SEPTEMBER 13, 1948

of course, you've known this, but...

snakes hypnotize birds

The superstitious belief that snakes possess the ability to charm birds, small animals or even human beings, by means of their hypnotic gaze, probably arose from observing their habit of remaining motionless with lifted head and eyes fixed, trance-like, for long and short periods of time. There is no snake that can hypnotize persons or birds.

Most uncommon is the belief that WOR is a "New York" station. It is now proven to the nation's greatest advertisers and their agencies that WOR can be heard by 36,000,000 people in 430 counties in 18 states.

“thumbs up!”

"Thumbs Up" — symbol of courage and stick-to-it-iveness is not a gesture of recent origin, Churchillian or otherwise, but goes back to ancient times. The rule of the thumb in ancient Rome and the provinces was a very old custom. The Etruscans indulged in gladiatorial games which the Romans made famous. If the spectators were in favor of mercy to a fallen gladiator they raised thumbs up. But if they desired the death of the loser, they turned their thumbs downward.

One WOR sponsor got a wholehearted thumbs up sign from his hundreds of dealers and distributors when, in the brief space of 7 months, he increased his business — and, correspondingly, theirs — 25% over the previous year. WOR helped another man jump his product's standing from 8th to 3rd place in a keenly competitive field.

— heard by the most people where the most people are WOR
C. G. HECK
Druggist
Princeton, Ill., says . . .

"WLS is our best booster of sales"

Merchants in towns throughout Midwest America know WLS—and know the impact WLS has on their customers. Chris Heck, owner of Heck's Rexall Pharmacy, Princeton, Illinois, is typical.

"In our territory," he says, "tops of all stations year after year is WLS. It, with Prairie Farmer, is our best booster of sales."

Several years ago, when DDT was first introduced, Mr. Heck put in a window display with big signs "As advertised on WLS"... and, according to the distributor, sold more than any other single outlet in the Midwest! Last winter, after losing several sales for a $1.50 liniment which his wholesalers did not carry, Heck wrote the manufacturer to buy direct, asked why the sudden demand; he was not at all surprised at the answer: 'Using WLS.'

Princeton, (population 5,224) is the major shopping center for Bureau County, 73% rural. This one county, only a small part of the total WLS market, has an annual buying income of 47½ million dollars... retail sales of 25½ million with 3¼ million dollars in food sales alone. WLS is the sure way to cover this market: daytime BMB is 82%, nighttime 84%. Last year, its 10,200 radio families sent WLS 8,553 letters—84% response!

Your John Blair man can give you the full picture of the WLS market—2½ million listening families in 567 counties (daytime BMB). They listen because they like the friendliness of WLS, the interest we take in providing just the right service and entertainment for Midwest America. It is this friendliness that has built listener confidence in WLS—the kind of confidence that leads to advertising results.
Announcing

TAYLOR-BORROFF & CO., INC.

Formerly

TAYLOR-HOWE-SNOWDEN Radio Sales, Inc.

EDWIN P. BORROFF,                  TED TAYLOR,
President and General Manager      Secretary-Treasurer

On OCTOBER FIRST, Taylor-Howe-Snowden Radio Sales, Inc., becomes TAYLOR-
BORROFF & COMPANY, Inc. Mr. Borroff, a nationally known figure in radio,
brings to time buyers, advertisers and Radio Stations a wealth of experience
gained from more than twenty-five years of aggressive activity in Radio.

HEADQUARTERS: 360 NORTH MICHIGAN AVENUE — CHICAGO, ILLINOIS
SALES OFFICES: New York · Chicago · Dallas · Los Angeles · San Francisco · Atlanta · Portland
SALE of WILM, Wilmington, Del., by Alfred G. Hill, publisher of Chester Times, and his family, to a new corporation headed by Ewing Hawkins, assistant general manager, WNBG Binghamton, N. Y., for $200,000, consummated, subject to customary FCC approval. WILM is 250-watter and both ABC and MBS outlet. Mr. Hill will devote full energies to operation and expansion of newspaper interests. Mr. Hawkins is son of W. W. Hawkins, chairman of board of Scripps-Howard. New licensee will be Hawkins Broadcasting Co., with transfer papers to be filed this week.

CURBSTONE view of radio newsmen who accompanied President Truman on his Detroit-Midwest kick-off campaign tour is that his radio delivery has fallen down again. He bumbled most of his punch lines and his ad libbing wasn't much better.

INCIDENTALLY, at Flint, President talked off cuff about high cost of radio time. Les Lindow, manager of WFDF Flint, which picked up speech gratis, reportedly thinking seriously about billing National Committee for time.

CBS acquisition of Amos 'n Andy ball of wax—largest package deal in radio annals—is regarded as forerunner of other acquisitions by networks of top-rated shows. Salutary aspect is seen in recapture of program control from agencies and talent bureaus.

ALTHOUGH FCC is maintaining rigid silence, it's obvious that TV allocations are frozen until allocations decision is reached on basis of latest discoveries of tropospheric interference which point to severe shrinkage of duplicated assignments. Tipoff came when FCC last week passed over half-dozen TV applications ready for action with indications that there will be no grants during next six or eight months unless locations are separated by at least 200 miles—outside tropospheric interference range.

AMERICAN TOBACCO Co. (Lucky Strikes) through BBDO New York currently looking at radio half-hour properties and strip shows for possible sponsorship this fall as addition to present schedule.

LIGHT on what's ahead in FM from FCC's viewpoint to be shed Sept. 27 by FCC Chairman Wayne Coy in address to FM Asan. convention in Chicago. Commission head to be key speaker for FMA, appearing at opening day luncheon.

RADIO'S audience to be minutely dissected in The People Look at Radio—Again, giving results of second NORC survey. Final polishing under way on five-chapter study—

(Continued on page 88)

Upcoming

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.
Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.
Sept. 18-26: National Television & Electrical Living Show, Coliseum, Chicago.

[Other Upcomings on page 34]

Bulletins

DR. GEORGE GALLUP, pollster, added to ABC staff for Nov. 2 broadcasts covering Presidential elections. He will analyze early returns, "project trend of voting", ABC said.

FEDERAL Grand Jury in Washington suddenly indicted Mildred E. Gillars, "Axis Sally" of wartime Nazi radio, Friday on charges of treason (early story page 75).

McNAUGHTEN JOINS WFIL AS TECHNICAL DIRECTOR

NEAL McNAUGHTEN, assistant director of NAB Engineering Dept., will join WFIL Philadelphia as manager of technical operations at Philadelphia stations, devoting most of his time to television.

Mr. McNaughten joined NAB last January. He had been with FCC since 1941, serving as assistant supervisor of Great Lakes Monitoring Area; assistant chief of Treaty Section; NARBA administrator; chief, Standard Broadcast Allocations Section.

He was secretary of U. S. delegation to second NARBA and ex-officio secretary-general of conference. Last fall he was member of U. S. delegation to preparatory meeting of third NARBA. He attended Atlantic City teleconferences conference last year.

'SEARCH' TO BE ON TV

EFFECTIVE Sept. 12, Meet the Press, owned by Martha Rountree, will be televised, replacing Try and Do It Sundays, 8:30-9 p.m., on NBC television network. Show sponsored by General Foods for Maxwell House Coffee through Benton & Bowles, New York. Guest for first show will be ex-Communist spy Elizabeth Bentley. Panel will be composed of Nelson Frank of New York TV Telegram, Inez Robb of INS, Cecil Brown, radio commentator, and Laurence Spivak, editor of American Mercury magazine. Program is televisual on the following stations: WNET New York, WPTZ Philadelphia, WNBW Washington, WRGB Schenectady, WBAL-TV Baltimore, WBZ-TV Boston, WTVR Richmond.

Business Briefly


CAMELS TO SPONSOR COLLEGE FOOTBALL ON TV


HIGH-BAND TV SPOTTY IN FIRST WASHINGTON TESTS

SPOTTY COVERAGE indicated by first reports on NBC-RCA's 500-mc TV tests in Washington as project was shown to FCC. Reports came from crews installing first of 50 converters to compare high-band with NBC's low-band WNBW Washington, whose programs it duplicates starting tonight (Monday).

Reception ranged from good to non-existent at sites, mostly within five miles of station. Station transmits pictures at 500.25 mc and sound at 509.75 mc. Estimated radiated power is about 3.75 kw. Data to be presented to FCC during Sept. 20 high-band hearing. Tests will continue several months.

Page 4 • September 13, 1948
Have a Slice of KCMO's Birthday Cake

Our First Year of 50,000 Watts

From the very first day, last September 9th, when KCMO moved to the 8-Ten Spot in Kansas City and broadened its beam to 50,000 watts, KCMO sponsors have been eating radio cake! Cake that’s crammed full of Mid-America’s expanded listenership—and sales dollar vitamins!

The KCMO cake is highlighted by candles representing mail response from 415 counties in six Mid-America states plus 22 other states not tabulated. This can only mean power-plus-programming... the programming Mid-America listens to. So you see, the Happy Birthday isn’t for us alone—but for our sponsors, the companies who center their selling on KCMO.

One does it—in Mid-America

ONE station
ONE set of call letters
ONE rate card
ONE spot on the dial

50,000 Watts
Daytime...Non Directional

10,000 Watts Night
... 810 kc.

National Representative:
JOHN E. PEARSON COMPANY

and KCFM—94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America
FIRST privately-owned Radio Station in Canada to go

50,000 WATTS

For many years we have worked with the management of CFRB ... and know how richly they deserve this honor. We are happy to add our voice to the many, in salute to CFRB


KITCHEN ART FOODS, Chicago, for its six Py-O-My mixes, to sponsor Two Ton Baker on WGN Chicago for 52 weeks from Sept. 13 after test spot radio campaign. Agency: Schwimmer & Scott, Chicago.


UCO FOODS, Newark, MOTOR CLUB OF AMERICA, Newark, and EASTERN TOBACCO Co., Wilmingon, Del., appoint Levy Adv., Newark, to handle advertising. Radio will be used by all accounts.

HENNIGH’S Inc., Kansas Admiral Radio distributor, Sept. 25 starts for 13 weeks S. S. Teen Time on KANS Wichita, KGNO Dodge City, and KSOK Arkansas City, Kansas. BI-STATES DISTRIBUTING Co., Nebraska and Iowa Admiral distributor, Sept. 25 for 13 weeks starts same program on KTRI Sioux City, KSWI Council Bluffs, KOLN Lincoln, and KORN Fremont. Meneough, Martin & Seymour, Des Moines, package show.

GENERAL BAKERIES Ltd., Toronto (bread), starts Saturday morning half-hour children’s program on number of Canadian stations. Agency: McConnell Eastman & Co., Toronto.

SHREDDED WHEAT Co. Ltd., Welwyn Garden City, Herts, England, subsidiary of National Biscuit Co. in this country, appoints McCann-Erickson’s London office to handle advertising of Welgar Shredded Wheat, effective Oct. 1.

SHIRRIFF’S Ltd., Toronto (foods), starts thrice weekly French-language program on CKAC Montreal, as test campaign. Agency: Cockfield Brown Ltd., Toronto.

RIOQUIMICA RFT, S. A. of Montevideo, appoints McCann-Erickson’s office in that city to handle advertising of its veterinary products in Uruguay.


Network Accounts • • •

S. C. JOHNSON & SON Inc., long-time sponsor of NBC’s Fibber McGee and Molly, to add two half-hour daytime programs to its weekly radio schedule on NBC this fall, with sponsorship of Fred Waring show Mon. and Wed.

GROVE LABORATORIES, St. Louis, purchases three quarter-hours weekly on full Don Lee Network; for Bromo-Quinine, quarter-hour Musical Tea; for Grove’s Cold Tablets, two quarter-hours weekly of half-hour program, Ladies Furs, Tues. and Thur. Agency: Gardner Adv., St. Louis.

MILES LABORATORIES Sept. 27 starts new show Aika Seitzer Time, on CBS as replacement for Lum ‘n’ Abner. Series will be heard across the board from 5:46-6 p.m. Wade Adv., Chicago, is agency.

PHILIP MORRIS & Co., New York, through Cecil & Presbrey, same city, starts 52 week sponsorship of Kate Smith Sings Sept. 20 five weekly on full Don Lee Network, Mon.-Fri. 9:15-9:30 a.m. (PDST).

Adpeople • • •

GAIL SMITH, of Procter & Gamble New York radio department, is in Hollywood for conferences.
No, we of F & P don't claim to be television "experts" as yet—but we're determined to become just that!

First, we've been building our file of television literature, data, mailing lists, etc. for nearly two years. During that time, also, every one of our Colonels has spent many weeks in studying the plans and operations of pioneer television stations now (or soon to be) on the air. We've sat in on scores of conferences among station executives, engineers and sales staffs, advertising agency specialists and manufacturing executives. We've acquainted ourselves extensively with present-day television practices, and with many ideas now developing for the future. In other words, we of F & P have definitely committed ourselves to becoming as proficient in television as we are in radio. We'd welcome an opportunity to tell you any television facts we know—or to dig out for you those facts that we don't yet know!

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

ON THE AIR
KSD-TV
St. Louis......... Feb., '47
WPIX
New York........ June, '48
WBAP-TV
Fort Worth-Dallas Sept., '48
WAVE-TV
Louisville...... Oct., '48
WTCN-TV
Minneapolis-St. Paul Dec., '48
WOC-TV
Davenport........ 1949
WMBD-TV
Peoria........... 1949

FREE & PETERS
means Bulls'-Eye TELEVISION
as well as Bulls'-Eye Radio!
TELEVISION appeals more to youth than to age, according to a nation-wide survey by the American Magazine among its readers released last week.

The survey, based upon questionnaires returned from 3,334 representative readers, showed that young people have made greater effort to see television than have those of middle age or older, and having seen it, like it more than do their elders.

Fifty percent of the American Magazine's male readers between the ages of 18 and 25 have watched a television program. Only 31.9% of the men over 45 have. Of male readers 18-25 years old who have seen television, 37.5% like it better than radio, 45% like both television and radio about the same, and only 17.5% prefer the older medium. Among male readers over 45 years old, who have seen television, only 16.5% prefer television to radio, 38.6% like both equally, and a whopping 45.9% like radio better than video.

Women, even young ones, are not as excited as men about television. Of 18-25 year old women who have seen television, 27.7% like it better than radio, 46.8% like both about the same, and 25.5% stick with radio. Among women of 45 or older who have watched at least one video program, 12% prefer television, 42.3% like both and 46.7% prefer radio.

The American Magazine survey was taken last April. Men's and women's names were taken at random from galley lists of subscribers, corresponding to American circulation by geographic location and city size groups, and the returns "closely approximate the known circulation pattern" of the magazine.

Only 1% of responding families own television sets, the survey discovered, but 37.8% of adult American Magazine readers have watched at least one television program.

Twenty-eight percent of the adults think some member of their household will buy a television set if television broadcasts are or will be available in their areas in 1948 or 1949. Seventy-one percent do not think they will buy video sets even if telecasts are available through 1949.

The intention to purchase television sets varies, of course, according to income and to geographic location. The smaller the city, the smaller is the percentage of people who intend to buy video.

TBA REPORT

Operations Committee Outlines Station Requirements

PERSONNEL requirements for a video station's program and technical departments are schematically set out in the accompanying charts, reproduced from the report of the Committee on Television Operations, Standards and Personnel of Television Broadcasters Assn. See page 13 for chart on Program Department.

Designed as a guide for present and prospective TV station operators, the report concentrates on the program and engineering staffs, describing in some detail the functions and responsibilities of the various members of these "two essential operating groups." It omits all other departments such as sales, promotion, accounting, legal, etc. "since they would vary considerably with the type of organization and the location of the broadcasting plant." Nor is top management discussed beyond the recommendation that "both technical and program staffs' reports to a single person with the..." (Continued on page 13)
TELEVISION COMES TO ATLANTA
on September 29
(Commercial schedules on September 30)

Equipment test—program demonstrations—
dealer meetings—all preliminaries are
virtually complete now and WSB-TV
will be on its announced schedule.

A few choice program availabilities
are still open. Any Petry office has the dope

WSB-TV
On Peachtree Street

Owned and Operated by the
Atlanta Journal

Represented Nationally By
Edward Petry & Co., Inc.
THE TELEVISION AUDIENCE WASN'T ASLEEP! . . . For it was the first demonstration of hypnotism via television in America. The attractive young ladies are completely under the spell of Mr. Robert L. Friend, noted mentalist, who gave this unusual demonstration on his usual Tuesday night program, ON WINGS OF THOUGHT. Sponsored by Simon Distributing Co., (Motorola) and George's Radio & Television Co., it is a WMAL-TV production that has become a sensation.

YOU NEVER KNOW WHAT TO EXPECT—except that you can be sure that it will be something the viewer will enjoy watching, when Ruth Crane, as THE MODERN WOMAN, is televised on Thursday nights. Here, Mrs. Olive Evans instructs in how to iron a shirt, while Ruth Crane looks telegenic and Jackson Weaver gets in position to burn down the studio.

IT'S A SWEETHEART OF A SHOW! Dick Monsfield tells the stories and does the drawing, while Jeane Warner does the singing—and that does the trick. Thompson's Dairy sees to it that the youngsters and oldsters of Washington get an opportunity to see the program every Monday night.


WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.
We've got an apple (worth $24,911,000!) to polish!

There may be two schools of thought on whether or not an apple a day keeps the doctor away... but there's only one way of thinking on the fact that the cultivation of the rosy-cheeked fruit provides a fertile field for sales in Virginia, which ranks 3rd in the nation's production of apples with a 1946 crop value of $24,911,000! This is only one of Virginia's many crops which occupy an enviable position among the States of the nation... another of many reasons shrewd advertisers use WRVA's 50,000 watts for profit and prestige - in a billion-dollar market! Represented by Radio Sales.

50,000 WATTS... NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK
Basic With Timebuyers*

... and WHHM is basic
with timebuyers in Memphis
for
WHHM DELIVERS
MORE LISTENERS
PER DOLLAR
IN MEMPHIS

WHHM
Independent—but not aloof
MEMPHIS, TENNESSEE

PATT MCDONALD,
manager

FORJOE & CO.,
representatives

Member
Association of
Independent
Metropolitan Stations

* BROADCASTING Magazine is required reading
The committee report describes the organization "for a complete self-sustaining plant consisting of studio, film, field and transmitter facilities." Pointing out that the number of technical personnel and their duties will depend largely on transmitter location, number and kind of studios, quantity and type of field equipment and whether the operation is exclusively video or associated with sound broadcasting, the report states: "In all cases, however, the successful technical operation will depend upon the knowledge and ability of the technical personnel."

The program set-up was more difficult to catalogue specifically than that of the engineering department where "each individual was responsible for the operation of a specific unit of equipment and the organization is, to some extent, obvious," the committee reports. The charted plan "was compiled from data of existing organizations and recommendations made by them."

Volume concludes with a 20-page glossary of television terms in general operating use, the committee expressing the hope that "agreement can be reached on these definitions and that their usage can be standardized within the industry."

TBA Committee preparing the report is headed by O. B. Hanson, NBC vice president in charge of engineering. Its other members are William Purecell, chief engineer, WGY Schenectady; Frank J. Bingley, chief television engineer, Bamberger stations; Robert Jamieson, manager, station operations, WABD New York. F. A. Wankel, assistant director of television engineering operations at NBC, also assisted in the preparation of the report, sitting in on certain committee meetings as alternate for Mr. Hanson.

**CBS TV Folder**

FOLDERS describing nine CBS television programs are being distributed by the network in a box-envelope bearing the cover legend, "Nine Ways To Get Them To Look At You." Envelope also portrays family group seated on davenport looking at a video receiver with a cut-out screen through which colored folder cover is visible, revealing type of program (theatre, news, quiz, etc.) described within. The one thing the programs have in common, says CBS, is the "unqualified enthusiasm of audience and critic alike," giving them "important meaning for the advertiser."

**SURE,**
some Chicago stations can "reach" South Bend

...but the audience

**LISTENS**
to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

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**WSBT**

**SOUTH BEND**

5000 WATTS * 960 KC * CBS

PAUL H. RAYMER COMPANY * NATIONAL REPRESENTATIVE

BROADCASTING * Telecasting

September 13, 1948 * Page 13
Quotes From the Past
EDITOR, Broadcasting:
On occasion I find myself perusing old copies of Broadcasting... Today, I came upon an item which might be interesting...

In Broadcasting of Feb. 24, 1947, page 92, there was a report of the WSPA-FM (Spartanburg, S.C.) power increase. Among persons attending the ceremony was Governor J. Strom Thurmond, presently engaged in the race for the Presidency on the Dixiecrat ticket. In his dinner address, the Governor is quoted...as saying in part "radio stations should be free to editorialize in promoting programs designed to improve community life and to promote good government."

Wonder if Governor Thurmond still holds to this view toward radio editorializing and what, if any, action he could or would take in the event he were elected to the office of the Chief Executive?

James W. Hayes
Manager WNER
Live Oak, Fla.

Not the Fisherman
EDITOR, Broadcasting:
A picture of Bernard Howard, Mgr. of the N.Y. office of W. S. Grant Co. on page 30 of your Aug. 30 issue has become a constant source of confusion for me because I have the same name.
For instance, Stan Vainrib, former "Dr. I.Q." sent me the picture with the comment, "I never knew you fished." Frankly, I never have.

Nor am I a station rep in New York.
However, I am the head of the newly-formed Howard Radio Productions in Chicago and former producer of the Bob Elson On the Century show and former assistant radio director, Arthur Meyerhoff Agency...
I hope this will put an end to all the fish stories my clients and friends have been disseminating about me. As a matter of fact, I hope this will help end my own confusion as to who I really am!

Bernard Howard
Howard Radio Productions
Chicago

Open Mike

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

"Corn in the Ear puts Cash in Your Pocket"

You'd probably call a lot of WIBW's programs "corny". But our listeners like 'em. They prove they do by buying the sponsor's product.

And speaking of corn—WIBW's First Families of Agriculture raise a lot of it. Corn will put about $120,000,000 into the pockets of our five-state farm family audience...over and above the money they get for wheat, livestock, poultry, milk, eggs, and other year-round crops.

Give us the opportunity and we'll show you how to make 'em part with this cash to buy your product.

Serving the First Families of Agriculture
Rep.: Capper Publications, Inc.

Yes, We Get Around
EDITOR, Broadcasting:
Like many others I have always been cognizant of the fact that Broadcasting Magazine is the bible of this business but when a lawyer from Des Moines and a newspaper publisher from Toledo, Ohio, write me and comment on the article in the Aug. 9 issue I begin to wonder just what your circulation is among the younger generation who have advanced beyond McGuffy's first reader—you fellows sure get around.

Roy McLaughlin
Station Manager
WENR Chicago

Lotteries Termed Menace
EDITOR, Broadcasting:
It is gratifying to learn through pages of Broadcasting that lotteries are at long last to be barred from the air. I am confident that the FCC has spun the compass and found north...

One of these air lotteries ruined my friends and I hope it's one of the first to go. The New York Stock Exchange reports have been for years a daily menace to my household—aided, abetted, conciliated, described, advertised by licensees responsible to the FCC.

The Kentucky Derby, the Santa Anita Handicap, the Preakness and all other horse races are gambling devices that offer prizes for first, second and third place and hundreds of thousands of people lose tens of millions of dollars yearly coming in fourth. This activity is broadcast often, daily by some stations, and is considered quite a caper by special events departments of licensees responsible to the FCC. It shall be a blessing to have them removed from the air...

Three times this summer I've been subjected to lottery broadcasts wherein the winning contestant was decided upon in an unfair fashion, at pre-broadcast meetings in smoke-filled hotel rooms, miles from the broadcasting station. The prizes were political offices with fabulous salaries...

Chain breaks sponsored by Bulova should be investigated. Bulova has been known on occasions to give millions of people the correct time.

Miss America Beauty contests, marble championships, ping-pong contests and air races should be barred from the air because winners are proclaimed and prizes and titles are awarded and all contestants, win or lose, have invested time and consideration in preparation for these lotteries...

I take the position either a man knows where he is going or he doesn't. The FCC has spun the compass and found north. The FCC is "on the beam." Lotteries have had their day and are now to be barred...

Jack Morgan
Newscaster
Treasure State Network
Butte, Mont.

Page 14 • September 13, 1948

Broadcasting • Telecasting
At both National political conventions, the BTP-1A broke all records for getting first-news FIRST!

**Flash Remotes... NO LINES NEEDED!**

Immediate delivery on this new RCA Radiomike

**SPECIFICATIONS**

- **Power output**: 0.2 watt, approx.
- **Frequency range**: 25 to 28 Mc
- **Frequency stability**: ±0.01%
- **Modulation capability**: 85%
- **A-F response (overall)**: ±4 db 80-6000 cps
- **A-F distortion (90% mod)**: Less than 3%
- **Battery life**: 6 hours, intermittent service
- **Weight (total)**: 6 lbs.
- **Overall size**: 11"W x 4½"H x 3½"D

**NOTE**: License application for the BTP-1A can be made simply by informal letter to the FCC.

This is it, the perfect portable microphone for unscheduled remotes—fires, accidents, sporting events, conventions, trick broadcasts—any occasion and any place where wire connections are difficult or impractical to install. No waits for equipment set-ups. No delays while recordings are rushed to the studio. Flip the switch—and you’re on the air!

Combining a 0.2-watt AM transmitter (25-28 Mc), a crystal microphone, a 20" antenna, and batteries—all in one compact unit, here is a complete announcer’s unit weighing only 6 pounds that can transmit up to several miles under ideal conditions. Any communications receiver covering the 25-28 Mc band can be used for reception.

In the BTP-1A, the radio transmitter is crystal-controlled for high frequency stability. Automatic a-f gain control eliminates overloading and distortion. The crystal microphone... using three crystal units in series... provides extra gain with excellent quality.

Your BTP-1A is ready for delivery—complete with one set of tubes, one crystal, and a battery. Specify your frequency and order it from your RCA Broadcast Sales Engineer, or from Department 191A.

The One Equipment Source for Everything in BROADCASTING—is RCA

**BROADCAST EQUIPMENT**

**RADIO CORPORATION OF AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal
Feature of the Week

TELEVISION, it seems, is not resigned to drawing upon aural radio's bag of hand tricks for cueing performers. Already it has come up with a few of its own at WMAR-TV Baltimore.

The Sunpapers TV station has adopted a set of production practices, complete with signals, to "reduce confusion" before the or- thicon and maintain smoothness of continuity. Some are necessarily holdovers from AM radio, covering the audio aspect. But others are pertinent to visual only. Taken together, they might well be adaptable to the television industry as a whole, Bob Cochrane, WMAR-TV program director, feels.

To a video viewer attending a station program for the first time, the signals probably would offer a source of amusement, or a least wonderment. Take the cue-man when he clasps both hands over his eyes or ears. Traditionally this is a cute little trick usually associated with the three monkeys who preferred to "see no evil or hear no evil." Since the man "on the order line" is no monkey and television has yet to overstep seriously the bounds of propriety, the signal must have a meaning all its own.

At WMAR-TV the cue-director is merely indicating: "You have no picture, but carry on with audio only"—or vice versa.

Sometimes performers erroneously believe picture and/or sound has gone off the air. Reassuringly the man on the line gesticulates that "everything is O.K., . . . keep it going" by closing thumb and forefinger of each hand to

(Continued on page 44)

On All Accounts

The letterheads of Howard G. Barnes identify him discreetly as the radio and television director of Dorland Inc., New York. Even more discreet is the chaste type of the yellowed program note that reveals him as onetime producer of the Philharmonic concerts and one of the creative guides of the Columbia Workshop.

But at this point, discretion joins chastity in a biographical prat-fall to disclose the versatile Mr. Barnes as the man behind the finger that launched Duffy's Tavern, and brought Ish Kabibble before a breathless patient public.

But long before he realized that his destiny lay in his index finger Mr. Barnes matriculated at the U. of Michigan. He first tripped over radio in the form of an announcing job at the U. of Michigan studios of WJR Detroit. Since his studies and his announcing duties consumed only 16 hours of his day, Mr. Barnes felt impelled also to organize and manage a theatre stock company to fill out his spare time.

Upon his graduation in 1935 Howard Barnes forsook the leisure of college to join WIP Philadelphia as an announcer-writer-producer. After a year and a half of producing, writing and announcing he moved to WHN New York where he merely announced and produced—that is, for the first year. After that he authored and delivered a daily 15-minute commentary under the sponsorship of the New York World Telegram.

In 1937 he transferred to WOR New York with the significant designation, producer-writer. And a short time later he foresaw the typewriter to emerge exclusively as an executive producer at the Music Corp. of America. In this post he helped develop and produce the Laboratory of Musical Knowledge with Kay Kyser and the previously noted Ish Kabibble.

Two years later, in 1939, Mr. Barnes moved to CBS as a producer, retaining there until the outbreak of war when he joined the Navy. Advancing to the rank of lieutenant, senior grade, he wrote and produced 16 training films and authored a book that is still considered the definitive guide for the setting up and administering of a port organization.

With the end of the war Mr. Barnes returned briefly to CBS, (Continued on page 49)
Three Beauties of the Deep South

1. "RIENZI", Thibodaux, Louisiana—gem of early plantation architecture, and rich in romantic history.

2. THOMSON MACHINERY COMPANY, Thibodaux, Louisiana. Industries in the Deep South produce a great diversity of products—utilize vast quantities of the South's own natural resources. This helps explain why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

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

The Greatest SELLING Power in the South's Greatest City

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

50,000 WATTS  CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
If you have a knockout show, it deserves to be heard by all the listeners on the Pacific Coast. Put it on Don Lee and everyone can enjoy it. Only Don Lee, with 45 local network stations, completely covers the inside market plus the 7 billion dollar outside market (the area outside the metropolitan trading areas of Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). The new Nielson Pacific Coast Network Report proves this. * Mountains up to 15,000 feet surround nearly every market on the


The Nation's Greatest Regional Network
Pacific Coast and make reliable long-range reception impossible. Only Don Lee has enough local network stations (2 and 3 times as many as any of the other Pacific Coast networks) for all the people to hear your show.

* Don Lee is a better buy than ever. Population in the Don Lee coverage area is up 7.6% over last year, retail sales up 27.7%, according to the 1948 Sales Management Survey of Buying Power. Don Lee delivers the inside market plus the outside market at a lower cost per thousand radio families.
Greater Miami is the distribution center for one of the nation's most productive farm areas. Within a 100-mile radius of Miami are situated over 2 million farm acres whose net income last year was estimated at $55,000,000. Greater Miami itself—with its diversified crop of vegetable, citrus, dairy, and sugar—netted close to $20,000,000 in 1947, with new crops and added acreage pointing the way to an even more flourishing future.

It's a fact worth knowing, Greater Miami is a diversified year-round market with a better than $½ billion buying income, and one of the highest per capita sales ratios in the nation. It's a fact, too, you can harvest more and better sales results in this great market with WQAM—Miami's First Station—whose clear signal blankets all of Greater Miami and covers the city's 15 additional "trading zone" counties as well.

* OWEN F. URIDGE, General Manager  * JOHN BLAIR & CO., National Representatives
TV FACES CRISIS

By RUFUS CRATER

FACING the most serious crisis yet reached in television, FCC and industry authorities today (Monday) undertake conferences which may well lead to a complete new start on video channel allocations, accompanied by revision of existing assignments and, of necessity, reduction in total channel availabilities.

This would be the unavoidable result if the Commission concludes that tropospheric effects, unrecognized in existing television standards, require the increase in station separation that many authorities insist is necessary. It could lead to a virtual "freeze" on pending applications for six months or a year while the changes are being worked out.

Repercussions from Decision

If the Commission recognizes the tropospheric factor in television, it will then be faced with deciding whether comparable changes should be made in the standards for FM—where, with many more stations on the air or authorized, the upheaval caused by reallocation and reassignment might be even greater. The current conference, however, relates only to television.

As evidence of its concern over the long-distance effects of tropospheric upon transmission, FCC currently is reporting withholding action on TV applications for communities less than 200 miles from a co-channel assignment. (Existing policy provides generally for 150-mile co-channel and 75 miles adjacent-channel separations.)

In accordance with the new policy, which presumably will be followed until the tropospheric problem is settled, it was understood that the Commission last week passed over a half-dozen applications which were up for action and which, a few weeks ago, would have been granted without question.

Hearing Next Week

Although officially a separate proceeding, the conference starting today has many ties with the formal hearing which opens next Monday—Sept. 20—on the feasibility of immediate opening of the 475-890 mc band for commercial television. Observers find it particularly hard to see how the present low band can be adequately allocated—regardless of the standards used—until it is determined whether additional channels will or will not be available "upstairs."

Despite the obvious insufficiency of channels in the present band, many industry experts expect that four or five years will be needed to get into quantity production of high-band transmitting and receiving equipment, even if upstairs operation is authorized now. Before that, the standards and rules for operation in that band would have to be formulated and adopted.

There are also claims that the television art is not yet engineeringly ready for high-band operation, and that, therefore, plans for the immediate future should be premised on continued use of the low band alone, plus whatever additional frequencies can be allocated to television in the downtown area.

The Commission itself has just set up a 400-mc project near Frostburg, Md., and late last week was reported to be receiving signals at its laboratories at Laurel, Md., approximately 125 miles away. But it was pointed out that the signals "probably are not useful signals," though they would be capable of creating interference.

The tests are of a preliminary nature and are not expected to produce much data which can be used in next week's proceeding. They will be continued for several weeks, however, with the idea of resuming next spring as a major experimental operation. The project is being conducted by the FCC Engineering Bureau's Laboratory Division, under Edward W. Chapin.

Two Days Expected

While the conference opening this morning is expected to be concluded in two days—perhaps in one—the high-band hearing starting Sept. 20 has a lineup which may need more than a week to be heard. Among the witnesses will be Kenneth A. Norton of the Bureau of Standards, whose famed and highly controversial "Norton's Curves" were a major factor in the reallocation of FM from the low band to the high; RCA-NBC, currently conducting 580-me tests in conjunction with their low-band television station in Washington; Westinghouse Electric Corp., developer of the Stratovision system of airborne relays; Allen E. Dumont Labs; Philco Television Broadcasting Corp., and Television Broadcasters Assn.

Questions at Conference

The conference opening today (list of appearances, page 74) is an outgrowth of the channel reallocation hearings held in July (Broadcasting, July 5, 12; Aug. 2), and will deal with several major questions raised there. These include not only tropospheric effects, but also such collateral problems as the use of directional antennas in television, whether present restrictions on power and antenna height should be revised, and whether protected contours should be extended.

In calling the conference (Broadcasting, Aug. 30), FCC made plain that: "Because of the claims during the television allocation hearings of serious effects of tropospheric interference on present..." (Continued on page 74)

GRID COVERAGE

By HERMAN BRANDSCHAIN

GREATEST RADIO coverage of college, high school and professional football games in the Atlantic Refining Co.'s 13 years of sports broadcasting has been planned for the coming season, according to Joseph E. Rollins, advertising manager of the company.

Scheduling of contests is not Mr. Rollins yet complete, but already 257 games have been booked over regional networks totaling 100 stations. The outlets, which will be tied into the Atlantic network from time to time, cover the entire East Coast seaboard from New Hampshire to South Carolina and westward into Ohio. Many more games will be added to the schedule as the season progresses.

To bring play-by-play accounts of the games, the company will use the largest announcing staff in its sports broadcasting history. Already assigned are 68 announcers, a majority of them Atlantic veterans. Some have been on the air for Atlantic since the first year the oil company started its athletic program.

The entire operation is being directed by N. W. Ayer & Son, the agency which has managed these broadcasts since the association. Atlantic and the agency have worked together on athletic events on the theory that car owners and other oil buyers are sports-minded, so that an advertising or direct selling message can be carried to them via sports broadcasts.

