WOR TOPS ALL OTHER STATIONS IN NEWS LISTENING

Independent New York survey gives advertisers positive proof;
WOR has the listeners to buy their products

To advertisers contemplating a news program to sell their wares — a fistful of facts is worth a ton of fancy claims. The facts that prove WOR the undisputed favorite for news-listening. In an independent survey, WOR placed first (with a tidy 27.2% of the total); piled up a preference with listeners almost equal to that of the next two major station news audiences combined. Another morsel for advertisers to munch on, that came out of the survey, was this: women listen to newscasts as avidly as men!

WHO WAS ASKED?
2,000 people. 1,000 men and 1,000 women in the 10-county metropolitan New York area.

QUESTION #1:
“What radio station do you prefer for news broadcasts?”

ANSWERS:

<table>
<thead>
<tr>
<th>Station</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOR</td>
<td>27.2</td>
</tr>
<tr>
<td>X</td>
<td>15.7</td>
</tr>
<tr>
<td>Y</td>
<td>12.4</td>
</tr>
<tr>
<td>Z</td>
<td>10.3</td>
</tr>
<tr>
<td>A</td>
<td>8.8</td>
</tr>
</tbody>
</table>

The rest filtered down from 3.9 and 11.1% had no preference.

MORAL: The advertiser who pins down one of WOR's famous news programs for his product reaches a vast audience. For now it has been proved that more people listen to WOR for news than to any other station. Add to this the fact that WOR has the largest single-station audience in America; 36,000,000 people in 18 states. Gentlemen, why let the other fellow get all that business? Phone L0ngacre 4-8000 and ask for Sales today.

See Further Details On Page 41
THE Vissering Mercantile Company in Minonk, Illinois, 39 miles northeast of Peoria, is the largest retail establishment in Woodford County. Three floors of electrical appliances, home furnishings, textiles, meats and food products attract customers from El Paso, Eureka, Roanoke and all the prosperous little towns surrounding Minonk.

Herman Vissering, who with his brother, John, and sister, Mrs. Viola Beckman, operates Vissering Mercantile Company, says, "WLS is especially popular among farm people, and over 60 per cent of our business comes from farm families. I guess WLS is the most popular station in Woodford County."

The Visserings know the radio tastes of their customers for they were all born and raised in Minonk. Their father founded the store in 1890, turned it over to them 14 years ago. John Jr. now heads the meat and grocery section; Herman has charge of the dry goods, appliances and furnishings; Viola is the chief bookkeeper and runs the office.

Minonk, population 1,897, like many another small Midwest town, knows WLS well; has played host to WLS Barn Dance talent, depends largely on WLS for its news, markets, weather reports, and entertainment fare. WLS has the highest BMB in Woodford County: 87 per cent day, 90 per cent night. The county population of 19,124 is entirely rural. Retail sales in 1946 totaled over 12 million dollars... effective buying income almost 20½ million dollars!

This important market is just one of many in the WLS area where merchants and their customers listen to and are influenced by the advertising messages heard on WLS. Intensive coverage of a prosperous market... loyal listeners... programming that serves the community—that's why WLS gets results!
COVERAGE

As of today Intermountain Network delivers 406,200 radio homes — twice as many as in the old days of BMB Study No. 1, 1946. Here's why —

I. In March 1946 IMN had 12 affiliates. Today IMN has 19 strategically located stations — a 98% increase in stations in two short years!

- KMON Great Falls — Montana's most powerful station — 5000 W 560 KC.
- KBMY Billings, Montana — located in state's second most populous county.

New Stations
- KEYY Pocatello, Idaho — second largest city in state.
- KVMV Twin Falls, Idaho — fourth county in state.
- KRAM Las Vegas, Nevada — second county in state — 1000 W 920 KC.
- KSVC Richfield, Utah — Heart of Utah farm — 1000 W 690 KC.
- KOWB Laramie, Wyoming — railroad center.

II. Of the 12 IMN stations March 1, 1946—six or 50% have increased in power and improved their frequencies.

Greater Power
- KOVO from 250W 1240 KC to 1000W 960 KC
- KVNU from 250W 1230 KC to 1000W 610 KC
- KFXD from 250W 1230 KC to 1000W 580 KC
- KVMR from 250W 1400 KC to 1000W 1360 KC
- KWYO from 250W 1400 KC to 1000W 1410 KC
- KPOW from 250W 1230 KC to 1000W 1260 KC

Today 85% or 1,633,400 of the total population of Utah, Idaho, Wyoming, Montana and Eastern Nevada receives primary merchandiseable coverage from IMN.

LISTENING

In 1946 advertisers had no data on audience size for the Intermountain West.

Today the Intermountain Network offers you the complete 58,163 call Hooper coincidental survey giving station ratings for every quarter hour day and night.

