ANOTHER YEAR OF FUN-TIME AT THE FAIRS!

It was fair weather for the state fairs of Illinois, Wisconsin and Indiana this year! And, as in the past decade and a half, WLS was "at the fairs" with its family of listeners. Daily broadcasts, contests, free entertainment, picnic facilities, big displays—all were part of the WLS state fair activities. At Illinois the Midwest's favorite WLS National Barn Dance was broadcast direct from the fair grounds as the fair's opening feature. At all three fairgrounds popular programs featuring WLS stars were aired direct from WLS headquarters.

It's another example of WLS friendliness and neighborliness—a "oneness" with the countless thousands of listeners who came to the fairs. Further proof that WLS is, "One of the family in Midwest America."

A Clear Channel Station

890 Kilocycles, 50,000 Watts, American Affiliate. Represented by John Blair and Company.
You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform — the BEST in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is there to cover them. With direct lines from three political hotspots, Washington, Philadelphia, and Cincinnati, plus leading wire services, WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters, Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentaries, not capsule coverage.

The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

More and more advertisers prove that it's WINS! . . . more than ever before.
Check these points!

Local Penetration ✶
City and Suburban
Local Acceptance ✶
Dealer and Consumer
Flexibility ✶
To fit your needs

Localize your selling the Yankee way!

WFAU—Augusta, Me.  WONS—Hartford, Ct.  WMTW—Portland, Me.
WJOR—Bangor, Me.  WHYN—Holyoke, Mass.  WHEB—Portsmouth-
WICC—Bridgeport, Ct.  WLNH—Laconia, N. H.  Dover, N. H.
WTSV—Claremont, N. H.  WCOU—Lewiston-Auburn, Me.  WEAN—Providence, R. I.
WKXL—Concord, N. H.  WLLH—Lowell-
WEIM—Fitchburg-
LEOMINSTER, Mass.  WWCO—Waterbury, Ct.
WKEV—Rutland, Vt.  WWCO—Waterbury, Ct.

Nothing takes the place of selling right in the market, close to the customers of the merchants who stock your goods.

Every Yankee home-town station is a vehicle for this effective close-up selling. It gives you complete coverage of city zone and suburban shopping centers. It has complete acceptance. Dealers know its audience pull for Yankee and Mutual programs. They will co-operate to make your campaign locally successful.

Wherever you want to go in New England, there's a Yankee home-town station. You can buy Yankee prestige and showmanship to suit your needs — one station or several, or the 24-station network.

Make your selling close, intimate, local — with Yankee.

"This is The Yankee Network"

Member Mutual Broadcasting System
Closed Circuit

With Baseball World Series is checked by NBC for two weeks, sustaining, but the game. NBC has purchased the World Series rights for the network's coverage. The network is looking to CRC's Ultrafax, high-speed communications system, to be held in Washington, perhaps Congressional Library, before end of October. Recent experiments in New York and elsewhere reported to have been up to most hopeful expectations.

CBS on verge of signing $100,000 annual contract with Tournament of Roses, Pacific Coast Conference, and Big Nine, for radio and television rights to annual Rose Bowl game. NBC has broadcast event for many years sustaining, but will carry it in first commercial presentation Jan. 1, 1949. Pact to cover '49, '50 and '51 with options.

Bill Cornell, WOL-Mutual engineer, assigned as official engineer of Dewey presidential campaign on pooled basis. His selection was straw-drawn from among networks.

Procter & Gamble Co., Cincinnati, through Compton Adv., New York, is mulling possibility of placing one of its radio shows, most likely Welcome Travelers, in television period, Fridays, 9-9:30 p.m. P&G will sponsor on NBC video network.

FCC Decision on use of AM's new 540-ke channel is in preparation, with present inducements that it will be made shared channel for widespread use with low power in view of wide coverage characteristics.

Ivar H. Peterson, of NAB legal staff, is resigning to become executive aide to Sen. (Continued on page 94)

Upcoming


Sept. 25-26: AWB District 7 meeting, Netherland-Plaza Hotel, Cincinnati.

(Other Upcomings on page 67)

Bulletins

Walter Winchell was most popular program first week in September, according to Sept. 15 report of C. E. Hoover Inc., with 16.6 rating, Lull Radio Theatre second, 13.7; Arthur Godfrey's Talent Scouts, 12.1; We, the People, 11.4; My Friend Irma, 11.1. Top daytime programs, When a Girl Marries, 6.1; Ma Perkins, 6.0; Big Sister, 5.7; Portia Faces Life, 5.5; Our Gal Sunday, 5.4.

Opening of video bids for 1949 World Series announced jointly Friday by MBS, Gillette Safety Razor Co., and baseball Comm. A. B. Chandler. MBS and Gillette control both radio and TV rights to classic, to start Oct. 8, and will sub-video coverage. Price for each is $175,000. NBC, CBS, DuMont televised series last year.

WCAU-TV Philadelphia airing eight hours of locally-sponsored programs during daytime schedule. Two newest sponsors are Pierce-Phipps Inc., Admiral Radio distributors, five hours through Robert J. Enders agency, and American Stores, food chain, one hour.

DEWEY HOOKUP

THOMAS E. DEWEY's first big campaign address at Des Moines tonight (Sept. 20) will be broadcast coast-to-coast by CBS and MBS and also by NBC stations in New York State, 10 to 10:30 p.m. Gov. Dewey to be heard on full NBC 9:30-10 p.m. (EST) Sept. 30 from Salt Lake City en route east.

WABD FULL DAYTIME

WABD New York, key of DuMont TV network, Oct. 4 starts continuous daytime programming, 7 a.m.-6 p.m.

AGENCY MEN ENDORSE

BMB AT SAN FRANCISCO

BMB endorsed as basic tool of timebuyers by three agency men and one sponsor at NAB District 15 session in San Francisco Friday (early story page 28). Endorsers were Burton Granicher, McCann-Erickson; William Morrison, Garfield & Guild; Norman Mork, Biow Co. Sponsor was Wilmot Rogers, California Packing Corp.

Lincoln Delar, KXOB Stockton, conducted sales clinic. William D. Pabl, KFRC San Francisco, led program clinic.

Business Briefly

TRUMAN ON WHO, MBS * Democratic National Committee purchased time on WHO Des Moines for President Truman's talk at National Flowing Point, Denver, 1a., last Saturday noon, 12:12:30 p.m., and on Mutual for recorded repeat at 8:30-9 p.m. (EDST) for East and Midwest, at 8:30-9 p.m. (PST) for Pacific and Mountain time zones. Plans for Tuesday evening (Sept. 21) broadcast under discussion but not set on Friday.

CHESTERFIELD VIDEO * Liggett & Myers Tobacco Co., New York (Chesterfields), to sponsor New York Giants football games effective Sept. 23 on WJZ-TV New York, including nine out-of-town games. Chesterfield also will sponsor sports commentary with Harry Wiser, starting Sept. 25. Sat. 7-7:15 p.m. on WJZ. Both contracts for 12 weeks.

GE FM MUSIC * Dynamic electronics-New York, (Musaphonic Instrument Division, General Electric) has bought six hours weekly on WABF (FM) New York, Thursdays, 8 p.m.-12 midnight. Musaphonic show of light recorded music is fifth full evening package sold by WABF.


GARMENT CONTRACT * Ripley Clothes, New York, placed 52-week contract for quarter-hour periods and spots aggregating reported $100,000 worth of time on WNEW New York, effective Friday. Agency, Bobley Agency, N. Y.

JOSKE'S OF TEXAS STARTS EXPANDED RADIO CAMPAIGN

EXPANDED radio campaign totaling 20 programs weekly launched by Joske's of Texas. Observing its Diamond Jubilee year, San Antonio store, will carry forward techniques developed during 1948 retail clinic conducted at store by NAB, according to James H. Keenan, store's promotion vice president.

In charge of radio drive are Phyllis Webb Soehl, recently named radio advertising director, and Hugh Muney, director of farm and ranch relations. Mrs. Webb formerly was with Maas Bros., Tampa. She broadcasts as "Peggy Wilson, Joske's Personal Shopper" on KTSA and conducts Joske's Women's Show simultaneously on KQNS. She will produce half-hour teen-ager show on KTSA, with all of city's schools participating. Mr. Muney is conducting daily 15-minute noontime program on KTSA.

Broadcasting * Telecasting
How to be FIRST in the World’s No. 1 Oil Market!

Pick KPRC

First in BMB
First in Hooper
First in the South’s First Market

It’s true! Within Houston’s trade area thousands of producing oil and gas wells supply fourteen of the nation’s greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South’s FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

KPRC HOUSTON

950 Kilocycles • 5000 Watts

National Representatives: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager
How a quartz ring drove the first crystal clock in 1928

Heart of the crystal clock built 20 years ago at Bell Laboratories was this quartz ring, adjusted to a frequency of 100 kc. With the crystal cut to correct proportions in this annular shape, positive and negative temperature coefficients of frequency effectively neutralized each other. Resultant temperature coefficient was less than 1 part in 10^6 per degree C.

In the complete oscillator, the crystal was mounted inside a chamber in which the temperature was kept constant within 0.01° C, and placed in a hermetically sealed bell jar to maintain uniform pressure. The frequency of the oscillator output was reduced to 1,000 cycles by means of submultiple generators.

In the clock mechanism, a 1,000-cycle synchronous motor, driven by the output of the submultiple generators, was geared to the clock hands. Accuracy of this clock in 1928 was within 1 part in 10^6. Accuracy of its present-day successor is of the order of 1 part in 10^9—an advance made possible by continuing research.

Where a second is

... in the clock that varies less than 1/1000th of a second a day

There's a clock at Bell Telephone Laboratories—evolved by the scientists there—that keeps accurate time within 0.001 second a day. It is the latest step in a series of developments that began 20 years ago when Bell Laboratories built the first crystal clock.

Why are the men of Bell Laboratories, whose basic interest is communications, so concerned with time? Because the study of communications is largely the study of frequency—and frequency is the inverse of time. To deal with frequencies in megacycles requires accurate measurement of fractions of micro-seconds.

In their early studies of piezoelectric crystals for frequency control, Bell scientists saw the desirability of using them also as a source of accurate time.

Two obstacles stood in the way of devising a crystal clock: the relatively high temperature coefficient of crystals, and the fact that their frequencies were too high to drive a synchronous motor. Annular crystals, with extremely low temperature coefficients, solved the first problem. Submultiple generators solved the second, accurately dividing the crystal frequency. Thus the barrier between frequency standards and time standards was finally broken down.
...in a frequency standard that's accurate to 1 part in $10^8$ a day

Continuing research on piezoelectric crystals at Bell Laboratories resulted in a development of far-reaching importance—the GT cut.

This opened the way to revolutionary advances in instruments for time-frequency measurements. The GT-cut crystals make possible entirely new standards of accuracy, because of their extremely low temperature coefficient—less than 19 parts in $10^8$ per degree C, far lower than produced by any other method of cutting.

Moreover, GT-cut crystals are admirably adapted to wire-suspension mounting, which virtually nullifies the effect of shock on frequency. This greatly enlarges the range of conditions under which accurate measurements can be made.

The Western Electric Primary Frequency Standard is the embodiment of these new concepts in design. It is a 100-kc source that combines accuracy and ruggedness to a remarkable degree. Frequency variation is less than 1 part in $10^8$ over a 24-hour period; yet the Standard, far from being confined to the laboratory, performs with equal accuracy on ships, planes and vehicles— even in earthquake areas! Wherever there is a need for time-frequency measurements, or the synchronous operation of two or more systems, the Frequency Standard is ready and able to take on the job.

**QUALITY COUNTS**

**Western Electric**

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

NO BONES ABOUT IT

The ladies, particularly, know what the above means in a foundation garment.

But we make no bones about the fact that

WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS

"Step-in" the Memphis market on the station with the "two-way stretch".

WHHM
Independent—but not aloof
MEMPHIS, TENNESSEE

PATT MCDONALD, manager
FORJOE & CO., representatives

Member
Association of Independent Metropolitan Stations

* Perma Lift Girdles Stay Up Without Stays

Page 8 • September 20, 1948
**KXOK's**

**Keys to extra sales**

ring up a plus for advertisers

**HOOPER TREND-UP!**

KXOK continues to be the only St. Louis network station to show an audience increase in Hooper total rated time periods... with an audience gain of 5.5% in the December '47 thru April '48 period over the same report of the previous year. Audience gains continued through May, June and June-July 1948 index periods, the latter gain reaching a "high" in total rated time periods of 22%!

**BMB "PLUS" COVERAGE!**

Extra "reach" gets extra results! A survey* of the 30 counties surrounding St. Louis... where a million spenders live... shows that KXOK alone delivers 22.1% of the audience... morning, afternoon and night! PLUS THIS: BMB shows that KXOK reaches a buying audience in 115 counties daytime and 98 counties nighttime with a population of nearly 4 million! Compare the rates... compare the "reach"... compare the Hooper trend... KXOK rings the register, with plus sales!

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*A comprehensive coincidental survey of over 109,000 calls made by Edw. C. Doody & Co.

ST. LOUIS 1, MO. CHESTNUT 3700 **KXOK** 630 KC, 5000 WATTS, FULL TIME

Represented by John Blair & Co.

Owned and Operated by the St. Louis Star-Times.
Feature of the Week

INVISIBLE to the audience he sees, Mr. Ide (inset) supplies the voice for the "Magic Mike" held by Mr. Boulton for an amused girl.

IF ANYONE ever had a valid excuse for "mike fright," it was that bewildered horde of visitors who heard a provocative microphone talk back to them at the exhibit of KDKA Pittsburgh at a recent county fair.

The "Magic Mike" which baffled visitors at the KDKA exhibit was reportedly one of the most popular features for the million-plus visitors at the Allegheny County Fair, held annually at South Park, near Pittsburgh.

To allay suspicions of trick-solvers the "Magic Mike" was rested on a glass table in the center of the exhibit. Visitors were permitted to pick the microphone up and hold it while listening to its responses.

Producer Lionel Poulton, with his hidden partner, Announcer (Continued on page 14)

On All Accounts

THE ads say "Ford's Out Front," but make no mention of the men out front of Ford. William Alexander Chalmers, one-time motion picture actor, department store buyer and station representative, is one of those guiding, if anonymous, figures in his present capacity as account executive for the Ford Motor Co. at Kenyon & Eckhardt, New York.

Bill Chalmers, with consistent circumspection, began his career as an American advertising luminary by being born in Canada. At the age of two, however, he left Winnipeg with his family to come to New York where he subsequently underwent a Quaker school education until time for matriculation at the BBDO agency.

After a year with BBDO he shifted to a sport coat and Hollywood, appearing as a Paramount and Universal contract player in such productions as "All Quiet on the Western Front," "Honey" and "Only the Brave."

Two years later he returned to New York and entered the book publishing field in the production department with Albert & Charles Boni. When the firm closed down, young Bill Chalmers went to Gimbel Brothers for a six week pre-Christmas stop-gap period as sales clerk. Four years later he departed the organization as head buyer of one of its principal departments.

He returned to show business as a stage manager for a theatre group in Woodstock, N. Y., and struck Broadway with questionable impact in 1937 as stage manager and assistant director of "Orchids Preferred," starring Edie Foy. The preference for orchids that season apparently was limited and the show closed after one week. The production drew the curtain also on Mr. Chalmers' theatrical career and he returned to the (Continued on page 13)
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 11%.

**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
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Reach this Growing Market with the Growing Station...

Utah has gained 17.1% in population since 1940—and continues to grow under the impetus of new industrial activity.

To reach this expanding market, smart advertisers are using the popular station—the station that has built its leadership on showmanship "know-how", and on its alertness to public preferences.

The first television station between the Mississippi River and the Pacific Coast, KDYL-W6XIS is now offering commercial television six days a week, Sunday through Friday.

Wire, write or phone for further information and availabilities.

Agencies

ROTHRAUFF & RYAN, Oct. 1 will open Baltimore office to be located at 7 West Hamilton St. Office will be equipped to provide on-the-ground service to their present clients and advertisers in area. New office will make 10th R & R office in U. S. in addition to offices in Toronto and Mexico City.

CARL B. ROBBINS, executive vice president of McCann-Erickson, New York, has been granted a leave of absence in order to devote majority of his time to one of company’s clients, The General Plywood Corp. He has been made president of that corporation. Mr. Robbins will continue to act as consultant to McCann-Erickson. MARION HARPER Jr., assistant to McCann-Erickson president, will take over the duties of Mr. Robbins, while Mr. Robbins is on leave of absence with General Plywood Corp.

WARREN B. DUBIN joined recently opened New York office of W. B. Donner & Co. as account executive. Mr. Dubin was formerly with Jasper, Lynch & Fiehe Inc., New York.

ROBERT HOWELL appointed a vice president of Shurman Mahlin Adv., Detroit. Mr. Howell, who joined firm last year, will continue to serve as creative and copy director.

DR. LYNDON O. BROWN, agency veteran of 20 years, has joined Dancer-Fitzgerald-Sample as vice president in charge of media, research and marketing for all offices—Chicago, Toronto, New York and Hollywood. During his advertising career, Dr. Brown has been associated with three agencies in media and research, and from 1935 until 1942 he served as vice president and director of these departments.

STANLEY B. RESOR, president of J. Walter Thompson Co., New York, selected by American Hospital Assn. as one of 50 outstanding benefactors of American and Canadian Hospitals. He will be admitted to honorary membership in American Hospital Assn. at special Honor Night Dinner Sept. 21. He is cited for his meritorious service on behalf of hospitals and health of his community for past 25 years.

JOHN D. UPTON, vice president, N. W. Ayer & Son, New York, named manager of service in firm’s New York office. Mr. Upton joined Ayer in 1936 and was elected vice president in October 1947.

CHARLES B. WEST, formerly associated with the media department of Neal D. Ivey Co., Philadelphia, has joined the Paul Smith Adv. Co., New York, as media director. Mr. West is treasurer and member of Board of Governors of Advertising Media Forum of Philadelphia and member of American Marketing Assn.

SAM KAISER, formerly with Kayton-Spiro, New York, on 20th Century-Fox account, has joined Blaine-Thompson Co. Inc., New York, as head of the newly expanded motion picture department.

PHIL EDWARDS, former radio, TV and newsreel director of Carl Byoir, New York, has been named radio and television director for W. B. Doner & Co., Chicago. He was associated previously with KYW and WPEN Philadelphia as announcer and continuity chief, after which he served four years in Marine Corps as combat correspondent.

LAWRENCE (Larry) HOLCOMB, formerly in radio and television department of Grey Adv., New York, and prior to that director of radio for Sherman K. Ellia Inc., New York, joined Lennen & Mitchell, New York, as assistant to Nicholas Keely, manager of radio and television department.

EVERARD W. MEADE, vice president and manager of radio and television, Young & Rubicam Inc., is in Hollywood from New York for two weeks’ conferences.

(Continued on page 41)
WHN IS NOW...

WMGM

*************** "CALL LETTERS OF THE STARS" *******

WITH NEW MILLION DOLLAR STUDIOS AT...

711 FIFTH AVENUE
SIX MODERN NEW STUDIO UNITS...

THE MOST ADVANCED TRANSMISSION FACILITIES

RADIO'S MOST BEAUTIFUL STUDIOS

THIS IS

WM

50,000 WATTS • 1050 KILOCYCLES
WMGM—FM 100.3 MEGACYCLES • CHANNEL 262
LAST WORD in luxury and efficiency! Studio A seats 250 visitors...has large stage with automatic draw curtain...symphonic control room and sponsor's booth. Equipped for AM and FM.

IMPRESSIVELY BEAUTIFUL reception room on 15th floor is finished in imported Greek Cipollino marble...richly appointed in modern style. WMGM occupies 13th, 14th and 15th floors.

NEWEST DESIGN for broadcasting is found in all of WMGM's six new studios. Here is view of Studio B, station's second largest, which seats 150. Note elevated sponsor's booth...ultra-modern construction.

NEW LOOK in smaller studios is exemplified by Studio F. Everything's new—tuneables...central board...microphones...furnishings. Ted Husing's Bandstand and other great shows come from here.

These are "the call letters of the stars!" WMGM will bring you the pick of Hollywood's beauty and talent—like the glamorous stars you see above—from Metro-Goldwyn-Mayer's famous family...a new era in programming with a new aura of great entertainment.

LEO'S OWN STATION
FOR NEWS... now it's WMGM

FOR SPORTS... now it's WMGM

FOR ENTERTAINMENT as always IT'S WMGM

"CALL LETTERS OF THE STARS"

For more than a quarter century WHN, New York's second oldest station, has served America's Number One Market with dignity and distinction. Now, drawing closer to its affiliated organization—the world-famous Metro-Goldwyn-Mayer Studios—it continues its record of public service with new and exciting call letters... WMGM. But this is more than a change in name... The new call letters bring with them the vista of great new programs added to the cream of the old... new lustre... a new spirit of wonderful entertainment. Just as M-G-M means the best in motion pictures... so, for the best in radio, it's now WMGM.

1050 ON YOUR DIAL also 100.3 mc. on FM


WESTERN PRESS ASSN., St. Louis, producer of package television shows, announced it will open first television show for Stephen Burns, local Lincoln-Mercury dealer on Sept. 24. Show series is comedy-variety. There is possibility of Midwest television network sponsorship of show by overall Lincoln-Mercury organization, as well as by network officials who are considering show for possible NBC production.

NESTEA, new soluble tea product of Nestle Co. Inc., makers of Nescafe, will use radio spots for an introductory campaign. NESTEA has recently been started by Amino International Corp., Chicago, will be introduced to public via radio this fall as consumer tests are conducted by J. Walter Thompson, also Chicago, which took over account mid-August. Test market areas are now being determined.

V. LA ROSA & SONS, (La Rosa macaroni, spaghetti, egg noodles and pastina), New York, through its agency Kiesewetter, Wetterau & Baker Inc., New York, will sponsor half-hour complete daytime dramatic show five times weekly starting Oct. 11. Program will be called La Rosa Hollywood Theatre of Stars and will feature an important Hollywood movie star each day, on transcriptions. Show will be heard on following stations: WOR New York, WCAU Philadelphia, WBSA Springfield, Mass., WJAR Providence, WTC Hartford, and others. Firm plans to add more stations to its list in near future.

ANGOSTURA-WUPPERMANN Corp., New York, appointed Robert W. Orr & Assoc., New York, to handle its advertising campaign. Spot announcements will be used although definite plans have not yet been set.

WM. WRIGLEY Jr. Co. Ltd., Toronto (chewing gum) has appointed Walsh Adv. Co., Toronto, to handle all Canadian radio advertising. Wrigley's uses network quiz shows in English and French.

CANADIAN INDUSTRIES Ltd., Montreal (paint and varnish division) has started daily one-minute spot announcement campaign for six weeks on 76 Canadian stations. Agency: Cockfield Brown & Co., Montreal.

UNIQUE ART MFG. Co., Newark, N. J. (mechanical toys), will sponsor 15-minute weekly segment of Howdy Doody show 6:45-6 p.m. on NBC television starting Fri. Oct. 1. Grant Adv. Inc. is agency.

MANUFACTURERS Sales Co., San Francisco (plastic adding machines), appoints Ad Fried Adv., Oakland, Calif., to handle its advertising. A test campaign will be used on northern California stations.

PLASTIKON-WESTERN, San Francisco (Uneek, plastic floor and linoleum finish), appoints Benson M. Sherman agency, same city, to handle its advertising. Radio will be used.

(Continued on page 47)

BROADCASTING • TELECASTING

NOW AVAILABLE in TULSA...

ART BAKER AND HIS NOTEBOOK

The story-telling, humorous philosopher of the air waves from the West Coast to the Eastern Seaboard is now heard in Tulsa with his new show featuring live participations, over KTUL from 1:00 to 1:30 p.m. Monday through Friday.

BULLETIN

1:00 to 1:15 p.m. strip now sold to makers of SUPREME SALAD WAFERS. 1:15 to 1:30 segment still available.

See Avery-Knodel or Phone, Wire or Write...

KTUL

BOULDER ON THE PARK — TULSA, OKLA
Affiliated with KOMA, Oklahoma City
Avery-Knodel, Inc.
Vice Pres. & Gen. Mgr.

September 20, 1948 • Page 13
A Pilgrim Peeps
EDITOR, Broadcasting:
Either you give WCAU a different position in the magazine or else Doc Levy should get himself a sturdier Pilgrim. (Pages 38-39, Broadcasting, Sept. 6.) The old boy at the top of the page looked primly away from the Radiorama cheesecake layout on the opposite page. By the time he reached the bottom of the page, however, the Pilgrim was peeping lecherously at the Congo beauties with their native headdress.
Victor A. Skolski
Director
WHAS Louisville
* * *

Required Reading
EDITOR, Broadcasting:
I've been a subscriber to your magazine for years, require it in my college classes, and, in the writing of my book "Radio Workshop for Children," used to advantage your copious reporting of network, local station, and school activities in radio for children.
Jennie Waugh Callahan
Ph.D.
Hunter College
New York City
* * *

Promotion Requests
EDITOR, Broadcasting:
Recently Broadcasting Magazine published a description of the new WLBR promotion folder. I thought you might be interested in knowing that I have received a number of inquiries...requesting copies...
I am reluctant to release the exact amount of mail received as our disc jockeys would turn green with envy if they found out they are facing keen competition from our promotion department.
Julian F. Skin nell
Operations Manager
WLBR Lebanon, Pa.

Feature
(Continued from page 10)
Carl Ide, did a series of audience interviews. Another hidden, but not silent partner, was a small radio receiver which KDKA technicians had installed in the base of the velocity microphone. The receiver was operated by batteries designed for hearing aids.
From his hiding spot Mr. Poult on to see if he were employing ventriloquism when the voice of the mystic mike described their clothing, guessed their weight and gave the color of their hair.
A series of recorded sections of KDKA shows were presented by the mike with the responding voice when it was not being used for interviews.
Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

AWARD of MERIT
Farm Placement Program
IN COOPERATION WITH THE
TEXAS EMPLOYMENT COMMISSION

T'WERN'T REALLY NOTHING UNUSUAL FOR KGNC...

Wheat is a 200 million dollar activity in the Texas Panhandle—a mighty important business.

For two years KGNC's "Uncle Jay" during his 15 minutes Trading Post program, has been directing harvest crews, routing labor, trucks and combines to areas where they were most needed... thus combining public service with entertainment to bring another award to KGNC.

Working with County Agents last year and with the Texas Employment Commission this year, KGNC has been successful in solving a serious problem both for farmers and harvest crews by avoiding pirating and other evils.

This service was used to direct harvest crews in the area served by KGNC—a big job—since the primary area alone covers 54 counties in Texas, 16 in New Mexico, 18 in Oklahoma, and 6 in Kansas. Inquiries were received far beyond this area.

So successful was this service that KGNC was given the above mentioned Award of Merit, and it is planned to continue this cooperative program again next year during the harvest season.

This proves one thing—that public service with entertainment builds a loyal, consistent audience, and in the fabulous Panhandle of Texas this valuable combination belongs to KGNC.
TELEVISION has been called "the greatest medium of expression mankind has ever had at its disposal" and, as an advertising medium, has demonstrated its tremendous impact on the American people. The technical development of the medium has progressed from an idea to a reality and more and more people are trying to get into the act.

To help the novice in the field, and as a reference for all people interested in video, John F. Royal, vice president of NBC, compiled a book, Televison Production Problems. The volume, published by McGraw-Hill, is a collection of "lectures" given by top NBC personnel in connection with the Columbia U. course in the programming phases of video.

The chapters covered in this Telestatus are by Richard F. McDonagh, manager of the script division of NBC; N. Ray Kelly, manager of production facilities for NBC Television; Robert J. Wade, art director of NBC Television; and Edward Sobol, NBC Television producer.

Need for Improvement

Despite the technical advancement that has taken place, the consensus is that television programs must improve to hold the audience of the future. Outside of sports, which now consumes the majority of video time, it is necessary for someone to write and produce all other programs.

"Television's two great primary needs are material and writers," in the opinion of Mr. McDonagh in his chapter on "Television Writing," is noted by many other people involved in putting a television show on the air, that may sound like a broad statement, but, before any of them can display their talents, they must have material with which to work.

Mr. McDonagh feels that video writers will come from practically every field, but that they must combine "the visual sense of the stage writer and the facility of screen writer, the ingenuity of the radio writer."

In the interest of efficiency, considering the time-consuming job of writing a television script, it is felt that it will be best for each station or network to have a staff of writers whose main duty will be that of adapting...to the great number of other writers." These people should be selected for their imaginative capacity and facility in creation. They should be trained in the mechanics of preparing a TV script so they can answer to television literary material written for other mediums.

Cuts and changes are, of course, necessary in writing an exhibition, and Mr. McDonagh states that the "only obligation to the original author is to be as faithful as possible to the original work in making the adaptation."

Importance of Titles

Titles for a work are important and should be "arresting, suggestive, and challenging. Remember, too, that for newspaper listings they should be as short as possible. Because of the physical limitations of a video studio, characters should be kept to a minimum. Care should be used in biographical studies where a person is shown at several ages because of the time taken in changing costumes. To save time, a set should be applied in the use of a flashback where the "main characters appear in both framework and story proper, and where the age and costume differences, as between framework and flashback scenes, are marked."

In writing for video "it will help the pictorializer to remember that, as in radio, television programs go into the home," and that "the prudent writer will be on guard against offending." Here the same rules of good taste that apply to radio should be followed. As to subject matter remember: "The masses want entertainment—they don't want to be educated unless it can be done in an appealing palatable way." "Television, like radio, must offer a carefully balanced schedule of entertainment, including special events, drama, travel, presentations, programs of practically all kinds, and, of course, the lighter public service variations of these types of programs.

Focus of Camera

The depth of focus of an iconoscope is short and "the writer should not indicate two simultaneous, significant pieces of action, one taking place behind the other."

Remember, also, a television screen is small and too many people in one scene will not show well. Get action as close as possible, avoid long, boring "panning."

Camera direction should not be the concern of a writer. "Unless specific camera shots are necessary due to the advancement of your plot, leave them to the director." Know the limitations and demands of video writing but "leave the technical and production details to the men best qualified to handle them—the directors." When the script is completed, the production facilities of the station come into play to get the show on the air. In the chapter on these production facilities, Mr. Kelly states that the term "encompasses a variety of functions and materials, which, with live performers, create a highly visual and audible content of a television show. Specifically, it includes execution of settings, dioramic and model miniatures, and other visual effects required as a means of scenic and dramatic transition, set dressings of all kinds, furnishings, properties both mobile and stationary, make-up, wardrobe, costume design and execution, sound effects, lighting and technical art material in a wide variety.

Production Facilities

The various activities of the production facilities staff is divided into two groups—technical and operating. The technical staff includes the art director and all those engaged in scenic design, including artists and construction workers. It also includes wardrobe workers, visible and audible effects technicians, property custodians, make-up artists, little letterers, and commercial artists.

The operating staff is headed by the staging coordinator, who, "working in close cooperation with the director, the technical director, and various members of the technical staff from the inception of the program, coordinates the planning, direction and assembly of all necessary equipment and manages the staging staff...and is responsible for the installation, operation, and placement of production facilities during rehearsals and broadcasts."

"At a meeting with members of the facilities department, including the manager, art director, scenic designer, wardrobe designer, studio director, etc., the producer presents a general picture or style, based on the script or his conception of the original." With the feeling of the script in mind the director clarifies the script and starts to work on the set layout. In "Settings for Television," Mr. Wade states the "tentative plan is approved by the producer, by the facilities manager—who tests it for sight lines with a specially designed scale—and by the technical director, who approves the direction of camera angles and problems of moving video and sound equipment."

The next step is casting. In "Production of Dramatic and Variety Programs," Mr. Sobol advises getting the best actors available, particularly in leading roles. For casting, television, it is best to cast to type.

"Now you are ready to put your play into rehearsals. Full-length plays need about 10 to 12 days for rehearsals. Only two of these days are for camera rehearsals. The rest is away from the studio and are called dry rehearsals. About four hours a day are used for the first five dry days. For the remaining six, once a day cast time should be cut down by careful planning and blocking. The general rule holds, however, that the television rehearsal is twice that of a radio rehearsal, and should be cast to a time as long as possible."

In the rehearsal hall you mark out the floor plan of your sets and after the first rehearsal begin using regular or substitute props."