Both sponsor and agency have called all announcers who will work the new campaign to a meeting in Boston today and tomorrow (Sept. 19, 24) to thrash out the latest in football reporting techniques and football rules. This type of meeting has become a traditional pre-season affair for Atlantic announcers.

Present will be referees, coaches and other experts to brief the play-by-play men in new developments in the game. Clinics are held on announcing technique, not only for the play-by-play men, but also for the commercial announcers.

The meeting in Boston will be the first experiment of Atlantic in holding the announcers' school away from Philadelphia, home office of both the sponsor and the agency. It is believed that one reason for holding the school away from Philadelphia is to give it more than local importance.

(Continued on page 80)

Atlantic Books 257 Games

[Also see other football story on page 22]
FOOTBALL

10 More Sponsorship Contracts Signed

[Also see Atlantic grid plans, page 21]

ANNOUNCEMENTS were made last week covering 10 more contracts for commercial sponsorship of football games on a regional and local basis.

A nine-game schedule of the U. KOA Denver by Standard Oil Co., of Indiana. In Chicago, Standard Oil Co. will present the 12-game series of the Chicago Bears via WIND.

Four home games of Xavier U. are to be televised under the joint sponsorship of Hamilton County Auto and Truck Sales and Seventh Street Tire and Service Co. on WLWT Cincinnati. The Dodge Dealers of Greater Cincinnati will present the U. of Cincinnati home games on the same station.

In another series of professional games, WCSI (FM) Columbus, Ind., has been signed to air the Chicago Cardinals games under sponsorship of Atlas Prager Jr., Ollan Advertising Agency, Chicago, placed the business.

Games of the U. of Detroit are to be aired by WJBK Detroit under sponsorship of the Plymouth Dealers of Greater Detroit.

KSET El Paso, Tex., will air 22 college and high school games. Popular Dry Goods Co. will sponsor 17 games of three local high schools and U. S. Army Recruiting has signed for five home games of the Texas College of Mines, located in El Paso. The Army business was placed by Thomas F. Conroy Inc., San Antonio.

Crown Drug Co., representing 45 stores in the Greater Kansas City area, has signed to sponsor broadcasts of the top Big Seven games of the week on KCMO Kansas City, Mo.

A series of 13 home games of USC and UCLA are to be televised by KLAC-TV Hollywood under sponsorship of Union Oil Co. Station also is reported on verge of

New Series Slated To Feature Crosby

BING CROSBY will be starred in a transcribed series of daytime shows to be placed in several major markets in the fall on behalf of Minute Maid, a frozen orange juice, it was announced last week.

Mr. Crosby also has been elected a director of the Vacuum Foods Corp., maker of Minute Maid.

Although plans for the project-
ed daytime series have not been completed, it was understood that the new Crosby show, made pos-
sible by special arrangement with the Philco Corp., sponsor on his nighttime ABC program, would be placed individually on stations in at least a half-dozen major markets. Doherty, Clifford & Shenfield Inc., New York, is the agency.

FINANCE CONSULTANT JOINS FAX PROMOTERS

RADIO INVENTIONS Inc. and the Smith Davis Corp., have joined forces to speed the commercialization of facsimile broad-
casting [BROADCASTING, Aug. 30], last channel of the series mentioned of Norris W. McLean as financial consultant.

Mr. McLean, formerly associated with the firm of W. Wallace Lyon & Co., a member of the New York Stock Exchange, has specialized in "the counseling of firms needing financial advice when on the verge of large-scale expansion," according to Albert Zugs smith, executive vice president of Smith Davis Corp.

Representative of the joint Smith Davis and John V. L. Hog-
an interests—Mr. Hogan is presi-
dent of Radio Inventions, which designs "Faximile" equipment— are holding a continuing series of conferences with newspaper pub-
lishers owning FM stations, Mr. Zugs smith disclosed, with a view to beginning "pump sales" of facsimile receivers.

A spot radio and newspaper ad-
vertising campaign is planned. Ne-
gotiations are underway with a Philadelphia agency to handle the campaign.

Ballantine Sponsors

BALLANTINE Ale & Beer will sponsor a boxing double-header over the coast-to-coast Mutual net-
work on Tuesday Sept. 21, start-
ing at 9:30 p.m. The broadcast will feature fights between the world's lightweight titleholder, Tony Zale, and European Champion Marcel Cerdan, and the heavy-
weight title contenders, Joe Walcott and Gus Lesnevich. Both fights will be heard from the ringside at Roosevelt Stadium in Jersey City, N. J. J. Walter Thompson Co., New York, is the agency for Ballantine.

4A Region Meeting Schedule Revealed

THE AMERICAN Assn. of Ad-
vertising Agencies last week an-
nounced plans for four fall re-
gional AAAA conventions.

The Central Council will meet Oct. 8 at the Hotel Blackstone, Chicago. Fergus Mead, of the Buchen Co., Chicago, is chairman. The Pacific Council annual meet-
ing is scheduled for Oct. 11-13 at Arrowhead Hot Springs, Calif., with Charles H. Ferguson, BBDO, San Francisco, handling program arrangements. The Michigan Coun-
cil meets Nov. 11 in Detroit, with Henry G. Little, Campbell Ewald Co., presiding as chairman.

The Eastern annual meeting, attended by AAAA council mem-
bers from the New York, New England and Atlantic Councils, is to be held Nov. 15 at the Wal-
MARKED INCREASE in the use of television by advertising agencies and a decline in FM expenditures is reflected in a poll of agencies [16th in the Broadcasting Trends series] conducted for Broadcasting Magazine by Audience Surveys Inc.

Purpose of the latest agency poll is to determine what the fall business prospects are for aural and visual radio. First portion of the poll was covered in the Aug. 16 issue of Broadcasting, and the second portion, presented herewith, deals with the fall business picture as it relates to television and FM and also goes into the question of how the NAB code may have affected fall time purchases.

In making the study Audience Surveys followed the customary policy of sending questionnaires to a cross-section* of agency executives and timebuyers.

There will be no rejoicing in the FM camp over the findings of the Trendo survey, for it revealed that 85% of the advertising agencies contacted are planning no FM expenditures this fall. Two questions were put to the agency men on the subject of FM. They were:

Approximately how much of your planned total radio expenditures this fall will be spent on FM? (Table I)

How does this compare with last year? (Table II)

Repiles indicated most agencies are planning no FM expenditures and only 2% planning to spend more than one-twentieth of their radio budget on FM. A few agencies mentioned that the FM facilities they plan to use are available as a bonus with their AM time purchases.

Last year agencies were less definite about their plans for use of FM, and where guesses were ventured they were anticipating greater use than is expected this year.

The agency men also were asked to state their plans with respect to use of television by responding to the following questions:

Approximately how much of your planned total expenditures this fall will be spent on TV? (Table III page 80) How does this compare with last year (Table IV page 80)?

The marked increase in the use of television as an advertising medium during the past year is apparent in the comparison of the two surveys. 43% of the agencies are definitely planning to use TV this fall; 6% will allocate more than 10% of their radio budget to TV; 9% of the agencies will spend 5-10%, and 25% will spend less than 5% of their radio money on TV; 45% of the respondents do not plan to use TV.

Last year only 14% of the agencies had set aside funds for TV, 65% were certain of not using it, and 21% were indefinite.

This year almost half (48%) of the agency executives were planning greater TV budgets in the fall, 40% expected to spend the same as they had last year, and 11% were indefinite. The respondents to last year's survey were not as optimistic about the medium —only 11% planned to spend more than they had in the previous year, 28% of the same and 64% were indefinite or failed to answer the question.

The current survey also probed the specific ways in which the TV budget would be spent (Table V page 80).

Of the agencies indicating the allocation of their TV budgets, more than half (55%) are planning to use studio shows. About a third of them (35%) will use remote pickups and three-fifths

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TABLE I

<table>
<thead>
<tr>
<th>None</th>
<th>5% or less</th>
<th>6-10%</th>
<th>Over 10%</th>
<th>Don't know or no answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>6</td>
<td>5</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

1948 SURVEY | 1947 SURVEY

105% | 100%

---

* A sample of all national and regional advertising agencies in the U.S. controlled for proper balance by geographical area and volume of business.

LEVER BROS. last week announced a "sweeping shift" in its radio program schedule following official announcement of the switch of Amos 'n Andy from NBC to CBS and purchase of the show by the latter network for a reported $2,000,000 [Broadcasting, Sept. 6].

According to John R. Gilman, Lever Bros. vice president in charge of advertising, the following reshuffling will take place as part of a "general reshaping of the Lever radio set-up."

Starting tomorrow, Sept. 14, the Bob Hope Show will be shifted from 10-10:30 p.m. Tuesdays on NBC to 9-9:30 p.m. At the same time, Big Town, now on CBS, will move into the 10-10:30 slot on NBC formerly occupied by Bob Hope. The Bob Hope Show will henceforth be heard on behalf of Lever's Swan soap instead of Pepsodent toothpaste. The Pepsodent commercial will be switched to My Friend Irma, now heard Mondays at 10 p.m. on CBS for Swan soap [Broadcasting, Aug. 30].

Big Town, whose last sponsor was Sterling Drug for Ironized Yeast, will be heard on behalf of Lifebuoy soap when it switches to NBC. (Lever Bros. had previously leased Big Town to Sterling Drug, but is now reclaiming the property.)

Explaining the time and product shifts, Mr. Gilman said: "Although all Lever evening shows this past season were among the first ten in audience rating, it is part of the Lever philosophy to shift programs (Continued on page 78)"

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‘Trends’ Reflects TV Boost, FM Drop

TABLE II

<table>
<thead>
<tr>
<th>More</th>
<th>Less</th>
<th>Some</th>
<th>No answer or indefinite</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>2%</td>
<td>76%</td>
<td>8%</td>
</tr>
</tbody>
</table>

1948 Survey | 1947 Survey

100% | 100%
INDUSTRY PROMOTION

MILLION-DOLLAR (at least) campaign to promote broadcast advertising, proposed by Murray Carpenter, WPOR Portland, Me., has in all parts of the country, drive paralleling those of competing zines and newspapers.

These media spend millions to sell themselves, he explains, and radio must spend millions to buck entrenched prejudice if it is to forge ahead against competition.

Mr. Carpenter reminds that “Audience Surveys is making a survey in audience advertising to find out what you think of this idea. It is important. Think of the income we will need five years from today and how we are to get it before you answer the questionnaire.”

To Board in November
The subject will come before the NAB board in November, he said, urging stations “to tell the director from your district that you have the guts, the courage, the foresight to invest money to make money.”

“This list could easily grow to $50,000,000 worth of projects,” Mr. Carpenter writes. “Maybe I have not the figures ready. I do argue, however, that we are a $300,000,000 business and would like to be a $500,000,000 business. It seems to me to be good, cold, hard-headed business sense to make definite, clear plans and take positive courageous action to reach the goal we want to reach.”

“Otherwise we spend $2,000,000 the first year, $3,000,000 the second year, $4,000,000 the third year, and so on. This would make $20,000,000 in five years. But surely we can afford to spend 5% to get this added business. To make this pay off, we would only have to increase our average business from $500,000,000 to $600,000,000 per year. How can you buy a better bargain than that?”

At first money should be raised from voluntary contributions, Mr. Carpenter said, based on a percentage of gross, and probably leading to NAB assessment after a few years.

Publication circulations have increased faster than circulation rates, according to Mr. Carpenter. “Radio is still a bargain but we have to go out and prove it,” he contends.

Other Media Efforts
Describing elaborate newspaper and magazine promotion, backed up by “tremendous budgets,” he says the campaigns are directed by skilled persons having solid industry backing.

Newspapers are in a stronger tactical position than radio in soliciting new business from new prospects, he says, with many of those influencing advertising expenditure having had newspaper experience. He said the printed media can carry advertising from a large number of sources, whereas radio business comes from a small number of companies.

Among promotion projects he lists are these:

Four or six films per year similar to those produced by the NAB.

Huge direct-mail campaign of beamed success stories. Easel presentation, brochures, transcripts, mass and other sale promotion helps for sales promotion.

Campus Groote expedition in New York, with district salesmen.

Content of department equipped with all modern tools.

Eating squads of experts for loan to individual stations.

Special merchandising department to show national manufacturers how to supply retailers with material for use on local stations.

Create school, or subsidize courses in advertising in colleges and universities.

Paid space campaigns in all principal trade publications plus an editorial service for trade-paper editorial writers.

GIVEAWAY HEARING

SCHEDULED OCT. 19

Deadline for filing comment also advanced to Sept. 24

DOUBLE ARGUMENT on FCC's proposed ban on lottery giveaway programs was set by the Commission last week for Oct. 19.

Simultaneously the time for filing comments on the proposed rules was advanced from Sept. 10, the original deadline, to Sept. 24.

In scheduling argument FCC recognized that there is widespread interest in the move against the million-dollar give-away craze, even though none of the principals involved—networks, stations, agencies and sponsors—has yet filed a formal statement.

Literally hundreds of letters from listeners have been received, however, speaking out about everything from FCC's policy on sweeps, conducted by Richard P. Doherty, who conducted a session on employe relations; Charles A. Batson, who presented his analysis of TV station costs; and Harry R. Fair, on programming and the Standards of Practice.

After long debate the convention adopted a resolution calling for revision of SESAC contracts. The resolution asked that NAB's Music Advisory Committee be instructed by the board to intercede with SESAC to draw up an agreement by which stations may contract either on a per program or blanket contract basis.

The resolution asked that the committee be instructed to clear the source: the broadcast rights on all SESAC material originated by any network.

Robert J. Dean, chief advocate of the resolution, argued SESAC contract relations should be put on the same basis as those with ASCAP and BMI.

The district adopted a resolution calling for inclusion of a radio set ownership question in the BROADCASTING • Telecasting

Page 24 • September 13, 1948

DISTRICT 14

CALL for American radio to throw its strength into a nationwide continuing campaign to sell itself, as proposed by the general manager of WPOR Portland, Me., (see separate story) was sounded last week by broadcasters at the NAB District 14 meeting in Rochester last week.

Mr. Carpenter, who was present, led a discussion of the proposal and said that the program, if adopted, would likely be $200,000 budget.

"Radios have become so used to accepting business that few of us have developed really high skill at selling business," Mr. Carpenter says in explaining how newspapers and magazines tell their story. Radio is new and needs more selling and promotion than magazines and newspapers, he argues.

Carpenter Proposal Backed

TEN MOUNT Financial

1050 U. S. census; supporting BMI activities, and supporting the Standards of Practice.

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PER INQUIRIES

By J. FRANK BEATY

TIME-CHESEL and per-inquiry campaigns have reached an all-time high, according to station complaints received by NAB.

The situation has become so serious that two NAB committees will take up the subject this fall to see what action can be taken to check the trend.

Though a summer surge in this type of business is normal, being based on the idea that stations will do anything for their income in the slack season, the current list of offers is so long that station officials are asking NAB to see what can be done.

Application of the NAB Standards of Practice July 1 apparently had no effect. The code does not directly ban per-inquiry and time-chisel campaigns, and continuities violate code time limitations, according to NAB.

President Justin Miller has not yet announced membership of the new Standards of Practice Observation Committee, but it is expected to do so in the near future.

When the committee gets into operation it will find that some per-inquiry continuities are pure five-minute commercials.

Will Tackle Problem

Two NAB standing committees meeting this fall will go into the problem. The Sales Practices Subcommittee of the Sales Managers Executive Committee will consider the subject. Chairman is John W. Kennedy, WHAM Rochester. The Small Market Stations Executive Committee, headed by Simon Goldman, WTJN Jamestown, N. Y., will discuss the subject. Dates for the meetings will be announced soon.

The matter will be one of the first problems facing Maurice B. Mitchell when he leaves management of WTOP Washington to become NAB director of broadcast advertising. Mr. Mitchell is to assume the post Sept. 20.

New and strange twists have appeared in recent weeks.

One per-inquiry firm, marketing bras, offers station managers a special inducement in the form of a gift. The gift is a brassiere (regular, longline or plunging neckline with choice of color, size and cup style).

A premium offer for broadcast programs is based on a book with 100% "guarantee" covering its tips to parents on "how to create either a male or female child."

Every per-inquiry and free-publicity offer received at NAB is answered by J. Allen Brown, asst. manager of broadcast advertising. Mr. Brown reminds them that the 1946 NAB convention adopted a resolution opposing such practices, and that they buy time at station card rates.

Per-inquiry offer by a West Coast firm includes an obsolete NAB-AAA contract form, on the back of which are statements denouncing the practice.

Complaint has been made against one P. L. promoter by a station which alleges that a contract was signed for time but payment later was refused. On the ground the station didn't pull sufficient orders. At no time was a per inquiry deal mentioned in the transaction, according to the station, which never accepts P. L. business.

"Good Faith" Checks

A new angle is that of North-West Radio Adv. Co., Seattle, which sends three checks "as evidence of good faith" and "not to be cashed until the required orders have been received." A letter from R. E. Barringer, on North-west stationery, explains, "Enclosed please find three checks, each for $30 in full payment for 100 Gardner Nursery orders, 100 Tulip Manor orders, and 15 Burton orders."

Empire Broadcasting Corp., for example, offers a series of 14 15-minute transcribed programs as a public service feature, free of all charges. The programs dramatize medical and surgical progress and are made available by "one of America's largest manufacturers of hospital and drug supplies."

The series "will lend itself admirably to local sponsorship," according to Arthur Juber, Empire director of station relations.

Scripts Promote Vel

Colgate-Palmolive-Peet request free time for its Vel in a letter to farm editors, sending scripts explaining how its neutral wetting agent helps the farmer keep his milking equipment cleaner. A reply card addressed to A. J. Roby, of C-P-P, adds a note, "If you cannot use any of this material, will you please tell us why?"

PDA Syndicate, Chicago, sends stations copy praising Sherwin-Williams paint, with a reply card asking data on estimated audience.

Stations have complained that the National Board of Fire Underwriters, New York, is buying time in national magazines and other publications to promote Fire Prevention Week, Oct. 3-9, at the same time soliciting free radio time for its "Fire Insurance Facts and Trends." The copy describes services of the fire insurance business.

J. R. Livesay, president and general manager of WLBH Mattoon, Ill., inserted tongue in cheek to show a free-time pleader how ridiculous was his project.

Writing to the president, National Pressure Cooker Co., Eau Claire, Wis., he explained that the alleged "news" was pure commercial.

The letter continued:

If radio in the local markets is worth the trouble of your asking for it free, why don't you try appropriating a part of it yourself for your own use and you might discover, as many other advertisers have, that the spot radio is your lowest cost per impression form of the medium. Think it over. We aren't the suckers that your friends in the R. & Richard store, 11 West 46 St., NYC, organization take us to be. If you personally need a "hand-out" let me know and I'll be pleased to contribute out of my own pocket to your personal interest.

Survey Made

Artista Recording Bureau, 4242 Pinewood Ave., Jacksonville 7, Fla., has conducted a questionnaire survey of station policies on P. 1's.

Furman Co., New York, has contacted stations on two items sold by its client, Manufacturer's Value Corp. of Brooklyn, a $14.95 switch back and front panel and stand, and Saftylock, an auto door safety handle, $8.95 a pair. Each sale nets the station $2 a unit.

William E. Finn & Assoc., Tyler, Tex., is buying time on a per inquiry basis for Tallisman Nurseries, with a transcribed quarter-hour starting Oct. 1. Last year the agency had three radio offers on 50 stations.

Tullis Co., Hollywood, offers a 13-week announcement contract for Mr. Myrel, using the 1942 standard NAB-AAA contract form now obsolete. The agency's letter to stations says: "The advertising budget for Mr. Myrel allows $.75 on the small size and $1.50 on the large. If you can produce bona fide leads at these allowances, proceed with this contract."

Feature Bureau, Inc., 42d St., New York 18, N. Y., has a contest with $5,000 in prizes for a winning slogan. It includes "a personal gift" as a National for your (Continued on page 68)

RECORD BAN

Words Still Speak Louder

DESPITE constantly recurring reports that a settlement of the recording ban is imminent, a reputed "key figure" in the spasmodic attempts to reconcile existing differences between James C. Petrillo's American Federation of Musicians and the record and transcription companies flatly denied this last week. He said there is no basis for believing that lifting of the record ban is expected or even likely.

A. Walter Socolow, New York attorney who has been retained as counsel by several leading transcriptions firms, told the wire last Thursday that while he has had conversations with Mr. Petrillo on ways and means of rescinding the record ban, he knows of no plans for business meetings with the AFM president. Mr. Socolow, who has been mentioned in some quarters as a "white hope" for breaking the recording impasse, indicated that nothing in his talks with Mr. Petrillo produced any results which might justify another meeting.

Plan Termed Violation

"Mr. Petrillo wants money, and there is no way he can get it from the transcription firms legally," Mr. Socolow said. The so-called Diamond plan, originated by AFM Counsel Milton Diamond, under which the transcription firms would contribute to an AFM royalty fund, was opposed by the Guaranty Trust Co., was termed a violation of the Taft-Hartley Law when Sen. Taft, the bill's co-author, was asked if such a maneuver might be sustained in the courts.

Other highly placed sources on the recording side insisted that there was a distinct possibility of a compromise settlement.

The only apparent basis for optimism in the recording picture was Mr. Socolow's disclosure that his talks with the AFM president came at Mr. Petrillo's invitation. This appeared to be the first time that the union boss had made an open bid for settlement. Although he has indicated by indirect action and even in some words, that he would lift the record lid if a "painless" method of doing so were offered.

Meanwhile, several record firms were continuing last week to cut records with instrumental backing, with varying degrees of secrecy or openness, in defiance of the AFM's no-recording edict—as they have been doing ever since the ban went into effect.

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Mr. Peterson reviews the rights of candidates as well as those of candidates for the public welfare. Peterson cites several of the procedures followed by the industry.

In allocating time to candidates, Mr. Peterson points out, many stations refrain from carrying any political broadcasts until the time for filing has passed in the case of primaries, or until recognized parties have nominated their candidates.

Explaining that even this rule does not afford complete protection, Mr. Peterson says, "It is not unusual for stickler and write-in candidates to appear rather late in the campaign, and it is then that the broadcaster may be faced with a request for such air time to support a candidate for air time equivalent to that previously used and to be used by his opponent who entered the contest much earlier."

"If the request must be granted, it can be seen that the late-comer will be able to concentrate his message within a short span of time, perhaps to the prejudice of the other candidate who has spread his talk over a much longer period.

Same Opportunities
"The more equitable solution would appear to be to afford the same opportunity to each candidate dating from the time the late-comer announces his candidacy.

"By following that practice, equality is achieved for the period when in fact rivalry exists, and there is less likelihood of unbalancing the licensee's program structure. A policy of making available a specified amount of time per week to each candidate, with the understanding that unused time cannot be accumulated, would seem to meet the requirements and also to guard against unbalancing the station's program schedule."

Mr. Peterson notes that Section 315 of the Communications Act on its face makes no reference to sponsors or supporters of candidates, and such authority as exists supports the view that the broadcaster's duty runs to persons who actually are candidates, and not to others.

Some broadcasters treat speeches by supporters of a candidate, who speak with the candidate's approval, on the same basis as speeches by the candidate, he says.

"It is not unusual for stations to allot definite blocks of time to the various contenders for office," Mr. Peterson writes, "which may be used by the candidates themselves or by supporters. While this practice appears objectionable, the licensee may find itself at a legal disadvantage in the event he is called upon to defend a defamation suit based on remarks by a person speaking in behalf of a candidate.

"Even assuming that the Commission's Port Huron rule relieving licensees of liability for defamatory matter contained in broadcasts by legally qualified candidates is correct, it does not follow that broadcaster's duty runs to persons that broadcasts by sponsors of candidates afford the same immunity."

"The statute imposes a duty on the licensee only with respect to the use of the station 'by any person who is a legally qualified candidate for any public office; the basis for immunity, if any exists, stems from the fact that the licensee has 'no power of control' over the material broadcast under the provisions of Section 315.

"Since use of a station by another in support of a candidate is not use by a candidate, no duty is imposed by Section 315 on the licensee to carry the speech and there can be no immunity from liability because the licensee is not barred from exercising the power of censorship."

"Once a licensee has permitted a legally qualified candidate to use the station, all other candidates for the same office must, on request, be afforded equal opportunity in the use of the station."

The statute does not define what is embraced in the words 'equal opportunities,' but considering the objective of the statute—preventing discriminations—the Commission seems to be on sound ground in saying that the meaning of the term 'is not to be arrived at by the application of narrow, legalistic notions."

"In the Stephens case, the Commission held that quantity alone did not satisfy the statutory requirement—it was not enough to offer candidates for the equal time after 10 p.m., when the first speaker had been allowed to broadcast during the choice period between 7 and 8 p.m."

"And a period on Saturday night is not equivalent to a like time on Thursday evening when the potential audience is larger. Of course, the candidates for the same office must be charged uniform rates, and the Commission Rule prohibits any discrimination in charges, payment, regulations, facilities, or services."

Mr. Peterson goes on into rulings and interpretations of the term 'legally qualified candidate' and problems faced by stations in applying the various constructions.

**DISCUSSING plans for Chicago sponsorship of MBS's "Leave It to the Girls" are (1 to r) : M. Cowen, board chairman, Continental Pharmaceutical Co., sponsor; Arthur Meyers, president of Macmillan agency; Mac Ward, Metromedia's sales manager; E. Kelkay, president of Continental, and Walter Lurie, MBS director of new program development.**

**POLITICS POLICY**

**Comprehensive Survey By Ohio State U.**

A COMPREHENSIVE study by Ohio State U. of station policies indicates that only one percent of broadcasters surveyed would flatly refuse paid political broadcasts but 23% would unequivocally reject "argumentative" political announcements.

Sixty-eight percent of the stations offered outright acceptance of "argumentative" political announcements, while 18% would carry the announcements only under certain conditions.

The survey last June by the university's speech department included 158 full-time AM stations or roughly 15% of the full-time AMs in the 50,000, 5,000, and 1,000-watt classifications and slightly less than 8% of 250-watt stations of the 1,430 authorized or in operation as of March 1948.

Adjustments were made to give 250-watt stations the "weight" to which they are entitled with respect to their geographical location, and the size of the service area.

Since circumstances in particular cases often warrant wide variations in policy and prejudice absolutes "Yes" or "No" answers, the data must be considered as providing only an approximation of general policies of the stations as a whole, Harrison B. Summers of the university's speech department explained.

Much stronger policy restrictions were applied by large stations in handling political programs. Of the 50-watt stations responding, only 19% would accept "recorded excerpts of talks by FDR," as compared with 43% of the 5-kw stations, 64% of the 1-kw stations and 66% of the 250-watt outlets. Similarly, only 19% of the 50-kw class will accept dramatized political programs, as compared with 42% of the 5-kw, 67% of the 1-kw and 78% of the 250-watt.

A table on station responses to paid political programs is shown below:

In its sampling on religious and controversial programs the university learned that only 9% of the

* (Continued on page 86)

<table>
<thead>
<tr>
<th>TABLE I</th>
<th>PAID POLITICAL PROGRAMS</th>
</tr>
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<tbody>
<tr>
<td>YES</td>
<td>96%</td>
</tr>
<tr>
<td>NO</td>
<td>3%</td>
</tr>
<tr>
<td>Answer</td>
<td>1%</td>
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</table>

During the coming campaign, will your station broadcast all time for political broadcasts?

* Will you cancel commercial programs, if necessary to make time available for local politics?
* Will you permit the use, on local political matters?
* Of recorded speeches by candidates for office?
* Of entertainment features—company, local groups, etc.?
* Of religious or political music?
* Of recorded excerpts from talks by "FDR"?
* Will you give evening time for local politics?
* Announcements of a candidate's "argumentative," intended to influence opinion?
* Will you carry paid political programs offered by a candidate, but not accept on a local basis?

Mr. Peterson says, "How can we tell in advance what a network program will contain?"

---

**NAB Appoints Sullivan As Research Assistant**

C. MERYL SULLIVAN last week joined the NAB Research Dept. as assistant director serving under Dr. Kenneth H. Baker, department head. The department has been without an assistant director since resignation of Helen Schafer in 1946.

Mr. Sullivan is a graduate of Harvard (1934) and received an M.A. from Georgetown U. last year. He is continuing his graduate work. Recently he set up a unit administering death benefits under the Krug-Lewis welfare and retirement fund and during the war he served overseas with the Red Cross. His background has been in economics and economic research.
NAB and Television Broadcasters Assn. are working toward cooperative operation but no merger is contemplated, Jack Poppele, TBA president, told BROADCASTING last Thursday as TBA announced a concerted membership drive.

A. D. Willard Jr., NAB executive vice president, apprised of Mr. Poppele's statement, said committee representatives the groups are searching for a way of giving TV broadcasters full trade association service at minimum cost.

Committees representing the two groups will meet within two or three weeks to go over various ideas. They met Sept. 1 in New York to explore the subject [BROADCASTING, Sept. 6].

Mr. Poppele's statement follows:

Published stories concerning merger of TBA and NAB are without basis in fact. At a meeting of TBA, NAB committees to explore areas of identity and diversity held Sept. 1, several forms of cooperative effort were reviewed. The matter of a possible merger was neither on the agenda, nor was it discussed except in a disposal on part of either group to combine interests at present or in the foreseeable future.

The net outcome of this very friendly meeting was to decide that cooperative effort and interchange of information between both groups would be in the best interest of television. It is on this basis that both committees are now developing plans whereby this cooperative effort could be achieved without affecting the autonomy or individuality of either trade association.

Mr. Willard's statement follows:

I am not aware there was any indication in the press or elsewhere that a merger of TBA and NAB was contemplated. At the last meeting of TBA and NAB representatives in New York it was clearly understood from the beginning that no merger of either association by the other was contemplated.

The members of the committee from both organizations are endeavoring to find a cooperative method of operation which will provide full trade association service for the broadcast industry in America with maximum efficiency and minimum cost.

With the goal of enrolling every television broadcaster, construction permit holder and applicant as a member of TBA, concerted membership drives will be launched in the immediate future in all of the four regions into which TBA has divided the country for organizational purposes [BROADCASTING, Aug. 23].

Decision to stage an all-out membership drive without further delay was reached at the first meeting of the acting TBA regional chairmen with the organization's president, Mr. Poppele, vice president of Bamberger Broadcasting Service, last week in New York.

At Meeting

Meeting was attended by Neil H. Swanson, WMAR-TV Baltimore, Eastern region chairman; Walter Damm, WTMJ-TV Milwaukee, Midwestern region chairman; Charles Crutchfield, WBT Charlotte, Southern region chairman; George Supert, Pacific Pictures Corp., representing Klaus Landsberg, KTLA Los Angeles, who was unable to attend; Will Baltin, TBA secretary-treasurer, and Mr. Poppele.

Explaining the TBA board action in establishing the regional set-up for TBA, Mr. Poppele told the district chairmen that the plan was designed to enable the video broadcasters in each region to work together on their common regional problems without the necessity of waiting for national membership or board meetings.

Many problems confronting TV

St. Louis TV Sets

TOTAL of 9200 TV receivers are now installed in the St. Louis area, according to a survey by the Union Electric Co., which furnishes the region's power. Number of receivers includes 7400 in homes and 1800 in public establishments. Only operating station in area is KSD-TV, one of the key outlets in proposed NBC TV Midwest network.

NEGOTIATIONS completed, Jack Brickhouse (11), WTVJ- TV's colorful sportscaster, congratulates Thomas Doyle (seated), vice president, Atlas Brewing Co., on contract for telecasts of remaining Chicago White Sox baseball games this season. M. H. Brown (center), vice president, Olson Adv. Co., and Vernon Brooks, WGN-TV operations directors, smile approval.

KRLD PLANNING VIDEO WITHIN YEAR'S TIME

KRLD Dallas will begin construction at once on its television station, and plans to be on the air "within 12 months."

Building was ordered begun on a tower atop the Dallas Times Herald's five-story building in the downtown area to a 500-foot height above street level. Actual tower will be 450 feet, topped by a 40-foot antenna. KRLD will be CBS video outlet for Dallas-Fort Worth.

A previous suburban hilltop site bought by KRLD for its TV unit was ruled out by FCC following Civil Aeronautics Administration objection.

** * *

JOHN W. RUNYON (seated), president of KRLD Radio Corp., Dallas, places an order with General Electric for over $200,000 worth of television equipment. Also present are (1 to 1) Clyde Rembert, KRLD manager; Roy Flynn, technical supervisor of the station, and Jim Douglas, GE district representative. Order calls for a 5-kw transmitter, studio equipment, and portable and relay units. Station expects to be on the air by late this year.

MIAII TV REVOLUTION IS SUSPENDED BY FCC

FCC SUSPENDED its revocation of WTVJ (TV) Miami last week pending hearing and decision on the case, which involves alleged ownership misrepresentation.

FCC's order to take back the construction permit granted to WTVJ was issued in July and was to have become effective Aug. 30 [BROADCASTING, Aug. 2]. At the same time FCC also had designated for hearing an application for assignment of the permit of WMIE Miami, AM outlet which FCC linked with the ownership of WTVJ.

The television station was to have begun operations about Sept. 15, according to letter filed at the Commission in mid-August requesting special temporary authority to begin program tests. FCC felt a grant of the STA would not settle the matter.

WTVJ pointed out that many receivers already have been sold and dealers are heavily stocked in that area. Attached telegrams and letters attested to some $800,000 worth of set inventories, commitments and sales. Letter further pointed out five applications pending there for three remaining channels and it will be 18 months before competitive hearing is held and grant made.

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NEW HAMPSHIRE GROUP FORMS LOCAL NETWORK

A NETWORK of five AM and three FM stations has been formed in New Hampshire under the name of the Granite State Network. Report to cover most of the large communities in Southern and Central New Hampshire, the stations included are WTSV and WTSY-FM Claremont, WLNH Laconia, WKBR and WBKR-FM Manchester, WOTW and WOTW-FM Nashua and WWNH Rochester.

Officers of the Granite State Network include Arthur Newcomb, WOTW manager, president; Warren Brewster, WLNH manager, vice president; William F. Rust Jr., general manager of WBKR and WTSV, treasurer, and Al Malin, WWNH, who will serve as secretary.

The two major purposes for the formation of the network are reported as: Better connections between the various cities and an exchange of programs of interest. And to provide advertisers with a consistent method of purchasing time in several different communities with but one transaction. The network states that special rates have been set up for the purchase of time on all or part of the network.

FM will be used for interconnection of the stations, it was announced by the Granite State Network.

TV Extension Unit

INDUSTRIAL Television Inc., Clifton, N. J., has announced a new low-priced viewing unit, Sussex-10, designed for remote control use in homes, hospitals, taverns and hotels. Comprising a 10BP4 cathode-ray tube with a metal and plastic cabinet, the set can be hooked to a regular home receiver to provide TV service to nursery or rumpus rooms as well as in the living room, permitting simultaneous viewing by adults and children, company states.

Joseph Lopez Is Named to WEAN Managers Post

MANAGEMENT of WEAN Providence, R. I., was taken over Sept. 6 by Joseph Lopez, associated with the Yankee Network since 1927. The new manager is Travers, executive vice president and general manager of the network.

Mr. Lopez has been manager of WICO, Bridgeport, Conn., for the past 17 years. During the war he served as manager of WEAN. Both outlets are Yankee Network stations. No successor has been named for Mr. Lopez at WICC.

FCC's Libel Ruling Refuted in N. J.

Court of Errors Holds Station Responsible for Defamation

INDICATION that the courts may not follow the FCC line in libel responsibility of stations for political broadcast material was seen in a ruling by the New Jersey Court of Errors. The court held that a radio station can be held legally responsible for defamatory statements broadcast on its facilities.