Here are the over-all indexes for affiliates of all four national networks in the Intermountain area:

HOOPER STATION LISTENING INDEX
14 Intermountain Network Cities Winter, 1947

<table>
<thead>
<tr>
<th>Time and Day</th>
<th>Sets in Use</th>
<th>Inter-</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>mountain*</td>
<td>A†</td>
</tr>
<tr>
<td>8 a.m. to</td>
<td></td>
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<tr>
<td>12 noon</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>12 Noon</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 p.m. to</td>
<td>37.0</td>
<td>24.5</td>
<td>10.8</td>
</tr>
<tr>
<td>10 p.m.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sun. thru Sat.</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>


Have a "new look" in your advertising. Bring your figures up-to-date.

THE INTERMOUNTAIN NETWORK Inc.
Business Briefly

CBS RENEWALS — Chesebrough Mfg. Co. (vaseline hair tonic, petroleum jelly), N.Y. renews Dr. Christian, Wed., 8:30-9 p.m. on Whitshall Pharmaceutical Co. (Kolynos tooth paste and powder, Anacin), Mr. Keen, Tracer or Lost Persons, Thurs., 8:30-9 p.m., both on CBS. Latter renewal effective Oct. 21. Agencie are McCann-Erickson, and Dancer-Fitzgerald Sample, N. Y., respectively.

ABC CO-OP SALES UP — ABC co-op sale up 18% over a year ago, with 184 new co-op sponsors signed since Aug. 1. Networl now has 725 advertisers for co-op program in all parts of nation.

TV CAN CARRY SERIES, FM NON-AFFILIATE CAN’T — MBS

MBS answered “No” to FCC inquiry whether network would permit World Series broadcast over non-affiliated Rocky Mount, N. C., FM station [CLOSED CIRCUIT, Sept. 29]. Inquir; was sparked by FM Assn. Robert D. Sweeney Mutual vice president and general manager said MBS AM and FM affiliates in Wilson N. C., adequately serve Rocky Mount. Whitehill and Shultz, Safety Razor Co., owners of series rights, announced all TV stations that can arrange facilities will be given chance to carry games. Robert F. Jamieson WABD New York manager of operations, is coordinator of TV pool organized to handle series. Participating networks will be DuMont ABC, CBS and NBC.

WHAS Sale to Avco Near Completion

Final price will depend on legal negotiations based on advance of funds by WHAS to newspaper for new building, slated for occupancy by both radio and newspaper operations late this year.

Crosley Broadcasting, subsidiary of Avco, operates WLWT (TV) Cincinnati and has TV grants for Columbus and Dayton, in addition to 840-kw WLWT and WLWA, and WLWA (FM) Cincinnati.

There is some overlap of primary coverage areas of WHAS and WLWT, but on previous occasions FCC has approved common ownership with even greater duplication of service. WHAS is CBS affiliate on 840 kc, WLWT is NBC affiliate on 700 kc-1-A channel and is only U. S. station ever to operate with 500 kw.

WHAS began operations July 18, 1922, with 500-w power. Subsequent increases boosted it to 50 kw in December 1933. Accenting rural service, station has established “listening centers” in remote areas, starting in 1937 in cooperation with the University of Louisville. WHAS was one of initiators of long-pending clear-channel hearing through its application for 750 kc. Negotiations for WHAS were reported to be Avco executive conference still in session Friday at French Lick, Ind.

WHAS Sale to Avco Near Completion

NEGOTIATIONS for purchase of 50-kw WHAS Louisville, pioneer station, by Avco’s Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) are underway and will resume this week, it was revealed Friday. Tentative sales price understood to be in neighborhood of $2,000,000 stripped.

Sale would include FM, TV and facsimile interests as well as Class I-A clear-channel WHAS, all owned by Bingham family, which also owns Courier Journal and Louisville Times. Transfer subject to approval of FCC and to FCC’s Avco Rule—open bidding procedure developed by Commission when Crosley interests were acquired by Aviation Corp. in 1946.

Negotiation conducted by Crosley President James D. Shouse; Mark Ethridge, publisher and general manager of Journal and Times and vice president and general manager of WHAS Inc., licensee firm; and Lisle Baker Jr., vice president and treasurer of both radio and newspaper operations. Barry Bingham is president of both WHAS Inc. and publishing company, and Victor A. Sholl is director of WHAS.

Mr. Ethridge told Broadcasting, “We often get offers. Mr. Shouse made us one and we decided to look into it.”
OUTSTANDING
in producing results

Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.

Represented by ROBERT MEEKER ASSOCIATES
CHICAGO  SAN FRANCISCO  NEW YORK  LOS ANGELES
"TOAST OF THE TOWN," only three months old, has the largest audience in all television today, with an average quarter-hour rating of 35 and a high of 37.

CBS-TV NEWS has the largest audience for any regular news program in television, and the largest audience in its time-period, with a rating of 12.4.

"TO THE QUEEN'S TASTE" has the largest audience of any cooking show in television, and the largest audience in its time-period, with a rating of 15.5.

"PLACES, PLEASE!" has the largest audience for any "strip" variety show in television, and the largest audience in its time-period, with a rating of 14.6.