During rehearsal remember to plan your camera shots for the stage so there can be 8, 10, 12, 14, or 16 work rehearsals to come. Since the play is most likely to be in several scenes, "a good idea (during the first studio rehearsal) is to run through the play scene by scene at a time for the benefit of the cameramen and the rest of the studio crew. You will work directly with the technical director and with a stage manager. The technical director has full charge of cameramen, sound men, lights, and all engineering facilities. He is in communication with them to get a transcript of all requests for camera movements, etc. Your contact with the actors during rehearsals is either through your stage manager or direct to the actors by means of a private line..."

Dress Rehearsal

"After about 10 hours of camera rehearsals, you are now ready for a dress rehearsal. Try to make it as nearly perfect and as much like the broadcast as possible. Have your actors in full costume and make-up, all your sets properly dressed, all your props set, all your cues properly marked in your script and then shoot. Set up your shots...before you take it. Be sure the shot is ready when you take it, because once it is being broadcast there is little you can do about it. Try to have your dress rehearsal in time to give the actors a chance to rest before the broadcast. Now you are ready for your broadcast."
In Maryland, it's WMAR-TV for Complete Facilities

Already operating two mobile units, remote studios and a complete film department, WMAR-TV opens its new main television studio this week.

Equipped with the newest electronic devices, WMAR-TV's newest studio is located in the Sun Building only one block from the antenna atop the O'Sullivan Building—593 feet above street level.

Included in the new studio are two studio-type image orthicon camera chains, the latest studio switching and fading console, and hydraulic camera dollies.

In Maryland, it's WMAR-TV for the "Best in Television" every day of every week.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVENUE • NEW YORK 18, N.Y.
Your distribution may blanket the area...but

Are you using the medium that penetrates your distribution area as completely as your product? Does the circulation of your advertising “fade” 25 miles, 50 miles, 100 miles from its point of origin?
does your advertising?

of origination? . . . Here are three maps of the Chicago area. Which map comes closest to coinciding with your distribution area? Which medium penetrates that area best for you?

WMAQ is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how closely these stations' coverage areas match your distribution areas . . . how thoroughly they penetrate those areas.

New York . . . . . . . . . . . . WNBC
Chicago . . . . . . . . . . . . WMAQ
Philadelphia . . . . . . KYW
Cleveland . . . . . . . . . . . . WTAM
Washington . . . . . . . . . WRC
Boston-Springfield . . . . . WBZ-A
San Francisco . . . . . . . . . KNBC
Pittsburgh . . . . . . . . . . . . KDKA
Denver . . . . . . . . . . . . . . KOA
Schenectady . . . . . . . . . WGY
Fort Wayne . . . . . . . . . . WOWO

LEGEND
☐ 50 to 100% of total families reached
☐ 25 to 49% of total families reached
☐ 10 to 24% of total families reached
GROWTH and PROGRESS

Growth and progress are not synonymous. When they do develop together, however, they produce wonderful results! The history of KVOO is an inspiring story of growth and progress...growth in power and service to an ever widening circle of faithful listeners...progress in bringing the newest and best in programming to listeners in advance of competition.

These are the reasons KVOO is Oklahoma's Greatest Station.

These are the reasons KVOO continues to grow and progress from year to year.

These are the reasons advertising dollars on KVOO bring greater returns to advertisers, year after year.
CENSUS PREVIEW

By RUFUS CRATER

A VIRTUAL SHUTDOWN of FCC's television processing lines until the end of the year—and possibly into 1949—appeared certain last week as the Commission prepared to call an engineering conference, probably before mid-October, looking to revision of TV standards and perhaps channel allocations.

This prospect, which had been forecast unofficially last Sept., became evident during a 1 1/2-day FCC-industry conference which also produced testimony that Allen B. DuMont Labs could begin to turn out transmitters for the 475-890 mc television region within six months to a year.

Dr. Allen B. DuMont, head of

TV Hearing Witnesses

THE ORDER in which witnesses will appear at the FCC high-band television hearing starting today (Monday) is shown below as announced by the FCC last week.

The hearing, concerned with the feasibility of opening the 475-890 mc video band and expected to take up most if not all of the week, will be held before the Commission en banc, starting at 10 a.m. today in the U. S. Dept. of Commerce Auditorium in Washington.

Evidence will be presented in the following order:

Bureau of Standards—Kenneth Norton.
Joint Technical Advisory Committee—Philip Silling, Donald Fink, George Lippitt—Personal Appearance. Television California—George F. Adair, consulting engineer.


Allen B. DuMont Labs—Thomas T. Goldsmith, research director.

Phipps Television Broadcasting Corp. and Philco Corp.—David B. Smith, Philco Corp. vice president in charge of engineering.

RCA and NBC—C. B. Jolliffe, executive vice president of RCA Corp.; others.


CBS—William B. Lodge, vice president and director of general engineering.

Cowles Broadcasting Co.—T. A. M. Craven, vice president.

Eitel-McCullough Inc.—Harold E. Sorg, research director.

G. A. Richards Stations—R. Morris, vice president of WGN Chicago; others.

Zenith Radio Corp.—E. J. Brown, assistant vice president.

Paramount Television Productions—Paul Rabourn, president; Richard Hodgson.

Sarkes Tarzian (WTTS Bloomington, Ind.)—Sarkes Tarzian.

Shutting Looms till Standards Are Set

TRIAL RUN of the 1950 decennial census will be held Oct. 22 though the world's largest and most revealing nose count is still a year-and-a-half away.

The quarter-finals of the U. S. include a radio question. It will be a simple question:

"Is there a radio in these living quarters? Yes—; No—;"

Inclusion of the radio question offers encouragement in view of the Census Bureau's previous reluctance to include the subject in the 1950 count [Broadcasting, May 3].

But bureau officials were quick to point out last week that the trial-run version in no way insures inclusion of a radio set query in the 1950 project.

"The test will merely provide experience in setting down a workload of items that can be answered by the public," Robert C. Hamer, chief, Housing Facilities Unit, Population Division, told Broadcasting. The bureau is experi-
In This Issue...

TV Processing Shutdown Looms

1947, has formed a new agency under the same name at 445 Park Ave., New York.

Mr. Spector

Spector Launches New N.Y. Agency

RAYMOND SPECTOR, president of Raymond Spector Co. Inc., New York, which discontinued active operations in Jan.

Mr. Spector Launches New N.Y. Agency

Canadian Ace Is Target

In $735,000 FTC Suit

THE CANADIAN Ace Brewing Co. is faced with a $735,000 suit filed against it by the Federal Trade Commission last Thursday for allegedly failing to indicate that its product was brewed in the United States.

Mr. Case

P & G and C-P-P Buy TV Net Time

soap manufacturers each take half hour on NBC Video

Two leading soap manufacturers, who are also two of the nation's foremost advertisers and largest users of radio time, have bought time on NBC's TV network for half-hour weekly programs to start early next month.

Procter & Gamble Co., Cincinnati, has contracted for the Friday, 9-9:30 p.m. period through Compton Adv. Inc., New York. It is the company's second video network program, with P & G already sponsoring television fashions on parade on the DuMont video network, Friday, 8-8:30 p.m., for Ivory Snow and Prell, through Benton & Bowles, New York.

Colgate-Palmolive-Peet Co., Jersey City, will sponsor the Monday 9-9:30 p.m. half-hour on the NBC video network. Pending decision is whether product will be advertised, the company has not announced which of its three agencies—Ted Bates Inc., Sherman & Marquette, William Esty—will handle the video series.

UNIFIED ARMED FORCES PRESTIGE DRIVE IS SET

national campaign to promote unified armed services prestige was approved last week at a meeting in the White House of representatives of the Advertising Council, Armed Forces, Marine Corps and the staff of John R. Steelman, assistant to the President.

Ralph Bellamy was named chairman of the Committee appointed last week to negotiate with other AAAA unions desiring a merger. A date has not yet been set for the beginning parleys.

NAB Retail Brochure

brochure analyzing the Sears Roebuck & Co. advertising budget for the year has been prepared by the NAB Dept. of Broadcast Advertising. Lee Hart, retail advertising director, breaks down the budget, which shows a percentage drop for radio (41.3% to 34.4%) but dollar gain. The budget is up from 18 to 23 million dollars.

CBS Promotes Danzig

JERRY DANZIG, who joined the CBS television staff early this year as senior producer, has been promoted to the post of associate director of TV programs.
FCC ASSAILED

By ED KEY

THREATENING remedial legislation unless a minority report is offered, a House Select Committee, in a scathing report to Congress, charged late last week that FCC had exceeded its authority, invaded its legislative field and "embarked upon a dangerous and mischievous line of reasoning" in its Port Huron and Scott decisions.

The blistering indictment of the agency was contained in a nine-page interim report of the House Select Committee Investigating the FCC (Broadcasting, Sept. 6, 13), scheduled to be filed today (Sept. 20) with the Clerk of the House, in absence of regular Congressional sessions. Approval of the report was taken by four members of the five-man Committee. These included Reps. Forest A. Harness (R-Ind.), chairman of the Committee, and Reps. Leonard W. Jourdain (D-Mass.), Charles H. Elston (R-Ohio), and J. Percy Priest (D-Tenn.). Rep. Oren Harris (D-Ark.) up to Friday afternoon had not indicated he would subscribe to the views or write a minority report.

Opinions were based on Committee hearings Aug. 5-6 on the Port Huron Decision dealing with political broadcasting (Broadcasting, Aug. 9) and Aug. 31-Sept. 1 hearings on the Scott Decision concerning atheists' right to radio time (Broadcasting, Sept. 18). Other major conclusions reached by the Committee were:

- Careless language had been "indulged in for some time" by the Commission, it was intimated that this originated in the legal division.
- There is doubt as to "who and what considerations dictate decisions" of the FCC, an accusing finger was pointed at the law bureau and also at the public information director.
- FCC had, in effect, reversed its Scott Decision with the renewal of WHAM Rochester's regular license and should specifically say so.
- The Committee should, itself, expunge the controversial language in the opinions.

Port Huron Edict

It was pointed out in the Port Huron hearings, the Committee said, that stations had no right to censor libelous or slanderous statements in political broadcasts, even though a station might be liable under state laws, thus placing the broadcaster in a "dilemma of self-destruction."

The decision, the report explained, was subscribed to fully by only two of the Commissioners. It cited Comr. Robert F. Jones' dissenting opinion which held that the decision "seeks to exclude religious and to hold forth both promise and threat without legal effect.

It was recalled that the Committee's "free-and-clear" policy, under which opinions of the Commission are prepared originally by the legal staff without consultation with members of the Commission as to their views. It was also developed that the Public Information Director is consulted before decisions are handed down, and that the Public Information Director advises as to possible reaction.

This type of information, the report declared, gave the Committee and its Chairman, who, and what considerations, dictate decisions by the FCC."

An immediate effect of the decision had been to encourage irresponsible persons and those with grudges to go on the air with unfounded and slanderous attacks upon any person seeking public office, the Committee charged.

The problem has been "substantially resolved," the Committee said, by assurances from the Commission that "for the time being, at least, the matter is filed and the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene and slanderous statements from going out over the air, need not fear any capricious action."

Assail Scott Decision

Assailing the Scott Decision as "unintelligible and impossible of clear and unambiguously interpretation," the Committee declared it "obviously would be advantageous only to the atheists and the Communists. For any method or means that blocks the words of God, the enemy of these groups, is a victory for their cause of Godlessness."

Language of a witness, characterizing the decision as "a tissue of naivete, inaccuracies and . . . self-contradictory affirmations," was adopted in the Committee report.

The Committee decided that in both decisions "the Commission has embarked upon a dangerous and unprecedented course of policy that anything and everything should be permitted on the air regardless of its conformity to the rules of ordinary decency, sensibilities of the listening public or to the possible effect upon the moral standards of the Nation."

On the basis of evidence presented in testimony of the Committee, the Committee firmly concluded that the Scott Decision demonstrated "a dangerous and unwarranted policy of 'thought policing' that has no basis in law."

FCC Jurisdiction

When the FCC attempts to regulate such matters it is invading the field of legislation and indulging in quasi-judicial legislation on a subject which Congress clearly decided was outside the Communications Act, the Committee determined.

As evidence that their views did not conflict with freedom of speech, the Committee pointed to U. S. Supreme Court decisions in the cases of NBC vs US which stated in part:

"Freedom of utterances is abridged to make room for the limited facilities of radio. Unlike other modes of expression, radio inherently is not available to all. That is its unique characteristic, that is the true basis for the other modes of expression, it is subject to governmental regulations. Because it cannot be used by those who wish to use it must be denied. But Congress did not authorize the Commission to choose among applicants upon the basis of their political, economic, or social views, or upon any other capricious basis.

The Committee expressed the belief that the broadcast of a regular religious worship from a church, cathedral, temple or synagogue did not present a public controversy which in the public interest "requires that time be granted to it, and it would destroy the Church in America."

Assurances from Commission representatives that dictum in the Scott Decision would not be applied literally failed to satisfy. It was felt by the Congressional body that "much of the language of the Scott Decision is unfortunate and the case can be met only by expounding the language of its opinion from the record of the Commission."

Renewal of the regular license of WHAM Rochester, after it had long been held up pending investigation of complaints by atheists, was interpreted by the Committee as a Commission reversal of the Scott Decision. The Committee felt that the agency should clearly indicate its opinion reversal.

"Your Committee," the report said, "is hopeful that remedial action will be taken by the Commission itself, in view of the full facts as developed in the public hearings. If no such action is taken by the Commission, your Committee will propose legislation in the next session of Congress.

"The use of careless words and language in opinions of the FCC is unfortunate. It is a practice that has been indulged in for some time, perhaps under the guidance of the legal division of the Commission. Your Committee does not feel that the public interest is well served by such practice and condemns it."
**STUMP TIME**

REWLYING on radio to carry their messages to the people, the nation's candidates for President and Vice President threw their campaigns into high gear last week.

Gov. Thomas E. Dewey, Republican candidate from Drake Stadium in Des Moines, Iowa, today (Sept. 20) over CBS and MBS, 10-10:30 p.m. (EDT).

The initial speech of Gov. Earl Warren, Vice Presidential candidate, was aired last Thursday from Salt Lake City over 165 stations of CBS. The California Governor, off on a 31-day tour, will make 25 major speeches and also 60 platform appearances.

**Three New Biow Executives Named**

F. K. Beirn, Formerly of D-F-S, Joins Agency Sept. 27

Mr. Tyler Mr. Beirn

BIOW Co., New York, elected three vice presidents, effective immediately, at a recent board of directors meeting, Milton Biow, president of the agency, announced last week.

The three vice presidents are C. Terrence Clyne [BROADCASTING, Sept. 13], Erwin D. Swann and Charles P. Tyler.

A fourth vice president, F. Kenneth Beirn, who resigned last week from Dancer-Fitzgerald-Sample, New York, as executive manager, will join the agency Sept. 27.

No replacement for Mr. Beirn has been named as yet at D-F-S.

Mr. Clyne, previously with Free & Peters, as vice president, joined the agency in 1947 and is account executive on the Bulova Watch Co. account as well as member of the agency's plans board in charge of radio and television.

Mr. Swann joined the agency in December 1946, and prior to that was associated with Dancer-Fitzgerald & Sample. He is account executive on the Shenley Distillers.

Mr. Tyler joined Biow Co. in December 1947 and before that was with J. Walter Thompson Co. He is the account executive on Philip Morris & Co. Ltd.

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Wallace Budget Said To Be $200,000

*President Truman, who opened his campaign in Detroit Labor Day, was scheduled for another major appearance at Dexter, Iowa, last Saturday.

Kenneth Fry, radio director of the Democratic National Committee, told BROADCASTING last Thursday there was no basis for earlier rumors that live broadcasts by the President from Dexter had been cancelled for lack of sufficient funds. President Truman's speech was to be carried by WHO Des Moines from 12 to 12:30 p.m., transcribed and then broadcast at 8:30 p.m. (EDT) last Saturday over the full network of MBS.

Henry Wallace, the Progressive Party's candidate for President, on Sept. 15 started a series of Monday night broadcasts over NBC from 10:30 to 10:45 p.m. His party reputedly will spend about $200,000 for the series, with several New York and Hollywood dramatic broadcasts and an election eve program from New York. The party contemplates no newspaper advertising.

Dewey Denver Talk

Gov. Dewey's second major address will originate from Denver Tuesday (Sept. 21), according to Ed Ingle, GOP radio director. The speeches will be carried over more than 30 stations of the CBS western and the Don Lee Network, 8:30-9 p.m. (Mountain Standard Time).

Sen. Alben W. Barkley, Democratic nominee for Vice President, will deliver 15 speeches in eight states within the next two weeks, Sen. J. Howard McGrath, chairman of the Democratic National Committee, announced last Thursday.

His opening address was scheduled for delivery last Saturday in Wilkes Barre, Pa.

**MERCHANDISING PLAN SET UP BY COLUMBIA**

COLUMBIA Records' dealers and distributors will join in a "9-Point Merchandising Plan" to be initiated by the firm in October and to continue through November on behalf of Columbia's long-playing Microgroove Records.

The plan is described as including radio chain breaks, co-operative newspaper advertising, a window display contest with $1,000 in savings bonds offered for the best tie-in displays, a direct mail campaign, telephone solicitation, point of sale material, free service from magazines, and trade journal advertising.

In addition, Columbia Records will run full-page advertisements for its L-P records in 10 magazines.

L-P record commercials have already been launched on WQXR New York, music-news stations.

**SUMMER SLUMP**

A SUMMER SLUMP in time sales by the four major networks last July was noted in tabulations released last week to BROADCASTING by Publishers Information Bureau. Total gross time sales on the major networks in July were $15,223,466, as compared with June figures of $15,631,141. The total gross value of time sold on the networks through July this year is $115,307,811.

Food and food products continued to lead all other products in the amount of network time purchases, with $2,849,153 in July. Toiletries and toilet goods, the next largest spender, was $2,085,146.

Network gross by product groups:

<table>
<thead>
<tr>
<th>Product Group</th>
<th>July 1948</th>
<th>July 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture &amp; Farming</td>
<td>$119,188</td>
<td>$159,377</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Accessories</td>
<td>$81,942</td>
<td>$62,655</td>
</tr>
<tr>
<td>3. Automotive, Automotive Accessories</td>
<td>$70,371</td>
<td>$4,389,927</td>
</tr>
<tr>
<td>4. Aviation, Aviation Accessories &amp; Equipment</td>
<td>$81,398</td>
<td>$714,444</td>
</tr>
<tr>
<td>5. Beer, Wine &amp; Liquor</td>
<td>$64,419</td>
<td>$74,475</td>
</tr>
<tr>
<td>7. Cigarettes &amp; Soft Drinks</td>
<td>$5,557,700</td>
<td>$4,384,477</td>
</tr>
<tr>
<td>8. Consumers Services</td>
<td>$139,599</td>
<td>$1,477,788</td>
</tr>
<tr>
<td>9. Drugs &amp; Remedies</td>
<td>$3,045,953</td>
<td>$4,326,093</td>
</tr>
<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>$1,026,762</td>
<td>$1,026,762</td>
</tr>
<tr>
<td>11. Food &amp; Food Products</td>
<td>$2,849,153</td>
<td>$2,849,153</td>
</tr>
<tr>
<td>12. House &amp; Home Products, Other Fuels</td>
<td>$2,085,146</td>
<td>$2,085,146</td>
</tr>
<tr>
<td>13. House &amp; Home Products, Other Fuels</td>
<td>$2,085,146</td>
<td>$2,085,146</td>
</tr>
<tr>
<td>14. House &amp; Home Products, Other Fuels</td>
<td>$2,085,146</td>
<td>$2,085,146</td>
</tr>
<tr>
<td>15. Household Furnishings</td>
<td>$100,308</td>
<td>$77,386</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.

**July Network Figures Down**

Mr. Whitmore joined Western Electric in 1929. Mr. Reynolds entered Bell System same year.
Mr. Trammell

The convention's first morning session, Sept. 22, will include a call to order by Easton C. Woolley, vice president in charge of station relations; Mr. Trammell's address; a report by Paul W. Morency, WTIC Hartford, chairman of the NBC stations planning and advisory committee; reports on the economic future of AM, FM, and TV* will feature the opening session of the convention.

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Panel discussions under the chairmanship of Noran E. Kersta, executive assistant to Mr. Strotz, will follow. Participants and their subjects will be: Harry Bank, WWJ-TV-Detroit, "Operating a Major Markets Station"; Walter J. Damm, WTMJ-TV Milwaukee, "Short Cuts to Save Money"; Robert S. Peare, vice president of General Electric, R. W. Tooke, of Philco Corp., and Harold Burke, WBAL-TV Baltimore, all speaking on "Operation of a Non-interconnected Affiliate." Carleton Smith, director of NBC television operations, will speak on program sources. O. B. Hanson, vice president and chief engineer, will discuss technical aspects of TV. No business sessions are scheduled in the afternoon and evening of Sept. 24.

The morning session of the closing day, Sept. 25, is reserved for informal discussion with affiliates. Mr. Trammell will speak at luncheon that day.

**NBC Sun Valley Agenda**

**Wednesday, Sept. 22**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 - 10:00 a.m.</td>
<td>Registration—Entrance to Opera House</td>
</tr>
<tr>
<td>10:00 - 12:00 noon</td>
<td>Call to order—NBC and NBC affiliates only (Closed meeting)</td>
</tr>
<tr>
<td>12:00 - 1:00 p.m.</td>
<td>Luncheon (on terrace overlooking skating rink) Speaker—NBC Television 1948—Charles R. Denny</td>
</tr>
<tr>
<td>1:00 - 2:00 p.m.</td>
<td>Afternoon Session</td>
</tr>
<tr>
<td>3:00 - 5:00 p.m.</td>
<td>NBC Sun Valley Agenda</td>
</tr>
</tbody>
</table>

**WRS Stratovision Request Is Denied**

**FCC Refusal, However, Concedes Need for Consideration**

FCC last week denied Westinghouse Radio Stations' request for rule-making proceedings to set up standards recognizing Stratovision, simultaneously rejecting the WRS bid for changes in allocations to accommodate Stratovision on television Channel 8 at Pittsburgh.

The Commission ruled, however, that the question of rules and standards for airborne television is appropriate for consideration in the high-band television hearing which gets under way today (Monday) and pointed out that Westinghouse already has reserved at least one hour during the hearings for testimony on its Stratovision system.

The order made clear that FCC does not intend to entertain a Westinghouse request for Stratovision on Channel 8 at Pittsburgh until after it has the current channel-reallocation proceeding, from which television allocations were excluded earlier on grounds that adequate notice of all the changes had not been given.

Channel 8 Petition

The new petition for Channel 8, FCC ruled, "constitutes in effect a request for reconsideration of the Commission's action in excluding petitioner's exhibits from the record in the [current} channel reallocation proceeding]." FCC also rejected Westinghouse's request that pending hearings be continued and action withheld on any authorization which might conflict with the petition.

If Westinghouse re-files after the current channel hearings have been held, it could be that the petition will still be subject to the rule-making procedure.

The company had estimated that its proposed Stratovision station, if protected to the 600 microseconds contour, could bring television to 6,000,000 persons who otherwise would not receive 5,000-microvolt signals even if all the ground stations envisioned in FCC's allocations were in operation.

**Sun Valley Registration**

Convention to Chart Their Future

By J. FRANK BEATTY

FM ASSN. will decide next week where it will go next. With some 250 delegates already registered for the Sept. 27-29 convention at the HotelSheraton, Chicago, the FM segment of the industry — operating with little manufacturer and related interests — will go right to the fundamentals of the future of FM and FMA.

Four main courses have been discussed for consideration by the members: First, expand the scope of the association's operations; second, narrow down to a purely promotional enterprise; third, close shop and start all over new; fourth, work out a cooperative setup with NAB.

Of the four, No. 2 has the support of the FM industry, according to Everett L. Dillard, WASH Washington, retiring president. Mr. Dillard is not a candidate for reelection.

Possible outcome — Drive to raise $50,000 to finance FM promotion through FMA. This was the original budget goal in 1947 when FM was born, but the association has operated on half the budget until now.

A three-day agenda has been drawn up by C. M. Janosky Jr., FMA program committee chairman, and Bill Bailey, FMA executive director (see agenda). Featured speaker will be Wayne Coy, FCC chairman, who is expected to discuss the future of FM from a regulatory standpoint (CLOSED CIRCUIT, Sept. 19).

Sunday Session

An FMA by-laws committee will submit a proposal for amendments for consideration at the board's pre-convention meeting, to be held at 10 a.m. next Sunday. These recommendations, it is understood, would specify that manufacturers have at least three board members and would give the paid executive director more freedom of action. The new board will meet Sept. 29, final convention day. Six board vacancies will be filled by the FMA membership.

"The question of greatest importance at the convention," Mr. Dillard said, "is to decide whether the course FMA should follow as FM emerges from its technical developmental stage into a nationwide commercial business.

"There will be a lot of discussion whether FMA should broaden its functions to encompass those of a general trade association. It appears at this time that the majority of FMA members is opposed to activities beyond the original promotional purposes.

The sentiment of board members is practically unanimous against abolition of FMA, though many feel it should be confined to promotion and fighting the battles of FM.

"There is practically no objection in the FMA board to performance of trade association functions by NAB and there is opposition supporting two general trade associations with closely paralleling functions."

Functional Trend

Mr. Dillard, a member of the NAB board representing FM (B) stations, observed that the functions of NAB are constantly growing. He reminded that the NAB board is dominated by directors who have FM operations. Furthermore, the FMA board of 15 has seven directors who also have AM operations.

He said he had no definite views on long-range proposals that one trade association serve the FMA and TV, with separate divisions for each type of membership, but pointed out that FM could not continue to support separate association service at this stage of its commercial development.

Mr. Dillard said FMA is now a nationwide operation, with a large number of consumers getting strong signals. "Within a month or so at least four FM stations will be operating with over 250,000 owners now have a big investment in equipment and are virtually interested in making FM pay."

The program duplication issue will be another live topic at the convention, he said, recalling that this duplication is usually a bonus to advertisers. As FM becomes more popular, many stations will quit giving away their service he feels, agreeing duplication has attracted listeners and served as a promotion. Many stations would be better off in FM if they had set circulation in their area, he added.

"Introduction of FM-only sets is an extremely important development in FM's history," Mr. Dillard said. "On top of that must be placed the large number of TV sets having FM circuits. Of about 180 TV models on the market, 80 have FM band reception (50 with AM also); 91 have TV only; five have AM and TV without FM."

Mr. Dillard also discovered that 75% of FM stations are AM operated, with only 25% exclusively FM. This means that the weight of an AM station is an extremely important factor. Of the 75% a considerable number are genuinely interested in FM, with the others taking it out as insurance.

"Duplication of programs has done a lot for FM from a program standpoint and has attracted many AM broadcasters into FM. Dual call letters have been the best promotion of all for FM. As an association, we need to stand on program duplication but the issue will be an explosive one at the convention."

A very vital subject will be what is being done. To promote FM to the advertiser and how to produce for the advertiser.

"FMA has had more than a promotion in the public eye; the advertiser must be sold on advantages. FMA's membership must be expanded. FMA will do its best job if it fights the battles of FM. This does not preclude any other agency from doing necessary jobs."

Mr. Dillard said he is not candidate for reelection, being too busy with FM consultant discussions and operation of two FM stations (WASH Washington and KOZY Kansas City). He favors one-year terms, a new FMA president, with reelection barred.

The three-day FMA agenda opens Monday with talks by Eldon Dillard and Bailey on FMA operations, followed by the report of the nominating and bylaws committees. These are expected to start the fireworks.

Coy to Speak at Luncheon

Chairman Coy will speak at the Monday Luncheon and all major topics are slated for the afternoon, followed by a promotion discussion. Tuesday's program includes transit, storecasting and agency discussions. Bond Geddes, RCA executive vice president, was to have spoken at the Tuesday luncheon but will be unable to attend because of a recent operation.

Full session covering facsimile's "important role in the success of FM broadcasting" will be held, according to the FMA agenda. Monday evening session will be on "Facsimile as a Money Maker," and will be in charge of John V. L. Hogan, president of Radio Inventions, Facsimile developer.

Mr. Hogan will open the session with a discussion titled "Facsimile — A Progress Report." Samuel Innsull Jr., vice president of Stewart-Warner Corp., "The Manufacturer's Stake in Facsimile," Elliott Crooks, vice president of Radio Inventions, will speak on "Promotion and Operations," and F. R. Meyer, Mr. Insull's assistant, will take up "The Facsimile Market."

Wednesday's program includes talks on FM networking, recording and storecasting, will be held. Following will follow, with the touchy duplication topic slated for aawan afternoon.

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For award contest winners will be presented at the luncheon. General discussion and luncheon follows at 4 p.m. The new board will meet at 4 p.m. It is expected to elect association officers and discuss FMA administrative affairs.
CBS EXPANDS TV

FOLLOWING up its midsummer announcement of a freeze on TV network expansion [Broadcasting, Aug. 9], CBS last week reported the addition of five new TV affiliates, which will receive the network's video program service via kinestopic films pending the completion of connections by coaxial cable or radio relay links.

Three of the new CBS TV outlets are Fort Lauderdale, Fla.; WNBK-TV; WJBF-TV Detroit, which is due to begin operations Oct. 24; WAGA-TV Atlanta, set to start about Dec. 1; WSPD-TV Toledo, already operating, WJBF-TV and WAGA-TV will be "primary" affiliates, CBS reported. WSPD-TV, already affiliated with NBC and ABC, is adding CBS as a third network affiliation.

WTMJ-TV Milwaukee, which some months ago became an NBC TV affiliate as WTMJ is an AM affiliate of NBC, is now hooked up with CBS under working agreements which, like that with NBC, run concurrently to April 26, 1949. Fifth new CBS outlet, effective Oct. 1, will be WGBS Chicago, which CBS announced a "primary station agreement" to receive "the full program service of CBS-TV, similar to that now offered by WLS-TV, Chicago, CBS's other TV flagship station in New York."

This is somewhat difficult to understand, as ABC last week announced the signing of WGBS as a "full TV affiliate" effective Dec. 20, to receive ABC's midwestern video program service via the new regional network setup whose programs originate from E. R. ABC owned and operated TV station in Chicago. WGBS also has an agreement with DuMont for TV program service.

The whole TV network picture is none too clear, however, due largely to a few basic facts. First, only a very few cities have enough TV stations to provide an individual outlet for each network. Next, shared TV network facilities, shared among the various networks, make it easy for a station to receive programs from a number of networks without many conflicts. The same FCC restrictions on exclusive affiliation apply to TV as to AM radio, making illegal for any network to enforce an exclusive affiliation.

Finally, the high costs of constructing and operating a television station and the difficulties of local programming mean that there will be a profit for several years at best, so that any TV broadcaster is understandably anxious to get programs, particularly sponsored programs, from as many sources as possible.

Multiple affiliations, agreements, working arrangements or whatever name one wishes to use, between TV stations and networks, may be expected to continue and multiply for some years to come, at least until there is a supply of stations and network facilities adequate to afford full time individual service to four or more networks.

The following table is based on information received from the four TV network headquarters in New York late last week, covering contracts with stations now operating or due to begin operations in the near future:

- Atlanta—WAGA-TV (CBS);
- WSB-TV (NBC);
- WLW-TV (ABC);
- WYXZ-TV (ABC).

Network starts tonight:

- Buffalo—WBEN-TV (ABC);
- Chicago—WBKB, WENR-TV* (ABC), WGN-TV (DuMont);
- WNBQ* (NBC);
- Cincinnati—WLWT (NBC), WVEW (ABC, CBS, DuMont);
- WNBK* (NBC);
- Detroit—WJBK-TV (CBS), WWJ-TV (NBC), WXYZ-TV* (ABC).
- New York—WBAP-TV (ABC, NBC);
- Los Angeles—KECA TV* (ABC), KTLA, KTSF (DuMont), KTTC (CBS).
- Nashville—WAVE-TV (ABC, NBC), WJTV (ABC, NBC), WSM, WTVX (ABC, NBC), WMBQ (NBC, ABC), WTVB (ABC, NBC);
- Minneapolis—KSTP-TV (NBC), WQNC-TV (ABC, NBC, DuMont), WNYC (ABC, NBC);
- New Haven—WNNC-TV (DuMont), WPGY (ABC, NBC);
- New York—WBAB* (DuMont), WATV, WCBS-TV* (CBS), WJZ-TV* (ABC), WNBQ* (NBC), WPXJ (CBS);
- Philadelphia—WCAU-TV (ABC), WFIL-TV (CBS, ABC, DuMont), WPTZ (NBC), WPTV (CBS, ABC, DuMont), WBEN, WIXZ (CBS, ABC, NBC);
- St. Louis—KSD-TV (CBS, NBC), KSDK (NBC), KTVI (CBS, NBC), KTVN (NBC);
- St. Petersburg—WSEE (ABC), WFTX (NBC, CBS), WTVN (NBC, ABC, ABC, NBC);
- Salt Lake City—KDKY-TV (NBC), SDAB (ABC), KSTV (ABC, CBS, NBC);
- San Diego—KFMB-TV (ABC), KGTV (ABC, CBS, NBC), KNSD (NBC);
- Schenectady—WRGB (NBC), Toledo—WSPD-TV (ABC, CBS, NBC), WJTV (ABC, NBC), WOHI (ABC, NBC), WTVG (NBC, ABC, NBC);
- Washington—WMAL-TV (ABC, NBC), WJLB (NBC), WNBAW (NBC), WTTG* (DuMont).