On the final day of its working existence, the court, in an opinion written by Justice Albert E. Burling, held a station over which libelous or slanderous statements are made by someone who has bought time must prove that it tried but could not prevent such statements.

The court expires Sept. 15 under reorganization of the state judicial system.

Suit was instituted originally by Lloyd J. Kelly, Trenton public safety deputy director, against the newspaper Trentonian; Arthur D. Hoffman, its former editor, and Trenton Broadcasting Corp., operating WTTM Trenton.

Trend toward ad libbing and difficulty of preventing the practice was recognized by the court, which called it a major social policy for the legislative forucum.

The Mercer County Circuit Court had eliminated the station from the suit because the deputy commissioner had failed to allege that WTTM neglected to exercise proper care in preventing utterance of remarks by Mr. Hoffman against him. The judge instituted a review of the decision by the appellate court unanimously reversed the lower court and restored the action against WTTM.

Justice Wachenfeld took issue with the legislative phase of the opinion, contending the court should decide the fundamental issue when the legislature failed to do so.

Results on Close Texas Senate Race Due Today

REP. Lyndon B. Johnson—counted out for a win—appealed headed for the seat of junior U. S. Senator from Texas in an amazing photo-finish. But anything can happen.

Trailing in the Texas Election Bureau’s unofficial tally for seven days, Rep. Johnson jumped into a 162-vote lead over former Gov. Coke Stevenson’s official count of 918,154 votes. Final official canvass rests with the State Democratic Executive Committee, which meets in Fort Worth Sept. 13.

Speaking over a statewide network Labor Day, Rep. Johnson warned his friends to be vigilant against any “attempt to thwart the will of the people” at the official canvass. He talked to former KB Austin, with his wife, Claudia,KTBC owner, also making brief remarks. She campaigned for him.

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A NOO YAWK IDEAR
Dey Wanna Start Noo Program
So Dey Run an Ad
DERE’S dis Noo Yawk station, WNEW, see, and dey get an idear dey wanna start noo program. They called How to Speak English. So dey run an ad in dhu Noo Yawk papers, it goes like dis:

"Wanted for radio series: one girl who speaks, hot bad, clear, and careless enunciation. Oir selected will get three constructions from college professor in how to speak English fluently and exactly. Call Henry Higgins, Plaza 3-3390."

Well, to make a long story short, dey get more than a hunert phone calls at WNEW, from Noo Yawk gwop. Fi’ten of dem are gonna get an addition at dhu stodio dis week, to see whose verse is woist.

NAB Unit Studies Facilities for Relay
Allocation of Enough Channels Vital to Industry, Public
STEPS to insure enough relay facilities for AM, FM and TV broadcasting were taken Thursday at a meeting of a subcommittee of the NAB Engineering Executive Committee.

Under chairmanship of John H. DeWitt Jr., WSM Nashville, the subcommittee discussed overall spectrum requirements and needs of broadcasters for relay channels.

"The committee is working hard on the problem of allocating frequencies in view of the FCC’s oral argument on the subject Oct. 6," Mr. DeWitt said following the all-day session. "We feel that allocation of sufficient channels is vital to broadcasters and the American public and that there is sufficient channel space for everyone if the Commission is realistic about the demands other required by services."

Economy Urged
Every avenue should be explored to bring economy in frequency usage, the committee felt, so adequate relay facilities will be available not only for regular needs in AM, FM and TV but also for emergency, disaster and national defense services.

The committee reviewed a questionnaire being sent to NAB members. The survey is to produce data on uses and needs of broadasters. Letters and comments on the FCC’s proposed deletion of 150-162 mc channels as recommended by its Engineering Dept. were reviewed. The committee will study the number of TV relay frequencies and STL frequencies by broadcasters.

Attending the meeting, besides Mr. DeWitt, were E. M. Johnson, MBS; Oscar Hirsch, KFVS Cape Girardeau, Mo.; Lynne C. Smey, consultant, North Carolina, Neal McNaughten, Kenneth H. Baker and Ivar Peterson, of NAB.

AGRICULTURE-TV
U. S. Dept. to Present, Evaluate Programs

TELEVISION activity at the Dept. of Agriculture has been stepped up with addition of another TV specialist, according to Kenneth M. Gapin, assistant director of information in charge of radio and television. The department’s video project was formally launched in July [BROADCASTING, July 19, 26].

Working on the TV research program set up under the Research & Marketing Act are Tom Noone, who joined the department early in the summer, and Maynard A. Speece, for three radio specialists of the U. of Minnesota Agricultural Extension Service. Mr. Speece was a county agent and seed analyst before joining the U. of Minnesota project. He is an ex-chairman of the Extension Education Committee of the National Assn. of Radio Farm Directors and a member of the Radio Committee of the American Assn. of Agricultural College Editors.

With many requests coming to the department for TV material, Mr. Gapin explained the project will plan, prepare and present series of network television programs and measurement effectiveness of techniques, along with impact of message content.

"We expect to cover as much as possible the entire field of television operation," said Mr. Gapin, including adaptation of movies, photos, newreels, footage for spot news and other fields. We will aim to establish formulas for Land Grant Colleges, county agents and other field organizations to follow in using television locally. Major emphasis will be on general-audience and consumer, topics since the project is financed by market research funds but techniques perfected will apply later to general farm and home information work.

Mr. Noone and Mr. Speece

The Show Goes On
DESPITE a power failure which prevented a full rehearsal, KRLD Dallas, Tex., camersa, with its dramatic documentary on the work of Boy’s Ranch which was fed to the Texas-Louisiana Peg of CBS and the Texas State Network. When a power cable exploded at the Hotel Adolphus, where KRLD’s studios are located, the camera was thrown into two hundred parts. The dramatic cast operated in the manager’s office, convenient to full windows, and set was quickly set up in the ballroom. Power was re-covered 30 minutes before air time and everyone joined forces again for the scheduled broadcast.

CBS May Ask U. S. Aid in Polk Case
CBS announced last week that unless the Greek government turns up the murder of its correspondent, George Polk, the network would petition the U. S. government to intervene.

Simultaneously it was announced that the Overseas Writers Assn. was offering a reward of $10,000 for information leading to the arrest and conviction of Mr. Polk’s killer.

The announcements were made on a special broadcast last Thursday, 10:30 p.m., which was the network’s Report No. 3 on the murder of Mr. Polk.

Heard on Program
Heard on the program were Winston Burdette, CBS correspondent who recently returned from Greece; Brig. Gen. William J. Donovan, wartime chief of the Office of Strategic Services, and counsel for Overseas Writers; Mrs. George Polk, the correspondent’s widow; Edward Malloy, CBS commentator, and Davidson Taylor, CBS vice president and director of public affairs.

Mr. Burdette repeated earlier assertions that the Greek police had failed to explore all possible theories of the murder which, in his opinion, was done for political purposes.

It was Gen. Donovan who announced that the $10,000 reward had been posted by the Overseas Writers Assn., of which Walter Lippman is chairman and Gen. Donovan counsel.

No Formal Note
Mr. Taylor pointed out that as yet no formal note has passed from the U. S. government to the Greek government, but said CBS may request such action.

Mr. Polk’s trussed body was found floating in Salonika Bay last May. He had been shot once through the head.

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RADIO STATION MANAGEMENT

At the Crest of the food of new station grants a year or so ago, a young man with his feet barely wet in radio experience came into broadcasting with a look of a drowning man. He had suddenly found himself part owner and manager of a new station.

"I’ll be a cinch," he thought at first. But when operations got feebly underway, he became panic-stricken. "There are a thousand things about this business I don’t know," he complained. "Isn’t there some book that tells you how to run a station? How can I find out before it’s too late?"

At that time there was little to offer in the way of a text book. The new station manager had to make—and break—rules as he went along.

That situation vastly improves with the Sept. 29 publication of Radio Station Management. Its author is the managing director of WSB Atlanta, WHIO Dayton and WIOD Miami, J. Leonard Reinsch. Harper & Brothers, New York, is the publisher.

Written at the suggestion of Frank Stanton, CBS president, the book is 224 pages of solid, factual material on station management.

Although experienced himself, Mr. Reinsch approaches the management position with the perspective of one learning the industry from scratch. The result is a source book in which practically all facets of the position are explored, with little taken for granted, or left to the imagination about the basic rules of station operation.

Miller endorsement
"The author has qualified himself to write as an expert in his chosen field," writes NAB President Justin Miller in the Foreword. "The techniques and know-how of aural broadcasting, which have made American radio superior to that of any other on the globe, are already being applied to such new fields as television, FM and facsimile. It is time for an authoritative treatise on station management."

In commenting on the book Edgar Kobak, MHS president, says: "During the past year or so, the number of radio stations active in this country has more than doubled. The experience and knowledge of those managing these stations naturally varies all the way from zero to a great deal. Even among those who have had experience there must be a large demand for authentic information and ideas from others who have been through the mill, and it goes without saying that the newcomers in the field must have a thoroughly good reference material on all phases of station management.

"All too few of the experienced people in this field have put down their ideas and experiences on paper. Leonard Reinsch is to be congratulated for breaking this ice."

Mark Woods, president of ABC, says of Radio Station Management, "I feel it is one of the most practical volumes which has been published to date..."

Content of Book
The chapter headings give a good indication of the scope of the book: How to Get a Radio Station; How to Judge Network Affiliation; How to Set Up the Organization; How to Use Surveys; How to Handle Radio Labor Relations; Program Department; News Department; Engineering Department; Sales Department; Accounting and Traffic Department; How to Train the Staff; How to Promote Circulation; How to Fulfill Community Responsibility; How to Prepare Renewal and Annual Reports; How About the Future? The two appendices contain the "WIOD Announcer’s Handbook of Policy Mechanics Procedure," and "Statement of Policies in Effect at Radio Station WSB."

Acknowledgements go to Frank Stanton; Judge Miller; A. D. Williams Jr., NAB executive vice president; Frank McIntosh, consulting engineer; Sidney M. Kaye of Rosenman, Goldmark, Colan & Kaye; Joseph E. Keller of Dow, Lohnes & Albertson; William C. Akerman, CBS; Douglas D. Conner of Tucker Wayne & Co.; Sol Taishoff, publisher of Broadcasting, and others.

FCC Functions
In Chapter I, "How to Get a Radio Station," Mr. Reinsch describes the functions of the FCC both as pertains to buying an established station and in applying for a new station. "Regardless of your approach to the radio business," he states, "you will save time and money if you retain competent legal and engineering counsel in Washington."

"Consider each problem in relation to the following factors, arranged in the order of their importance:"

1. The listener
2. The radio industry
3. Station revenue.

"You will find the easiest way to make money in radio is to run a good radio station," he advises.

In discussing "How to Judge Network Affiliation," Mr. Reinsch says in part: "Before negotiating a network contract study the network card in the Standard Rate and Data Service. Analyze the rates of stations with comparable power and comparable markets...

"Know your advantages and disadvantages before you discuss a contract with the network."

"How to Set Up the Organization" is a general discussion of department functions. "The cornerstone of your organization should be the program department. This co-ordination between the program director and the commercial manager is the only way to insure operation in the public interest, convenience, and necessity."

Survey Discussion
Mr. Reinsch describes various survey types and their use in "How to Use Surveys." "If the measurement method is statistically sound," he states, "the results should provide material for a thorough diagnosis of the station's listener health. Audience measurement should make it possible for you to know the effectiveness of your program schedule and the effectiveness of the competition. Then, like a good doctor—your diagnosis should tell you what to do to correct weaknesses in your schedule... Weak spots in the schedule should be analyzed and corrected, the strong spots strengthened... Good radio executives are living question marks... why... why... why... why?"

His conclusion is: "You cannot run a good radio station without audience surveys. Radio audience surveys, however, like a two-edged tool, are extremely sharp on both sides. If you are careless and do not know how to use the tool, you may cut off your arm. With knowledge and the proper use, the tool may help you build a house."

In "How to Handle Union Relations" Mr. Reinsch describes the five principal unions in the radio field, and strongly urges a thorough knowledge of the real laws.

"It is necessary for you as a business executive to develop an understanding of unionism as an economic instrument. You must understand it in a business process and partly a

(Continued on page 70)
C. E. Hooper, Inc. has just released a new Winter, 1948 Listening Area Coverage Index giving station-preferences in the 116-county area shown at the left.

The findings again confirm the facts disclosed by many previous studies, including all ten of the famed annual Iowa Radio Audience Surveys.

Mornings, WHO gets 30% of the preference votes, against 31% for all other Iowa commercial stations combined, rated 1% or better. Station B gets 9%.

Afternoons, WHO gets 27%, against 32% for all other Iowa commercial stations combined, rated 1% or better. Station B gets 8%.

Evenings, WHO gets 34%, against 30% for all other Iowa commercial stations combined, rated 1% or better. Station B gets 11%.

Top-notch Programming and statewide Public Service mean better values for listener and advertiser alike. Every buyer of radio time in Iowa will find the new Hooper intensely interesting. Write today for your copy, or ask Free & Peters.

WHO
† for Iowa PLUS †

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President  •  P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
Soon to Become WMGM; Now on Fifth Ave.

WHN NEW YORK, which for more than 25 years did business in the brassy heart of Broadway, has moved to a plushy region on Fifth Ave.

The station, which on Sept. 15 adopts for its new call letters the initials of its parent company, Metro-Goldwyn-Mayer, is newly established in marbled elegance that bespeaks in every cubic foot the million dollars spent to achieve it. WMGM, as it will call itself, is occupying three floors of 711 Fifth Ave., near the socially impeccable Plaza Hotel, the lush salons of Bergdorf Goodman (house-dresses for milady) and the southern reaches of Central Park.

Few stations in the country can boast of such luxurious quarters. WHN spent slightly less than $1,000,000 to redesign three floors and install offices, six studios and new facilities.

The entire installation is of latest design. Studio A, which will accommodate an audience of 250, is 37 by 90 feet and has a stage 25 feet deep at the width of the room. Studio B, the second largest, is 25 by 50 feet and can accommodate 160 persons. All studios are decorated with lavish color. Studio A features an entire floor of the building, as are executive and sales offices. Other studios, the recording library, newsroom, announcers, programming and sports departments, and Ted Hus- ing's Bandstand offices, are on the 15th floor.

Elaborate master control room, three recording rooms, an engineering shop, accounting department, staff, musicians, music library, power and telephone rooms and offices are dedicated to music copyists and arrangers are on the 14th floor.

The walls of reception rooms on

WHN MOVES

POST EDITORIAL HIT

Freedom to Air Atheist Views
Not Intended, Kersten Says

REP. CHARLES J. KERSTEN (R-Wis.) in a letter to the editor of The Washington Post expressed his displeasure with an editorial of Sept. 3 entitled "Freedom for Heretics":

"Our Constitution indeed guarantees that 'Congress shall make no law respecting the establishment of religion or prohibiting the free exercise thereof.' Religion is the relationship between man and God. Atheism denies the existence of God and therefore any such relationship. Atheism then is not a religion.

"Our government is built on the belief in the existence of God and the founders of our government based their government on the question of God's existence out of the realm of controversy. We have also put beyond controversy the question of the most important wrongs我国. Would you contend that our radio stations should have the same free time they give to the police department in its efforts to protect human lives?"

"That type which extensive freedom of religious worship which seems to afford is the type that is guaranteed by the Constitution. Article 1, Section 1, which reads: 'Freedom of religious worship and belief are not abridged, in all cases whatever; and that every person may have a full and free momentary access to God in his own way, subject only to the rule of conscience. And that no one can be unjustly molested or disturbed in his religious exercises, or liable to the punishment or any penalty on account of his religious opinions or belief.'"

"I do not think it is proper for a government to sponsor religious worship or any religious beliefs. I also do not think a government can sponsor any religious beliefs which has been recognized by any people for any cause at any time. If we in the United States of America, it would mean that atheistic beliefs should be recognized as a religious belief and the government should sponsor it. It would mean that the government should sponsor or prevent the worship of any religious belief, whether recognized by any people or not."

It is obvious that the Cubans will not put up a fight of this magnitude in all Latin American countries. It would be a solid front to wage hemispheric war against Peron's state-controlled radio.

Radio Ambitions Revealed

DOCSANDYNA ELECTRIC PRODUCTS' new video tube plant at Ottawa, Ohio, will begin operation within a few weeks, doubling the company's present rate of TV tube output. C. O. Parey, general manager, Sylvania Radio Division, announced last week.

SYLVANIA ELECTRIC PRODUCTS' new video tube plant at Ottawa, Ohio, will begin operation within a few weeks, doubling the company's present rate of TV tube output. C. O. Parey, general manager, Sylvania Radio Division, announced last week.

Uncovered to shatter Pres. Juan

Radio Ambitions Revealed

A Medal to WHU

WHU is pleased to present its first annual Radio Ambitions Award to "uncovered to shatter Pres. Juan Peron's public denials that his government is taking over control of its parent company, Metro-Goldwyn-Mayer, is newly established in marbled elegance that bespeaks in every cubic foot the million dollars spent to achieve it. WMGM, as it will call itself, is occupying three floors of 711 Fifth Ave., near the socially impeccable Plaza Hotel, the lush salons of Bergdorf Goodman (house-dresses for milady) and the southern reaches of Central Park. Few stations in the country can boast of such luxurious quarters. WHN spent slightly less than $1,000,000 to redesign three floors and install offices, six studios and new facilities. The entire installation is of latest design. Studio A, which will accommodate an audience of 250, is 37 by 90 feet and has a stage 25 feet deep at the width of the room. Studio B, the second largest, is 25 by 50 feet and can accommodate 160 persons. All studios are decorated with lavish color. Studio A features an entire floor of the building, as are executive and sales offices. Other studios, the recording library, newsroom, announcers, programming and sports departments, and Ted Husing's Bandstand offices, are on the 15th floor. Elaborate master control room, three recording rooms, an engineering shop, accounting department, staff, musicians, music library, power and telephone rooms and offices are dedicated to music copyists and arrangers are on the 14th floor. The walls of reception rooms on
Right smack on the head!

If you're driving nails, there's only one good place to hit them—right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's 6th largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. If you want low-cost sales in this rich market, call in your Headley-Reed man and get the full W-I-T-H story.

Tom Tinsley, President - Represented by Headley-Reed
4TH WORKSHOP OF CBS IN WASHINGTON ENDS

WTOP Washington's annual two-week radio workshop was completed last week, with Robert Lewis Shayon, producer-director-writer of CBS' You Are There, and William Smith, radio director of the National Council of Catholic Men, as principal speakers. Mr. Shayon discussed "Radio Documentaries" and Mr. Smith "Putting Religion on the Air."

Classes in radio production, utilization of radio for the classroom and radio script writing, were held.

Among speakers who addressed the workshop last week, in addition to Mr. Shayon and Mr. Smith, are: Mrs. Dorothy Lewis, coordinator of women's broadcasts, United Nations; Victor M. Hunt, associate chief of the State Dept.'s International Broadcasting; Dr. Kenneth Bartlett, director of radio, Syracuse U.; Dwight Cooke, producer of CBS' The People's Platform, and Edward R. Murrow, CBS news analyst.

Cooperating with WTOP in conducting the workshop, fourth in the annual series, were CBS and the D.C. public schools. Hazel Kenyon Markel was workshop director.

Upcoming

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.
Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.
Sept. 18-20: National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Sept. 23-24: Board of governors, Canadian Broadcasting Corp., meeting, Halifax.
Sept. 25-26: AWB District 7 meeting, National-Plaza Hotel, Cincinnati.
Sept. 27-29: PM Assn. annual convention, Hotel Sheraton, Chicago.
Sept. 28-30: AWB District 10 meeting, President Hotel, Kansas City, Mo.
Oct. 1-3: AWB District 2 meeting, Sheraton Hotel, Rochester, N. Y.
Oct. 4: Directors' meeting, Canadian Assn., of Broadcasters, Toronto.
Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Port Worth, Tex.

FCC ASKED APPROVAL OF TWO ASSIGNMENTS

ASSIGNMENTS of license of WKLV Blackstone, Va., from Frank W. Wagner to Nottoway Broadcasting Co., new firm, and KUBA Yuba City, Okla., to new firm of three of five original partners, are requested in applications filed last week at FCC for approval.

Nottoway Broadcasting assumes obligations of $19,878.12 of the station. Mr. Wagner, would receive stock in new firm in amount of $7,250. Interest is equivalent to his remaining equity in WKLV assets. There are 76 other stockholders, all local businessmen or firms.

Dewey Allread Jr. and Raymond F. Linn retire as partners in KUBA to return to the Army as captain and major, respectively. They are reimbursed for their investment. Remaining three partners form assignee corporation, Peach Bow Broadcasting Inc., Chester V. Ullom, president 41-2/3%; Clyde L. Goodnight, secretary-treasurer 33-1/3%, and Beverly Ballard, vice president with 25%.

WKLV is assigned 250 w on 1490 kc and KUBA is assigned 500 w on 1600 kc.

Radio's Ad Prowess

WHEN W. S. Clark, sales manager, WJEF Grand Rapids, Mich., was in recent need of living accommodations, he turned to WJEF for help—and also proved a point. Classified ads brought no results, so Mr. Clark appealed to the station's listeners. After only three announcements, he had a home for his family and a more offer besides. Well pleased, Mr. Clark wrote to real estate brokers of Grand Rapids. Result: six new sponsors for WJEF newscasts.
Big Aggie Welcomes

HER NEW
SPORTS DIRECTOR,

Les Davis!

Sports fans in Big Aggie Land are enthusiastic about the news that Les Davis, former Director of Athletics at Morningside College, Sioux City, is heading up the WNAX sports staff. With Les Davis on the job, football, basketball, baseball, rodeos and the Midwest's top sports events will be reported by a well-known, experienced sports authority.

WNAX is proud and fortunate to add Les to Big Aggie's family of "hired hands who have the know-how!"

As a player and coach for more than 25 years, Les Davis knows sports and how to report them. Les was an Iowa All-State football player in college . . . coached state high school champions in football, basketball and track . . . served as Director of Athletics, Morningside College, Sioux City, Iowa. Best known of the Davis proteges is Howie Odell, former Pitt star, now head coach at Washington University. Les' son, Harlan "Hoss" Davis, as a quarterback on the Yale eleven, is demonstrating the football technique learned from his dad.

Tremendously popular with sports fans in this area, Les Davis is reporting the top Midwest football games each week over WNAX. In this major market, Saturday afternoon listening is reserved for Les Davis and his exciting play-by-play broadcasts.

Represented by Katz Agency

570 KC
5,000 WATTS

A Cowles Station

WNAX

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.
Politics
(Continued from page 26)

stations would give unqualified approval to the sale of time to a known Communist and 13% offered an unqualified affirmative response to the question of whether they would sell time to an atheistic organization.

New stations, it was found, were more reluctant to sell time for the discussion of controversial matters. New stations were identified as those licensed since the close of World War II. Only 69% of the new stations would sell time for talks on labor disputes as compared with 91% for older stations. Communist talks would be carried only by 32% of the new stations as compared with 49% of the older stations. A commercial atheist program would be acceptable to only 27% of the new stations, 44% of the older group.

Policies of stations on religious and controversial programs were broken down as shown in Table II.

Only 5% of the stations, without qualification, would accept copy putting the station in the position of endorsing a product. Their reaction to program material was given as shown in Table III.

A total of 95% of the stations indicated they would not accept "hard liquor" sponsors and only 2% said they would accept palmists or fortune tellers as sponsors.

Acceptable products and sponsors, assuming Federal Trade Commission requirements had been complied with in the copy, were given as shown in Table IV.

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**TABLE II**

<table>
<thead>
<tr>
<th>RELIGIOUS-CONTROVERSIAL</th>
<th>PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YES</strong></td>
<td><strong>GOOD</strong></td>
</tr>
<tr>
<td>65%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**TABLE III**

<table>
<thead>
<tr>
<th>ACCEPTABILITY OF PROGRAM MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>54%</td>
</tr>
</tbody>
</table>

**TABLE IV**

<table>
<thead>
<tr>
<th>ACCEPTABILITY OF PRODUCTS AND SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accepted by</strong></td>
</tr>
<tr>
<td>Credit clothing stores</td>
</tr>
<tr>
<td>Beer or ale</td>
</tr>
<tr>
<td>Personal loan companies</td>
</tr>
<tr>
<td>Mortuaries</td>
</tr>
<tr>
<td>Wine</td>
</tr>
<tr>
<td>&quot;Learn a trade&quot; schools</td>
</tr>
<tr>
<td>Stock brokerage houses</td>
</tr>
<tr>
<td>Bars or lounges</td>
</tr>
<tr>
<td>Licensed chiropractors</td>
</tr>
<tr>
<td>&quot;Cracky Water Crystals,&quot; etc.</td>
</tr>
<tr>
<td>Licensed medical doctors</td>
</tr>
<tr>
<td>Race tracks</td>
</tr>
<tr>
<td>Licensed osteopaths</td>
</tr>
<tr>
<td>&quot;Anti-fat&quot; reducing drugs</td>
</tr>
<tr>
<td>&quot;Painless&quot; dentists</td>
</tr>
<tr>
<td>French rosettes, bingo games</td>
</tr>
<tr>
<td>&quot;Hard&quot; liquors</td>
</tr>
<tr>
<td>Palmists, fortune tellers</td>
</tr>
</tbody>
</table>

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**NBC TO FORM MOBILE ARMY RESERVE GROUP**

A RESERVE unit mobile radio broadcasting company affiliated with the Dept. of the Army is being organized at NBC headquarters, New York, and may be in operation by mid-October, it was reported last week.

Said to be the first such organization within any civilian industry in the First Army area, the NBC company will be authorized a strength of 160 men, including 20 officers, and will be designed to carry out propaganda, counter-propaganda and psychological warfare missions. When fully equipped, the company will have two fixed 1-kw transmitters, one of them voice and the other code, and four mobile radio transmitters.

Niles Trammell, NBC president, has written Maj. Gen. Speeber B. Allen, the Army's chief signal officer, requesting recognition of the unit as a preliminary to complete activation. Capt. William B. Buschgen, NBC account executive in the national spot sales department, has been recommended as commander of the company.

The organization of the NBC company is in line with a program of the Department of the Army looking toward the formation of specialists groups within the industry for reserve training by the Army.

ROA, parent company of NBC, has already reported its interest in the program and has recommended that each of its subsidiaries cooperate.

---

**TIMES-MIRROR Co., Los Angeles, Sept. 9 started three week station-break announcement schedule on KNX Hollywood, for promotion of forthcoming afternoon newspaper "The Mirror Spots" currently running seven weekly, will be increased to 22 during last week of campaign (Sept. 27).**

---

**Mayfair**

**TRANSCRIPTION COMPANY**

**proudly presents**

**THE DAMON RUNYON THEATRE**

**THE GREATEST**

**RADIO ENTERTAINMENT**

**OF ALL TIME!**

---

Fifty-two of the immortal Runyon's greatest short stories—adapted for radio with superlative production—offer alert stations and sponsors a program which will attain ratings equal to the top network shows! Runyon, one of the best known and best loved authors of our time, spun warm, whimsical tales, avidly devoured by people in all walks of life. Runyon short stories have been read by untold millions in COLLIER'S, and COSMOPOLITAN—and Runyon invariably received cover credit! Twenty of the famous Damon Runyon yarns have been made into motion pictures. And these big box office hits are in Mayfair's series!

In BOOKS—Four "Pocket Books" collections of Runyon stories alone have sold nearly 3,000,000—plus the steady regular edition sales.

In NEWSPAPERS—Syndicated for years by INS in 150 newspapers with a daily circulation of 25,000,000—reprinted and syndicated since his death by King Features to 100 newspapers with a Sunday circulation of 8,000,000.
And here’s a few of the titles of the first fifty-two Runyon shows:

LITTLE MISS MARKER
PRINCESS O’HARA
LEMON DROP KID
IT COMES UP MUD
HOLD ‘EM, YALE!
DANCING DAN’S CHRISTMAS
ROMANCE IN THE ROARING FORTIES
TOBIAS THE TERRIBLE
BROADWAY COMPLEX
BROADWAY FINANCIER
DARK DOLORES
DREAM STREET ROSE
FOR A PAL
IDYLL OF MISS SARAH BROWN
LILY OF ST. PIERRE
MADAME LA GIMP
MONEY FROM HOME
NEAT STRIP
NICE PRICE
PICK THE WINNER
SENSE OF HUMOR
SOCIAL ERROR
THAT EVER-LOVING WIFE OF HYMIE’S
UNDERTAKER’S SONG

Here are the guys and dolls who bring you the DAMON RUNYON THEATRE:
Mayfair Transcription Company’s Richard Sanville, a great character with direction; Vern Carstensen makes with the production; and Russell Hughes, a literary gent in charge of scripts. And these three are the team that produced the Alan Ladd “BOX 13” show now heard on 230 stations! You’ll admit this is very fine talent indeed. But, wait! John Brown, “AI” of “My Friend Irma” (CBS) or “Digger O’Dell” of “Life of Riley” (NBC), a very fast guy with the lines, will be “Broadway,” a good and knowing gent who tells the fabulous Runyon stories. Remember the tales about Louie the Lug, Harry the Horse, Miss Lovey Lou,—the inmates of Mindy’s restaurant who have delighted America for the past two decades.

The whole package adds up to what is remarkably fine radio indeed. It has the ever-present Runyon humor to guarantee comedy aplenty. Pathos is surely there, for Runyon’s characters have human failings, make human mistakes. Excitement, too, for the problems and fateful contacts with thugs and pugs present situations of high good adventure. And romance — where Runyon’s sensitive hold on the Broadway pulse shows much of real sentiment — but not sentimentality.

“The DAMON RUNYON THEATRE” — is syndicated by Mayfair Transcription Co., and that means it’s offered on a cost-sharing plan — where each advertiser pays only a fraction of the series’ actual production costs.

These recorded programs are designed for exclusive sponsorship within each market by regional and spot advertisers. There are 52 episodes (each a complete story)— enough for a full year’s schedule, plus an option for an additional 52 episodes.

Audition samples, prices for individual markets and a list of the first 52 story titles are now available from

Mayfair Transcription Co.
8511 Sunset Boulevard, Dept. B
Hollywood 46, California
Crestview 1-8151
JOSKE'S contract with KTSA San Antonio is completed by James H. Keenan, store vice president in charge of sales promotion. Watching: Geo. W. Johnston (seated right) gen. mgr. KTSA; (standing l to r), Bob McCann, Pittuk Adv.; Rex Preiss, KTSA, Phyllis W. Soehl and Hugh Munsey, Joske's.

HOOSIER WAYNE COY (l), chats with Bruce McConnell, (l) WHOT South Bend and Willard Worcester, WIRE Indianapolis. The meeting took place when FCC chairman was in Indianapolis to participate in the dedication of Indiana State Fair Radio Center.

BROADCASTS of high schools' home sports on WBNU (FM) Aurora, Ill. are assured by Joseph Lax (seated l) and Lee Laz (r), Felz Motor officials, before WBNU's Robert Dil ler (seated), Francis Hear.

INTERVIEWING workmen on NBC-WNBO's television antenna atop Civic Opera Bldg., Jim Hurlbut, WMAL Chicago's roving reporter, swings precariously, mike in hand, in bosun's chair.

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INTERVIEWING workmen on NBC-WNBO's television antenna atop Civic Opera Bldg., Jim Hurlbut, WMAQ Chicago's roving reporter, swings precariously, mike in hand, in bosun's chair.

MOVING "Richfield Reporter" to ABC, effective Sept. 26, are (l to r) Don Searle, ABC vice president; Kai Jorgensen, executive vice president, Hixon-Jorgensen agency, George Miller, advertising man ager, Richfield Oil Corp.

RELAXING at KYW Philadelphia's recent listeners' picnic are (l to r) Robert E. White, station manager; E. E. Foehl, park manager; Harvey McCall Jr., station sales manager and James P. Bingley, program manager.

MACY'S December San Francisco introd uction store television demonstration over KSFO's TV outlet, KPIX, is planned by (l to r) Faye Stewart, KSFO, Jack Campbell, KSFO-KPIX commercial manager and H. Charles Barlett, Macy publicity official.

MOVING "Richfield Reporter" to ABC, effective Sept. 26, are (l to r) Don Searle, ABC vice president; Kai Jorgensen, executive vice president, Hixon-Jorgensen agency, George Miller, advertising manager, Richfield Oil Corp.

PLANNING to sweep West Coast with Madglin's brooms via "Meet the Missus" on CBS are (l to r) James Staples, Earl Bathwell Agency; Hal Bivens, Madglin manager; William Madglin, firm president, and Clark George, CBS.

CONTRACT affiliating ABC's KECA-TV Los Angeles with "Los Angeles Herald & Express" is signed by (l to r) David Hearst, "Herald & Express"; Richard Gog gin, KECA-TV video director, and Don Searle, ABC Western Division v.p.
NEW WIDE-RANGE TAPE RECORDER ON MARKET

PORTABLE wide-range magnetic tape recorder possessing an hour's tape capacity and priced at $950 has been placed in production, according to announcement in Hollywood by W. V. Stancil, head of his own manufacturing concern.

Announcement follows private demonstration of the unit recently for engineering and executive personnel of Don Lee Broadcasting System in Hollywood.

The new Stancil unit has a frequency response of plus or minus 1 db from 50 to 12,000 cycles, according to Mr. Stancil. It occupies 31½ inches of studio rack space with a depth of eight inches.

The Stancil unit contains a simplified rewinding system which permits the running of one hour of tape in one minute and 45 seconds.

Another feature is an impulse delay so incorporated as to permit remote control operation on either record or playback from a single push button. At 2% total harmonic distortion, the signal to noise is 50 db.

CBC Board to Weigh Ban On Closing Commercials

CANADIAN broadcasters will appear at Sept. 23-24 meeting of Canadian Broadcasting Corp.'s board of governors at Halifax to ask for cancellation of regulation prohibiting use of a closing commercial after a sponsored newscast. Broadcasters want usual opening and closing commercials for newscasts as well as other programs. Meeting also will deal with new applications for A3 and FM licenses at public hearings.

CBC internal matters will be discussed at closed session.

Canadian Assn. of Broadcasters will hold a directors’ meeting at Toronto on Oct. 4 to deal with re-organization plan for CAB. The plan was first brought to Canadian broadcasters’ attention at annual meeting of the Western Assn. of Broadcasters at Saskatoon [BROADCASTING, Aug. 30]. Regional meetings in eastern Canada are to be held prior to the directors' meeting to give all CAB member stations a chance to discuss plan before directors vote on its adoption.

Typewriter Campaign

THE FIRST of three three-week campaigns on television has been started for Royal Typewriter Co., New York, through its agency, Young & Rubicam, New York. Timed as a “back to school” promotion, the campaign uses about five one-minute film spots weekly on WBNF, WCBS-TV and WJZ-TV New York, WGN-TV and WBBM Chicago, WPTZ and WFIL-TV Philadelphia, WWJ-TV Detroit and KTSL and KTLA Los Angeles. The other two campaigns will be at Christmas time and graduation next spring.

Video Shown in Canada At Toronto Exhibition

CANADIANS were given their first look at TV reception at the Canadian National Exhibition at Toronto, Aug. 27-Sept. 11, where a number of TV receivers had been set up by manufacturers and radio dealers to pick up evening programs from WBEN-TV Buffalo, across Lake Ontario from Toronto. The exhibition is annually attended by over 2,000,000 people in the two week period, most of whom had their first look at TV as it is today by seeing the reception from the Buffalo station.

RCA-Victor had a television studio set up at the exhibition and offered interviews and pick-ups with mobile unit, from the fair ground, for telecasting to receivers spotted throughout the 350 acre exhibition grounds.

