress had meant all along, albeit Congress on several occasions had refused to enact into law anything that closely resembled it.

Pink-faced, FCC now suddenly discovers that the lottery section of the Communications Act, the foundation of its proposed ban on giveaways, is no longer there—has been bodily removed by Congress and put instead into the Criminal Code. Surely the Congressional intent here is more clear-cut than that which FCC saw—or said it saw—in support of the Port Huron decision.

The language of the lottery section carries far beyond FCC's jurisdiction, extending to "persons" over which the FCC has no control, and specifying punishment to be imposed by the courts. Aside from that, it seems obvious that Congress intended the section into the Criminal Code because Congress intended for transgressors to be dealt with by criminal prosecution, by judicial process and not by licensing reprisals or quasi-judicial regulation.

But the FCC has as sharp an eye for loopholes as any of those at whom it has ever lifted an eyebrow. Overlooking the obvious, the Commission announced with a straight face that the Congressional recodification merely "reaffirmed" the policy against lotteries, and that therefore the FCC would stick to its campaign against giveaways.

Of course Congress "reaffirmed" the policy, but that seems a singularly astigmatic view. The significant point, which FCC carefully avoids, is that Congress went further. It clearly intended enforcement of the lottery law to be in the hands of the Justice Dept. We hold no brief for the giveaways. But we do maintain that the Commission has no moral right to go stealing in the back door after the front door has been so clearly locked in its face.

It is unfortunate that the FCC, which lately has put so much emphasis on the importance of "fairness" on the part of others, should consider its own behavior irreproachable and its decisions beyond error. The art it serves would gain and the Commission itself would increase in stature if FCC did not think it necessary to write and squirm and dodge whenever it is shown to be on the wrong course; and if it would, instead, admit or at least accept its error and return to constructive regulation in the public interest which it, too, is pledged to serve, and within the bounds marked off by Congress.

War Chevrons

IF YOU had your ear attuned to the Washington grapevine, you would soon realize the military approach is "when we have war," and not "if we have war."

It's reminiscent of the months before Pearl Harbor. Then there were plans to commandeer all radio. Saner minds prevailed, however, and radio continued full service, in the face of equipment and tube shortages. Radio marshalled the home front for the all-out war. It was alerted in the event of bombing or invasion which, happily, never came.

Planning again is going forward in high places. Radio figures importantly. Proposals that there be universal radio silence, originating in the military, are being rationalized and modified, thanks to the accuracy with which informed elements in radio moved in.

Prospects of widespread use of radio-guided missiles in the next conflict spawned the arbitrary view that there should be "radio silence." Investigation indicates that broadcast services, which have relatively short range, could not be used with any degree of accuracy as homing devices for super-stratosphere rockets.

It is possible to "jam" that kind of warfare by introducing signals on the radio channels which would deflect the missiles from their pre-tuned courses. Besides, as one radio engineer pointed out to military officials at a recent conference, we already have a pretty well-organized system of jamming now functioning—authorized by the FCC which has licensed some 3,000 stations in AM, FM and TV.

In this atomic age, it is foolish arbitrarily to conclude that radio will not be affected should hostilities erupt. The most encouraging sign is that radio and the military are collaborating to afford maximum protection and minimum dislocations of an instrumentality that in the last war won its chevrons as an indispensable arm of defense.

Our Respects To—

FORNEY ANDERSON RANKIN

EXT to the Parker 51 in Forney Rankin's inside coat pocket is an ever-present slide rule. Though he can't recite the engineering theory behind his calculations, he can explain the practical application of that slide rule to broadcasting—and what's more, he can do it in four languages.

These mixed talents will doubtless come in very handy in his latest appointment—international advisor to NAB President Justin Miller, as of Oct. 1.

He goes to NAB from the State Dept., where for two years he was associate chief of the International Broadcasting Division, taking a highly and soundly placed in international communications conferences. He has been a member of the U. S. delegation to the four-power International High-Frequency Conference in Paris in 1946; a delegate at the International Telecommunications Conference, and delegate and spokesman at the International High-Frequency Broadcasting Conference at Atlantic City a year ago. His most recent assignment was as chairman of the U. S. delegation to the High-Frequency Planning Conference at Geneva, Switzerland, through March and April of this year.

Though he has matched wits—and often brilliantly—won the decision—with the best engineers in the world, Forney Rankin couldn't qualify for even a third class ticket from the FCC. And he is the first one to admit it. Despite his lack of academic knowledge of engineering, his knack for putting technical theory to practical use has won for him one of the top spots in international communications. Also, he is a born diplomat—without the striped trousers and dove gray crayat.

The 35-year old Mr. Rankin describes himself as "tall, red and baldish, and the only farmer in the State Dept." In a literal interpretation that description is accurate only as far as the first word. He is tall. The "red" applies not to politics but to his hair, which is puckishly tufted, and is responsible for his nickname, "Red."

The only furrow he has ever worked is the one in his brow, as he calculates his slide rule. He never was a farmer, though he was born and raised in the country, "Gaston County, N. C.—the town. The elder Rankin was a contractor, and all the so-and-sos, except, ironically enough, for Forney.

He studied history and languages (French and German) at the U. of North Carolina, (Continued on page 48)
TEST MAN
in the world...

You'll find one in every community... a kindly old judge, a family doctor, a clergyman... someone to whom his neighbors turn for sound, friendly advice, for a helping hand, for alert and public-spirited efforts in behalf of his fellow citizens. He's a public institution. On a much larger scale, and in a slightly different sense, the seven Fort Industry Stations are public institutions, too. Each, through its alertness to the needs and wants of the community as a whole, and through its public service efforts, has earned a prestige-ful position in its area. To advertisers this means their messages are being spoken by a station with a listened-to, authoritative voice.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.  •  WMMN, Fairmont, W. Va.
WLOK, Lima, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.  •  WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

"You can bank on a Fort Industry Station"
and only WXYZ offers you a complete merchandising service in the great Detroit market...

Here's how it works: A noted citrus packer wanted to introduce his line in the Detroit market. Because WXYZ has a reputation for complete merchandising, WXYZ landed the complete assignment: jobbers, distribution, etc. In the FIRST year, sales zoomed from 66th place to 12th place!

If you have a product to sell in Detroit, remember: 1) WXYZ has tremendous sales power . . . 2) only WXYZ in Detroit offers a complete merchandising service . . . 3) at WXYZ the emphasis is on sales efficiency!

At present, WXYZ has available...

Abbott & Costello, 9:00 pm, Wednesdays. This popular network show, starring Hollywood's top comedy team, is available locally over WXYZ.

Boukhage Talking, 1:00 pm, Tuesdays and Thursdays. A prestige news program from the nation's capital, in an ideal noon time spot.

America's Town Meeting of the Air, 8:30 pm, Tuesdays. Famous personalities, vital issues, exciting debate on America's favorite radio forum.

Mr. President, 2:30 pm, Sundays. Starring Edward Arnold. The program that has everything: history, patriotism, drama, thrills, suspense!

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

WJZ—New York 50,000 watts 770 kc
WENR—Chicago 50,000 watts 890 kc
KGO—San Francisco 50,000 watts 810 kc
KECA—Los Angeles 5,000 watts 790 kc
WXYZ—Detroit 5,000 watts 1270 kc
WMAL—Washington 5,000 watts 630 kc
ABC Pacific Network
FOR IMMEDIATE RELEASE

EXCLUSIVE COVERAGE OF AGRICULTURAL EVENTS

KELO COVERAGE AREA COMPRIS
ONE OF THE RICHEST FARM AREAS
IN THE NATION AND THE
BEST SALESMAN IN THIS AREA
IS KELO

2nd LARGEST WHEAT CROP IN PROSPECT

Washington, Aug. 10—(AP)—The Agriculture Department today forecast this year’s corn crop at 3,508,000 bushels and the wheat crop of 1,048,000 bushels. These figures were based on conditions prevalent August 9.

The corn estimate is 17,000 bushels lower than the record of 2,928,000 bushels estimated a month ago.

SOUTH DAKOTA

A corn crop of 120,200 bushels, the largest in 12 years, is forecast for South Dakota as of August 1 by the State
Federated Farmers of South Dakota

The corn production is now estimated for this year compared with the 1927-28 average of 75,711,000 bushels.

The cost of construction of the station was given by the paper as over $275,000.

GRADUATE students at Northwestern. School of Journalism are to broadcast Western's home football games this fall. Programs will be fed to WMMF and WREX (FM) Evanston, Ill.

GROUNDS FOR LAMB'S WICU TV

GROUNDS breaking ceremonies were held Aug. 28 for the building house WICU TV Erie, Pa., Dispatch Inc. station. Edward Lamb is president of Dispatch Inc. which publishes The Erie Dispatch. The building will also house WEEL (FM).

In starting work on the project Mr. Lamb said that “in bringing television to the Erie area, Dispatch Inc. must carry out its announced determination to broadcast in the public interest and in the advancement of culture and education for the people of the Tri-State area.”

Paul Albracht, general manager of the newspaper, said that personnel are now being engaged and that plans for affiliation with “one of the big networks.” He added that “although most of the programs will originate in Erie it is expected that when connection is made with the coaxial cable programs from New York City, Chicago, Hollywood and elsewhere will be available to TV set owners in the Erie area.”

THE DAILY ARGUS-LEADER

SIOUX FALLS, SOUTH DAKOTA, TUESDAY, AUGUST 30, 1949

PRICE FIVE CENTS

RECORD CORN CROP IS SEEN

KELO COVERAGE AREA COMPRIS
ONE OF THE RICHEST FARM AREAS
IN THE NATION AND THE
BEST SALESMAN IN THIS AREA
IS KELO

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

Page 42 • September 6, 1949
PROPAGATION STUDY ON SKYWAVE READY

A STUDY of elementary principles of ionospheric or skywave propagation, illustrated with charts, graphs and equations, was released last week as prepared by the Central Radio Propagation Laboratory of the National Bureau of Standards. The 260-page volume, titled Ionospheric Radio Propagation, is available at the U. S. Government Printing Office at $1 per copy.

In part, the study is a revision and expansion of the Radio Propagation Handbook prepared during the war at the request of the armed services.

It deals with the frequencies from 500 kc to about 30 me and is intended “to set forth in simple form the physical and mathematical theory underlying the principles of radio communication by reflection from the ionosphere and to bring these principles into understandable relation with the practical problems of radio communication.”

Subjects include the theory of radio-wave propagation, measurement techniques, structure of the ionosphere, variations of the ionosphere, maximum usable frequencies, ionospheric absorption and skywave field intensity, radio noise and required field intensity, and lowest required radiated power and lowest useful high frequency.

Gentile and Binge Move ‘Early Morning Frolic’

MOVE of the comedy team of Joe Gentile and Ralph Binge and their program, Early Morning Frolic, from CKLW Windsor to WJBK Detroit was announced last week by Lee B. Wailes, vice president in charge of operations for Fort Industry Co., licensee of WJBK. The move is effective Sept. 8.

Billed as “the zaniest pair in radio,” the gross exaggeration of sponsor’s products has built the pair to one of Detroit’s most popular radio teams, according to the station.

Telestatus

(Continued from page 16)

film programs occupied the video airwaves for 15 hours and three minutes, or 5.7% of the surveyed week.

Three of the 21 network video programs were on film, and those were the only three to be broadcast by network affiliates beyond the Eastern hookup for simultaneous live broadcasting, indicating that the various systems of recording live shows on film from a receiver tube for delayed broadcast on non-connected affiliates had not been adopted by any TV network sponsors as of the beginning of August.

Comparison of the relative amount of time given the various program classes in August with the June tabulation (Table IV) shows that while sports programs were first in both months, variety shows, third in June, have traded places with news and now rank second. Drama remains in fourth position and announcements rank fifth, up from sixth place in June.

Children’s programs, seventh in June, now rank sixth, with audience participation shows in seventh place, up from tenth in June. Quiz shows rank eighth, same as two months before; educational programs have dropped from fifth to ninth; musical shows have risen from twelfth to tenth spot, and discussions dropped from ninth to eleventh. No commentary or special events programs, other than sports, are on the lineup.

From the standpoint of commercial TV time, video announcements, including time signals and weather reports, accounted for only 13 hours and 10 minutes, or 5% of the total (Table V). A truer picture of the commercial importance of these minute and less-than-a-minute spots is perhaps given by Table VI, which shows 199 advertisers sponsoring announcements, compared to 146 program sponsors.

The contrast is particularly marked in the local field, where 138 advertisers sponsor announcements on local TV stations, but only 71 advertisers buy program time.

WARRENS’ TRIAL SET FOR DENVER SEPT. 16

AFTER a preliminary hearing in Denver Tuesday, Nathan J. Warren, and his wife, Margaret, arrested by Denver authorities for allegedly selling radio time to western stock breeders fraudulently [BROADCASTING, Aug. 23, 30] were bound over for trial Sept. 16.

The Warrens, released from county jail Aug. 26 on $5,000 bond each, are charged with “conspiracy to commit confidence games and to obtain money under false pretenses.” They were arrested Aug. 25 on evidence gathered by district attorney investigators as a result of broadcasters’ and breeders’ complaints that time was being sold on national farm programs fraudulently.
This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, give excellent daytime coverage. Due to the location it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
On WCAU you're in Philadelphia

50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listener's survey ever made

CBS affiliate

THE PHILADELPHIA BULLETIN STATIONS
THE LAST ROUNDUP of 'Radiorama's' cheesecake includes Grace McNaughton, CBS's "Lum 'n' Abner," program sponsored by Miles Labs.

BREATHE there an editor with soul so dead who hath cruelly declared: "No more cheesecake?"? Yep! Miss KURV, Nancy Schmider of Edinburg, Tex., included.

WHY, it's almost unpatriotic! Not even an encore for beautiful Jody Miller, selected in WWDC Washington's contest as Miss Washington of 1948? That's the Capitol, in case you are interested—or had noticed.

HOW could you, boss? Patti Luers, Miss Montana, sings, too! She's heard Thursday on CBS's "Lum 'n' Abcheesecake."

YES, I know we have space problems. But campaigns are a timely subject. Drum Majorette Jane Quinn—not Mr. McNeill—gets my vote.

NOT even if they come in gorgeous bunches? Betty Jane Bruce (fourth from 1) was named "Miss Greater Philadelphia" in WCAU-TV's contest. Have a heart, Mr. Editor.

Look at that queen!

THAT smile is enough to extinguish fire in a dragon's eyes. It probably won't faze you, boss. Barbara Walker Hummel (r), "Miss America of 1947," is interviewed by WRBL Columbus' Jeanne Petersen during "Miss Georgia" pageant.

MAYBE these "Miss Mermaid" contest winners from eight cities will defrost you. WMID Atlantic City's announcer, Johnny McNevin introduces finalists. Miss Pat Varner, Chicago (third from 1) won.

THAT'S the new look, chief—not cheesecake. WSAZ Huntington's Charlotte Garner introduces Jane Ellen Queen (r), "Miss West Virginia" and amateur golf champion, Bill Campbell (r). Sport Director Jack Bradley helps hold prize—cup, that is.

CONGO beauties pose for radio pictures too. No contest winners these—just a group of housewives helping Rev. C. R. Stegall, Belgian Congo missionary, tape record series of 15-minute programs for WROD Daytona Beach. And so with a reminder that future 'Radiorama' will have no more of this—broadcasting turns a cold shoulder to all glamour... until 1949.
There's a lot more to it than this...

In every business friendly personal relationships are a big help. But that's only the beginning of the story... there's a lot more to it.

You've probably noticed that the people who are most welcome in your own office are those who never waste your time... who talk your business and know what they're talking about. Weed and Company representatives are like that.

They sell a very good product—Spot Radio—one of the most precise and most profitable forms of modern advertising. They sell it right—for what it can do for you.

Behind their ability are a number of qualities: experience, associations, persistence. Even more fundamental, perhaps, are plain hard work and the expert knowledge it gives. For these are the two factors that produce most of the results most of the time... the two factors that make Weed & Company service so valuable to any advertiser.
The 60 Second Workout

When you want your client's message to get a 60 second workout in the Memphis market, choose WHHM!

According to the latest Hooper listening index, of the FIVE Hooper-rated segments, WHHM is

**FIRST!!**

in three segments

**SECOND!!**

in two segments

Never lower than second in a 7 station market. More than ever WHHM delivers

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

WHHM

Music * Sports * News

MEMPHIS, TENNESSEE

PATT McDONALD, manager

FORJEE & CO., representatives

Member

Association of Independent

Metropolitan Stations

*Vitalis Keeps Hair Handsome!

New Eddy Post

(Continued from page 27)

elevated and subway trains. First of Capt. Eddy's many patents, perfected while he was a Navy officer, is the Eddy Sound Detector, which is now standard equipment in U. S. submarines. Retired from the Navy because of a hearing disability, Capt. Eddy entered the television division laboratories of Philo Farnsworth. From this firm he moved to the television division of NBC.

Capt. Eddy was chosen by Paramount Pictures, entering the television field, to direct its first station, WBKB, in 1939. With the help of A. H. Eolly, chief engineer of the station, he constructed WBKB's first transmitter, using parts from two dismantled police radio stations. (Materials in 1939 were already short in supply because of war production.)

With advent of war in 1941, Capt. Eddy offered his services and WBKB facilities to the Navy. Before war's end, the service had trained 86,000 radio and radar technicians. Navy officials rated the training as a phenomenal technical development.

After the war Capt. Eddy supervised the rebuilding of WBKB and last December won the annual award of Television Broadcasters Assn. for designing and building the station's first relay system to South Bend. Hookup was used by WBKB for tele-transmission of Notre Dame home football games. He has devoted most of his time the past six months to development of a new relay system which incorporates principles that may revolutionize cross-country television communication.

Capt. Eddy's patents in this field also are licensed for manufacture to Television Associates.

Gelder WCHS Manager; Quirk Takes WKNA Post

THE APPOINTMENT of John T. Gelder Jr. as manager of WCHS Charleston, W. Va., was announced last week by John A. Kennedy, station president. Mr. Gelder was manager of WKNA Charleston, W. Va., one of the Joe L. Smith Jr. stations.

To replace Mr. Gelder at WKNA, Mr. Smith announced the appointment of James T. Quirk as station manager, effective Sept. 13. Mr. Quirk was promotion manager at WFIL Philadelphia, prior to joining WKNA.

Mr. Kennedy, who also owns WSAZ Huntington, W. Va., stated that Howard L. Chernoff will continue as managing director of the stations and general manager of the San Diego Journal, owned by Mr. Kennedy.

FCC Rules Out 'FX' Call For Facsimile at WFIL

"FX" as the hyphenated designation of facsimile stations was ruled out last week by the FCC, which held that the stations will have to be known by their FM call letters.

The Commission refused WFIL-FM Philadelphia's request to use WFIL-FX as the call during simple facsimile broadcasts. Said FCC: "Station is licensed under the rules governing FM broadcast stations and the facsimile broadcasts are authorized under the provisions of these rules. The use of call letters other than those assigned to the station would appear to cause confusion, which would be particularly objectionable during the initial commercial facsimile broadcasting."

Radox

(Continued from page 29)

time covered by the survey. Charges to sponsors are based on a percentage of the cost of the program tested.

With Radox, Mr. Sindlinger uses another two of his "X" developments—Teldox and Recordox. Teldox is a pre-testing system which he has used in determining whether a book, a play or a program will be a success. By his Teldox testing he hit the jackpot in anticipating public reaction to the play "Brigadoon," which he even helped back.