*Broadcast owned and operated stations.

NBC MIDWEST TV NETWORKS

CBS's Midwest television networks open tonight, with WBEN-VEN, Buffalo, WSPD-TV Toledo, WWJ-TV Milwaukee, and KSD-TV St. Louis expected to be on the air by Executive Vice President Charles A. Denny, to work out details for the premiere.

The inaugural date is the same set for the debut of ABC's Midwest network, but NBC officials doubt whether ABC's premiere program will be televised over NBC's Buffalo, Toledo, Milwaukee, and St. Louis TV stations, as forecast last month by Paul V. Mowrey, ABC's director of television [Broadcasting, Aug. 23].

Instead, they expect all four stations—WBEN-TV, WSPD-TV, WTMJ-TV, and KSD-TV—to air the three-hour NBC inaugural. This would leave the ABC network only WENR-TV Chicago and WEWS, Cleveland, and, after Oct. 9, WXYZ-TV Detroit.

"However, it is up to the separate station managements to say," observed J. E. Showman, vice president in charge of NBC's Central Division. "Our affiliates can take programs from whatever network they choose."

Broadcast learning from a reliable source that George Burchak, general manager of KSD-TV St. Louis, stated flatly at the Denny meeting that he would take only NBC programs, with possible exceptions of major events. However, Walter Damm, general manager of WTMJ-TV Milwaukee, E. Y. Flanigan, vice president of WSPD-TV, and Alfred H. Kirchhofer, vice president of WBEN-TV, were not so outspoken.

Others who attended the NBC meeting were O. B. Hanson, vice president in charge of engineering; William S. Hedges, vice president in charge of planning and development; Carleton Smith, TV manager for the network; Jules Herbeaux, Central Division TV chief; Howard Luttgens, Central Division chief engineer, and Mr. Showman, general manager of WWJ-TV Detroit, who were in telephone consultation with the session.

Tonight's NBC program will consist of "three hours of outstanding entertainment" with much of the studio-originated material coming from St. Louis, it was announced. KSD-TV will open with a 30-minute series of interviews highlighted by the appearance of Niles Trammell, NBC president. Following hours will be devoted largely to film previews of forthcoming television features to be carried on the network.

The next half hour will present satires to the network from each of the local stations, and the finale from 9 to 10 p.m. will find program turning back to St. Louis for an "all-out presentation of top entertainment."

It was announced that WNBQ Chicago and WNBK Cleveland will join the network in the near future.

TV FOR CONGRESS

Plans Shaping Up for Cameras in the House

Plans are now "in the rough" for physical changes to permit a variety of television camera positions in the House of Representatives, it was learned last week. Arthur B. Cook, assistant architect of the Capitol, said changes have been authorized to improve accommodations for television, still and newswreel cameramen in the House, where joint sessions of Congress are held. Authorization for the alterations was granted about two years ago, but final approval must be given by a special committee.

BROADCASTING • Telecasting

September 20, 1948 • Page 27
FCC Affirms FM Low Band Ruling
Commission Denies the Request
Of Maj. Armstrong, FMA

The FCC last week refused to reconsider or modify its decision not to allocate part of the 44-50 mc band to TV and that stations are now operating in that region to vacate it by Dec. 31 [Broadcasting, May 10].

Prof. Edwin H. Armstrong, FM inventor, had asked the Commission to reopen the record and reconsider its decision, and FM Assn. had asked that FM stations be given until Dec. 31, 1950, to discontinue 44-50 mc operations.

With Comm. Robert F. Jones dissenting and Comr. Paul A. Walker not participating, the Commission denied both requests, declaring:

The compelling reason for the Commission's action is that the public welfare and national security require that frequencies engaged in safety and special services be assigned to the 44-50 mc band at the earliest possible date.

The burden of petitioners' argument is that it is just the assignment of the frequencies in question for radio purposes, not to guard against the possibility that the safety and special services do not need the frequencies, nor that the latter service is not, as found by the Commission, greater than that of the FM service. In our view, the latter conclusion is determinative of this allocation problem.

The 44-50 mc band is the former television Channel 1, director of the 44-50 mc band was part of the old FM "low band." When the frequencies were reallocated from television to safety and special services, 24 FM stations were continuing in that area, though most of them were operating also in the high band.

Under FCC's order, they may continue in the 44-50 mc band "until Dec. 31, 1946, or until a suballocation of the new band for the AM and mobile services has been made final and effective by the Commission, whichever date is earlier."

FCC pointed out that "as early as July 1, 1945, we had a chance to notice that further FM broadcast operation in the 42-50 mc band was temporary for existing licensees pending conversion to the new band."

Bamberger TV Engineer Post Goes To N. F. Smith
NEWLAND F. SMITH, formerly engineering supervisor in charge of television systems for RCA, has been appointed television facilities engineer for WOR-TV New York and WFIC Washington, video stations of the Bamberger Broadcasting Service. Mr. Smith will be responsible for the installation and maintenance of equipment, studios and transmitter buildings for the TV stations, both now under construction.

WFIC expects to have a test pattern on the air in December and to begin operations in January; WOR-TV plans to get on the air by March.

SAGE COUNSEL on labor problems has been given some 80 broadcasters attending the Thursday-Friday meeting of NAB District 15 in San Francisco by Richard P. Doherty, NAB director of employer-employee relations. The meeting wound up the second series in the NAB district circuit.

At a meeting chairmained by Clyde Coombs, KARM Fresno, district employe-employer chairman, Mr. Doherty suggested broadcasters play their cards close to the belt in negotiations. He frowned on across-the-board talent fees sometimes demanded by AFRA and said some stations are too lenient in granting talent fees.

"Broadcasters should have the answer on how much they can afford for labor," Mr. Doherty said. "They should take some standard to establish their labor costs, principally by determining what relation of labor costs should be to the entire operating cost of the station." He added that 60 cents of every dollar spent by the average station is paid to labor, with management underpaid in comparison to other industries.

The district meeting was called to order by William B. Smullin, KIEM Eureka, district director. Opening speaker was Don Petty, NAB general counsel, who reviewed editorializing, political broadcasts, controversial issues, libel and slander and radio taxation, calling for new ways of taxing radio.

NAB President Justin Miller reviewed overall NAB activities.

Dewey Reiterates Free Radio Stand
Governor Praises WHN at Fete

GOV. Thomas E. Dewey, New York, said last week that radio and press "need no censorship and should be free of control by the canons of public interest and good taste."

The GOP Presidential nominee’s remarks were part of a congratulatory message to WMGM New York on a special program broadcast in celebration of the station’s change in call letters from WMR.

Mr. Dewey complimented the station on its growth in the quarter-century it has been on the air, and said “this progress has been achieved by American methods, by methods inherent to our enterprise system."

"The directors of WHN have shown, like American editors generally, that they need no censorship and can be trusted to guide themselves by the canons of public interest and good taste, and I congratulate them on their fine contribution to our community life," he said.

Mayor William O’Dwyer, of New York, cited the station for its "fine record of service to public service and community understanding."


Stone Heads AP’s Radio Group in Northwest U. S.
LOREN STONE, KIRO Seattle, heads the new Washington-North Dakota Radio Members Assn., organized Sept. 13 at Spokane, Wash. Murlin Spencer, chief of AP’s Seattle bureau, was elected secretary, and creation of a continuing study committee, the members to be named later, was authorized.

John W. Kendall, president of KWWB Walla Walla, Wash., presided over the organization meeting.
By RALPH TUCHMAN

SELF-REGULATION and industry leadership will make the code a reality, Judge Justin Miller, NAB president, advised the registrants at the NAB 16th District meeting in Los Angeles, Sept. 12-15.

Judge Miller advised the group that the first step was the establishment by the Constitution. Beyond that, he said, the NAB was not concerned.

Frankly recognizing that some stations have complained that NAB has done nothing for them, Judge Miller said that such complaints always come from those who fail to seek the services they are paying for. And he underlined that all NAB departments stand ready to help when called upon and that action always follows any request for such aid.

Code Warning

As far as the code is concerned, Judge Miller warned the 16th District registrants against "wasting or avoiding." "Whenever a group is unwilling or unable to regulate itself, then legislation is next requested by the citizenry," Judge Miller observed. The next step will be up to the board later this year, the Judge pointed out.

Although Judge Miller conceded that the larger stations provide a goodly sum of the NAB budget, he said that if 57 larger stations went before a Congressional committee he seriously doubted how far they would get. The smaller stations provide the larger ones with strength through representations. Only through concerted action of all could NAB prosper on behalf of the industry, Judge Miller concluded.

Calvin J. Smith, 16th District director, presided over the two-day meeting which featured several department representatives of NAB including: Harold Fair (Continued on page 64)

ADOPITON last week by NAB District 17 of a resolution calling for one overall radio measurement operation, centered within BMB, was widely industry discussion that will force the subject into the NAB board meeting Nov. 17 and the industry convention next April.

Meeting in Spokane, Sept. 12-15, the district unanimously endorsed a proposal introduced by Saul Haas, KIRO Seattle, and seconded by James W. Wallace, KPQ Wenatchee, Wash. It was received with enthusiasm by the delegates, who had just heard BMB President Hugh Felts report on BMB's activities.

The Haas resolution pointed out that BMB could perform such measurement operations as adequately as they can be done under the present procedure, and do it cheaper.

Mr. Haas advised BROADCASTING that his first idea was to feel out the sentiment of broadcasters on the combined measurement plan. He pointed out that it would be received with such unanimity.

Mr. Felts described the action as "the most spontaneous thing I've ever seen."

No immediate marriage of all measurement under BMB is envisioned, Mr. Haas said. Rather, the plan would expand BMB's scope as readily as practical. Explaining his purpose, he declared, "I'd like to see our organization (BMB) have the same stature as the Audit Bureau of Circulation and open to as little challenge. This can best be accomplished by broadening the scope of BMB's activities."

Included in Minutes

Through a procedural oversight the actual Haas motion, which was to have been formalized as a resolution, was not included in the list of resolutions but the actual minutes of the meeting will contain a formal paragraph to this effect.

George Weber, executive vice president of MacWillkins, Cole & Weber, large northwest agency, told the district many regional advertisers "are being won to radio by the increased certainty and confidence with which BMB permits them to use the medium."

He cited many specific instances in which BMB data have been used in planning radio campaigns. BMB information is of particular value to medium-size agencies which place business beyond the local market in which knowledge of media suffices.

Spence Chairmen

The District 17 meetings were held at the Davenport Hotel in Spokane under chairmanship of Harry R. Spence, KXXR Aberdeen, Wash., district director.

Other resolutions praised Mr. Spence's conduct of the meeting and called it "the best NAB 17th District meeting in history; commended President Miller for his defense of radio's freedom; lauded work of Don Petty, Charles A. Batson, Harold Fair, Richard P. Doherty and Hugh M. P. Higgins, NAB staff executives who took part in the program; asked that NAB seek per-program privileges from SESAC (also adopted by District 14), approved a committee on observance of the Standards of Practice and pledged enforcement of standards; endorsed the All Radio Presentation; approved district action to assure appropriate use of BMI music; advocated inclusion of a set ownership question in the 1960 U. S. Census.

Members of the Resolutions Committee were Richard Dunning, KHQ Spokane, chairman; Lincoln Miller, KXA Seattle; Harry H. Buckedahl, KOIN Portland.

DISCUSSING mutual problems at Mammoth Hotel in Yellowstone Park are these broadcasters attending the NAB District 14 meeting (l to r): Standing—Art Mosby KGVO Missoula, Mont., E. E. Krebsbach, KGCK Sidney, Mont., and Robert Dean, KOTA Rapid City, S. D.; Seated—Ed Yocom, KCMC Billings, Mont.; Florence Cooper, KTFI Twin Falls, Idaho; Douglas Kohle, KCOL Fort Collins, Colo., and Walter Wagstaff, KIDO Boise, Idaho.

September 20, 1948 • Page 29
**Television Threat to Boxing-Greene**

New NBA head asks that liaison agency be set up at once

A. B. J. GREENE, newly elected "czar" of boxing with the title of National Commissioner of Boxing, told BROADCASTING that one of the first actions he plans to take in his new position is to set up a liaison agency between the two industries for the betterment of both. In a speech before the NBA last Monday Mr. Greene, who retired as the association's president, had this to say about the effect of television on boxing during the past year:

"Television began to come into its own in the populous sectors of the sports world as boxing entered into a severe duel in the box office."

"Ultimately," he said, "television will be harnessed to boxing as an adjunct and a valuable co-partner. But at the moment, until this great channel is properly harnessed, it offers a threat to promotions, hence to performers, hence to organized boxing."

He then urged the convention to set up an agency which can act as liaison with the television industry and asserted it was important to take quick action because within two years television will pipe boxing matches into theaters and concert halls where patrons will pay admissions.

**CBS SHIFTS WESTERN DIVISION PERSONNEL**

FIRST personnel change in the direction of television at CBS Hollywood took place last week with announcement by D. W. Thornburgh, CBS Western vice president, that Hal Hudson, Western program director, was relieved of his duties, effective Sept. 17, to become program director of KTVT Los Angeles, outlet of The Times. Mr. Hudson goes to New York for several weeks orientation and then will assume his new post upon return.

Coincident with his departure, George Allen, program director of KKNV, Las Vegas, steps up to Western Division program director. E. E. Tomlinson becomes Western assistant program director and Maurice Webster will serve as executive assistant to both. Others affected in the realignment are Ben Paley named as director of program operations and Cran Chamberlain as director of program writing.

**Television Threat to Boxing-Greene**

**NEW TV-FM FAMILY VOLUMES DISTRIBUTED**

FIRST copies of "Radio Families U.S.A.—1948," BMF's tabulation of the number of radio families in each of the country's 3,001 counties and in approximately 1,500 cities, went out to BMF subscribers last week. In addition, copies will go to all members of Advertising Agencies and of the Assn. of National Advertisers. Others may obtain copies at $5 each.

The volume contains a city index, a metropolitan area index showing radio ownership for 137 metropolitan districts, a Canadian supplement and a county map of the United States and Canada. An explanatory section details the preparation of the data from a formula worked out in cooperation with the Census Bureau and approved by that agency as well as the AAAA, ANA and NAB.

Field surveys by Market Research of America and Alfred Politz Research, under the direction of John Churchill, BMF director of research.

A companion volume, "Who Owns Radio?" will be issued in about a month.

**FCC Is Defended in Blue Book Case**

**WEBSTER**

DEFENSE of FCC's action in the so-called Blue Book case involving WADC Akron by the U. S. Supreme Court [BROADCASTING, Aug. 23], was offered last week by WGAR Cleveland, winner of the facilities which WADC was seeking.

WGAR contended that the Commission was correct in finding that a grant of WADC's application would not be in the public interest because the station proposed to carry the complete daily schedule of a national network (CBS). The Cleveland station flatly denied WADC's claim of censorship, asserting:

The Commission's decision holds that a radio station licensee must maintain himself as one who rejects what programs he will or will not broadcast. Uninterested parties in public policy... Petitioner [WADC] denied to licensees what programs he would accept or reject. His proposal for operation of the station would be a denial of a license to determine for himself what programs he shall or shall not broadcast.

The brief was filed by Louis G. Caldwell, Donald C. Beeler and Percy H. Rumpole Jr., WGAR Washington counsel, subject to the granting of an accompanying motion to designate WGAR a party thereunder, as it had been in the lower-court proceeding. The brief asks the Supreme Court to deny WADC's request for review of the lower-court decision.

The Petitioner's FCC grant of the WGB application to boost power on 1220 kc from 5 to 50 kw, and denial of WADC's request for the 1250 kc frequency under 50 kw in lieu of its present 5 kw on 1350 kc. FCC's decision was issued in 1947. WADC then took the case to Supreme Court for the District of Columbia, which upheld FCC. The Supreme Court presumably will decide at its fall session whether to grant the review now being requested by the Akron station.

WGAR argued that "quite regardless of what radio program Petitioner proposes to broadcast or not to broadcast, he brought upon himself, by seeking to displace another radio broadcasting station from its existing radio frequency assignment, the burden of establishing affirmatively compelling reasons in the public interest for such drastic action." WADC, the brief continued, "failed to establish any and none of the necessary criteria of the paramount public interest which any procedure warranting Commission action of displacing WARC from its existing frequency assignment."
Here's the kind of immediate, tangible results Richmond advertisers get from WLEE: an automobile dealer offered rebuilt engines over WLEE for two weeks. The response was so great that he had to triple his production.

And that meant that he needed more skilled mechanics—in a hurry. These workers were scarce.

But just five announcements on WLEE found all the men needed, plus a backlog of skilled workers available to this smart Richmond dealer. That's what we call getting real results.

If you'd like this kind of action from radio advertising, use WLEE. Follow the lead of local Richmond merchants—more of them use WLEE than any other station in town. They know that WLEE is the best buy in Richmond. Call in your Forjoe representative today and get the full WLEE story.

---A successful formula

WLEE

Mutual in Richmond
Albuquerque                   KOB                   NBC
Beaumont                     KFDM                  ABC
Boise                        KDSH                  CBS
Buffalo                      WCR                   CBS
Charleston, S. C.            WCSC                  CBS
Columbia, S. C.              WIS                   NBC
Corpus Christi               KRIS                  NBC
Davenport                    WOC                   NBC
Des Moines                   WHO                   NBC
Denver                       KVOD                  ABC
Duluth                       WDSM                  ABC
Fargo                        WDAY                  NBC
Ft. Worth-Dallas             WBAP                  ABC-NBC
Honolulu-Hilo                KGMB-KHBC               CBS
Houston                      KXYZ                  ABC
Indianapolis                 WISH                  ABC
Kansas City                  KMBC-KFRM               CR
Louisville                   WAVE                  NBC
Milwaukee                    WMAW                  ABC
Minneapolis-St. Paul         WTCN                  ABC
New York                     WMCA                  ABC
Norfolk                      WGH                   IND
Omaha                        KFAB                  CBS
Peoria-Tuscola               WMBD-WDZ               CBS
Portland, Ore.               KFX                   ABC
Raleigh                      WPTF                  NBC
Roanoke                      WDBJ                  CBS
San Diego                    KSDJ                  CBS
St. Louis                    KSD                   NBC
Seattle                      KIRO                  CBS
Syracuse                     WFBL                  CBS
Terre Haute                  WTHI                  ABC

Television

Fort Worth-Dallas            WBAP-TV
Louisville                   WAVE-TV
New York                     WPIX
St. Louis                    KSD-TV
DOLLAR-WISE RADIO

As the pressure of competitive selling increases, and the buying power of the advertising dollar decreases, what can you do to get continuously better results from your advertising budget?

Bull's-Eye Radio—national spot radio—makes dollars work harder. Using "national spot" you can select your markets with pin-point accuracy—can pick the best medium in each market regardless of network affiliation—can choose your audience, your time, your programming and your sales appeal to fit your exact needs in each locality, instead of "a national picture."

You can plan your radio to be as sales-minded and as dollar-wise as any flesh-and-blood local salesman.

For over sixteen years, Free & Peters have pioneered in national spot radio. Our business has been built on honest and conscientious selling—on sound liaison between station and advertiser—on helping to make national spot radio the nation's most economical and effective advertising medium. May we show you how we work here at F&P?

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

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
State Dept. Writes Finis To Argentine Affair

THE STATE DEPT. has written a diplomatic close to the international "incident" provoked by the Argentine government's interception and publication of private dispatches to Buenos Aires correspondent [Broadcasting, July 26], it was learned last week.


The legislators had requested a State Dept. explanation of what steps were proposed to avoid a recurrence of such incidents.

Correspondent Herbert M. Clark's letter, published in Madam Peron's Democracia, had reported the joint declaration by 14 nations at the first assembly of the Inter-

Tobey were expressed at the joint declaration the action.

Farland Tobey of Aires correspondent publication of "incident" the first State Dept. of such incidents.

of such incidents.

14, American Broadcasters Assn., July 10, condemning the lack of freedom of speech in Argentine radio. Peron's government retaliated with charges in the controlled press and radio that an "international plot" had been initiated against Argentina by North American capitalists.

U. S. Ambassador James Bruce recently returned from Argentina to Washington, where he conferred with State Dept. officials, and presumably talked with Sen. Tobey.

Secretary Marshall told the legislators that Ambassador Bruce had taken up the question of censorship of the mail with the Argentine Foreign Minister on July 20, following the Argentina charges of a conspiracy.

"He [Ambassador Bruce] pointed out," wrote Secretary Marshall, "that such censorship was contrary to the letter and spirit of Article XXVII of the Final Act of the Inter-American Conference on War and Peace signed at Mexico City in March 1945, and emphasized that such interference would make a most unfavorable impression on public opinion in the United States."

Secretary Marshall explained that, while Argentina's Foreign Minister did not discuss the matter further, that he did give assurances to Ambassador Bruce that "the Argentine government was not contemplating sanctions against Mr. Clark."

The Ambassador noted, Secretary Marshall said, that the Argentine Sub-Secretariat of Information issued a statement July 20 saying Mr. Clark's letter had been obtained through private channels. Mr. Clark, however, has consistently maintained that he mailed it in a large branch post-office directly across the street from the government press office.

"I am . . . of the opinion," Secretary Marshall declared, "that it would serve no useful purpose to make any further protest to the Argentine government on this matter, particularly since this government has already expressed its opinion."

Observers were of the opinion that troubled world conditions and attempts to maintain hemispheric solidarity had influenced the Department's decision not to pursue the matter further. Neither Senator could be reached in Washington to learn if action was contemplated in the 81st Congress.

WSIX holds volume

Competition is keen in the drug field with many products trying to get a share of each drug dollar. In WSIX's 60 BMB counties $21,172,000* was spent for drugs last year. And leading drug manufacturers have used WSIX for four, five and six years without a break to hold volume in this rich trade area. There's room for your products. So let WSIX help you do a volume job!

* Projected from Sales Management May, 1948

CBS Artists' Show

AN ART exhibition featuring work by CBS employees was held at the network's New York headquarters last week. Contributors included: Davidson Taylor, vice president and general manager of public affairs; Gerald Mastin, assistant to the president; Guy Delia-Cloppa, associate director of CBS network programs; Hollywood; T. B. Elsworth, Andy Gilmore, Walter Weisman, Ann Abrow, Ruth Pruma, Tore Hallonquist, John Minahy, Eugene Baumard, Jack Fischer-Northrop, Walter LaChowki, W. C. Harrington, Helen Bryan, Hans Edward Fuhrmann, Mary Betty McDonald, Gordon Prisend, Trudy Glass, Herbert Robinson, Edward Meredith, and John McCluskey.

WBKB TO CUT HOURLY RATE: $800 TO $500

WBKB, Chicago's Balaban and Katz television station, will drop its basic hourly rate from $800 to $500 beginning Wednesday, Don Meier, sales manager, announced last Thursday. Move follows station study [Broadcasting, Aug. 30] of rate schedules throughout the country.

New rate card, which was mailed to advertisers and clients late last week, attempts to give advertisers a "good cost per thousand buy," Mr. Meier said. Present $800 rate is based on a sliding scale with 55,000 sets in operation throughout the Chicago area. Plans previously formulated by Capt. Bill Eddy, who resigned recently as station manager to serve in a consulting capacity for Television Assoc., Chicago [Broadcasting, Sept. 6], called for an increase to $1,000 per hour when sets number 65,000.

Lowered rate puts WBKB in same cost class in Chicago as WENR-TV, which took the air Friday night, and has a $600 base rate, and WGN-TV, Chicago Tribune station, which charges about $550 an hour.

Better buy WSIX

ABC AFFILIATE • 5000 W • 980 KC and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Page 34 • September 20, 1948
and proud of it!

...a market of 1,125,000 busy people. In Eastern North Carolina, we’re proud of that.

...a part of the South’s fastest growing state. In Eastern North Carolina, we’re proud of that.

...$400 million in yearly retail sales. In Eastern North Carolina, we’re proud of that.

and now...

5000 watts

of fulltime radiated power

...for Eastern North Carolina’s favorite radio station.

WE’RE MIGHTY PROUD OF THAT!

Wilson, North Carolina  •  Mutual
5000 Watts fulltime  •  590 Kilocycles
National Representatives:  Weed
and Company
REVISED proposed decision was adopted by FCC last Tuesday to grant request of James A. Noe for switch of WNOE New Orleans from local assignment on 1450 kc with 250 w to expanded operation on 1060 kc with 50 kw day, 5 kw night using directional array fulltime. The Commission proposed to deny competing application of Deep South Broadcasting Corp., chiefly owned by broadcaster-publisher John D. Ewing, for new station at New Orleans using same facilities.

FCC also announced proposed decision to deny applications of both Atlantic City Broadcasting Corp. and Strand Broadcasting Corp. for new local outlet at Atlantic City on 1230 kc with 250 w fulltime.

The Commission majority preferred WNOE over Deep South on basis of program proposals, and said it wished to afford "the existing local station the opportunity to improve its facilities" and to provide for "a greater diversification of control of media for mass communications." The publishing and large-station interests of Mr. Ewing in the New Orleans area were noted by the Commission in its finding.

FCC Chairman Wayne Coy favored a grant of the Deep South application "on the basis of the program proposals made by this applicant which he regards superior to those of the other applicant, James A. Noe," FCC's report stated.

Comrs. Robert F. Jones and George E. Sterling concurred in part with the majority opinion, taking exception to that portion of the conclusion relating to the newspaper interests of Mr. Ewing as not necessary for the consideration. Comr. Frieda B. Hennock voted for further hearing in the case and Comr. Paul A. Walker did not participate in the decision.

Mr. Noe owns KNOE Monroe, La., in addition to WNOE and holds a 50% interest in KOTN Pine Bluff, Ark. All are local outlets. Mr. Ewing, secretary-treasurer and 80% owner of Deep South Broadcasting, is trustee and one-fourth owner of the Robert Ewing Estate and sole owner of KWWH Shreveport, La., a 50-kw outlet on 1130 kc. Mr. Ewing also holds 80% interest in KTHS Hot Springs, Ark., operating on 1090 kc with 10 kw day, 1 kw night. The Ewing Estate owns the Shreveport Times and Monroe World and News-Star.

Associated with Mr. Ewing in ownership of Deep South is Clarke Salmon, active head and 75% owner of George Banerlein Adv., New Orleans. Mr. Salmon is president and 20% owner of the applicant firm which holds permit for new FM station there. WNOE also holds an FM permit.

Holding extensive oil and gas interests, Mr. Noe, former Governor of Louisiana, has operated WNOE since 1936 and first filed for the increased facilities in 1941. Subsequently the WNOE request, then for 50 kw day and 2 kw night on 1090 kc, and the competing application of Deep South for 50 kw day and 10 kw night on that channel were designated for consolidated hearing which was held in 1946. In mid-1947 FCC issued a proposed decision to deny both requests as involving violations of the North American Regional Broadcasting Agreement.

Both parties petitioned the Commission for leave to amend their applications to specify 5 kw night power, to show revised directional antenna patterns for both day and night and for reconsideration of the proposed decision. Early this year FCC granted the amendments and closed the record in the case.

WNOE Service Praised

In its conclusions on the programming factors, the FCC report stated that "Mr. Noe has developed Station WNOE from a part-time station to an unlimited time station and the station renders a meritorious public service to the community in which it is located."

Deep South "also proposes a meritorious program service," FCC stated. FCC pointed out that recognized "that this applicant's plans may be changed to some undetermined extent since it may, during the first year of its operation, accept a network affiliation" and concluded that therefore, "the program proposals of Deep South are not as definite as those of WNOE."

James E. Gordon, WNOE general manager, told Broadcasting that FCC's action "now makes possible an expansion program" to eventually include TV.

Atlantic City Case

In the Atlantic City case, the application of Strand Broadcasting was denied for default since the firm failed to appear and present evidence in support of its request. Denial was also given the Atlantic City Broadcasting request because its proposed station would cause interference to WCAU Philadelphia within WCAU's primary service area and would violate the Commission's standards on operation with less than 30 kc frequency separation from adjacent stations. WCAU operates on 1210 kc with 50 kw.

Principals in Atlantic City Broadcasting Corp. include: E. Sterling Sack, local General Motors Corp. employee, president; and of 63 of total 250 shares authorized: Jerome S. Haas, ex-Signal Corps officer and radio instructor, 63 shares; Hugh L. Wathen, sales manager of South Jersey Newspapers, 62 shares; and George T. Graves, retired theatre man, treasurer 62 shares.
One of the Nation's Great Markets!

183 COUNTIES COVERING A 4-STATE AREA

ALERT ADVERTISERS ARE REACHING IT WITH ONE STATION, ONE COST, ONE BILLING

People make a market, and here are more than eight million of them! They are people who earn their money in the great industrial and mining area of Eastern Ohio, Western Pennsylvania, West Virginia and Virginia—and they spend it to the tune of Four and One-Half Billion Dollars annually in retail outlets.

The friendly programming of WWVA has made it the welcome station on their radio dials. They proved it with more than a half million pieces of mail in 1947, and by another half million paid admissions to personal appearances of WWVA artists. Yes, it's a great market; you can reach it with one station, one cost, one billing—with WWVA. Your nearest EDWARD PETRY Man has all the details.

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
AT LUNCHEON honoring Gen. Julius Ochs Adler (center), vice chairman of WQXR New York, were Amon Carter (l), president of WBAP Fort Worth, and Tom Gooch, president of KRLD Dallas. Gen. Adler was recipient of a Neiman-Marcus Award on behalf of the “New York Times” for service in the field of fashion.

MODERATOR of a panel on “Motion Pictures, Radio Broadcasting and Comic Strips in Relation to the Administration of Justice” over KIRO Seattle was NAB President Justin Miller (r). Among the experts participating was Kenneth Yeend (behind Judge Miller), program director of KIRO.

A BIG birthday cake plus congratulations on the first year of operation with 50 kw for KCDO Kansas City, go to E. K. Hartenbauer (r), general manager of KCDO from Owen Balch, of John E. Pearson, K. C. station representative.

TWO became vice presidents of L. W. Ramsey agency, Chicago, Hollywood and Davenport, Iowa. They are (l to r, standing) William W. Kennedy and Frank R. Capka. E. G. Naëckel, agency president, makes it official.


SMOOTH sailing for CBS TV series, “Toast of the Town,” now sponsored by Emerson Radio & Phonograph Corp. Sealing deal are David Sutton (l), CBS TV sales manager; and Stanley Abrams, Emerson sales promotion chief.

LOOK OUT! George Burns and Gracie Allen are hanging out their ears on a conversation between R. H. Bennett (l), advertising manager of Maxwell House division of General Foods, (Burns & Allen sponsor) and Clarence Goshorn, Benton & Bowles president.

BACKSTAGE after first “My Friend Irma” for Pepsodent are (l to r) Raoul Taylor, account executive for Pepsodent, of Foote, Cone & Belding; Hugh Davis, v.p. of FC&B; Cy Howard, show’s producer-director; James Barnett, v.p. of FC&B; D. W. Tharnburgh, CBS Western v. p.; Henry Woolfe, Pepsodent president; Leo Bros.
Who's TV now?...

"Only somebody in the chips can afford to buy a Television set. Others look for free in a bar."

That's the curbstone appraisal of the TV market today... ground floor chance to get close to the upper classes—before the Joe Doakes crowd in!

To the advertiser Always Chasing Rainbows, we bring bad news. Joe is not only in—but it!

From three leading set manufacturers, WPIX secured lists of 1947 installations in New York City and suburbs—33,074 in all. Discarding 1,319 in saloon—well, public places—left 31,755 in homes... of which 16,961 were City, and 14,794 suburbs.

Allocating City sets to districts by income groups... upset the TVclass market apple cart! Because:

High districts had only 12.5% of the sets; and Upper Middle 14%—both combined 26.5%! But Middle districts showed 60.1%—and with Lower Middle and Poor districts totalled 73.5%!