' Solvency ' Is Word At WJMJ

New Philadelphia Station Has Been in Black

Since It Began Operating

UNLIKE many younger broadcasting operations, WJMJ, newest station in Philadelphia, has been solvent since July 10, the day it opened, according to Patrick J. Stanton, head of the station.

"Our revenue," he said, "has been sufficient to pay for operating costs from the very start."

Among the station's sponsors are: Pels Naphtha Soap; Henry Hurst, linens; Finnareen and Haley paints; Walsh's department store; Bringer Beer; Brady's, furniture store; Dunhill Craft Upholstery; William Weisberg and Son, furrier; Daily News.

WJMJ is operating on 1540 kc with 1 kw from studios and offices in Philadelphia's St. James Hotel. The transmitter and 402-ft. antenna are situated across the Delaware River in Pensiuk Townsh, N. J.

Station is broadcasting only day-light hours—7 a.m. to sunset—at present, but intends to go fulltime, the FCC permitting. FCC already has granted WJMJ an FM license but the FM "twin" will not be on the air until November, Mr. Stanton said.

Mr. Stanton formerly was general manager of WDAS Philadelphia and has been known to the area's listeners for his Irish programs.

5000 WATTS

WAIT

In the center of the dial in

CHICAGO

CHICAGO SHOPPERS LISTEN MOST TO WAIT

WIND WMAQ WGN WWBMM WAIT WLS WCFL WJJD WSBC WGES

560 670 720 780 820 890 1000 1160 1240 1390

REPRESENTED BY: TAYLOR-BOROFF AND CO., INC.

September 13, 1948 • Page 39
RCA'S $50 MILLION TV BAIT

'Fortune' Article Tells How Big Corporation Headed
By Sarnoff Aims to Capitalize on Video

OFF TO A BIG LEAD, RCA aims to get back its $50,000,000 television bait, says an article in the September issue of Fortune describing in detail the video phase of the vast RCA operation.

Titled "RCA's Television," the article points out that with $50,000,000 invested—in outlay for research, development and tools, plus the cost of installing television facilities for its subsidiary, NBC-RCA is in television too deep to rely on its income from patent royalties and "a median position in the sale of its own manufactured products."

And, the article adds, RCA's intentions "may be judged from the fact that, of its total television investment, about $20 million has been spent for plant and machinery that will turn out RCA television receivers, tubes and telecasting equipment."

While RCA's manufacturing division never did lack machines it seemed to suffer in radio's great days from a lack of men with merchandising flair, says Fortune. "To correct this weakness," it continues, "President Sarnoff, about five years ago, went off the reservation for a new kind of man to head up the RCA Victor Division. He picked Frank M. Folsom, a square-built, plain-speaking extravert with years of tough merchandising experience behind him. . . .Folsom brought a few like-minded merchandisers into RCA Victor with him and blended them into an organization that was already rich with technical talent."

The results speak for themselves. Fortune puts it this way: "When the so-called green light was flashed in March 1947 by the FCC's pro-black-and-white decision, RCA was already well into production and it shot out in front of the field by an almost embarrassing margin . . . In 1947 RCA sold $40 million worth of television goods of all kinds, which was probably more than all the rest of the industry combined. Thus far this year, with competition a lot livelier, RCA is still doing about one-third of the television industry's gross."

Fortune comments that perhaps the boldest feature in Frank Folsom's program is the RCA service contract. "Believing that the best television receiver in the world may prove a bust if the delicate installation job isn't done properly, RCA insists that its own service company, and not the dealer, perform this function and also service the instrument for the duration of the year's warranty. The dealer may dislike this arrangement but it is almost impossible for him to escape it."

While most of RCA's competitors think that this departure from traditional radio-servicing procedure will put a brake on sales, RCA responds that thus far the plan has been greatly appreciated by consumers and dealers as well, and that it is helping to lay a sound foundation for the television industry.

ANNUAL Americanism Plaque of the Jewish War Veterans Western District Council has been awarded to WWOL Lackawanna, N. Y., "in recognition of its continuous promotion in American ideals through its weekly feature . . . 'Veterans Forum of the Air.'"
NEW! **WVNJ 620**

**WVNJ - FM**

New Jersey's Most Powerful Radio Station

**5000 WATTS - DAY & NIGHT**

On the Air in September
WVNJ is the newest radio station to serve Northern New Jersey and Metropolitan New York. Its strongly directional antenna system of five towers is so designed that there is no wasted power scattered over unproductive areas. Its 5,000 watts are so concentrated that it will blast into the great Essex County area (richest income tax county in the entire country) as well as the FIVE other rich commuting counties of North Jersey.

Beamed as it is toward New York, sponsors are assured of strong THRIFTY coverage of the world's greatest twin markets—Northern New Jersey and New York City.

Our rate card is thrifty — our Scotch laddie and lassie are our symbols of thrifty buying to reach lots and lots of people who live within the confines of our STRONG DIRECTIONALIZED signal which eliminates the open spaces where few people live and just as few buy your products. For complete information on how your thrifty radio dollar can be used to advantage to reach your thrifty prospects who will be listening to OUR thrifty radio station write, phone, wire, or drop in to see

On the Air in September

IVON B. NEWMAN
General Manager
45 CENTRAL AVENUE, NEWARK 2, N. J.
MITCHELL 3-7600

You'll get the information you want pronto!
The shrewdest buy in a 5 kw AM transmitter

- The Collins 21A offers you the best obtainable balance between low price and high performance.

  This fine, modern transmitter is thoroughly representative of superior Collins engineering and manufacture, and is outstandingly reliable for continuous operation at full rated power, throughout a long lifetime of service.

  It is easy to install, tune and put on the air. Its vertical chassis construction gives full accessibility to all components and wiring. It provides tube visibility, centralized metering and control, motor tuning, instant power reduction to 1 kw, quadrature connection of main rectifier tubes, complete personnel and circuit protection, low power consumption, and many other desirable features, and of course is F. C. C. approved.

  Yet the Collins 21A competes not only in quality but also in price. It is undoubtedly the best 5 kilowatt transmitter value available today. Write us for further particulars.

FOR BROADCAST QUALITY IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
WSOY, WSOY-FM HOLD WEEK-END OPEN HOUSE

WEEK-END open house ceremonies, attended by radio and agency personnel from Chicago and St. Louis, marked completion of new building and installation of facilities for WSOY and WSOY-FM Decatur during the week Aug. 22 to Aug. 29. The housewarming also was the occasion of the start of duplication of CBS programs on the FM outlet and the 23rd anniversary of commercial radio in Decatur.

More than 6,000 people took the guided tour through the new building, Radio Park, during the week's open house. The building was designed by Merrill Lindsay, general manager of WSOY and WSOY-FM, and his chief engineer, Milburn H. Stuckwisch. First floor comprises three studios, combination studio-control room, transmission room for the two AM and the 10-kw FM transmitters, a technicians' workshop, observation room, sales offices, program and production workshops, lounge room and a news room.

Those attending the inauguration party:

Neal Weed, manager, Chicago office; George Backus and Don Pontius, Weed & Co., Chicago; Ed Pitts, WSOY, DeKalb; Oscar Zahn, New York, vice president and manager, St. Louis office; Ray Stricker and Robert Eason, account executives, St. Louis; James McDonald, New York; Louis & Brody, Chicago; Marion Bouton, Needham; Robert, Chicago; Clarke Brown, Gardner Advertising, Chicago; Louis Stuckwisch, timebuyer, Sherman & Marquette, Chicago; Kay Kennedy, timebuyer, Olson Advertising Co., Chicago; Margaret Wyte, timebuyer, J. Walter Thompson Co., Chicago; Evelyn Vanderploeg, media director, Chicago; Dorothy Ayer, timebuyer, Schwimmer & Scott, Chicago; Frances Velthuys, media director, Chicago; J. C. LaRoche, agency, Chicago.

Baltimore Video Survey Is Planned by Committee

A TELEVISION Circulation Committee was formed in Baltimore fortnight ago to make monthly surveys on the number of video receivers in the area. Using current sales reports from Baltimore dealers, the committee reports that 18,500 television sets have been sold to date.

Representatives of all three Baltimore video stations are serving on the committee, including Harold P. See, director of television for WBAL-TV; Frederick L. Allman, executive vice president of WAAM, soon to be on the air, and Robert Cochran, program director of WMAR-TV.

Hartley Sees Pope

ARNOLD HARTLEY, WOV New York program director, was granted a private audience with Pope Pius, WOV announced. Mr. Hartley is in Italy to dedicate a hospital near Foggia to the late Fiorello LaGuardia.
CBS Plans Second Television Clinic

FRANK STANTON, CBS president, has wired invitations to all CBS affiliates to attend a television clinic similar to one held last March in New York next January. The clinic will be held Jan. 21, 22, and 23, and a tentative schedule has been established.

Mr. Stanton, explaining that the enthusiastic reaction to the network's video clinic in the spring had prompted CBS to arrange another one, said that the January meetings would provide a timely analysis of network and local television progress.

The tentative schedule calls for a full day's session on Friday, Jan. 21, and half a day on Jan. 22. Those attending the clinic will be free to inspect television operations on Sunday, Jan. 23.

Subjects to be covered by various speakers during the clinic include programming, network service, the coaxial and relay developments, and local station operations. Mr. Stanton also has solicited suggestions from affiliates as to specific problems they would like to hear discussed.

Many communications were received after the CBS television clinic last March complimenting the network for an instructive session. CBS was said to believe that by January television developments will warrant repitition of the clinic to bring affiliates up to date.

WSAU-FM Wausau Starts Service on Channel 238

WSAU-FM Wausau, Wis., started operation Aug. 29 with 46 kw on Channel 238, 95.5 mc. WSAU and WSAU-FM are licensed to The Milwaukee Journal.

A special broadcast originating from the station's new transmitter building initiated operations. Participants on the program included Mayor Herbert A. Glese of Wausau; William G. Whyte, president of the Wausau Chamber of Commerce, and Dr. H. A. Schults, chairman of the Marathon County Board.

Swift Visits WTVR

SALES personnel and distributors for Swift & Co. products gathered in the studios of WTVB Richmond weekend of Sept. 4-5 to view the company's Lanny Ross Show, which is aired on an eastern TV station network. Sales promotion talk was given by V. O. Biefelt, promotion director, Table Ready Meats Dept. of Swift & Co., Chicago. Plans were formulated to promote TV show in all meat stores in the Richmond area. WTVR was host to the meeting.

WRMS Helps Farmer

A NEWS bulletin on WRMS Ware, Mass., was credited with saving a farmer's home and much of his property from fire last week. When word of the fire was received by Bill O'Neil, news director, he put it on the air. Many farmers who were listening in the area went to the aid of their neighbor, arriving before the fire department from nearby towns. Furniture was removed from the house and farm machinery and other equipment was taken from the barn and outbuildings. Although it was impossible to save the barn, filled with 70 tons of hay, the house and equipment suffered little damage.

EMERSON TO SPONSOR TV 'TOAST OF TOWN'

EMERSON Radio and Phonograph Corp., New York, will sponsor Toast of the Town, a full hour revue, on the CBS television network, Sundays, 9-10 p.m., starting Sept. 19.

The program will originate in the WOBS-TV studios in New York, and will be carried also by WCAU-TV Philadelphia, WMAR Baltimore, WMAL-TV Washington and WNAC-TV Boston. Other stations are to be added as they join the CBS video network through coaxial cable or microwave tieup.

The Blow Co., New York, is the agency for Emerson, which makes its television debut with Toast of the Town. The program features stars of radio, Broadway night clubs, stage and screen, with columnist Ed Sullivan as producer and m.c., and Ray Bloch's orchestra.

On All Accounts (Continued from page 18)

resigning to freelance as an independent producer. During that period he produced three transcribed series for Mildred Fenton Inc., and a live show for MBS. He also wrote a number of industrial motion pictures. In July of this year, when the Dorland Agency decided upon a heavy invasion of radio and television, Mr. Barnes was sought out and offered the position as head of the operation.

His Hobbies

Mr. Barnes' hobbies are television and the theatre. He plans to produce the Dublin Gate Theatre classic, "ill Met By Moonlight" on Broadway this fall, and is concurrently forming an organization in the Middle West to purchase a television station, or stations. He is unmarried and maintains bachelor quarters in Manhattan.

WEBER

A Major Distributor
for the
4 States Market

Also

KCMC-FM

Frank O.
Myers, Mgr.
KCMC, Inc.,
Texarkana,
U. S. A.

NAT. REP.
Taylor Howe Snowden Radio Sales

POPULATION

Metropolitan Texarkana — 52,392 (January 1, 1945)
Retail Trade Area — 331,420
Wholesale Trade Area — 414,267 (1940 Census)
NATIONAL Radio Week, Nov. 14-20, will draw cooperation of more than a dozen related radio and retail trade associations, according to W. B. McGill, advertising director of Westinghouse Radio Stations Inc., chairman of the committee in charge of the event.

Progress of advance planning was reported to a joint meeting of the Radio Week Committee, comprising NAB and Radio Mfrs. Assn. representatives, and the EMA Advertising Committee. The groups met Thursday at the Hotel Pennsylvania, New York, with Stanley H. Manson, Stromberg-Carlson Co., presiding.

Mr. McGill reported first responses to invitations sent out to related trade associations were encouraging, with others expected to take part in the fourth observance of National Radio Week.

The joint meeting reviewed promotion material, including a poster for display by high schools, radio dealers, broadcasters and others in connection with the second Voice of Democracy radio script contest for high school students.

Display advertising will be made available to daily and weekly newspapers throughout the country for joint cooperative sponsorship by radio dealers or distributors. A series of radio announcements will be provided for similar local sponsorship.

Essay Contest
Promoting the voice of Democracy contest will be the U. S. Chamber of Commerce, cooperating with stations and dealers. The chairman directed last year's contest, which drew 20,000 entries. As was the case a year ago, the four national winners will be given trips to Washington where they will be awarded $500 scholarships.

Directing the contest is a subcommittee of which Robert K. Richards, NAB public relations director, is chairman. Merchandising is in charge of another subcommittee headed by Herbert F. Genuin Jr., RCA Victor. The subcommittees include representatives of the chamber and the U. S. Office of Education. The contest again has the backing of the federal agency.

Central theme of the merchandising promotion for National Radio Week will be the "A Radio in Every Room—A Radio for Everyone."

Organizations which already have pledged cooperation in the week are:

Feature
(Continued from page 16)
form a circle. Then he waves hands back and forth to emphasize his action.

When performers are bashful about facing the merciless orthicons, a left hand upright with fingers extended, and jabbing right forefinger into the left palm, should put them in their places. Politicians generally need no such cueing. Occasionally they may be reluctant to edge close enough together. The signal then calls for upright hands brought together slowly in the manner of a man playing an accordion. A cue to "get closer to the camera" is similar to the one for facing it—with left hand upright representing the camera, the right motions performers toward it.

In all, WMAR-TV lists seven production practices, cataloging duties for announcers, producers, and "the man on the order (cue) line." Upwards of two dozen messages or signals are appended. Probably the most familiar, even to the casual TV audience viewer, is radio's acknowledgement of the beginning of the end—a right forefinger drawn across the throat, which simply means "cut."

WPTZ (TV) Philadelphia Signs 11 New Sponsors
ELEVEN new sponsors have been signed at WPTZ Philadelphia, the Philco television station.

RADIO WEEK
Trade Associations Plan to Aid
In the BIG area served by the BIG station KFAB, education is a BIG business. And football is a BIG sport. Standard Oil is the BIG sponsor for all University of Nebraska games this year with KFAB's Lyell Bremser doing the reporting. For a BIG audience, BIG in spending power, use the BIG station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
September Start Planned By WMDN at Midland

WMDN Midland, Mich., is slated to start fulltime operation this month with 250 w on 1490 kc. Station is owned by the Rich Paper Co., publisher of the Midland Daily News.

Staff of the new station includes Walter T. Gaines, manager, and Don Gehring, formerly with WHK Cleveland, WTOP Toledo, WFRQ Fremont and WLEC Sandusky, program director. Music director is George E. Fug, a former announcer at several Pennsylvania stations. Engineering is under the direction of Fred Bird, chief engineer, assisted by Richard Cook. Spencer Denison, formerly with WHLS Port Huron, is a member of the announcing staff and the news director is Norman Burgholm, former Grand Rapids and Minneapolis announcer. Mrs. Robert M. Bennett is the receptionist.

WBKB to Televe Major Hockey, Football Games

EIGHT major Illinois, Purdue and Notre Dame football games, as well as home games of the Chicago Blackhawks hockey team, will be televised this fall and winter by WBKB Chicago, Balaban and Katz television station; it was announced Aug. 26 by John Mitchell, station manager.

This is the third consecutive year WBKB has signed with William Tobin, Blackhawks' president, to telecast the professional games. Joe Wilson, sports announcer, will describe both the hockey and football games, under the direction of Reinard Werrenrath, special events director.

Canadian License Fees

STATION license fees, payable to the Department of Transport annually, were discussed by a committee of the Canadian Assn. of Broadcasters and Transport Minister Lionel Chevrier on Sept. 7 at Ottawa. Department of Transport has intimated upping station license fees, basing payments on station gross revenue. License fees are turned over to Canadian Broadcasting Corp., by Department of Transport. Present fee system is based on station power and coverage area. Representing CAB at meeting were Jim Allard, CAB general manager, Ottawa; Ralph Steege, KENOS Port Sound; Walter Blackburn, CPFL London; Paul Lesage, CKVY Quebec; Phil Lalonde, CKAC Montreal.

Video Conference

PROPOSED national three-day television conference in Chicago in late January or early February is being considered by the executive committee of the Chicago Television Council, whose membership is in favor of session.

BALTIC COMMENTS

Russian troops could reach the English Channel in a few days if a shooting war breaks out in Europe.

Broadcasting facilities in all the countries covered by Mr. Fleisher, Sweden, Norway, Denmark and Finland, are government-controlled. Only one station transmitter, that at Stockholm, has a signal strong enough to reach the United States, he said.

Several of the commentator's 100 broadcasts, which all originated from or were sent by land wire to Stockholm, were "jammed."

The Swedes, Mr. Fleisher said, prefer the Armed Forces Network broadcasts from Frankfurt to those of the Stockholm station which are usually of an educational rather than entertaining nature.

Duluth Radio and Papers

ALL-OUT community effort to advertise the advantages of the Duluth, Minn.-Superior, Wis., market has been undertaken by the radio stations and newspapers of the two cities.

The idea was initiated by Dalton LeMasurier, KDLF Duluth manager, the station reports. Cooperating in putting across the slogan, "Duluth-Superior is booming," are KDLF and KJOB Duluth, WDSD Superior, the Duluth Herald and News Tribune and the Superior Evening Telegram.

The cooperative advertising effort points out that new figures reveal a 27.6% increase in effective buying income and a 15.5% increase in population in the Duluth-Superior area and heralds the market represented by the two cities as "now greater than Des Moines, the Quad Cities, Peoria or Tulsa."
A New Date for New Englanders to Remember

Millions of New Englanders within a 50-mile radius of Boston may well add to their roster of memorable dates that of July 24, 1948. For that date marks two important events in the 7½-year growth of WBZ-FM:

1. Shifting of the WBZ-FM transmitter and antenna site from Hull to the new Radio & Television Center on Soldier’s Field Road, Boston. A brand-new Westinghouse Type FM-10 transmitter now directs the WBZ-FM signal from atop a 656-foot tower.

2. Simultaneously, WBZ-FM strengthened its voice to 20 kw. effective radiated power. Thus it became the first Boston station to achieve this lusty criterion of coverage.

And since June 13, 1948, WBZ-FM has been duplicating all NBC network and local programs between the hours of 8:30 AM and 10 PM at no additional cost to advertisers.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WBZ-TV • KYW • KOKA • WOWO • KEX
NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS
MINIATURE television studio exhibit is explained to group attending RCA's first seminar in Camden, N. J., for consulting engineers by W. W. Watts, vice president in charge of RCA Engineering Products Dept. L to r: P. B. Reed, RCA; Frank H. McIntosh (foreground with briefcase), Washington, D. C.; Gerald R. Chiniski, Houston; A. F. Inglis, George P. Adair, Russell P. May and James C. McNary, all of Washington, D. C.; Mr. Watts; H. T. Head, Karl Gerhard and John H. Barron, all of Washington, and L. W. Andrews, Davenport, Iowa.

40 Attend RCA's Seminar on Video

AN EXCHANGE of ideas and information on the future of television, among RCA's TV engineering staff and 40 of the nation's leading technical experts, highlighted RCA's first television seminar for consulting engineers which closed Sept. 2. The sessions, which lasted four days, were held in Camden, N. J.

Subject under discussion were those on TV station sites, installation layouts, propagation factors, transmitting equipment and antennas, color television, as well as immediate problems confronting the industry as a whole.

At a banquet in Philadelphia's Barclay Hotel Aug. 31, T. A. Smith, general sales manager of RCA's Engineering Products Division, predicted that TV pictures will show a gradual but steady improvement within present standards.

In Camden, where they were welcomed by F. M. Folsom, executive vice president in charge of RCA Victor Division, the consultants heard talks on the latest developments in television incorporated in current equipment, and witnessed TV production. Between seminar sessions, they toured the TV receiver assembly plant, and the transmitter manufacturing plant and antenna testing site.

Visit to Princeton

On the final day the visiting technical group visited the RCA Laboratories in Princeton, N. J., where discussions were held with top RCA research engineers. Addresses were given by Dr. E. W. Engstrom, vice president in charge of research; Dr. C. B. Jolliffe, executive vice president of RCA Laboratories Division, and other speakers.

Feature of the seminar was a tour through WCAU-TV Philadelphia and RCA's experimental TV transmitter in Camden, WIXRP. Most of the attending engineers were from Washington, D. C.

KENTUCKY U. STUDIO
New Installation Has Latest Polycylindrical Treatment

INSTALLATION of a new studio using a different kind of acoustical treatment, polycylindrical diffusers, has been completed by the U. of Kentucky's station, WBKY.

Reporting on the installation, The Kentucky Engineer, publication of the U. of Kentucky College of Engineering, August issue, says the new studio is believed to be the first of its kind in educational radio. The first commercial station to employ the polycylindrical treatment was WHLD, 1-kw daytimer at Niagara Falls, N. Y., the publication says.

Polycylindrical diffusers, the article in The Kentucky Engineer continues, represent the latest method of controlling both factors upon which the suitability of a studio for broadcasting depends, reverberation, and interference. The method, employing wall panels constructed as arcs of circles, overcomes an objection to ordinary acoustical treatment because it has the particular property of acting as absorber of the low frequencies and reflector of the high.

The new U. of Kentucky studio is 45 by 52 feet with a ceiling sloping from 11 feet at the edges to a center panel 15 feet in height.

Golfers' Ban Lifted

PROTEST by Matty Brescia, promotion manager of WMP5 Memphis, against refusal of U. S. Golf Assn. to permit radio newsmen to use working news room at Memphis Country Club during national amateur match led to revoking of ban. After protest was filed, Syd Eiges, NBC vice president, asked Joseph DeY, USA executive secretary, to accord full reportorial status to radio newsmen. In replying to Mr. Brescia, Robert K. Richards, NAB public relations director, said he had performed a service "for your colleagues in the industry."

JACK TODD MANAGING
NEW WIKK ERIE, PA.

STAFF MEMBERS of WIKK Erie, Pa., new 5-kw fulltime station on 1330 kc, were announced last week by Jack Todd, manager. They include, besides Mr. Todd, who has been in radio since 1926: John Rossiter, sales manager; Hugo Bondy, chief engineer; James Millard, Clifford Ormston, Ray Pflueger and Stephen Miller, Mr. Kiggins engineers; Don Lick, station announcer; Robert Normann, Joe Anthony and Charles Cooper, announcers; Marion Sandusky, continuity director, and Dorothy Dillon, traffic manager.

WIKK, an ABC affiliate, went on the air Aug. 25. It is owned and operated by Community Services Broadcasting Co., of which Keith Kiggins, of Chicago, is president, and Donald W. Reynolds, of Port Smith, Ark., is secretary-treasurer.

Mr. Kiggins, before resigning in January 1947 to head Community Service, was vice president in charge of programs, sales and station relations for NBC. Previously he had been director of the old NBC Blue Network. Mr. Reynolds is owner of KPFA Fort Smith and of the Southwestern Publishing Co. and the Times Publishing Co. in the Arkansas city.

WIKK's studios and offices are at 1021 State St., Erie. Its transmitter and antennas are on Route 19 outside Erie.

German Progress

GERMAN wartime developments in velocity-modulated tubes (klystrons) and progress in crystal manufacturing are reviewed in a series of publications available at the Office of Technical Services, Dept. of Commerce.

PHILADELPHIA'S Sports Station

REPRESENTED: Nationally by Adam J. Young, Inc.
KTSA
proudly announces
THREE NEW FIFTEEN MINUTE SHOWS,
MONDAY THROUGH FRIDAY, SPONSORED BY
JOSKE'S OF TEXAS

This great Texas Department Store believes in beaming programs to selective audiences. These three fine programs, plus KTSA's coverage of the South Texas market, are bringing the Joske story into thousands of San Antonio . . . and South Texas homes regularly.

KTSA
5,000-W. 550 KC.
CBS FOR 19 YEARS IN SAN ANTONIO

Represented Nationally by TAYLOR, BORROFF & CO.
THE LATEST WCKY STORY

Dear Time Buyer:

You are now in the midst of plans for the coming Fall and Winter. In placing your Cincinnati schedule, don't overlook the WCKY STORY. WCKY is exceeded in share of audience by only one station.

HERE IS THE PULSE, INC. REPORT FOR JULY & AUGUST 1948.
MONDAY-FRIDAY 8:00 AM-8:00 PM

<table>
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<tr>
<th>Share of Audience</th>
<th>WCKY</th>
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*Includes baseball. We do not need to remind you that baseball is over soon.

Call Tom Welstead in New York, or C. H. "Top" Topmiller in Cincinnati for the full story.

Sincerely yours,

L. B. Wilson

INVEST YOUR AD DOLLAR WCKY'S-LY
RING BELLS! BLOW HORNs!

On Friday night, September 17th, the Windy City will see television at its best: the gala, glittering premiere of WENR-TV, the American Broadcasting Company’s key station in Chicago. Four hours packed full of fun, thrills and fabulous entertainment... on Channel 7, smack in the middle of the dial! WENR-TV’s antenna... located atop the Civic Opera Building, 1271 feet above sea level... insures sharp, clear reception in all Chicago... and for many miles beyond the city. From the top of Chicago will come top shows, master-minded by ABC’s staff of the nation’s foremost video experts.

On the Air!
another great ABC-TV station

WENR-TV

CHANNEL 7

KEY STATION IN CHICAGO

WENR-TV joins a rapidly-growing list of ABC-TV stations already on the air: WJZ-TV, New York; WFIL-TV, Philadelphia; WAAM, Baltimore; WMAL-TV, Washington; WNAC-TV, Boston; WSPD-TV, Toledo. And coming soon are ABC-TV stations in Minneapolis, San Diego, New Orleans, Fort Worth, Detroit, San Francisco, Los Angeles, Louisville, Syracuse, St. Petersburg-Tampa and other important cities.

On the following pages, more about the network that is making the BIG news in television...
The critics acclaim WJZ-TV premiere

AND AN ESTIMATED 364,500 NEW YORKERS

Ray Bolger emceed the great Palace show

Off-the-tube shots catch Bolger at his best

Walter "Dare" Wahl (and friend)
"The Palace's S.R.O. audience stormily approved every hit of it."

"Televioers have never before seen a show quite matching that one. . . . Web's video director Paul Mowrey and his crew rate an A-plus for effort and plenty of kudos for over-all performance . . . terrific entertainment." — Variety

"A rewarding evening in televiewing."

"One of the best television events of the year."

"An excellent show."

"A big bright splash. . . . The preview last night indicated that WJZ has a lot of telegenic personalities as well as attractive programs to show off."

"Sock video . . . entertainment on the highest level."

"Sari, Lillie in action on the Palace stage"
Network shows
for sale on
ABC-TV

Hollywood Screen Test. Talented newcomers get their big chance playing opposite a different Hollywood star each week. Neil Hamilton is m.c. Plenty of big names, fun, thrills, comedy, drama, music! Sun. 7:30-8:00 p.m., EDT

Irene Wicker, the Singing Lady. Delightful late-afternoon show for the kids. Irene tells fairy tales to four small-fry guests, with the aid of puppets and piano accompaniment. A spellbinder for kids! Tues & Thurs., 5:30-6:00 p.m., EDT

You're Invited. A lively, informal variety show with singing comedian Romo Vincent as genial host. It's gay, fast-moving and full of pleasant surprises! Mon. 9:00-9:30 p.m., EDT

Movieland Quiz. Arthur Q. Bryan and Patricia Wright show contestants clips from well-known movies, old and new. This entertaining (and nostalgic) half-hour has already drawn a spectacular mail response! Thurs. 7:30-8:00 p.m., EDT

That Reminds Me. Starring the one and only Walter Kiernan, master of homespun philosophy and droll stories. Walter is ably assisted by Ex-Gov. Harold Hoffman of New Jersey, Tex O'Rourke and "Uncle Jim" Harkins. Fri. 8:30-9:00 p.m., EDT

Cartoon Teletales. Brother Jack tells the stories, Brother Chuck draws the cartoons. All about Pinto the Pony, Alice the Alligator, and others. The kids just can't get enough of it! Mon & Wed. 5:30-6:00 p.m., EDT

Club 7. The star... and what a natural the guy is! For television... is handsome Johnny Thompson. Fans love the way he sings, love the pleasant patter and the lilting music on this engaging show. Thurs. 8:00-8:30 p.m., EDT

Three About Town. Twice a week, two gals and a guy—Phylis Wood, Betsi Allison and Bill Harrington—cut loose with songs and chitchat and fun. They've got lilt and life and loads of talent! Wed. 8:45-9:00. Sat. 8:15-8:30, EDT

Your best opportunity to get into network television is RIGHT NOW! The ABC network offers you a surprisingly large audience at a surprisingly small cost. For full details, call the ABC representative nearest you in New York our number is Circle 7-5700.

ABC-TV
American Broadcasting Company
IN CINCINNATI,

YOUR BEST BUY

IS WCKY!

P. S.

And don’t forget that 50,000 watts WCKY gives you, in addition to the METROPOLITAN Cincinnati Audience, a big “PLUS” OUTSIDE AUDIENCE at NO EXTRA COST.

Thomas A. Welstead
Eastern Sales Manager
53 E 51st St.
New York City.
Phone: Eldorado 5-1127
TWX: NY 1-1688

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
**Editorial**

**Steady As We Go**

RADIO, these days, is no business for the faint-hearted. It doesn’t take a survey to conclude that almost everybody’s worried about the TV revolution. The broadcaster who isn’t in wants in. Or does he? Those who are in are worried about upsetting the existing allocations, and, of course, about red ink and unions and operating problems. The account man is concerned about allocations and a counterpart of the FM upstair-downstairs nightmare. The public is distraught about set costs (if they have TV available) and about obsolescence if they buy now. That part of the public that doesn’t have TV wants it. The advertiser, harking back to radio’s aborning days, wants preferred position. The agency wants position and sweats over production commitments.

TV almost overnight is the new sales Valhalla. It has moved faster than the wildest predictions of its most ardent zealots. The cost factors have moved faster too. And the allocation problems are immobilized. Nothing in radio has been so far. And nothing worthwhile in radio has come easily.

Now let’s catch our breath. A few weeks ago we announced all and sundry to take advantage of the ephemeral days of the most potent selling medium of history is inevitable. But before the TV empire can build soundly, it must have a solid foundation.

The components of that foundation are (1) a powerful (2) circulation premised upon use of receivers which must dovetail with the allocations.

Today the superstructure is building hell-bent for ever and ever. The aura around sponsor identification extends for beyond any other medium. But the coverage, percentage-wise, obviously is fractional.

We have no doubt that the strongest radio stations are in the top companies, although it’s a long haul from sound broadcasting’s saturation of America. Radio, we say again, is no business for the timid. Those who view TV as a frightening ogre should get out of radio, for TV runs with eyes between its ears. But the ears of radio—66,000,000 pairs of them—are the firm foundation of the House of Radio. They will remain so as long as there are programs to which to listen.

**Dead Herring Alley**

THE NAB district meetings are entering their final lap. A more serious mien has been evident. Broadcasters in all walks realize that hard rock days are ahead. They aren’t kidding themselves about competition, code, Congress, Commission or copyright.

It is on copyright, a fundamental dollar problem, that a reawakened interest is noted. That is because ASCAP contracts are due for renewal next year, for nine years or nothing. It’s being recognized that there may be something more than coincidence in the popularity ratings on top tunes. ASCAP tunes top the trade lists, with around 50 from its catalogs as against 2 or 3 from BMI, radio’s wholly-owned subsidiary and the instrumentality that broke ASCAP’s monopolistic back in 1938. When we suggested six weeks ago that there were obvious signs of the resurgence of “payola” among a few big-league disc jockeys, reactions came swiftly from all ranks. What we said didn’t mean a thing, we wrote; and we published their letters in OPEN MIKE.

If we had any doubt about the re-entry of “payola,” it was dispelled by the velocity and magnitude of the protests.

What is equivalent to the charge that certain broadcasters are showering gifts upon a few disc jockeys in certain key “surveyed” markets. We allege that by this means and others ratings are being rigged. We contend this re-creation of a direct bearing upon ASCAP’s contract renewal campaign, and that it’s part of the bigger “payola” which ASCAP publishers hope to reap.

The ASCAP publishers obviously play only the short-time TV markets, where the disc jockies douches in brass, the expected usually happens. He innocently follows the poles and the record sheets.

We are needed, an uncontrolled, unmethod of popularity rating, void of song-plugging, pres-agency and other cultivation. Certainly, BMI, with 35% of all the music performed, and with top-flight artists “backing” for top companies, would fare better if the rules of the game were observed. “Payola” is as corrupt as the throwing of a baseball game. It isn’t the American way.

**Reading Time: Eternity**

THE OTHER day, Vic Diehm, general manager and part owner of WAZL Hazleton, was feted on the occasion of his 20th anniversary in Pennsylvania radio. Among others he received congratulations from Sen. Francis J. Myers, Pennsylvania Democrat. We think it is must reading. Sen. Myers said of radio:

I have been thinking what a satisfaction it must be to tell a field with such vast possibilities of service to humanity. If given a chance, radio can break down international barriers of prejudice and aid in promoting goodwill in the world. It has boundless educational possibilities. It can furnish wholesome entertainment in the home, perhaps the most wholesome of all entertainment. And it can combat the frugal tendencies that would disrupt our fire-sides. Its religious programs appeal to the best that is in us, but have by no means attained their utmost in spiritual beauty and effectiveness. In the dissemination of news the radio voice is of overwhelming importance. With the daily press and even the advertising, which we may sometimes joke about, the radio voice is the only voice that when properly done, is necessary.

We make government subsides and government domination unnecessary and in the promotion of business it affects not only the large spon-sors, but every small advertiser. It helps the small grocery store where perhaps the increased sale of one product is the result of radio advertising. The difference between sending a son or daughter to college, that we believe every American owes to every child, the result of the development of radio.

With the advent of television all these possibilities exist, and in fact the increased liability for making radio a constructive force in the work of the home today and tomorrow rests heavily upon men like you.

Thanks, Sen. Myers. You’ve written a radio credo.

**Our Respects To—**

JOHN HUGHES NORTON JR.

IF JOHN NORTON hadn’t been a boy soprano in a local church choir he might never have gotten on the road that led to the vice presidency in charge of ABC’s Central Division. He succeeded Ed Borroff, who resigned that post in June.