Recordox, on the other hand, is a system of interviewing audiences by use of a tape recorder. By it his reporters will go to a home where a monitor is installed, record the answers in their original tones, and do so after a series of extraneous questions—so the interviewer is off guard and never aware of exactly what was uppermost in the interviewer's mind. The effort of Recordox is to eliminate so-called "prestige" responses.

"Radio," said Mr. Sindlinger, "has been in show business for a long time without knowing who comes to the theatre. Radox will provide a minute-by-minute box office report of who is in that theatre."

A client, however, will be fed the raw facts of listenership via the teletype and will be able to draw his own conclusions from the detailed reports he will have of the radio homes studied. Reports on the homes will be supplemented periodically. Such supplements will include inventories of the houses. By the inventories, it will be possible for a sponsor or station to see whether there is any correlation between the householder's listening habits and what he hears.

Mr. Sindlinger is already at work on installation of its second group of 60 monitored radio sets in the second of nine Philadelphia areas. He wants to monitor a total of almost 600 sets in the Philadelphia area. Plans for setting up Radox in other cities are in an elementary stage.
These Smart INTERNATIONAL HARVESTER DEALERS Know That KXEL BLANKETS RICH NORTHEASTERN IOWA

International Harvester dealers know their communities . . . know their customers . . . know how to reach them with a selling message from Iowa's most powerful ABC outlet.

These 20 International Harvester dealers have found that KXEL advertising gives them a sales impact which cannot be achieved by any other medium. Nearly 600 Iowa Institutions using facilities of KXEL throughout the year have found that KXEL has the "know-how" to sell their merchandise.

*Featuring GRANT PRICE
12:15 p.m. to 12:30 p.m.
Monday thru Saturday

KXEL
50,000 WATTS
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by
AVERY-KNODEL, Inc.
COVERING THE GREAT
"KXEL RURAL CITY"
Nielsen Reports
(Continued from page 29)
ters, the tape is decoded and the information reported on punch cards in 10 seconds by an automatic decoding machine which turns out some 20,000,000 cards annually. To speed calculations, the company has ordered, at a cost of $500,000, the first commercial adaptation of the Univac Electronic Computer, a war-developed device which can accept 5,000 new numbers a second and perform 20,000 multiplications or 2,000,000 additions or subtractions a second.

At present, Mr. Nielsen reported, delivery of a rating report takes five days and delivery of a complete report takes eight days. By April of next year, when 50% of the Audimeters will be of the mailable-tape variety, the delivery time will be reduced to three days for the ratings, six to seven days for the complete reports, with further reductions to two days for ratings, four to five days for complete reports, when the Audimeter homes are all M-T equipped. When the electronic computer is operating, if it proves as effective as anticipated, ratings should be delivered in a day and a half and complete reports within three days.

Speedup Advantages
This speed-up in the collection and handling of audience data, plus the increase in the number of reports from two to four a month, should give advertisers, agencies and broadcasters all the information they need as rapidly as they can use it, Mr. Nielsen believes. At the offset, he said, the company will continue to issue only two-pocket pieces a month, the reports on the extra two weeks being provided in simpler form and covering only evening and weekend programs of subscribers. He intimated, however, that this half standard, half custom-built service, can be expanded into full standard service whenever there is sufficient demand for it.

Service will be offered with all separable features optional, starting with rating reports only, at about the same price as for the Hoover service, and building up to the complete service which will cost agencies not much more than the coincidental rates, and which will cost advertisers less than they are paying Nielsen at present. Probably the most significant change in the sales policy, Mr. Nielsen said, is making the service available to agencies whether or not any of their clients subscribe and making it usable with all of their clients whether or not they use radio. The networks, which last year relocated the opportunity to underwrite this new service, will be shown the presentation, Mr. Nielsen stated, but no price for network participation has been set.

The national NRI service will begin in January, the speed-up in delivery of reports in April, and video measurements in the New York area in May. Company stated that the radio and video measurements will be made so as to reveal the effect of the installation of TV sets on listening to sound broadcasting.

Advertisers and agencies may get under the new plan, data from the NRI Pacific Network Service and NRI Station Area Service, and Nielsen also will make available to each client studies of his own non-network programs and announcements on either a ratings or full analysis basis. Advertisers in the food and drug fields may also subscribe to the Nielsen Consumer Index Reports, based on marked-package inventories of food, drug and other household products made by personal bi-monthly audits in NRI homes, to start Jan. 1, 1949.

Commercial audience ratings, showing the number of homes reached by one or more commercial announcements on network programs as revealed by the continuous minute-by-minute Audimeter reports, have served as valuable guides in maximizing the number of homes reached and, when correlated to dollar expenditures, to show the number of commercial impacts per dollar. Mr. Nielsen said. Commercial audience studies plus analyses of the commercial pressure exerted by any combination of programs and further experiments in analyzing program-market relationships are all included in the NRI package now offered to advertisers and agencies, he stated.

DISTRICT 14 OPENING SECOND OF NAB SERIES
SECOND series of NAB district area meetings will open Wednesday when District 14 (Mountain States) meets at Mammoth Hotel, Yellowstone National Park, for a three-day session.

First day-and-a-half will be devoted to workshop discussions, with NAB staff members taking part. President Justin Miller and Don Petty, general counsel, will not take part as they will be attending American Bar Assn. meetings. They expect to join the “swing around districts Sept. 12 when District 17 opens a two-day meeting at the Davenport Hotel, Spokane, Wash. District 14 also plans a BMB and music session Sept. 9, with the next day devoted purely to district problems.

District 16 will meet at the Ambassador Hotel, Los Angeles, Sept. 14-15, followed by the District 15 meeting Sept. 16-17 at St. Francis Hotel, San Francisco.

Third series of meetings opens in October, with District 13 meeting Oct. 4-5 at the Blackstone Hotel, Fort Worth. District 6 will meet Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss. District 8 will wind up the series when it meets Oct. 14-15 at the Biltmore Hotel, Atlanta.

Louisville is rich, but Kentuckiana is richer

Metropolitan Louisville is an important part of the WHAS Kentuckiana market…BUT in terms of effective buying income Metropolitan Louisville represents less than one-fifth of the complete Kentuckiana market served and sold in its entirety only through WHAS.

Effective Buying Income:

Metropolitan Louisville . . . . . . . . . . $ 879,148,000
WHAS Kentuckiana Market* . . . . . $4,911,325,000

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

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOGCYCLES

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

WHAS
Louisville, Kentucky

Reaching MORE for LESS
Buying income reached per $1
(pay for radio time based on
1-minute daytime announcement)
WHAS . . $130,968,666
Station B . . $55,682,200
Ask Petry for PROOF

*The Kentuckiana Market is that market within the WHAS 500-mi contour with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Car. 1948); further reproduction not licensed.
To offer radio listeners the best in dramatic entertainment...that was the objective when United States Steel first sponsored Theatre Guild on the Air in 1945.

Since then, this full-hour Sunday night show has presented 121 plays—selected from the theatre's outstanding hits. Distinguished stars of stage and screen—many from the original casts—have re-created for nationwide listeners the roles that thrilled the limited audience of the legitimate theatre.

Now the curtain goes up on another season of Theatre Guild on the Air. There'll be more of the theatre's famous stars...in celebrated plays...to entertain the nation with the theatre's best!

SUNDAY NIGHTS—American Broadcasting Company Network

THEATRE GUILD ON THE AIR

4TH Gala Season starts Sept. 12

THE BEST STARS

THE BEST PLAYS

THE BEST IN RADIO

UNITED STATES STEEL
AFRA MUM AS MUTUAL PLANS DeMILLE SHOW

ALTHOUGH definite plans have been announced by Lewis Allen Weiss, MSB board chairman, for a four-dramatic format in late fall with Cecil B. DeMille as producer-director, AFRA remains mum on its position with regard to the motion picture producer. Difficulty with AFRA springs from long-standing refusal of Mr. DeMille to pay a one-dollar political assessment. The union does not regard the movie producer as a member of the union. Consequently, the AFRA attitude seems to be that the next move is up to him.

Mr. DeMille likewise remains mum on his position with regard to AFRA. A special meeting of the AFRA board of directors was held in Hollywood last week with nothing concrete developed. Actually, union stand is that Mr. DeMille must apply for reinstatement before attempting to participate as narrator-producer of the series.

$150,000 Spot Campaign Is Planned by Wine Firm

BISCEGLIA Brothers Wine Corp., Long Island City, New York, will spend about $150,000 in spot radio campaigns during the next 12 months, beginning with a New York City area promotion Sept. 14, to introduce a new “Junior Jug” bottle of wine.

Stations to be used are WLIB and WJZ New York, WPAT Paterson, N. J., WAT and WNJR Newark, and WICC Bridgeport, Conn. On Sept. 28 the campaign will extend to the following Ohio markets: Columbus, Cincinnati, Toledo, Springfield, Dayton, Lima and Mansfield.

A similar promotion in Pennsylvania is expected later. About 10 spots are being written for each of the remaining stations, according to the Bisceglia agency, St. Georges & Keys Inc., New York.

BULOVA PROBE

FCC has reactivated its long-dormant operations, with John E. McCoy of investigating staff at work in New York, where the watch manufacturer controls WNEW and WOV.

An investigation grew out of a hearing, started in 1946, on an application of WNEW for renewal of license and a power boost from 10 to 100 kw on 1150 kc. The hearing was adjourned indefinitely in late August 1946 to permit the FCC staff to investigate “charges inferred” by the Missionary Society of St. Paul and the Apostle (Paulists Fathers) before it withdrew its application for WNEW’s facilities and dropped out of the proceeding [BROADCASTING, Sept. 2, 1946].

The charges, never definitely stated, related to Mr. Bulova’s acquisition of some nine stations in the period 1936-41. Authorities said the current probe deals particularly with a petition filed June 25, 1945, by the International Catholic Truth Society charging that Mr. Bulova and other officials or stockholders had “violated the truth” in filing FCC reports and had given “false or evasive information” on the ownership of “several other radio stations controlled by said Bulova and his cohorts.”

Truth Request

The Truth Society asked permission to take part in the hearing. Its request has never been acted upon.

FCC’s current investigation is being handled by Mr. McCoy, now is head of the Television Branch of FCC’s Law Bureau, but whose connection with the case dates to the 1946 hearings; and Raymond Lewis, also of the Law Bureau, and Robert D. J. Leahy, of the Accounting Bureau.

The probes have been at work in New York for about two weeks. This phase—in which Counsel Benedict P. Cottone also participated at one point—reportedly is nearing completion. FCC Chairman Wayne Coy has instructed the staff to prepare the case for submission to the Commission as expeditiously as possible.

In its petition to intervene, the Truth Society told FCC it would introduce evidence against the accuracy of reports and testimony of Mr. Bulova and associates, and “evidence which it believes and alleges will tend to prove that said Bulova, his attorneys and business associates, have brazenly deceived and knowingly withheld from this Commission material and relevant facts pertaining to the acquisition, by them, of radio stations WCOF, SELI, WNBC, WOV and WPEN, which facts had they been disclosed this Commission would have justified denial of sundry applications filed in connection with the proceedings involving said radio stations.”

Replying in a brief filed July 3, 1947, by William C. Fitts Jr., of the law firm of Fly, Fitts & Shuebruk, WNEW opposed intervention on procedural grounds, and referred to “prospective intervenors with private grudges to promote.”

The brief maintained that Rev. Edward Lodge Curran, Society president and attorney, was counsel for the Paulists Fathers for many years and testified before the House Select Committee investigating the FCC in 1944 on “the same subjects which he now sets out as the subjects he would desire to cover if this intervention is permitted.” Since the information apparently “has been available to him for several years,” the station argued, he lacks adequate grounds for asking to intervene after the time limit has expired.

Answering the station, the Society noted that it had sought unsuccessfully to intervene on comparable grounds in two previous cases.

In 1937, the Society said, it protested a transfer of WPEN Philadelphia to John Iraci, who, the petition contended, got financial support from Mr. Bulova and whose administrators subsequently sold the station to Mr. Bulova after Mr. Iraci’s death—for $256,000, the same price paid by Mr. Iraci, according to the petition. The Society said it also protested when Mr. Bulova later sold WPEN to the Philadelphia Bulletin for $250,000.

When FCC adjourned the 1946 hearing, spokesmen for WNEW said they would welcome such investigation as the Commission cared to make. More recently, the station has filed two petitions for

(Continued on page 54)

FCC Investigating Staff

In New York

All Quiet at AFM

On British Action

Petrillo Declines Any Comment

On Reports of Record Ban

THE AMERICAN Federation of Musicians declined to comment last week on an announcement from London that the British Musicians Union has forbidden its members to cut British records in conjunction with American talent, unless the union has given written permission. The edict was effective Aug. 27.

A publicity representative for the AFM said Friday that James C. Petrillo, AFM president, took the view that it would be improper for his union to comment on any action by a foreign union “that he had learned about only through the press.”

95.2% KNEW SPONSOR

OF ‘TEXACO THEATRE’

A SPONSOR identification by the audience of 95.2% was recorded for the Texaco Star Theatre in the August City Teleratings Report. The program, heard on the NBC network Thursday, Aug. 29 at 9:30 p.m., had the highest sponsor identification among those rated during the six months of publication of the Hooper Teleratings for New York City, C. E. Hooper Inc. said last week.

The rating given the show was 33.4 for August. Top Telerating of 37.1 went to 39 of the Town. Rating of 32.2 went to 9:45 p.m. segment of the Dodgers vs. Philadelphia baseball game Aug. 9.

An added feature of the Telerating service announced by Hooper Inc. last week is a monthly estimate of the number of home video sets. The July figure covering New York area ownership was 242,100.
“Hear no evil...”

The three monkeys holding their ears, eyes, and mouths have stood for the saying, “Hear no evil, see no evil, speak no evil,” for a long, long time.

We print their picture to point out that W-I-T-H feels just that way about the other radio stations in Baltimore, the nation's 6th largest market. We hear no evil about them, see none, and speak none.

But we must also tell you that W-I-T-H is the very best buy in this rich town. It covers 92.3% of all the radio homes in the Baltimore trading area.

W-I-T-H is indeed the BIG independent with the BIG audience. Call in that Headley-Reed man and get the full story today.
KENNETH B. WARNER, 53, manager and editor of the American Radio Relay League, suddenly last Thursday following a heart attack.

Mr. Warner was stricken early in the morning at his home in West Hartford, Conn. ARRl offices are located in Hartford.

As head of the "ham's" organization a lot from its inception at the time of World War I, Mr. Warner developed amateur radio into one of the major segments of the electronic world. The war had almost wrecked the league but when he took over in 1919 the membership started growing and amateur radio has never been slow to acccept and develop every major advance in electronics and communications.

Mr. Warner was born at Cairo, Ill., Oct. 3, 1894, growing up in the river-front atmosphere. After business school he worked as accountant and railroad freight-routing agent until radio caught his fancy. He married Anita Zimmer, of Rochester, N. Y., April 29, 1920.

Mr. Warner and his two children, Betty Jean and Richard, survive.

Mr. Warner was a fellow of the Institute of Radio Engineers, an honorary member of the Associa tion EAR, Nederlandse Vereeniging voor Internationale Radio-amateurisme, Resau Belghe, Radio Club de Cuba, Rede dos Emissores Portugueses, Union de Radiomis sores Espanoles, Hartford Golf Club and National Press Club.

Oscar Bradly, 55, Radio Maestro, Dies

OSCAR BRADLEY, 55, musical director of We the People on CBS, and distinguished conductor, and director of opera, Broadway musicals, and movies, died last Thursday at the Norwalk (Conn.) General Hospital after a long illness.

Mr. Bradley, who was born in England, began his radio career in 1922 as master of the Hill Rogers series on CBS. He later conducted the music on radio shows starring Frank Parker, Stoopnagle and Budd, and Phil Baker. His musical assignments in Hollywood included work on "Way Down East," "The Man Who Broke the Bank at Monte Carlo" and many other films.

Mr. Bradley is survived by his wife, Mrs. Jesse Bradley, a son, John, on the faculty of Wellesley College, a granddaughter, and his mother, four sisters and three brothers in England.

New Texas Video Network Planned

3 Station Applications Are Filed; Others to Follow, Says Nash

TEXAS TELNET System Inc., a projected television network for the Lone Star state, has been organized, with James P. Nash of Austin, as president.

Applications have been filed for television stations in Austin, San Antonio and Corpus Christi. Mr. Nash said in announcing the project last Thursday. He added that Texas Telnet also plans to apply for TV permits in Waco and Fort Worth and that it intends to operate microwave relays at 50- 60 mile intervals between several Texas cities and to bring 60% of the state's population within its reach.

Telnet's plans envisage affiliated television stations in Dallas, Houston, Beaumont-Port Arthur, Wichita Falls, Sherman-Denison, Texarkana, Marshall, Corsicana, Tyler, Texarkana, Beaumont, Brownsville, San Marcos, New Braunfels and other points, Mr. Nash said.

Gov. Beauford Jester is one of the directors, and the officers, all of whom are businessmen, include besides Mr. Nash: Herman Heep, vice president; David T. Roche, treasurer; M. T. Stalter, secretary, and T. E. Daniels, chief engineer. Mr. Stalter, former U. of Texas football star, has moved to Austin from New York, where he was vice president of American Airlines. Other officers also are all from Austin.

Directors in addition to the officers and Gov. Jester are: Earl F. Slick, San Antonio; Guy J. Warren, Corpus Christi, and Robert Thomas, Fort Worth.

REP. JOHNSON SHAMED IN SENATE RACE UNOFFICIAL final tally of votes in the Democratic runoff primary for the post of junior U. S. Senator for Texas showed Rep. Lyndon B. Johnson, Democrat, to have defeated former Gov. Coke Stevenson by the slim margin of 362 votes.

But Rep. Johnson, whose wife, Claudia, is president of KTBC Austin, has one more chance to shake the former governor and move over to the Senate side on Capitol Hill. That chance hinges on the outcome of the legal canvass of the election by the Democratic State Central Committee of Texas Sept. 14.

Rep. Johnson, who had held a slim lead over Mr. Stevenson as the unofficial tallying neared a close, lost out in the final lap. Returns from 326 counties showed he had finished with 493,986 votes to Mr. Stevenson's 494,330.

Hubert Mwhinney, KPBC Houston commentator and Houston Post column writer, polled 17 write-in votes in the Texas senatorial race.

Appoints McKinney

IOWA Tall Corn Network, at a special meeting in August, appointed J. P. McKinney and Sons, New York and Chicago, national representative. Max Everett will handle the account. George W. Webber remains as manager of the network.
**RADOX**

New Audience Measurement System Introduced in Philadelphia

RADOX, a system of audience measurement and listening habits analysis, started commercial operation last week in Philadelphia. According to Albert E. Sindlinger, president of Radox, the service opened with NBC and WCAU.

At the same time Mr. Sindlinger took the wraps off his operations which have been progressing quietly in Philadelphia for several months.

Gist of the Sindlinger and Co. system is that a client, who may be either a radio station, network, agency or sponsor, can get a teletype report on the listening of a cross-section of Philadelphia radio and television set owners every few minutes. The reports themselves are sometimes as little as three to five minutes behind the listeners' actual dialogues.

In addition to these reports, clients are also furnished with reports of the dialers, their buying habits, periodic inventories of their houses and reports on why they listen where they do.