Park Avenue is poor pickings... compared to the Borough That Has Everything—ranks first in set ownership! (Brooklyn! What else?) Manhattan is a poor fourth... Write WPIX for the survey.

The majority TV audience is folks who stay home nights so they can get to work in the morning—mass market, growing fast in New York!

And WPIX, with its extensive facilities for producing picture programs, and the most modern equipment... offers advertisers the opportunity to grow with a growing market and medium... Time rates and programs on request.

WPIX - THE NEWS Television Station
220 East 42nd St., N. Y. C... Murray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22
Here is a transmitter in the $10,000 class. Many competitive models sell 10% to 25% higher.

Why spend this extra money?

You lose $1000 to $2500 on such purchases because you pay for equipment you never get.

When you buy Gates you get the equipment you pay for.

Why? . . . . Because overhead is lower, due to better production control, worker efficiency and intensive owner interest in the Gates operations.

Buy Gates, . . . . whether it's a 3KW FM transmitter or a ½ watt resistor. You always get the equipment you pay for.

Your inquiries are welcomed by the Sales Department.
Agencies

(Continued from page 18)

BERT M. SARAZAN Agency, Washington, announced enlargement of its facilities to provide local as well as national service for advertisers in Washington metropolitan area. For last 18 months firm has serviced and counseled retail and industrial organizations throughout nation. At same time agency also announced establishment of new department for local radio and television advertising under direction of BERT LIBIN, formerly with WWDC Washington.

JAMES S. MACVIKAR, formerly associated with Ruthrauff & Ryan, New York, joined BBDO, New York, as account executive.

JAMES D. McTIGHE, radio director of Olmstead & Foley, Minneapolis, named associate partner in firm. Mr. McTighe joined Olmsted & Foley after Army service as special agent of counter-intelligence in India and public relations officer in Washington. Prior to war he was associated with Campbell-Mithun Adv. of Minneapolis and KDAL Duluth.

WASHINGTON H. HOPKINS of BBDO, Chicago, named program director of American Bakers Assn. promotional program.

BURKE GILLIAM, manager of Dallas office of Watts, Payne-Adv. Inc., has been named member of Board of Directors of agency and elected a vice president.


RICHARD DOYLE, formerly of media department of Young & Rubicam, New York, appointed space buyer, and transferred to San Francisco office.

LES HANNAH, who resigned recently as San Francisco manager of Biow Co., has rejoined firm in same capacity.

ROBERT B. YOUNG, owner of Robt. B. Young Adv. San Francisco, was elected national chairman of Affiliated Advertising Agencies Network at annual convention in Spokane, Wash.

CATHERINE Abner has joined Mayes & Co., Los Angeles in media relations department, replacing FLORENCE ANDERSEN, resigned. Miss Abner has been a WAC captain for past three years.

TOM MALONEY, partner in Newell-Emmett Co., is in Hollywood from New York for week's conferences.

MAYFIELD KAYLOR, production director of Smith, Bull & McCreery, Inc., Hollywood, named manager of agency's New York office. Mr. Kaylor has been with agency for years, for past four as production director.

DICK GARTON, agency's announcer-writer-producer, replaces Mr. Kaylor in Hollywood office.


LINDSAY ADV. AGENCY, New Haven, Conn., has become a member of American Assn. of Adv. Agencies.

CORNWELL JACKSON, vice president and manager of Hollywood office J. Walter Thompson Co., is on two weeks' visit to Chicago and Detroit.

RAY VIR DEN, president of Lennen & Mitchell, New York, has accepted chairmanship of Salvation Army 1949 Maintenance Appeal.

C. C. SQUIRES, former head of media and markets division of NBC's research department, joined research and merchandising staff of Fletcher D. Richards, Inc., New York.

PAUL FORREST, former account executive and radio director of Dan B. Miner Co., Los Angeles, has joined W. B. Geisinger & Co. Inc., same city, as radio and television director.

WESTHEIMER and Co., St. Louis, elected member of American Assn. of Advertising Agencies.

ALVIN EPSTEIN Agency, Washington, announces appointment of GLORIA BRANDT as director of their radio and television department. Miss Brandt comes to agency from WWDC, same city.

BROADCASTING • Telecasting

YOU'VE GOTTA BE HEADS-UP IN COIN (Ky.)!

Yessiree . . . you've got to flip hard in towns like Coin (Ky.) to make a plugged nickel. In fact, we've never seen any "cents" in trying!

If you really like the jingle of silver and the rustle of "foldin' money," you'd better take the WAVE point of view and stick to the Louisville Trading Area exclusively. There's more income and outgo of cash in this one great trading zone than in all the rest of the State rolled together.

March into this mint with WAVE. We've got NBC keys to almost every door and ear in the area. WAVE costs less, and makes your dollars talk!

LOUISVILLE'S WAVE

NBC AFFILIATE 5000 WATTS - 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

September 20, 1948 • Page 41
NO FURTHER from the venerable Mory's than even the hoarsest Whiffenpoof can throw his trembling beat, a little band of 20th century pioneers is plotting to do for the sedate and ancient grills of Yale U. what others like them have already done for the gin mills of New York's Third Avenue and the cabarets of Chicago's South Side. It is only a matter of time until the fuzzy hubbub of undergraduate caroling around Old Eli's taverns will be silenced by the built-in amusement of the electronic age.

Television has come to New Haven.

It will be a shock to Yale alumni and to that larger but no less partisan clan—admirers of the ubiquitous Whiffenpoof song—to learn that Mory's, the famous tavern where the song was born, is surrounded by television. A resolute outpost against the tide of mechanical invention, Mory's has not yet been engulfed by video, but the waves are lapping at its door.

The creation of sudden television interest in New Haven is due to the work of The Elm City Broadcasting Corp., owner of WNHC and WNHC-FM, which last June began operating New Haven's first video station—WNHC-TV. It is a testimonial to the intrinsic charms of television that so much public enthusiasm for the medium could be so instantly aroused and by such an unpromising station.

Less Than $200,000

WNHC-TV has no studios, no local programs, virtually no staff of its own. Its owners put the station in business with an initial capital outlay of less than $200,000, a figure which was only a fraction of the money commonly spent by television stations elsewhere. Yet within a month of its debut, WNHC-TV was broadcasting regular programming—and breaking even financially. Its modest operation boosted television set sales in New Haven by more than 75%, although some New York stations had long been received in the area on sets with special equipment.

It was not done by mirrors, but by a radio relay. All of WNHC-TV's programs come from the DuMont television network, and its revenue from commercial spots. The arrangement is unique in the video business.

WNHC-TV intercepts signals of DuMont's New York station, WABD, on a mountaintop between New York and New Haven, relays the signal to its own station on a hill 11 miles from New Haven and retransmits them for the customers. Except for a few features like Yankee baseball games, WNHC-TV broadcasts the whole of WABD programming. Lacking its own studios, for the present the station does no programming of its own.

WNHC-TV is an adventure in pioneering enterprise. At the time it began to break even financially, its equipment consisted of three relay stations at Oxford, Conn., and a tower and transmitter house on Mt. Carmel, 11 miles from New Haven. Its transmitter was a DuMont with 500 w video power and 250 w audio. Atop a Blaw-Knox tower was a three-beam RCA super-tubest well antenna, giving an effective radiated power of three times the input. It had two DuMont cameras for the commercial spots. Not for weeks after the television station was on the air did technicians at the transmitter house, an isolated building on a remote hilltop, have a water supply on the premises. Water was brought in by cans until a well was put in by the station.

The video station was operated without a staff that could be called its own, save for a couple of technicians. This phenomenon was possible because the station's programming was provided for it by DuMont and also because of the arrangement of staff in the three-station family.

Everybody who works for WNHC, the AM station in the Elm City family, also works for WNHC-FM (which duplicates the AM programs) and for WNHC-TV.

The television station needs little or no attention from the company's program department. Salesmen sell time for all three stations. The engineering staff also tends to the equipment of all three, although a few of the technicians pay primary attention to television.

When the company began to build a television station, it hired two technicians. The new technicians who were assigned to the AM operation, replaced two more veteran men who were switched to FM and TV. This constituted the entire expansion of the company's staff to accommodate its television development.

First Experience

Despite the modesty of its initial operations, WNHC-TV has hit New Haven the way Pudge Hef-dinger used to hit opposing lines. Although the station has no regular measurements of video viewing in its area, it asserts—with good reason—that its influence is widespread.

At the start of the operations last June WNHC-TV attempted without success to carry the New York Yankee baseball games. According to the station, the Yankees asked $500 more per game than the Ballentine Co. (ale and beer), which was sponsoring the telecasts on DuMont's New York outlet to permit the pickups by New Haven. Ballentine felt the price was high, and consequently WNHC-TV was without the Yankees.

The New Haven television station broadcast four announcement, explaining to its audience that it could not broadcast the games and expecting hundreds that if enough listeners wrote to request them, the Yankee management might let the station do the telecasts unsponsored—as a public service. Although it was not enough to move the Yankees to such magnanimity, the response was in sufficient volume to prove New Haven was a hotbed of Yankee and television fans.

The four announcements, broadcast only over the television station, pulled more than 350 pieces of correspondence, some of them petitions bearing hundreds of names. Several of the petitions come from saloons where irate customers were up in arms at the decision of the press.

Although its acceptance by the public of New Haven has been demonstrably good, WNHC-TV has not been universally overwhelmed with welcomes. Among the elements which seem disinterested in the success of television is the newspaper.

The Journal-Courier and the Register, the town's two papers, are commonly owned and commonly united in the belief and probably hopeful that radio and its newest manifestation, television, are not here to stay. Or at least not in New Haven. In a curious quirk of journalistic thinking, the New Haven papers print the logs of New York radio stations regularly, but seldom mention a program which is broadcast over an outlet in their own home town.

The practice leads to mystical euphemisms. If the coverage of news demands that the press refer to a New Haven radio station, the papers are apt to exclude the call letters and the precise address, and speak only of "a radio station on Chapel Street." The same technique has been used by skittish papers elsewhere when it was necessary to report incidents in bawdy houses.

It goes without saying that the advent of television in New Haven went unnoticed in the news columns of the press.

Perhaps the dominant force in New Haven is Yale U. which enjoys a prodigious cultural and eco-
Television broadcasting does not have to be a millionaire's dream or your financial dilemma. Nor must it be your engineer's nightmare in electronics.

There is no need to accept the advice of the operationwise-inexperienced engineer. Nor again the high-pressure talk of the "quota-conscious" salesman usually unconcerned with your budgetary problems, future operating costs or profit-and-loss statements.

You definitely do not have to settle for equipment designed to satisfy the laboratory engineer, with little or no regard for maintenance facilities, operating ease, component replacement cost, and design for expansion without obsolescence.

It's Plain Fact that
Basic equipment cost is only the start of your economic problems.
The greater the quantity of equipment initially purchased, the greater the size of your operating staff and component replacement cost.
The greater your operating expense and general overhead, the greater your time rate.
The greater your time rate, the greater your time sales problem and the lower your income.

It Remains Plain Fact that
Television sets cannot be delivered in your marketing area to provide you with an audience the proportions of AM, immediately.
You must schedule the growth of your station according to this factor.
You must use discretion in determining flexibility in operation at lower initial cost, lower operating expense, lower component replacement cost, and still provide for expansion without obsolescence.
It all adds up to this: It is well to heed the advice of those who possess the practical "know-how".

Turn to this better way of equipping your television broadcast station. Du Mont "Geared to Your Need" equipment has gone into many stations operating today and to operate tomorrow. Plan your station economically on this "grow as you go" basis with Du Mont "know-how," as others are doing.
Du Mont is capable of providing any type of installation you may require on a sensible, tried-tested-proven, fully engineered basis. Du Mont equipment can fill your every need. Du Mont service can assist in the solution of your every problem. Du Mont equipment can fill your every need. Du Mont service can assist in the solution of your every problem.

1. The Du Mont TA-143-A Studio Orthicon Camera Chain utilizes the same units as the TA-124-B Chain, but substitutes studio Orthicon tubes for field type. Such units, as used by American Broadcasting Co. and WBKB (Chicago) can be used in modern studio console or out in the field, for dual utility and maximum flexibility.

2. This Studio and control plan was devised through the collaboration of KBTV (Dallas) staff, their consulting engineer and architect, and the Du Mont field engineer. Small, compact, flexible, these facilities may be expanded at will through Du Mont’s “Geared to Your Need” technique, yet are immediately capable of fundamental commercial operation.

3. The Du Mont TA-143-A Studio Orthicon Camera Chain utilizes the same units as the TA-124-B Chain, but substitutes studio Orthicon tubes for field type. Such units, as used by American Broadcasting Co. and WBKB (Chicago) can be used in modern studio console or out in the field, for dual utility and maximum flexibility.
The Du Mont TA-124-B Image Orthicon Chain as used by KMBC (Kansas City), KSL (Salt Lake City) and to be used by Bamberger Broadcasting Service, is ideally suited for field use. “Jiffy” connectors assure errorless, rapid hookup of units with single plug for each. “Breakaway” chassis designed for quick, easy maintenance in the field. Camera features the lens turret, fingertip lens iris control at rear, electronic viewfinder, automatic lap dissolve and fade, for best in programming and continuity.

- Stable sync pulses—the very heart of any telecasting station—are assured by Du Mont TA-107-A or B Studio Sync Generator to be used by WICU (Erie) and WDTV (Pittsburgh). With dual tube scopes, every phase of the synchronizing pulse is visibly and simply checked. Operable on crystal, line, lock or external control source, the TA-107-A or B, provides a day in and day out sync stabilization, assuring technical operations in full conformity with commercial standards.

- Film projection remains the very essence of any telecasting station with particular emphasis on inexpensive 16 mm. Du Mont 5130-A projector is specifically designed for heavy-duty requirements of telecasting. Capable of two-hour continuous film programming, with 35 mm. standards of operation, the 5130-A will be installed at WNHC (New Haven) and Tidewater Television Inc. (Portsmouth, Va.). Another simple step to economical programming becomes a reality.

- Film integration and control is a vital telecast function. The Du Mont TA-512-A Film Pickup Equipment continues the “economics safety factor” of the Du Mont Line. A fatigue-proof control layout provides exacting control of varied condition films available for telecasting. “Breakaway” sliding door chassis assure quick, easy maintenance. To be installed at Maison Blanche (New Orleans) and KBTV (Dallas), this TA-512-A can be expanded later. Incorporating the automatic lap dissolve and fade facility this equipment is an integral part of the smoothest commercial operation.

- Master Control facilities provide the difference between professional and non-professional status. An integrating program point, the Du Mont Master Control eliminates “blank-screen” and excuses for pauses in switching from one program source to another. Incorporated in WTTG (Washington), such equipment provides the Du Mont network with superior commercial network operation.

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The Du Mont "Acorn" Transmitter is definitely identified with Du Mont "Geared to Your Need" equipment at the very start of telecasting careers. Containing the most advanced thinking in television transmitters, this basic 500 watt video and 250 watt audio transmitter can readily be expanded to 5 kilowatt or even higher power at later date, without obsolescence. Providing adequate transmitting facilities for start in most areas, the "Acorn" can grow as revenue warrants.

To be installed by Easton Daily Express, (Easton, Pa.) and Greensboro News (North Carolina), the "Acorn" includes necessary monitoring equipment for professional operations.

The Du Mont Master Series Transmitter has proven itself the "work horse" of the telecasting industry. Low-cost air-cooled tubes insure low maintenance cost without impairing quality of transmission. Water problems are relegated to the Dark Ages. Such equipment in use at WEWS (Cleveland) and WWJ (Detroit), includes the TA-129-A Transmitter Control Console. Lower in cost, easier to install, the Master Series Transmitter, has led the industry in uninterrupted operation.

Your installation can be as pretentious and complete, or again as modest yet adequate, as your budget will allow.

Many of the Du Mont installations have saved station owners from 30 to 40 thousand dollars in equipment costs alone, and many more thousands in operating expense.

Definitely, but definitely, the trend is to Du Mont.

Make it DuMont all the way...

- From Television Camera to Quality Teleset — including every bit of equipment between — Du Mont is the recognized leader.

The pioneer and leader in telecasting equipment, with that down-to-earth sales policy operating through field engineers who are interested primarily in your budgetary standards.

We’ll be happy to tell you more and to work with you on your individual problems.

The "Acorn" method of inaugurating television can start you on your way towards a successful television broadcasting operation without sacrificing quality of transmission.

PHONE, WRITE OR WIRE — TODAY!

ALLEN B. DU MONT LABORATORIES, INC.
Transmitting Equipment Division, 42 Harding Avenue, Clifton, N.J.
Evaluators To Meet

TWENTY-THIRD annual meeting of the National Assn. of Educa-
tional Broadcasters will be held Oct. 10-12 at the U. of Illinois, operator of WILL and WUIC (FM) and home of the new Insti-
tute for Communications Research. The discussions at Urbana will center on Washington representa-
tion, neglect of public service programs and TV.

New Business

(Continued from page 13)

LEWIS FOOD Co., Los Angeles (Dr. Ross Dog & Cat Food), Sept. 8, extended sponsorship of KNX Hollywood Fights For All to 12 other CBS stations in California, Oregon, Washington and Arizona for 52 weeks. Program heard Wednesdays 7-7:30 p.m. (PDST). Agency: Lennen and Mitchell Inc., Los Angeles.

RCA VICTOR and its Twin Cities dealers, and Ford Motor Co. and its dealers will co-sponsor telecasts of U. of Minnesota home games starting Oct. 2 on KSTP-TV Minneapolis. Sponsors will share honors equally on each telecast.

GLOBE PIPE & TOBACCO Co., Oakland, Calif., and Lo-Fare Cab Co., northern California chain, appoint Ad Fried Agency, same city, to handle their advertising. Radio will be used on both accounts.

E. E. FISHER & ASSOC., San Francisco, appointed to handle advertising for Gunther’s Beer, Baltimore.

NEW ENGLAND CONFECTIONERY Co. started, Sept. 19, a spot radio campaign in 13 key cities to promote their “Bolster” bar. Campaign will run through June 1948. Agency: C. J. LaRoche, New York and Chicago.

Network Accounts • • •

WESTERN AUTO SUPPLY Co., Kansas City, Mo., renews Circle Arrow Show on NBC for 52 weeks from Oct. 3, through Bruce B. Brewer and Co., Kansas City. Cincinnati-originated program is aired on 57-station regional network, and stars Ann Ryan and John Johnson, vocalists, Swanee River Boys and Buccaneers.

PROCTOR & GAMBLE’S Joyce Jordan, M.D., heard daily 10:45-11 a.m. on ABC, will be replaced on Oct. 11 by new P&G daytime serial which has not yet been titled. New program will be produced by Show Productions, Dancer-Fitzgerald-Sample, Chicago, radio producing subsidiary.

STANDARD OIL Co. of Calif., San Francisco (petroleum products), has renewed sponsorship of Let George Do It on full Don Lee network plus nine intermountain stations, three Arizona affiliates, KOKY Coolidge; KWOI Phoenix; KHVA Seattle, and Island Group (four stations), Mon. 8-8:30 p.m. (PDST). Contract is for 52 weeks. Agency, BBO, Hollywood.

LIGGETT & MYERS TOBACCO Co. expands its current spot announce-
cement campaign for Chesterfield Cigarettes to include Paramount TV stations WBKB Chicago and KTAL Los Angeles. Contract is for 26 weeks. Newell-Emmett Co., New York is agency.

LEYER BROS. Ltd., Toronto (PepsiCola), plan to start about Sept. 22 My Friend Irma till end of 1948, on Canadian network. Net and time of delayed program have not yet been decided. Agency: Ruthrauff & Ryan, Toronto.

HARTZ MOUNTAIN PRODUCTS Co., New York (bird food), has or-
ered 15-minute transmitted Canary Pet Show for 39 and 52 weeks ef-

of many years of radio in New Haven, believes that local adver-
sers can provide WNHC-TV with the biggest part of its stock. Mr. De Dominici believes that even more of them will be attracted to TV.

As is always the problem in cities where television is in early stages, the scarcity of sets and hence limitations of audience are a current sales headache. WNHC estimates that there are 2500 sets in New Haven proper and perhaps 6000 in the station’s coverage area. Sets are selling as fast as the dealers get them.

Although the population of New Haven is only 175,000, WNHC-TV asserts that more than 2,500,000 people live within its total area.

Mr. De Dominici, a veteran

Look to Future

All have ambitious plans for television’s future, but the plans, they are quick to point out, depend upon the development of facilities elsewhere.

By year’s end, the station hopes to receive an RCA radio relay link, which will connect the downtown studios at 1110 Chapel St. with the tower, 1015 Chapel St., and an RCA remote unit to permit out-of-studio pickups. When this equipment is installed, the station will be in position to under-
take programming of its own.

By the time the remote and relay equipment is in place and the station is in business with not only tailor-made programs from the DuMont network but also shows of its own, a total of $250,000 will have been spent, according to Mr. De Dominici.

The company is figuring a 10% annual depreciation on facilities. Based on that figure and on cur-
rent running costs, the station is now operating in the black. Mr. De Dominici thinks, however, it may—-as video stations almost everywhere else have found—slip into deficit operations when it takes on local programming and the at-
tendant additional expense.

Mr. De Dominici, a veteran
IN BALTIMORE

WBAL and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio
are on WBAL
1090 Kilocycles • 50,000 Watts
N B C Affiliate

The Greatest Shows in Television
are on WBAL-TV
32,600 Watts (Effective Power)
Channel 11 • N B C Affiliate
Some of the Growing List of LOCAL and NATIONAL Advertisers who use BOTH WBAL and WBAL-TV

- Camel
- General Electric
- Firestone
- Arrow Beer
- Esso
- Hutzler Brothers Co.
- Maxwell House
- Bulova
- Lucky Strike
- Chesterfield
- Swift & Company
- Kraft
- Rem
- Jell-O
- Athey's Paints
- S. & N. Katz
- David'son Transfer & Storage Co.
- The University Motor Co.
- Martin J. Barry
- Koester's Bakery
- Burke-Savage Tire Co.
Editorial

A Freeze in Time . . .

THE FUTURE of television may stand or fall on the outcome of the series of deliberations upon which FCC embarked last week.

FCC Chairman Wayne Coy succinctly defined the dilemma as “a basic conflict in the desires of the industry to obtain stations with large service areas and at the same time a large number of assignments in each of the various cities.” A partial solution may come out of the high-band hearings which start today (Monday), if the use of channels in the 475-890 mc range, or part of it, appears feasible. But channels are not the only problem.

The Commission also faces the fundamental question of technical standards on which the present low-band channels are to be allocated and used. Are existing standards and allocations policies sufficient, or should they be revised? The answer requires administrative wisdom and resourceful engineering.

We think the Commission has acted constructively in its efforts to dispel the uncertainties which beset the future of television. We think it has made a wise start in calling upon the experience and genius of the broadcasters and manufacturers, who should share in the formulation of basic decisions under which they must live.

The end result must be stability. The alternative is inevitable chaos.

There may be a temporary “freeze” of the FCC TV licensing function until these basic problems are resolved, or as a rule of the game written. This possible hiatus is a small price to pay for future stability. For then broadcasters and public alike will know where they are going. They will invest with the assurance that obsolescence will not set in overnight. The whole TV art will move forward with the confidence that a venture of this magnitude must have for orderly development.

$1 Will Get You 100!

HAVE YOU noticed the national consumer weeklies lately? And the metropolitan newspapers? They usually strike heavy volume. It’s the kind of volume you usually see around Christmas time.

Radio business, generally, isn’t bad either. But there are many more radio mouths to be fed. Magazines remain fairly static, while the trend is to newspaper mergers.

Why the noticeably heavy printed page volume? The stock market has been acting up—largely downward. Business generally is nervous because of the sabre-rattling. Credit has been tightened up to check inflation.

The answer unquestionably is that newspapers and magazines have been making the pitches for business on a scientific, organized scale. They started out before V-J Day. They have spent at the rate of a million a year (or better) in promotion.

The All-Industry Presentation Plan sponsored by NAB seeks $200,000 for the initial job of producing a motion picture to tell radio’s sales story. It is being favorably received, with 400 stations already pledged. Its prime movers obviously regarded their plan as a first step.

Now a project for a continuing campaign to sell radio, espoused by Murray Carpenter, general manager of WFOR Portland, Me., is winning spontaneous support. It was proposed last month in Rochester. Every district meeting since has seen fit to urge the NAB board to consider the plan at its meeting in November. Cost and related data are being prepared.

Radio has the story. It isn’t being told. It can’t be told in one shot, no matter how massive the injection. Radio sells its prospects on consistency, to get results. It must sell that logic to itself before it can ring the national advertising doorbells in an integrated, continuing, all-inclusive campaign.

The chips are bigger—a million perhaps the first year—but so are the stakes. We’re glad Mr. Carpenter had the courage, foresight and will to present his plan now. Radio’s horizon is expanding. It takes dollars in exploitation to get the additional dollars needed to keep the transmitters spouting. Properly done, one will get you a hundred.

The Spokane Word

SOMETHING really new has been added to the program rating melee. A proposal that Broadcast Measurement Bureau take over all measurement and appraisal of radio, (which really means adding the popularity ratings) was given a rousing vote by the 17th NAB District meeting last week at Spokane.

The suggestion, advanced by Saul Haas, president of KIRO Seattle, in our view, has merit. It warrants thorough study.

The history of the popularity rating services has been fraught with controversy from the beginning. First there was Crossley, which ANA clutched to its bosom. It went by the boards as the Hooper coincidentals took over. Now Hooper and NAB (with its audimeters) are at swords’ points. There are other surveys. All these services are private business ventures. Only those cities in which the stations will foot the bill are covered. There are complaints that the samples are too small, and allegations of injustices.

The rating services have been useful. But they are not optimum. BMB is a trade unit, supported by broadcasters’ subscriptions, but operated by a tripartite board representing medium, agency and account. The basic structure would have to undergo sweeping change to extend BMB operations to program measurement. It would appear desirable to have agencies and advertisers handle the cost.

But we’re ahead of ourselves. Such a project can’t be achieved overnight. There may be cogent reasons why it shouldn’t be undertaken. The way to decide that is through a thorough airing of all facets of popularity ratings.

Mr. Haas proposal should be considered by the full NAB membership at the annual convention in Chicago next April. It should go before the American Assn. of Advertising Agencies and the Assn. of National Advertisers at their annual meetings. Perhaps BMB may not be the agency to do it. But the nucleus and the machinery are there.

Our Respects To—

HAROLD JEFFERSON NEWCOMB

THE PRECISION of a toolmaker and the imaginative ingenuity of a magician have combined successfully by Harold Jefferson Newcomb, station and sales manager of WRJN Racine, Wis., for the past 20 years.

Skill and inventiveness are woven artfully into a station policy which he helped originate with the two principal stockholders of the Racine Broadcasting Corp., Frank R. Starbuck and Harry R. LePoi devin. Mr. Starbuck, who holds controlling interest, and Mr. LePoi devin are officers of civic projects, some backed by local public service programs which offer prizes to listeners who answer correctly such questions as “Who is the chief of police of Racine?” He has developed a strong news program schedule, with four daily shows featuring 50% local news gathered by staff reporters. Because of its public service aims, the station never minimizes its role in everyday community service.

It has one of the largest staffs among Wisconsin’s 50-odd stations—18 fulltime and 12 parttime workers. Quartered on the top floor of a downtown Racine office building, the staff works in an informal atmosphere which says under a boss who inaugurated a “first-name calling” policy when he assumed charge.

A Milwaukee staff, broadcasting from studios there two hours daily, specializes in programs of general interest to all listeners and of specific interest to residents of Milwaukee’s south side.

Twenty-two years of broadcasting have confirmed Mr. Newcomb’s original reason for entering the field—a profession by which he says— “There are refreshing developments daily and nothing in the game is static, except those occasional outbursts in transmission! I would never desert radio for anything else!”

Selling has been Harold Newcomb’s forte for the past 30 years. After working as display salesman for the Racine Journal-Times “off and on for five years,” he became interested in the experimental WRJN, sold to the Racine Broadcasting Corp. by “two promoters.” For a year and a half he “stuck his nose” in WRJN at every opportunity, selling programs, writing advertising copy and rounding rough corners of production, promotion

(Continued on page 92)
"Music and women," Sam Pepys told his diary, "I cannot but give way to, whatever my business." And whatever their business...there are more than half a million New York families that cannot but give way to the music they love... as it comes to them over WQXR and WQXR-FM. They listen so steadily ... no other station in this biggest and richest of all markets can reach them so effectively. These families love good things as they love good music... and can afford them, too. So whatever your business... business can be better if you'll let us help you reach these families — and reaching them, sell them—with the music they cannot but give way to. May we?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES
STRAUSS AUTO CHAIN REVEALS FALL PLANS

FALL television and radio plans for Strauss Stores, the New York automobile accessory chain with an estimated $200,000 annual budget, were revealed last week.

The chain of stores has bought Jack Eilen's Meet Me at the Copa, 49 hours a week, for 12 weeks on WINS New York. The program was formerly sponsored by Norman Pena. In addition, on Sept. 21 it starts a spot announcement campaign on WMCA New York, for 52 weeks. A similar campaign is expected to be used on all local New York stations.

The firm's television schedule started Sept. 14 with 20 spot announcements slated to be telecast before the Dodger baseball games on WCBS-TV. The company is also planning to buy spots prior to sports events on television stations WNBT, WPIX, and WJZ-TV.


‘Familiar Music’ Show Tops Canadian Ratings

AMERICAN network programs led in popularity in Canada during August, according to national ratings report of Elliott-Haynes Ltd., issued Sept. 10. First ten evening programs were Album of Familiar Music 14.1, Twenty Questions 10.5, Mystery Theatre 9.9, Robert Shaw Chorale 9.1, Club 9.5, Music Hall 7.9, Pause That Refreshes 7.8, Contended Hour 7.7, Suspenze 6.9 Gillette Fights 6.4.

Leading daytime English network programs were Big Sister 13.2, Ma Perkins 12.8, Pepper Young's Family 12.7, Lucy Linton 12.6, and Road of Life 12.5. French-language evening programs during August were led by Salon Metropole with rating of 10.2, and French-language daytime programs were led by Rue Principale 18.9.

IT'S THE POUNDING, POUNDING, POUNDING

IN PERFECT RHYTHM

that sets up a huge circus in a few hours ready to make money.

IT'S THE POUNDING, POUNDING, POUNDING

of your commercials in perfect timing with WPTR's listener-intriguing shows that sets up a demand for your product in the Albany-Schenectady-Troy area.

WPTR

PATROON BROADCASTING COMPANY

HOTEL TEN EYCK, ALBANY 1, N. Y.

Page 52 • September 20, 1948
YOU MIGHT SCORE A KNOCKOUT IN 2 SECONDS*—

BUT... YOU’LL NEVER WIN IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There’s only one way to “knock ’em cold” with radio in Western Michigan—and that’s by using home stations in the area. Here’s why...

Because of some peculiar phenomenon of soil conditions and skywaves, “outside” stations simply don’t get proper reception in Western Michigan. They come in weak, have lots of static, and fade badly. Hence most people in this area don’t even try very much to get faraway stations. Instead, they listen to their own stations—and this usually means WKZO, Kalamazoo and WJEF, Grand Rapids.

Hooperatings show that WKZO and WJEF are the best buy you can make in Western Michigan. The figures for all periods are impressive—in some periods are actually startling. Write us, or ask Avery-Knodel, Inc., for all the facts.

*Battling Nelson knocked out Willie Rossler in 2 seconds on April 5, 1902 at Harvey, Illinois.
Man about twelve towns

Radio Sales Account Executives get around—748,500 miles last year! Each hits the road—regularly—visits each of the stations he represents. Each talks (and listens, too) to local talent. Each studies the market. Each learns local listening likes and dislikes. From such repeated personal contact, each gains inside information on how you can use radio’s best time and talent to meet and beat your sales quotas. To go to town in 12 of your most important markets, call our man about 12 towns.

Radio Sales
RADIO AND TELEVISION STATIONS
REPRESENTATIVE...CBS
Tide Water Airing
103-Game Series
Sponsors Coast College Football
23rd Year; 125 Outlets Used

BROADCAST of western college football games by Tide Water Associated Oil Co., San Francisco, marking its 23rd consecutive year of sponsorship, was launched Sept. 17 with airing of Southern California-Utah game at Los Angeles.