The route was devious. Mr. Norton was born in 1907 in Chambersburg, Pa., a mining and railroad town. Railroading was his father’s life-long occupation. When Mr. Norton Sr. transferred his Pennsylvania Railroad stint to Hagerstown, Md., the family naturally went along. Mrs. Norton, in an effort to establish the family as part of the community, insisted immediately that John Jr. join the choir of St. John’s Episcopal church.

While exercising his vocal chords, Mr. Norton met another up-and-coming (at that time) radio personality, who was to carve out a career for himself along similar lines—Roger W. Clipp, general manager and vice president of WFIL Philadelphia.

After graduating from elementary and high school in Hagerstown, Mr. Norton attended the U. of Maryland, specializing in politics and government.

Mr. Norton started his career as an apprentice in the Hagerstown branch of Hemp- hill, Noyes & Co., New York brokerage firm. While there his former partner in harmony, Mr. Clipp, then manager of NBC’s commercial engineering department, paid him an unexpected visit. He prodded Mr. Norton into traveling to New York for a network interview.

The result was that in April 1931, Mr. Norton went to work in Mr. Clipp’s department. Soon he was appointed assistant manager of NBC’s owned and operated stations under William S. Hedges, now vice president in charge of planning and development. (In those days the network managed the Westinghouse and General Electric stations.)

ABC Central Division’s new vice president in charge then branched out into more phases of broadcasting with NBC. In 1936 he became assistant to the vice president in charge of station relations. Three years later, when NBC’s Red and Blue networks split, he was named manager of Blue’s station relations. He remained in that capacity when Blue became a separate corporation.

Other promotions were rapid. In December 1945 he assumed duties as vice president in

(Continued on page 54)

**BROADCASTING • Telecasting**
TAKE THE GUESS OUT OF BUYING

WITH WOV'S 5 Audited Audiences

KNOWING THE DIFFERENCE MAKES THE DIFFERENCE...
WOV'S AUDITED AUDIENCES tell you sex and age; but...and here's what you really need to know...AUDITED AUDIENCES tell you where listeners live and shop; what they earn, spend, and buy; what they like and dislike, and...who does the buying. Vital statistical inside info specifically designed to help advertisers and agencies direct their advertising to known individuals rather than trying to reach unknown mass audiences.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and..."TAKE THE GUESS OUT OF BUYING!"

Ralph N. Wall, General Manager  •  John E. Pearson Co., National Representatives

★ WAKE UP NEW YORK Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. (More than the combined population of Cleveland and Cincinnati.)
charge of ABC's stations department. Last June he went to Chicago to head the network's Central Division.

Major innovations made since that time include putting ABC's second video station, WEND-TV, on the air, with the gala premiere scheduled for next Friday night —acquisition on a long-term basis of Chicago Civic Theater, long-standing Shakespearean playhouse, for use as a television studio, and further expansion to the 2nd, 5th, and 6th floors of the Civic Opera Bldg. And, if this wasn't proof enough of his industry, Mr. Norton also signed in the past three months such business as General Mills, for the first quarter-hour of the Breakfast Club; Pillbury (new to the network) for Galen Drake and Kay Kyser; Quaker Oats for Challenge of the Yukon and Mantle Lamp Corp. for Smiling Ed McConnell.

Mr. Norton, working on almost a 24-hour-daily basis, developed plans for opening of WEND-TV when nothing definite had been outlined at the time of his arrival in June. Operations will make the station hub of ABC's Midwestern network, and signing for the Civic Theatre makes a permanent studio available for an unlimited number of shows.

Mr. Norton and his wife, the former Virginia Skenor of Atlanta, will celebrate their 10th wedding anniversary in December. They met in New York when she was enrolled in Columbia U.'s School of Journalism. The family, comprising Virginia Skenor Norton Jr., 3½, and John III, 1½, still live in Greenwich, Conn., while Mr. Norton scouts Chicago city and country-side for a house.

ABC Chicago's new head is credited by colleagues as one of the few, who, when Red and Blue were organized, realized it would take enormous energy and work to keep alive Blue and later build ABC to present proportions. He worked frequent 16-hour shifts, sometimes without vacation, and his perseverance and energy today is reflected in the enormous growth of the network.

Mr. Norton plans to apply this vitality to the continued development—and in some cases, rediscovery—of Chicago radio.

Clyne Vice President
TERRY CLYNE, account executive on Bulova Watch for the Biow Co., New York, and a member of the agency's plans board in radio and television, has been appointed vice president of the company.
Letter to WPTZ ... from the Publisher of LIFE:

"Before leaving for my vacation in Sweden, I want to tell you and all of your team how much we at LIFE appreciate the tremendous job you did on the conventions.

"As I look back on the programs we put on, I realize that, to a very large extent, it was your contribution, energy and enthusiasm in using mobile equipment that made the NBC-LIFE programs so successful. In addition to the fact that those days consisted largely of hard work, they do now also appear to be a lot of fun. The fun element was introduced in good part by your crew and their willingness to try anything, and also by their ability to get done everything they tried...."

ANDREW HEISKELL

Letter to WPTZ ... from NBC’s Director of Television Operations:

"I know I have told you of our appreciation of what WPTZ has done for us on the Conventions, but I would like to reiterate and re-emphasize what all of us feel; namely, that you all did a wonderful job for us and aided us greatly in our coverage. Television gained much from the Convention coverage, and we couldn't have done what we did without WPTZ...Please accept NBC's thanks and appreciation."

CARLETON D. SMITH

POSTSCRIPT to the Convention Telecasts...

WPTZ's participation in LIFE-NBC television coverage of the political conventions in Philadelphia—41 mobile telecasts...several notable news scoops...one complete mobile unit moved in 12 minutes. The same personnel, facilities and experience in television are available to serve you and your client at WPTZ.

PHILCO TELEVISION BROADCASTING CORPORATION • 1800 Architects Building • Philadelphia 2, Penna.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
NEW ORLEANS WDSU Affiliate 1280 Watts

WHOL ALLENTOWN, PA.
IS NEW CBS MEMBER

WHOL Allentown, Pa., new 250-watt radio station licenced on 1230 kc, joined CBS last week after a fortnight of preliminary operation. The new facility started testing Aug. 30 without announcement, broadcasting its first full afternoon program Sept. 5.

Lewis Windmuller, president of Allentown Broadcasting Corp. and WHOL general manager, said elapsed time between groundbreaking and transmitting was only 65 days.

Stockholders with Mr. Windmuller, now living in Allentown, are Charles Helwege, attorney; John Willenbecker, CPA; Henry K. Bauman, postmaster; David K. Gerner, attorney; Edmund Scholl, merchant and president of the Allentown Fair; Cora Windmuller; Lynne C. Smey and Carl Butman, of Washington. Mr. Smey is an engineering consultant and Mr. Butman is a radio consultant.

Staff officers include Alan Bautz, formerly of WLBR Lebanon, Pa., program manager; Gerald B. Wester, Bethlehem, Pa., chief engineer; Rod E. Schoenlack, chief salesmen; C. Robert Glover, public relations-promotion manager. Announcers are Ronn Bergen, Dick Lawrence and James Chambers.

Nash Motors to Sponsor CBS Election Returns

NASH MOTORS will sponsor the CBS Presidential election returns broadcast on Tuesday, Nov. 2. This announcement followed by a few days the news that the Curtis Publishing Co. would sponsor a similar broadcast on MBS [Broadcasting, Sept. 6]. The CBS election coverage will begin at 8 p.m. on Nov. 2, and continue “until the outcome definitely has been decided, and as long as important election news is imminent.”

CBS newsmen thus far assigned to the program are Edward B. Murrow, John Daly, Ned Calmer, Eric Sevareid, Joseph C. Harche, Allan Jackson, Quincy Howe, Don Holbenke, Richard C. Hottel, John Adams, Griffin Bancroft and Willard Shadel.

The contract was placed through Geyer, Newell and Ganger.

EDUCATORS school boards, civic groups and local government officials, are receiving copies of “America’s Musical Activities,” non-commercial digest of American Music Conference’s “National Survey of the Public Interest in Music.”

Van Buren Quits R&R

RALPH VAN BUREN, who has been associated with Ruthrauff & Ryan, New York, for the past 28 years, has resigned as vice president, secretary and director of the agency. He will announce his future plans shortly. His duties will be taken over by J. B. Bell and J. Lewis Ames [Broadcasting, Aug. 23].

August Additions

SPONSOR PROGRAM NETWORK TIME AGENCY

Starch Candy Co. Superman MBS Mon.-Fri. 5:15-5:30 p.m. George Hartman Co.
General Mills Breakfast Club ABC Mon.-Fri. 8-8:15 p.m. Furtwangler-Laud Inc.
Johns-Manville Co. Bill Henry & the News MBS Mon.-Fri. 9-9:15 a.m. J. W. Thompson
Quaker Oats Roy Rogers MBS Mon.-Fri. 9:15-10 a.m. Sherman & Marquette
August Deletions

Appalachian Ceils Alvin Hefter MBS Mon.-Fri. 7:30-7:30 p.m. Hashahey Agency
Armour & Co. Queen for a Day MBS Mon.-Fri. 7:30-7:30 p.m. Foote, Cone & Belding
General Mills Famous Jury Trials ABC Mon.-Fri. 7-7:30 a.m. Knox Reeves Adv., Denver-Fingerlaid-Sample
Mars Inc. De-Lite ABC Mon.-Fri. 7:30-7:30 p.m. Grant Adv., Sherman & Marquette
Quaker Oats Those Websters MBS Mon.-Fri. 6-6:30 p.m. Sherman & Marquette

August One-Timers

Fisher Body Division Fisher Body Craftsmen’s Guild Annual Scholarship Awards ABC Tues., Aug. 24 8-8:15 p.m. Kodak Agency
Wilson Sporting All Star Football Game Good Fri., Aug. 20 9:30 concl. Ewell & Thurbur

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, July 31 .................. 257
Number of network commercials starting during August ................................. 4
Number of network commercials ending during August ................................. 255
Number of commercials on the four nationwide networks, August 31 .................. 255

Amos Baran has been appointed commercial manager of KISDJ San Antonio.

Graham Moore, former assistant manager and program director of KISDJ, has joined the sales department of WOGL Philadelphia. He has been with KISDJ since 1960.

H. Theodore (Ted) Enns Jr. has resigned as sales manager of WDSU-Broadcasting Co., effective Oct. 1. He has been with WDSU since 1953.

Mr. Enns, who will engage actively in newspaper business, leaves Cowles stations—KENT Des Moines, WCOP Boston, WOL Washington, and WNAX Yankton—after nine years as national sales manager.

Gustav Brandborg, commercial manager of KVOO Tulsa, Okla., has been named a member of newly-formed Protestant Radio Commission. He is one of five representatives of state and local institutions from across the nation who were nominated for membership on the commission.

E. W. Wardell has been appointed sales manager of KCKL-Wichita, Kans., succeeding Richard E. Jones, who left to become manager of WIBK-Detroit. Mr. Wardell, formerly in industrial sales and promotion, has been on sales staff of KCKL for past nine years.

Margeret Kling has joined KATX Waterloo, Iowa, traffic department, replacing Lovelle Seiler, who returns to U. of Iowa studies.

William Bedgood, formerly with WBJS New Orleans, has joined sales staff of WTPS and WTPS-FM New Orleans.

Melchor Guzman Co. has been appointed national representative for CMDB Radio Universal, Inc.

James A. Hagan, sales manager of WWNO, Nashville, Tenn., is the father of a boy, John C., Jr.

Lee Pondren, sales manager and KACK Service, Inc. director, of KLZ Denver, has been named quality of instructors in radio at two Denver colleges.

First Cleveland radio softball tournament ended with WQAB winning third and deciding game of playoff series with WTAM, 11-8.
How to be FIRST and FIFTEENTH at the same time!

Does that sound hard to do? It's easy if you know how—and we know how!

For October through April, Hooper reports showed WFBR FIRST in Baltimore in morning, afternoon, and TOTAL RATED PERIODS.

Then, as if that weren't enough to pop a timebuyer's eyes—up came Mr. Hooper with May and June ratings, and there's WFBR again—FIFTEENTH IN MORNING SHARE-OF-AUDIENCE IN HOOPER-RATED CITIES!

Here's some interesting addition: to the top Hooper in Baltimore, add fifteenth in the Hooper-rated cities in the morning. Then add 100,000 studio visitors yearly, an alert, informative house organ for those visitors, up-to-date product displays of WFBR-advertised merchandise, block-program newspaper advertising 6 days a week, and then see if your total doesn't add up to the must station in Baltimore:

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
**SOUTHWEST VIRGINIA'S PIONEER RADIO STATION**

**WDBJ has more listeners in Roanoke and Southwestern Virginia THAN ANY OTHER STATION**

That's why so many WDBJ advertisers continue with the station year after year. They have found per-sale advertising costs low. And WDBJ's Promotion Department is an added help, increasing results you would normally get from sending your message to our loyal listeners in 38 counties.

**Ask FREE & PETERS**

**WDBJ**

CBS • 5000 WATTS • 960 Kc

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., National Representatives

---

**MOVIE NEWS ROOM**

WQAM Staff Now Operating

From 'Miami Herald'——

**THE NEWS department of WQAM Miami has moved to the editorial room of The Herald, according to an announcement by Owen Uridge, general manager of the station. Both operations are owned by King Newspapers which bought WQAM in 1946.**

A three-man staff of WQAM employees will man the new department and prepare and deliver all 15-minute newscasts originated by the station. Head of the department will be John T. Bills, longtime Herald staff member and chief of The Herald's broadcast department for the last four years. He will be assisted by William P. Carey, former WQAM announcer and member of The Herald's broadcast staff for the last two years, and Gordon Shaw, former newscaster at WJR Detroit.

Mr. Uridge pointed out that the move would provide WQAM's news department with all stories gathered by The Herald's staff writers, and state and local correspondents throughout Florida and wire reports of AP and INS.

In 1944, Lee Hills, managing editor of The Herald, established a broadcast department in the newspaper's editorial department. The Herald bought time on WQAM and aired three local and state newscasts daily as a public service feature.

---

**SOUTHWEST VIRGINIA**

**WDBJ**

**Dr. Lawton Addresses Seminar in Missouri**

**METHODS of applying research to broadcasting were discussed by Dr. Sherman Lawton, coordinator of radio at the University of Oklahoma, during the National Religious Seminar at Central Bible Institute in Springfield, Mo., last Wednesday.**

Dr. Lawton, with an authority in the field of judging audience reaction, during the past three years has made an intensive study of the application of research to religious broadcasting.

Other speakers during the three-day seminar which closed Sept. 9 included Dr. E. R. Berterman, director of radio, The Program Hour; Dr. Theodore Elsner, president, National Religious Broadcasters; Leslie Kennon, assistant manager, KWTO Springfield; Storm Sheila, general manager, K HUO Siloam Springs, Ark.; G. Pearson Ward, general manager, KTTTS Springfield and Carl Fox, program director, KG BX Springfield.

Panel discussions were conducted on the subjects of 'Fundamental Objections to Some Types of Gospel Broadcasting,' 'Jazz Ministry,' 'Production and Studio Technique,' 'Public Relations,' and 'Delay Broadcasts.'

The Seminar, sponsored by the Radio department of the General Council of the Assemblies of God, was under the direction of Thomas F. Zimmerman, radio director of the council.
WTAD-FM did. That's why they selected Andrew 6 1/8" coaxial transmission line. In spite of the 800 ft. long run, including a 750 ft. run up the tower, the overall efficiency is 90%!

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

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

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

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

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

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

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

WANT THE MOST EFFICIENT ANTENNA EQUIPMENT FOR YOUR STATION? WANT EXPERIENCED ENGINEERS TO INSTALL IT? WRITE ANDREW TODAY!
AM, FM Distinction Said in Error

The question of whether FCC can award AM in applying Communications Act's principle of equitable distribution of radio service was put before the U. S. Court of Appeals for the District of Columbia.

Easton Publishing Co. raised the question in an appeal from FCC's decision denying its application for 1230 kc with 250 w at Easton, Pa., and granting that of Allentown Broadcasting Co. at Allentown. (Broadcasting, June 30, 1947). The Commission's decision is in favor of Allentown turned on the question of equitable distribution. Comparing the sizes of the two communities, FCC ruled that Allentown with one fulltime and one daytime station needs an additional outlet more than Easton, which has one fulltime station.

In its appeal the Easton applicant, publisher of the Easton Express, contends that the Communications Act does not distinguish between FM and AM in requiring equitable distribution of radio service, and that therefore FCC erred when it failed to consider FM in comparing the Easton and Allentown services.

When Easton's request for re-hearing was denied last March, the brief contends, the Easton area had a population of 63,880 and one AM and one FM station, while the Allentown area had a population of 72,688 and four AM and five FM stations (operating or authorized).

Cite Unit System
Using the unit system set up under the old Davis Amendment and extending it to FM, the appeal notes, Allentown's service would total 7.9 while Easton's would be 0.8—a ratio of almost 10 to 1.

The brief filed by Elliot C. Lovett, Washington attorney for Easton Publishing Co., argues that FCC has counted FM along with AM in such matters as determination of diversity of ownership of radio stations, and elimination of special temporary authorizations in AM. He states: "It is thus evident," the brief declares, "that the Commission's consideration of the importance of FM facilities depends entirely upon the antenna in question whether that consideration will suit the particular objective to which it is directed."

The brief points out that FCC said in its memorandum opinion refusing to re-hear the case: "having in mind that AM receivers are presently in much wider distribution than FM receivers, we believe that Easton Publishing has advanced no sufficient reason for re-hearing of this proceeding."

Allentown Argument
Apparently, the brief contends, FCC accepted the argument advanced by Allentown Broadcasting, the successful applicant, that "perhaps in the strait when the number of FM receivers in the hands of the public becomes substantial and when FM programs are not merely duplication of AM programs, the FCC may properly consider the available FM radio service in deciding conflicting applications for AM facilities and vice versa."

Allentown Broadcasting is controlled (74%) by Mr. and Mrs. Lewis Windmuller. Mr. Windmuller, general manager, has had extensive broadcasting and communications experience, including work as a radio consultant and director and producer of the American Family Robinson network series. In addition to the Easton Express, two other 1230-ke applicants received denials in the FCC decision: Steel City Broadcasting Co. at Allentown, and WRFN, which was seeking to move from its present 1400-ke assignment.

Three Program Renewals Are Announced by ABC

ABC has received renewals for The Sheriff, Star Time With Dorothy Kilgallen and The Guy Lombardo Show, from the Pacific Coast Borax Co., Drackett Products, and First National Stores Inc., respectively.

McCann - Erickson Inc., New York, placed the 52-week contract for Borax, with The Sheriff heard Fridays at 9:50 p.m. Dorothy Kilgallen has had her contract accepted but attempts be made to dream up other equally appealing formats. Jack Runyon, Hollywood manager of the Biow Co., was absent due to business, but his remarks read by Mr. Moore. In essence Mr. Runyon urged cleaning up rather than elimination of giveaways.
When there's a choice
...you choose the best

We don’t know what brand of apples is the favorite or whether California or Florida oranges are the best, but most advertisers who can use any Chicago radio station, use WGN.

Of all the non-network business on Chicago's network affiliates, nearly twice as much is placed on WGN as on its nearest competitor.
FOURTEEN NEW AM stations—five fulltime and nine daytime only—were granted last Thursday by FCC. Two existing AM outlets were given improved facilities.

Birney Imes, Jr., Mississippi broadcaster, received new fulltime local outlet on 1490 kc, 250 w, at Grenada, Miss., while W. Ryan Frier, licensee of WBFH Cartersville, Ga., holds partial interest in new grant at Greer, S. C., of 250 w daytime on 800 kc.

Frank Quinn, one-time general manager of KOB Albuquerque, received assignment of 1 kw daytime on 1280 kc in that city. Navy Commodr. W. Paul Oury, ex-general manager of WCFS Pawtucket, R. I., was recipient of 250 w fulltime assignment on 1230 kc at Westerly, R. I.

Dr. Arza C. Baker, for many year radio minister on WMAZ Macon, Ga., and pastor of Macon's Tabernacle Baptist Church was granted 500 w daytime on 1390 kc at Seymour, Ind.

Four of the new grantees include individuals having newspaper interests.

WCPA Clearfield, Pa., was granted power increase from 500 w to 1 kw daytime on its assigned channel of 1230 kc. Mr. Quinn is ex-general manager of KOB Albuquerque and KCSB Puebla, Co., Centerville, Iowa.—The Centerville Broadcasting Corp., 1380 kc, 500 w, unlimited; subject to CAA approval of antenna site and provided applicant agrees to satisfy legitimate complaints of all individuals having premises within 600 mvm contour. Estimated cost is $16,000.


FOCO
CHARLOTTETOWN, P.E.I.

Use
WTAD
WTAD-FM
Quincy, Illinois

Serving a rich market—almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.

BMB Reports on Number Attending 12 Meetings

SIXTY-SEVEN BMB board members, committee members and guests attended the Bureau's board meeting and the 11 committee and sub-committee sessions in New York between Aug. 23 and Sept. 2, BMB reported last week. Some individuals attended several meetings.

The total comprised 20 broadcasters, 18 advertising agency personnel, 13 advertisers, seven station representatives, six BMB staff members and one manufacturer or independent researcher and BMB's legal counsel. The 67 came from ten states, the District of Columbia and Canada, travelling about 40,000 miles to attend the sessions.

FOCO
CHARLOTTETOWN, P.E.I.
ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

- With it—your signal from studio to transmitter now rides on air!
- With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.
- With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting. Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.

WHAT THE SYSTEM DOES FOR YOU...

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Provides high fidelity performance:
  - Less than 1% distortion from 50 to 15,000 cycles.
  - Noise level better than 65 db.
  - Frequency response within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.
S-T RECEIVER
- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

S-T ANTENNAS
- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 153 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MHz) without adjustment.
- Two-strap mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

ATLANTA 3, GA.
187 Spring Street
WALNUT 9767
BOSTON 1, MASS.
140 Federal Street
Hubbard 1800
CHICAGO 54, ILL.
1122 Merchandise Mart
WHITEHALL 3913
CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LO 226
DENVER 2, COLO.
650 17th Street
KEystone 7171
KANSAS CITY 6, MO.
106 W. 14th Street
VICTOR 7963

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6825
LOS ANGELES 14, CALIF.
Suite 1600-1901
Security Title Insurance Bldg.
330 West Sixth Street
TRINITY 3417

MINNEAPOLIS 3, MINN.
12 Sixth Street
Main 2541
NEW YORK 22, N. Y.
570 Lexington Avenue
WICKERSHAM 2-1311
PHILADELPHIA 2, PA.
1403 Locust Street
PENNYPACKER 3-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
DOUGLAS 3740
SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211
SEATTLE 4, WASH.
710 Second Avenue
Main 7100

SALT LAKE CITY 9, UTAH—200 South Main Street
SYRACUSE 1, N. Y.—Syracuse 6-0411
LEADER IN RADIO, TELEVISION AND ELECTRONICS

For fast service call G.E.
Six FM Deletions Announced by FCC

CONSTRUCTION PERMITS for six FM stations were deleted last week by FCC at the request of the station owners. In five of the six cases, television interests were indicated to be a motivating factor. None of the stations deleted were yet on the air.

KNOW-FM Austin, WACO-FM Waco, KTSN Fort Worth and KABC-FM San Antonio were deleted by the Commission upon request of Gene L. Cagle, president, in order that funds and efforts might be directed to television stations being planned by Texas State Network, of which Mr. Cagle also is president and with which outlets are affiliated. No details on the video proposals were given. KTSN was FM adjunct of KFJZ Fort Worth, of which Mr. Cagle also is general manager.

KTMJ Los Angeles was cancelled by FCC upon request of the Los Angeles Times-Mirror. Paper earlier had sought to have the FM assignment reserved until it determined how FM would fit into operation of video station KTTV there. CBS proposes to acquire 45% interest in KTTV. FCC answered the station status quo request with order to put KTMJ into operation or relinquish facility [Broadcasting, July 26].

The Record-Herald Co., Wau-

sau, Wis., turned in its permit for WRAI there because of construction difficulties. Station told FCC it could not proceed since city had passed an ordinance controlling erection of antennas and heights thereof within three miles of local airports, whether or not in city limits.

DUNNINGER-PAUL WINCHELL half hour video show originally scheduled to begin on Oct. 7 will delay the initial broadcast one week to Oct. 14. Show is sponsored by Sigwalt-Banford Carpet Co. and will be televised on the NBC East Coast network. Thursdays, 9:30-10 p.m. Agency is Young & Rubicam, New York.

NOSEY!

Duluth, Minn.—“O.K., so I’m two-faced,” sneers Otto Mattick as he whizzes along on his multidisk super-enoeter. “But I gotta be sure I don’t miss anything in this booming Duluth-Superior Metropolitan District.”

Lucky boy, Otto. He really needs four eyes to keep up with all the activity in the Duluth-Superior market . . . with effective buying income up 27.6% and retail sales soaring 83.2% since 1945, this wealthy market is really buzzing. And the one sure way to reap your harvest from this flourishing market is to send your sales message over KDAL, the radio station preferred by a large and loyal listening audience.

Contact Avery-Knodel. Then make your advertising dollars s-t-r-e-t-c-h by using KDAL.

TO HELP perfect telecasts of Boston Red Sox and Brooklyn Dodgers, carried on alternating schedules by WBZ-TV and WNAC-TV, both Boston, and sponsored by Atlantic Refinng Co. and Narragansett Brewing Co., a luncheon meeting was held for entire engineering and production staffs of both stations and sportscasters and sponsor representatives. Some of those attending were (1 to r) Tom Hussey, sportscaster; John W. Holley, advertising manager, Narragansett Brewing Co.; Thomas J. Cagle also is president; and (2) John H. B. Matthews, agency for Atlantic Refinng Co.; Bob Martin, sales manager, Atlantic Refinng Co.; George W. Steffy, vice president, Yankee Network, WNAC-TV; Jim Brit, sportscaster; Ralph G. Giffen, director sports telecasts, WBZ-TV.

OPERATOR CLASS PLAN IS DROPPED BY FCC

FCC last week dropped its proposal to create three new classes of radio operator licenses, after hearing the examinations for both the radiotelephone first and second-class operator permits.

The Commission said:

On the basis of the entire record in this proceeding, the Commission has concluded that no substantial need or justification exists for the proposed rules, or for any substantial change in the present structure of operator licenses for the broadcast service, provided that the qualifying examinations for the licenses will be administered in accordance with the examinations which under the license system...

The Commission’s proposal, portions of which were strongly opposed by union spokesmen as being “degrading,” had been set up to create a “broadcast engineer-operator license,” which would be top-ranking; a “broadcast technician-operator license,” which would be second in rank; and a “limited broadcast operator license,” third-ranking [Broadcasting, Aug. 4, 1947; March 29]. The plan had NAB support.

During the hearing last May, which produced widely divergent views [Broadcasting, May 17], Clifford Gorsuch, national representative of the National Assn. of Broadcast Engineers & Technicians (NABET), advanced the suggestion that the entire problem be solved merely by bringing requirements for the present first-class license into line with developments in the radio art.

Announcing dismissal of its plan to change the system, the Commission noted that “some time ago” it had started a “systematic revision” of operator license examinations, that work has now been completed with regard to both the first and second-class permits, and that these revised examinations have been placed into effect.


3 AM, 2 FM Sales Approved by FCC

Outlets in Illinois, Mississippi And Pennsylvania Involved

SALES of three AM stations and two FM outlets were approved last week by FCC. Considerations totaled $108,700.

Transactions included assignment of WHAB and WHAB-FM Stroudsburg, Pa., to owners of competing station WVPO there for $47,000; assignment of control of WMIX and WMIX-FM Mt. Vernon, Ill., by John R. and Ruth R. Mitchell through purchase by Mr. Mitchell of 28.27% interest held by L. F. Tomlinson for $21,200, and assignment of license of WKJO Kosciusko, Miss., to Cy N. Bahakel through purchase for re-opening the stations. Owners of WABC, New York, Mr. and Mrs. Mitchell, sold WHAB and WHAB-FM to Pocono Broadcasting Co., Inc., a new firm composed of owners of the Stroudsburg Daily Record and its AM outlets, not yet on the air. Both parties consented to the transaction after conversations on the problem of the town supporting two standard stations. Commission Paul A. Walker and Rosel H. Hyde voted for hearing in the transfer.

The new owners, who are expected to drop their authorization for WVPO, are the following: James H. Ottaway, owner of the Daily Record, president and 42.86%; Ruth B. Ottaway, vice president; Byron E. French, vice president of the Record and the Oneonta (N.Y.) Star, vice president 4.76%; Eugene J. Brown, general manager and treasurer of the Record and treasurer of the Record, secretary 4.76%; Merle C. Ostrom, general manager of the Record, treasurer 4.76%; and Alice B. Zuckerman, assigned 250 w daytime on 840 kc.

In the WMIX transfer, Mrs. Mitchell buys 212 of the 262 shares held by Mr. Tomlinson, and with the 34.13% holding of her husband, Mr. and Mrs. Mitchell become 62.4% owners of the station. Mr. Tomlinson retains 6.6% interest. WMIX is assigned 1 kw day on 940 kc.

WKOZ, which had been operated by Messrs. Bahakel and Arendale as co-partnership, operates on 1340 kc with 250 w fulltime.

GORDON HELLMAN former with account executive, has joined the ABC broadcast presentation department as a writer.

Page 66 • September 13, 1948
CFRB BECOMES MOST POWERFUL INDEPENDENTLY-OWNED RADIO STATION IN THE BRITISH COMMONWEALTH!

On September first, Radio Station CFRB, Toronto, switched over to a completely new 50,000-watt transmitter ... and became the most powerful independently-owned station in the British Commonwealth!

And at the same time, the frequency of this CBS affiliate became 1010 on-the-dial. CFRB's huge advertising and publicity program has shouted the news of this new frequency ... in dailies, weeklies, magazines, car cards, posters, air announcements, mailing pieces, give-aways ... ensuring full listener-recognition of CFRB's new spot-on-the-dial!

So it's truer than ever—you reach more radio homes on CFRB!

50,000 WATTS - a new high in good listening!

CFRB's new 50,000-watt transmitter at Clarkson, Ontario

still your No. 1 buy in Canada's No. 1 market!

1010 ON YOUR DIAL

REPRESENTATIVES:

UNITED STATES: Adam J. Young Jr. Incorporated
CANADA: All-Canada Radio Facilities Limited
Per Inquiries

(Continued from page 25)

excellent cooperation in this and past projects.”

Stations invite listeners to write for a copy of contest rules. The letter to stations continues: “In return for your cooperation, we will offer you six Stardust bras which you can use in any contest you wish now or in the future, as well as one bra for yourself. Please remember that these bras are not to be used in the contest mentioned above. They are to be used as prizes in any way you see fit. The contest, we repeat, involves no commercial mention of any product or company. But it does offer a golden opportunity for you to give your listeners the chance to win $6,000. Who knows, the grand prize winner may be among those who dial your programs?”

Leonard M. Sive & Assoc., Cincinnati, has notified stations of a fund raising campaign “for a nationally recognized, non-sectarian, charitable foundation” in which $30,000 in prizes are planned. No commercial product or sponsor will be associated in any way with the contest, it is stated. A reasonable per inquiry payment will be made, the agency’s announcement says.

Southwestern Products Co., Raleigh, N. C., offers a pest exterminator and an assortment of neckties for per inquiry scheduling, with 10% paid the station for every order.

Deep South Trading Co., Montgomery, Ala., asks stations to state their per inquiry policies, planning to cover a larger list of stations this autumn.

Pain-Chek Co., Newark, N. J., offers 50c per bottle to stations for its $2 item and $1.25 for the $5 economy size, and provides the transcription.

R. J. Vallier & Son, Harrisburg, Ill., asks stations to state their per-sale rate for its $5 Indio Tonic.

Vitamins Build Income

Vitamin House, Birmingham, Ala., offers stations 25% commission for $200 or more monthly; 33 1/3% for $300-$500; 40% over $500 in sales. The company markets Calasold in $2 and 99 sizes.

Henry J. Kaufman & Assoc. is conducting a campaign for Ritz Camera Centers, Baltimore, which offer, for 35c, postcard size pictures for all exposures in an 8-exposure roll film. For each order received, even if it includes only one roll of film, the station receives $30c and the agency says it will not deduct the usual 15% commission. A businessmen in Chicago, informs stations a client marketing a scientific luminous fishing lure is interested in placing a $1 and $2 mail order P. I. deal.

Southwest Distributing Co., Oklahoma City, has P. I. offers covering razor blades (45c for a $1.50 order); sun glasses ($1.10 allowance for a $3.29 pair); alarm clock ($1.20 per order for $9.40 clock); plastic tablecloth (75c for $1.49 item); nylon hose ($1.45 per three- pair box selling for $6.56, 15 dimes inclusive per pair); per loose leaf binders (95c per $2.98 order); ball pen and cigarette lighter (75c for $1.49 order); plastic cookie set (25c for 90c order). Agency commission is deducted by J. F. Gelders Co., the offer states.

Storm Advertising, Rochester, N. Y., earlier in the summer announced a $200-a-week contest, with stations guaranteeing “to make this pay out at $1.40 per seat cover to the station.”

• Signature Contest

Southern Pen Deal Co., in a letter signed by Gannus C. Scarbrough and mailed with samples of stationery of WKAX Birmingham, offered a Newlook-Goldtop Ball Point Pen for $1 with promise that a new Frazer car will be given away “for every 10,000 shipped until 100 cars have been given away and the first million pens sold.” Cars are awarded to those who also send in and enclose a postcard with signature. Winners are picked on the basis “of the neatest, oddest, most average and worst signature.” Stations get 20c for each pen sold. Contest was slated to close in late July.

Another hosiery offer was made by Gulf Coast Hosiery & Textile Co., Columbus, Ga., which observes, “No doubt you have many orders on P. I. deals, and file most of them in your waste basket, but before you file this one, please consider it because it will pay off for you.” Nylon hose is offered for $1 a pair, with choice of size and gauge in orders for two or three pairs. Stations get 25c per pair. D. H. Randolph, over roll film. For each order received, even if it includes only one roll of film, the station receives $30c and the agency says it will not deduct the usual 15% commission. “In the near future we hope to have a bang up deal on piece goods, remnants, etc. The undersigned will carry you personally in the near future.”

Delano & Rice, Detroit, made a P. I. offer with compensation based on replies for a $1 refrigerator deodorant (two units). “Following the initial period, we would be prepared to discuss a regular contract,” the offer specified.

Magazine Offer

Trailer Coach Assn. of Calif., Los Angeles, offered a P. I. deal in connection with a circulation drive for its magazine, Western Trailer Life, with stations keeping 50% of subscription money.

International Adv. Agency, San Antonio, developed a P. I. offer for United Life Insurance Co., writing family policies costing $1 a month, paying up to $4,000 and including a $300 polio benefit. Stations are offered 15% commission on inquiry minus 15% agency commission.

An early summer offer was that of Pres-A-Lite Sales Corp., New York, marketing a device that dispenses a lighted cigarette from auto dashboards. It sells for $6.95 with stations keeping $3.50.

Universal Adv. Agency, Hollywood, in connection with Car-O-Line, a device used to carry a fish hook and line to any part of a stream or lake without casting. It sells for $7.50 with $2.50 to the station.

“From past experience in mail order sales we have found that best results are obtained by running a minimum of three spots daily,” according to Dale F. Darr, agency president.