**Sindlinger Nerve Center**

Sindlinger and Co. works from the top floor of the Lewis Tower Bldg. in Philadelphia. From its control point there teletype operators know instantaneously what stations the listeners under study are tuned to, or whether their radios are not on at all. The operators can flash the report immediately to any client who has a teletype machine.

Radox means "Radio Audience Determination of X." The "X" in the definition stands for: "Who listens to what program and why." Briefly, the system works like this:

1. Philadelphia is divided into nine geographic areas, each about 4 ½ miles wide and each somewhat circular.
2. Reporters are sent into an area with detailed forms to question householders in certain typical blocks. From roughly 1500 householders questioned in each of the areas, enough are selected, according to a socio-economic cross-section plan, to make up a unit of 600 households. This means that some 28 to 34 homes will be studied, for most homes will have more than one radio.
3. Householders thus selected are then revisited and their permission is asked to install a "transphaser" on their radio. Sindlinger and Co. promises to keep their radios in repair free for the privilege.
4. The "transphaser," a Sindlinger development, is then connected by wire to a central point in the area, and from there by wire to headquarters in the Lewis Tower Bldg.
5. An operator at headquarters can then tune in each of the 60 "transphasers" in sequence to see whether the set which is being monitored is on. If the set is on, the operator can hear the station to which it is tuned through one side of a phone headset.

**Here are Actual Samples of Radox Evaluations—Station Codes are:**

A is American WFL
B is Mutual WIP
C is Columbia WCAU
D is National KYW
E is Independent WPEN
F is Independent WBG
O is other AM station than above.

X is Television Channel 3 WPTZ
Y is Television Channel 6 WFL
Z is Television Channel 10 WCAU
P is listening to FM

Samples from August 27, 1948

1-Time: 1234567890123456789012345678901234567890123456789012345678901234567890

C A B C FFDD O C

**Above** is facsimile of part of a Radox report. The numbers from 1 to 0 repeated six times represent the 60 radio sets monitored. The letters under these numbers indicate to what station the set is tuned. By this report, teletyped to a client, the listening habits of the set owners can be charted.

**NIelsen REPORTS**

A NATIONAL Nielsen Radio Index service which "not only fulfills our promise to create an ideal audience research service," but goes "far beyond the industry's concept of the 'ideal service,'" will be introduced the first of next year, A. C. Nielsen, president of A. C. Nielsen Co., announced last week at a preview of a presentation to be shown this week to advertisers and agencies. To provide this expanded service, the company is adding another $50,000 to the $5,000,000 already invested in radio research, he stated.

Recounting the specifications of the Elder-Brophy-Robak Committee for the ideal service—measurement in absolute terms, measurement of all broadcasts, speedy reporting and yielding unmistakable trends—Mr. Nielsen said that his national ratings will be "unquestionably and continuously projectable" to all U. S. radio homes and that they will be issued weekly (four times a month) to cover almost every broadcast. Technical improvements in collection, decoding and calculating processes, he said, will reduce the delivery time of the reports by 50% or more. Furthermore, provision of data on listening to commercials and on home product use will yield an exact picture of the sales effectiveness of any advertiser's radio expenditures, he stated.

**Installation Increase**

To provide the national service, the number of Audimeter installations is being increased from 1,000 to 1,500 (covering more than 2,000 receivers) in homes representative of 97% of all U. S. radio families, employing sampling techniques worked out with the aid of the Census Bureau and tested on the Pacific Coast during this year. Present NRI sample represents 15 stations in radio homes. New installations are made-up tape units, with recording tapes enclosed in cartridges which can be inserted or removed as easily "as buying a Coke from a mechanical dispenser." When the cartridge with the recorded tape is removed, and the blank one inserted, two quarters are automatically ejected as payment for handling, a device which Mr. Nielsen said had provided a 95% takes-back rate during an extensive testing period.

Tape cartridges are mailed to reach NRI homes on Monday, the filled-out tapes for the previous week getting back to Nielsen headquarters by Thursday. Time and date of insertion and removal of the tapes are automatically recorded by a clocking device in the Audimeter unit, which can report on the operation of as many as four sets in any home and can record reception from up to 32 stations, although 15 stations is the maximum used in any set.

Received at Nielsen headquarters (Continued on page 34)

**Services Expanded**

Bell Telephone Co.

In 1934 and 1935 Mr. Sindlinger won five consecutive national motion picture exploitation contests, due in part to the application of filming to Ad-Oscope systems and devices constructed by Mr. Reiss. During this time Mr. Sindlinger had a daily radio program of theatre and Hollywood show business news in both New York and Philadelphia. When Mr. Sindlinger retired in 1939 he felt the need for an audience measurement device. An effort to solve this problem was attempted by Mr. Reiss through the means of a sensitive mobile receiver, capable of picking up the local oscillator in superheterodyne receivers in homes throughout the city. Although the system was crude, it did determine to some degree the audience composition, and the data was used by Mr. Sindlinger in programming.

Separated in 1935

In 1935 the two were separated, when Mr. Sindlinger left Appleton to join the March of Time in New York. He was there until 1941, when he went with Dr. George Gallup as executive vice president of Audience Research. In September 1946, Mr. Sindlinger resigned from the Gallup organization, he contacted Mr. Reiss, with whom he had been in constant touch through the years, to discuss their audience measurement brainchild. The new company was launched and an estimated $150,000 has been spent in setting up the machinery which started commercial operation last week.

Charges for the service to stations are based on a percentage of

(Continued on page 36)
DEFINITE progress in the effort of NAB and Television Broadcasters Assn. to work out a merger was operation was made last Wednesday as committees of the two groups met at the Waldorf-Astoria Hotel, New York.

Although the whole project is still in the exploratory stage, the two groups found themselves in agreement on many basic problems involved in a merger. Proposed solutions to some of these problems were offered. They are being studied and will be taken up at a second meeting within a month.

TBA spokesmen agreed with NAB members that all broadcasters must maintain "a continuously unified front" on many basic regulatory, legislative and operating issues. However, they explained that TV broadcasters have special problems and are anxious to wage a promotional campaign of a type not suited to overall trade association operation.

Among ideas discussed was setting up of a TV Division within NAB. [Clowney Observer, Aug. 30]. Already NAB has given thought to amending its by-laws to accommodate TV and FM divisions. These divisions would have autonomy on matters of special interest and TV members would share NAB's industrial-wide services.

If NAB and TBA spokesmen come close to an agreement at the next meeting, plans for a merger could be submitted to the two association boards for action. The NAB board meets in mid-November.

Shafto Chairman

G. Richard Shafto, WIS Columbia, S. C., an NAB director for medium stations and chairman of the NAB board's By-Laws Committee and served on the NAB group at the Wednesday meeting. Other NAB conferences were A. D. Willard Jr., executive vice president, at whose invitation the meeting was held; Harry Banister, WWJ-TV Detroit, chairman of the NAB board Television Advisory Committee, and Clare McCollough, WGAL Lancaster, Pa., also an NAB board member.

The TBA group included J. R. Poppele, WOR New York, TBA president; Will Baltini, TBA secretary-treasurer; G. Emerson Markham, WRGB Schenectady; Lawrence Phillips, DuMont Television Network.

The New York meeting was an outgrowth of a meeting held last month in Chicago by television broadcasters within NAB and President Justin Miller, followed by a meeting of the NAB board's TV group [Broadcasting, Aug. 16].

TALENT MERGER

DEVELOPMENT of a merger formula satisfactory to all radio talent unions was being studied by officials of AFRA and the 4A's and other organizations following the action of endorsing the amalgamation idea.

The closely-linked issues of a talent union merger and establishment of a working television code were top subjects during the convention, held at the Somerset Hotel, Boston, Aug. 26-29. Both topics were discussed and studied at length by more than 100 delegates representing 28 AFRA locals; no conclusive action was taken on either.

Although actual merger of the ten unions already loosely united within the Assn. of Artists and Artists of America (4 A's) still remains to be implemented, the convention went on record unanimously as favoring such amalgamation in principle.

The merger resolution, introduced by the powerful New York delegation, was one of three alternate plans formulated earlier this summer by a committee representing the component 4A unions. Consensus of delegates present was that any merger plan eventually put into practice will combine important elements of all three, including the establishment of an international board to sit in New York, and regional boards in Chicago and Los Angeles, and the setting up of a single-card membership system whereby many of the complications involving members active in several fields such as radio, television, films, and theatre could be eliminated.

TV Key to Merger

Television is understood to be the key to the urgency behind AFRA's strenuous efforts to expedite a merger. It will be re

* member that AFRA's executive secretary, George Heller, is also chairman of the 4A's joint video committee. AFRA members generally feel that such action now is essential to prevent the occurrence of more such jurisdictional squabbles as the one between NABET and IATSE which for a time threatened to hamper the opening of WIZ-TV.

* Other Unions' Action

Along this line, it is thought possible that other allied unions not affiliated with 4A's, including such technical groups as NABET and IATSE, and other talent unions such as the Radio Writers Guild and the Radio and Television Directors Guild, may get a bid to join in the merger.

The convention agreed that the contemplated merger would also be striking a blow at the Taft-Hartley law, in that the unification thus provided would greatly strengthen the hands of all member unions in fighting the legislation.

A progress report by A. Frank Reel, AFRA's assistant executive secretary, disclosed that the union has closed 16 first-time station contracts and established ten additional chapters and locals since the last AFRA convention.

Clayton Collyer, radio's "Superman," was elected president of AFRA succeeding Ken Carpenter, who was not a candidate this year, in a morning session on Sunday, final day of the convention. The following were elected vice presidents in this numerical order:

- \[ \text{FIRST MEETING of new NAB Non-Net-} \]

or Available Stations Committee was held last week (story page 211. Attending were (1 to r): C. E. Arney Jr., NAB secretary-treasurer, Memphis; Melvin Drake, WDYM Minneapolis; Lawrence M. McDowell, KFOX Long Beach, Calif.; Calvin J. Smith, KFAC Los Angeles, board liaison member; Pete Schloss, WSWS Pittsburgh; Ted Cott, WNEW New York, chairman; Howard Lone, WJJO Chicago, liaison member; David Baylor, WMJO Cleveland; A. D. Willard Jr., NAB executive vice presi-

Fifth Network Plans Still Go Forward

MOVEMENT to organize a fifth nationwide network is going forward as planned, according to George Roesler, sales manager of the project. Discussion of the project was scheduled Friday in Chi-

cago. The network is titled Radio America.

According to Mr. Roesler, Rudolph J. Fjellstrom and Charles J. Hushand, who were sentenced to serve prison terms on charges of violating the California Corporate Securities Act [Broadcasting, Aug. 30], had no connection with Radio America at any time. He explained they were involved in a North American Broadcasting proposition, one of three "fifth networks" allegedly started by Paul M. Titus, also sentenced to prison.

Stock held in California was not Radio America stock, Mr. Roesler said, and no one now in Radio America was ever associated previously in any of Mr. Titus' enterprises.

Radio America halted activities for several months because of disagreement among backers of the $6,000,000 project with operations of Mr. Titus and desire to await outcome of legal proceedings, Mr. Roesler continued.

Only stock sold by Radio America, it was learned, remained approved by the Securities & Exchange Commission and used only for operational and promotional expenses.

Page 28 • September 6, 1948
TV SET SHIPMENTS

SHIPMENTS of TV receivers to the New York-New Jersey area totaled over 100,000 units in the first half of 1948, according to Radio Mfrs. Assn., but the area fell on a percentage basis as other cities with TV stations showed steady gains. Total postwar shipments to the New York area are near the 200,000 figure.

Second ranking city in TV shipments is Philadelphia, with 26,334 sets shipped during the first six months, followed by Chicago, 20,411; Los Angeles, 17,191; Boston, 16,558; Washington, 5,640; Baltimore, 7,065, and Cleveland, 5,001.

TV set shipments by RMA member companies for the second quarter of 1948 were 50% above the first quarter. Total postwar shipments as of June 30 amounted to 425,000 sets, compared to total postwar production of 485,943 sets.

Number of TV receivers shipped in the second quarter totaled 135,485 as compared to 106,138 in the first quarter, or half-year total of 229,691. Total 1947 shipments amounted to 162,181 sets. No reports were compiled on 1946 shipments, but RMA members produced 6,476 TV receivers.

Shipments of television sets went to 31 states and the District of Columbia during the second quarter, compared to 16 states and D. C. in the first quarter. Some small shipments went to states without primary television service, presumably for exhibit or experimental use.

TELEVISION SET SHIPMENTS BY AREAS

<table>
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<tr>
<th>Television Broadcast Service Area</th>
<th>First Half 1947</th>
<th>1948 (Full Year)</th>
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<td>FLORIDA</td>
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NEW EDDY POST Heads Television Associates

APPOINTMENT of William C. Eddy, for nine years director of Balaban and Katz television operations in Chicago, to the presidency of Television Associates Inc. was formally announced in Chicago Sept. 2 by Keith Kiggins, of the manufacturing and consultant firm. Capt. Eddy, one of the nation's outstanding television authorities, said he is making the change because his primary interests lie in the administrative development in the television and electronic fields. He added that one of his biggest interests is in the continued progress of Midwest television and in making Chicago the "hub of TV in the country." In that connection, he stated, he will continue "to maintain a personal interest in WBKB operations in a consulting capacity."

Meanwhile a spokesman of Balaban and Katz said no immediate word would be forthcoming from B & K officials as to Capt. Eddy's successor. John Balaban, B & K president, will supervise overall operation of WBKB, assisted by John Mitchell, formerly executive vice president, who was appointed by Capt. Eddy himself.

Capt. Eddy, who resigned Tuesday as director of WBKB, became president of Television Associates effective Aug. 31. Mr. Kiggins, a former vice president of ABC, who became president of Television Associates last winter, takes the title of executive vice president to make way for Capt. Eddy's assumption of the presidency.

The former WBKB director, holder of more than 100 TV, radio and electronics patents, feels that the station's pioneering days are past and that his activities should be devoted to new advancements of the art.

"You and I know that television has reached a certain standard of technical performance like moving pictures," he remarked. "We have contributed much to progress in the Middle West already, but we must progress still further to reach the goal we are shooting for. I feel that the various developments carried on by Television Associates will simplify not only television operation but also programming in that they will afford labor-saving devices. We hope to improve the quality and breadth of television."

Television Associates was organized on a small scale in 1944 to manufacture and market television communications equipment under Eddy patents, and also to bring in new installations, assist in operation and renting. A factory later was installed in 1946 to handle the work. The firm swung into full production last winter when Keith Kiggins, a long-time friend of the inventor and director, resigned as vice president of ABC and later became president of Television Associates. Company offices are at 190 N. State St., Chicago.

The firm also serves in a consulting capacity to television stations and other organizations requiring assistance in the electronics field. It is presently engaged in a number of electronics developments for the U. S. Navy, and was commissioned by the Chicago Transit Authority to aid in developing a radar system to prevent collisions of... (Continued on page 88)
A Stern warning for FCC: to start cleaning house or face remedial legislation is expected to be incorporated in an interim report on the Scott and Port Huron decisions undertaken last week by a House Select Committee.

In executive session one day after completing hearings on the Scott Decision on atheism, the Committee on Thursday authorized a report demanding that the decision's controversial language be deleted by the Commission.

The Committee was expected to take a similar action with respect to the Port Huron decision on which hearings were held a few weeks ago. [Broadcasting, Aug. 2]. Chairman Forest A. Harrness (R-Ind.) told Broadcasting following the executive session that the report would be filed with the Clerk of the House of Representatives within "two or three days," and that it would deal with both the Port Huron Decision on political broadcasts and the atheism case.

Qualified clarification of the troublesome Scott Decision, dealing with rights of atheists to radio time, was begrudgingly offered last Wednesday by FCC officials squirming beneath a relentless barrage of questioning of the Committee.

Second-Day Hearings

The clarification, which apparently involved biling a parent to confused broadcasters, was furnished during the second day of hearings into the decision by the House Select Committee investigating the FCC, headed by Rep. Harrness.

Hearings were brought to a close on a strange note. Throughout the hearings the FCC had several times been charged with the fabrication of arbitrary dicta. Comr. Rosel F. Hyde, who had earlier testified he felt he was speaking for the Commission, told the Committee broadcasters need not fear license revocation for refusing time to atheists. Ironically, he made the reservation that they must not act "arbitrarily."

The Consensus

On the basis of other Commission testimony and the agency's attitude in previous cases involving complaints of atheists against broadcasters, the consensus among observers appeared to be that:

- The FCC would continue to play the role of the First Amendment's protector. It would, however, winkle at violations of the Scott directive so long as religious broadcasts did not constitute a direct attack on individual atheists or specific group of atheists.

- The word of the station management to the effect that, in refusing an atheist, he had not been discriminating against any one or any particular group of atheists because of his personal views, would appease the Commission.

- What would constitute an attack on the philosophy of atheism was not clear. It seemed to be that the Commission, with a Congressional committee still riding close herd on it and cognizant of public indignation it had aroused, would not go out of its way to invite trouble.

Two dramatic moments were furnished by the hearings:

An FCC spokesman admitted the original draft of the decision was void of controversial matter or philosophical opinions. The heated dispute was touched off by material attributed to left-winger Clifford J. Durr, former Commissioner.

The Committee was told FCC's public relations counsel played a hand in shaping decisions of the quasi-judicial body.

FCC officials obviously were stunned when Frank T. Bow, Committee general counsel, dropped a bombshell, explosive enough to upset the equilibrium of the most aglenn fence-straddlers.

Gillingham Memo

Mr. Bow introduced a memorandum from George O. Gillingham, FCC information director, to the Commission on Dec. 1, 1946, prescribing a course of action in the Scott Decision, which has been followed unwisely by the Commission since its issuance.

Benedict P. Cottone, general counsel of the Commission, acknowledged that it was the policy of the Commission to seek advice from its public relations section.

Comr. Hyde later contradicted Mr. Cottone. He denied it was policy. The Commissioner acknowledged, however, that Mr. Gillingham attended executive session.

In his memorandum, Mr. Gillingham warned the Commission that it would be a grave mistake for the Commission to issue a formal statement or pointedly publicize its

STANDARD OIL

PURCHASE by Standard Oil Co. of New Jersey of one and a half hours on the CBS network from 3 to 4:30 p.m. EST. The Philharmonic series has been carried by CBS for the last 18 years, and for three successive years, 1943-1946, was sponsored by the U. S. Rubber Co. Standard Oil of New Jersey is the second commercial sponsor.

Conductors during the 1948-49 season will include Bruno Walter, musical director of the 107-year-old Philharmonia of New Jersey, Dimitri Mitropoulos, Charles Munch and Edward Stokowski, with Walter Hendt as assistant conductor. Among the scheduled soloists are Robert Casadesus, Myra Hess, Nathan Milstein, Erika Morini, Gregor Piatigorski, Rudolf Serkin, Isaac Stern, and Joseph Szigeti.

The following statement was issued by Charles Triller, president and chairman of the board of directors of the Philharmonic-Symphony Society of New York.

"We are delighted that the Standard Oil Company (New Jersey) is to sponsor the broadcast of the Philharmonic Sunday afternoons concerts over CBS. We feel that the association is a natural one between this bulwark of American industry and our orchestra, which is the oldest in the country and has so often proven itself to be a leader in the symphonic field. By its sponsorship, the company is not only expanding in the highest form of advertising but is substantially aiding the continuance of our society's contribution to the national enjoyment, education, and culture of the nation."