Games are being carried over facilities of Mutual-Don Lee, Arizona Broadcasting System, Inter-Mountain Network and a special network through Idaho, Oregon, Washington, California, Nevada and Hawaii. Total of 125 stations will air the 103-game schedule, which includes Pacific Coast Conference games and those of the U. of Portland, Utah, Nevada, Loyola, Santa Clara, San Francisco and St. Mary's College.

Oil firm's season sponsorship concludes Dec. 11 with broadcast of College of the Pacific vs. Hardin-Simmons Grape Bowl game at Lodi, Calif., on complete Pacific Coast Network of 95 stations.

Rule Revisions Planned
By Chicago Radio Club

MEMBERS of the Chicago Radio Management Club will vote at the luncheon meeting Wednesday on proposed amendments to the constitution and by-laws concerning membership, terms of office and meeting dates.

At the first fall meeting last Wednesday, President Mark Smith conducted an open discussion on revisions, which include extension of membership to all persons who have "an executive business interest in radio, TV and allied fields in Chicago." Other proposals—two-year term for four trustees, with two taking office each year, and alternate Wednesday meeting days rather than weekly.

ADAM J. YOUNG Jr., Inc., New York, has been appointed national representative of KLAC-TV Los Angeles which was scheduled to begin television operations Sept. 17. Contract is on temporary basis pending completion of sale of station to Warner Bros.

DON FEDDERMAN, San Francisco, has joined Pacific Coast Network as executive in charge of West Coast stations. "Fitz" Fitzpatrick, station manager of KLAC, has been appointed traffic manager for the station.

DONALD D. SULLIVAN, former commercial manager of WMYF Cedar Rapids, Iowa, has joined W.S.I. Yankton-Sioux City, S. D., in same capacity.

WILLIAM K. TREYNOR, assistant to sales manager and director of traffic and continuity for W.O.T. Washington, has been appointed account executive with that station.

LOUISE NEWTON has been appointed traffic manager of WIS and WIB-FM Columbia, S. C.

Two new stations, KSTT Davenport and KCRI Cedar Rapids, have been added, enlarging the network to 16 stations with a claimed coverage of more than 3 million people, Mr. Brein said.

J. P. McKinney & Son has been named national representative in the territory east of the Mississippi River, including Chicago, Milwaukee and all eastern territory. George W. Webber, manager of the network, will be representative for the area west of the Mississippi River. Headquarters of the network is in Des Moines. Officers are Messrs. Brein and Webber, Ken Gordon, Morgan Sexton, Ben Sanders, vice chairman, and George Volger, secretary.

WJR Detroit farm editor, was awarded 4-H club plaque in recognition of his outstanding service to 4-H clubs of Michigan.

Marilyn Lassen, WGN-TV Chicago public relations representative, discussed television programs as medium for sales promotion at meeting of Executives Club.
CLASS OF THE POWER-TUBE FIELD FOR FM AND TELEVISION

GL-9C24 V-h-f Triode

- POWER TO SPARE...two tubes "under wraps" will put out more than 10 kw in FM—more than 5 kw in television.
- FREQUENCY UP TO 220 MC at max plate input.
- All the electrical characteristics of ULTRA-MODERN H-F TUBE DESIGN.
- Sturdy and COMPACT for close side-by-side tube mounting.
- G-E RING SEAL construction gives generous terminal-contact areas.

RATINGS

Filament voltage 6.3 v
Filament current 240 amp
Grid-plate transconductance 11,000 microhms
Interelectrode capacitances:
  - Grid-filament 24 micromicrofarads
  - Grid-plate 15.7 micromicrofarads
  - Plate-filament 0.5 micromicrofarads
Type of cooling: water and forced air
Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):
  - Max voltage 5,000 v
  - Max current 2 amp
  - Max input 10 kw
  - Max dissipation 5 kw
- Useful power output, typical operation (at 4,000 v and 1.7 amp, band width 5 mc) 3.4 kw
Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation):
  - Max voltage 6,500 v
  - Max current 12 amp
  - Max dissipation 5 kw
- Useful power output, typical operation (at 6,000 v and 1.3 amp) 6.4 kw
*Includes power transferred from driver to output of grounded-grid amplifier.

TODAY's better pictures, in many cases, owe a debt for sharpness and quality to the superior signal put on the air by General Electric's great power triode, GL-9C24. Newest transmitters with finer video performance, use GL-9C24's in push-pull for final output over both low and high-band channels.

In FM work, too, this tube has set noteworthy standards. With ratings in frequency and power that are ideal for the job—plus a wholly new design concept which outmodes earlier v-h-f types—the GL-9C24 is an example of detailed planning for efficiency.

When applied in a properly designed grounded-grid amplifier circuit, no neutralization is necessary. Lead inductance is extremely low.

External metal parts are silver-plated, to cut r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass seals are used throughout...this tube is long-lived, sturdy!

If you build transmitters and wish to benefit from the proved brilliant performance of Type GL-9C24, your nearby G-E electronics office gladly will give you further details.

If you are an engineer, needing replacement tubes of any type—FM, television, or AM—see your local General Electric tube distributor or dealer for alert service! Besides showing the way in tube design, G.E. gets tubes to you fastest when you need them. Electronics Department, General Electric Company, Schenectady 5, N. Y.
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.
AFM Retreat

(Continued from page 22)

without violating the Taft-Hartley Law. Apparently he and his legal counsel believe that such a means can be found in the establishment of an impartial trusteeship. Some recording companies are known to have been as eager as Mr. Petrillo to uncover a loophole in the Taft-Hartley Law that would permit a continuation of royalty payments and hence the resumption of work by the AFM.

The plan was submitted by Mr. Petrillo to only four principals—Decca, RCA Victor, Columbia Records, and A. Walter Socolow (attorney representing the combined transcription industry) but it was made clear that its proposals were offered to the industry as a whole. None would comment openly as to whether he believed it a solution, but a few were reported to be convinced the plan was not a successful circumvention of the Taft-Hartley Law.

The plan, in essence, calls for the selection of an independent trustee who would collect and administer royalties paid by the record and transcription firms into the AFM welfare fund. Such royalties, which before the record ban became effective last Jan. 1, accumulated at the rate of about $2,000,000 annually, would continue to finance free public concerts given by the union as part of its effort to increase employment among its members.

The system would differ markedly from the pre-ban setup in that no royalties were paid directly to the AFM, since such payments are illegal under the Taft-Hartley Law. The accrued royalty cash itself would be deposited in a bank, to be disbursed by the trustee but only on the union’s knowledge and approval.

By and large, Mr. Petrillo’s first and only formal peace proposal since his no-recording edict bears a marked resemblance to the so-called Kapp plan, submitted to the AFM president some weeks ago by Jack Kapp, president of Decca Records. It also contains elements of the Diamond plan, drafted by Mr. Petrillo’s general counsel, Milton Diamond.

Both of these plans caused raised eyebrows in legal circles within the industry, and despite the same troubles went up again last week when Mr. Petrillo’s own plan was given to the industry.

An attorney for one of the firms said that, while the fact the union itself has made a concrete settlement offer is a most heartening development, the issue remains far from settled. This view was shared by the counsel for another record firm, who indicated his belief that the Petrillo plan was the starting point, but what may be a long series of peace talks among AFM officials, the record and transcription companies, and legal batteries of both camps.

While the text of the AFM plan was not made public, it was believed to call for the resumption of royalty payments into the AFM fund at the same rates in effect before the ban. These ranged from one-quarter cent for the smallest records up to five cents for the king-sized platters selling for about $2.

Industry observers were of the opinion that, in the event that the plan nears adoption, closest legal scrutiny will be made of the actual expenditure of the royalty monies. The Taft-Hartley Law is emphatic on the point that any such royalties must go to union members who have earned them in the pursuit of their profession. Mr. Petrillo is equally emphatic in his assertion that the AFM welfare fund has been and will be spent only to pay the union members for putting on free concerts.

However, there was some speculation in the industry on what conclusions a congressional labor group might draw from the fact that, by the AFM’s own admission, a majority of its members are not full-time musicians, and that many of them now never set bow to string or lip to horn.

It will be remembered that as long ago as last spring, during the AFM national convention in Asbury Park, N. J., Mr. Petrillo permitted it to be known that he might, after all, back down somewhat on his vehement assertion that “. . . we will never make records again. That means not ever, doesn’t it?”

Bond Geddes Improved

BOND GEDDES, executive vice president of the Radio Mfrs. Assn., is recuperating from an emergency appendectomy. He was stricken Sept. 12 while playing golf and underwent an operation a few hours later. Mr. Geddes was to have addressed the FM Assn. convention in Chicago Tuesday of next week.

Three Proposed Grants, One Denial Made

by FCC last week to:

Three Proposed Grants, One Denial Made

[swapped positions of "FCC last week to:" and "Three Proposed Grants, One Denial Made"

1. switch from 250 w on 1400 kc to

2. new daytime

3. FCB

mental proposed finding to favor Williamsport Radio Broadcasting Assoc. over Lycoming County Broadcasting Co. The Commission conclusion was based upon local residence and participation in station operation.

Williamsport Radio is equally owned by three partners: Harry J. W. Kiel, Carl P. Stroehmann and William P. Wilson. Mr. Kiesel for many years has been in charge of commercial printing and engraving at Grit Pub. Co. and is vice president of that firm. Mr. Stroehmann is general manager and part owner of Stroehmann Bros. Co., operator of bakeries in Williamsport and other cities in Pennsylvania and New York. Mr. Wilson and his family own 50% of local Rialto Theatre.

No Deliberate Actions

Two instances of undisclosed information relating to Williamsport Radio were declared by FCC not to constitute deliberate concealment by the applicant and hence did not affect firm's qualifications. One was the matter of alleged unsatisfied judgments against Frank E. Flanagan, an original partner of the firm, now withdrawn. The other related to a Federal Trade Commission cease and desist order directed to Mr. Stroehmann and bakery firms in which he held interest.

Principals in Lycoming County Broadcasting include the following: George Lewis, chief engineer WCAU Philadelphia, president 20%; John T. Kiel, general contracting and construction, vice president 15%; David P. Gillette, assistant technical director of WCAU, vice president 20%; Victor C. Wise, register of deeds and recorder of wills for Lycoming County and accountant, secretary-treasurer 2%; Joseph T. Connolly, charge of news, personnel and special events at WCAU, director 20%; Joseph P. Keliher, Lycoming County district attorney, director 20%, and Fred B. Wetzel, real estate and insurance, director 3%.

Meanwhile, in a decision announced earlier to renew the license of WGBK Charleston, W. Va. [Broadcasting, Sept. 13], FCC reversed position it had taken in its proposed finding to deny renewal on grounds of alleged concealed ownership. The final rulings, in addition to renewing the WGBK license, approved transfer of control from Worth Kramer to Eugene R. Custer, Richard M. Venable and Floyd E. Price and transfer of control from Messrs. Custer, Venable and Price to Mr. Venable as sole owner.

Adjustment Held Satisfactory

In its final finding, FCC concluded it "appears evident that when" Messrs. Venable and Custer "concurred in the arrangement to furnish false information to the Commission" they were "almost wholly ignorant of the field of radio broadcasting, provisions of the Communications Act, and the requirements of our Rules and Regulations." The report continued, "They relied heavily upon the advice of their counsel [William H.] Vodery, and of Worth Kramer, both of whom apparently held themselves out to be familiar with the field of radio broadcasting and the laws and regulations applicable in that field."

"Moreover," the FCC report said, "upon being apprised of the applicable requirements by Commission investigators, Custer and Venable were cooperative in helping the Commission obtain the full facts . . . They made full disclosure of the true facts both prior to and during the hearings . . . and advised us fully of the interest of Floyd E. Price." . . . In completely severing the connection with the station's affairs of Vodery and Kramer they appear to have taken the steps necessary.

WGBK, an NBC outlet, is assigned 250 w fulltime on 1490 kc.
BASIC CBS

5000 watts
600 kilocycles

PROMOTES YOUR SHOW*

*Just ask your Raymer representative
A modern brick building is the new home of KTBS Shreveport, La.

MKBS NOW IN ITS NEW HOME IN SHREVEPORT

As the first step in a large expansion program, KTBS Shreveport, La., has now occupied its new $300,000 Radio Center building on East Kings Highway in the Broadmoor section of that city.

Another phase of the development program initiated by General Manager C. K. Beaver, who came to Shreveport two years ago from WOAI San Antonio, includes a power boost early this fall from 1 kw on 1480 kc to 10 kw day and 5 kw night on 710 kc. Simultaneously, an FM sister operation will commence. A KTBS application for television facilities is pending before the FCC.

The section of the new building accommodating the two main studios is two stories high. Studios feature polycylindrical windows and walls, the latter finished in natural birch wood. Personnel offices are located in the one-story section of the building and news rooms and reception hall are in the middle section. Located on the second level of the middle section are the sponsors' booth, auditorium rooms, chief engineer's office and sales promotion and research offices. RCA studio and control equipment is used.

KTBS, an NBC affiliate since 1932, became a member of the Texas Quality Network last August.

Mr. Beaver recently expanded his staff to include Hellen Morton, former network organist; and Elisabeth Salasai, a Hollywood commentator. Deane Flett is program director and David Kent production chief.

WCPF FM Tower Up

ERECTON of an FM transmitting tower for WCPF Boston has been completed and the station expects to begin FM operations within a month, station officials report. The 54 foot RCA four section FM antenna is mounted on a 410 foot guide tower, located on the same site as the station's AM transmitter at Lexington, Mass.

WTGG (TV) Again Gets Arena Events Exclusive

WTGG, Washington outlet for the DuMont Television Network, has negotiated an agreement with Washington's Ulline Arena which gives the station exclusive coverage of all events at the arena during the 1948-1949 season.

Professional basketball, hockey and wrestling are among features. This is the third successive year WTGG has exclusively telecast from the arena.

**NBC Sun Valley Agenda**

*(Continued from page 81)*

**Thursday, Sept. 24 (Cont'd)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Afternoon</strong></td>
<td>Free</td>
</tr>
<tr>
<td><strong>Morning Session</strong></td>
<td>(Closed meeting—NBC and NBC affiliates only)</td>
</tr>
<tr>
<td>10:00—10:10 a.m.</td>
<td>The Development of the NBC Television Network&lt;br&gt;By S. N. Stroetz</td>
</tr>
<tr>
<td>10:20—10:40 a.m.</td>
<td>The Economic Basis for a Television Network&lt;br&gt;By W. S. Hedges</td>
</tr>
<tr>
<td>10:40—11:00 a.m.</td>
<td>The Sales Outlook for Television&lt;br&gt;By H. C. Kopf</td>
</tr>
<tr>
<td>11:00—11:30 a.m.</td>
<td>The Problems of a Television Affiliate&lt;br&gt;By Chairman, Norris E. Kentha</td>
</tr>
<tr>
<td><strong>1. Operating a Major Market Station</strong></td>
<td></td>
</tr>
<tr>
<td><strong>2. Short Cuts to Save Money</strong></td>
<td></td>
</tr>
<tr>
<td><strong>3. The Lessons of a Decade in Television</strong></td>
<td></td>
</tr>
<tr>
<td><strong>4. Operation of an Interconnected Affiliate</strong></td>
<td></td>
</tr>
<tr>
<td><strong>5. Operation of a Non-Interconnected Affiliate</strong></td>
<td></td>
</tr>
<tr>
<td><strong>6. Program Sources</strong></td>
<td></td>
</tr>
<tr>
<td>12:30—12:50 p.m.</td>
<td>A Variety of Topics&lt;br&gt;By O. B. Hanson</td>
</tr>
<tr>
<td><strong>1:00 p.m.</strong></td>
<td>Luncheon-Terrace</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>Free</td>
</tr>
<tr>
<td><strong>Morning Session</strong></td>
<td>Reserved for informal discussion with affiliates</td>
</tr>
<tr>
<td><strong>Remarks</strong></td>
<td>Free</td>
</tr>
<tr>
<td><strong>Adjournment</strong></td>
<td>Free</td>
</tr>
<tr>
<td><strong>1:00 p.m.</strong></td>
<td>Luncheon</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>Free</td>
</tr>
<tr>
<td><strong>Evening</strong></td>
<td>Free</td>
</tr>
<tr>
<td><strong>Special train leaves Sun Valley for Chicago</strong>&lt;br&gt;<strong>(9:30 p.m. MT Saturday, September 25)</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Down in Carolina**

**“Nothing Could Off Be Finer”**

**WNAO RALEIGH North Carolina**

The News and Observer Station

**5000 WATTS • ABC • 850 KC**

Ask AVERY KNODEL, INC.

**BROADCASTING • Telecasting**
Pick the **POWER** you need
take the **performance for granted**

**8 WATTS**

Combines outstanding quality with low cost and small space requirements. Frequency range 70 to 13,000 cycles. Coverage angle 70°, 8½" in diameter, 3¾" deep. Requires only 2 cubic feet of enclosure space.

**20 WATTS**

Ample power capacity for the great majority of applications—plus peak performance. Frequency range 65 to 10,000 cycles. Coverage angle 60°, 10¼" in diameter, 3¼" deep. Enclosure space 2½ cubic feet.

**756A**

**30 WATTS**

Ideal for use wherever extra high power is needed. Frequency response 60 to 10,000 cycles. Coverage angle 50°. 12 11/32" in diameter, 3 25/32" deep. 3 cubic feet of enclosure space.

**728B**

**These three direct radiators will meet practically all your requirements**—studios, control room monitoring, cue and talkback, audition rooms, visitors' lounges, executive offices. Pick the ones you need on the basis of power requirements. You'll find superior quality of reproduction in all of them.

Get the full story of this Western Electric line from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
District 16

(Continued from page 28)

on "Better Programming for Greater Profits"; Don Petry on "Radio—It's Current Legal Problems"; Hugh M. P. Higgins on "All Radio Presentation"; Charles A. Spencer, on "Television—the Blue Chip Decision." Carl Haverlin reported on BMI.

In addition, Richard P. Doherty presided over an employer-employee relations clinic. Harry Butcher, owner of KIST Santa Barbara and president of the California State Broadcasters Assn., briefly reported on the development of the single-station group to meet the statewide problems of California stations.

Jerry King, Standard Transcriptions executive, advised the broadcasters that, Petrillo or no, the transcription companies have found an answer in foreign recording. He reported that his firm had representatives in Europe and others were in the process of sending men abroad to "Petillo is licked and don't know it yet," Mr. King concluded.

Nine Resolutions were passed by the 16th NAB District meeting at the close of the two day sessions with Albert Johnson, general manager of KFY Phoenix, serving as chairman of the resolutions committee.

Baseball Situation

Prime resolution concerned the differences in rates available to radio stations who seek baseball play-by-play information from Western Union as against that possible by United Press until latter was forced to terminate same by Western Union. Actual differential in price represented one sixth of the Western Union price in one Calif. market. This was at KIST Santa Barbara, which found itself having to pay the same price for its Western Union service as a station in Los Angeles. Western Union contention is that common carrier requirements require it to charge the same rate to all.

The language of the resolution:

"Whereas, the broadcasting of baseball is of unusual interest to a large number of listeners and whereas during the Swing of the Radio stations of the 16th District, particularly in the small market areas, was unable to obtain play-by-play information and to re-create major league games as furnished by United Press at a cost within their ability to pay; and whereas, after the public had been given this service for several weeks with widespread enthusiasm, that the service had been rendered under normal agreement with the major leagues with the understanding that any play-by-play details would not be transmitted to broadcasters until after the game was completed; and whereas, informal agreement was withdrawn by the major leagues upon payment of $3,000 to Western Union which cited its formal contract for exclusive rights of major league games; and whereas the potential in price charged by United Press would be a hardship to small broadcasting stations.

"Therefore, the broadcasters of baseball have successfully argued that the smaller market stations be given the same coverage that the larger market stations receive..."}

ARRIVING a la tourist in Yellowstone Park for NAB District 14 meeting are (l to r) 12-year-old KFY Grand Junc-
ton, Coll., district small stations chair-
man; Albert N. Williams, U. of Denver radio instructor, and R. Russell Porter, coordinator of radio at the university.

The number of American homes having AM, FM and TV sets; commendation of Calvin J. Smith, 16th Dis-

KBCF-Lodi Authorized For Increase in Power

FINAL decision was adopted by FCC last Thursday to grant application of KCVR Lodi, Calif., for power increase on 1570 kc from 200 w to 1 kw, operating daytime only. The Commission denied by default the request of Del Paso Broadcast Co. for new station at North Sacramento, Calif., on 1680 kc with 250 w day. Del Paso failed to appear at the hearing.

The grant is made subject to the condition that KCVR make prompt adjustment of all complaints of blanketing within the station's 250 mile volt per meter contour. Del Paso Broadcasting is owned by Earl C. Cooper. KCVR is licensed to Central Valley Radio Co., a partnership of Herbert W. and David A. Brown.

Tip: Return to Double Spread of this Issue

KFBM KFMB Sells San Diego from the "Inside"—Moves your Product In and Moves it Out...Fast!

1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Here's Feature for Fall that can do a real job for you!

The Texas Rangers, stars of stage, screen and radio, are America's largest and finest group, playing and singing Western tunes. The Texas Rangers have just released a new Sideline "Cowboy Hymns" album—feast of its kind.

The Texas Rangers music is transcribed vertically for high fidelity—America's only vertical cut transcriptions of western music.

You'll find them ideal for either FM or AM. They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE TEXAS RANGERS
AN ARTHUR B. CHURCH PRODUCTION
RANSON, I. A. INC.
REPORTS

KCBS, Hollywood; Pat Campbell, KJL, Los Angeles; Robert Colew, Arc, Council of Los Angeles; Ned Connor, KRED, Los Angeles.

D

Wayne Sanders, KCNA Tucson; Calvin J. Smith, KPAC Los Angeles; Don- ner P. Spencer, KVOE Santa Ana; Ben Spencer, KVOE Santa Ana; Carlyle Stevens, KPAC Los Angeles; Kevin Sweeney, KPI Los Angeles; Harold Switser, United Press, Los Angeles.

T

Donn Tatum, owner, Los Angeles; Don Thornburg, KNX Hollywood; Ralph Schachman, BROADCASTING, Los Angeles; Haas Tyler, KPI Los Angeles.

W


With Pat Miller of mom, a $2,000,000,000 annually, OWANA KW.

L

Los Angeles; Butcher, Los Angeles; Headley Blattman, KFI Los Angeles; Gene B. Brophy, KXK Phoenix; Ed Buckel, CBS, Hollywood; Harry C. Butcher, KIST Santa Barbara.

N

Sidney Gaynor, Don Lee Broadcasting System.

K

Kolin Hager, SESAC, New York; Richard Sharrow, Avery Recruiting grows; Los Angeles; Carl Haverlin, BMI, New York; Ray Heygendorf, WOAC, Tuscaloosa; Hugh M. P. Higgins, NAB; Royal Hollywood, NAB.

J

Albert Johnson, KOY Phoenix.

B

Jerry King, Standard Radio, Los Angeles; Thelma Kirchner, KOFJ Los Angeles.

L

Lee Little, KTUC Tucson.

M

C. P. MacGregor, C. P. MacGregor Co., Los Angeles; Ethel Kack, BCH, Hollywood; Lawrence McDowell, KFOX Long Beach; Ben Miraney, WMBR, Los Angeles; Harry Martin, KBSP Los Angeles; Maynard Marquette, ZV Co., Hollywood; Curtis Mason, KFI Los Angeles; John Merten, KPME San Diego; Judge Justin Miller, NAB; Paul Minchin, Capitols Transcriptions, Hollywood.

R.


O


O


Dr. Bown of Bell To Get IRE Award

Engineers Command 31 Members For 'Distinguished Service'

INSTITUTE of Radio Engineers will award its medal of honor to Ralph Bown, director of research of Bell Telephone Laboratories. The IRE board announced Sept. 9 at its monthly meeting.

Dr. Bown, whose work in broad- casting, ship-to-shore and overseas telephony won him a national reputation, was IRE pres- ident in 1929, the year he received the Institute's Morris Liebmahn award for his distinguished research in wave transmission phe- nomena. Specializing in radar as a division member of the National Defense Research Committee, he was sent to England in 1941 by the U. S. Government to study ra- dar operations under war conditions. Dr. Bown subsequently served as an expert consultant to the Secretary of War.

The IRE medal of honor, awarded annually for "distinguished service rendered through substantial and important contribu- tion in the science and art of ra- dio communication," will be pre- sented to Dr. Bown at its convention in San Francisco next March.

The IRE board also announced the election of 31 members to the Grade of Fellow, a distinction based on "eminence and disting- uished service" in the field. They are:


NAB Campaign Booklet

NAB is publishing a new version of its tips to political candidates, titled "Is Your Hat in the Ring?" The booklet was first issued in 1940, revised in 1944. A completely rewritten version has been pre- pared for the current campaign.

The booklet is available for $1 on a contribution basis. The proceeds will go to the NAB political fund.
APPLICATIONS for transfer of were filed last week with the FCC, a radio holdings of Burridge D. Butler, deceased. Three of the transfers involve the

Largest of these transfers in-
volves $100,000 purchase by ROY Phoenix, Ariz., of its own stock which was held by Mr. Butler. KTUC Tucson, Ariz., purchases 160 shares of its stock from the Butler estate for $2,400. Both transactions return the stock to the treasury of the licensee company with the money going to the es-
tate of Mr. Butler. Half of the stock held in Prairie Farmer Pub-
co., sole owner of Agricultural Broadcasting Co., licensee of WLS Chicago, is transferred to Mr. But-
ler’s widow, Ina H. Butler. This stock is transferred from the es-
tate to her and no consideration is involved.

Dietrich Dirks pays $60,800 for 638 shares of unissued stock to gain control of Commercial Assoc-
iates Inc., permittee of KCMO Sioux City, Iowa. He now holds 50% in Sioux City Broadcasting Co., permittee of KTRI that city, but plans to dispose of that in-

K. L. McConchie acquires 20% interest in KTAE Taylor, Tex., through purchase of the interest of

In Cleveland, sleeping isn’t as popular as it used to be. Y’see, our listeners and your potential customers have found that staying awake from midnight to 1 is more fun when Larry Krupp sees that ANYTHING GOES!

So if your sales have been

BROADCASTING • Telecasting

SANDERS SUCCESSOR TO LOTTRIDGE AT WOC

APPOINTMENT of Ernie Sanders, associated for years with Des Moines, Ia., radio operation, as manager of WOC in Davenport respectively. Mr. Sanders succeeds Beryl Lot-
tridge, who was also WOC vice president, effective Oct. 1. Mr. Lottridge will enter the television field in Chicago, it was un-
derstood.

Mr. Lottridge last month took active part in the experimental in-store television project con-
ducted by WOC with the coopera-
tion of RCA. His decision to re-
sign and enter Chicago TV stemmed from his growing interest in the medium.

CHNS

The Shortest Route To Results in This Area Is Via

Newcastle NOVA SCOTIA

Maritimes Busiest Station Contact JOS. WEED & CO. 350 Madison Ave., New York

5000 WATTS NOW!!

Now
KWMLB

Has more listeners in Monroe and Northeastern Louisiana than all other stations combined.

Represented by TAYLOR-BORROY & CO., INC.

Affiliated with American Broadcasting Co.

You can't complete this picture without...
Mobile Unit—hauled by jeep, covers county fairs, livestock shows, can broadcast from virtually every back pasture in the state. Completely G-E equipped, truck contains 50-watt transmitter which feeds remotes into network at any point, plus wire recording apparatus, amplifiers and all accessory items. Two-way radio in jeep also ties into network intercom.

**RURAL RADIO NETWORK**

**FM**

This unique chain of 6 FM broadcast stations across New York State gives the rural listener the programs he wants—when he wants them.

Built specifically to serve the farmer and owned by ten farm organizations in New York State, the Rural Radio Network is also an outstanding General Electric achievement. Transmitters, S-T Link, mobile radio communication, station and studio equipment, accessory gear of every kind—all from Electronics Park! This RRN system is one more example of General Electric's four big plusses —Completeness, Acceptance, Performance, Service!

Upwards of 250 General Electric FM transmitters are now on the air or being installed.
Radio Jeep Patrol—ties all stations together by radio. G-E 2-way radio in each vehicle, plus station units at RRN headquarters and all transmitter sites increase tremendously the efficiency of field service crews—save time, save money.

Network Chief Engineer—Donald K. de Neuf, well pleased with his G-E equipped enterprise, cites superiority of equipment and constant and exhaustive field service as powerful factors affecting selection of General Electric.

Radio Intercom at network headquarters in Ithaca is powered by 50-watt G-E wall-mounted transmitter. From here studio officials enjoy two-way communication with 5 jeep crews and all stations of the net. Sturdy, dependable intercom eliminates problem of party line phone service in rural areas.

---FIRST IN THE NATION!

IT'S G.E.

More FM stations are equipped by G. E. than by any other producer.

This acceptance is the strongest endorsement a manufacturer can receive.

For complete information about the Rural Radio Network—and about broadcast equipment for every need—call the General Electric office nearest you, or write: General Electric Company, Electronics Park, Syracuse, New York.

G-E 250-watt FM Transmitter in each of 6 stations fills primary need for a signal that is not subject to fading, interference or static in its service area. Entire network is flexible; each station can switch programs in either direction, pick up remotes, originate local programs. All FM transmitters are within line of sight, giving best possible coverage between stations and permitting intercom link by 2-way radio. Line of sight locations are also in step with television.

---
Two Station Sales Authorized by FCC

Approval Given KFBI, KC MJ

Applications

CONSENT was granted by FCC last Thursday to assignment of license of KFBI Wichita, Kan., from Farmers and Bankers Broadcasting Corp. to new firm of KFBI Inc. for $300,000. Competing bid of John R. Griffith and associates, including KFBI employees, was dismissed by the Commission upon petition of KFBI Inc.

The Commission also approved assignment of license of KC MJ Palm Springs, Calif., to new firm including two original owners and three newcomers. Stock was issued to cover advances of about $10,000 made to station by newcomers.

The Farmers and Bankers Broadcasting Corp. is owned by The Farmers and Bankers Insurance Co. which has divested itself of the station interest in order to devote full time to its principal business as a lending institution. KFBI Inc. is owned by R. J. Laubengayer, president and part owner of KSAL Salina, Kan.; John P. Harris, associate of Mr. Laubengayer in ownership of KSAL; Horace L. Lohners, Washington radio attorney; Clem Randau, former vice president of Marshall Field radio and newspaper enterprises and previously vice president of UP; and Howard Lane, director of radio for the Marshall Field operations. Each holds about 26% interest.

The unsuccessful competitive bidder is an association of Mr. Griffith, drug chain operator, and Everett Mills, attorney, and a group of KFBI employees not identified. Their application was sought to be dismissed by KFBI Inc. on grounds it did not properly meet the conditions of the original transfer under the requirements of the Arco rules of the Commission.

In the KC MJ case, license is assigned from equal partnership of Richard W. Joy and Donald C. McBain to new corporation including Mr. McBain as president and 37.31% owner and Mr. Joy as secretary-treasurer and 18.65% owner. His wife, Jean W. Joy, also has 18.65% holding. George W. Irvin, engineer of KSAL Salina, is a partner, as is wood, and Roland B. Vaile, KC MJ announcer, each acquire 12.69% interests for advances of about $5,000 apiece made to the station.

KFBI is assigned 10 kw day, 1 kw night on 1070 kc and is an ABC affiliate. KC MJ operates on 1570 kc with 250 w day.

L. A. COURT BEGINS

KG I L SALE HEARING

HEARING will be conducted today (Aug. 20) on action brought by Gil Paltridge, former manager of KG IL San Fernando, against the Charles Allen estate on grounds of breach of contract and illegal transfer of stock. The proceeding will be heard in Los Angeles Superior Court.

Mr. Paltridge contends that he had a five year contract of employment which was abrogated and that he also seeks an injunction against the estate on grounds that 53% of the stock had been disposed of contrary to the by-laws. Disposition of stock, according to by-laws, was first to have been offered to holders of record. Mr. Paltridge owns a majority share of stock.

Majority control of the station passed from the estate to P. J. Smalley recently [BROADCASTING, Aug. 30] concurrent with change in majority stock control. Mr. Paltridge was deposed as general manager, although he remained a member of the board of directors by dint of his stockholding.

Fall Time Change Again Impending

NETWORKS last week were confronted with the problem of what to do about program scheduling when every state in the union save two returns to standard time after the usual summer hodge-podge of daylight saving time.

All states which have been on daylight time will return to standard, Sunday, Sept. 26, except California and Nevada which will keep their clocks at daylight saving time at least until Jan. 1.