Many Plastic Items

Long list of plastic household items sold by Margly Plastics for $1 is handled by Radio Service Features, St. Louis, a division of Robert Lurie Inc. Priced in $1 units, the firm says “a maximum allowance of 40% of returns can be made for the cost of time and agency . . . . Incidentally, you might be interested to know that a number of stations are handling our products on a per inquiry basis, with 40% less agency commission being allowed to the station.”

Fifty cents on the dollar is offered by Leather-New Products, Kansas City, selling a $1 item and sending along a half-pint sample.

Cox Advertising, Columbia, S. C., is agency for Black's Poultry Co., which sells surplus chicks through Southeastern and Southwestern regional stations at $5.95 for 100 chicks out of which the station gets 50c.

This is one of the lowest returns offered on a P. I. offer.

Drug Products

Gregory & House, Cleveland agency, is placing P. I. time for Midwest Chemical Development Corp., marketing Lyn and Suman drug products. The station gets $1 for $2.50, 30c for $1 order.

Alamance Broadcasting Co., Burlington, N. C. (WBBB and WBBB-FM), sends stations a transcription to promote recording of Glen Thompson and His Dixie Playboys.

The letter, signed by Glen Thompson, says: “There has been a demand for his records in the music stores, but being essentially a radio man, Glen would rather offer them through the radio stations, and give them a chance to make some money out of the deal . . . .” Glen will immediately forward you a check for 30c for each inquiry,” and concludes, “As you can see, this is certainly a painless approach to this type of advertising.”
By every measurement,WTIC dominates the prosperous Southern New England Market.
**Station Management**  
*(Continued from page 30)*

Social movement.

"Collective bargaining must be recognized as a way of economic life. You must apply to it the same skillful handling, planning, and respect that you give to radio programming, financing, and sales promotion. Employee-employer relations are day-to-day affairs and are not limited to the act of negotiating contracts even though this may be the dramatic highlight. If you develop harmonious working relations with the union and with your employees, the annual negotiations should be made easier.

Legal Advice Imperative

"In labor relations, as in copyright matters, competent legal advice is not only valuable but indispensable. The cost of good legal advice is not an expense but an investment."

The "Program Department" chapter is chock full of advice on good programming. Mr. Reinsch believes that "the management of a program department operation—in fact of the entire station—should be a well-defined station policy. Make sure every member of the staff knows the station policy. Give new members of the organization a copy of the station policy...[also] know the preferences of your audience..." You will soon find that maintaining the same program on the air at the same time of day, week after week, will build an audience.

"Many stations build an audience with giveaway air shows. It took theaters years to learn that free dishes and bank nights, in the long run, were not a substitute for good pictures. Do not build your program ratings on the shallow sands of giveaways. Do not get into a Santa Claus competition with other stations."

He further advises: "Originate your own program ideas in using local color and local personalities. Anticipate your community needs. Anyone can build programs with brains and money. Build your programs with brains. Pay all talent something, however, including government personnel...whose broadcasts—such as market reports and weather reports—fall in the line of duty."

He also suggests that executives limit themselves only to their own station's broadcasts, but all areas of competition, local and network. "One of the weaknesses of radio executives is that they do too much executing and not enough listing. He admonishes."

Of "Agricultural Programs" Mr. Reinsch has this to say in particular: "To render a proper service, your farm schedule needs to be authored by a trained individual..."

**FARM RECORDING**

Radio Station Management also suggests that most of the best farm programs—the testimonial type—are secured on the farm, with the aid of a wire or tape recorder. He points out the wealth of farm material available from the Dept. of Agriculture and its bureaus, and, of course, the Weather Bureau.

Mr. Reinsch regrets the fact in the field of education "Radio, as a medium with a tremendous social impact, is an instrument feared, maligned, and not used to its fullest advantage. Schools should be made more radio-conscious and less "book centered," he says."

In addition, he states, radio stations should become more conscious of educational programming and should be in touch with the educators as much as possible, especially in the training of radio executives of tomorrow.

The book states that comments on both sides of the question of whether or not religious time should be sold, and warns that sold or not, the religious program should be carefully prepared.

"Although it is necessary for you to know the FCC regulations, in no area is it more important than in political broadcasts," is his opening for that highly controversial issue of "Political Programs." After defining the difficulties entailed in handling politics on the air, he advises a closer liaison with politicians—local and national—and also with the FCC to "learn at first hand some of its problems."

**Radio Station Management** carries through the idea in "Sports Programs" as in all others, that you know your audiences prefer and cater to their demands.

There follows a discussion of children's programs, women's programs, musical programs, dramatic programs and transcriptions, and other facets of programming, including public service broadcasts.

**News Departments**

Chapter VII on the "News Department" goes into the various legal aspects of news broadcasting, especially defamation, censorship, etc., and also personnel and the news services available.

"There is no substitute for experience in the news room," Mr. Reinsch holds. "If necessary, teach the newcomer employee radio, but do not take on the burden of teaching news to an experienced radio man."

He is also a firm believer in the fact that "every member of your staff who may appear before the microphone have a good news background," or at least be cognizant of current events.

Mr. Reinsch quotes at some length from the recommendations of the Radio News Committee of the NAB, approved by the board in January.
Ready to serve you!
...these two famous microphones

639 TYPE CARDIOIDS
639A with three pick-up patterns and 639B with six are ready to be shipped to you without delay. A complete line of accessories is also in stock. To order, just call or write your nearest Graybar office.

633A SALT SHAKER
Long a favorite for quality and ruggedness, its small size makes it ideal for remote pick-ups. Non-directional, the 633A is quickly made semi-directional by slipping on the 8B baffle. Order from Graybar.

Don’t throw out damaged mikes!
...at least not if they’re 639 types or 633A’s. Graybar’s revolving stock plan provides for prompt replacement of damaged mikes by factory-rebuilt Cardioids and Salt Shakers. Consult your nearest Graybar office.

Western Electric
QUALITY COUNTS
Station Management

(Continued from page 70)

of keeping these functions running smoothly and accurately, and well coordinated with the rest of the station operation. General expenditures are also explored.

"Some of the suggestions on "How to Train Your Staff" include: Organize employee-management committee; provide trade journals and books; recognize the importance of an organization chart, and see that a brief biography of everyone in the station is available and that a history of the station is also provided.

"In "How to Promote Your Circulation," Chapter XIII, the book defines the methods of going after listeners, citing network and local station promotion examples—good and bad. "Do not plan on a few short-lived spectacular stunts to increase listening. Depend instead on a consistent program of many little projects, and you will build a substantial circulation."

The duties of fulfilling community responsibility entail among other things, Mr. Reinach says in Chapter XIII, developing outside projects, providing club speakers, knowing the members of your government, being active in industry affairs. "Do not wait for someone else to promote community welfare. Take the lead and follow through ..."

Chapter XIV tells "How to Prepare Renewal and Annual Reports."

And the concluding chapter, "How About the Future?" is a brief, but significant one. The new generation will face the challenge of the future inspired by the achievements of today's broadcasters. With flexible minds and the courage to try the new and to venture into the unknown, the broadcasters of tomorrow will bring to our people the greater advancements in all fields—education, music, current events, entertainment—giving an insight into what is necessary to achieve world peace.

"Our future in broadcasting is a world with horizons unlimited."

### Nielsen Radio Index Top Programs

#### REPORT WEEK, AUG. 1-7, 1948

**RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-Wk, 15-60 Min., Type E-5: Evening, 2 to 5-Wk, 15-30 Min., Type D-1: Day, Sat. or Sun., 5-60 Min., Type D-5: Day, 2 to 5-Wk, 15-30 Min.**

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#### KEYS TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

Copyright 1948, A. C. Nielsen Co.

### Record Baseball Crowds Are Attributed to Video

TELEVISION is responsible for the all-time attendance record during 77 home-game season of the Milwaukee Brewers, Lou Perini, Brewers owner and president of the Boston Braves, said Friday, as he noted an increased gate of 63,189 persons over last year.

WTMJ-TV, Milwaukee Journal station, televised all 77 games. Mr. Perini and Jake Flowers, Brewers president, agreed on a recent telecast that video will "create many new fans, especially women," and that it gives "just enough interest to excited fans so they come to the park and see the real thing."

### Diamond G.E. Reluctance Pickups Selected—Polished Diamond Stylus Points on the General Electric Reluctance Pickup Heads

- **2.2 MIL RADIUS**
- **EXTREMELY RUGGED**
- **LONG LIFETIME SERVICE**
- **MINIMUM RECORD WEAR**
- **MAY BE BACKTRACKED WITH NO INJURY TO RECORD OR PICKUP**
- **HIGH FIDELITY GUARANTEED**

**PRICE OF DIAMOND G.E. PICKUPS $25 WITH EXCHANGE $27.50 NO EXCHANGE**

**BROADCAST SERVICE CO.**

334 ARCADE BLDG.

St. Louis 1, Mo.

Chesterfield 5937

### Accurate STOP WATCHES and CHRONOGRAPHS

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

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

1/5 Second Timer 30-minute register

Start, stop, start again from crown; push button returns to zero. 7-jewel non-magnetic movement.

Nickel chrome case.

No. 654 ............... $18.50

Clebar "DATERA"
The all-purpose chronograph for indoor and outdoor broadcasts. A fine time-out stop watch that clearly indicates ... 1/5 seconds, seconds, minutes, hours, month, day and date. Stainless steel, 17 jewels, non-magnetic.

$11.00 (Fed. Tax Inc.)

CLEBAR Timers ARE ELECTRONICALLY SET, RIGIDLY TESTED AND GUARANTEED FOR A FULL YEAR.

For other Clebar Timers, write for illustrated Catalog B

CLEBAR WATCH CO., Inc.

551 FIFTH AVENUE, NEW YORK 17, N. Y.
BUILD "SHOWS OF TOMORROW" FOR ANY SPONSOR WITH CAPITOL TRANSCRIPTIONS

FLEXIBLE LIBRARY SERVICE ADDS 30 NEW HOURS EVERY WEEK

"Shows of Tomorrow" are yours today with Capitol Transcriptions. You can build star shows for any sponsor with this service. Modern, up-to-date, you start with a basic library of over 3,000 selections — then each week in comes an additional 30 hours of sparkling entertainment.


Shows built around such stars as Peggy Lee, King Cole Trio, Johnny Mercer, Stan Kenton, Tex Ritter, Gene Krupa, Frank DeVol, Duke Ellington, King Sisters, Merle Travis, and others. And you get these pluses: Artists' voice tracks for that "personal appearance." Smart musical backgrounds for commercials. Indexes and filing cabinets for quick handling. Bi-weekly newsletter loaded with ideas and suggestions. Sales aids for time salesmen and publicity.

You build your own shows, or follow our formats. But it's your locally produced show.

MAIL COUPON FOR THE COMPLETE STORY.

Capitol Transcriptions
Sunset and Vine, Dept. D913
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name: __________________________
Station: __________________________
Position: _________________________
Street: __________________________
City: ____________________________ State: __________________________
TV Faces Crisis
(Continued from page 21)
and proposed television allocations, which were provided generally supported by studies made by the Commission's Bureau of Engineering, the Commission is considering the question of revising its television allocation procedures to incorporate the effects of tropospheric propagation.

Commission authorities concede freely that if a safety factor is added to the standards as proposed against tropospheric effects, a city-by-city review of allocations will have to be undertaken, with changes made to insure that appropriate distances separate co-channel and adjacent-channel availabilities, respectively. It is equally obvious, they agree, that separations cannot be increased without reducing the total number of stations.

Aside from limiting the station potential in many cities which now have channels open, this would pose the problem of what to do with the standing grants that might be "lost" in cases where channels already assigned would have to be eliminated.

Riverside Comparison
The only comparable current situation involves KFRO Riverside, Calif., which won a grant for Channel 1 before that channel was reallocated to non-broadcast services. KFRO currently is applying for Channel 15, which is assigned to KGTV Los Angeles.

Comr. George E. Sterling, former chief engineer of the Commission, spent much of his vacation last month observing tropospheric effects in Boston television operations from his vacation site at Peaks Island, Me., a distance of about 85 miles. He found reception of the Boston stations possible, but subject to the vagaries of tropospheric propagation and consequently ranging from good to fair to non-existent.

The conference starting today, with Chairman Wayne Coy presiding and all or some of the other Commissioners taking part, will open with a brief review of the tropospheric problem by Edward W. Allen, Jr., chief of the Engineering Bureau's Technical Information Division.

But the conference will deal more with overall policy matters than with technical details of applications.

Specifically, these are the questions: (1) Whether the standards and rules should be revised before FCC hands down its decision on the reallocation of channels and on the U.S.-Canadian border agreement; (2) what policy should be followed with respect to pending applications if the standards are to be revised; (3) what procedures should be followed in order to revise the standards on the basis of the best data available.

Those who have indicated they will participate in the conference include the following:

George P. Adair, consulting engineer and former FCC chief engineer, appearing for himself; RCA and NBC; Paul B. Bixler, president, Paramount Television Productions; E. K. Jett, former FCC member, now vice president in charge of radio for the Baltimore Sunpapers; ABC, represented by Joseph A. Mcdonald, vice president, secretary and general attorney; Allen B. DuMont Labs, by Research Director Thomas T. Goldsmith; Cowles Broadcast- ing Co., by T. A. M. Craven, former FCC member, now Cowles vice president in charge of engineering; CBS, by William B. Lodge, director of general engineering; Warner Brothers; WHAS Louisville, by Orrin W. Towner, technical director; WBN Buffalo; WAGE Syracuse, WAIRM Anderson, S. C., and WRAK Williamsport, Pa., which will be represented by one or more engineering consultants; and the following group of 25 stations:

KOR Albuquerque; KERO Bakersfield, Calif.; California Island Broadcast- ing Co., for grantee for Fresno, Calif.; WFTO Toledo, Ohio; WENY Elmira, N. Y.; WLAL Morgantown; WEIN In- dianapolis; WAYS Charlotte, N. C.; WIND Chicago; KFGE St. Joseph, Mo.; KLZ Denver; WTAT Quincy, Ill.; WMCW Meadville, Pa.; Mississippi Valley Broadcasting Co., New Orleans; KSD Des Moines; KXOA Sacramento; WVTX Trenton; KUTA Salt Lake City; WLAV Grand Rapids; WARC Rochester; N. Y.; WCAU Philadelphia; WEEK Peoria, Ill.; WJW Cleveland; WKY Oklahoma City; WNC Boston.

Legal counsel slated to participate include: George Willard, counsel for Pierson & Ball for the 25-station group; Hogan & Hartson for Paramount and the Baltimore Sunpapers; Bailey, Mc- Kenna & Wilkinson for ABC; Segal, Smith & Hennessey for Cowles; Miller & Schroder for WHAS; Cohn & Marks for Warner Brothers; and Spearman & Roberson for WRCN, WAGE, WAIRM and WRAG; and William Braun; CBS sec- retary and general attorney, and James H. Neel, the network's Washington at- torney, will represent Columbia.

Appearances on file for the Sept. 20 high-band hearing (showing also the subject to be discussed and the time required, were given):

FCC—William C. Biese, 30 minutes; Bureau of Standards—K. A. Norton; propagation; 30 minutes; Joint Technical Advisory Committee—Donald Finch; 2 hours. George Lippitt—Comparative coverage; 260 mc and 300 mc; 30 minutes. Television California—George F. Adair; propagation and use of high band; 1 hour. TRA—J. H. Poppele, president, and others; all issues specified by FCC for consideration during the hearing. Allen B. DuMont Labs—E. T. Gold- smith, Research director; all issues. Philco Television Broadcasting Corp.—David B. Smith, Philco Corp. vice president in charge of engineering; all issues; 15 minutes.

RCA-NBC—C. B. Jolliffe, executive vice president in charge of RCA Labs, and others; all issues; 6 hours.

Westinghouse Electric Corp. and West- ingerhouse Radio Station—Walter Krans, president of WRS, and others including D. R. Shoults, C. C. Nobles, Andrew Binc, Ralph Harmon, H. W. Schafer, Gilbert Larson, and John W. Steen; Stratosputation and propagation, equip- ment, and utilization of high band; 6 hours.

CBS—(witnesses not yet specified). Cowles Broadcastings Co.—T. A. M. Craven; utilization of high band; 2 hour.

Ette!-McCullough Inc. — Harold E. Sore, research director; power tubes for high band; 15 minutes.

G. A. Richards Stations—R. Morris Pierce, vice president of WGR Cleve- land; effects of high-band propagation, equipment, and utilization; 1 hour.

Mutual Radio Corp.—J. E. Brown, as- sistant vice president; low-band interfer- ence, high-band equipment and utilization; 20 minutes.

Paramount Television Productions—Paul Bixler, president, and Richard Hodgson; all issues; 1 hour.

Sarkes Tarzian (WTEE Bloomington, Ind.)—TV tuner problem.

YOUR LAST CHANCE
TO GET RADIO'S NO. 1 FOOTBALL SHOW

WIN THE FIRST EVER NOTRE DAME FOOTBALL TUNNEL WITH COACH FRANK LEAHY

Head Coach and Athletic Director at the University of Notre Dame

More and more Broadcasters are turning to TRYLON because they like the idea of a 'complete antenna package'... engineered, fabricated and installed by one reliable supplier.

The complete TRYLON LADDER TOWER 'package' appeals to engineers and station owners alike. One contract with one supplier at an agreed price is good business. Centralized responsibility for engineering, design, fabrication, and installation is your best guarantee of satisfactory operation.

Why not get the complete story on the 'complete package'? Write to: Tower and Antenna Division, Wind Turbine Company, West Chester, Pa.
CFRB, CJBC Both Increase to 50 kW

TORONTO GETS TWO HIGH-POWERED STATIONS IN SINGLE DAY

SEPTEMBER 1 was red-letter day in Canadian broadcasting, when two new 50-kW stations went on the air at Toronto, CFRB and CJBC. The two stations switched frequencies at the same time, CFRB going to 860 kc, CJBC to 1010 kc. The move also involved a power increase from 6 kW for CJBC and from 4 kW for CFRB.

CJBC, operated by the publicly-owned Canadian Broadcasting Corp., now is on a clear channel, and uses same antenna, vertical radiator, as CBL Toronto, 50 kw on 740 kc. This is said to be the first time two 50-kw stations have used the same radiator. The development took CBC, Western Electric and Northern Electric engineers a year to perfect.

CFRB is now the most powerful independently-owned station in the British Empire. Because it uses a shared channel it had to erect four 250-ft. towers to gain pattern which would be approved. Canadian Bridge Co. towers are used and two new transmitters were installed at the same time at the new transmitter location at Clarkson, west of Toronto. Building was started last spring, and equipment was installed by RCA in a matter of seven weeks instead of the usual six to eight months.

Station went on the air on schedule despite fact that complicated directional antenna tuning was necessary. New 50-kw and new standby 10-kw transmitters were installed late in August, ready for Sept. 1 deadline.

KTLA AND DAILY NEWS' SIGN TV AGREEMENT

FIVE-YEAR tieup between KTLA Los Angeles, TV station, and the Los Angeles Daily News has been arranged in contracts signed by Klass Landesberg, West Coast director of Paramount Television Productions, and Robert L. Smith, associate publisher and general manager of the Daily News.

The contact calls for joint development and presentation of outstanding news stories, educational features and public service programs. In return for supplying telephotos and pictures by the Daily News for KTLA's news roundups, the station will furnish the newspaper with on-the-spot coverage of major events and allow freedom to take photos off the TV screen. The newspaper's feature columnists and feature writers will be made available to the station.

The deal marks the fourth TV-newspaper tieup in Los Angeles, all four newspapers now having video agreements—CBS and Times; ABC and Herald-Express; Don Lee and Examiner.

WISC MADISON BOWS AS ABC AM OUTLET

NEWEST Madison AM outlet, WISC, officially began operations last Wednesday carrying programs of the American Broadcasting Co., and the Arrowhead Network. The station, which is operated by Radio Wisconsin Inc., is affiliated with The Evening Telegram, Superior and eight other associated newspapers, as well as outlets for the Arrowhead Network. Personnel of WISC, which broadcasts from 6 a.m. to 12 midnight, includes Morgan Murphy, Superior, president; Harry Sauthoff, Madison, vice president; W. C. Bridges, Superior, general network manager, and Ralph O'Connor, Madison, station manager.

WISC-FM will begin operations in the near future, Mr. O'Connor said. Radio Wisconsin Inc. has a television application also for WISC pending before FCC.

Other stations associated in ownership include following members of the Arrowhead Network: WERC WEBC - FM Duluth - Superior, WMPG Hibbing, Minn., WHLB Virginia, Minn., WEAU Eau Claire, Wis., KVOY Lafayette, La., WMJC Rice Lake, Wis.

Associated newspapers in the group extend to Wisconsin, Minnesota, Louisiana and California.

Television to Highlight Electrical Living Show

CHICAGOANS will get their first opportunity to see the city's three video stations—WENR-TV, WBKB, WGN-TV—produce live telecasts during the National Television and Electrical Living Show which opens Saturday in the Chicago Coliseum. A full schedule of video shows will originate from the stage, believed to be the largest for TV in the nation and constructed to specifications of Chicago's Electric Space, sponsor of the event.

Preliminary events will begin Friday and are to include several shows by WENR-TV, ABC's second television station, which makes its debut that night.

U. S. Masses Data On Radio Treason

THE UNITED STATES government last week was preparing evidence for the trials of two American women charged with traitorous broadcasting activities against this country during World War II.

MRS. IVA Toguri D'Aquino, 32, accused of being the "Tokyo Rose" who disrupted the morale of American soldiers, left Tokyo under military guard Sept. 3 aboard the Army Transport Gen. Hodges for San Francisco, where she will face treason charges by the U. S. govern-

DAVE DUNTON (I), chairman of board of governors of Canadian Broadcasting Corp., and Harry Sedgwick, president of CFRB, went on the air Sept. 1, same time as CBC's new 50-kw CJBC Toronto moved to CFRB's former frequency.

EYE APPEAL as well as LISTENER INTEREST

RADIO PICTURE ALBUMS FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal—cement listener support.

No cost to you — no cost to your listeners. The American plan guarantees free, prepaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.
and sponsoring brands from time to time. Lever believes that whenever there are gains to be made for old established programs by changing their time or network, the sponsor should have the courage to make the shift.

"Occasional changes among the sponsoring brands create fresh audiences for these products. We believe that even larger audiences and increased sales will be the result of these shifts in Lever programs."

"Amos 'n' Andy will be heard on behalf of Lever Bros. Rinso from 7:30 to 8 p.m. Sundays when it moves to CBS Oct. 3. Under terms of the contract, the network acquires "all Amos 'n' Andy rights ranging from all rights to the use of the name, characters, scripts, and plots, phrases, catchwords and slogans, through all subsidiary properties and on into total rights to stage, movie, television and radio uses hereafter."

William S. Paley, chairman of the CBS board, said of the transaction: "We are happy and proud to welcome Amos 'n' Andy back to the Columbia network. Years ago the American radio audience—and it can be truly said that that includes practically all Americans—took them to its heart. And ever since they have been delighting us all with their inimitable humor and fantasy. Their huge following has never wavered; each new generation has embraced them as its own discovery. Styles and tastes have changed, but Amos 'n' Andy have proved anything, it is the enduring value of their art."

Freeman Gosden (Amos) and Charles Correll (Andy) began their epochal radio career in Chicago in 1928. They were heard nationally six nights a week starting in August 1929. Their present one-week format was introduced in 1943.

Persistent reports that the CBS arrangement with Lever Bros. and Messrs. Gosden and Correll is the forerunner of other similar deals involving big-name radio performers have not yet been confirmed officially in any quarter.

Don Petty Named

DAN PETTY, NAB general counsel, last week was elected to the House of Delegates of the American Bar Assn., meeting in Seattle. The group is one of the ABA governing bodies and controls the administration and policies of ABA.

Returns to NBC

EFFECTIVE Oct. 3, The Adven-
tures of Ozzie and Harriet re-
turns to the air in a new day and time spot, Sundays, 6:30-7 p.m. on NBC. Show has been broadcast since Oct. 5, 1944 and is sponsored by the International Silver Co. through its agency, Young & Rubicam, New York.

FANS OF CLOSE PUSH HIS TRANSCRIBED SERIES

UPTON CLOSE, former network commentator who went to Mexico to broadcast to the U. S. from powerful stations in that country (BROADCASTING, Jan. 12), is building his own "transcription network" and has 22 independents as customers, according to W. D. Henry, of Broadcasts Inc., Washington.

In a letter to stations, Mr. Henry reviews Mr. Close's past predictions. He says the "national sponsorship is a minor miracle: It is composed of intensely loyal fans of Upton Close who have taken it upon themselves, by voluntary means, to return his much-needed voice to the air, with Broadcasts Inc. being the nominal sponsor."

The transcribed weekly series is available either as a sustainer or as a locally-sponsored project. Mr. Close returned to U. S. stations in July via KFOX Long Beach after two years' absence. He formerly had been heard on MBS.

While broadcasting from Mexico Mr. Close charged it was impossible to be as honest on U. S. networks as in newspapers. He claimed networks have been cutting down editorial comment. Mr. Close also went on to say that he feared eventually the U. S. will hear only government news as the result of this growing influence.

RELAXED PATIENTS

Radio Helps Make Dentist

A Bit Easier to Face

RADIO helps maintain Dr. Martin D. Unterman's reputation as a painless dentist in Evanston, Ill., he told BROADCASTING last week.

Staunch believer in psychological as well as physical treatment, Dr. Unterman offers his patients FM music and AM children's programs. "Radio makes them relaxed," he said, "both while I'm working on them and when they're waiting, and it puts me and my nurses in a better frame of mind."

He added that radio "lends a silent conversational quality which is appealing, and patients don't even mind delays."

After five months of using FM speakers, installed behind headrests on chairs in two operating rooms, the dentist is planning to experiment with sets built directly into the rests, and also with TV.
FM Is Entitled to All The Facts, Bailey Avers

THE FM industry "is entitled to all the facts concerning receiving set production," Bill Bailey, FM Assn. executive director, wrote Bond Geddes, Radio Mfrs. Assn. executive vice president, last week. Mr. Bailey replied to a charge by Mr. Geddes that he had made incorrect statements in claiming RCA could not list TV-FM production without getting RCA's approval [BROADCASTING, Sept. 6].

Mr. Bailey cited statements in a July 8 letter from F. W. Mansfield, chairman of the RMA Industry Statistics Committee, to Milton B. Sleeper. The letter explained that RMA was unable to supply data on TV sets with FM bands because "this work is also coordinated with the work of RCA License Administrator with whom any potential changes are discussed," according to Mr. Bailey.

He recalled that some RMA members had once said it was "impossible" to get network music for FM stations, but the "impossible materialized.

WAR VETS and educational institutions in Cook County are receiving WMAQ Chicago's small two-color poster plugging NBC's "Salute to Veterans" (Sat. 1-30 p.m. EDT), and a jetliner bulletin describing station's recent spot telephone coverage of an airliner's crash-landing has been mailed to clients and agencies in area. Monthly public service program schedule bulletin will be resumed this month, with 2,300 copies going to schools, libraries and civic groups through next May.

SANKA SPONSORS
ON OCT. 8, The Jack Carson Show, sponsored by General Foods Corp. (Sanka Coffee), begins on CBS, Fridays, 8-8:30 p.m. Olga San Juan, the Latin singer from Brooklyn, will be Jack Carson's featured player and vocalist on the show. Young & Rubicam, New York, is the agency.

SAN DIEGO TV

THE FIELD of San Diego television applicants, which numbered eight a month ago, had narrowed to four when hearings for the area's three available channels got under way before FCC Examiner Hugh R. Hutchison in San Diego last Tuesday.

In addition to Don Lee Broadcasting System and KUSN San Diego, which had withdrawn their applications, KLIK San Diego and Leland Hober, Los Angeles used-car dealer, failed to appear for the hearings. Remaining applicants are Charles E. Salik, KFSD San Diego, Video Broadcasting Co., and Television Broadcasting Co.

Mr. Salik, 24-year-old former Armed Forces Radio Services officer and son of a San Antonio clothing manufacturer, has bought KSDJ San Diego, subject to FCC approval. Testimony indicated that his video application carried the tacit support of CBS, with which KSDJ is affiliated.

Construction Costs

Thomas E. Sharp, owner of KFSD, estimated his proposed television construction and installation costs would total $245,000 and that the first year's operations would cost $156,000. He expected to need a staff of 17. His proposed rate card put the one-hour charge for film transmission at $112.50 to $150, with live charges pegged from $140.60 to $187.50. One-minute spots would range from $18.75 to $31.25. Mr. Sharp estimated construction costs at $57,538 and first-year operating costs at $53,260 (with partners working without salary).

Despite the distance of about 100 air miles from existing TV transmitters in Los Angeles, an estimated 300 television sets are in use in San Diego and receiving service described as fair to good. Both the CBS and NBC affiliates said they would pick up direct and rebroadcast programs from their respective network outlets in Los Angeles. A telephone company spokesman testified no definite plans have been made for coaxial cable or microwave relay systems linking the two cities.

Hearing of the presentation of Video Broadcasting Co., a Los Angeles partnership which has a grant for Portland, Ore., has not been completed.

San Diego's only outstanding television grant is held by KFMB, ABC affiliate, which is slated to be relaying Hollywood programs by the first of the year.

Four Applicants Are Left

A few months ago, we took a look at one of our Hoopers and blew our top. Because in the 9:00-10:00 a.m. hour opposite you-know-which famous network show, 50,000-watt WBT was first. But "only" by 57%.*

That wouldn't do. So we built a new, hour-long audience participation show ("What's Cookin'?") with Kurt Webster. Two months later, we got another Hooper.

Wham! WBT now leads the nearest competition by 172%—leads ALL other stations combined by 26%.* In just 60 days, "What's Cookin'?" increased the margin of WBT's lead over the next station by 114%! (No wonder we've just added another half-hour to the show.)

If you're not topping your sales competition in the Carolinas, don't blow your top—ask Radio Sales about "What's Cookin'?" on WBT—first by far in Charlotte.


JEFFERSON STANDARD WBT BROADCASTING COMPANY CHARLOTTE, N. C. • 50,000 WATTS • Represented by RADIO SALES
ARRL NAMES BUDLONG SECRETARY - MANAGER

A. L. BUDLONG, senior assistant secretary of the American Radio Relay League, was appointed acting secretary and manager of the organization's West Hartford, Conn., headquarters at a meeting of the ARRL executive committee held in Milwaukee last Monday. He succeeds Kenneth B. Warner who died Sept. 2 [Broadcasting, Sept. 6].

Action of the committee, headed by ARRL President George W. Bailey, New York, is subject to review by the league's board of directors at its annual meeting in West Hartford next May. The committee is composed of officers of the league, including Mr. Bailey, Vice President J. Lincoln McCargar, Oakland, Calif.; F. E. Healy, communications manager; and David D. Houghton, treasurer, both of West Hartford.

Except for a four-year period (1942-1946) during the war when he served as a lieutenant commander in the U. S. Coast Guard, Mr. Budlong has been associated with ARRL since 1924. While in the service he participated actively in the allocation planning for national and international communications.

Mr. Budlong also was a member of a special committee formulating world-wide communications and high-frequency direction finder setups for air-sea rescue operations. He was largely responsible for the wartime development of the modified Gibson girp transmitter adapted for lifeboat rescue communications.

As acting secretary of ARRL Mr. Budlong also becomes acting secretary of the International Amateur Radio Union.

FRANCIS DAVIS, weatherman for WYFL Philadelphia, recently addressed 100th national meeting of the American Meteorological Society on "The Role of the Meteorologist in Radio and Television" at Philadelphia's Franklin Institute.

LEWIS STUDIES VIDEO FOR COLORADO GROUP
TO EXPLORE the educational possibilities of television and study the techniques now being employed by video broadcasters for the guidance of prospective TV station operators, the Rocky Mountain group of the Association of Radio Architects, which is composed of Jack Weir, associate director of the Rocky Mountain Radio Council, last week was in New York watching television program broadcasts and rehearsals and confering with video program executives.

New York was the first stop in a TV tour which will take Mr. Lewis this week to Schenectady and Philadelphia, and subsequently to Washington, Chicago, and St. Louis. Conceived by Colorado broadcasters in anticipation of the day when they will want from the council the same sort of educational assistance in video programming they now receive in sound broadcasting programming, the tour is being financed by the Rock-efeller Foundation.

Grant of some $650 to the council for Mr. Lewis' traveling expenses is, incidentally, the foundation's first grant of any kind to television research, although it has made numerous grants for various types of research in sound broadcasting, including some to the council in its early days.

FCBA Essay Contest
AN ESSAY CONTEST on communications law was announced last week by the Publications Committee of the Federal Communications Bar Assn., composed of Chairman Arthur Scharf and Neville Miller and Russell Rowell, Washington attorneys. A $200 first prize and $100 second prize were offered for the best essay, not more than 3,000 words in length exclusive of footnotes, on either "Property Rights in Television Broadcasts" or "The Right to a Hearing with Particular Reference to the FCC." Law students and bar members are eligible. March 15 is deadline for submitting manuscripts, which should be sent to the committee at 1728 Massachusetts Ave. N. W., Washington 6, D. C.

COMMERCIAL TELEVISION
NOW SIX DAYS A WEEK IN SALT LAKE CITY

Meeting the rapidly growing interest in television, KDLW-WXIS has expanded its service to six days a week—sunday through Friday.

Choice Availables

National Representative: John Blair & Co.

Page 78 • September 13; 1948
"ONE-STOP DIALING"

all morning - all afternoon on

the New

**WOL**

TO RADIO LISTENERS THIS MEANS . . . No more dial twisting every 15 minutes from speeches to the synthetic snores of daytime serials to music and so on throughout the day. Look at the new WOL schedule to the right. Now, with your dial set at 1260, you will enjoy radio programs with the same entertainment appeal from breakfast to 11 a.m., . . . a block of like programs from 11 to 12:30 . . . then a complete afternoon of music, fun and news from 12:30 to 5:30 . . . and a pair of shows for the youngsters from 5:30 to supper at 6.

Your favorite Washington radio personalities are all here . . . "good company" during the sometimes long and lonely daytime hours. And you will enjoy the guest appearances of visiting personalities, WOL Newsman, and Meredith Young, the WOL Lady Banker with money to give away on most daytime shows. So relax - enjoy "One-Stop Dialing" - listen to WOL personalities, one after the other, all day long.

TO ADVERTISERS AND ADVERTISING AGENCIES THIS MEANS . . . No more wasting of time and money in building an audience for individual commercial radio programs. A loyal "ready-made" audience will eagerly await your advertising messages on WOL. "One-Stop Dialing" is the proved result of several years experimenting by another radio station under Cowles-WOL management . . . now rated second during mornings and fourth during afternoons among all American radio stations by C. E. Moeper Inc., the nationally recognized authority on radio listenership. Advertising time on WOL is a valuable investment in your business. Dial 1500 for complete details of "ONE-STOP DIALING" results.

Washington's Key Station to the Mutual Network . . .

THE STATION WITH THE WASHINGTON PERSONALITIES

Represented Nationally by The Katz Agency
Approximately how much of your planned total expenditures this fall will be spent on TV?

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<thead>
<tr>
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<th>1948 Survey</th>
<th>1947 Survey</th>
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<tr>
<td>None</td>
<td>48%</td>
<td>65%</td>
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<tr>
<td>Less than 5%</td>
<td>28%</td>
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<tr>
<td>5 to 10%</td>
<td></td>
<td>9</td>
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<tr>
<td>Over 10%</td>
<td>6</td>
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<tr>
<td>Indefinite or no</td>
<td>9</td>
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According to your present plans, how will your TV expenditures be divided among studio programs, remotes (special events and sports) and film, and between local and network?