"In this time of ever-rising expenses and increasing difficulties in operating non-profit cultural Ventures, the aid and cooperation of such an outstanding and enterprising company as the Standard Oil Company (New Jersey) is most encouraging. We sincerely trust the company will reap well-deserved benefits from the public's recognition of its contribution to the Philharmonic financial stability."

react to critics of the Scott Decision."

"The tempo having been established," he wrote, "we will have to abandon hope that the press will play up any new angle except to our continued disadvantage. . . . Hence, further explanation will not only be futile but will add fuel to the fire. Also it is foolish for us to suggest subjects which our enemies can play up to embarrass.

(Continued on page 52)

TOP PHOTO—General Counsel Frank T. Bow confers with Committee Chairman Forest A. Harrness.

SECOND PHOTO—Two declared atheists, K. A. Whitten (l) and Charles Smith, hold a conversation during hearings.

CENTER PHOTO—FCC officials Benedict P. Cottone (l), Max Goldman (center) and Comr. Rosel F. Hyde appeared cheerful before they were called to testify.

FOURTH PHOTO—Attorney Frank Roberston (r) and Commentator Earl Godwin took a dim view of the Scott Decision.

LOWER PHOTO—Mr. Bow examines with Father Louis Durell (r) a script which hisaten found objectionable.
By HERMAN BRANDSCHAIN

FALL business picture radio-wise in Philadelphia area was painted in the most glowing terms by station, agency and other industry executives. Only conflict in the reports came from the Quaker City, which is the center, was as to the inroads the business this fall will be every bit as good as last year—and last year we had to turn down business. National and local advertisers are coming to us in volume. Television has not hurt us.

Alex Rosenman, commercial manager, WCAU: "Our bookings and billings are running steadily ahead of last year. Last year at this time, we noted a trend toward hesitancy but this fall there was not any considerable holding back. Our fall picture figures may have generated a more optimistic approach. We expect to do more radio business right on through the winter months."

Robert G. White, general manager, KYW: "Radio sales in the Philadelphia area during the forthcoming year appear to be on the upswing. The television medium, television, has become definitely established and well-accepted. Proved programming, supplemented by hand-tailored shows built to meet specific sales problems, will continue to be the basis of our approach to all accounts. Good entertainment is the only sound basis for this acceptance of any radio venture."

Gordon Gray, commercial manager, WIP: "Retailwise we had a slow summer but our national and network volume was the same as last year. Our fall business, however, appears to be very good in all three categories—as good as last year when we had a good year."

"We are really selling harder than last year but we find the effort is rewarding and we are happy about that. We are especially happy at getting quite a number of important advertisers who are not only new to our station but new to radio. And we also are happy that many accounts are expanding their advertising with us."

"We feel that the economic picture held back commitments which might have been made earlier, particularly among local advertisers, but people now seem to feel they've hesitated long enough and they'd better get to work."

Dolly Banks, program manager, WHAT: "Our revenue is greatly increased, with both national and local business coming in for what looks like a big fall. Although all our foreign language programs are doing exceptionally well, Italian language and Negro market programs seem to be the leaders. We are not feeling any impact from television." 

Roger W. Clipp, general manager, WFIL radio and television stations: "There is a decided increase in the volume of fall business on radio and television in 1948. It is impossible to translate this increase into the basis for a long-range prediction, however. With radio, while many advertisers are joining the ranks of the regular fall and winter sponsors, it is noteworthy that an attitude of caution prevails and there is a definite trend toward shorter term contracts."

"Far as television is concerned, we find more and more advertisers interested in taking a look. There has been an increase in the number of national and local advertisers, a large portion of them local advertisers. It is my belief, however, that it will be a matter of several years before television station operators bridge the gap between income and expenditures."

G. Bennett Larson, television director, WCAU-TV: "We're constantly growing commercially and we find for a fall only a few months in television that our sponsors want to remain in television and are doing so. Virtually all our spots are sold for the fall and winter. We expect a larger number of big advertisers to go in for local spots. We expect to be on the air with more time each week and to have more sponsored time. We think the outlook is bright."

Ernest B. Loveman, general manager, WPTZ-TV (TV): "The picture for the status of fall business this year better than anything else. Last year we had only 10 commercial accounts. This year we have 65—the largest number of any television station in the country. Last year we were on the air only 28 hours per week; this year we are averaging about 46 hours. We know there is some tremendous business coming our way in all categories."

Edmund H. Rogers, senior partner and radio director, Gray & Rogers: "TV business is on the increase steadily but because of a shortage of effective, inexpensive television show ideas, most advertisers will continue their present scheduling. Many clients will increase them, as a matter of fact, because radio as an advertising medium has proved both flexible and reliable."

"Radio remains the best medium for almost immediate contact with a mass market and we here are convinced its effectiveness is not diminishing with the advent of television. In many cases the two media complement each other. Like most astute advertisers, our clients set aside a fixed percentage of anticipated sales for advertising and sales promotion. A portion which seldom varies is earmarked for radio."

Philip Klein, president, Philip Klein Agency, looks forward to television spending up at an unprecedented rate and we expect to place more television business. We wish more video stations had more quality programs, however, especially at camera positions. Our (Continued on page 68)
3 New AM Grants And 1 Power Boost

WHAW PRESENTATION

Small Station Combines All Basic Information — For Prospective Clients

TO HELP increase local sales, and give the prospective time purchaser information on what he is going to get, WHAW Weston, W. Va., is preparing a complete presentation for every potential spot or program purchaser.

Prepared by Carl Loose, sales manager, the presentation contains information on the program offered, cost and background on the station. Harold McWhorter, president, reports that this plan has been extremely successful, and has clicked almost 100%.

The presentation is bound in a folder and opens with a letter to the prospective client introducing the plan. A general background of the advantages of radio advertising is included, directed toward the particular client's needs. The program is outlined in detail and reasons given why the station suggests this particular show. Cost of the program is given first as an impression breakdown and then in dollars per week. Manufacturer cooperation in paying for the show is stressed where applicable.

Following the detailed information on the show and its cost, basic information on the station and its program policies is given. This section covers the entertainment and educational phases of the general programming, basic cost and coverage and extent of cooperation between the station and local groups. WHAW is a fulltime 250-w Mutual station on 1450 kc.

Robert Hall Plans

ROBERT HALL Clothes will be using about 90 local time stations for spots and program participations when it expands its current schedule this month for a fourweek intensive campaign. The campaign calls for 207 weekly programs and more than 700 weekly announcements on 26 new stations in nine new markets. The promotion, announcing 13 new Robert Hall clothing salesrooms in 11 cities, will be followed by a yearround promotional advertising campaign. Sawdon Advertising Co. is the agency for Robert Hall, which develops half of its advertising budget to radio.

WISE old Doc Wonstand discovered early in his career how to collect an audience. Entertainment that people wanted to hear sold his "Magic Elixir." Showmanship made the medicine show a success.

We at WPTR know "THE SHOW'S THE THING" that brings in the audience. And, in a more modern style, we provide the showmanship that will sell your modern products in the lush Capital District...

Albany-Schenectady-Troy.

DICK DUBEL

PATRON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

September 6, 1948 • Page 65
Canada
(Continued from page 25)

the usual supplementary network basis. Two advertisers are using this new French network key station of which is CKVL Verdon, and they are H. J. Heinz and Olglivie Flour Mills, both with weekly halffour programs.

More transcribed shows are available in Canada this season than ever before, according to officials of transcription distribution companies. This includes not only American shows, but also Australian, British and Canadian shows on discs. Stations are buying about the same as last year. There are many inquiries for transcribed shows, and most distributors show an increase in business over last year.

While there is no television in Canada as yet, at least one major advertising agency has a standing order from a large Canadian advertiser to get into TV immediately. With exception of this one advertiser, no other inquiries for TV time have come as yet to major agencies. There is not likely to be a Canadian TV station till at least late in 1949.

The Canadian government is still in Canadian radio advertising, albeit on a small scale. Currently there are spot announcement and transcribed spot campaigns on recruiting for the three branches of the services. Sometime in October there will be spot announcement campaign for the Third Canada Savings Bond campaign, and a local program from many stations, sponsored by the Canadian Department of Finance for this bond drive.

From station representatives it is learned that time is getting harder to obtain all across the board on major market stations. Some stations are completely sold out, except for such sustaining time as they reserve for public service programs. Station representatives report that smaller market stations have considerable time to sell, while a number of leading agencies in spot business report they are buying more small stations than ever before.

Backing up the contention of station representatives that major market stations are getting the bulk of the business, a number of agency radio directors told Broadcasting that rising costs and increased station rates, tied to fixed advertising appropriations, have resulted in a more careful buying of stations with largest market coverage. Advertisers with fixed appropriations are accordingly using fewer stations, and more major market stations.

In spot business there are some new advertisers, as well as on networks, mostly in the food lines. Peak has not yet been reached in number of advertisers who can use radio in the Dominion. There is a definite tendency, one major agency radio director points out, to more quality programs to point to quality products, and more use of radio for institutional programs by large companies with non-commercial lines. Large advertisers of this type, such as Canadian Industries Ltd., are expanding the use of their institutional programs.

Although Canadian broadcasters now have permission, as of Oct. 1, to use price mention advertising, the survey showed that no national advertiser has as yet asked for any type of price mention on spot announcement or spot programs. Local advertisers are expected to be major users of price mention advertising.

There have been some cancellations among large advertisers of network and spot time for the fall, but few advertisers or expanded audiences from current advertisers have made up for any loss. Summing up Canadian fall business, it is up somewhere between 10 and 15% over last year, and practically all stations see 1948 as their best year.

Midsummer Is Best For Independents

Baseball Helps Them Reach Most Listeners Then, Says Pulse

INDEPENDENT stations, particularly those carrying baseball broadcasts, reach their largest listening audience in midsummer, according to the latest report published by Pulse Inc. The survey, for July and August, included five giveaway shows among the top 10. Average quarter hour audience figures were: Cincinnati, 26.5; Chicago, 23.5; Boston, 22.5; New York, 21.9; Philadelphia, 21.5, and the network was last, combined.

Mr. District Attorney was the only program retained from the May-June listing, as the other nine shows went off the air. The complete report is as follows:

TOP TEN EVENING & DAYTIME SHOWS

<table>
<thead>
<tr>
<th>Evening</th>
<th>Highest 1/4 Hr. Rating</th>
<th>July</th>
<th>May</th>
<th>Avg.</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step the Music</td>
<td>14.7</td>
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<tr>
<td>Break the Book</td>
<td>11.6</td>
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<tr>
<td>Tom You Have It</td>
<td>10.8</td>
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<tr>
<td>We, The People*</td>
<td>10.4</td>
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<td></td>
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<tr>
<td>Mr. District Attorney</td>
<td>10.3</td>
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<tr>
<td>Louella Parsons Show</td>
<td>10.1</td>
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<tr>
<td>She's a Kid</td>
<td>10.1</td>
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<tr>
<td>Hit the Jackpot*</td>
<td>9.6</td>
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<tr>
<td>Your Hit Parade</td>
<td>9.2</td>
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<tr>
<td>Suspense*</td>
<td>9.1</td>
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Daytime—5 a Week

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<thead>
<tr>
<th>Highest 1/4 Hr. Rating</th>
<th>July</th>
<th>May</th>
<th>Avg.</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arthur Godfrey*</td>
<td>9.4</td>
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<tr>
<td>Rosemary</td>
<td>7.3</td>
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<tr>
<td>Big Sister</td>
<td>7.2</td>
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<tr>
<td>Helen Trent</td>
<td>7.2</td>
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<tr>
<td>Grand Hotel</td>
<td>7.2</td>
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<tr>
<td>Breakfast Club</td>
<td>7.1</td>
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<tr>
<td>Our Gal Sunday</td>
<td>7.0</td>
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<tr>
<td>Aunt Jenny</td>
<td>6.3</td>
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<tr>
<td>Gambling Lights</td>
<td>6.0</td>
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<tr>
<td>Wendy Warren*</td>
<td>6.3</td>
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</tbody>
</table>

* 4-City average.

SUN. AFTERNOON

SAT. DAYTIME

ACCORIDNG TO JULY C. E. HOOPER REPORT

Represented by the BRANHAM COMPANY

Affiliated with the CINCINNATI POST

a Scripps-Howard station

Page 66 • September 6, 1948

WSB-TV Starts Tests

Also see story page 68

THE FIRST test pattern transmission by WSB-TV Atlanta was made Aug. 21. Following an equipment test, the entire Atlanta - Nashville game was telecast. The station reports enthusiastic calls and reports of excellent reception from distances up to 50 miles from Atlanta.

Philadelphia
(Continued from page 25)

radio volume is not falling off in spite of the mushrooming of local television.

Solis Cantor, head of the Solis Cantor Agency: "Radio already is being affected by television and will continue to be, for television is the coming medium. Radio, in our belief, will resolve itself into a daytime medium, for the housewife can do her chores while listening. We believe television is going to take completely bigger chunks of the night-time audience. This already is reflected in our own business, for we have placed 14 different advertising agencies in television. We're optimistic about the fall outlook and about Christmas."

Frank S. Folsom, executive vice president, RCA, in charge of RCA-Victor Division: "In these days of tremendous attention interest in everything in television, it is sometimes easy to forget or take for granted the radio industry. Yet that is actually like forgetting you have a strong right arm. For while it is natural to set our eyes and imaginations on television's business potential, the bread and butter of the industry is still radio."

"Two factors presage a big radio year: Housing expansion and the marriage rate. A majority of the million-and-a-half couples who will be married this year will be setting up housekeeping between now and Dec. 1 and certainly an impressive number will be wanting radios."
ANOTHER CHAPTER in the long—and thus far futile—KMED Medford, Ore., transfer case opened last week when Mrs. W. J. Virgin, the owner, noted that the “buyer” whom FCC approved has withdrawn, and asked the Commission to let her go ahead with her original sale.

This would involve transfer of the station to Gibson Broadcasting, owned by Luther E. Gibson, for $250,000 plus a 33.3% interest in the company. Mr. Gibson, licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif., would own the remaining stock of Gibson Broadcasting.

Mr. Gibson was the original “buyer” but Medford Radio Corp. filed a competing bid under the Arco Rule and won FCC approval on grounds of local ownership. Mrs. Virgin contended that the Medford group, by failing to offer personal endorsement of a $187,000 note toward the purchase price, had not complied with the “same terms and conditions” requirement of the Arco Rule. She won Comr. Robert F. Jones’ support for this view, but the majority of the Commission rejected the argument.

In the new petition last week, Mrs. Virgin and Gibson Broadcasting told the Commission again that Medford Radio Corp. had refused to sign a contract based on the same terms and conditions as her original agreement with Mr. Gibson.

She called FCC’s attention to a letter sent to the Commission by Medford Radio on August 11 stating in substance that it was no longer interested in the matter of the control of Radio Station KMED.

Since the only competing bidder has withdrawn, she argued, her original application for transfer to Gibson Broadcasting should be reinstated and granted without further proceedings.

KMED is on 1440 kc with 5 kw day and 1 kw night.

### PARAMOUNT

**FCC Moves to Settle Control Issues**

STEPS were taken by FCC last week to effect prompt settlement of the Paramount-DuMont control issues in the competitive television hearings at San Francisco, Detroit, Cleveland, and Boston and Cincinnati and looking toward early decision in the San Francisco case.

But any such prompt decision may be delayed indefinitely, some quarters predicted, with the filing last Thursday by Television California Inc., one of the San Francisco applicants, of an appeal in the U.S. Court of Appeals for the District of Columbia. The suit is directed against FCC’s separation from the San Francisco proceeding of Don Lee Broadcasting System and video Channel 2 (54-60 mc), the facility Don Lee seeks, pending settlement of the long pending Don Lee network case [BROADCASTING, May 17].

Spokesmen for Television California contended the appeal need not delay the decision, however.

The Commission ordered the applicants in the West Coast proceeding to file by Sept. 30 their proposed findings of fact and conclusion and further ordered that parties to the several other related proceedings be permitted to file proposed findings on the Paramount-Dumont control issues by that date. FCC also directed Jack P. Blume, its hearing examiner in the cases, to “expeditiously” prepare and submit a recommended decision in the San Francisco case.

Petition of Paramount interests seeking immediate determination of the DuMont relationship was denied.

The San Francisco hearing, which took some four weeks to complete [BROADCASTING, July 5], has involved five applicants for two channels with separation of Don Lee and its requested channel.

Present competitors are: CBS, KROW Inc., Paramount Televisi

**Effect on San Francisco**

Any ruling the Commission may make regarding Paramount’s interest in Allen B. DuMont Labs. will have direct effect on disposition of the San Francisco case as well as the other proceedings in which these interests are a party. Hearing on the control question has already been held [BROADCASTING, May 17].

In the Detroit case, in which Paramount’s United Detroit Theatres Corp. is competing with WJR Detroit, the hearing has been held but FCC’s counsel has reserved the right to reopen it for further proceeding should the Commission make some determination of its investigation of the G. A. (Dick) Richards outlets, including WJR and WGR Cleveland and KMPC Hollywood [BROADCASTING, March 29].

No hearing has yet been held in Cleveland, Boston or Cincinnati.

### WNOW’s Executive Staff Headed by L. W. Williams

SELECTION of the staff of WNOW, new 1-kw daytime independent at York, Pa., has been completed, Lowell W. Williams, president and general manager, announced last week.

Mr. Williams, formerly an executive of the H. J. Williams Co., York, said the station is emphasizing local programming. The program director is H. E. (Doc) Daugherty, former chief announcer for WOR York.

Other staff members include: Wilbur Smith, commercial manager, previously with WHHT Durham, N. C., in a similar capacity; Murray Goldsborough, who was with WFMD Frederick, Md., for four years, head of the sales department, and N. Carl Kitchen, continuity director.

Studios of WNOW, which went on the air June 22 and operates on 1250 kc, are at 25 S. Duke St., York, and its transmitter is three miles northeast of York’s Continental Square near Pleasureville, Pa.

The two-unit tower consists of a 54-ft. RCA FM pylon mounted atop a 154-ft. AM wind turbine tower.

### WCHS

Charleston W. Va.

### 5000 WATTS in Sept!

600 kc CBS EL PASO

BROADCASTING • Telecasting

RCA control panel of WNOW is examined by executives of station (l to r): Mr. Daugherty, Mr. Kitchen, Mr. Williams, Mr. Goldsborough and Mr. Smith.

**KEY STATION—SOUTHWEST NETWORK**

Represented Nationally by TAYLOR-HOWE-SNOWDEN

---

**PLAQUE, carved out of wood and painted by youths of Washington Junior Police and Citizens’ Corps Inc., has been awarded to WTOP-CBS Washington, as “a token of appreciation for outstanding community service rendered” and for “unselfish service in bringing before the radio audience the work of the Junior Police and Citizens’ Corps.”

---

**Hom. Geo. R. McGovern**

Great Adv.

Chicago, Ill.

Dear George:

Big pay raise in the chemical plants this week... about 18,000 Charlestonians who are a yearly total of 34,000 men enlisted in the armed forces... That means WCHS listeners ‘d have more to spend. Cousin Zeb see he’s going t’ git one o’ them portable radios t’ take along when he goes spahcinc with his gal. Naturally, other people has other plans... but you kin bet t’ ith 5000 watts at 880, plus CBS... people is gonna git them plans from ol’ WCHS.

Yrs.

[Signature]

---

**WCHS**

Charleston W. Va.
KONO INCREASE
Shift to 860 kc Included
In Proposed Grant

KONO San Antonio, one of the early “Blue Book” stations, won a proposed decision from FCC last week in its bid for 860 kc with 5 kw day and 1 kw night, directionalized fulltime. KONO is now on 1400 kc with 250 w.