ABC has decided to split its Pacific Coast Network to keep programs arriving at accustomed times, by means of recorded repeats, despite the fact that Washington and Oregon will be on standard and California and Nevada on daylight.

Mutual, as a network, will feed shows to the Don Lee Network on the Coast at the usual times, but Don Lee is reported to be considering a considerable rescheduling.

NBC will not reschedule repeats to keep programs on at accustomed hours so NBC California and Nevada stations will be broadcasting network shows an hour later than usual. CBS plans were not complete last week.

New Term Opens Sept. 27

At TV Workshop of N. Y.

TELEVISION Workshop of New York will open its fall term Sept. 27, offering 48 courses, from its new headquarters at 1780 Broadway.

Instructors include: Roger Bowman, WFTV New York; Bob Bright, WPX, Charles J. Durbin, B. S. Rubber Co., Myron Freedman, free-lance cameraman; Austin O. Hohn, WPX, James N. Purusae, formerly of CBS-TV; Max Fleischer, film pioneer; Ted Houston and Edi Spousa. Members: Dr. John Reich, former dramatic director, CBS-TV; Robert Wade, WHNY; Kendall Foster, William E. Snyder Agency; Cliche Roberts, WPX; Zita Provenzale, Television Workshop; Ed Evans, WPX; Walter Barrett, Quainton, Irwin T. Shane, "Television Monthly," and Edward Stashoff, WPX.

FCC AUGUST REPORT

FCC MONTHLY report for August shows that as of Aug. 31 the status of broadcast station authorizations and applications was as follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,066</td>
<td>1,066</td>
<td>124</td>
</tr>
<tr>
<td>On the air</td>
<td>1,637</td>
<td>614</td>
<td>60</td>
</tr>
<tr>
<td>Licenses</td>
<td>1,338</td>
<td>182</td>
<td>117</td>
</tr>
<tr>
<td>Construction permits</td>
<td>308</td>
<td>73</td>
<td>57</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>3,200</td>
<td>125</td>
<td>68</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,457</td>
<td>474</td>
<td>343</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>280</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>265</td>
<td>14</td>
<td>19</td>
</tr>
<tr>
<td>Deletion of permits in August</td>
<td>308</td>
<td>73</td>
<td>57</td>
</tr>
<tr>
<td>Deletion of licenses</td>
<td>3,200</td>
<td>125</td>
<td>68</td>
</tr>
</tbody>
</table>

Includes 23 conditional grants and 399 construction permits.

Axis Sally Proceedings

Postponed to Sept. 24

THE ARRAIGNMENT of Miss Mildred Elizabeth Gillas, identified as the Nazi's "Axis Sally," who broadcast to American troops, has been postponed until Sept. 24.

Judge Jennings Bailey said in Federal District Court last Thursday that her arraignment had been postponed due to other court business.

Miss Gillas, who had been scheduled to enter a plea on treason charges, was indicted a fortnight ago by a Federal Grand Jury on 10 specific charges indicating she had attempted, in the role of "Axis Sally," to destroy morale of American troops. [BROADCASTING, Sept. 13.

Page 70 • September 20, 1948

PHILADELPHIA'S No. 1 Station

FOR PROMOTION! CAR CARDS - 24 SHEETS NEWSPAPER ADS DIRECT MAIL 10,000 Mail WIBG

REPRESENTED Nationally by Adam J. Tyng, Inc.

BROADCASTING • Telecasting
JUDGE DISMISSES BENNETT'S CHARGES

MUNICIPAL JUDGE Harry B. Grund of Des Moines on Sept. 11 dismissed three charges against Edwin S. Thayer, first assistant Polk County (Iowa) attorney, filed by Myron J. Bennett, 41-year-old Des Moines safety commissioner and announcer at KSO Des Moines.

Mr. Bennett's charges were filed Sept. 2, five days after Mr. Thayer filed a county attorney's information charging the announcer and Jack Wolfe, printing company official, with unlawfully conspiring with six Des Moines tavern operators to accept a "payoff" and violate ordinances regulating the closing hours of taverns.

The charges stated that Mr. Thayer (1) used his office to intimidate three KSO officials to restrict Mr. Bennett's broadcast; (2) falsely abstracted testimony of witnesses in filing the conspiracy charge against Mr. Bennett; and (3) attempted to get a witness to commit perjury in a county fraud trial.

In clearing the assistant county attorney, Judge Grund ruled Mr. Thayer was not only innocent of oppressing KSO officials but "would have been derelict in his duty if he had not told them what was happening on Bennett's program." Mr. Thayer's abstracts of testimony given by three city officials in the "payoff" investigation had no "glaring" difference from what the three testified before Mr. Thayer, the judge said.

During the 5-day hearing, Judge Grund ordered transcripts of filed court of Mr. Bennett's broadcasts on Aug. 30 and 31, the two days before Mr. Thayer called KSO officials to his office. Those summoned were Max Friedman, sales manager; Herbert Holm, comptroller; and Lewis Shumate, program director.

KRSC- TV PLANS TEST PATTERNS NEXT MONTH

INDICATIONS are that KRSC-TV will be on the air with test patterns late in October and will start programming about Dec. 1. Lee Schulman, program director, reports.

Work is proceeding at a fast pace on the KRSC-TV building, according to Mr. Schulman, RCA equipment is to be utilized. Construction and installation work at the new building is under the direction of George Freeman, KRSC technical director.

KRSC-TV, operating on Channel 9 (173-82 mc), will be on the air five days a week with network shows, filmed off the kinescope in New York, feature films, newscasts and one remote sporting event each evening. Studio productions will be kept at a minimum in the initial phases of operation.

Permittee of KRSC-TV is Radio Sales Corp., which owns KRSC, TV Seats 1 will be on the air with test patterns late in October and will start programming about Dec. 1. Lee Schulman, program director, reports.

Johnson Election Still Stymied by Injunction

REP. Lyndon B. Johnson still held an edge last week in Texas' closest political race in history to determine if he or former Gov. Coke Stevenson will be the Lone Star State's new U. S. Senator.

Victory seemed assured for Rep. Johnson when the Texas State Convention by a narrow vote certified him and sent the official certification by registered mail to the Secretary of State at Austin, to forestall possible legal action by his opponent, defeated in the Senate race by a slim margin of 87 votes.

But last Wednesday Mr. Stevenson obtained in Fort Worth from Federal District Judge T. Whitfield Davidson a temporary federal injunction restraining the Texas Secretary of State from certifying Rep. Johnson as the party nominee for the Nov. 2 ballot.

TV'S DEMONSTRATION POWER CITED BY REAM

TELEVISION may become the cheapest of all media because of its extraordinary powers of demonstration, Joseph H. Ream, CBS executive vice president, said last Wednesday in an address before the Advertiser's Club of Cincinnati.

"It has been estimated," said Mr. Ream, "that the cost of demonstrating an automobile to 1,000 prospects is $5,000—$6 a demonstration. And the demonstration of a home appliance in a house-to-house canvass can sometimes be done for as little as 50 cents a demonstration."

Yet today on television the demonstration of product can be projected into the home before the eyes of the family group at a cost of only 2½ cents."

Mr. Ream pointed out that sponsor identification in television is "extremely high... after only one or two programs, compared with a large number of impressions in other media."

The CBS executive foresaw the widespread development of television networks, since big shows must be broadcast on more than one station to defray cost.

CONTINUING drop in sale of radio receiving sets in Canada is reported by Dominion Bureau of Statistics, Ottawa. For May, 1948, sales of radio receivers totalled 31,256 as against 61,586 for the same month last year. Sales for first five months of 1948 were 178,943 units, and for same period in 1947 were 318,408 units.

BOILER FACTORY

ASK ANY JOHN BLAIR MAN TO PROVE IT.

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The Journal Co., in behalf of its WTMJ Milwaukee and WSAU Wausau, Wis., and associated FM outlets, has won in accord with the Commission's proposed ban on "lottery" or give-away programs.

In a letter to the Commission the stations' operator said "we would like to go on record as being sympathetic to the Commission's efforts to improve American radio through the elimination of the lottery type of give-away programs." Several hundred letters from listeners, radio councils, Congressmen and trade organizations have been received to date by FCC and the Commission is receiving briefs and comment to Sept. 24 and oral argument has been scheduled Oct. 19 [Broadcasting, Sept. 13].

Premium Advertising Assn. of America Inc., an Advertising Federation of America affiliate formed in 1911 to encourage proper use of premiums in advertising, indicated it approved the intent of FCC's proposed radio lottery ban and held that it is supported by prior court decisions. Organization, however, stated the "rules should not restrict any radio plan of premium advertising which does not promote..."

WITH dismountment of old radio tower on top of Omaha American Legion building KBON Omaha, Neb. recently completed its 1947-1948 improvement program. Program started in August of 1946 when station was moved from American Legion Building to World Insurance Co. building in downtown Omaha. New quarters consist of over twenty offices and studios.

MEETINGS SCHEDULED BY NAB COMMITTEES

SERIES of autumn meetings will be held by NAB standing committees. All sessions will be held in Washington.

The convention will be the FM Executive Committee, of which Leonard Asch, WBCA Schenectady, is chairman, will hold a two-day session starting Oct. 12 and convene again a fortnight after the FM Assn. convention in Chicago. The Public Relations Executive Committee will meet Oct. 21-22.

Sales and advertising problems will come before the Sales Management Executive Committee Oct. 25-26 and the Small Market Stations Executive Committee Oct. 27-28.

Registration

(Continued from page 25)

Center Your Attention on Center of the Dial 360° Milwaukee
Census Preview
(Continued from page 71)

and cumbersome process, they insist. Similar argument is offered against inclusion of a facsimile question, with added notation that scarcely any householders have the equipment.

Even so, the bureau has not ruled out a comprehensive radio question. The industry would have been encouraged, however, if census officials had been willing to insert an AM-FM-TV question in the trial run next month.

Place of Tests

These quarter-final tests will be conducted in four counties—Putnam (III.); Union (Ind.); Carroll and Oldham (Ky.), plus two enumeration districts of 20 blocks each on the fringe of the Minneapolis business district.

A one-shot preliminary test was conducted recently in Cape Girardeau, Mo. This test included a radio question but the Census Bureau is not tabulating the results, aside from the population total, because it was merely trying out techniques and testing wording of questions.

Technically, the radio question rates far down the list of proposed 1950 census items. It still bears the black-eye administered by the Housing Census Advisory Committee of the American Marketing Assn. This committee ruled against a radio question last spring on the ground that virtual saturation had been attained in set ownership as far as marketing experts were concerned.

When Bureau officials revealed that the radio question had been deleted in advance planning, sentiment developed all through the industry for a radio count in 1950. NAB, Radio Market Assn., AAAA, Assn. of National Advertisers, BMB, FM Assn, and numerous other groups took quick action.

Congress became interested and the bureau has received hundreds of letters from Senators and Representatives.

Since NAB district meetings started in late August, 14 of the 17 districts have adopted resolutions calling for a 1950 radio census. The three remaining districts will meet early in October. Many broadcasters have contacted their legislators as a result of the failure of Congress to pass the Taft Bill (S-1950) providing for a permanent housing census in connection with the population count. The bill will be reintroduced early in the next session.

Two Portions

The census is divided into two portions—population and housing, with the radio question appearing in the housing series.

Chairman of the AMA Housing Census Advisory Committee is Gordon Hughes, market research director of General Mills. Mr. Hughes has been asked by the U. S. Chamber of Commerce to reconsider the blackball of the radio question. The committee is scheduled to meet Nov. 4. Originally it was to have met last Monday but the meeting was postponed.

Reversal of the committee's stand would be a big boost for the radio question. Final decision will be reached by the Census Bureau next year following a spring dress rehearsal of the 1950 count. The bureau's decision is subject to approval of the members of the Budget, which has final say over all government questionnaires.

A brand new technique will be tried next month in the quarter-final test. The bureau will use the "self-enumeration" method in Putnam (Ill.) and Oldham (Ky.) counties. It will mail the census schedules to each resident. Three days later enumerators will go into the field to pick up the completed schedules.

The method is novel in this country but has been used by other nations. Bureau officials and economists will watch the experiment closely. Its main advantage would be a saving in cost, a critical factor in the 1950 census. This count is expected to cost over $100,000,000, compared to $90,000-00 in 1940.

J. C. Capt, Director of the Census, is back at his desk after an absence of more than two months during which he underwent two operations. He is taking personal charge of the project.

Assists FM Listeners
E. A. MERRYMAN, chief engineer of WBUZ-FM Bradbury Heights, Md., has rigged his automobile with a dipole FM antenna and FM radio constructed from a Pilot Tuner and an old automobile receiver. He is now using the car, which he has dubbed "the Green Hornet," for any calls that WBUZ-FM receives on bad reception. Mr. Merryman, who has been in radio in the Washington area for 28 years, says the "Green Hornet" device he built has enabled him to assist many listeners.

"Answer this question, Homer Sneed, And you'll be living on Easy Street!"

WIN A MILLION

Emcee: "How much does it cost, by Air Express To ship 10 pounds 1200 miles, no less?"
Homer: "Why didn't you ask me that before? All it costs is $3.84!"

"I use it many times each day— It's the fastest possible way to make hay! Easy Street's already my address, Thanks to Scheduled Airline Air Express."

"What's more you get door-to-door service, too — And all at no extra cost to you. In these days of price inflation Air Express rates are cause for elation!"

Specify Air Express—World's Fastest Shipping Service
• Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
• Moves on all flights of all Scheduled Airlines.
• Air-rail between 22,000 off-airline offices.

True case history: Truck and auto parts comprise big portion of Air Express shipments. Keep equipment rolling! Typical 36-lb. shipment picked up Detroit late afternoon, delivered Salt Lake City noon next day. 1507 miles, Air Express charge $16.38. Any distance similarly inexpensive. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

A. R. EXPRESS
SCHEDULED AIRLINES OF THE U.S.

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TV Processing

(Continued from page 81)

week's hearings: One in the event color television is expected within 10 years, and another in event it isn't. He estimated television ultimately will need some 50 channels—38 more than now. But he felt the present low band would be retained for many years at least.

Another former Commissioner, E. K. Jett, and a former chief engineer, George P. Adair, were less optimistic. Mr. Jett now vice president and radio director of the Baltimore Sunpapers, observed that the high band will be useful "after sufficient time has gone by," but felt it would be a "long time" before these frequencies are ready for commercial use.

On the other hand, he felt that some governmental frequencies between 216 and 400 mc are usable by industry on a regional basis—that is, in areas where they would not interfere with the government operations. He also raised the possibility of taking two of the 4 mc assined to educational FM and combining them with the 76-76 mc band to form a new TV commercial band.

Mr. Adair felt that allocation of UHF channels to relieve the VHF shortage would "in the present state of the art, place a very unfair economic burden on the smaller cities and the newcomers," and would establish a pattern of allocation and an investment that would haunt us for all time to come. He voiced belief that "development of the UHF band should proceed with all possible speed but that at the same time [we should] establish both system and allocation standards which will provide a superior television service."

Engineering Conference

Upshot of the conference, held Monday and Tuesday to consider the advisability of revising TV standards before going ahead with proposed governmental channel allocations, was a decision to call an engineering conference at which the latest propagation data—particularly long-range tropospheric effects—would be considered.

This was first set tentatively for about mid-November, but after subsequent Commission discussion it was indicated that the date would be advanced by at least a month—to the first part of December. FCC staff members late last week were undertaking the preparation of an agenda for this engineering session. The date probably will be announced within a week or 10 days.

The engineering conference probably will be followed within a month or six weeks by other conferences to consider what changes, if any, should be made not only in existing standards but also in those for FM.

If changes are decided upon, these would have to be reflected in the rules, which would require yet another proceeding. If the present spacings between stations were adjudged inadequate, it would also be necessary to rethink FCC channel allocations across the nation, a long and tedious task which also would be subject to rule-making proceedings.

Suggesting this general approach at the outset (see, text, page), FCC Chairman Wayne Coy estimated that the full process might take six to nine months, and said: "It seems obvious that if we are to pursue these procedures I have been talking about, the processing of applications will necessarily need to be held up pending adoption of a final rule on a new allocation plan."

Wants Positive Policy

In the face of general disagreement on this point, however, Mr. Coy announced later that the question of holding up processing would be given further consideration and the decision would be left to the FCC if it fixes the date for the next conference. But it was the consensus that processing would be halted until some decision is reached on the nature of future standards, at least to the point of making no grants involving separations of less than 150 to 200 miles for co-channel assignments. This policy was involved informally even before last week's conference.

The seriousness of the questions up for discussion was recognized by both FCC and industry. Paul D. Spearman, Washington attorney, said flatly that "television is at the cross-roads" and that its success depends upon FCC choosing a definite course of action and sticking to it. One of the Commission's basic faults, he contended, is that it has had "a lot of policies that are loose at both ends and won't stay in the middle."

E. W. Allen, chief of the FCC Engineering Bureau's Technical Information Division, presented a preliminary report on tropospheric propagation and said more complete data would be distributed to the industry at the earliest possible date.

He also discussed tentative subjects for the various conferences suggested by Chairman Coy, including not only tropospheric propagation but also possible revisions in the protected-contour standards, changes in power and antenna-height restrictions, and use of directional antennas.

Kenneth Norton of the Bureau of Standards, who developed the famed "Norton's Law" which contributed to FM's reallocation to its present "upstairs" position, recommended that the present policy of spacing co-channel stations 150 miles be extended to 250 miles, and that adjacent-channel separation be increased from 75 miles to about 125 miles.

To cover the widest area, he also recommended use of maximum available antenna heights and powers, use of same antenna height and power for stations on same channels, and location of stations on a "triangular lattice."

Several industry spokesmen characterized the present 100-to-1 ratio for desired to undesired co-channel interference as "unrealistic." Mr. Norton replied that if the ratio was right in the first instance it is still right.

Mr. Adair felt it is "too late" to give consideration to tropospheric effects "at least in Area 1 [Northeastern U.S.] and in a substantial part of Area 2 [rest of nation]." The present difficulty, he said, can be minimized by "judicious use of directional antennas and by allocating power according to the needs of the area and of the areas on other stations which would be affected thereby."

"Otherwise," he declared, "I believe that the allocation will be gradually broken down as has been the history in standard broadcasting, whereby a poorer allocation will eventually result than if a little more interference is accepted now."

Mr. Jett urged that metropolitan stations be protected throughout the metropolitan area, and suggested the present standard of protection to the 5,000 microvolts contour be revised to about 1,000 microvolts. He said he liked the 150-mile separation policy FCC is following for co-channel stations.

Mr. Jett submitted a list of dis-
tant areas—from 30 to 100 miles or more—where good reception of the Sunpappers' WMAR-TV had been reported.

Duttera Recommendations

William Duttera, NBC staff location engineer, recommended interim standards on tropospheric propagation, establishment of standards for use of directional antennas, power increases consistent with the need to guard against spurious tropospheric propagation, and establishment of a 150-mile co-channel and 75-mile adjacent-channel separation basis.

G. L. Beers, RCA-Victor assistant director of engineering, submitted data based on a report and paper showing that, in specific areas, less than 1% of the RCA set-owners had reported co-channel interference, but that adjacent-channel interference produced complaints ranging up to 70%. These, he said, had been adjusted, as have complaints directed against the 150-mile separation areas to which Comr. George E. Sterling had referred pointedly.

Raymond F. Guy, manager of NBC radio and allocations engineering, presented recommendations of The National Association that the low-band channels be the subject of "definitive" tropospheric standards; that use of directional antennas be adopted if not encouraged; that FCC keep an "open mind" on the question of power and grant power above the present maximum where it is needed; and that "careful studies" be made with respect to protected contours (2 mv/m seems "reasonable and attainable"); that the standards be modified and that, in the meantime, FCC continue to make grants on the 150 and 75-mile separation bases.

 Lodge Represents CBS

Mr. Guy said present standards are not so stiff as they may seem to "think," but that arguments should not be made with separations violating the 150 and 75-mile policy until efforts have been made to clarify the resultant interference effects by use of reduced power, directional antennas, etc.

William B. Lodge, CBS vice president and director of general engineering, advised the Commission not to upset its allocation plan. Changes in standards to give recognition to interference effects he felt, are inadvisable at this point. He urged the use of directional antennas, but did not think FCC should impose a so-called "flexibility" in line with the needs of the public, declaring that this would impede and distort the development of television and the television network pattern.

Earl Cullum Jr., consulting engineer, suggested that additional stations be fitted into the present allocation plan where needed, without attempting to increase the assignments in "tight" areas which already have channels.

Thomas Dowd, attorney representing some 25 stations, felt there should be greater "flexibility" with respect to the power and antenna height of community stations, as there is in reference to metropolitan outlets. Thus, he said, stations would experience interference with more than 1 kw but less than 50 kw should be permitted to do so.

He argued that no specific terrestrial-contour standard should be rigidly enforced, but that an applicant should be given a chance to show what service area would best serve public interest. General Counsel Benedict P. Cotone thought this would mean a hearing on virtually all applications.

Marcus Cohn, attorney for Warner Brothers, stressed the importance of an early decision on the applications for the key city of Chicago, and Attorney Percy H. Russell reported for WPIX (TV) New York that the station is experiencing interference from FM stations, both in the station's city and in adjacent area—and also on operation on the upper side of the low band (Channel 11)—for presentation to FCC at a later date.

D. Keary, engineering consultant for ABC, recommended that standards, if revised, be changed first on an interim basis so that processing of applications might proceed while the permanent revisions are being worked out. He reiterated ABC's view that power should be assigned an equal basis. He felt the majority of cases, which Mr. Norton opposed on grounds that rural service would be precluded. Doctor Keary also favored the use of directional antennas where they would provide more efficient use of the spectrum, but said that at this point more tests are needed.

Because the higher channels don't provide service comparable to that on lower channels, Glenn D. Gillette, consulting engineer, recommended that they be given revised revisions (by adjusting powers and antenna heights, for instance) which would more nearly equalize the channels in this respect. He also estimated a 1,000-foot tower would cost $150,000 to $200,000.

FCC CHAIRMAN Wayne Coy's summary of the allocations in his report confronting television today, and the procedures he has suggested in the search for a solution, are reprinted below in text, as taken from his opening remarks at the FCC-industry television conference last Monday (see separate story, page 21):

To summarize "where we are":

(a) There were 15 commercial television channels available at the outbreak of the last war, but this number has now been reduced to 12, primarily because of the requirements for spectrum space of other radio services.

(b) The Commission has issued 116 authorizations for Commercial television stations and 336 applications are pending, 36 of the stations authorized are now in operation in 21 cities and the other 30 in cities are under construction.

(c) The Commission is now confronting the industry with the duty of obtaining stations with large service areas and at the same time a large number of assignments in each of the various cities.

(c) The notice providing for this conference today set forth these policies of the Commission:

1. Whether the Commission should authorize a revision of the allocation rules and procedures for TV.

2. Directional antenna proposals and procedures for their use.

3. Proposals for increased power.

4. Proposals for even closer spacing between stations than in the Commission's present proposal.

5. Proposals for a revision of the Commission's notice indicating the potential for a revision of the TV rules. It seems to me that the minimum amount of time required for such a revision of the Commission's rules would be two months and that it will be taken as a better estimate of the time that will actually be needed.

I do not want to minimize this problem, but I do not want to prolong the period of time that elapses, the more aggravates becomes Issue 2 now before the Commission.

This particular phase of the problem we are at the moment where we have an adequate planning reflected in the television industry, we may be able to yield to the insistence of the pressures of applicants and station owners to the point where we can get the best and want people now holding authorizations, who have a reasonable assurance that they can get the point of view that is the best of them and protection from interference. It seems to me that this is the reason that I have been talking about, and that we should be able to pursue the procedures I have been talking about, to the point of the point of view that is the best of them and protection from interference.

Andrew Corp. Announces Personnel Realign

A THREE-WAY change in top-management level organization was announced Thursday by the Andrew Corp., Chicago. C. Russell Cox, formerly sales manager and chief engineer, takes over the newly created office of director of sales and engineering. Walter F. Kean, who headed Andrew's broadcast communications divisions since his appointment in 1944, assumes new duties as sales manager. John S. Brown moves from assistant chief engineer to the top engineering post. The realignment was designed, by company officials as part of a large-scale expansion program now underway.

DELIVERS ONE BIG 3-CITY MARKET

BEAUMONT-ORANGE-PARTHUR

ABC

1000 WATTS - 560 KC

REPRESENTED BY

FREE & PETERS, INC.
MILESTONES marking television's progress in the past two decades are chronologically outlined below, as prepared from FCC Chairman Wayne Coy's summary of TV history at the opening of last week's FCC-industry television conference in Washington (See story page 21).

1. Federal Radio Commission's annual report for the year ended June 30, 1928, saw television then as "only a matter of speculation." By 1929 four 100-kc channels between 2000 and 3000 kc had been allocated for experimental "visual" broadcasting.

2. "By 1935 continued efforts to obtain better picture definition had pushed the experimental television stations to still higher frequencies" in 42-66 and 60-86 mc bands. Band width of 3000-4000 kc was thought necessary for high quality.

3. In 1936 an informal engineering conference prepared recommendations for allocations and in 1937 FCC proposed 14 VHF channels to television. Initial applications were for the development of equipment and for experimentation.

1939 Applications

4. First applications for commercial, public broadcasting of television were filed May 21, 1939. FCC meanwhile set up its experimental Television Committee, which on May 22, 1939, issued the first FCC report on television, recommending that adoption of standards be delayed.

5. Also in 1939, three of TV's 19 channels were allocated for use also in general or specific research and for experiment.

6. On Dec. 22, 1939, FCC issued proposed rules which would permit the licensing of a class of station to carry sponsored programs on a limited basis. In hearings a month later there was still considerable difference of opinion on standards for line and frame frequencies.

7. On Feb. 29, 1940, FCC announced tentative adoption of new rules providing for two classes of station: One class for experimental television and research, and one for experimental program facilities. FCC then thought television was on "threshold of significant advances," but warned against encouraging an "easy public investment in receivers.

8. A "large-scale advertising campaign" to sell sets was nevertheless undertaken and FCC, after further hearings, repeated its previous authorization of limited program operation. 

Report to FCC

9. In January 1941 the National Television Systems Committee (NTSC), newly formed by Radio Manufacturers Assn. with FCC cooperation, submitted a report which was followed on March 20 by an FCC hearing designed to gather data on the state of the art. FCC then believed 14 frame frequencies would be needed, and frame frequencies be fixed at 525 and 30 respectively, but indicated that color standards could not be agreed upon.

10. New rules permitting commercial television operation and adopting the NTSC standards were issued April 30, 1941. By that time one of the 19 channels had been reallocated to FM. Minimum program time was 15 hours a week, reduced to four because of wartime conditions.

11. "Five commercial television stations . . . kept the art alive during the war." These were operating in New York (2), Philadelphia (1), Schenectady (1), and Chicago (1). Otherwise, construction was at a standstill under the conflict between advocates of color or NTSC and standards still not justified.

12. Interest in postwar television began building up in early 1944. By June there were 62 applications filed. Of these, six commercial and three experimental stations were furnishing program service, and 118 commercial applications were pending. The freeze was lifted on Oct. 7, 1944.

Allocation Research

13. Even before the construction ban had been removed, the Commission undertook (Sept. 28, 1944) the most comprehensive proceeding of its kind in the history of radio: A hearing to establish service allocations from 10 to 30,000,000 kc. In television there was conflict between advocates of color or in the UHF spectrum and proponents of monochrome in the VHF range.

No Talks Yet, Says Coy

NEgotiations have not yet been initiated with Mexico and Cuba looking toward agreements on television channel allocations along the two borders, FCC Chairman Wayne Coy told the FCC-industry engineering conference last week.

"He pointed out that the U. S. and Canada had reached a tentative agreement on allocations to prevent mutual interference along the Canadian boundary, and said similar problems exist with respect to the areas adjacent to Mexico and Cuba.

Meanwhile Paul D. P. Spearman, Washington attorney for WBEN-TV Buffalo, reiterated his objection to the tentative Canadian agreement [Broadcasting, July 12], charging that if it is put into effect U. S. stations along the border will "just about be knocked off completely." He asked the Commission to call the State Dept.'s attention to his charge that the plan would "sell U. S. stations down the river."

Chairman Coy told the conference that all three border problems should be resolved at the earliest possible date in order that the U. S. plan adopted may be stable in this regard."

At the Mexican border, he said, "the most critical area would seem to be in the vicinity of San Diego," to which city FCC has proposed to allocate only four channels. The remainder would be "fairly feasible. "This provision," he said, "was made with the thought that if television is to develop in Mexico on the same frequencies used in the U. S., there will have to be at least one channel in the Tijuana-Agua Caliente area." Chairman Coy said "the problem with respect to the 102.3 MHz is similar except that the interference potentials do not appear to be too serious."

14. FCC issued its proposed allocations plan in January 1945, providing for 12 VHF television channels and recognizing that more space would be needed in the future. Hearings in February and March 1945 indicated the industry's opinion that 12 channels would be adequate at the outset.

15. On May 25, 1946, provided for 13 television channels and urged experimentation above 300 mc, which FCC regarded as the logical place for television expansion.

Allocation Plan

16. Various channel allocations plans were undertaken by FCC and industry experts, leading to the issuance on Sept. 20, 1946, of a proposal whereby all but one of the first 140 metropolitan districts would have at least one channel.

17. A hearing on television rules and regulations was held in October 1945, at which time Television Broadcasters Assn. opposed the FCC allocation plan on grounds that the larger cities would have more TV channels. It offered a plan of its own, which FCC subsequently rejected "chiefly because of antenna-site limitations.

18. On Nov. 21, 1945, FCC adopted a new plan which gave each city the same number of channels as the TBA plan provided, but did not utilize directional antennas.

21. CBS meanwhile petitioned for color standards in the UHF band. FCC denied the petition March 18, 1947, after hearings the preceding December, January, and February.

22. On Aug. 14, 1947, FCC proposed to eliminate the sharing of television channels by nonbroadcast services, and, to make room for these services, to delete TV Channel 1. A proposed new allocation plan, based on 12 channels, was issued at the same time.

23. On May 8, 1948, after hearing additional testimony, the Commission made final its decision to eliminate sharing and delete Channel 1, simultaneously issuing a new proposed allocation plan which was adopted for assignments in smaller communities not previously included.

24. Hearings on the proposed new allocation were started on June 29, producing testimony on tropospheric effects, use of directional antennas, and other questions which led to the present series of conferences to determine whether existing rules and standards ought not to be revised.
**MILLS AND ALBRECHT GET NBC VIDEO POSTS**
LINING UP its Central Division television structure in preparation for the late-fall opening of WNBQ Chicago, NBC last week appointed Ted Mills as program manager [BROADCASTING, July 5] and Richard Von Albrecht as production manager.

Mr. Mills, who began his duties late last week, spent four years in the information and education division of the Army as a motion picture producer. He then joined NBC in New York as TV producer and created Americania, America's Song and Musical Merry-Go-Round, telecast regularly on the Eastern video network. He also worked as program manager of WGN-TV, Chicago Tribune station, when it took the air last spring.

Mr. Von Albrecht is taking television training in New York, and will report to Chicago Oct. 1. He has been chief stage designer at the Goodman Theatre in Chicago since his discharge from the Army in 1945.

NBC's Midwest television network, scheduled to begin programming today, will carry some shows from Detroit and St. Louis affiliates until TV studios for WNBQ are completed later this fall. Original units in the Midwest network include KSD-TV St. Louis, WWJ-TV Detroit, WSPD-TV Toledo, WTMJ-TV Milwaukee and WBEN-TV Buffalo.

**Talk by Comr. Hennock To Be Carried by CBS**

FCC Comm. Frieda B. Hennock will make her first broadcast since joining the Commission last June on CBS Oct. 10 when she addresses a lunchnoon meeting opening National Business Women's Week at the Hotel Biltmore in New York, the network announced last week.

Miss Hennock will speak to a group representing the New York League of Business and Professional Women's Club Inc. Her comments will be carried by CBS from 1:45 to 2 p.m.

**NEWSTIDE**

WWRL New York will be taken over by local children on Wed., Sept. 22, as part of station's observance of "Youth Month." Youngsters will be assisted by Boy Scouts, Giri Scouting, Police Athletic League, college work-shops, and other youth groups to record shows, cover news stories, and even broadcast regular WWRL commentaries.

**TV Mystery Theatre**

BECAUSE of public demand for more TV drama, WGN-TV, Chicago inaugurated "Chicagoland Television Mystery Theatre," with Gordon Duquart playing Jeffery Hall, private detective. Written by George L. Broderick, program uses as many as three stage sets during each telecast, with an average cast of six.