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<th>Studio</th>
<th>Composite Distribution</th>
<th>Percent</th>
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<th>Composite Distribution</th>
<th>Percent</th>
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<td>None</td>
<td>65%</td>
<td>100%</td>
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<tr>
<td>Same</td>
<td>27%</td>
<td>8%</td>
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<tr>
<td>All</td>
<td>26%</td>
<td>100%</td>
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<th>Percent</th>
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<td>None</td>
<td>41%</td>
<td>100%</td>
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<tr>
<td>Same</td>
<td>26%</td>
<td>33%</td>
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<tr>
<td>All</td>
<td>26%</td>
<td>100%</td>
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<tr>
<th>Local</th>
<th>Composite Distribution</th>
<th>Percent</th>
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<td>None</td>
<td>2%</td>
<td>100%</td>
</tr>
<tr>
<td>Same</td>
<td>15%</td>
<td>83%</td>
</tr>
<tr>
<td>All</td>
<td>15%</td>
<td>100%</td>
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<tr>
<th>Network</th>
<th>Composite Distribution</th>
<th>Percent</th>
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<td>83%</td>
<td>100%</td>
</tr>
<tr>
<td>Same</td>
<td>15%</td>
<td>2%</td>
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<tr>
<td>All</td>
<td>15%</td>
<td>100%</td>
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droadcasters from all over the country have frequently tried to attend, even though they were not on assignment for the company. Except for a handful of outsiders, mostly war veterans, it has been necessary to restrict attendance.

After the meetings, the experts will be ready to tackle the 145 college, 90 high school and 22 professional games already awaiting them. Actually, the first kickoffs will be Sept. 24 at the Syracuse vs. Niagara game over WSYR Syracuse and the Boston vs. Yale Forest opener over WHDH Boston, WHOB Gardner, WNEB Worcester, WNHC New Haven and WNOC Norwich.

The college schedule will end Nov. 27 with the broadcasting of the Boston College-Holy Cross and Virginia-North Carolina contests. The company’s final coverage of the season will be that of the Philadelphia-Detroit and Los Angeles-Pittsburgh games in the professional league.

Many Big Games Included

On the schedule are the outstanding clashes in the East and a number of the leading games in the South and Middle West. Included are such highlight rivalries as Pennsylvania-Cornell, Duke-Georgia Tech, Pittsburgh-Notre Dame, Harvard-Yale, Ohio State-Michigan, Penn State-Michigan State, Syracuse-Colgate and Princeton-Virginia.

Leading college teams whose complete home schedules will be broadcast by Atlantic are: Pennsylvania, Navy, Duke, Yale, Princeton, Harvard, Holy Cross, Boston College, Colgate, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Boston U., Brown, Dartmouth, Franklin and Marshall, North Carolina, Delaware, Penn State, Virginia, Niagara and St. Bonaventure.

Among professional games will be all the Philadelphia Eagles and Pittsburgh Steelers contests. Originating stations for the regional networks which will carry them are WIBG Philadelphia and WWSW Pittsburgh.

For the ninth consecutive year, Atlantic also will sponsor television coverage of the Penn games at Franklin Field, Philadelphia, over WPTZ Philadelphia. The TV schedule also has been expanded to include some of the Boston College contests and the Harvard-Holy Cross meeting over WMAC-TV Boston and the home games of Princeton over WCAU-TV Philadelphia.

Fall Prospects

(Continued from page 29)

agency prognostications: 42% of the respondents plan to use the same number of news shows, 10% will use more and 6% will use less than last year.

Crime programs seem to be on the decline, with more than half the agencies not buying any, 12% using the same or less than last year, and none using more.

The stimulus of such high-rating shows as Stop the Music is reflected in the expected increase in giveaway programs: 15% of the agencies are planning more of this type of program than they had last year—only 3% said they would offer less. However, 42% are still avoiding giveaways, and 24% are non-committal.

International Broadcast Course Starts Sept. 29

COUSE on international broadcasting headed by Dr. Arno Huth will be offered by New School for Social Research. The 15-week series, opening Sept. 29 and meeting Wednesdays at 8:30 p.m. at the school, 86 W. 12th St., New York, will include a number of other authorities on international radio.

Among those taking part are Benjamin Cohen, assistant secretary-general in charge of public information, United Nations; Dr. Lyman Bryson, CBS public affairs counsel; Alistair Cooke, BBC; H. E. Raoul Noriega, Mexican minister; and chairman of the UN Advisory Committee of Information Experts.

Thomas Lee in Hospital; Control Transfer Sought

THOMAS S. LEE, president and sole stockholder of the Thomas S. Lee Enterprises, including the Lee network and owned stations, has been entered in a California hospital on his physicians’ authorization, following a complete nervous breakdown. Lee Enterprises spokesman said last week.

Lewis Allen Weiss, vice president and general manager, and Willett H. Brown, vice president and assistant general manager, were appointed guardians by the Los Angeles Superior Court.

Transfer of control of the Lee stations to Messrs. Weiss and Brown, as guardians, will be sought in a pleading to be filed with the FCC shortly, Dempsey and Koplovitz, Lee’s attorneys, advised the Commission last week.

Radio Crime Study

Is Urged by Miller

FACTUAL survey of the effect of radio, comics and motion pictures on crime last week by NAB President Justin Miller at the American Bar Assn. meeting in Seattle. He offered cooperation of NAB in the study.

Participating Don panel of the Criminal Law Section, Judge Miller and Kenneth Yeend, program director of KIRO Seattle, denied that radio crime shows contribute to delinquency.

Arthur J. Freund, chairman of the section, charged that “crime pays” for radio but last conceded the NAB Standards of Practice unquestionably are a step in the right direction.

Lillian Johnson, executive director of the famous Ryther Child Center, Seattle, declared, “I have never in 16 years of working with delinquent and emotionally disturbed children seen a single incident where crime was caused by any one of these three media.”

Mr. Yeend contended “there is no direct correlation between the number of comics or of radio programs and the amount of juvenile delinquency.”

WSPA Wife Hunt

AN AGGRESSIVE search for a mate is being conducted by 70 year old Spanish American War Veteran William J. Varner via WSFA Spartanburg, S. C. Jane Dalton, WSFA woman’s editor, devoted one of her broadcasts to Mr. Varner’s story. Study also was picked up by the papers and station reports that Mr. Varner has received approximately 70 replies.
If Recorders came with Mileage Meters...

Yes, day after day and year after year over 3,000 Presto 6N recorders are hard at work in broadcasting stations, recording studios, educational institutions and government agencies throughout the world.

6N recorders purchased ten years ago are performing as well today as when they were new. This outstanding record of the 6N recorder in action is proof again that Presto design is built for hard, continuous duty and Presto materials are the finest obtainable.

So when you’re looking for a new recorder, remember: By actual test the best recorder for the most people is Old Faithful, the Presto 6N.

RECORDING CORPORATION, Paramus, New Jersey • Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: WALTER P. DOWNNS, Ltd., Dominion Sq. Bldg., Montreal

World’s largest manufacturer of instantaneous sound recording equipment and discs
September 3 Applications — ACCEPTED FOR FILING
License for CP
KVEN Ventura, Calif.—License to cover CP new standard station.
Modification of CP
KYNG Idaho Falls, Idaho—CP new standard station for extension completion date.
WMED Peoria, III.—CP Increase N power, etc., for extension of completion date.
WRCB Columbus, Ohio—Mod. CP Increase N power, etc., for extension of completion date.
WHIS Bluefield, W. Va.—Same.
License Renewal
Applications for renewal of standard broadcast license filed by: KFOX Long Beach, Calif.; KGHB Pueblo, Colo.; KFJO Port Angeles, Ore.; KBAY Baytown, Tex.; KEBX Corpus Christi, Tex.; KGMT Seminole, Okla.; KIOA Sioua Springs, Ark.; WATR Waterbury, Conn.; WCHW Waltham, Mass.; WECB Duluth, Minn.; WBBF Rock Island, Ill.; WIBA Madison, Wis.; WSAI Cincinnati.
Modification of CP
KNX-FM Hollywood, Calif.—Mod. CP new FM station for extension of completion date.
KFMO Los Angeles—Same.
WQQW-FM Washington, D. C.—Same.
WMFM-FM Nashville, Tenn.—Same.
KGNC-FM Amarillo, Tex.—Same.
KFYO-FM Lubbock, Tex.—Same.
WING-FM Seattle, Wash.—Same.
KMF-D FM Medford, Ore.—Same.
WNYX Erie, Pa.—Same.
WAYS-FM Charlotte, N. C.—Same.
License for CP
WRBQ Bowling Green, Ky.—License to cover CP new FM station.
WLTV Lewistown, Pa.—Same.
WFLY Troy, N. Y.—Same.
Modification of CP
WOW-TV Omaha, Neb.—Mod. CP new commercial TV station for extension of completion date.
WBB-TV Charlotte, N. C.—Same.
WLTV Cincinnati—Same.
TENDERED FOR FILING
AM-1540 kc.
WPTR Albany, N. Y.—CP increase power from 2 kw to 5 kw, make changes in DA and install new trans.
Assignment of License
WKLY Blackstone, Va.—Consent to assignment of license to Nottoway Bold Co. Inc.
September 7 Decisions — BY THE COMMISSION
Assignment of License
WHAZ-AM Strasburg, Pa.—Grant consent to assignment of license for WHAB-FM from Pocomo Best Co., partnership of Pocomo Best Co. Inc., corporation for consideration.
September 7 Applications — ACCEPTED FOR FILING
AM—450 kc.
KFUO Clayton, Mo.—CP to change frequency from 1290 kc on September 15 to the 450 kc AM station.
Assignment of License
WATQ-AM Tallmadge, Ohio—Consent to assignment of license from Evangelical Lutheran Synod of Missouri, Ohio and Southern States to The Lutheran Church—Missouri Synod.
AM—580 kc.
People's Best Co. Minneapolis, Minn.—CP new standard station kw 1 kw D. AMENDED to change frequency from 1310 to 1290 kc, change power from 1 kw to 500 w.
Transfer of Control
WRBN Warren, Ohio—Voluntary transfer of control of license corporation from Perry M. Sievers, Frank T. Nied, Lucy S. Stevens and Evelyn A. Nied to The Tribune Co.
Assignment of License
WATQ-AM Tallmadge, Ohio—Consent to assignment of license from Evangelical Lutheran Synod of Missouri, Ohio and Southern States to The Lutheran Church—Missouri Synod.
License Renewal
Applications for renewal of standard broadcast license filed by: KID Idaho Falls, Idaho; KGIL San Francisco, Calif.; KKOB Stockton, Calif., WADC Tallmadge, Ohio; WHLD Niagara Falls, N. Y.; WBBH Newport, R. I.; WIIO Kokomo, Ind.; WJWJ Altoona, Pa.; WMGQ Milwaukee; WMAY Mayfield, Ky.; WAND Corning, N. Y.; WADC Wadesboro, N. C.
WADW New Orleans, La.—580 kc D to WDH, using facility of WGG for period not to exceed nine months.
KSOL Yuma, Ariz.—Mod. CP new station.
Application of License
KSNF Los Angeles—Mod. CP increase power, etc., for extension of completion date.
WEAU Eau Claire, Wis.—Same.
WATL Atlanta, Ga.—Mod. CP change frequency, increase power, etc., for extension of completion date.
WNKP Corning, N. Y.—License renewal.
WTIT-FM Hartford, Conn.—License to cover CP new station.
WCFW Washington, D. C.—Corporate reorganization in which common stockholders will own new corporation.
WDET-FM Detroit, Mich.—Mod. CP new station extension of completion date.
WCON-FM Atlanta, Ga.—Mod. CP new FM station to specify trans. and studio location. Increase ERP from 20 kw to 54 kw, change trans., increase overall height above ground to 484 ft.
Weh's Chicago—Mod. CP change in FM station for extension of completion date.
WWVA Wheeling, W. Va.—Mod. CP new FM station for extension of completion date.
Modification of CP
KFIF Arizona—CP new station.
KPOP Pocono Lake, Pa.—Mod. CP new station.
KOMA Oklahoma City—Mod. CP new station.
WQVI Scranton, Pa.—Mod. CP new station.
WFBR New York—Mod. CP new station.
KFYI-FM Fort Worth, Texas—CP new station.
Changing the name of the FCC:
September 3 Applications — ACCEPTED FOR FILING
License for CP
KFYP-FM Mobile, Ala.—License.
KFYO-FM Buffalo, N. Y.—License.
KFYI-FM Fort Worth, Texas—License.
KFJC-FM Toronto, Ont.—License.
KFYT-FM Hattiesburg, Miss.—License.
KFYO-FM San Antonio, Tex.—License.
KFYO-FM Madison, Wis.—License.
KFYO-FM Austin, Texas—License.
KFYO-FM St. Louis, Mo.—License.
KFYO-FM Los Angeles—License.
KFYO-FM Chicago—License.
KFYO-FM Dallas—License.
KFYO-FM Houston—License.
KFYO-FM Seattle—License.
KFYO-FM San Francisco—License.
KFYO-FM New York—License.
KFYO-FM Philadelphia—License.
KFYO-FM Boston—License.
KFYO-FM Chicago—License.
RFN 980 kc.
KFYI-FM Fort Worth, Texas—License.
KFYO-FM Mobile, Ala.—License.
KFYO-FM Buffalo, N. Y.—License.
KFYO-FM Toronto, Ont.—License.
KFYO-FM Hattiesburg, Miss.—License.
KFYO-FM Madison, Wis.—License.
KFYO-FM Austin, Texas—License.
KFYO-FM St. Louis, Mo.—License.
KFYO-FM San Antonio, Tex.—License.
KFYO-FM Houston—License.
KFYO-FM New York—License.
KFYO-FM Chicago—License.
KFYO-FM Philadelphia—License.
RFN 980 kc.
KFYO-FM Mobile, Ala.—License.
KFYO-FM Buffalo, N. Y.—License.
KFYO-FM Toronto, Ont.—License.
KFYO-FM Hattiesburg, Miss.—License.
KFYO-FM Madison, Wis.—License.
KFYO-FM Austin, Texas—License.
KFYO-FM St. Louis, Mo.—License.
KFYO-FM San Antonio, Tex.—License.
KFYO-FM Houston—License.
KFYO-FM New York—License.
KFYO-FM Chicago—License.
KFYO-FM Philadelphia—License.
RFN 980 kc.
KFYO-FM Mobile, Ala.—License.
KFYO-FM Buffalo, N. Y.—License.
KFYO-FM Toronto, Ont.—License.
KFYO-FM Hattiesburg, Miss.—License.
KFYO-FM Madison, Wis.—License.
KFYO-FM Austin, Texas—License.
KFYO-FM St. Louis, Mo.—License.
KFYO-FM San Antonio, Tex.—License.
KFYO-FM Houston—License.
KFYO-FM New York—License.
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KFYO-FM Philadelphia—License.
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KFYO-FM San Antonio, Tex.—License.
KFYO-FM Houston—License.
KFYO-FM New York—License.
KFYO-FM Chicago—License.
KFYO-FM Philadelphia—License.
RFN 980 kc.
KFYO-FM Mobile, Ala.—License.
KFYO-FM Buffalo, N. Y.—License.
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KFYO-FM Hattiesburg, Miss.—License.
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KFYO-FM San Antonio, Tex.—License.
KFYO-FM Houston—License.
KFYO-FM New York—License.
KFYO-FM Chicago—License.
KFYO-FM Philadelphia—License.
RFN 980 kc.
PRICES AND AUDIODISCS

A Statement On Our Price Policy

As of September 1st, aluminum prices are again increased. This means higher cost for the principal raw material used in the manufacture of AUDIODISCS. In fact, the cost of the aluminum base has always been the main item in the cost of production. Thus, any increase in aluminum prices is of major importance.

But beyond the cost of raw materials and labor there is a basic factor which determines the cost of manufacturing professional recording discs. This factor is the extent to which the particular process of manufacture enables the producer to turn out a large proportion of first quality discs. There are several methods of production used. None of these will give anything like a 100% yield. It is, however, obvious that as the percentage of yield increases there is a resulting drop in the average cost of aluminum, lacquer and labor.

Fortunately, our patented, precision-machine process—now used for over a decade and continuously improved—gives a more consistent yield of high quality discs than any method of production now used. And we have tested every other process in use.

So our position with respect to the present increase in aluminum prices is this:

1. We are not increasing prices of AUDIODISCS as of September 1st.

2. We shall make every effort to absorb this new aluminum price raise and thus continue our prices at the present level. Our calculations indicate that with some improved efficiency, now under way, and continued large volume production, we shall be successful in this hold-the-price effort.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

Audio Devices, Inc., 444 Madison Ave., N.Y.C.

Export Dept: Rocke International, 13 East 40th Street, New York 16, N. Y.

they speak for themselves audiodiscs
FM CP GRANTS

CONSTRUCTION PERMITS for one new Class A and two new Class B FM stations were authorized last week by FCC. All went to existing AM stations. Commission also issued CPs for Class A and three Class B assignments to FM stations holding conditional grants and issued nine CPs to existing FM outlets covering facilities changes.

Columbia-Montgomery Broadcasting Corporation, operator of WCNR Blomberg, Pa., received Class A assignment there of Channel 257 (99.3 mc) with effective radiated power of 250 watts and antenna height above average terrain of 145 ft. Estimated cost is $16,597.

One Class B grant went to Atlantic Broadcasting Co., operator of WJXJ Florence, S. C., for Channel 274 (102.7 mc) with ERP of 8.4 kw and antenna 395 ft.

Other Class B grant went to Radio Wisconsin Inc., owner of WISC Madison, Wis., for Channel 255 (108.5 mc) in that city with ERP of 52 kw and antenna 470 ft. Estimated cost is $94,000.

Meanwhile the Commission ordered that its FM allocation plan for Class B stations be used to allocate Channel 227 (93.3 mc) to Forest City, N. C., and notices were issued of proposed rule making to amend the allocations plan with respect to two other areas. FCC proposes to delete Channel 293 (108.5 mc) from Harrisburg, Pa., and assign it to Bloomington, Pa., and to delete Channel 291 (108.5 mc) from Salisbury, Md., and add it to Georgetown, Del. Objections may be filed to Oct. 16.

‘SPORTS PARADE’

Camels Sponsors on WBAL; Campofreda Conducts

THE IDEAL mike man to conduct a program titled Sports Parade would be an all-American athlete and WBAL Baltimore has such a personality in Nick Campofreda. Mr. Campofreda will handle the 90-minute Sports Parade, which will be sponsored over WBAL by R. J. Reynolds Tobacco Co. (Camel Cigarettes), Monday through Saturday, beginning today (Sept. 13). Campofreda is the third sponsor of the program in 16 years. Past sponsors have been Baltimore breweries.

The background of Mr. Campofreda is a sports parade in itself. He played football, basketball and lacrosse while at Western Maryland College, and scored an 18-second knockout against a Navy opponent in boxing. Professionally, he has played football with the Chicago Bears; runs an agency, Waco Redkins, and has wrestled in the United States, Hawaii and Australia.

Mr. Campofreda has been a sportscaster for WBAL for five years. In addition to the Camel’s Sports Parade, he is sponsored daily at 11:05 p.m. by Hutzler’s Department Store and Sundays at 8:30 p.m. by Chesapeake Cadillac-Oldsmobile Co.

1 Class A, 2 Class B Go to AM Stations

- Commission said.

The following stations, which presented conditional grants, were granted CPs:

- WUSN-FM City of St. Petersburg, Fla. (Class A, Channel 250 (97.9 mc), 23 kw, 477 ft.)
- WFLF-Lake Bosie, Inc., Leesburg, Fla. Class A Channel No. 232 (96.3 mc), 1 kw, 250 ft.
- WKRMR-Granite State Boop, Inc. Manchester, N. H. Class A, Channel 261 (100.1 mc), 1 kw, minus 3 ft.
- WFLW-Herald Pub. Co. of Klamath Falls, Ore. Class B, Channel 233 (94.5 mc), 5 kw, minus 150 ft.
- WTBW-Eagle Printing Co., Butler, Pa. Class A, Channel 269 (103.5 mc), 720 w, 299 ft.

Following were granted CPs in lieu of previous conditions:

- WHBS-FM Huntsville, Ala. To change power from 10 kw to 14 kw; antenna from 1140 ft to 1150 ft.
- KELC Los Angeles. To change power from 36 kw to 22 kw.
- KFPI-FM Weitcha, Kan. To change power from 180 kw to 11 kw; antenna from 409 ft to 415 ft.
- WHO-FM Dayton, Ohio. To change power from 20 kw to 19 kw; antenna from 500 ft to 515 ft.
- WFMN-FM Victor, N. Y. To change power from 46 kw to 1 kw; antenna from 250 ft to 350 ft.
- WMKA New York. To change power from 5 kw to 8.3 kw; antenna from 185 ft to 690 ft.
- WMCA-FM New York. To change power from 10 kw to 11 kw; antenna from 200 ft to 250 ft.
- KWGS Tulsa, Okla. To change power from 1 kw to 1.1 kw.
- WDLK-FM Toledo, Ohio. To change power from 625 w to 625 w; antenna from 310 ft to 300 ft.

Seattle Extends DST

SEATTLE City Council has extended daylight savings time beyond Sept. 1 to Sept. 26. Adhering to the general rule that when daylight saving time is tempered somewhat, however, by the fact some Washington communities returned to standard time Sept. 1, and others so far maintain regular winter time, Situation has raised particular confusion on rural programs. Decision extending savings time may be extended to cover entire state next year.

FCC Actions

(Continued from page 84)

September 8 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CPs for one new Class A and two new Class B FM stations; issued CPs covering cond. grants for three Class A and three Class B FM outlets; issued CPs in lieu of previous and non-authorized assignments; amended revised tentative allocation plan for Class C and Class D stations at Forest City, N. C., Bourbon Hill, N. C., and Salisbury, Md., and Georgetown, Del. (See story this issue)

License Renewal

WKNR-FM Winchester, Va. — Granted license renewal for period ending March 1, 1968.

September 8 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for renewal of standard broadcast license filed by: KPAC Los Angeles, KRRT Des Moines, KVRX Rock Springs, Wyo., WDUK Durham, N. C., WCPM, Lake Worth, WOAD Ogdens-

The Most Powerful Advertising Influence in the Southwest

50,000 WATTS CLEAR CHANNEL

NBC Affiliate * Member TQN

Represented by Edward Petry & Co., Inc.
To the PRESS and RADIO:

Subject: Shipper-Railroad Cooperation

When the customers of an industry organize themselves to help that industry produce more efficiently, that's news. When they keep it up for 25 years, it may cease to be news, but it's still something special and important.

That's what has happened in the railroad business. Twenty-five years ago, the shipper-customers of the railroads began their organized cooperation in the more efficient utilization of freight cars—which, after all, spend about as much time in the hands of shippers, being loaded and unloaded, as they spend in the hands of the railroads. This cooperation is carried on, to the mutual advantage of shippers and carriers, through 13 regional Shippers Advisory Boards, formed between 1923 and 1926, and a National Association of Shippers Advisory Boards, formed in 1937 to deal with questions broader than the territory of a regional board.

This national association and its 13 regional boards proved themselves indispensable in the great emergency of the Second World War. It was with their aid, and that of the nearly 800 local Car Efficiency Committees which they organized, and the individual help of 25,000 shipper-members, that the railroads were enabled to turn in a transportation job of which it has been well said that nowhere in the whole world was the military might of America diminished, or its striking force lessened, by any failure of rail transportation here at home. In the years since the war, the same sort of organized cooperation has been of immense help in the successful movement of the heaviest peace-time traffic ever known.

The relationship between the railroad industry and those shippers who are helping themselves by helping in the more efficient production of transportation is simple. The voting membership of the boards is made up of shippers. These shippers pay their own expenses, both in the preparation of the information which is the basis of the boards' quarterly forecasts of car requirements, and also in attending the meetings at which shippers deal directly with representatives of the railroads on transportation questions. The cost of clerical help, stationery, and the like for the boards' operations is borne by the Car Service Division of the Association of American Railroads.

There are few, if any, industry-customer relationships which have endured so long, or accomplished so much, as this organized cooperation between carriers and their customers.

Sincerely,

William T. Faricy
WHERE singing Western tunes. can do "first... for your market and your station: -first 86 You'll find them ideal for either The Texas Rangers, stars of The MISSISSIPPI years' broadcasting ership % real job for you! P. Write KANSAS CITY Employment B. 1940. Manufactur- ing. The survey showed. As if by con- tract. The other stations. WOLF Syracuse, a local station which emphasizes popular music.

**FAAG MAPS PLANS FOR 3-DAY FLORIDA MEET**

A RECORD attendance is expected by the First Advertising Agency Group for its 1948 convention in Ponte Vedra, Fla., Oct. 19-21 inclusive. Agency of Newman, Lynde & Assoc. Inc., of Jacksonville, Fla., will serve as host during the three-day sessions, which will be held at the Ponte Vedra Inn, famed resort center.

Rules and regulations for the annual FAAG awards contests were announced a fortnight ago in a special bulletin by Milton Simon, partner of Simon & Gwynn, Memphis, Tenn. He urged that all exhibits be submitted to the host agency not later than Sept. 20. FAAG 1948 awards, consisting of plaques and certificates, will be made for soundness, technical excellence and results obtained by advertising in various classifications. They include: radio, national magazines, professional or trade publications, newspapers, outdoor, and direct mail, among others. Awards also will be made for advertising agency operation in sales presentation and promotion activity fields.

**Luck of the Irish**

FAITH of Patrick J. Stanton, president of Philadelphia's new WJMJ, in the proverbial "luck of the Irish" is complete. As a good-luck token he brought back with him from his native Emerald Isle last year a 3-inch piece of the famous Blarney Stone. The chip off the Blarney now rests atop WJMJ's 402-ft. tulbar steel tower. WJMJ, a 10-kw daytime on 1530 kc, began broadcasting July 10.

**things that make KGNC the Tuned-in station throughout the fabulous Panhandle...**

Uncle Jery, through KGNC, is a "country newspaper of the air."
Handiest
MIKE
ARRANGEMENT
YOU'VE
EVER SEEN

From up there to down here is just one s-w-e-e-p.
When your microphone is mounted on the Dazor Floating Arm, you get the flexibility of a hand instrument without the weight of holding one. A touch of the fingers floats the mike from the tall to the short speaker, from announcer to soloist, from interviewer to guest. Once it's placed, the mike remains in that position without fastening of any kind, due to a patented enclosed spring force.

The Dazor pedestal model, illustrated above, extends the reach of the emcee in the studio, auditorium or night club...gives him the welcome feeling that he is free from mechanical chores...keeps him on top of the program. A universal model, fastened to table, desk or speakers' stand, provides similar assurance for the individual broadcaster or small group.

Plane, train and police dispatchers—who want hands free for writing, typing or chart operations—lose no time with mikes that are readied or pushed back in an instant. In addition to supporting the microphone of your choice, the Dazor Floating Arm can be individualized to meet any space or mounting limitations peculiar to your layout.

Phone Your Dazor Distributor for details. If you wish the name of this helpful supplier, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo.
In Canada address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.
10-w Satellite Approved
For Hornell FM Station

AN FM SATELLITE station has been authorized by the FCC for WWHG (FM) Hornell, N.Y., after the station used a helicopter to find out that increased antenna height wouldn't solve its coverage problems.

The grant, a six-month special service authorization, is for a 10-w satellite which, since co-channel boosters aren't satisfactory in FM, will operate on Channel 255 (104.6 mc) while the main transmitter operates on No. 287 (105.3 mc) with 3 kw and an antenna height of 580 ft.

The satellite is designed to conquer reception problems due largely to local terrain, FCC authorities said. The Commission reported: "Previous efforts to remedy the situation by reorienting or changing position of receiving antennas proved unsuccessful. Tests - with a transmitting antenna supported by a helicopter 400 feet above the transmitter gave no appreciable improvement." WWHG is owned by the W. H. Greenhow Co.

Poll by Farm Editors Shows Sponsor Policies

TWO-THIRDS of state agricultural extension services permit their agents and specialists to take part in sponsored broadcasts, according to a survey by the Radio Committee of the American Assn. of Agricultural Editors.

Based on replies from 37 states, prepared by Burnis Arnold, of Oklahoma, A. M., committee chairman, the survey showed that 65% of stations have no written policies on sponsored programs, with 42% having written policies and 54% not answering.

The study showed that most commercial stations provide adequate facilities for farm officials, with main objection being that sometimes the hour allotted doesn't suit farm listeners.

OVERSEAS RADIO JOBS
WITH ARMY ARE OPEN

JOBS for a radio control officer and radio information specialist by FCC for overseas jobs paying $5,540 and $7,794 yearly, respectively, are available at the Overseas Affairs branch of the Army in Chicago, Broadcasting was told last week.

The control officer, who will be assigned to Germany for a two-year period, will be in charge of operating the Army's German-language station, and must know the language fluently, Army spokesmen said. He will be required to revise, write and produce programs, supervise construction of studios and other facilities, train German civilians in the industry and manage all budgetary and fiscal matters.

The information specialist, who will confine his public service programs, will work with and advise members of the Program Planning section of the Broadcasting Corp. of Japan in building network and regional programs in culture and public service. Minimum qualifications call for network experience in planning and/or execution of public service or cultural programs, executive facilities to apply judgment to script content and a bachelor of arts degree, or higher, in sociology or political science.

The Overseas Affairs branch address is 1660 E. Hyde Park Blvd., Chicago.

THE KEY TO Southern Minnesota

THE TRIPLE MARKET

* $50,000 INTERNATIONAL listeners spend $16,800,000 every year.
* 34,000 METROPOLITAN consumers spend $190,324,000 annually.

RESULT: $386,800,000 Effective Buying Power in KROC's Triple Market

EASTERN TRANSFORMER Co., New York, has announced new video receiving antenna which company claims will allow TV and FM sets in fringe areas by as much as 25 feet to operate successfully. This antenna is said to eliminate need for most towers and needed for use in actual installations.

FEDERAL TELECOMMUNICATION LABORATORIES, Clifton, N.J., has developed high-fidelity studio-to-transmitter radio link meeting all applicable FCC regulations for FM broadcasting, firm states. New link eliminates wire and cable circuits between studio and transmitter. Designated PTL-11-4, link operates in 940 to 955 mc band and permits program up to line of sight ranges of approximately 30 miles.

JOHN WILEY & SONS, New York, has announced publication of four new books of interest to radio industry: "Broadcast Frequency Transmission and Radiation" by Nathan Marchand; "Interpretation to Amendment" by Francis D. Murnaghan; "Fundamentals of Electrical Engineering" by H. H. Dreyd Skilling and "Radio Receiver Design" parts I and II. All publications are available from John Wiley & Sons 440-44th Ave., New York.

WFLD and WPTL-TV Philadelphia recently carried six-day "running story" of Boston marathon. The Boston marathon was to carry messages from Massachusetts and other states along route to Gov. James H. Duff at Marathon Gap to Philadelphia need State action to preserve historic Horse Shoe Trail.
Graybar Electric Company brings to broadcasters fine recording equipment at reasonable prices.

The Presto 8DG recorder (above) is a heavy-duty machine. It is directly gear-driven at both speeds by a separate motor for each speed. Results: no total speed variation; practically no mechanical background noise.

For stations with small budgets, rim-driven Presto 6N and 8N recorders are ideal. Hundreds of stations throughout the world use them.

For correct characteristics, ample peak power, and minimum distortion, Graybar recommends Presto recording amplifiers and equalizers.

Graybar has everything you need in broadcast equipment for a power increase or a whole new station... plus everything for wiring, lighting, ventilating, and signaling—indoors or out—for studio, office, or transmitter. The nearest Graybar Broadcast Equipment Representative will be happy to help you plan any broadcasting installation. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.

Distributor of Western Electric Broadcast Equipment

VIA 101 GRAYBAR “STATIONS”

...the nation's broadcasters get:
Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

...made by:
(1) Western Electric; (2) General Electric;
(3) Whitney Blake; (4) General Radio;
(5) Par Metal; (6) Hugh Lyons;
(7) Maketon; (8) Hubbell; (9) Presto;
(10) Weston; (11) Blaw-Knox;
(12) Cruise-Hinds; (13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

NEAR YOU
there's a Graybar
"supply station"
with the best
in broadcast
equipment

FOR EXAMPLE —

PRESTO Recording Equipment

These are the Graybar Broadcast Equipment Representatives in key cities. There are Graybar offices in 83 additional cities.

NEW YORK
F. C. Sweeney, Watkins 4-3000
J. P. Lynch, Kenmore 6-4507
RICHMOND
E. C. Toms, Richmond 2-2833
CLEVELAND
W. S. Rockwell, Cherry 1360

BOSTON
J. A. L. Jones, Walnut 2-5405
ATLANTA
G. W. Stone, Cypress 1751
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
DETROIT
P. L. Gundy, Temple 1-5500

PHILADELPHIA
CINCINNATI
J. R. Thompson, Main 0600
ST. LOUIS
J. P. Lenkard, Newstead 4700
SAN FRANCISCO
B. R. Cole, Market 5131

CHICAGO
E. H. Taylor, Canal 4104
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321

MINNEAPOLIS
W. L. Pree, Geneva 1621
DALLAS
C. C. Ross, Central 6454
SEATTLE
C. C. Ross, Central 6454

BROADCASTING * Telecasting
September 13, 1948 * Page 89
TWO REMIND radio editors of "Lux Radio Theatre's" return to the air Aug. 26 and 27 with "Mem- ber Mama" as opening program of new season of telecasts and as a "remembrance to the mama in your family" with the cart of William Kelighy, producer of series. Program is sponsored by Los Angeles, Calif., newborn "Electric Biscuit". Agency is J. Walter Thompson Co., New York. Shows will be simulcast Sept. 1 on New York radio stations.

SALES如今 in the "state of pas- sage," which exists among salesmen at all levels in today's radio and television industry, is still in effect. Radio networks, Inc., Chica- go, has published "Things Every Good Salesman Knows," a 24-page booklet which will be circulated nationally to de- scribe to firm's distributors. Describ- ing aptly of postwar salesmen because they have been unaware of present buyer's market, brochure explains in five parts how to sell successfully. It stresses need for salesmen in following classified ads and using more of demonstratives and use local newspaper and local newspaper de- aler helps. Back pages of the booklet, which was prepared by the Good-Cobb agency, Chicago, include questions and answers regarding television.

Repeal Performance

SPORTS fans in Cedar Rapids, Iowa, can receive a unique "taste of home" this baseball season when the city's popular baseball game--54 innings between the "Midwest" and Boston, Iowa, Major league record of 183 games--is played in Washington, D.C.

PERSONAL Appearance

WBSN--the station whose name means "White Washes"--on station WBBW, WBBW's Washington output. Program will be seen via television from 6:30 to 7:30 p.m. with Announcer Verne Hab- bles. This viewing for weeks. Week- ly telecast will feature leaders from local civic and civil organizations who will discuss and elaborate the station's orga- nizations play in life of community.

Rehabilitation of Blind

AIMED at warehousing shipment of blind persons, as well as correcting false ideas in public, the station can and cannot do, Federal Secur- ity Agency has produced dramatic transcription series titled "Unseen Victor- ies." Series has four purposes: (1) to correct common false impressions about what the blind can and cannot do, (2) to promote employment of blind persons by informing employers and pub- lishing important functions in very type of work can be done without using their (3) to tell blind civilians how they can be helped into gainful employment through State and local voca- tional rehabilitation services. All case histories used are about real people in various communities across the coun- try. Series is available without cost to all stations from their State Rela- tionship Agency for the blind, or from Federal Security Agency, Office of Voc- ational Rehabilitation, Washington 25, D. C.

Aero Ads

AERIAL ADS are now being used by WMCA New York and WBBN Newark, N. J. Test campaigns in flights over New York and New York City have proven highly successful, stations report. Accounds handled by National Visual Broadcasting Co., New York and Elizabeth, N. J.