Roy Hofheinz and W. N. Hooper, owners of KTIT Houston, seeking the same frequency and power for a new San Antonio station, were given a proposed denial.

The Commission conceded that, although it had once questioned KONO programming to the point

of holding a “Blue Book” renewal hearing, there is no evidence that any listener ever complained about the station’s programming, and that, in fact, KONO’s program service “has been, on the whole, meritorious.”

But the decision took KONO spokesmen to task for denying that they had ever pledged certain program “improvements” attributed to them in the FCC decision which granted license renewal after the “Blue Book” hearing [BROADCASTING, Sept. 1, 1947].

Eugene J. Roth, KONO owner, and the station’s attorney, Andrew W. Bennett, were quoted as denying, during the 860-ke hearing, that KONO had ever actually made commitments (1) that not more than three commercial spot announcements would be carried in any 15-minute period, and (2) that live talent programs would amount to 20-25% of broadcast time each day. FCC’s decision granting renewal was in error when it reported these promises had been made, Messrs. Roth and the attorney argued, asserting that they did not file exceptions to the decision because it granted renewal.

Delay Is Given Again
To IATSE in WJZ Case
A SECOND continuance was granted last week in New York by the U. S. District Court in the case growing out of alleged attempts by the International Alliance of Theatrical Stage Employees (IATSE) to interfere with the opening of WJZ-TV [BROADCASTING, Aug. 16].

The union has now been given until Sept. 21 to show cause why a temporary restraining order issued by the court at the request of the National Labor Relations Board repressing IATSE from interfering with WJZ-TV operations, should not be permanent.

Buy the FM Audience
in Kansas City direct—
Without paying AM Rates!

KOZY
Kansas City’s Pioneer FM Station
10,000 Watts

Page 68 • September 6, 1948
LISTENERS to KQV Pittsburgh will have an opportunity to participate in "Lucky Landmarks," a new giveaway show written and produced by Milt Kerner, Ken Hillbrand and Don Tracy. Mr. Hillbrand, M.C., will choose names from lists compiled of cards filled in by customers when they are in sponsors shops (Fashion Haytry) and call contestants who will be asked to identify some well known Pittsburgh landmarks. Correct identity entitles contestants to $50 worth of merchandise for participating. Local agency, Susan and Adler, handles show.

WTOP "Service" BEHIND SCENES stories of local businesses are revealed on "At Your Service," a new program which started Aug. 31 over WTOP Washington at 4 p.m. Mon.-Fri., 10-10:30 a.m. program feature three workers from local business as guests on each program. At intervals during program, host will interview interesting stories of their work. Between interviews, M. C. Lee Vickers plays recordings of "mystery tunes" and prize is awarded to guest with most correct guesses of tunes. Larry Beckerman is producer of show.

High School Radio Studies STUDENTS at Evanston Township High School, Evanston, III., are planning the grand opening of the school's radio studio with an inaugural broadcast over WEAW (FM) Evanston, with money donated by 1947 graduating class, money raised at last year's "Omnibus," high school officials purchased and installed equipment which will permit a large studio to house the entire basketball and football programs, and a smaller studio for dramatic productions. These studios will enable more broadcasts to be piped from the school to the community. This fall, WRAE also carries programs from New Trier, Arlington Heights and Ill. State Teachers College, all centered along North Shore area of Chicago.

Quix on TV DRAWINGS done by Artist Rudy Prihoda before television cameras of WLW Cincinnati are basis of new quiz program "Quix on TV." done by Fontiac Dealers of Greater Cincinnati. "Titans of TV," show uses gimmick of calling set owners and asking them to identify personalities included by studio's verbal clues. Red Thornburgh is m.c. who gives viewers verbal tips while artist Prihoda sketches subject. Agency for Pontiac Dealers is Robert Acomb Inc., Cincinnati.

Political Views HOUSEWIVES, farmers, lawyers and representatives from many other categories are being given a chance to say what political party they are for and why they so choose at a "Pre-Election Forum," on KAKQ Pasadena, Calif. Forna, which runs half-hour weekly discussion moderated by moderators chosen from press of Pasadena and surrounding communities.

Aid to Hay fever Victims HAYFEVER pollen count is broadcast throughout Philadelphia Mon. through Fri. at 12:30 p.m. news broadcast. Station carries the count in cooperation with Dept. of Public Health, which receives its information from eight official points and around Philadelphia. Station airs the count about two hours after official tabulation is made.

Stock Show on TV OLD-TIME stock company has made its way into television with appearance of the "Philco Players" on WBTI, Los Angeles. Players, who made their debut Aug. 24, present different 20-minute plays weekly, calling in "name stars" from time to time. L. K. Ward, Los Angeles (Philco Freezer Distributor) sponsors program.

New Year. the class and prizes BEHIND SCENES handles gerser. Mr. show tors chosen from press gories representatives Pontiac gives indicated school to interesting new and nessesses are revealed on three are written and of show. At Intervals "Listen Ladies" program. At "Who IS OLD YEAR the count about the number. Hildebrand, M. C., will choose names from list compiled of cards filled in by customers when they are in sponsors shops (Fashion Haytry) and call contestants who will be asked to identify some well known Pittsburgh landmarks. Correct identity entitles contestants to $50 worth of merchandise for participating. Local agency, Susan and Adler, handles show.

REALISTIC. REAL estate officials participated recently in reality board telecast over KWWL-WEXI Salt Lake City. Utah. Quarter-hour program brought televiewers an explanation of the real estate listing bureau which is maintained by Salt Lake Real Estate. Orin Woodbury, board president, explained voting to prospective real estate client.

Good Neighbor Series IN INTEREST of better relations between Ecuador and U. S., new farm program is to be started by WGW, Madison, Wis. Lee Edwards, WGW farm director, with Deon Osvaldo Rojas, student of agriculture at U. of Wisconsin from Quito, Ecuador. In developing series, on the spot record interviews. Student Rojas, who is a Holstein farmer, will be interviewed regularly by Mr. Edwards and will report things he has learned and seen each week at the university. Two minutes of program will be done in English, after which Mr. Rojas will speak for five minutes in his own language to his people. After interviews have been aired over WGW, transcripts will be sent to stations in Quito for rebroadcast. Mr. Rojas’ interviews will include bits of information and suggestions to dairy farmers in Ecuador. WGW plans to continue series throughout school year.

ANSWERS to the eternal feminine problem of how to look younger, and how to charm, in general, are being offered on new WMAQ Los Angeles "Happiness Clinic" by Rosalyn La Planche, famous movie actress. In addition, a different guest star is brought in weekly for an interview.

"Story Lady” Televised NEW juvenile television show on WPFL-TV Philadelphia. "The Story Lady" makes use of stories from "Jack and Jill" Magazine. Elizabeth Donley, in title role, sings songs for children, introduces your guess who will advertise a yarn from the magazine. Show is done in English. Two minutes for use of stories were made with Curtis Publishing Co. and that organization cooperating with Miss Doubleday in the production. They also help tell the story-telling are prepared by Berenice Ledger.

Football News INSIDE STORIES of football and analysis of games and upcoming schedules of Cleveland Browns team are presented on new 15-minute, weekly feature over WOAR Cleveland. Paul Brown, coach and general manager of the Browns, conducts show in cooperation with Bob Neal, WOAR sportscaster who does play-by-play broadcasts of Browns games. Series is sponsored by Burrows Book and Stationary Stores, Cleveland, through Lang, Fisher & Shashower, same city.

"Surprise Packet" BOSTON’S first live "TV" show for children was started last week by WSB-TV Boston. Called "Carl's Surprise Packet," program features Carl duet who presents surprises for children including three live mice, guest, contests, how-to-do-it segments and animated cartoons. Guests will include marionettes, puppets, folk singer, Nan Vincent, and Norman Harris and his Nez Perce wild animals. How-to-do-it segments demonstrate making of craft items.

Pre-Primary '48 FREE radio time for all candidates in Wisconsin’s constitutional election will be provided by WIA Madison. As political education service becomes available to be broadcast free of charge, WISI Stevens Point, FM station of State Radio Commission, WIA-FM and WHAD Delafield will carry the broadcasts in addition to the Madison station.

LATEST HITS from RCA VICTOR special "DJ" couplings for your platter shows!

LOUIS Armstrong and his All Stars A Song Was Born

THE Page Cavanaugh TRIO That's the Way He Does It

ELTON Britt Chime Bells Put My Little Shoes Away RCA Victor DJ-550

ELTON Britt Chime Bells Put My Little Shoes Away RCA Victor DJ-550

LARRY Green Bella Bella Marie and BILL Boyd The Skaters Waltz RCA Victor DJ-550

SEPTEMBER 6, 1948 • Page 69

RCA VICTOR RECORDS

21ST YEAR

REGIONAL PROMOTION CAMPAIGNS

Howard J. McCollister

10660 Bel-Air
Los Angeles • BR 4070

Shows with a Hollywood Heritage • Member NABA

BROADCASTING • Telecasting


NAME OF GROVE

WHERE IT IN

ENTIRE MARKET

150 MILE CIRCLES

KG A

50,000 WATTS

Watts

Protected Persuasive Power Extends and Increases the Market

ASK ANY PETE MAN!

50,000 WATTS CLEAR CHANNEL

KGA ABC AFFILIATE

Owned and Operated by Louis Weimer

Radio Central Bldg.

Spokane 8, Wash.

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SIMULATED broadcasting booth was constructed recently in window of WAKR Akron, Ohio, department store, as tie-in promotion between its Waxman Akron program and store merchandise. Window featured studio facilities, complete with WAXR microphone and dummy figure in act of broadcasting. Meg Zahr, Polkay’s radio director, wrote and conducted store’s “Lynn Lawrence” program over WAKR-conceived idea of bringing display to life. Dummy model of Miss Zahr was in window throughout day and night and at appointed hour of “Lynn Lawrence’s” broadcast, Miss Zahr and announcer stepped into window and did show inside the display. Loud speaker carried show to spectators on sidewalk with their window open throughout. As tie-in, Miss Zahr wore clothing featured in store’s window displays and some merchandise was displayed and discussed during broadcast.

KMOX in 48

FLAGS and drums are shared by WCRB, Boston, and KMOX, St. Louis to emphasize KMOX’s election as first station of Midwest to broadcast the entire J. M. Benson & Benson and “Sajas Management.” The Voice of St. Louis is slated to win in 48.

Program Analysis

SYSTEMATIC testing of its programs by means of audience response to program content will be undertaken by WSB in Atlanta, Ga. Tests will be held weekly in WSB’s main audience studio, where cross-section of listeners from surrounding areas will be assembled. Material tested will include network, scripts and ads of announcers and encores. Audience reaction will be evaluated in terms of minute-by-minute responses of appropriate group of listeners. The group discussion, voting attitudes toward elements and by individual interviews with studio listeners.

The Rockpile of Bul El, radio network, will work with both network and local background, with the result.

Corn Country

CORN is featured in four-page folder distributed by KSTP Minneapolis-St. Paul, Minn. The first issue, called “Get an Ohio ‘em!” features two KSTP programs, “Corn Facts” and “Main Street,” which are aimed at Midwest. "Wisconsin listeners" interested in corn. Folder presents major corn-related statistics, a corn coon to indicate response to these shows. The program is designed to attract Minnesota area. Blue and white picture of a “Barn Dance” audience is displayed. Copy states that when Ken Westom, of “Main Street” crew mentions Minnesota and Iowa, the corn coon will be given away, 5,000 additional sheets will be printed for satisfied listeners. Polkay’s KSTP’s Pianolized Promotion scheme was prepared in cooperation of program, started and kept going with “maximum effort.” On another blue and white picture features entire cast of “Barn Dance.” Features a man standing in a cornfield of corn grown. The display is designed to give the corn promoter a tip of the hat. Belding, advertising manager, said Corn Country folder is intended to show how American agriculture is a grossing-in point for many WCCO shows during the fair.

Promotion Personnel

RALPH L. LAWRENCE has been named advertising and promotion manager of KXAO Sacramento and KXBO Stockton, Calif. He formerly was advertising manager of Raycraft Co., Oakland (appliance distributor), before that he was associated with several of Northern California’s largest advertising agencies. He is now with New York offices of Foste, Con & Beding.

W. McMAHON has been appointed promotion manager of NBC’s Pacific Northwest division. He replaces DOUGLAS P. BUTLER, who has been director of network’s new department, and will be in charge of current NBC distribution and network promotion for radio and television.

IRA Y. HECHEY Jr. has been appointed publicity director of WATT Newark, N. J., and will be responsible for advertising manager of NBC’s Pacific Northwest division. He replaces ROLAND TRENDCH, advertising manager of NBC’s Pacific Northwest division.

HELMAN SPERO has been named publicity director with WMJ Cleveland, Ohio.

MICHAEL BOSCA, manager of operations, CBS Studios, is the father of boy and girl twins born Aug. 25 in New York.

LYNN BRYSON, CBS counsel ofr public affairs, is chairman of United Public Relations, managing chairman of United States Public Relations Foundation, Scientist, Philosophy, and Religion, Sept. 1-10 at Men’s Faculty Club, Columbia, U.

This is

A DISC HARRY

Used throughout the rich regions of the High Plains area by big-business farmers, the disc harrow tilts the soil, preparing for a future growing season … just as your commercial message on K-TREBLE kicks the pocketbooks of the High Plains buyer

3-INSake in latest promotion piece of KNX Los Angeles. Folder states that year 265,000 people moved into KNX primary audience area. Test goes on to state that 5,000,000 were already there who listened to KNX every week, and their current spending is 2% above national-average average.

Up She Goes

UNISEX postcards and Chinook language were used to introduce KALB Portland’s recent change in call letters. The “Portland Oregon Journal” station is now known as KQX. Card features three hard working men racing the new postcard. Tune says “Hey, she’s gone! She’s gone!” and be repeated song title “KQX.” Chinook graphics included on both network and local background, with the result.

Election Flug

EVIDENCE of its extensive election coverage is being displayed in four-page folder by KCMO Kansas City, Mo. Called “KCMOapped the Primary Elections in Mid-America,” folder presents in picture and text graphic account of thoroughness with which station covered remote election returns. Part of text on back cover points out: “Whether it’s election returns or product advertising—for one station coverage of Mid-Americas, center your selling on KCMO.”

KNX Audience

"Lest any cities later" is query asked in latest promotion piece of KNX Los Angeles. Folder states that last 265,000 people moved into KNX primary audience area. Test goes on to state that 5,000,000 were already there who listened to KNX every week, and their current spending is 2% above national-average average.

Transmission Trouble

TRANSPANSY trouble turned into promotion piece for WCSI (FM) Columbus, Ohio, from station which in a tip from (Her also sponsor) Marshall & Clamet (De and Plymouth dealer),” says the accompanying folder. “De Soto and Plymouth ride a sure thing Joe Henderson RMPM.

WCCO Fair Booth

BOOTH on fair grounds of Minnesota State Fair, Aug. 29-Sept. 6, was constructed by WCCO, Minneapolis. Theme of “Good Neighbor to the Northside,” it featured a six-month miniatures model of WCCO studio in miniature studio with telephone machines on sale. Station also featured press releases, and other records so that visitors could hear their own voice. Booth also was used as origination point for many WCCO shows during the fair.

HONORED GUEST

MERCHANT ships totaling $2,000 were presented to Monaco Craftsmen Association, of France, by Mrs. Le Moyne, who switched through gates of Palform Armony, where 1500 persons were present for event, station repays.

WTVG Demonstration

TELEVISION demonstration and exhibit has been prepared in new radio center at Indiana Fair by WTVG (TV) Indianapolis. Fair began Sept. 3 and will run through Sept. 10. Complete video display has been arranged including receivers and test equipment. Exhibit will be prepared in cooperation with WCA MG, Co., Indianapolis and Indiana Bell Telephone Co.

'World Series Contest’

AS PROMISED, tie-up with their nice re-creations of major league games, KXBO and KXBO-FM Seattle have started “World Series Contest.” Contestants must list in blank what they think the final score of current American and National League World Series games and two tickets to all World Series games.

Promotion Personnel

RALPH L. LAWRENCE has been named advertising and promotion manager of KXAO Sacramento and KXBO Stockton, Calif. He formerly was advertising manager of Raycraft Co., Oakland (appliance distributor), before that he was associated with several of Northern California’s largest advertising agencies. He is now with New York offices of Foste, Con & Beding.

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BMI LICENSED SAME FOR TV AS AM—KAYE

SYDNEY KAYE, vice president and general counsel, Broadcast Music Inc., told National Television Film Council members there is no basic difference at BMI in licensing music for AM and TV. Speaking on "The Right to Perform Music on Television" at a dinner meeting of council in New York, Mr. Kaye explained the granting of recording, performance, and synchronization rights for music.

"With the eventual breakdown of current complications in music licensing, you [television station representatives] will be able to use more of your own music," he said. Grants by BMI protect stations until 1959, whereas those by American Society of Composers, Authors and Publishers are valid only until Dec. 31, 1948, he added.

Acceptance of the council by-laws was voted by the membership, after which officers were nominated for election at the September meeting. They were: President, Mel Gold; National Screen Service; Vice President, Mrs. Basil Barten; Pennsylvania Television, Secretary, Bob Wormhoudt; Telecta Films Inc., and Treasurer, Bob Paskow, Newark.

Nominated to serve on the 11-member board of directors were: Irving Leos, Official Films; William Holland, Bryson Films; General Films; WMAB-TV, Baltimore; Elaine Phillips, WBFA-TV Toledo; Ed Evans, WCN-WT New York; Helen Buck, WCAU-TV Philadelphia; Joseph Bick, Cinema Service Corp.; Jose Bidonato, Edward Petry & Co.; Irwin Shane, Radio Films; Viola Bitten, Video Events; "Myron Mills, Quality Film Exchange; Jack Guinn, March of Time; Jay Williams, Film Equities; Daily Finance; M. Steve Alexander, United World; Rosalyn Kassoff, A. F. Films; John Novak, WABJ New York; Bert Brandow, Grant; John Calhoun, and Viola S. Becker, V. S. Becker Advertising.

GENERAL ELECTRIC has presented an engineering prototype television transmission system to Fordham University. The transceiver, built to study TV transmitter design, will be used by students for practical instruction in television engineering.

ELGIN GROSECLOSE, economic coun-
sellor representing New York and Washington cliente, has expanded his services to include radio industry. He was financial economist with PCU and landmark telephone investigation from 1933 to 1938. He served as treasurer-general of Iran during World War II. The office is located in Warn-

Elmo, Washington.

INGO PREMINGER has opened talent office under his own name at 204 South Beverly Drive, Beverly Hills, Calif. Telephone: Creative 5-4745. Agency will represent artists, writers and literary material for radio, television, stage and screen.

ALLEN A. FUND RADIO PRODUC-

NEW YORK, has formed film produc-
ning subsidiary to prepare television features. Firm packages "Can-
did Microphone," ABC series, which new subsidiary is preparing for video use.

SACK TELEVISION ENTERPRISES, DALLAS, has acquired national televi-
sion distribution rights to "Women Speak," series of 15-10-minute women's magazine of the air subjects, produced by Film Studios of Chicago.

WAYNE VARNUM Assoc., public rela-
tions firm, and the PATRICIA WARD
group, have opened new offices at 424 Madison Ave., New York. Under

arrangement Ward firm will handle research for publicity outfit in return for service and public relations counsel.