**Documentaries on TV**

MBS has scheduled series of four half-hour documentaries on "The Atom and You," the first program to be broadcast tonight, Sept. 20, 9:30-9:55. Others are to be aired on succeeding Monday nights. Series, being produced and directed by Sherman E. Dryer, will be handled in four different formats: a panel program, juvenile panel, discussion-quiz, and straight drama. Use of different formats is an experiment by which network hopes to learn best method of reaching sections of listening audiences.

**In the Store**

SINCING the majority of consumers do their shopping first and last of the week, WTAQ and WTAQ-FM Worchester, Mass., is expanding its "Your Pick" program to catch those shoppers right in the store's home. Started Sept. 13, this woman-in-the-store quiz, transmitted from Sears and Roebuck in Worcester, will air twice weekly, Mondays and Fridays.

**"Operations Success"**

"OPERATIONS Success," new public service series, produced in cooperation with U. S. Veterans Administration, was premiered over WNBQ New Haven and DuMont TV Network Sept. 21. Series will be telecast on Tuesdays, beginning Sept. 28, for a period of four weeks. Program will demonstrate methods developed by VA to help disabled and partially disabled veteran find useful places in business and industry. Emphasis will be placed on work done with amputees who need special training and, and must master special skills in order to step out of category of disabled.

**Niagara Falls**

CATARACTS of Niagara Falls were telecast Sunday, Sept. 5, by Buffalo's WNBN TV Buffalo, N. Y. On-the-spot telecast of American and Horseshoe Falls was carried by radio-relay link from Canada to U. S. Telecam included shots of Falls Gardens and Queen Victoria Park and several interviews with broadcaster were arranged through CBC and CCHV Niagara Falls, Ont. Ontario Labor Minister Charles Deyo, who is also chairman of Ontario's Niagara Parks Commission, delivered a message from Premier George Drew of Ontario and Chairman Robert E. Rice of Niagara Parks State Parks Commission, spoke for Gov. Thomas E. Dewey of New York.

**Recorded Interviews**

INAUGURATION of recorded telephone interview as means of adding realism to radio newscasts has been announced by Sheldon Peterson, KLZ Denver news and special events director. Innovation is first of its kind on Rocky Mountain area, according to KLZ. Recorded interviews are made possible through use of recorder-connector apparatus and will make possible faster on-the-scene reporting. KLZ listeners were introduced to station's newest facility during special program which ran 10 with interviews between Mr. Peterson and Gov. W. Lee Knous, Denver's Mayor Quigg Newton, KLZ Manager Harry Flynn, the pending regular meeting in Yellowstone Park, Wyoming, CBS President Frank Stanton and President Harry S. Truman, and President's Secretary Kenneth John and Ken White, radio columnist of "Denver Post."

**Bill Anson, KBWP Los Angeles disc jockey, is currently singing at Song Book Club, Los Angeles.**

**RCA Victor Record Sessions**

**SAMMY KAYE**

HERE I'LL STAY

**JAN PEERCE**

BLUEBIRD OF HAPPINESS DJ-539

**EVE YOUNG**

CUANTO LE GUSTA

**LOUIS PRIMA**

LOVE THAT BOY!

**Pee Wee King**

NEW YORK TO NEW ORLEANS DJ-561

**Bill Johnson**

and his Musical Notes

**Elevator Boogie**

THE PICK OF THE NEW HITS!

Special "DJ" couplings for your shows from RCA VICTOR!
OUT OCT. 11

BROADCASTING
300-page
MARKETBOOK

Free . . . TO OUR
SUBSCRIBERS

If you are a Broadcasting
subscriber on Oct. 11, you will receive as a bonus, a free copy of this
fact-packed MARKETBOOK.
This volume comes with your regular weekly edition securely wrapped in a heavy-
duty envelope.

SELLS SEPARATELY FOR $1.00

NOW . . . until October 11,
a regular subscription to BROADCASTING includes:

- $5.00 Yearbook-1949
- $1.00 MARKETBOOK
- 52 weekly issues

all for $7

UNTIL OCTOBER 11

MAIL COUPON TODAY

H-Broadcasting Marketbook Special

Page 78 • September 20, 1948

promotions}

within few hours after WTAQ Wor-
cester, Mass., aired plea of Wor-
cester Red Cross chapter for more
volunteer nurses, on "Julie 'n' Johnny"
show, three former nurses called to
register according to Miss
Roberts, Red Cross floor director,
WTAQ. Nurses dropped in to see
only tangible results, although all sta-
tion's printed and newspapers were used in
campaign, station reported.

Your Sales Message
PROMOTION sheet distributed by WOR, New York, will enable new
station "to deliver your sales mes-
tage to 1,000 families on Long Island in 24 work! With fact and figures
plus lists of advertisers who have sold
merchandise and services
announces its worth to Long Island
businessmen and consumers.

Pulse of Boston
GRAPH showing how Boston radio listeners react to seasonal program
fluctuations, such as baseball, was used
by WEEI Boston to tell trade that lis-
teners stick with it in spite of sea-
nonal fluctuations. Graph shows WEEI
had steady listenership crowd of 23.3% for a 20 month period, January
1947 to August 1948.

TV in School
EXPLORING the possible uses of televi-
sion in education, students in Salt Lake City's three major high schools witnessed
onstracion in their assembly halls ar-
gument between EDYV-WATE, Salt
City board of education and Glenn
English, head of RCA Victor's
Dr. M. Lynn Bennion, city superin-
tendent of schools, welcomed students back to regular class work in what
believed to be first time in U. S. that
school superintendent has used
telvision to talk to students in com-
bined class under his direction.
Reception in three high schools was
near-perfect and educators and educa-
tion offficials were highly pleased with the new medium. Bennion told WATE-WKEX
officials after demonstration that"schools are interested in any media which will improve the process
of education."

Star Market
DOMINATING the rich Lebanon Valley
and covers six major cities is theme of
story "for posterity" presented by
tributed by WLHR and WLHR-FM Lebanon.
Radio station's interest in coverage and gives broadloft overפרש on shows which make it "Star Market" of Southern Pennsyl-
vania.

-On-the-Spot
SPECIAL events crew of KGO San Francisco was on-the-spot when 15,000
saris were released redwood folks in redwood county this month. Crew
were in southwest Alaska to cover
special plane. Tape recordings were
made of scenes below, and broadcast
was later released to ABC coast to
coast network as well as to two local
newscasts.

 Prize Winner
FIRST PRIZE in the Gene Autry song-
title contest conducted by WBSM-CBS
during his personal appearance at Chi-
cago's Greek Theater goes to cago Bob Preston, guitarist, who sugg-
ented "Pla Rainbow." Winner received phonograph, long-playing micro-
groove records and albums.

TV Demonstration
IN cooperation with The Associated
Broadcasters Inc.-KSPO San Francisco,
and KPIX, San Francisco, demonstrating sta-
tion KPIX, San Francisco, ana-
nonounced completion of arrangements for
week radio television demonstration.
Two receiving sets will be inst-
alled at strategic locations on each of
city's buildings to show television
grams picked up by cameras installed
on floor. General public will be invited to watch television in opera-
tion for full week, both mornings and
afternoons. This television preview is
in advance of KPIX's actual broad-
casting of television scheduled for
December, 1948.

Interview
REPORTER Tony Morse, KGO San
Francisco, played play-pontoon to
C. Kruger, assistant chief engineer
of San Francisco Fire Dept., representing
"Shipwreck" van for Noland for draft.
For Noland, 22, had to register Sept. 8, which is only 11 more days
to go to break Bagpole sitting record of 52 days, didn't want to leave his
 perch, atop 50 foot pole on automo-
tive dealer's lot, San Francisco Fire
Dept., which is siding in registration,
approximately 400 feet above the
hockey ladder and Chief Kruger helped van Noland fill out the papers. Morse's
on-the-spot interview was heard Sept.
9th on ABC's "Headline Edition" and
on KGO's "Eleventh Hour News" that
night.

Favorite Story Contest
PRODUCERS of Ronald Colman "Fa-
rivie Story" program, Frederic W. Ziv
Co., announce opening of contest that
will give every radio listener an opportu-
nity to state why a certain book, no-
tion picture, etc., is their "Favorite
Story." Contestants are asked to write
brief statement about their "Favorite
Story" and entry that is chosen by ed-
paper, Ronald Colman, his judging committee as national winner,
will receive an all-expense two-week
trip to Hollywood, accompanied by a
member of their family or friend. Or, if
winner elects, he may take $1,000 as
his prize, plus his family trip to Hollywood.
In event of death of contest partic-
gram is sponsored, local winner will
called by local sponsor. Local winner also
automatically qualifies to enter national
"Favorite Story" contest.

Information Folder
IN 15-page folder divided into sec-
tions on market information, program information and coverage, KHAS Hast-
 in at Compton's 7-year-old entertainment. edition.

Listening's News
NEW promotion for KCMO Kansas
City, Mo., is listener's news program which features KCMO's own pro-
grame. Called "The 8-10 Signal," promo-
ission program with a 1 hour weekly subcri-
ption has been handled entirely on air.
Coomer and second release for first
issue went out to 5,000 people, according to station manager. Mr. Clark
says that it's first time in his many years in the field that an
advertiser had completed of too much business!

Listener's News
NEW promotion for KCMO Kansas
City, Mo., is listener's news program which features KCMO's own pro-
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says that it's first time in his many years in the field that an
advertiser had completed of too much business!

Lace Up
ENTITLED "To Lace Up More Kansas
Sahes," WBWB and WBBW-FM Topeka
and KCKK Kansas City, folder states network in promotion of Kansas
selling program. Aimed at stores' floor, folder included small plastic bodics used
for thread spools in blouses, etc.

Donkey Prize
RADIO announcer Ed Fisher of WHIZ Zanesville, Ohio, winner of baby
donkey "Atomic," offered by comedian
Jerry Colonna in recent contest, pre-
sentation to children of Avondale
High School in West Covina; broadcast for WHIZ sent at Muskingum County Fair.
Atomic, as well as a honorary Staff-
Sergeant in Marine Corps now in West Coast
in which Mr. Colonna was made Staff-
 appointment to (to be cut-
 ranked by the donkey) was flown to
of Air Lines and brought to Zanesville by truck. On
receive "Atomic," in addition to Mr. Fisher, was
Stationed at Zanesville, who added an endorsement to (Staff-Sergeant's) or-
ders, transferring him permanently to Children's Home, where he will serve
in charge of recreation."
RCA Field-Intensity Meter
Type WX-1A
50 to 220 Mc

**NEW**
field-intensity meter
— for the television and FM bands

**SPECIFICATIONS**

Freq. Range ....... 50 to 220 Mc
Sensitivity .......... 5 microvolts to 20 microvolts / meter, depending on frequency
L-F Bandwidth .......... 150 kc
FM Adjacent Channel
Selectivity .......... 65 to 1
FM Band Image Ratio 130 to 1
Power Supply .......... Built-in 6-v, voltage-regulated (a-c power supply also available)
Weight
Meter ............... 43½ lbs.
Antenna (including tripod) .... 15 lbs.
Size ........ 19"L x 14½"H x 13" D

The WX-1A meets the strict requirements of FM and TV engineers for a field-intensity meter of laboratory accuracy covering television, FM, and AM services between 50 and 220 Mc. Its high sensitivity permits minimum readings ranging from as low as 5 microvolts per meter at 50 Mc, to 20 microvolts per meter at 200 Mc.

Completely self-contained, the WX-1A includes a very stable superheterodyne receiver. Selectivity characteristic is down 65 to 1 on adjacent FM channels. Image ratio is 130 to 1 at 100 Mc. A 2-stage audio amplifier drives a built-in loudspeaker for continuous audio monitoring of the signals being measured. Separate output terminals provide for convenient use with the standard Easterline-Angus recorder. The built-in vibrator power supply includes its own voltage regulator. The antenna ... furnished with each WX-1A... is adjustable for horizontal or vertical polarization.

For accurate data on the service area of any TV, FM, or AM station in the uhf — and for authoritative coverage information for FCC proof-of-performance — the WX-1A is second to none. Complete details are available from your RCA Broadcast Sales Engineer. Or from Dept. 191C, RCA Engineering Products, Camden, N. J.

---

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
GE Sponsors Two-Day Conference

TELEVISION lighting conference was held last Monday and Tuesday under auspices of General Electric Lighting Institute, Nela Park, Cleveland, with 75 industry executives in attendance.

The two-day agenda included a series of talks covering various aspects of lighting. General Electric engineers were assisted by guest speakers from other organizations.

Conference Plans


Attendance follows:

Adams, Paul O., WEWS Cleveland; Allen, A. B., WW-TV-Detroit; Altman, Edward; International Lighting Co., New York; Arridson, Paul O., WOG-TV Davenport, Ia.; Austin, Alan S., Austin Co., Cleveland.


NBC, Columbia U. Will Collaborate on Courses

COLUMBIA U. will offer 18 courses in radio and television during the coming winter semester, in cooperation with NBC.

Instructors will include Fred Bate, assistant to the network's vice president in charge of international relations, and Hugh M. Beville, NBC research director. They will give a course in the development of international broadcasting, radio systems now in operation throughout the world, and radio regulations. Mr. Beville will lecture on radio research.

Columbia's radio courses are directed by Erik Barnouw, president of the Radio Writers Guild, and assistant professor of English.

Change Call Letters

THE FORT INDUSTRY Co.'s television station in Detroit will use the call letters WJBK-TV in place of WYTV, according to Ralph A. Bate, managing director, announces. WJBK-TV will be on Channel 2 (54-60 mc).

Agriculture

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in Opera

Broadcasting • Telecasting
LEADERSHIP IS EARNED

Service to the public has made WSYR the leader among Central New York stations.

The fruit of WSYR's leadership is a listening audience among the 300,000 radio families in the area where last year NINE HUNDRED MILLION DOLLARS were spent on retail purchases alone.

WSYR SYRACUSE

570 Kc  5000 watts
NBC Affiliate in Central New York

HEADLEY-REED, National Representatives

BROADCASTING  •  Telecasting

HOOPER TOP 20 STATIONS IN U. S.
Morning, Afternoon and Evening in Cities Covered
by Hooper Listening Index

The latest list of top 20 stations with the best share of audience ratings in cities where continuous city Hooper listening is published, a regular monthly feature of BROADCASTING, is presented here. This marks publication of the second such report and covers the June-July period. C. E. Hooper Inc. pointed out that stations listed here were the only ones in cities where the continuous city Hooper listening was published and also that share of audience was seriously influenced by the number of stations operating in the city.

The rankings follow:

**MORNING**

<table>
<thead>
<tr>
<th>Station</th>
<th>KENT Del Moines...</th>
<th>KCOI Omaha...</th>
<th>WKY Oklahoma...</th>
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</thead>
<tbody>
<tr>
<td>WYI Crimson...</td>
<td>WZSA Milwaukee...</td>
<td>WKX Houston...</td>
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<tr>
<td>WTEL Toledo...</td>
<td>WHOO Richmond...</td>
<td>WATG Worcester...</td>
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<td>WRVA Richmond...</td>
<td>WISH Indianapolis...</td>
<td>WKBW Rochester...</td>
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<tr>
<td>WSBN Columbus...</td>
<td>WFMF Syracuse...</td>
<td>WHEC Rochester...</td>
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<tr>
<td>WBUF Buffalo...</td>
<td>WANE Rochester...</td>
<td>WABC Buffalo...</td>
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<tr>
<td>WHEC Rochester...</td>
<td>WJW Cleveland...</td>
<td>WFAA Dallas...</td>
<td></td>
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<tr>
<td>WJAM Milwaukee...</td>
<td>WQAM Milwaukee...</td>
<td>WBBM Chicago...</td>
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<tr>
<td>WSPD Toledo...</td>
<td>WKJY Indianapolis...</td>
<td>WOR Newark...</td>
<td></td>
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<tr>
<td>WJAI Louisville...</td>
<td>WPMD Pittsburgh...</td>
<td>WCBS New York...</td>
<td></td>
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<tr>
<td>WJAI Louisville...</td>
<td>WSB Des Moines...</td>
<td>WOR Worcester...</td>
<td></td>
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<tr>
<td>WJNO Portland...</td>
<td>WCBS New York...</td>
<td>WOR Worcester...</td>
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<tr>
<td>WQCB Columbus...</td>
<td>WOR Worcester...</td>
<td>WOR Worcester...</td>
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<tr>
<td>WOIB Birmingham...</td>
<td>WOR Worcester...</td>
<td>WJAC Cleveland...</td>
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**AFTERNOON**

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<thead>
<tr>
<th>Station</th>
<th>KEN Des Moines...</th>
<th>KOMO Seattle...</th>
<th>WOR Worcester...</th>
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<tr>
<td>WAKA Kansas City...</td>
<td>WDAY Des Moines...</td>
<td>WFBK Buffalo...</td>
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<td>WRK Indianapolis...</td>
<td>WABC New York...</td>
<td>WFAA Dallas...</td>
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<td>WLSF Chicago...</td>
<td>WINS New York...</td>
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<td>WJZ Baltimore...</td>
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<td>WJHD Detroit...</td>
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**EVENING**

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<tr>
<th>Station</th>
<th>WFLA Tampa...</th>
<th>WLG Worcester...</th>
<th>WQCD Chicago...</th>
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<tr>
<td>WTVT Milwaukee...</td>
<td>WLSF Chicago...</td>
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[Editor's Note: These listings do not necessarily mean that stations in unsurveyed markets are below the share of audience ratings indicated. They simply constitute an index of top stations in the markets in which Hooper conducts continuous coincidental surveys.]

Video's Impact on Sales

Is Outline by Carmine

PROBLEM effect of video on the sale and distribution of goods was outlined by James Carmine, sales and merchandising executive of the Philco Corp., in a $200,000 visual demonstration of TV in both production and reception stages. Thursday night more members of the Chicago Federated Advertising Club at the Morrison Hotel.

Mr. Carmine, vice president in charge of distribution for the firm, and his engineers arranged the Hotel's Terrace Room with TV studio, transmission and reception facilities so that 600 persons could watch the entire process from dining tables. Theme of the show, "Television in Action," backed Mr. Carmine's belief that video makes "entirely new fields of entertainment open for millions of people, and is a tremendous impact on our way of living."

Parks Johnson Retiring

From Radio for Farm Life

PARKS JOHNSON, originator and "senior interviewer" of Voz Pop, a pioneer network quiz-audience participation show, has announced his retirement from radio to devote full time to his ranch and farm in Texas.

Mr. Johnson will retain his ownership rights in Voz Pop, last heard on May in ABC for American Express. The show will be rebuilt around Warren Hull, Mr. Johnson's interviewing associate, and "slanted towards television."

The show has not yet opened for the fall season. A new partner is being sought for Mr. Hull. Voz Pop has been on the air for 16 years.
KGO-'EXAMINER'

Sign Cooperative Agreement

KGO San Francisco and the San Francisco Examiner have signed a cooperative pact involving mutual use of their facilities. The contract became effective Sept. 15. The Examiner, under terms of the pact, has the use of KGO's AM, FM and TV transmissions. KGO is an ABC station.

The pact was signed by Clarence Lindner, publisher of the Examiner, and Gayle V. Grubb, KGO general manager.

Among the provisions of the pact are:

- Televising by KGO-TV of such Examiner sponsored events as the "I Am an American Day" celebration, amateur boxing, football, basketball and other athletic events.
- Co-operation of the two organizations in public service and news events, publicized regularly with identifying and "coming attraction" spots at station breaks on KGO-TV.
- Each organization bears its own expenses on mutually sponsored programs. KGO's paid radio contact with KGO-TV has thrice weekly in four other Bay Area newspapers, inserted in the Examiner.
- Highlighting of KGO's program listing in Examiner's daily log and a daily box publicizing mutually sponsored events and other KGO programs.
- Six-man committee, three from the Examiner and three from KGO, to meet once a month.

Preliminary discussions leading up to the agreement were begun when ABC President Mark Woods visited San Francisco early this year.

LECTURE BY MORTIMER WILL OPEN AD COURSE

ADVERTISING Women of New York will open its 20th annual survey of advertising course for registration on Oct. 6 at the Hotel Astor in New York. Subsequent weekly sessions are to be held Monday evenings at 7:30 p.m. for 24 weeks.

Lectures will start on Oct. 11 with a talk on public relations and advertising by Charles G. Mortimer Jr., General Foods Corp., vice president in charge of marketing. Other subjects included in the course are: Planning the campaign, budgets, research, radio and television, films and jobs in advertising. Field trips will include a daily newspaper, radio station, printing plant and a photograph studio.

Chairman of the course is Margaret Stark, research director, Gotham Adv. Co. Co-chairmen are Hulda Kloenne, educational director of public health committee of Paper Cup & Container Institute, and Nadine Miller, director of press and public relations for C. E. Hooper.

Requests for information should be addressed to Survey Course, Advertising Women of New York, 1233 Avenue of Americas.

COVERAGE at Low Cost of YOUNGSTOWN OHIO's 3rd Market with WFMJ - WFMJ-FM ABC

Population .......................... 520,300.
Retail Sales (Est. 1947) .............. $406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

Miller Says Radio Helps Free Press

"WE BROADCASTERS are your frontiersmen right now, fighting the cagers that many the encroachments of Government on private enterprise," NAB President Justin Miller told the Washington Athletic Club, Seattle.

In the audience in addition to executives of virtually all radio stations in the Puget Sound area and other local businessmen, were delegates to the American Bar Assn. convention and business officials. The NAB president was introduced by Harry Spence, president of KXRO Aberdeen and NAB district director.

Radio is covered, along with all other channels for the expression of opinion, by the guarantees of the First Amendment to the Constitution, Judge Miller asserted. He warned the press—including newspaper, magazine and book publishers—to make common cause with broadcasters on the issue of freedom of the press against the control because, he said, the forces of dictatorship are most eager to take over the media of communication, "and they do not care which one they start with."

Judge Miller called the FCC's Mayflower decision a "flagrant violation of the Constitution," because in his opinion it represented restriction upon expression which is forbidden by the First Amendment. "If a broadcaster wants to editorialise, that's his privilege," he added, citing radio's public service broadcasts on behalf of Chamber of Commerce campaigns, the Red Cross and Community Chest as editorial action by broadcasting stations.

Calling the United States "practically an oasis so far as freedom of broadcasting is concerned," Judge Miller stated that although many other countries criticize various phases of American broadcasting, all concede that we have the best radio programming in the world. To critics of radio advertising, he declared that this is what makes fine programming possible.
Help Wanted

Managerial

Wanted—Live station manager who can sell—200 watt station in small growing Alabama town. Can acquire something for two live salesman. Win $0 salary plus percentage. Radio or agency experience. Must have knowledge of Washington market. Our station is well known in this 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, available first in letter. Box 603, BROADCASTING.

Salesmen

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give territory and other re- presentation, experience, ambition. Box 600, BROADCASTING.

Salesman—Experience time salesman with proven selling ability capable of producing a new set of radio commercials. Willing pay top salary. WAND, Canton, Ohio.

OPENING FOR SALES MANAGER IN MAJOR MARKET

Ability to promote broadcast sales in major market on highly competitive basis. Must have at least 10 years sales experience in radio advertising. Unlimited opportunity for the man who can qualify. Send complete information regarding salary, past positions and date available first letter. Confidential.

BOX 604, BROADCASTING

WANTED—Manager

Live in Los Angeles. 24 hour station has third largest market in country. Commission no draw. Jim Strain, Commercial Manager, KWIX, Burbank, Calif.

Salesman, exclusive territory, Buffalo area suburban station. Box 746, BROADCASTING.

BROADCASTING • Telecasting

HELP WANTED . . . COPYWRITER

The hard-hitting one

Need college graduate, experienced in radio station copy department. Air mail age, experience, references.

Ed Yomum
Radio Station KGNU
Billings, Montana

Situations Wanted

Managerial

Manager available on two week notice. Fifteen years experience as program director. Excellent references. Top quality station. Interested in exceptional opportunity. First letter. Box 601, BROADCASTING.

Commercial manager with successful record seeks opportunity with progressive organization on salary-bonus remuneration basis. State your proposition first letter. All responses answered. Box 601, BROADCASTING.

Program Director

An opportunity at once for a topflight man for a station that has been on the air for 25 years. In third largest market in this country. 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, available first in letter. Box 603, BROADCASTING.

Situations Wanted (Cont'd)

Managerial position offering permanent position with proven ability to work with early years experienced and proven ability, Percentage or percentage-salary preferences.

BOX 684, BROADCASTING

Salesmen

Salesman with sleepy southern station opens with wide awake midwest station. Has sold 50 years radio experience but can learn your operation. Eight years experience.rets. Box 679, BROADCASTING.

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The hard-hitting one

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Commercial manager with successful record seeks opportunity with progressive organization on salary-bonus remuneration basis. State your proposition first letter. All responses answered. Box 601, BROADCASTING.

Program Director

An opportunity at once for a topflight man for a station that has been on the air for 25 years. In third largest market in this country. 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, available first in letter. Box 603, BROADCASTING.
Situations Wanted (Cont'd)

Anouncer—College, graduate of School, Radio City. Wants experience, salary preferably $75.00, plus details. Box 736, BROADCASTING.

Anouncer—Experienced. Disc shows, news and special events. Can really punch commercial! Excellent background, excellent voice. Available immediately. Box 738, BROADCASTING.

Anouncer—Desires immediate job. Excellent background, radio and TV commercials. Available immediately. Box 740, BROADCASTING.

Anouncer—Wanted: Sports job with National radio station including announcing, production, programming writing, announcing. Please send photo. Box 769, BROADCASTING.

Anouncer—21, graduate of School of Radio Technique, Chicago. Can operate control board (FM and AM). Will send resume and myself available immediately. Box 769, BROADCASTING.

Anouncer—Experienced announcer-program director. Veteran, radio news. Will travel. Box 797, BROADCASTING.

Announcer—Graduate radio control. Veteran desires change to prove ability. Free to travel. Disc, resume and myself available immediately. Box 797, BROADCASTING.

Announcer—Graduate radio school. Vete. Free to travel. Available now. Disc, etc., upon request. Box 704, BROADCASTING.

Announcer, single, thirty-two years experience. Capable handling news, sports, commercials, spot announcements. Interviews and quiz shows. Am now employed five thousand dollars' salary in station in good competitive market. Box 706, BROADCASTING. Interested in permanent position for advancement. Box 703, BROADCASTING.

Women's programs announcer (including record programs), continuity writer. Excellent background of education and experience; latter in retail and personal fields. Personal to radio training. Extensive travel by plane and train, some experience in radio. Full permanent full-time position desired. Will go anywhere in U.S. Box 730, BROADCASTING.

Announcer, 11 years experience, age 29, good morning man, disc, show programming. Present station since 1941. Very interested in present climate. Interested in sector from Illinois to New York. Minimum $75.00 (") first phone license, present. Would look, hire climax necessitates move. Excellent references. Box 724, BROADCASTING.

Announcer, single, twenty years experience. Can and will work in any part of the country. Disc upon request. Box 712, BROADCASTING.

Announcer, twenty-two years experience in radio, former night club M. C., veteran, all types announcing, emphasizes audience participation, remote, disc, Jockey, can operate board. Single, will travel. Box 714, BROADCASTING.

Announcer, single, experienced. Can and will work in any part of the country. Disc upon request. Box 712, BROADCASTING.

WANTED

Jobs for graduates of "California's finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting. Prepare yourself to be one of America's outstanding professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION

100 W. Wilshire Blvd.

Appl. for veterans

Beverly Hills, California

Broadway 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Situations Wanted (Cont'd)

WHAT HAVE YOU GOT?

Alaskan disc jockey wants any musical recordings and odd sound effects. Sure price and what you have will make this offer worthwhile. Box 737, BROADCASTING

Engineer—8 years experience. Familiar all phases broadcast. Free to travel. Box 735, BROADCASTING.

Engineer, no broadcast experience. Desires position with National station. Will travel. Box 667, BROADCASTING.

Engineer—First phone, second telegram, ham. In radio ten years but no broadcast experience, 28, single, will work anywhere. Box 666, BROADCASTING.

Veteran, 21 years old with first phone desires position as engineer with National experience. Box 697, BROADCASTING.

Engineer, first phone license, pressed to find radio school. Desires change. Box 698, BROADCASTING.

Engineer, no broadcast experience. Graduate NY radio school. 1st phone. Box 111, BROADCASTING.

Engineer, ambitious wants to move forward. At present chief of 1 kW and Box 721, BROADCASTING.

Engineer—1st phone, 2nd telegram, class A amateur. Permanent position only. Box 715, BROADCASTING.

Engineer—1st phone, 5 years broadcast experience, 50 kW transmitter, control, remotes, IAM, and tranny. Preferred east. Box 718, BROADCASTING.

Experienced first class engineer; AM-FM installation experience. Desire station in midwest. Box 708, BROADCASTING.

Engineer, first phone ticket, single wife 26, desires position in midwest states or progressive station. Box 714, BROADCASTING.

Chief engineer, experienced AM and FM; transmitter and control, directional. Veteran, young, single, steady travel. $70 required. Two weeks notice. Box 713, BROADCASTING.

Engineer, first phone 1 months experience, 250 watts AM. Interested in permanent position. Box 733, BROADCASTING.

Transmitter operator-first phone. Capable, ambitious, knows if necessary. Box 500, North of New York City, P. O. Box 213, N. Y. C. Dan Daniels, 531 E. 10th Street, Minneap. 6, Minn. 6, W. 335

Engineer—Experienced in transmitter, studio, recording, remote and main- tenance. Will work 250 watts to 1000 kW FM stations. Have car and would like permanent progressive station. Box 746, BROADCASTING.

Engineer—2 years experience. In radio 500 watt directional AM and 30 kW FM stations. One has 11 ½ years experience, other 8 ½ years. Box 746, BROADCASTING.

Engineer—250 w—50 kw experience. Available 5 kw up only. Box 743, BROADCASTING.

Chief engineer—employed, experienced, dependable, married. Want change to radio school. Box 750, BROADCASTING.

Engineer, college, first phone, amateur. Has over 10 years experience. Prefer midwest, will consider elsewhere. Box 745, BROADCASTING.

Engineer—2 years college and first license. Some experience transmitter and studio. Box 747, BROADCASTING.

Engineer—First phone, age 24, married, desires part time work. Two years studio and transmitter operating and maintenance. Some an- nouncing. Good references. Prefer Midwest, chief, considerations. Box 748, BROADCASTING.

Engineer—First phone desires permanent location, AM or FM, available immediate. Box 729, N. 56th St., Omaha, Nebraska.

Production-Programming, others

Continuity director desires responsible, permanent position. Experienced in composition and production of original writing (radio & TV) with references of top broadcasting spots. Box 676, BROADCASTING.

Farm director, experienced, agricultural college background, farm and radio ad- vancement background. Box 680, BROADCASTING.

WE PREPARE AND SUPPLY TRAINED PERSONNEL

Our graduates are employed in stations from Nashua, N. H., to San Francisco.

T he National Academy of Broadcasting, Inc.

Gives its classes practical experience in broadcasting over local stations.

NABO, Dept. 111
3335 16th St., N.W., Washington 10, D. C.
Please send information about

☑ Exidance ☐ Correspondence Course

Name

Address

Approved under G. I. Bill

THE NATIONAL ACADEMY OF BROADCASTING, INC.

BROADCASTING • Telecasting

Page 84 • September 20, 1948
**CHICAGO VIDEO**

Survey Shows Recent Movies Preferred

CHICAGO televiewers prefer “recent movies” as program fare and remember TV shows on that as AM, according to a video survey released last week by Jay and Graham Research Organiza-

Eighty-five percent of the study group in Chicago, with蚕关系，Chicago, which conducted the study in 450 television homes.

Jay and Graham used the question-

New Portland, Ore., AM, KBKO, Soon in Operation

KBKO, new AM station in Port-

WGN-TV Covers Fire

SCENES of a fire and explo-

Joe, who lives near the fire-

**Confidential**

- **Negotiations**
- **Appraisals**
- **Financing**

**BLACKBURN-HAMILTON COMPANY, INC.**

**WASHINGTON, D. C.** James W. Blackburn 1015 Pennsylvania Ave. N. W. Washington, D. C.

**DALLAS** Clarence E. Wilson 1303 Arts Tower Petroleum Bldg. Tower 200, Dallas 2, Tex.

**SAN FRANCISCO** Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672

September 20, 1948 • Page 85
September 10 Decisions... DOCKET CASE ACTIONS

Petition Denied
Adopted order denying petition of Sky Way Best, Corp., Columbus, Ohio, for stay of issuance of CP and for denial of authorization for program tests to Northwestern Mutual, Ltd., Lima, Ohio, without prejudice to any action which may be taken with respect to petition for relicensing by Sky Way Best, Corp. which is presently pending before Commissioner.