Birthday Cake

LISTENERS to WDBO Missoula, Mont., have been asked to name Rex Fleur's 5th anniversary birthday cake from ideas submitted in official contest re- cipe. KGOO has official hats and blanks for its listeners. General Mills Pure-Quick Soups and Tru-Heatersons will be offered as prizes.

Promotion Personnel

PEGGY COMFORT has been named new assistant in promotion department of KVOO Tulsa, Okla.

MARY CONLEY, formerly in public relations for Radio Corp., has joined the KOKY radio station, as assistant to the Manager in promotion, Scott, recently named promotion manager.

WRCO"s (FM) Columbus, Ind., through its national sales affiliate, Rural Ra- dio Co., has offered for national dis- tribution, "Who Said FM Has a Story to Tell," and its latest promotion sheet for national ad- vertiser, "Who Said FM Has No Listen- ers."

Cutting and threshing grain while moving through the fields, the combine is the best means of harvesting the rich, golden wheat...just as K-Triple-X is the best means of reaching the rich buying potential of the High Plains area!!!!!
Mr. M. Brasseur can help you in the Midwestern area. It's his job to work with your Westinghouse transmitter salesman in helping you with all of your broadcast problems... from planning to operation. Mr. Brasseur, one of several Westinghouse electronic sales engineers, has had wide experience with Westinghouse since 1925. The last twelve years he has specialized in broadcast and communications sales engineering... now supervising all Westinghouse broadcast sales activities in the Midwestern area.

The more towers in your array, the more important Q becomes.
You can't afford to lose power in the coils of your branching, phasing and matching networks...and you won't, if you use Westinghouse coils because:
1. They are designed and constructed for high Q
2. All current-carrying parts are silver-plated
3. Low loss, glazed ceramic insulator bars are used
4. Positive contact is assured by a coil spring shielded from rf

These coils are made in three types... continuously variable, vernier and fixed. They are used in conjunction with other dependable components in stable circuits... providing efficient, reliable equipment which is easy to operate.

Ask or write for Bulletin 81-180 which gives you the full details of this and other Westinghouse branching and coupling components.

For complete information, call your local Westinghouse representative today or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.
WENR-TV PROMOTES OPENING
ABC's Chicago Video Outlet Spreads the Word About Its Sept. 17 Premier

BARRAGE of letters, prezzels and a parade of beautiful women are reminding Chicagoans this week that WENR-TV, ABC key Midwest outlet and Chicago's third television station, will have its premier, Sept. 17. Highlight will be Paul Whiteman and his orchestra playing the George Gershwin classic, “Rhapsody in Blue.”

WENR-TV will be the “finest station in the Midwest,” in the opinion of Frank Marx, vice president in charge of broadcasting to the network, who conferred with technicians in Chicago last week. Reasons for this, he believes, are the height of the antenna, highest in the city, which is installed atop the Civic Opera Bldg. on the outskirts of the loop—and adoption of Channel 7, a higher frequency which will be subject to “less interference from non-broadcast transmitters.”

Studios and transmitter are located in the north wing of the Chicago Civic Opera Bldg. [BROADCASTING, Aug. 30], which has been rented on a long term lease.

More than 2,000 television dealers in the area have received flyers, window signs and counter cards about the opening, and 5,000 prezzels, with a large “7” and the message “This is the new twist—in television dials it’s to Channel 7,” will be distributed before the 17th. In conjunction with the National Television Show at Chicago’s Coliseum Sept. 15 through 19, ABC is sponsoring a “Miss WENR-TV” contest, with the winner vying for election as “Miss Television.”

Three Assigned to UN Paris Assembly by CBS

CBS has assigned three of its top foreign news men to cover the United Nations General Assembly which opens in Paris Sept. 21.

Larry Lesueur, the network’s UN correspondent, is scheduled to leave New York for Paris today, (Sept. 13). Howard K. Smith, chief European correspondent with headquarters in London, will leave his post there for the French capital, where he and Mr. Lesueur will join David Schoenbren, the network’s permanent Paris correspondent.

MBS Board to Meet

THE QUARTERLY meeting of the Mutual board will be held Sept. 14 at Hot Springs, Va.

INDIANAPOLIS MERGER NOT TO AFFECT RADIO

THE MERGER of the Indianapolis News and the Indianapolis Star under one management does not affect the ownership of the radio stations—WIBC and WIRE Indianapolis, which the newspapers have been respectively associated, spokesmen said last week.

The Richard M. Fairbanks family, which published the News and which owns 30% of the new newspaper corporation, will continue to own WIBC, while WIRE will remain in the ownership of the Eugene C. Pulliam interests, which owns 70% of the new newspaper firm.

Plans are underway for assignment of the WIBC license from Indiana Broadcasting Corp., the present licensee, to a new radio company to be known as WIBC Inc. But spokesmen said the owners of WIBC Inc. will be the same as the owners of Indiana Broadcasting Corp.

The new newspaper corporation, Indianapolis Newspapers Inc., is headed by Mr. Pulliam with his wife, Mrs. Nina Mason Pulliam, as secretary, and Mr. Fairbanks, representing his family’s interests, as third member of the board.

Under the newspaper merger, stockholders of the News received in debentures approximately $4,500,000, representing current assets of the News.

Mr. Pulliam, who also owns WAOV Vincennes, Ind., meanwhile, was quoted as saying that acquisition of control of the News marked the end of his newspaper expansion.

He also publishes the Phoenix, Ariz. Republic and Gazette and heads the Muncie, Ind. Star and Press; Vincennes Sun Commercial; Huntington, Ind. Herald-Press, and Lebanon, Ind., Reporter.

WIBC operates on 1070 kc with 5 kw but has a grant for 50 kw. WIRE is on 1430 kc with 5 kw.

Stays With Biow

LES HANA, previously reported quitting as manager of the San Francisco office of Biow Co. [BROADCASTING, Aug. 23], has decided to retain the position.

溢

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering irons to 10 KW transmitters A.M. and P.M.

Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs anywhere you may be.

TELEPHONES: IN QUINCY 5-2252
IN WASHINGTON 25-5022
**Programs**

**Old-Fashioned Melodrama**

SO POPULAR among Central New England listeners was an original old-fashioned melodrama on W2AM and WTAG-FM Worcester, Mass., five-act week "Julie 'O' Johnny" program that Julie Chase is preparing a sequel to. "The Three Sun Barroom Ceiling," show's first dramatic offering, Listeners are invited to sit in as friends ofairemis and women for heroines in each of these one-acters.

This Is New Jersey

"This Is NEW JERSEY," new series which will form part of "in school" listening pay, run, is to be aired on WTMJ Trenton, N. J. Prepared by N. J. Department of Economic Development and produced by WTMJ, program will consist of 13-minute dramatizations on current and historical events, traditions, business development, community ventures, distinguished residents, and government projects of particular significance to the state.

Chicago Bears on TV

"Chicago Bears Quarterback Show" will be aired over television this fall. Show featuring comments and highlights of preceding Sunday's game will enable fans to see and hear the outstanding moments of games without competition from overlapping weekend broadcast schedules. Television Productions Inc. is producing series which will be made available to TV stations.

**Soil Conservation**

TELEVISION went to the farm on Sunday, Nov. 18 with KMOX St. Louis, Missouri, tele- vised Soil Conservation Field Day. Hundreds of farmers with unusual farm equipment demonstrated the complete making over of the 175 acre farm of Alfred T. West Jr. near Fulton, Mo. Contour plowing contest, with cash prizes and plaques awarded to winners was one of high points. "The show" was sponsored by KMOX and St. Louis and Fulton Chapters of Friends of the Land who are affiliated with their respective Chambers of Commerce.

"Starlight Symphony"  

THE BEST in classical music by the masters and moderns is "Starlight Symphony," heard each night on WMBN North Adams, Mass. Comprehensive program notes contain factual and critical comments on lives of composers, and workings behind scenes. Program is heard from 9:30-10:30 p.m. weeknights and 9:00-10:00 p.m. Sundays. Program offers monthly publication listing in advance works to be played each month.

**TY Pursie**

TWO GUESTS have chance to matches wits each week when they attempt to solve crossword puzzle during "Crosword Puzzle Club" on WSPD-TV Toledo, Ohio. Each guest in turn tries to fill in a word puzzle. If he misses, other person may select to give word or select another. As words are given they are filled in on puzzle on diagram box which is flashed on television screen.

**Contestants Organize**

PEOPLE who have been making it a goal to win a hobby, or even business, to participate in every prize contest on the air have finally formed their own organization. Win-Burn Contest Council of Boston, on its own station, announced to WAWL Lawrence, Mass., its purpose is to bring together occasional, casual, and prospective contestants to exchange information on unemployment showers. Station suggests it may be ironic that contestants are organizing at the same time when FCC has already sounded warnings for purpose of deciding whether or not these contests should be ruled out of the air.

**21ST YEAR**

**Regional Promotion Campaigns**

Howard J. McCollister

10660 Bellegrove  
Los Angeles  
BR 4705

Shows with a Hollywood Heritage  
Member N.A.B.
Help Wanted

Managerial

Commercial manager — 250 watt MBS affiliate in Iowa. Thorough knowledge of radio advertising, proven ability to sell and creative qualities necessary. Salary, matching 401(k) plan. Will travel. Box 605, BROADCASTING.

Help Wanted (Cont’d)

Sales

Sales executive needed for progressive, modern, livewire radio station, upper Midwest market. Experience in radio advertising for several years, creative ability, and strong results-oriented personality. Must be a quick thinker, a man who can handle his own advertising, and a man who can work with his advertising manager. Salary and bonus guaranteed high commissions. Immediate. Box 604, BROADCASTING.

Help Wanted (Cont’d)

Situations Wanted

Managerial

Program Director Wanted

An opportunity at once for a topflight man for a station that has been on the air for 25 years and is the third largest metropolitan market. Must have ability to produce live audience and build show. A knowledge of good copy, music, production, publicity and a willingness to cooperate with sales department. Write full details, including past positions, salary, date available in first letter. Box 605, BROADCASTING. Confidential.

Help Wanted (Cont’d)

Sales

Salesman

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give full details. Box 318, BROADCASTING.

Situations Wanted

Radio announcer with proven selling ability capable of closing results and competitive market. Willing to try top salary. WAND, Canton, Ohio.

Wanted

WANTED: Two combination men—employs over 100,000 population. Guaranteed salary and overhead or draw open. Tell all first letter. Box 960, BROADCASTING.

OPENING FOR SALES MANAGER IN MAJOR MARKET

ABC

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

Situations Wanted

Managerial

Program manager. Man around 30 to 35 or under, with all-around experience. Alpha college football, baseball, basketball, etc. Salary and overhead or draw open. Tell all first letter. Box 651, BROADCASTING.

WANTED: Salesman - transcriber for progressive, modern, livewire radio station, Upper Midwest market. Experience in radio advertising for several years, creative ability, and strong results-oriented personality. Must be a quick thinker, a man who can handle his own advertising, and a man who can work with his advertising manager. Salary and bonus guaranteed high commissions. Immediate. Box 604, BROADCASTING.

Situations Wanted

Managerial

Program Director Wanted

An opportunity at once for a topflight man for a station that has been on the air for 25 years and is the third largest metropolitan market. Must have ability to produce live audience and build show. A knowledge of good copy, music, production, publicity and a willingness to cooperate with sales department. Write full details, including past positions, salary, date available in first letter. Box 605, BROADCASTING. Confidential.

Help Wanted (Cont’d)

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Help Wanted (Cont’d)
Situation Wanted (Cont'd)

First class announcer-operator available upon discharge from Army this December. Three years experience, excellent Army. Radio, voice, technique, ideally suited for station. Now with AM, FM, 605, BROADCASTING.

Announcer-producer. Seeking combination Army upon First class discharge. Please write or call collect. College graduate. Box 669, BROADCASTING.

Announcer—Single, three years experience. Past six months metropolitan New York stations. Call for interview, request. Box 667, BROADCASTING.

Announcer—Three years experience all over the U. S. Disc jockey, news program. Prefer station 5000 kilowatt NYC, Box 666, BROADCASTING.

Announcer, 36, veteran, graduate radio school, desires news program. Trained for news, commercial continuity and announcing. H. Burks, 310 Harrison Ave., Garden City, Ala.

Announcer. Approx. 3 years experience on small station, 25 years married. Would like advancement. Box 658, BROADCASTING.

Newscaster-announcer thoroughly experienced. Married, vet. Transcription, lettering, etc. Request. Box 657, BROADCASTING.

Experienced announcer—In radio, four years. Commercial, news, personal. Stations show excellent references. Produced and directed dramatic programs. Desires present or future position. Twenty-four years of age. Married, Box 655, BROADCASTING.

Age 35. College graduate. Twelve years experience. Excellent reputation, references. All sports, news, political, church, etc. Program director, continuity, id. Radio, TV. Has own two-person productive work. Work employed. Desire change. Successfully handled play-by-play for high school game. western college stations. Box 644, BROADCASTING.

Sports announcer. Eight years play-by-play. Top Hooper sportscast. Box 649, BROADCASTING.

Technical

Chief engineer, eighteen years super- visory experience with networks. One to fifty kw. Installation, AM-FM directional arrays, maintenance specialist. Exceptional military communication records. Present chief 5 kw. Excellent references including present employer. Desire permanent connection. Box 640, BROADCASTING.

Engineer—First phone, since '42. Married, has car, will travel. Desires position chief engineer small market stations. Excellent certificate. Require $70 week. Average two weeks notice. Box 599, BROADCASTING.

Engineer, announcer. 1st phone, college degree. S.R.T. Radio City, N. Y. Emphasis on engineering. Want experience, will travel for permanent position. Box 598, BROADCASTING.

Engineer with car available immediately. Veteran, “no” need to travel. Box 614, BROADCASTING.

Network station wants transmitter op- erator with first class license. No experience necessary. Annuating would help, but not essential. KEMP, KVER, ARIZ., WNIW, WNOX.

First class engineer, 1 year experience, desires to locate in central U. S. not south of Tennessee. No matter how favorable recording, remote. Write Robert W. Auton, Webbis Cross Roads, Ky.

Writer-program creator. 50 million Yankee can’t be wrong. Snappy dialogue, sparkling programs and brilliant ideas. Not just a writer, but a writer with showmanship, wants job with east or west coast station. Will create clever programs for you, color fadeds shows, the lively commercial, and pitch hit as local McBrids or Fibbers. Box 641, BROADCASTING.

Engineer, graduate leading technical school, one year experience AM and FM, 25, single, ham, want kw or 250. Salary any reply. Box 667, BROADCASTING.

Situation Wanted (Cont'd)

Young married student desiring engineering position, 1st phone license. Interested in west or midwestern state. Donald Shepard, Clinton, Missouri.

Engineer — 1st phone, 1st telegraph marine operator. Desires broadcasting anywhere. Box 636, BROADCASTING.

Announces, engineers, writers, producers. Desires any position as engineer. Single, veteran, 25 years of age. No experience. Cletus J. Leen- gen, Box 635, BROADCASTING.

Techician—1st phone. Have temporary job with 250 watt AM-FM. Desire permanent job preferable. Will consider all offers. Box 605, BROADCASTING.

Construction/chief engineer available. Presently earning $125 weekly. Your request is appreciated. Box 601, BROADCASTING, in confidence.

Television-AM employed chief engineer. Presently seeking same position. $1,500 year. Box 602, BROADCASTING.

Engineer—First radiotelephone, first radiotelegraph, considerable experience amateur, ship, broadcast. College grad. physics. Desire station within 200 miles New York. Vassavoulou, instability, available immediately. Box 603, BROADCASTING.

Radio man seeks permanent job. Has worked as radio and TV technician in other states. Desires return to home state. Box 602, BROADCASTING.

Engineer-Veteran, 5 kw experience. First phone license. Central graduate. Work in Western States, WBAH, West La Fayette, Indiana.

Chief engineer, Veteran, 28, single, will consider position in major market or edge states. $70 minimum. Two weeks notice. Box 600, BROADCASTING.


Production-Programming, others

Two-way stretch. Hardworking young livewire wants copy and announcing job with small station. Will consider assistant for 1 1/2 years. College and announcer school. Box 599, BROADCASTING.

Producer, writer, announcer. Six years experience. Security record, independent and network affiliated stations. Cap- able, conscientious. Desires job as writer, producer or engineer. Box 598, BROADCASTING.

Program director—topnotch high rating knowledge, sales-conscious, with bonus arrangement. Copy and production know-how. Want station with promotional know-how. Excellent contact with public. Will work anywhere. Box 574, BROADCASTING.


EMERSON COLLEGE

WANTED


WANTED—Any 3 kw FM transmitter and one 1 kw FM transmitter. Must be in good condition. Please state make, model and price. Box 634, BROADCASTING.

Wanted for Sale

170 foot type 101 Wincharger tower (being replaced with taller tower.) We will sell the tower erected on your site or sell the tower only.

Tower Construction Co.

Commercial Bldg., Sioux City, lowa.

For sale—Pultine 250 watt station. Mutual affiliate in city of 40,000 south central group. Price: terms: rights, arranged. Box 605, BROADCASTING.

For sale—Bay 520—250 watt FM transmitter. Price: terms: fully guaranteed. Used for interim operations, now on full power. WMBD, Peoria, Ill.

For sale: Lehigh self supporting tower 19' A condition lighting equipment carried immediately. $400.00 FOR Goldboro. Contact Daniel B. Radiocast Station WGBR WOB, Gold- bore, N. C.

For sale: One 250 watt RCA transmitter, two sets of amplifiers, one pair of 6510, one pair of 855, one pair of 655, Wincharger tower with lighting equipment and other accessories. Priced to sell quick for $2,000.00. First come, first serve. P.O. Box 236, Des Moines, Iowa. Box 600, Des Moines, Iowa.

For sale—New Bruss 300 magnetron recorder—$695.00 RCA 88A limiting amplifier—$200.00 By pas 10,000 watt transporter. WLRK, Lakeland, Florida.


For sale—One of the south's most beau- tiful thousand watt daytime radio stations. Tender, job changed. Only qualified parties need answer this ad. Box 664, BROADCASTING.

New Hol-O-Kut mechanism with Presto 2-5 cutter $125. WFRP, Savannah.

For sale— Prest- K radio recorder: used 30 hours, like new, gear for 75 and 150 lines per inch, Highest offer over $250.00. E. Farnham.


Wanted

TV PRODUCTION TRAINING

Next classes begin Sept. 20th-Courses (91 approved): Program Production—Announcing-Writing-Directing-Action-Complete TV Studio Equipment. TV EXPERIENCED STAFF. ACT NOW. No ORIGINATOR REQUIREMENTS. TWIN CITY TELEVISION LAB. NATION'S FOREMOST TV PRODUCTION TRAINING CENTER (AFL-AFLAC) 1400 University Ave., St. Paul, Minn.

Employment Services

Experience pays! Disc jockeys; television engineers, writer-producers; salesmen, saleswomen, program-producers, traffic-secretaries, etc. Send for resume. Today Employment Bureau, Box 413, Philadelphia, Boston.

For Sale

Small independent station in major Pacific coast market for sale. On excel- lent paying basis. Economical opera- tion. Twenty-five thousand dollars will handle. Balance from profits. Box 509, BROADCASTING.

The SCHOOL OF RADIO TECHNIQUE

NEW YORK • HOLLYWOOD • CHICAGO

America’s Oldest School Devoted Exclusively to Radio Broadcasting Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by National Press.

Moderate rates.

Send for free booklet.

Approved for G.I. Training

NEW YORK 20, N. Y.: RADIO CITY, R. R. O. Bldg.

CHICAGO 4, Ill.: 728 S. Wacker Avenue

HOLLYWOOD 38, Calif.: 4774 Melrose Avenue

ONE-YEAR-RADIO BROADCASTING COURSE

Closed Enrollments. Additional Classes in Evenings. Monday through Friday 6-9 P.M. Designed for veterans and others interested in intensive training for the professional radio field. An- nouncing, dramatics, creative and continuity writing, production, pro- gramming, radio news, radio work- shop, introductions to television, radio advertising. Family includes prominent radio station specialists.

Job opportunities in radio are now at a peak. Box 594, Chicago.

For Sale

WANTED—One 3 kw FM transmitter and one 1 kw FM transmitter. Must be in good condition. Please state make, model and price. Box 634, BROADCASTING.

Wanted for Sale

one 250 watt radio station located in the south. Send full details to Box 645, BROADCASTING.

Miscellaneous

RADIO BROADCASTING STATIONS

BUYERS & SELLERS

Prompt Confidential Service

NATIONAL RADIO CONSULTANTS

1001 S. Clark St., Chicago 5051 Sunset Blvd., Normandy 7, Los Angeles 27, California

September 13, 1948 • Page 93
KERO-KERN RIFT

REPLYING to the rival bidder's efforts to upset the FCC-approved sale of KERO Bakersfield, Calif., Owner Paul R. Bartlett and Former Owner J. E. Rodman told FCC last week that there is no basis for the Commission "to alter a decision which it has twice reached."

The argument was in answer to Kern County Broadcasters' protests against special FCC action for the sale. KERO refused to reconsider its action approving Mr. Rodman's $25,000 sale of KERO to Mr. Bartlett, station manager, rather than to the Kern County group [BROADCASTING, June 7, July 5, Sept. 6].

Kern County had claimed that FCC's denial of its petition was "shameful," alleging that the FCC didn't have the required statement of the grounds on which it was based. In their reply, filed by W. Theodore Pierson of the Washington law firm of Pierson & Ball, Messrs. Bartlett and Rodman pointed out that the law requires no such statement when the denial is a reaffirmation of prior denial. Even if the court contended, FCC's decision did contain a "more than adequate" statement of reasons.

The reply argued that Kern County "has failed to offer any legal ground on which this Commission" when it concluded that Mr. Bartlett "is better qualified by reason of finances, previous radio experience and acquaintance with the needs of the community to purchase KERO and carry out the needed improvements and to continue operating the station that Kern County Broadcasters." In earlier papers, Messrs. Rodman and Bartlett contended that the transfer of the station has already been consummated, in accordance with prior authority, and that therefore Kern County Broadcasters has no legal standing in its efforts to have the Commission's action set aside.

They maintained that Mr. Rodman was selling KERO to Mr. Bartlett "for the approximately depreciated value of fixed assets" because "he did not desire to charge Bartlett for the increased value of KERO that had resulted largely from Bartlett's managerial capacity and efforts." They told FCC that "under no circumstances would Rodman sell to complete strangers, such as the Petitioner [Kern County], for the same price as he would to an employee whose past services he is trying to reward."

They denied that any agreement exists under which Mr. Bartlett will be employed by the 50-kw Kern County station now being built by California Inland, of which Mr. Rodman owns 40%. In addition to owning KERO, Mr. Bartlett currently is manager of KFRE Fresno, whose station was formerly owned by Mr. Rodman. When the 50-kw California Inland station is completed, it was noted, Mr. Rodman will surrender his license for KFRE and the call letters will be taken by the 50-kw outlet.

New Applications Ready For CBC Board Meeting

TWO new commercial AM stations and two new FM licenses will be requested at the Sept. 24 meeting of Canadian Broadcasting Corporation's board of governors by the Lord Nelson Hotel, Halifax. George Randall is asking for 1 kw daytime, 500 kw nighttime station on 1320 kc for Nanaimo, B.C., and 800 kw station on 1400 kc for Morehead City, N. C., for the Lord Nelson Hotel, Halifax. George Randall is asking for 1 kw daytime, 500 w nighttime station on 1320 kc for Nanaimo, B.C., and 800 kw station on 1400 kc for Morehead City, N. C., for the Lord Nelson Hotel, Halifax. George Randall is asking for 1 kw daytime, 500 w nighttime station on 1320 kc for Nanaimo, B.C., and 800 kw station on 1400 kc for Morehead City, N. C., for the Lord Nelson Hotel, Halifax.

Numerous share transfers and corporate name changes will also be heard. CJSO Sorel, is asking for increase from 250 w to 1400 kw on 1400 kc to 1600 kc. CKOK Vernon is requesting change from 1500 kc to 800 kc with 250 w. CJCB Sydney, is applying for license for emergency transmitter, and broadcast pick-up licenses are asked by CHWK Niagara Falls, for 7.2 kw FM station license. Department of National Defence is applying for 100 w AM station at Hay River, North-west Territories.

A profitable bonus network operation that offers every opportunity for development and large profits. Located in a growing southwest market. Station's carriage is approximately 500,000. It is the only station in a city with a population in excess of 20,000. Price for 100% of stock $50,000. Financing arranged.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MICHIGAN: 1101 New Hampshire

DALLAS: Clarence B. Wilson and
235 Montgomery

SAN FRANCISCO: Vernon V. Jones
Street

NATIONAL 7405

Central 1171

EX-2-5672
FCC Actions (Continued from page 4)

Applications Contd.:

WJZC (Continued).

AM station on AM tower and change trans. site.

WVCT (New Brunswick, N. J.—Granted license to change trans. site.


September 9 Decisions

BY COMMISSION EN BANC

The Centertown Bst, Co., Center-
town, Ohio.—Granted CP new station 1230 kc 25 kw D. subject to pending 60 days of application for new station 1230 kc 250 kw D. estimated cost: $10,930, engineering cost: $1,300.

AM-1490 kc

Binney Irms. Jr., Granada, Miss.—Granted license to change trans. sit.

AM-1380 kc

DeKal Bst, Co., Decatur, Ga.—Granted license to change trans. sit.

AM-970 kc

The Mullins & Marston Bst, Co., Marionville, Mo.—Granted license to change trans. sit.

AM-1280 kc


AM-1280 kc

Newark, N. J.—Granted license to change trans. sit.

AM-1290 kc

Atlanta, Ga.—Granted license to change trans. sit.

AM-1480 kc

The WMXMK-FM Mt. Vernon, Ill.—Granted license to change trans. sit.

AM-1480 kc

Frank Quinn, Albuquerque, N. M.—Granted license to change trans. sit.

AM-1290 kc

McMinnville Bst, Co., McMinnville, Ore.—Granted license to change trans. sit.

AM-1280 kc

Mr. B. C. Eicher, Inc., Larkspur, Calif.—Licensed for hearing in consolidated proceeding application of society for new station 1390 kc 1 kw D under .5 kw LSi. DA-N and NAWC to change operation from D to U to pending.

AM-1380 kc

W. F. Ohley, Westerly, R. I.—Granted license to change trans. sit.

AM-1370 kc

Ponteic Bst, Corp., Pontiac, Ill.—Granted license to change trans. sit.

AM-1290 kc

Montebello Bst, Co., Temple City: Montebello Bst, Co., Montebello, Calif.; Southland Bst, Co., Long Beach, Calif. —Licensed for hearing in consolidated proceeding application of Angulus requesting 760 kc 1 kw D and 5 kw D; and ordered that if, as result of consolidated hearing it appears that, without causing issues pending in hearing regarding daytime sky- wave, it does not appear that grant of one of these applications other than 760 kc 1 kw D will cause any undue interference, such application will be returned to docket 760 kc 1 kw D after conclusion of saidskywave hearing.

AM-1300 kc

WCPA Cleve., Ohio.—Granted peti-
tion to reconsider, remove from hearing docket 1 and 2, pending application and application was granted to pending for new station 250 kw D, and D and Warren port, Ohio, to pending subject, to condition that permittee disseminate signal by way of radio aiplane and maritime instruments Inc. licensee of WTVS Cleve., Ohio, to pending.

AM-1490 kc

Aera C. Baker, Seymour, Ind.—Granted license to change trans. site.

AM-1490 kc

Armstrong Graphic Corp. Kit-
tanning, Pa.—Granted new CP new station 1390 kc 500 w D; estimated cost: $25,902.

AM-1490 kc

The Mullins & Marston Bst, Co., Marionville, Mo.—Granted license to change trans. sit.

AM-1380 kc

DeKal Bst, Co., Decatur, Ga.—Granted license to change trans. sit.

AM-970 kc

The Mullins & Marston Bst, Co., Marionville, Mo.—Granted license to change trans. sit.

AM-1280 kc

Frank Quinn, Albuquerque, N. M.—Granted license to change trans. sit.

AM-1290 kc

Mr. B. C. Eicher, Inc., Larkspur, Calif.—Licensed for hearing in consolidated proceeding application of society for new station 1390 kc 1 kw D under .5 kw LSi. DA-N and NAWC to change operation from D to U to pending.

AM-1380 kc

W. F. Ohley, Westerly, R. I.—Granted license to change trans. sit.

AM-1370 kc

Ponteic Bst, Corp., Pontiac, Ill.—Granted license to change trans. sit.

AM-1290 kc

Montebello Bst, Co., Temple City: Montebello Bst, Co., Montebello, Calif.; Southland Bst, Co., Long Beach, Calif. —Licensed for hearing in consolidated proceeding application of Angulus requesting 760 kc 1 kw D and 5 kw D; and ordered that if, as result of consolidated hearing it appears that, without causing issues pending in hearing regarding daytime sky- wave, it does not appear that grant of one of these applications other than 760 kc 1 kw D will cause any undue interference, such application will be returned to docket 760 kc 1 kw D after conclusion of saidskywave hearing.

AM-1300 kc

WCPA Cleve., Ohio.—Granted peti-
tion to reconsider, remove from hearing docket 1 and 2, pending application and application was granted to pending for new station 250 kw D, and D and Warren port, Ohio, to pending subject, to condition that permittee disseminate signal by way of radio aiplane and maritime instruments Inc. licensee of WTVS Cleve., Ohio, to pending.

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AM-1380 kc

W. F. Ohley, Westerly, R. I.—Granted license to change trans. sit.
THREE FCC DECISIONS REVERSE EARLIER PROPOSALS

REVERSING its earlier proposals in each case, FCC Friday handed down final decisions which:

1. Granted renewal of license of WGBK of New York City, an FM station, and denied application of WRSK, New York City, because it is not necessarily conditional, which presumably terminate complex, long-drawn case with Richard M. Venable, half owner, acquiring remaining half interest from R. Caster and Floyd R. Price for $50,180 (Conr. Jones dissented, Proposed decision has been modified when filed in Federal regulation

2. Granted Mahoning Valley Broadcasting Corp.'s application for new 250-watt full-time station on 1290 kc at Youngstown, Ohio (Chairman Boy disseinted). Mahoning controlled by John Cherchpark Jr., WKBW Youngstown engineer; Gene Trace of WAKR Akron, and Anthony N. Ross, WPIC Sharon (Pa.) announce decision.

3. Granted WAZT New York's application to boost daytime power from 1 kw to 750 kw, but denied request for similar nighttime boost.

Overruling one of its hearing examiners for first time, FCC meanwhile issued proposed decision on reorganized rules, and proposed rules are not consistent in proceeding involving 1490 kc with 250 kw at East Liverpool, Ohio. Examiner J. Fred Johnson Jr. recommended grant to East Liverpool Broadcasting Co. and denial to Radio Courier. Commissioner choice based on experience, diversity of interests, and plans for participation in station affairs. FCC proposed to deny both on engineering grounds. East Liverpool is headed by Richard V. Beauty (81.3%), another executive. Radio Courier is controlled by Leonard C. Webber (70%), local businessman.

FCC refused George Arthur Smith's request for release of examiner's recommended decision in proceeding in which FCC proposed to deny his application for Jackson, Tenn. station on 1230 kc with 250 kw and to grant Jackson Broadcasting Co.'s request for same facilities. FCC claimed Jackson case anticipates law requiring publication of examiner's recommendations. Commission also refused to stay its grant to Northwestern Ohio Broadcasting Corp. (for 1150 kc with 1 kw at Lima, Ohio). Pending on rival, Sky Way Broadcasting Corp.'s petition for rehearing.

WARL, ADVERTISER GROUP CONTEST FCC LOTTERY STAND

ABSENCE of "consideration" and predilection of skill removes WARL Arlington, Va., Dollars for Answers telephone show from violation of FCC's anti-lottery rules, WARL held Friday in exception to August finding that program violates Sec. 316 of Act.

Radio Council of National Advertisers Inc., non-profit sponsors' organization, has declared in brief that Commission's definition of "consideration" is not sufficient, with federal judicial findings on lottery cases.

Seeking oral argument, WARL argued bid for listener's attention could not be held to involve social evil as do sweepstakes. Difference between "rightful expectation to be detributed to its detri- mes than harmlessly, to part with valuable property by the bait of a prize."

SAN DIEGO TV APPLICANT PLANS 33 1/2-HOUR SCHEDULE

PLANS for 33 camps-hour weekly television program schedule were detailed by Video Broadcasting Co. in late phases of FCC hearing on four applications for San Diego's three available video channels (earlier story, page 77).

Video, which has TV grant for Portland, Ore., presented evidence showing assets of $1,600,000 among 11 owners including John W. Nelson, radio producer and part owner of Pacific Groom network show; Ivan D. Ditmars, radio and film musician; John F. Reddy, radio producer and fromer, and C. W. Turner and Charles Brown, both active in Los Angeles radio. Mr. Brown estimated construction costs at $2,000,000 on tentative plans to remodel existing San Diego AM studios, with first-year costs about $15,000.

Eugene Keefe, spokesman for Local 659, International Alliance of Theatrical Stage Employees and Motion Picture Projectionists, Los Angeles, testified TV cameramen in his union had agreed to work at 68 cents hourly (Wages & Hours Act minimum) during TV's "infancy." Later he said this would apply only to stations operating on experimental basis, and that regular scales would apply for commercial stations.

Applicant Charles E. Salik meanwhile estimated his construction costs at $300,000 and first-year costs at $120,000. He proposed 28-hour program week.

NAB 14TH DISTRICT CLOSES DAY AHEAD OF SCHEDULE

NAB District 14, staying into early hours Friday, closed Yellowstone Park session day ahead of schedule (early story page 24). Final meeting devoted to small market station panel led by Rex Howell, KFXJ Grand Junction, Colo., with sales, program and promotion topics featured.

 Speakers included Robert Dean, KOTA Missoula, Mont.; Frank Flynn, KBFC Cheyenne, Wyo.; Florence Gardner, KFTI Twin Falls, Idaho; Paul McAdam, KPJK Livingston, Mont.; Arch Madsen, KOVO Provo, Utah; Henry Fletcher, KSEI Pocatello, Idaho; Marion E. Dixon, KGVO Missoula, Mont.

Additional resolution supporting RMB adopted by delegates, representing 65 stations.

Closed Circuit

(Continued from page 4)
Here's an advertiser who is interested in coverage. And, he is one of a number who are using The KMBC-KFRM Team! The KMBC-KFRM Team is the only single broadcaster to completely cover the actual Kansas City trade area. This comprehensive coverage is specifically designed to give the advertiser an economical means of reaching those millions of consumers who look to Kansas City as their trade capital.

With programming from Kansas City, The Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people...all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from The KMBC-KFRM Service Farms.

The KMBC-KFRM Team Serves 3,659,828* People

Owned and Operated by Midland Broadcasting Company
By trustworthy measurement, the impressive fact has been established that WKY delivers 2.4 times as many listeners per dollar during an average afternoon quarter-hour as its nearest competitor; nearly three times as many as the third station; and 12 times as many as the sixth.

And at the same time, WKY delivers four, eight and 36 times the total number of listeners!

Morning, afternoon, or night, the story is relatively the same. WKY, with more listeners—and more listeners per dollar, is the best buy in Oklahoma City.

You can control the cost of your radio advertising in Oklahoma, or anywhere, by your choice of stations. WKY reaches more listeners in central and western Oklahoma at lower unit cost than any other station. WKY, day or night, is your best buy.

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**BEST BUY - WKY OKLAHOMA CITY**