IRA MARION, ARNOLD PEL and

BARRY SCHUYLER have signed second right basis contracts with Ronald Dawson, Associated Press, New York, for productions firm. Firm also has announced addition of three stations to those using its "Who's Speaking" pro-
gram: WPEN Philadelphia; WMLO Mil-

aukee, and WBEC Pittsburgh, Mass.

THEODORE F. ALLEN, formerly with NBC, has been appointed radio public

ity representative of Radio Bureau of New York State Dept. of Commerce.

LAUGHS UNLIMITED, New York, has organized to supply gags, scripts and

nanations to nominal fee to disc jockeys, comedians, etc.

WALTER KANE Assoc., publicity-pub-
lie relations firm formerly located at 309 Ave. New York, has moved to 278 3rd Ave. Telephone: Murray hill 7-9640.

JOSEPH KASELOW, radio and business

porter for "New York Herald-Trib-

une," is the father of a girl, Evelyn.

Equipment

RCA VICTOR has announced new five-

line television console combination to sell for $48, exclusive of federal excise tax and residential owner's telephone fee. First described in 1937, 8-TV-41, as containing one of most powerful television chassis developed by RCA. It combines FM, shortwave and longwave reception, a color television paragraph with automatic record changer and television receiver, and a complete program for telecasting to the Far East.

FEDERAL TELECOMMUNICATION

Laboratories Inc., New York, has prepared five folders describing equipment developed by its laboratories. Equipment featured includes: 22 channel TV receiver, time multiplex radio link; frequency modulation DBP unit; and a highly refined micro-

television receiver with automatic frequency modulation UHF broadband, radio link for multichannel telephone service, and all metal dummy antenna for FM broadcast transmitters. Folders are available on request to Federal Laboratories, 67 Broad St., N. Y.

RCA ENGINEERING PRODUCTS Dept., Camden, N. J. has released new 8-page illustrated sound Products catalogue, listing company's complete line of sound products. Catalogue may be obtained by writing to RCA at Cam-

men, specifying Sounds Products Catalogue #218-F.

Feature

(Continued from page 14)

is the reason for a change of heart. Coming from St. Louis originally, George Jr. is one of the radio indus-

try's most ardent rooting for the St. Louis Cardinals.

George J. and his wife, Natalie, live in midtown Manhattan and manage to get away week-ends to the beaches. He is a poor golfer and admits it, but likes the game and plays whenever he can. Any spare time he has after radio, TV, and golf is spent being active in Kappa Sigma.

The only worry George Jr. has is that it won't be long until he will be classified as a 20 year radio veteran—and he's only 38.

ZENITH RADIO Corp., Chicago, for the months ending July 31, has a net

profit of $1,04,399, after federal income tax provision of $6,500, depreciation, excise taxes and reserve. Shipments amounted to $11,37,961.

SEPTEMBER 6, 1948 • Page 71
Frank R. Seitz has joined KLAC Hollywood as technical supervisor of station's television. Mr. Seitz was formerly with WBLU-TV Philadelphia and WJZ-TV New York.

Louis Neale, former chief engineer at WGN-WW, has joined WPGN-Gafney, S. C., as combination man.

Harold D. Risler has been promoted to studio operations supervisor at WHO and WHO-FM Des Moines, Iowa.

Albert W. Protsman, NBC television technical production director, and Margaret Snider, of network's video department were married Aug. 27.

Audak Co., New York, has announced newLM series of Audak Tuned-Ribbon reproducers, designed expressly for proper performance with new long-playing discs. Unit operates with point pressure of about 6 grams and is capable of range of from 40 oye to over 10 k =, according to Audak.

Gordon Parks, WHO-FM Des Moines, Iowa, transmitter engineer, and Patricia Pepe, WHO engineer and secretary to chief engineer, Reed Syndes, have announced their marriage.

Rex Betts, KCCA Hollywood engineer, and Thelma Swanson, KFTV Los Angeles switchboard operator, have announced their marriage.

VIDEO sets operating in Chicago area increased by 67 between Aug. 20 and Aug. 27, according to Electric Amm., Chicago, sponsor of National Television and Electrical Living Show at the city's Coliseum Sept. 18 through 26.

Top station in Birmingham according to Mr. Conlan's figures for May 1943 (8 AM to 10:30 PM) is WSGN! Here's the way he divides the audience: WSGN—30.2 Station A—27.1 Station B—25.5 Station C—7.0

All others—10.2. Use these listeners to help boost your sales to a top place. Their station is WSGN!

Alabama's Best Buy Far! WSGN WSGN—FM

The News-Age-Herald Stations
Birmingham, 2, Alabama

Headley Reed National Reps.

New Business

(Continued from page 19)

Sat., 2:23 p.m. Show formerly sponsored by Bowey's Inc. through Sorenson & Co., Chicago. Agency for Armour is Foote, Cone & Belding, Chicago.

Quaker Oats Co., Chicago, Aug. 29 started Roy Rogers Show on MBS until June 26, 1949 as replacement for Those Websters. Show is heard weekly 5 to 5:30 p.m. (CDT). Agency: Sherman-Margiott, Chicago.

Wm. Wringley Jr. Ltd., Toronto (chewing gum), Sept. 29 starts Cringley Variety Show for 39 weeks on 30 Dominion Network Stations, Wed. 9-9:30 p.m. Agency: Walsh Adv., Toronto.


Adpeople

William M. Ittmann named director of media for Procter & Gamble, Cincinnati. Appointment was effective Sept. 1. He has been with P&G since 1941, working in various phases of company's advertising.

Fred Klein, former account executive at Dance-Fitzgerald-Sample Inc., Chicago, joins Toni Inc. (Div. of Gillette Safety Razor) Chicago, as assistant director of radio. Mr. Klein, who previously worked on General Mills accounts before leaving D-F-S last month, will generally assist Don Nanthanson, radio director of Toni Co.

Ralph C. Robertson, director of media, Colgate-Palmolive-Peet Co., Jersey City, N. J., is the father of a girl, Carole.

Metal TV receiving tube in production

Production of metal television receiving tube, described as weighing only 1/6th as much as the conventional glass tube and providing a clearer picture, has been announced by Tel-O-Tube Corp. of America, Paterson, N. J.

Used exclusively in Starrett Television Corp. sets, which were displayed at the Tel-O-Tube showing last week in New York's Waldorf-Astoria, the tubes are in full production, and eventually will be used in other video sets.

Designed with less surface curvature than regular tubes, the new metal tube also is said to shield the picture from outside or room lights.

Featured in the Starrett line of 12 sets was a 16-inch metal tube table model equipped with AM-FM radio, which will retail at $695.

From 10 to 20 inch sets also are included in the line, priced from $349 to $1,790.

Cole & Chasen, New York, advertising agency for Starrett, is preparing two major newspaper campaigns to begin this month in Boston, Chicago, New York, Baltimore, Washington and Philadelphia. The first promotion will publicize the Starrett line in general, and the second campaign will feature sets using the Tel-O-Tube.

Garry Moore and NBC "Take It or Leave It" going to New York for four weekly broadcasts starting Sept. 26, instead of Sept. 18 as previously planned.

Serving Fort Worth and Dallas, the South's richest single radio market.

WBAP FM

Free & Peters, Inc.

Broadcasting • Telecasting
New Petition Filed On KERO Transfer

FCC was accused last week of issuing a "boiler-plate" denial "which does not even purport to deal with or answer the contentions advanced" by Kern County Broadcasters in its unsuccessful attempt to upset the sale of KERO Bakersfield, Calif., to Station Manager Paul R. Bartlett [Broadcasting, July 6].

The Kern County applicant had filed a competing bid against Mr. Bartlett's $25,000 offer to Owner J. E. Rodman but the Commission approved transfer to Mr. Bartlett without hearing [Broadcasting, June 7]. Kern County then petitioned for reconsideration, which FCC denied Aug. 24. It was this denial which Kern County attacked as "boiler-plate," charging that the order was unaccompanied by the law-required statement of the reasons for it.

Kern County's new petition, asking that the term of the order be "resettled," to show the grounds supporting it, or that it be vacated entirely, filled two pages with citations of cases in which, it was contended, the Commission has "uniformly followed not only the letter but also the spirit of [the law] which requires [it] to publish the grounds of its decisions."

The petition said it was not seeking "the empty shell of formal compliance" with the law. Careful analysis of Kern County's claims, the petition said, will show "the wisdom of a comparative hearing" between Kern County and Mr. Bartlett.

The petition was filed by Seymour Kreiger of the Washington law firm of Courtney, Kreiger & Jorgensen, attorneys for Kern County. KERO is on 1230 kc with 250 w fulltime. Kern County is principally owned by Thomas B. Reese, associated with agricultural business interests, and was found essentially unqualified by FCC. Its petition charges that Mr. Bartlett himself is not qualified to buy this station "in the light of his commitment to construct a television station for $150,000," and that he actually will derive his main earnings as manager of KFRE Fresno, 108 miles from KERO.

Northwestern U. Conducts Listener Survey

CHICAGO TV

CHICAGOLAND families like the effect of television on their own social habits, according to a market study recently completed by Northwestern U. students under the direction of Dr. George R. Terry.

Based on personal interviews with families in the city and suburbs, the survey revealed the following results:

- Video owners attend fewer movies, read less at home and entertain more adult and children guests than before their sets were installed.
- TV sports programs are enjoyed mostly by men, though women also watch them avidly, as well as movies and variety shows in that order.
- Television has altered the work habits of one out of every three families, with the changes occurring mostly in housework and dishwashing routines.
- TV proved of more interest than AM radio to all groups—children, teen-agers and adults, and was more "enjoyable." Radio, however, was the slight favorite in answer to the question, "Which offers the better programs?"
- Five out of six, or 83% of families surveyed, profess to like TV commercials.

Dr. Terry, a professor of marketing at the university, pointed out that the survey was only an exploratory or "pilot" study, although most of the results indicate the "probable pattern" for a larger sample. He said plans are being made to increase the sample size and to place it on a continuing basis. By this means it is hoped the survey will measure significant changes in the Chicago TV market during its current expansion.

More than 30,000 sets currently are in use in Chicago's area. Dr. Terry noted, with a total of about 60,000 estimated by the end of the year.

Various tables and results follow:

<table>
<thead>
<tr>
<th>HABIT CHANGES</th>
<th>Family</th>
<th>Less Frequency Married</th>
<th>More Frequency Married</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goes to Movies</td>
<td>200</td>
<td>120</td>
<td>1</td>
</tr>
<tr>
<td>Goes to Ball Games</td>
<td>81</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Goes to Wrestling Matches</td>
<td>1</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td>Goes to Horse Races</td>
<td>27</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Seeks of Home</td>
<td>114</td>
<td>210</td>
<td>7</td>
</tr>
<tr>
<td>Entertain Adult Guests</td>
<td>12</td>
<td>71</td>
<td>266</td>
</tr>
<tr>
<td>Entertain Children Guests</td>
<td>16</td>
<td>107</td>
<td>208</td>
</tr>
</tbody>
</table>

TV WINS OVER RADIO ON THESE COUNTS

| Preference for TV | More Interest to Children | 16 | 1 |
| More Interest for Teen-Agers | 32 | 1 |
| More Enjoyable | 86 | 1 |
| More Interest to Adults | 167 | 130 |

Heather, radio is a slight favorite (167 to 130) on "which offers the better programs."

VOLUNTARY RESPONSES TO TV COMMERCIALS SHOW

<table>
<thead>
<tr>
<th>TV Commercial</th>
<th>Liked by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucky Strike</td>
<td>36</td>
</tr>
<tr>
<td>Toast</td>
<td>9</td>
</tr>
<tr>
<td>Tavern Pale</td>
<td>9</td>
</tr>
<tr>
<td>Ford Cars</td>
<td>6</td>
</tr>
<tr>
<td>Edelweiss</td>
<td>5</td>
</tr>
<tr>
<td>Canadian Ace</td>
<td>5</td>
</tr>
</tbody>
</table>

Northwestern University, Department of Business Administration, prepares more than 50 lists and tables summarizing the survey results, which are in three categories:

1. Optimum circuit design
2. Heavier components, wider range of tuning adjustments
3. Individually designed and built by E. F. Johnson for your existing installation
4. Automatic switching from directional to non-directional operation

E. F. JOHNSON CO.
WASECA, MINNESOTA

FOR BEST ADVERTISING RESULTS FROM RICHMOND'S LISTENING AND VIEWING PUBLIC USE

WMBG
AM Station

WC Capital Old Dominion
FM Station

WTV Richmond

Virginia's ONLY Television Station
OPERATING 27 HOURS A WEEK
Is Now Affiliated with NBC Television Network

WMBG (The Station of Progress)
5,000 Watts
NBC Affiliate
Represented by JOHN BLAIR & COMPANY

SERVICE
Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA
Memorandum

BROADCASTING • Telecasting

MEMO to BILL JONES

Henri, Hurst & McDonald:

In the first six months of 1948, WCKY's famous JAMBOREE program produced 508,211 ORDERS for merchandise—50% ahead of last year. This WCKY BUYING and LISTENING Audience of over 2,000,000 Radio Homes is yours at low cost.

S. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Tape Fidelity

NEW magnetic tape recording standards adopted by NAB's program committee provide 50 to 7,500 cycle response at a speed of 7.5 inches per second, and not 50 to 75,000 cycles as incorrectly printed in the Aug. 30 BROADCASTING. Primary rate of tape passage through recording apparatus is 15 inches, designed to give 50 to 15,000 response, with a supplemental speed of 30 inches per second for special purposes.

MORRIS B. SACHS, Chicago merchant, was given a scroll of commendation by ABC and WEAF last Aug. 29 for "his outstanding contribution to the kids of radio" at the 14th anniversary broadcast of the "Morris B. Sachs Amateur Hour."

News

F. H. CARRIGAN has been named director of events and special events at WEEI Boston.

JOHN PAUL, formerly with KNRT Des Moines, has joined the staff of WBAM Yankton-Siou City. He previously was with UP Radio in Des Moines.

CYRA DUFF has joined news staff of KCNO Kansas City.

P A T FLANAGAN, formerly with WBKB Chicago, is now sports director of KOOL Phoenix.

AL SINGLETON, sports director of KMUS Mukilteo, Wash., resigned after being recalled into Army Air Corps. Lt. Singleton will be stationed in North Carolina.

GEORGE SAYLES, former announcer in international division of NBC, has been appointed civilian information specialist with headquarters of Second Army, Fort Meade, Md. He formerly was chief of State Dept.'s Chinese Language Broadcast office and news editor of KMPC Beverly Hills, Calif.

HILL SYMES, KJX Los Angeles sports director, will be featured in cut-in on new MEL ALLEN sports series starting on Mutual-Don Lee Sept. 12. Mr. Symes will offer roundups on West Coast sports highlights plus scores of big gridiron games there.

DON ELDER, sportscaster at WMAQ Chicago, and JOHN ENR, station newscaster and writer, have given miniature embroidered footballs by Chicago Cardinals in appreciation of their efforts in promoting professional grid-iron games.

HENRY LA COSSETT, Mutual-Don Lee commentator and regular editor of "The Editor's Diary," retired to the air after three months' illness.

L. A. Armed Forces Radio Service Group Organized

ARMED Forces Radio Service group has been formed in Los Angeles by the Sixth Army headquarters there. Heading the reserve group is Col. Marvin Young, radio director of Ruthrauff & Ryan Inc., Hollywood.

Col. Young during the war organized and operated for the War Dept. the entire live entertainment program for all branches of the service. This included supervision of USO Camp Shows domestic and overseas, and organization and supervision of training of GI's for their own shows.

Active duty training in the group, according to Col. Young, will be in radio broadcasting. Meetings will be held at the various broadcasting studios. Applicants to new group are to contact Maj. Gerald C. Teudt, Organized Reserve Headquarters, 766 S. Spring St., Los Angeles.

IN CONJUNCTION with the National Guard recruiting program CBS was scheduled Sept. 5 to start series of half-hour programs titled "National Guard Ball" Saturday nights, 11:15-11:45 p.m.

RMA Labor Projects

AUTUMN survey of employment contracts in the radio manufacturing industry will be made by a Radio Mfrs. Assn. subcommittee led by R. T. Borth, General Electric Co., vice chairman of the RMA Industrial Relations Committee. The survey will develop statistics on industry labor conditions. Harvey Stephens, International Resistance Co. is head of a subcommittee that will arrange the annual fall labor seminar, tentatively planned for New York.

Color Video is Featured in Mexico Demonstration

COLOR TELEVISION as developed by Guillermo Gonzales Camarena, a young Mexican engineer who has been experimenting with the medium for 13 years, is being demonstrated this month on the second floor of Mexico's Telecommunications and Public Works building in Mexico City.

The demonstration is part of the follow-up of Mexican President Aleman's "State of the Nation" speech Sept. 1 and includes display booths in modern design showing Mexico's progress in communications and public works.

During this month special programs are being broadcast 10 a.m.-11 p.m. daily over a new station, XESCP, operating on 560 kc (government station frequency). Various other stations throughout Mexico pick up the XESCP programs and re-broadcast them.

Visit Zoomar Lens

To Show Zoomar Lens

JACK PEGLER of Jerry Fairbanks Inc. is on tour with Dr. Frank G. Black, inventor of the Zoomar Lens, to demonstrate the lens at television stations throughout the country. During the trip Zoomars will be delivered to WBAP-TV Fort Worth and KFI-TV Los Angeles. Approximately three months are needed to assemble one of the lenses.

CBS, in cooperation with U.S. Air Forces, will broadcast a new half-hour series titled Skyway to the Stars Sundays, 4:30-5 p.m., starting sept. 12.
FURTHER INSIGHT into FCC's views on giveaway programs was provided in a proposed decision issued last Monday looking toward a grant of Coastal Broadcasting Co.'s application for a new 250-watt station on 1230 kc at Lakeland, Fla. The decision proposed to deny WSR Winter Haven's similar application for 1250 kc in lieu of its present 1400 kc.

Coastal had questioned two WSR programs. One, Name It and Claim It, gives away a record to the first person to identify it when it is played on the air. On the other, Can You Spell Your Name?, letters of the alphabet are read and announced, and the first person who can spell his name from the letters drawn and who telephones the station, is given a prize ($1) if he correctly answers a question.

The Commission did not base its proposed decision on the giveaway question. Instead, it proposed to grant the Coastal application on the grounds that better distribution of radio service would be accomplished by a grant at Lake- land than at Winter Haven. But it did have this to say about the programs, concluding that one violates the anti-lottery law and that the other does not:

"We view the "Can You Spell Your Name?" program as clearly within the prescription of Sec. 316 (formerly 310) of the Radio Act, as now transferred by Congress to the Criminal Code. The essential elements of a lottery, viz., prize, chance, and consideration, are obviously embodied in the program.

"The prize, whether it be a dollar or theatre tickets or items of greater or less value, is an inducement to listeners to listen to the programs. Listeners become eligible to win the prize only by the exercise of chance, and the imposition of the added requirement that the question be correctly answered does not vitiate the effect of the basic lottery selection.

"The statute condemns a prize giveaway scheme if it is dependent "in part" upon chance. Legal consideration exists if a requested benefit flows to the conductor, and such consideration is present here since the audience of WSR, including the WSR operated WRUF in Gainesville, pay for the cost of the programs. Coastal, as owner of WRUF, is in a position to set the price of admission to these programs. Coastal's operation would cause some interference to WDAE Tampa but said only "169 or 439 or 2,332" persons would lose service out of WDAE's audience of 150,000 to 350,000 persons. Coastal, it was pointed out, would provide a new service to 71,929 persons during the day and 25,962 at night."