License Renewal
Announced decision granting application of Kamwando Valley Best, Co., Charleston, W. Va., for renewal of license of WGDY for amend license for control of station and change control to WGDY from WTAW. Price and Venable was granted authority of present licensee for renewal of presently pending application forhz.

AM-1492 kHz
Announced proposed decision proposing to deny applications of East Liver- pool Best, Co. and Radio Conveyor Inc., both requesting new station at East Liverpool, Ohio, 1490 kHz 200 w un.

AM-987 kHz
Announced decision granting application of Bremer Best, Co., insofar as it requests authority to increase D power of WAAJ Newark, N. J. from 1 to 5 kW, but denied application insofar as it requests Increase in N power from 1 to 5 kW.

AM-1349 kHz
Announced decision (Chairman Coy dissenting) granting application of Mahoning Valley Best, Corp. for new station at Youngstown, Ohio, 1240 kHz 250 w un.; cond.

Petition Denied
Adopted memorandum option and order denying petition of George Arthur Smith, Jackson, Tenn., for publication of presiding officer's recommended decision in proceeding involving his application.

ACTIONS ON MOTIONS
(By Commissioner Hyde)
Antelope Valley Best, Co., Lancaster, Calif.—Granted petition for leave to intervene in proceeding of non-party none of which have right to take part in proceeding and of which there is no history provided in record.

Motel Best, Co., Canton, Ohio.—Granted petition to dismiss amended complaint for non-participation of non-party none of which have right to take part in proceeding and of which there is no history provided in record.

Anchor Best, Co., San Antonio, Calif.—Granted petition to dismiss amended application for non-participation of non-party none of which have right to take part in proceeding and of which there is no history provided in record.

Radio Stations
Motel Best, Co., Canton, Ohio.— Granted petition to dismiss amended application for non-participation of non-party none of which have right to take part in proceeding and of which there is no history provided in record.

Channel 2, Inc., Des Moines, Iowa.—Granted petition to dismiss amended application for non-participation of non-party none of which have right to take part in proceeding and of which there is no history provided in record.

Channel 2, Inc., Des Moines, Iowa.—Granted petition to dismiss amended application for non-participation of non-party none of which have right to take part in proceeding and of which there is no history provided in record.

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National 0196
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Republic 7236

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STERLING 7932
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RUSSELL P. MAY
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Kellogg Bldg.
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HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM E. BENNS, JR.
& Associates
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GILLE Bros.
1106 Lillian Way
Glendale 6178
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Adams 7299

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New York City
Telephone Longacre 3-6029

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TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

ROBERT M. SILLIMAN
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1011 New Hampshire Ave. RE. 6644
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George C. Davis
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John Barron
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Frank H. McIntosh
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WASHINGTON, D. C.

Herbert L. Wilson
1055 CONNECTICUT AVE., N. W.
WASHINGTON 4, D. C.
NA. 7161

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Adams 7299

September 20, 1948 • Page 87
Every Weekday Morning—6 to 9 in the Detroit Area
THE TOBY DAVID SHOW
• A comedy disc show that is selling national products in this area at mighty small cost. For particulars, contact our reps, now!

‘Kidisk’ Show
AN all-children’s record show, possibly the first of its kind on radio, celebrate d its third anniversary Aug. 24 on WJW Cleveland. Program, Cousin Kay’s Korner, is produced by Walter Kay, whose collection of “kidisks” exceeds 460 albums. More than 1,000 separate items are included, such as alphabet, nursery rhyme, fairy tales and lessons on manners, as well as records for preschool kids and recordings from the sound tracks of Walt Disney films. Program is aired daily except Sundays on WJW.

WIXIU The Journal Co., Area Mill-
waukee—Same.

WNDB Daytona Beach, Fla.—Granted license for new station 1150 kc 1 kw D.

KFNO Fargo, N. D.—Granted for new station 790 kc 5 kw D-NW.

WOKI Fort Lauderdale, Fla.—Granted license for new station 1460 kc 25 kw D-NW.

WJMO Madison, Wis.—Granted for new station 1520 kc 2 kw D.

KLDJ Longview, Tex.—Granted by Commission, for new station 1420 kc 10 kw D.

WFRG Piedmont Carolina Bost Co., Reidsville, N. C.—Same.

Following were granted mod. CFA for extension of completion dates as shown.


WPBN-AM Homestead, Pa., to 11-1-49.

WHEC Rochester, N. Y., to 11-1-49.

WWLL-LP Memphis, Tenn., to 11-1-49.

WJLB Montgomery, Ala.—Granted license for new station 1560 kc 5 kw D.

WKBZ-FM Hot Springs, Ark.—Same.

WJLB Detroit, Mich.—Granted li-

ence in changes in ant., install new trans. site.

WQBC Carolina Inspirations, Dug-

ville, S. C.—Granted mod. CP new station.

WJUB Jacksonville, Fla.—Granted mod.

CP change antenna.

WHKU Hugo, Okla.—Same.

WAFL Laramie, Wyo.—Granted by Commission to extend date.


WQUL Williamsport, Pa., to 11-15-48.

WGBS Bakersfield, Calif.—Same.

WJLB Jonesboro, Ark.—Same.

WQCB New York, N. Y.—Same.

Following were granted mod. CFA for extension of completion dates as shown.

WGBS Bakersfield, Calif., to 11-28-48.


WGBS Bakersfield, Calif., to 11-28-48.

WJBQ-AM West Coast, Calif.—Same.


WJBQ-AM West Coast, Calif.—Same.

WGBS Bakersfield, Calif., to 11-28-48.


WJBQ-AM West Coast, Calif.—Same.
Industry Events Planned by RMA

May Ports Show and Convention Plus Radio Week on Agenda

PLANS for two major radio industry celebrations will be drawn up by committees of Radio Mfrs. Assn., at the annual RMA fall convention to be held Oct. 6-8 at the Roosevelt Hotel, New York.

The events are National Radio Week (Nov. 14-20) and a new combined parts show and RMA convention (Nov. 15-16). National Radio Week, conducted jointly by NAB and RMA, includes the Radio-in-Every-Room project and the Voice of Democracy radio script contest.

The spring event will be held in connection with RMA's Silver Anniversary convention. RMA and the annual Radio Parts & Electronic Equipment Show have first-class pool facilities for the celebration, and will take over 1,450 rooms in the Stevens Hotel, Chicago. Hitherto the parts show has been a separate event. Parts makers selling to set manufacturers or other industrial outlets will be admitted to the parts show for the first time.

At the Oct. 6-8 RMA fall convention, RMA activities for the coming year will be arranged. Among these are "RMA town meetings" for radio servicemen scheduled Nov. 14-20 in a number of cities.

The conclave will wind up with a meeting of the RMA board.

Opening the New York session will be a meeting of the Advertising Committee under Chairman Stanley H. Manson, Stromberg Carlson Co. Other committees and divisions will meet.

RMA President Max F. Balcom, Sylvania Electric Products, has named a Silver Anniversary Convention and Banquet Committee headed by Leslie F. Muter, Muter Co., who is RMA treasurer, as chairman is Charles M. Hofman, Belmont Radio Corp. The committee will meet Oct. 7 at the New York conclave to appoint subcommittees, including one on broadcast.
BETTY JO DOYLE, formerly of WJHC-SF and WJXK Age, has been named program director of KFLY-AM-FM, breaking her first contact with Yankton.

HOLLIS FRANCIS, formerly of KFLY, has been named news director.

AURY FARRELL returns to KFLY, as new special events director.

Bob Shreve, former KFLY-TV weatherman, has been promoted to traffic director.

DAVID COWAN, formerly of WMFR-AM-FM, has been named assistant program director.

ROGER STICH, formerly program director of KFLY, has been named news director.

The new FM station, KFLY-FM, is set to begin operation on Sept. 15, with a full-blown campaign to begin in the next few weeks. The station will carry a full range of programming, including news, sports, and music, and will be available in the Yankton area.

KFLY-FM will be under the management of the Yankton Broadcasting Company, which also operates KFLY-AM-FM.

The station will air local news and weather reports, as well as national news and sports updates. It will also feature a variety of music programs, including local and national bands, as well as music from different genres.

The station will also offer local advertising opportunities, with rates starting at $25 per minute. Ads can be placed on the station's website or via email.

KFLY-FM is located at 123 Main Street, Yankton, SD 57077. For more information, please visit www.kflyfm.com or call 605-576-1234.
DISAPPEARANCE of the motion picture theatre from the American scene, possibly by 1955, was predicted last week by Television Research Institute in a special report to its members.

The decline and eventual demise of the present system of movie making and distribution is an inevitable concomitant of the growth of television, TRI concluded.

Citing the Hofstra College survey [Television, Aug. 23] as evidence that the introduction today of a video receiver into the living room means a 20% decline in movie attendance, despite the low level of video entertainment, TRI predicted that as TV programming improves — and it inevitably will — movie attendance will fall off proportionately.

"By the time video-makers install their hoped-for 24 million U. S. sets, it seems likely that the motion picture will no longer cast its shadow over pavements. The consumer will be able to have his made-to-order dreams in the comfort of his own living room," TRI said.

This is by no means the end of motion pictures, TRI concluded, but it means pictures a decade hence will be produced for video distribution and home reception.

"There will be, in the next few years, many more pictures produced than ever before. They will be turned out at a cost level dreamed of by today's cinemoguls. There will be fewer and fewer spectacle pictures, more and more Hollywood output designed for television's smaller screens."

Facing Problems

Meanwhile, TRI pointed out, there are a number of problems to face. The cost of making feature movies today is exorbitant for advertising sponsorship; old films, which might be rented at reasonable figures, are not suitable for TV programming. "I plan for our reproduction" and besides, Petriello won't let the musical soundtracks on these old pictures be used on the air; foreign films lack the necessary mass audience appeal.

The Zenith plan of connecting TV customers with movie house broadcasters via metered telephone connections breaks down, in TRI's estimation, because of the "unlikelihood that FCC will issue television licenses to every local movie house." Perhaps, TRI suggested, "the old paid-radio idea may be tried for motion pictures" but then the problem "would be to keep servicemen from making and selling bootleg unscramblers to set owners."

"There seems little question that television will win out in the end," according to TRI. Though the cost problem is still to be solved, it seems likely that the emphasis will be on the less expensive cinematic production, the institute believes.

TRI's line of reasoning is sure to be disputed by those who will

12-Station N.C. Network

Airs College Grid Slate

TWELVE-STATION Northstate Football Network in North Carolina will carry ten-game schedule of college football games this fall, with WSJS Winston-Salem as the originating station. Five home games of the U. of North Carolina, four Wake Forest home games and the Wake Forest-William and Mary game at Williamsburg, Va., will be broadcast.

Schedule runs through Nov. 20, and sponsorship of the games is being sold individually by the 12 stations. Network includes, besides WSJS, WWIN Asheville, WSVY Shelby, WLTG Gastonia, WAYS Charlotte, WSTP Salisbury, WSIC Statesville, WJRI Lenoir, WCNC Greensboro, WFNW Burlington, WFIL Fayetteville and WFMJ Mt. Mitchell. A portion of the schedule also will be carried by WNAO Raleigh and WFBG Greenville, S. C.

Bob Scott, WSJS director of sports, is handling the play-by-play.

Life-Saving Hobby

THE FAVORITE hobby of Gil Newsome, m.c. of the Bandstand Revue and First Five on KWK St. Louis, became a life-saving pastime recently. When a family of three was seriously injured when their automobile skidded and overturned near Chester, Ill., a mutual friend appealed to Mr. Newsome to fly to Chester to pick up the mother, most critically injured, with a broken neck and back and shoulders, and fly her to St. Louis where special treatment was available. Mr. Newsome accomplished the emergency mission, flying the mother and another two injured persons to the hospital. Now all three are on the road to recovery.
Respects
(Continued from page 50)
and management on a part-time basis "just for the experience." When the original promoters departed, bound for Hollywood, he stepped in as managing director. Today, Mr. Newcomb handles several accounts and, with his staff, originates most of WRJN's program ideas. Because he knows the character of the people, he is able to give both listeners and advertisers what they want.

Chicago Is Hometown

Born Oct. 28, 1894, on his grandmother's farm near Truesdell, Ill., ("because my mother happened to be there at the time"), his permanent home was in Chicago. While in elementary school there, where his most notable achievement was an eighth grade graduation day oration on the "round-the-world trip of the U.S. fleet, he and a younger brother staked a newsstand claim at Oak and Wells Streets on Chicago's near north side. Because of their size ("We were only knee-high to a duvet"), the boys earned the pity of regular customers in cold and bleak weather. "Frequently our entire stock of papers was purchased out of pity, so we often prayed for rain," he said.

When young Harold was in his early teens, the Newcombs moved to Rochester, Wis., where he was graduated from the Rochester Academy at the age of 16. A practical uncle, a toolmaker, pointed out the advantages of learning a trade, so Harold journeyed to the Rock Island (Ill.) Arsenal for a four-year apprenticeship. In the next three years he trekked through Illinois, Iowa and Wisconsin at his expense.

Meanwhile, the tempo of war drums in Europe increased, so young Newcomb enlisted in Army Intelligence in 1917. A sigh-provoking memory of his two years' service at New York and Washington, D. C., is that of a Governor's Island barracks. He and other men assigned to confidential police work lived "the life of Riley, with clean sheets on the cots and billowing nets to keep out the bugs." After the Armistice, he returned to toolmaking for a year. During a visit to his parents' home in Racine, he noticed that a young man in the neighborhood drove an expensive car, went to work late, came home early "and managed to support a wife and two children in impressive style".

Novelty Promotion
"I learned this chap was in advertising," he related, "and, comparing our ways of living, decided that some of that prosperity was for me! I asked him for a job and started working with him in merchandising and promoting novelties throughout the country. I soon gave this up, however, when I got a yen to settle down." Selling display advertising on the Journal-Times seemed the answer.

"I wanted to settle down all the more after meeting my wife in a rainstorm and marrying her two months after becoming station manager. She's pretty good at helping me with my magic shows at home!" A daughter, Elaine, who is 20, is also an amateur magician.

The lure of magic attracted Mr. Newcomb when he was a child, and he has accumulated a mass of equipment for amateur shows. Another sideline is catching fish and curing and mounting their heads. This summer he plans to spend two weeks at Lake Towanda in Northern Wisconsin casting for muskies. His prize catch to date is a 32-pounder, 48 inches long, whose head is mounted in his garage.

The soft-spoken and genial WRJN executive has attained a reputation for honesty and integrity for his station, locally and regionally. WRJN is an ABC affiliate. It is also an owner-member of the Wisconsin State Network, and takes a lead in promoting inter-station good will and helping solve mutual station problems.

WRJN-FM went on the air Aug. 26, 100.7 mc (Channel 264), with 15 kw. A 54-foot high FM antenna was mounted late in June atop a new 283-foot AM tower. The FM listening area will have a 30-to-40 mile radius with 1,000 microvolt signal. The station plans to duplicate its AM programs, in general, on its regular minimum schedule, which now stands at 6:15 a.m. to 10:15 p.m., CST, Mr. Newcomb said.

Affiliation
Mr. Newcomb is one of the founders and a former vice president of the League of Wisconsin Radio Stations. He is president of the Racine Lions Club, and is a member of the Elks Club, American Legion and Racine Asan. of Commerce. Though not a confirmed joiner, he formerly belonged to "a half dozen other organizations," but now limits outside activities to the above groups so as to "keep both eyes on television and facsimile as well as our AM and FM setups."

"Besides, I have to have some time left for my No. 1 superintending job," he said recently as he leaned his graying head against a window to watch a crew of laborers rip huge concrete slabs from Racine's main drag. "Last week I 'helped' them take out 60-year old wooden water pipes. You know, those pipes are STILL good!"

Saudek Flying to Berlin
For Documentary Data

ROBERT SAUDEK, ABC vice president in charge of public affairs, was to fly to Berlin on Saturday, Sept. 18, to gather first-hand material on the German occupation for a projected documentary broadcast scheduled for late fall. He plans to spend a month in Germany conferring with occupation officials.

"Beginning with the Moscow Conference of 1945," Mr. Saudek said, "the new ABC documentary will review and spotlight the ebb and flow of international negotiations since that time, with consideration to be given to the personal activities involved... the five vital D's of building a German peace will be examined—demilitarization, denazification, decentralization, de-industrialization and democratization..." The upcoming documentary will be the sixth in the ABC series. The most recent of these, "Communism—U. S. brand, " evoked a nationwide response and drew lavish praise from listeners.


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

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

KOZY

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Page 92 • September 20, 1948

EDWARD PETRY & CO.
September 16 Decisions

DOCKET CASE ACTIONS

Announced

Announced final decision granting application of WHTZ (Radio to increase power of KCVR, Los Angeles, Calif., from 300 w D and install new trans., operating on assigned 1500 kc, subject to cond. that applicant will make prompt and substantial compliance with rule 949,470 of the Commission's rules, and applied for extension of license to May 15, 1951.)

Petitions Denied

Announced memorandum opinion and order denying petition of A. Edgar W. Armstrong requesting reconsideration of order granting renewal of license to share common facilities and assignment of frequencies to television and nonradio services for the licensed station.

In the matter of

two newcomers; no cash gain.

7604, Md.; and Haase, 44

Granted

license to

denies

by Dec.

Certified

new

license from

work Inc., as- signees); removed from

listed above average terrain 518 ft. Estimated average operating cost $109,000, first year income $159,000. Proposed station will be operated in Fort Worth, Texas.

Fort Worth, Tex.--Texas State Net- work, Inc., Channel 2 (54-60 mc), 1425 kw dial, 21 kw visual, antenna height above average terrain 472 ft. Estimated cost of construction $365,000, first year operating cost $99,000, project deficit of $8,000, first year income $140,000. Proposed station will be operated in Galveston, Texas.

Reorganization of Control

WCFM, Washington, D. C.--Rein- quishment of affirmative control by common stockholders and assignment of negative control by preferred stockholders. Proposed station will be operated in Washington, D. C.

Fort Wloom, Tex.--Texas State Net- work, Inc., Channel 2 (54-60 mc), 125 kw dial, 16 kw visual, antenna height above average terrain 472 ft. Estimated cost of construction $365,000, first year operating cost $99,000, project deficit of $8,000, first year income $140,000. Proposed station will be operated in Galveston, Texas.

WCFM, Washington, D. C.--New license to

Application

Fort Worth, Tex.--Texas State Net- work, Inc., Channel 2 (54-60 mc), 1425 kw dial, 21 kw visual, antenna height above average terrain 518 ft. Estimated average operating cost $109,000, first year income $159,000. Proposed station will be operated in Fort Worth, Texas.

WCFM, Washington, D. C.--New license to

Application

Fort Worth, Tex.--Texas State Net- work, Inc., Channel 2 (54-60 mc), 1425 kw dial, 21 kw visual, antenna height above average terrain 518 ft. Estimated average operating cost $109,000, first year income $159,000. Proposed station will be operated in Fort Worth, Texas.

KDFW, Dallas--New license to

Application

Fort Worth, Tex.--Texas State Net- work, Inc., Channel 2 (54-60 mc), 1425 kw dial, 21 kw visual, antenna height above average terrain 518 ft. Proposed station will be operated in Fort Worth, Texas.

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Approval granted to

APPROVED

APPLICATION

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WCFM, Washington, D. C.--New license to

Application
FCC ACTS TO ABOLISH
N. J. TIME-SHARING PLAN

RECONSIDERING its denial of license renewal of WCAM Camden, N. J., FCC moved Friday toward early effectuation of its decision to eliminate time-sharing arrangements involving WCAM, WTNJ Trenton, and WCAP Ashbury Park [BROADCASTING, May 17].

Commission rejected WTNJ's plea that status quo is essential to station's survival. If present assignment should be extended pending appeal, Commission said, and if decision pointed out that 1170 kc is being sought at Upper Darby, Pa., and that in any event, since it's clear channel, this frequency can't be assigned until after decision in daytime-skywave case.

FCC said it will issue CP's to WCAM, WTNJ, and WCAP in accordance with its decision last May whereby these stations, instead of sharing 1310 kc with 500 w, will be assigned as follows: WTNJ, 1320 kc with 258 w, daytime only; WCAP, 1310 kc with 250 w fulltime; WCAP and WCAP were given 49 days to complete construction; WTNJ given 30 days to supply transmitter on which CP can then be based. Date for simultaneous commencement of new operations has not been set later.

Renewal of WCAM's license was based on city-owned station's report that its time-sale agreement with its owners had expired. Prior to that, FCC had questioned, has now terminated, and that city officials will hear final costs that they have appropriate $45,000 for additional equipment; and that $20,000 has been spent. FCC had indicated it would reconsider and grant renewal if these conditions were met.

FURTHER HEARING ORDERED ON NEW JERSEY CHARGES

TO PROBE charges against A. Harry Zoog, agency owner and broadcaster, FCC Friday ordered further hearing Oct. 11 on rival 1400-kc applications of Pioneer Broadcasters, of Pleasantville, N. J., of which Mr. Zoog is executive vice president and 15% stockholder, and Sebastian Broadcasting Co., Atlantic City.

FCC said charges were made by Rev. Percy B. Crawford, religious broadcaster, and relate to "alleged discrepancies in the handling of funds under an agency contract" between himself and Mr. Zoog. Mr. Zoog has been identified with ownership and operation of several New Jersey stations including present 15% interest in WWBZ Vineland, N. J. Original decision to provide local advertising and publicity to Hall of Fame between now and 2000 A.D." contemplated.

AD MEN'S 'HALL OF FAME'

ADVERTISING Federation of America board approved establishment of national "Advertising Hall of Fame" in new Park Avenue New York Advertising Club. Col. Gilbert T. Hodges, chairman of executive committee, New York Sun, and former AFA chairman, named chairman of planning committee. Nomination of 50 "pioneers and leaders of advertising...to Hall of Fame from now and 2000 A.D." contemplated.

THIRD ARMY CAMPAIGN

TUCKER WAYNE & Co., Atlanta, named agency for $140,000 advertising and publicity campaign to promote recruiting for Army and Air Force. Douglas D. Connah, of agency, to supervise radio activities, Mrs. C. C. Fuller named teaspoon. Cover seven-state and southeastern area included. Maj. William R. Berkeley in charge for Third Army.

AUSTRIAN QUITS FC&B

RALPH B. austrian, has resigned as vice president in charge of television, Foote, Cone & Belding, New York, due to "irreceivable difference of opinion." he stated. Before joining FC&B he was president of RKO Television Corp., video subsidiary of RKO Pathe.

WBEN-TV TAKING ABC

WBEN-TV Buffalo Sept. 20 becomes full affiliate of ABC's TV network, along with WTMJ-TV Milwaukee and WEWS Cleveland. Affiliation is non-exclusive, WBEN-TV already having NBC.

ORAL ARGUMENT on examiner's decision finding that Dollars for Answers show on WART. Arlington, Va., violated lottery law [BROADCASTING, Aug. 9] was set by FCC Friday for Oct. 19, same day as oral argument on Commission's proposed new rules to regulate giveaways.

CONDITION of Rep. Carroll D. Kearns (R-Pa.), member of House Labor Committee, reported "good" Friday at Spencer, Pa. hospital where he is being treated for broken leg suffered in fall. Rep. Kearns was chairman of subcommittee investigating James C. Petrillo.

PERON RADIO MONOPOLY

DECLARED ABSOLUTE

ABSOLUTE Peronista monopoly established over Argentine radio, according to strong evidence presented before Argentina's lower house of Congress by Deputy Reynaldo Pastor, lone Democratic survivor in that body, BROADCASTING learned Friday.

Expose, accompanying measure by Senator Pastor requiring government to license expedi- tively public, revealed formation of official state network that had eliminated private competition; a "black list" of all Democratic artists exists; all scripts are censored; political opponents of Peron have no access to microphone, and that Jaime Yankelevich, president, Asnn, or Argentina Broadcasters, is salaried government employee, realizing better than 20,000 pesos monthly.

Peron's charges, backed by official statistics [BROADCASTING, Sept. 13] showed 14% million pesos (approximately $3 million) paid by Peron government for Radio Belgrano, Premier Argentine network, with 11 longwave, six shortwave affiliates, although it was not clear if all had been acquired outright.

Shortwave acquisitions may spark international complications.

GRAY ON AD COUNCIL BOARD

ROBERT M. GRAY, manager, Esso Standard Oil advertising and sales promotion department, elected to Advertising Council board as advertising representative, replacing Paul S. Ellison, resigned. Paul G. Hoffman, ECA administrator, resigned from council's industries advisory committee, but agreed to remain active on public policy committee.

FCC Commissioner Frieda B. Hennock will speak Oct. 1 at luncheon opening National Business Women's Week at Hotel Biltmore, New York. Network executives and radio writers and columnists will attend.

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Wayne Morse (R-Ore.), with whom he once worked at Dept. of Justice. It's second de paration from NAB legal office, Bryce Rea Jr. having gone to Mercer U. campus.

JOHNSON & JOHNSON, New Brunswick, N. J. (medical supplies) to sponsor Your Life, public health documentary produced by Ben Park, whose Report Uncensored won several radio prizes during past year. WMVQ Chicago has reserved cross-the-board schedule 11:15 a.m., beginning Oct. 18. Mr. Park formerly member of WBBM Chicago staff.

NBC CENTRAL DIVISION executives looking over sites in Lincolnwood, Chicago suburb, 16 miles northwest of Loop, for future television "lair." Midwest officials of network strongly favor building in "wide open spaces like Hollywood studios."

STATE DEPT. hasn't formalized it yet, but it's likely FCC contingent to Mexico City High Frequency Broadcasting Conference, which convenes Oct. 22 for months-long job, will be headed by Comr. George E. Sterling, as vice chairman of U.S. delegation with these other FCC executives: Curtis B. Shepherd, chief of TV Engineering; Joseph M. Kintner, assistant to general counsel; L. E. de la Fleur, assistant chief, Frequency Allocations & Treaty Division; Prose Walker, allocations chief, TV Engineering. E. Henry Norweb, crack network career diplomat and radio ham, is chairman of delegation.

BOB HINCKLEY, ABC senior vice president, accompanying Bob Saudek, ABC's vice president in charge of public affairs, on two-day trip to Berlin mission which will involve throwing Voice of America "into reverse." Documentary series on inside Europe will be relayed to ABC. Mr. Hinckley, former chairman of CAA, is second largest stockholder in ABC.

PLAN to reorganize FCC into three autonomous divisions, as means of expediting its work, probably won't receive consideration prior to November elections. And then, chances are Commission would be loathe to make change without executive consultation.

ALTHOUGH NO RESOLUTION drawn at Los Angeles last week during NAB 16th district meeting, next session expected to be in Arizona with Phoenix likely host.

TV AD SERVICE BEGUN

FORMATION of new department for local radio and TV advertising announced by Bert M. Sarasan, president, and N. M. Sarasan Inc., Washington retail consultants. New department to be directed by Bert Libin, former WWDC Washington production manager. Firm also enlarging facilities to provide local and national service for advertisers, especially to aid in preparation of advertising for former group.

DENVER TRIAL POSTPONED

DENVER trial of Mr. & Mrs. Nathan J. War ren, officers of United Broadcasting Co., postponed "indefinitely." Couple charged with "conspiracy to commit confidence games and to obtain money under false pretenses" by selling fraudulent time to western cattle breeders [BROADCASTING, Aug. 23, 30, Sept. 6].

BROADCASTING • Telecasting
Never before in the history of broadcasting has any transcribed feature earned such consistently high ratings as THE EMILE COTÉ GLEE CLUB!

30.6 in Halifax . . . 31.0 in Portland . . . 32.3 in Manchester . . . “Highest-ranking local show” in dozens of small towns and major cities.

This all-male Glee Club is an exclusive Lang-Worth feature, with a repertoire of over 200 well-known songs, performed with warmth and friendliness.

Heretofore, THE EMILE COTÉ GLEE CLUB was restricted to local advertisers. Today it is released for sponsorship to national and regional advertisers as well, in Network Calibre program form by 600 Lang-Worth Stations—15 minutes, 5 times weekly.

For complete listing of the 600 Lang-Worth Affiliates, call your favorite station representative, or contact Lang-Worth Feature Programs, Inc.

Network Calibre Programs at Local Station Cost

LANG-WORTH FEATURE PROGRAMS, INC.
113 WEST 57TH STREET, NEW YORK 19, NEW YORK
AUDIENCE PROMOTION

A THREE-PART JOB

A Brief and Timely Discussion of an Important Activity—Written Specially for Mutual’s 500-Plus Affiliates. Interested Advertisers and Agency Executives Are Invited to Read It, Too, Because It Tells About a Plus-Value on Mutual.

by Edgar Kobak
President, Mutual Broadcasting System

NOW that our Fall and Winter schedule is fast assuming shape, with the spotlights trained not only on those shows which have stayed on our air throughout the summer but also on
a. such new programs as Great Scenes From Great Plays, Bill Henry, The Better Half, John B. Kennedy...
b. such returning Mutual bell-ringers as The World Series, The Shadow, Juvenile Jury, Quick As A Flash, Sherlock Holmes and many others...
...it seems to us that now is a good time to review one of the most important activities of our network—our Audience Promotion localized in over 500 markets. And to say a word about a new Promotion aid we are working out for you.

A THREE-PART JOB
I don’t think we need to detail all the reasons which make Audience Promotion so important. All our stations, even those which have come to the network in recent months, realize fully that successful Audience Promotion not only builds listening and rating for network sponsored shows (and in so doing delivers to our advertisers that “more for their money” for which Mutual is known)—but that Audience Promotion also builds round-the-clock listening to the station and helps increase its stature in the community.
(Note to Advertisers: In over 500 markets, the Mutual affiliate is the only station, or only network station. The resulting local influence, combined with Audience Promotion, can and does add important local impact to your national advertising.)
Audience Promotion, as carried out by Mutual and its 500-plus stations, is a three-part job which calls for close coordination and cooperation:
1. Planning the individual campaigns and providing the basic material. This is the job of the network.
2. Making full use of the material in successful local promotions. This is where you, our stations, come in.
3. Reporting back to our sponsors. This takes the combined efforts of both stations and network.

THE NETWORK’S RESPONSIBILITY
Planning the individual campaigns and providing the basic material.
Each time a new advertiser comes on Mutual, or an old advertiser returns from summer hiatus or renew his contract, Mutual Audience Promotion headquarters sits down with sponsor and agency and plans the promotion campaign. Each campaign is different. We have no such thing as a “canned job” made to fit all cases. This basic plan is then translated into practical material—air announcements, ad mats, suggested copy, photographs, publicity stories—everything necessary to help the station build larger audiences for the particular program. This material goes to you, our stations, all wrapped up in a “kit.”

In addition to the kits, network headquarters provides current promotion material in several ways—through weekly mailings of additional announcements and special mats; through exchanges of ideas carried out on our weekly “Promotion Closed Circuit”; through letters, telegrams and, sometimes, long distance discussions.
Now, for that new Promotion aid: our Audience Promotion department has been working on an overall audience promotion portfolio “Going Places With Mutual.”
To list but a few: there is, of course, air promotion involving not only announcements but specially written “behind the scenes” program previews; there is generous use of tune-in advertisements, publicity stories, pictorial features; there is direct mail material such as house-organs, program folios, letter and post-card campaigns; there is display and outdoor; there are movie trailers and exploitations such as parties, parades, open-house sessions, local contests of every conceivable kind.
Yes, many advertisers who have seen the reports of these local activities have said that Mutual stations are undoubtedly among the most active and successful of all stations in Audience Promotion. And we have seen enough reports to know that they are right.

REPORTING BACK TO SPONSORS
A Station-and-Network Job.
We have never believed in hiding our light under the proverbial bushel; nor, it appears, have our stations. And that means comprehensive reports of promotion jobs well done.
These reports perform two important functions: first, they prove to our sponsors, what they already know, but would like evidence on, i.e. that Mutual stations are active in promotion; and second, they show the extent and infinite variety of the promotion which Mutual stations provide.

And so, as we move into a new broadcasting season—with as strong a lineup of programs as Mutual has offered—I commend to you (as though it were necessary) the successful continuation of a job you have always done well—top-flight Audience Promotion.