The stock of Coastal is held in equal shares by Robert Struble Taylor, former Ohio dentist, now with the Veterans Administration at Gainesville, Fla., who is president and would be general manager of the station; Edmund D. Covington, WHOO Orlando announcer, who is vice president and would serve as program director; and Duane F. McConnell, chief operator and acting chief engineer of WRFU Gainesville and also one-third owner of WLYK Live Oak, Fla., who is secretary and would be chief engineer.

WSIR is controlled by Frederick L. Allman, owner of WSSA Harrisonburg, Va., and minority stock holder of WAAM (TV) Baltimore.

WTSP Increases Power;
Now 5 kw Day and Night

WTSP St. Petersburg, Fla., was slated to increase its power Sept. 1 from 1 kw daytime and 500 w night to 5 kw day and night, station officials announced. WTSP, a Mutual Affiliate, is on 1370 kc.

WTSP-FM, which formerly operated seven and a half hours daily, was scheduled to shift to the same hours of operation as its AM affiliate on Sept. 1, the station management said. WTSP-FM is on Channel 273 (102.5 mc).

KFDA Now on 1440 kc

NEW FREQUENCY for KFDA Amarillo, Tex., following power boost to 5 kw day and 1 kw night, is 1440 kc. The old frequency 1230 kc, as reported in Broadcasting Aug. 23, KFDA, one of the Nunn Stations, is managed by Howard P. Roberson.
Mason Will in Probate

WILL OF late W. E. Mason, owner of CKSO Sudbury, Ont., and Sudbury Daily Star, was filed for probate on Oct. 13. The will, which was executed in 1945, is valued at $1,662,382. Bulk of estate was left to the W. E. Mason Charitable Foundation.
FMA vs. RMA

CHARGE by FM Assn. that Radio Mfrs. Assn. can’t list television sets which include an 88-108 mc FM circuit “without the approval of RCA” was met last week by an RMA demand that FMA correct “misstatements” public “completely without foundation.”

In a letter to Bill Bailey, FMA executive director, Bond Geddes, RMA executive vice president, said an “injustice” was done RMA and an RMA Aug. 30 press release analyzing July set production statistics.

Mr. Bailey’s release included these statements:

FMA has formally requested RMA to list the FM-television set production figures separately from straight television sets, just as it does FM-AM. But we have been advised that the RMA cannot make such listings without the approval of RCA. FM broadcasters, radio advertisers and the public are entitled to know how many television sets contain FM bands.

When the RMA does break down the figures, as we have requested, the public and industry generally will be in for a pleasant surprise. A breakdown of FM television set production is forging ahead at a rapid pace.

Why the RMA withholds this valuable information from the public and from radio advertisers and broadcasters is difficult to understand.

In his reply Mr. Geddes flayed the FMA release, saying “some statements in your press release are untrue as well as unfortunate and embarrassing to our mutual interests and relations.” He wrote further;

Your statement that you “have been advised” by RMA cannot make such listings (breakdown figures on television sets containing FM bands), without the approval of RCA is not true. You were correctly advised by Chairman Bailey. It is RMA’s Industry Statistics Committee that the RMA statistics are “coordinated” by those of RCA. This coordination conventionally is carried out only by classifications or breakdowns of receivers, for the convenience of manufacturers to their comparisons between the RMA and RCA sets. Your statement that the RMA listings require the “approval” of RCA is completely without foundation, also capable of improper and unjustified inferences.

A following paragraph in your Aug. release impugns and implies that RCA is deliberately withholding such production information, which has never been withheld to the public, because it has not yet been able to secure breakdown figures on the number of television receivers which also contain FM bands. The inferences are both unfair and unjustified.

In analyzing July set data, FMA pointed out that overall set production, which declined seasonally, dropped 38.6% under June, with AM sets down 42.4%, FM sets 17.1% and TV 12.3%

The analysis noted that many TV sets containing FM bands do not appear in RMA’s production breakdown.

FMA declared that announcement of new low-cost FM receivers by two companies will spur other manufacturers to increase set production.

Mr. Bailey declared three-fourths of all TV sets now in production contain 88-108 mc FM bands.

While the two associations were exchanging charges, RMA announced appointment of its RMA-FMA and RMA-NAB liaison committees.

Members named by RMA President Max F. Balcom, Sylvia
Aug 27 Decisions

**DOCKET CASE ACTIONS**

**Petitions Denied**

Adopted memorandum order and (Comrs. Jones and Webster not participating), looking toward granting of application of Pflug Bozg Co. Inc. for new station at Brevard, N. C., 1260 kc 250 w unil. ; and denial of application of William M. Draco for new station at Green, S. C., for same facilities.

**ACTIONS ON MOTIONS**

(Commissioner Webster)

Chanute Bestg. Co., Chanute, Kan.—Granted petition for leave to amend application to show addition of James T. Jackson as partner in applicant partnership.


San Diego Bestg. Co., San Diego, Calif.—Same.

K.WTO Springfield, Me.—Granted petition to extend time to file proposed findings in re application and time was extended to Sept. 7.

Lynd Bestg. Co., Newark, Ohio.—Denied petition to dismiss without prejudice AM application and Commission on own motion dismissed said application.

The Press Co. Inc., Albany, N. Y.—Granted petition to dismiss without prejudice Co.'s application.


**WING Dayton, Ohio.—Granted petition for leave to intervene in proceeding on applications of Dunkirk Bestg. Co., and WPCO and for enlargement of issue 4 in this proceeding.

**Press Union Pub. Co., Atlantic City, N. J.—Denied petition for leave to amend application to correct clerical error in Table II of list of application list- ing officers.**

Aug 30 Decisions

**DOCKET CASE ACTIONS**

**Petition Denied**


In Boston, San Francisco, Cleveland, Detroit and Chicago television hearings: (2) directed parties to San Francisco hearing to file findings of fact, etc., on or before Sept. 30; and (3) further ordered that any other parties to said consolidated proceeding be permitted to file proposed findings of fact and conclusions and supporting reasons there- in of issues 5 and 6 in accordance with the dictates of the Commission in the San Francisco hearing, including issues 5 and 6.


In Boston, San Francisco, Cleveland, Detroit and Chicago television hearings: (2) directed parties to San Francisco hearing to file findings of fact, etc., on or before Sept. 30; and (3) directed Hearing Ex- aminer to prepare and submit recom- mended decision on issues involved in the San Francisco hearing, including issues 5 and 6.

Help Wanted

Managerial

General manager with selling experience to manage broadcasting and advertising operations for growing southeastern city. Give all details experience. Reply Box 476, BROADCASTING.

Salesmen

Transcription salesman—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

OPENING FOR SALES MANAGER IN MAJOR MARKET

Ability to promote broadcast sales in major market on highly competitive basis. Must have at least 10 years sales experience in radio advertising. Unlimited opportunity for the man who can qualify. Send complete information regarding salary, past positions and date available first letter. Confidential.

BOX 604, BROADCASTING

Have opening for sales and promotion man, Small progressive station in West Virginia, Good progressive setup. Salary and commission. Reply Box 359, BROADCASTING.

Salesman—Experience time salesman with proven selling ability capable of producing results competitive market. Willing pay top salary. Want, Canton, Ohio.

We need man or woman with enough running and experience to work into management of sales for large progressive stations in key southern cities. Full details first letter. Box 977, BROADCASTING.

ANNOUNCERS

announcer-control board operator willing and able to work on. GI Bill of rights. Somebody with initiative who will work to exchange for varied experience in all types of announcing. Box 411, BROADCASTING.

COMPLETE STAFF

New station in New England needs complete staff including announcers, salesmen, engineers and copywriters. Chief announcer with strong production background and leadership ability needed. Send complete application, expected earnings and recent photograph to Box 599, BROADCASTING.

Help Wanted (Cont’d)

On-air personality—Good on-air talent, preferably with background in sports or news. Must be experienced in major market. Good earnings. Reply Box 540, BROADCASTING.

Situations Wanted

Managerial

Assistant manager, business manager or manager available. Ten successful management of midwestern network affiliated stations. Also experienced in accounting, taxes and other phases of station operation. Box 554, BROADCASTING.

Best managers are radio people—not converted salesmen. 30 years experience in radio. Handles every radio job from carriage down. Knowledge, experience in handling radio people and their problems. Progressive ideas seasoned with horse sense management. Family man, college grad, sober, best references. Will do outstanding job for substantial station. Box 559, BROADCASTING.

(Continued on page 80)
Situations Wanted (Cont'd)

Announcer—Two years experience. Chicago, versatile staff man, married, veteran, 26. Send for disc and references. Box 981, BROADCASTING.

A short ad because I'm a young married veteran, but a serious one. Can do (quite possibly) any jockey and audience participation shows. Doing same now, but presently change. Help! Box 594, BROADCASTING.

Available at once—Sports announcer with 25+ years experience play-by-play description in Big Nine Conference. Box 357, BROADCASTING.

Announcer-program director, 25, now employed, desires permanent position in Wisconsin area. 2 years experience. Exceptional. Box 588, BROADCASTING.

If experience counts, I'm your man. Over fourteen years before the mike, announcing and producing shows. Four years with 50-kw network station in Chicago. Good selling voice, single, 25, sober and no dinker. Photograph, transcription and references upon request. Prefer west coast or middlewest. Available Sept. 25 or before. Box 590, BROADCASTING, 360 N. Michigan Ave., Chicago.

Announcer: Veteran, 2 years Armed Forces Network. B.A. in speech from City College of New York, disc jockey, GI training acceptable. Available immediately. Box 596, BROADCASTING.


Two engineers, one with extensive television experience, the other with 25 years operation. Tired of inexperience and antisocial station management. Will locate in central N.W., Washington D.C. or vicinity. Box 598, BROADCASTING.

Not a meter watchman, but an engineer. Full technical responsibility, can build and maintain. Desires management position chief of local or regional. Nick Yangoski, 3025, N. 9th Ave., Fayetteville, N. C.

Technical

Engineer, presently employed chief of various stations. Desires good solid combination of technical and station management. Box 599, BROADCASTING.

Combination or straight control engineer available. Family man, 24 years of age, vet with first voice. Over one year experience in both broadcasting and engineering position only. Box 601, BROADCASTING.

Chief engineer 1 kw permanent position with progressive radio station, MA. Experience, knowledge FM and TV minimum. Married. Box 604, BROADCASTING.

Transmitter technician, experience 5 kw directional installation operation maintenance duties. Desires work close to Phila. Box 605, BROADCASTING.

Chief engineer, eighteen years superintended of various stations. Desires permanent and independent. One to fifty kw. Installation, allied sales and technical and general management. Presently chief engineer of several kw. Excellent references including present employer. Immediate or future connection. Box 974, BROADCASTING.

Engineer, college, first phone xmitter, studio records. Desires permanent or part time position near Phila. Box 606, BROADCASTING.

WANTED

Jobs for graduates of “California’s” Finest School of Broadcasting. Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood’s outstanding professionals.

HAL STYLES SCHOOL

OF RADIO AND TELEVISION


NOTE: Station Managers and Program Directors, we are satisfied with personnel we furnish.

Program director of 250 watt independent station in Colorado has experienced all phases AM operation. Wants someone with at least 3 years experience willing to start at the bottom. Box 589, BROADCASTING.

Television producer—Has written, directed, produced, and participated in documentaries, etc. Now program director NBC AM station. Desires more opportunities. Young, married, writing, staging video shows for limited budget sector. Box 191, BROADCASTING.

Musical director wants staff job with medium size station. Handles all types of musical programs, record, announcers. Experienced organization's offers carefully considered. Box 594, BROADCASTING.

Young man, college trained. Ohio State University and West Liberty State College desires position in the network of New York City. Experienced in program direction and writing. Will work in any section of country. Box 600, BROADCASTING.

Get this! I'm a writer. One good. But this one's better. The one that's mad, tired, and whine apologetically whenever a client calls in. One, two, three! Mutiny—FBI force a sickly smile in unison!) Out with namby-pamby programming and set stage enterprises—in with originality, creative- ness, andtermination. Plenty of experience, ability, national air personnel, and local sales and program managers. Write Box 597, BROADCASTING.

I'm a good one. But this one's better. The one that's mad, tired, and whine apologetically whenever a client calls in. One, two, three! Mutiny—FBI force a sickly smile in unison!) Out with namby-pamby programming and set stage enterprises—in with originality, creative- ness, andtermination. Plenty of experience, ability, national air personnel, and local sales and program managers. Write Box 597, BROADCASTING.

STEEPING UP

Announcer, currently employed 30,000 watt network owned and operated affiliate, interested in advancing to program-management field. Confident and able. Married and sober. Box 600, BROADCASTING.

I've resigned. My station isn't going anywhere. Like Job. Can hear me anywhere. In any reasonable radio position. 30 years radio experience. Former chief engineer. Program director, program director, news director, announcer, talk show host. Government radio, voting network, women's network, hit band, country, college grad, family man, best references. Box 588, BROADCASTING.

Program director—Announced 2 years ago as 1 kw small market. Metropolitan station experience. Seeks future progressive station. Box 490, BROADCASTING.

The National Academy of Broadcasting, Inc.

Gives its classes practical experience in broadcasting over local stations.

WE PREPARE AND SUPPLY TRAINED PERSONNEL

Our graduates are employed in stations from Nashua, N. H., to San Francisco.

Approved under G. I. Bill

Situations Wanted (Cont'd)

Engineer-chief 250, prefer Pa.-N. Y. area. B. C. Barrett, 1308 Tusquehanna, Pittston, Pa.

First class engineer, 1 year experience, located in central Pa., not south of Tenn. Can do maintenance, recording remotes. Write Robert W. Auton, Weeds Cross Roads, Ky.

Engineer—First phone, since '42. Married, have car, will travel. Desires position independent station or network. Except combination. Require $70 week. Available Sept. 20 two weeks notice. Box 582, BROADCASTING.

15 years experience, 7 as chief. Degree, married, children. Wastes opportunity position. Box 586, BROADCASTING.

Have first class ticket. Basic course in broadcast. Not experienced. LaVerne Holstein, Charter Oak, Iowa.

Engineer, announcer, 1st phone, college degree. S.W.R. Radio of N. Y. on engineering. Want experience, will travel. Permanent position. Box 593, BROADCASTING.

Full technical responsibility, can build and maintain. Desires management position chief of local or regional. Nick Yangoski, 3025, N. 9th Ave., Fayetteville, N. C.

Two engineers, one with extensive television experience, the other with 25 years operation. Tired of inexperience and antisocial station management. Will locate in central N.W., Washington D.C. or vicinity. Box 598, BROADCASTING.

Gives its classes practical experience in broadcasting over local stations.

WE PREPARE AND SUPPLY TRAINED PERSONNEL

Our graduates are employed in stations from Nashua, N. H., to San Francisco.

Approved under G. I. Bill

Situations Wanted (Cont'd)

Schools

TV PRODUCTION TRAINING

Next classes begin Sept. 20th (courses [G1 approved]). Programemers. Writing—Acting—Camera Opera-

COMPLETE TV STUDIO EQUIP. - TV EXPERIENCES START HALL.

ACT NOW - WRITE FOR ENTRANCE FORMS

TWIN CITY TELEVISION LAB.

NATION'S FOREMOST TV PRODUCTION SCHOOL

Anneliese Bennett (Affi. with Back School for Radio) Lyceum Theatre Minneapolis, Minn.

ONE-YEAR RADIO BROADCASTING COURSE

Classes held evenings Monday to Friday 6 P.M. Designed for veterans and others interested in innovative training for the professional radio field. An-

NOTE: Station Managers and Program Directors are satisfied with personnel we furnish.

For Sale

Small independent station in major Pacific coast market for sale. On ex-

For Sale

Small independent station in major Pacific coast market for sale. On ex-

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Small independent station in major Pacific coast market for sale. On ex-

For Sale

Small independent station in major Pacific coast market for sale. On ex-
For Sale
For sale—Fulltime 250 watt station. Mutual affiliate in city of 40,000 south central group, Priced right, terms arranged. Box 405, BROADCASTING.
For sale—2 brand new RCA hi-fidelity recording attachments type TDX complete, with hifi-fidelity recording heads type MD59C 30 to 10,000 CP/S with heater and compensator kit. Also 1 portable battery operated. Can be adapted for broadcast use with separate power supply, wonderful for remote locations where battery operations are essential. Some one needs this Wirecorder. Wire or write KITH, 8th and Bluf, Dulague, Iowa.
We transmit 1 kw 304-4 with limiting amp and spare tubes. Operates now. $5000.00. Shipped in box in 3 hrs assembled ready to operate. Station XEAZ, 961 4th Ave., San Diego, Calif.
Recording equipment, portable: K-8 extra turntable; mixers, stands, accessories; cost over $600.00. Year old. Perfect condition. $500.00. William Karr, 119 Anacostia Rd. S. E., Washington 19, D. C.

Wanted to Buy
Wanted: 23A Western Electric console in good condition. Write A. M. Respondek, Yorktown, Texas.

Miscellaneous
RADIO BROADCAST STATIONS
BUYERS! SELLERS!
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
2531 Sessa Blvd., New York 1488
Los Angeles 27, California

LATE CLASSIFIEDS

Help Wanted
Managerial
Commercial manager who can produce.
Mutual, 1 kw, good market. KPUG, Bellingham, Washington.

Salesmen
Announcer, Versatile, capable, experience in all phases. Send audition disc and give detailed information about yourself, previous experience, salary expected, when available. WAKR, Akron, Ohio.
Announcer wanted. Leading 30,000 watt station in big, important, large, market middlewest. All-round experience, good announcer. Box 618, BROADCASTING.
Salesmen
Local salesman wanted. Leading 50,000 watt station in large important midwest market. Opening for local salesman. Excellent opportunity for a man who has proven sales record, pleasing personality, and is hard worker. Write Box 618, BROADCASTING.

Late Classifieds (Cont'd)

Production-Programming, others
Capable baseball, football, basketball, play-by-play-caster with good general programming and production experience needed at WPFR Savannah. Personal interview essential.

Situations Wanted
Salesmen
Salesman-writer: Past year with recognized agency as TV director. Two years feature-publicity writer for weekly. Strong background in radio during war, radio/telephone license. Desire chance to demonstrate ability. Married, will travel. Box 600, BROADCASTING.
Salesman, experienced, wants position in midwest or west coast. Announcing and continuity experience. Must be progressive station, with good commission potential. Box 607 BROADCASTING.

Announcers
Very capable professionally trained announcer desires staff work. Definitely no floaters. Thorough background in announcing, newscasting, radio writing, sales. Let audition tell story. Wire or write Harvey Caudaux, 1112 S. W. Hamilton, Portland, Oregon.
Script-announcer-playwright ambition, good voice, some experience, will travel, swell women’s programmer. Box 810 BROADCASTING.
Disc jockey, announcer, experienced in handling comedy, interview, on street programs. Desires station 250 mile radius of NYC. Box 609, BROADCASTING.
Announcer: 28, married, dependable, experienced in all phases. Employed 3 klwatt ABC. Want Minnesota or Wisconsin area. Reply Box 608, BROADCASTING.
Announcer with three solid years of experience in northeastern and southeastern stations, desires location with station looking for good ad-lib and personality man. Preferably independent. Married and would need minimum of sixty-five a week. Looking for a station that is run by radio men who know good radio to settle with. Box 615, BROADCASTING.

Technical
Engineer with car available immediately. Veteran. Free to travel. Box 614, BROADCASTING.
Engineer-First phone, age 24, married. Eighteen months experience stations on weekends. Notes and transmitter relief. Active ham. Desire permanent position and living salary. Box 611, BROADCASTING.
Engineer, first phone. One year experience. Travel. Box 612, BROADCASTING.
Engineer 1st phone. Five years marine telegraph experience. No broadcast experience. Box 613, BROADCASTING.

FREE!
WIRE HANDLE FOR 9 TYPE REPRODUCERS
If you want this convenient wire handle for your 9 Type Reproducer, just call your local Graybar Representative. Ask him too, about the revolving stock plan for quick replacement of damaged reproducers. If you prefer, write to Graybar Electric Company, 150 Lexington Ave., New York 17, N. Y.

Western Electric
QUALITY COUNTS

September 6, 1948 • Page 81
**FREQUENCY MEASURING SERVICE**

Exact Measurements of any time...

RCA COMMUNICATIONS, INC.
66 Broadway, New York 6, N. Y.

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**TOWER SALES & ERECTING CO.**

Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbus Blvd., Portland 11, Oregon
C. H. Fisher, Agent Phone T 78303

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**REPRODUCER REPAIRING SERVICE**

ALL MAKES—SPECIALISTS 98 & 98
NOW—48 HOUR SERVICE

BROADCAST SERVICE CO.
324 Arcade Bldg. St. Louis 1, MO

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**RADIO TOWERS**

Ground Systems & FM Antennas
Erected, Pointed & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adonis 3-4197
Los Angeles 11, Calif.

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**ARCHER S. TAYLOR**

Consulting Radio Engineer
BOX 1079
MISSOURI, MONTANA
PHONE 5602

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**L E E B A K E R**

CONSULTING RADIO ENGINEER
FRITZ, BAUSERT, ASSOCIATES
520-320 Landers Bldg.—Ph. 5261
SPRINGFIELD, MISSOURI

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**PRECISE FREQUENCY MEASUREMENTS**

540 KC to 135 MB—AM or FM

24 hour service

RADIO AIDS
348 E. 77th St. Chicago 19, Illinois

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**WXJ**

THE ONLY STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

**VACANCY**

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, television and facsimile writing and editing.

**BROADCASTING**

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**LIBEL and SLANDER**

Invasion of Privacy
Platemark

Those defamatory statements can be INFLICTED...

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**EMPLOYEES REINSURANCE CORPORATION**

INVESTMENT INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI
SPECIAL WCFL PROGRAM MARKS POWER BOOST

MARKING its official opening as a 50kw station, WCFL, the Chicago Federation of Labor outlet, will air a special Labor Day program this evening (Monday) at 7 o’clock (CDT) with William Green, president of the American Federation of Labor, and William A. Lee, president of the Chicago Federation, as guest speakers.

Don McNeill, toastmaster of ABC’s Breakfast Club, will interview labor union officials of the station, and Fibber McGee and Molly and Bob Hawk will congratulate WCFL on its increased power via transcriptions.

The show will trace the 22-year history of the station, and introduce industry personnel who began their careers there.

Non-Interconnected NBC TV Outlets Get Features

SIX PROGRAM series of NBC’s television feature service are being offered to non-interconnected NBC video outlets through kinescope rental, the network announced last week.

The programs, which the network is offering to all of its television affiliates not yet linked in its East Coast loop are: "Musical Miniatures, Story of the Week," "Stop Me If You’ve Heard This One, America’s Songs, Hoody Doody," and "Television Screen Magazine.

The NBC Television Recording system, as the method of filming video shows from the kinescope or picture tube is known, was first used by NBC commercially during the two major political conventions held in Philadelphia earlier this summer.

FOOTBALL prospects for 1948 are discussed by (standing) R. H. Mason, general manager of WPTF Raleigh, N. C., and (I) Granland Rice while Mayor Robert Madory of Chapel Hill, N. C., listens in. Occasion was the WPTF annual football banquet which was attended by over 300 Southern Conference coaches, sports writers and football officials.

Agencies (Continued from page 13)

Advisory Committee. Group created to encourage non-immigrant travel between 14 participating European countries and to stimulate trade, economic and cultural understanding.


GRANT Adv. opens new offices in Durban, Union of South Africa.

CHRISTOPHER CROSSWAY, previously with Cape Town office, is in charge.

ROBERT LA BLONDE, director of news bureau of Foote, Cone & Belding international, Stamford, and on first leg of trip around the world during which he will visit key FC&B offices, affiliate companies and F&G public relations offices abroad.

DAVID S. HILLMAN Inc., Los Angeles, moves to new quarters at 8607 Sunset Blvd.

HAROLD F. STANFIELD Ltd., Montreal, opens Vancouver office in Copp Bldg., Hastings St. West. JOHN H. MARKLEY, formerly of Stewart Lovick & MacPherson, Vancouver, is manager of new office, and DOROTHY McQUEEN is radio director.

Tube Sales Down

SALES of radio receiving tubes fell to 9,822,244 in July due to plant shutdowns and other seasonal factors, Radio Mfrs. Assn. announced Friday. June sales were 15,114,272.

The July sales brought the 1948 total reported by RMA member companies to 109,649,207 tubes. July sales consisted of 6,466,820 tubes for new sets, 2,824,013 for replacements, 308,620 for export, 38,291 for government agencies.

EMERSON RADIO and Phonograph Corp. said subsidiaries last week reported consolidated net profit, after taxes, for 20 week period ending June 31 of $1,320,290.64, equal to $1.66 per share on 800,000 shares outstanding.

FCC Actions (Continued from page 82)

Applications Cont.: License for CF WTAO Cambridge, Mass.—License to cover CP new standard station. AMENDED to change name of applicant from Harvey Radio Labs. Inc. to Middlesex Broadcasting Co., Inc.

Petition to Reinstat KMD Mrs. W. J. Virgin, Medford, Ore.—Petition for reinstatement and grant application for voluntary assignment of license to Gibson Basig.

Applications for renewal of standard broadcast license filed by: KIOX Bay City, Mich.; KGDN Cheyenne, N. D.; KGRO Weisico, Tex.; KBCJ Sioux City, Iowa; KXOA Phoenix, Ariz.; KHOW Oakland, Calif.; KXOL Port Worth, Tex.; WFTM Jason, Ind.; WFBF Baltimore; WLBB Lebanon, Pa.; WTAQ Green, Bay, Wis.

License for CP WIBN-FM Jackson, Mich.—License to cover CP new FM station.

Modification of CP WBEZ Chicago.—Mod. CP for changes in commercial educational station for extension of completion date.

WISL-FM shamokin, Pa.—Mod. CP for FM station to change ERP from 5.3 kw to 5 kw, type of trans., increase but have same average terrain to 834 ft.

KADI San Diego, Calif.—Mod. CP new FM station for extension of completion date.

WBCN Brooklyn, Mass.—Same. WBCM-FM Bay City, Mich.—Same. WHKC-FM Columbus, Ohio—Same. W.LAM-FM Lawrence, Kan.—Same. WPLM-FM Suffolk, Va.—Same.

Radio Features

WADW New Orleans.—Request for SBA by Louise C. Carson, permittee, to use facilities of WJFW for period of nine months, operating on 1250 kc 260 w uni.

September 1 Applications . . . ACCEPTE FOR FILING License for CP WAUD Auburn, Best&, Co., Auburn, Ala.—License to cover CP new standard station. AMENDED to change name of applicant from American Int’l Radio, Ltd., to W. Hunt, C. I. Sheltoskey and Riner Sailer, partnership d/b/a Auburn Best&, Co., to Auburn Best&, Inc.

WMTC Vanceve, Ky.—License to cover CP new standard station.

License Renewal Applications for renewal of standard broadcast license filed by: KXBO Great Falls, Mont.; KFST Farmington, Mo.; KTVO Fresno, Calif.; KWOI Kalama, Wash.; WNDR Syracuse, N. Y.; WICG Worcester, Mass.; WMBM

Page 84 • September 6, 1948
September 2 Applications  

APPLICATION FOR FILING  

License for CP  

KYOU FM License, 1280 kc, for use on call letter KJOL. Filed Aug. 31.

FCC BOX SCORE  

Summary of Authorizations, Applications, New Station Requests, Ownership  

SUMMARY OF SEPTEMBER 2  

Class  

Cond\d Grants  

Applications  

In  

Penning Herald  

FM STATIONS  

AM STATIONS  

TV STATIONS  

AM — 1,754  

313  

FM — 182  

7  

940  

970  

3  

3  

399 are on air. 21 are on air. 23 are on air.

TV APPLICATIONS  

Los Angeles—Los Angeles Broadcasting Co., Inc., Channel 13 (121-132 mc), ERK kw visual, 6.5 kw aural, antenna height above average terrain 231 ft. Estimated cost $2,450,000, first year operating cost $900,000, revenue unknown. Applicant is licensee WHBQ Memphis. Filed Sept. 1.

Tyr, Tex.—Tyrler Broadcasting Co., Channel 2 (154-156 mc), ERK kw visual, 7 kw aural, antenna height above average terrain 312 ft. Estimated cost $765,000, first year operating cost $225,000, revenue unknown. Applicant is licensee WBGR Beloit. Filed Sept. 1.

AM APPLICATIONS  


AX APPLICATIONS  

WBOC, Milford, Del.—Mod. license to change main studio location from 113-115 E. Broad St. to downtown Wilmington Fin. Co., Inc., 1370 kc, 1 kw, Estimated cost: $11,625.

Modification of License  

WSYX, Columbus, Ohio—Mod. license to change main studio location from 80 W. Gay St. to 225 West Fifth Ave., Carters Arms, 1020, Second Ave., OSU, Columbus, Ohio, 950 kc, 2.5 kw, Estimated cost $30,000.

Modification of License  

WJJO, Opolia, Ill.—Granted. mod. license to increase power from 250 w 100 kw to 250 w 100 kw.

Transfer of Control  

WHYU Newport News, Va.—Granted. control to Interbelt). Inc., 2035 Lego Ave., Newport News, Va., interests aggregating 70% of issued stock held by R. D. and E. P. Leary to John Dole for $60,000.

WMOA Marietta, Ohio—Granted conns. to trans. hearings to WMOA, 990 kc, 1 kw, 40 kw, 1 kw w limit, Beaumont H. Craven, Jr., president and treasurer.

Assignment of License  

WCTN WCTN-CF Centralia, Ill.—Granted. ASSIGN. AM stations and WCTN permit for Chicago WBCF to WCTN Inc. for $17,000.

Assignment of License  

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UNIVERSITY COUNCIL URGES LOCAL NEWS EMPHASIS

EMPHASIS on local news programs at stations, with journalism courses improving their instruction in this field, was advocated by Council on Radio Journalism, which met last week in Denver. Guest at meeting was Ralph Hardy, KSL Salt Lake City, one of NAB’s members on new University Assn. for Professional Radio Education.

Mr. Hardy, WABD New York, key man on affiliate, was invited to name committees to study news instruction, including plan for clinic for teachers. Williams Brooks, NBC vice president and council director, said it is too soon to teach TV news techniques, which are still experimental, unless school cooperates with TV station.

Ralph D. Casey, U. of Minnesota, spoke on radio journalism in war-torn areas. R. Russell Porter, U. of Denver, told of progress in professional training. Council entertained by Lloyd Yoder, KOA, and Gene O’Fallon, KFEL. Attending meeting, besides those mentioned, were Fred K. Baskette, Emory U.; Karl Koerper, KMBC Kansas City; Fred S. Seibert, U. of Illinois; Paul H. Wanger, Ohio State U.; Arthur C. Stringer, NAB, secretary-treasurer of council.

UBS CHANGES NET PLAN TO TRANSCRIPTION PROJECT

NEWLY-ORGANIZED Union Broadcasting System Corp., headed by Col. James T. Healey, WOKO Albany president and general manager, is dropping plans to feed live programs to small affiliated stations which would form nucleus of projected fifth national network, and instead will confine its activity to producing and transcribing tape programs for use by member stations.

While declining to name stations about to affiliate with union, Col. Healey said preparations for tape network are progressing rapidly. Several manufacturers of transcribing tape are competing for UBS contract, he said.

Under plan, tape-recorded programs will be allotted to stations each day, one day ahead of broadcast schedule. UBS will collect 30% of affiliate’s card rate for commercial shows; sustainers will cost stations $10 an hour.

Col. Healey named following Albany residents as his associates:

Chester Hubbell, president, Northern Lumberman’s Assn., vice president and a director of UBS; John Achel, produce dealer; Allan and David; Murray Willard, northeastern manager; Aluminum Co. of America, director; Irwin Henderson, manager. Albany plant of Bab-O, director; Charles J. Toblin, Jr., attorney, and counsel. UBS maintains offices in Wellington Hotel, Albany, where WOKO is located.

WABD RATE INCREASE

WABD New York, key station of DuMont television network, on Oct. 1 steps up its base nighttime hourly rate from $800 to $1,000, Hundred J. Greig, sales manager, announced last week. Half-hour rate at same time will be increased from $480 to $600 and quarter-hour charge from $320 to $400. Increases were described by Mr. Greig as reflecting television’s proved ability to advertise and sales medium. He also announced that weekly volume discounts and annual discounts will be instituted Oct. 1.

BUS RADIO, STORE CASTING FEATURE FMA AGENDA

FM ASSN. convention in Chicago Sept. 27-29 will discuss transit radio and store casting as featured topics, according to Marion Claire, WCNB Chicago, FMA convention chairman. Calling them innovations in broadcasting, Miss Claire said they will play a major role in expansion of FM.

Hulbert Taft Jr., president of Transit Radio Inc. and general manager of Cincinnati Times-Star stations, WKEC and WCTS (FM), will speak on FM in public conveyances. Cy Neuman, radio director of Menough, Martin & Seymour, Des Moines, will discuss the store casting technique.

FMA survey on membership desires for convention discussion showed 91% of FM stations want time sales on the agenda, 76% programming and promotion, 62% dealer cooperation, 41% engineering, 25% business office operations, 18% talent.

NEW AUDIENCE DATA INCLUDED IN HOOPER RATINGS

CITY-BY-CITY network audience analysis described as offering appraisal of effect of time-zones, sequence in programming, and comparisons of competing programs announced by C. E. Hooper Inc. as additional service for subscribers to city Hooperatings.

First summer report covers period between December, 1947 and April, 1948. According to plan, up to 68 individual city audience ratings on each network will appear on single page so various appraisals may be made at glance. Plans are eventually to include 100 cities in listing.

Rating is presented for cities grouped by geographical sections. It will include reporting on two hours of network station time so comparisons may be made between competing network programs, and shows preceding or following specific program.

FIRST TELENET PETITION FILED AT COMMISSION

RECEIT of first of new Texas Teleten System’s television applications—for Channel 2 (54-60 mc) at San Antonio—reported by FCC Friday. Telenet also filing for Austin and Corpus Christi and plans to apply for Waco and Ft. Worth (early story, page 30). San Antonio application is for 14.39 kw visual and 7.2 kw aural powers and antenna height 510 feet.

Meanwhile WBEN-TV Buffalo applied for regular license, filing NBC affiliation contract. Only other pending TV license application is that of KSD-TV St. Louis. FCC also received application of WNB-TF Binghamton, N. Y., asking that permit for Channel 12 be modified to specify 23.45 kw visual and 11.725 kw aural powers. Time additional time be allowed to complete construction.

DECCA DIVIDEND

DECCA RECORDS Inc. declared regular quarterly dividend of 12 1/2c per share on capital stock of company payable Sept. 30, 1948, to stockholders of record Sept. 16, 1948.

TOP 10 NEW YORK TV SHOWS SHOWN IN PULSE ANALYSIS

PULSE Inc. television ratings for evening programs on New York stations during August show Toast of the Town (WCBS-TV, Sun.) on top with 37.0. Other programs in top 10 were:


Total sets-in-use decreased slightly during month to 39.2 compared to 31.4 in July. Also in August listening for video sets only was 20.2, and radio only, 11.7.

HOUSE GROUP TO PROBE RADIO SCHOOL STRIKE

STUDENTS at Radio-Electronics School of New York have petitioned Mayor O’Dwyer for investigation following action of Local 555 of Teachers’ Union (UPW-CIO) in calling teachers’ strike and throwing picket line around school. Seven of station’s more than 30 teachers obeyed strike call, and Col. Edward M. Kirby, WMAR Nashville general manager, co-founder of school, said enrollment had dropped from 500 to 450.

Chairman Fred Hartley (R-N.), chair of the House Labor Committee, said subcommittee will hold hearings on picketing activities. Communist influences are responsibility. Committee undercover investigators have been on scene.

SAVINGS BOND CONFERENCE

RADIO-TELEVISION on agenda U.S. Treasury Savings Bonds Division sales development conference in St. Paul, Aug. 13-17. Some 300 state and national Bond officials to attend and review past campaign strategy and map future plans. News conference of Secretary of Treasury John W. Snyder to be televised by KSTP-TV St. Paul according to arrangements still being worked out. Believed this would be first Cabinet member’s press session to be televised. Other stations in area reported planning coverage of conference.

TV HEARING APPEARANCES

APPEARANCES for Sept. 13 FCC-industry conference to consider revision of 2%-year-old TV standards on Friday included George P. Adair, consulting engineer, RCA-NBC, A. S. Abell Co. and Paramount Television Productions [Broadcasting, Aug. 30]. Three more appearances added for Sept. 20 hearing on high-band (475-880 mc) are Zenith Radio Corp., Paramount Television Productions and Sarkis Tarzian.

Closed Circuit

(Continued from page 4)

to refashion Broadcast Division into three sections or divisions: (1) processing; (2) trial attorneys; (3) review.

LIKELIHOOD of general realignment may account for FCC’s failure to relieve Assistant General Counsel Harry M. Plotkin of temporary job as head of Broadcast Division by “about Sept. 1,” as planned. Vacationing during hay-fever season, Mr. Plotkin reportedly is due back about mid-September, though there’s speculation he won’t stay beyond end of year. In his absence, Edward F. Kenahan is acting in broadcast post.

BROADCASTING • Telecasting
BUT NOT
THROUGH ADVERTISING ALONE

MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. But not through advertising alone!

For service at The Nation’s Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE’S ADVISORY COUNCIL
to determine program preferences and for general consumer market studies.

CONSUMER’S FOUNDATION
to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS
to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES
to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY
monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW THE NATION’S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation
Behind the magic of a Television Tube

Every morning, 14 tons of glass "bulbs" go down to the production lines at the RCA Tube Plant in Lancaster, Pa.

By evening, the bulbs are television picture tubes, their luminescent faces ready to glow—in television homes everywhere—with news, sports, entertainment, education, politics.

Born of glass, metals, chemicals, the picture tube comes to life through flame and heat. Its face is coated with fluorescent material—forming a screen on which an electron gun "paints" moving images.

Each step is so delicately handled that, although RCA craftsmen are working with fragile glass, breakage is less than 1%.

Water, twice-distilled, floats the fluorescent material into place on the face of the tube, where it clings by molecular attraction—as a uniform and perfect coating.

Every phase of manufacture conforms to scientific specifications established by RCA Laboratories. Result: Television tubes of highest perfection—assuring sharp, clear pictures on the screens of RCA Victor home television receivers.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.