"FACE THE MUSIC" now has the second largest audience in its time-period, with a rating of 11.0 (a 25% gain over its July rating).
One fact emerges as Television continues to gain momentum:

**CBS-TV is pulling ahead of the entire field in audience preference.**

This leadership is evidenced not only by the biggest-audience show in all Television today (it's on CBS-TV)...not only by the biggest News show in Television (it's on CBS-TV)...not only by the best "cooking" show in Television (it's also on CBS-TV)...but by programs of many other types as well, as you can see from the audience figures* on the opposite page.

The consistent audience-winning power of the CBS-TV schedule is measured by the fact that:

WCBS-TV leads all other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8 and 11 p.m.—27% ahead of the second station!

CBS' skill and zest in programming...long-acknowledged "tops" in Radio...is now setting the pace in Television too, to the satisfaction of audience and advertisers and critics alike.

*Latest Pulse rating report (Augur, 1948)
DON'T BE MISLED!

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

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

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

<table>
<thead>
<tr>
<th>7 AM-7 PM</th>
<th>WROL Station</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri.</td>
<td>37.5</td>
<td>30.7</td>
<td>17.9</td>
<td>7.3</td>
<td>6.3</td>
</tr>
</tbody>
</table>

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

WROL invites any FACTS Contrary to the Above Statements

Harry Cummings, Jacksonville, Fla.
Southeastern Rep.

ROGER PRYOR, head of television production for Foote, Cone & Belding, New York, has been appointed television director of New York office of agency.

JOHN K. MORTLAND, former vice president of Campbell-Mithun, Inc., Minneapolis, joined Olmsted & Foley, Minneapolis, as associate partner.

WILLIAM SLOAN, former KNX Hollywood staff producer, joined Roy S. Durstine, Los Angeles as head of radio and television. Coincident with this development, Mr. Sloan became the father of a boy, David, September 11.

GLENN WIGGINS, account executive with Kenyon & Eckhardt, New York, appointed a vice president of K & E.

ERWIN THEOBALD, former advertising manager of AMORC (The Rosicrucian Order), joined Benet Hanau & Assoc., San Jose, Calif.

RALPH B. AUSTRIAN resigned as vice president in charge of television for Foote, Cone & Belding, New York.

Mr. Austrian

J. J. HARTIGAN and J. H. NEEBE elected directors of Campbell-Ewald, Chicago, with L. R. NELSON, R F. FIELD and W. H. CASE promoted to senior vice presidents. COLIN CAMPBELL now vice president.

JAMES E. DUNCAN, former member of Cooperative Advertising Department of Packard Motor Car Co., Detroit, joins media department of Young and Rubicam, Chicago.

HARRY SEGAL, former sales manager of Advertising Corp. of America, New York, elected executive vice president of corporation.


S. A. RUTLAND, operating an advertising agency under his own name for the past few years at Toronto, has formed Rutland, Gilchrist and Clem Ltd., Toronto, with offices at 26 Queen St. East.

DON BELDING, chairman of board of Foote, Cone & Belding, with headquarters in Los Angeles, and Mrs. Belding leave October 6 for month's visit to Europe.

ROBERT WHEELER, art director for Young & Rubicam Inc., Hollywood, was one of three winners of UN Poster contest given by American Aaan, for United Nations. Poster has been entered in International UN poster contest being held in Paris October 15.

PHILLIP R. WARNER, associated with Birmingham, Castleman & Pierce Inc., since 1938, has joined Needham & Grohmann Inc., New York, as vice president and account executive.

BOB McANDREWS, Young & Rubicam, Inc., Hollywood promotion director, has been named publicity chairman for Advertising Assn. of the West.


PETER LANGHOF, research director for Young & Rubicam Inc., New York, will address Pacific Council convention of AAAA at Lake Arrowhead, Calif., October 12.

ATHERTON & Co., Los Angeles, moved to new offices at 8455 Melrose Place.

T. C. MAGUIRE, formerly with All-Canada Radio Facilities, Montreal, appointed radio director of Erwin Wasey of Canada Ltd., Montreal.

Page 8 • September 27, 1948
The Smith A Mighty Man Is He—
and he's heard on WMT

Unlike the crooners who moo indigo, six-footer Jack Smith bounces along his happy, rhythmic way. He adds "that Oxydol sparkle" to WMT's nightly programming—and thereby gives listeners another good reason for tuning in Eastern Iowa's exclusive CBS outlet.

When you've something to say—and something to sell—in Iowa, tell WMT's audience and watch results! The combination is unbeatable: prosperous farm and industrial market, solid coverage, and loyal listeners.

Ask the Katz man for full details.
do as 600 Local Advertisers

do to get their share of

200,000,000 Retail Dollars

- The acid test of any medium's potency is local-advertiser opinion... and Flint's radio time buyers are WFDF's head cheer leaders!

More than 600 of them—anxious as you are to get their share of the $200,000,000 spent annually in Flint for retailed products—are keeping their prospects alive via Flint's favorite station.

Get the facts—get in Flint's profit picture, and get in right through WFDF. Approximately a quarter of a million customers are buying comforts, conveniences, necessities and entertainment in Flint—two hundred million dollars' worth a year.
C. E. Hooper, Inc. has just released a new Winter, 1948 Listening Area Coverage Index giving station-preferences in the 116-county area shown at the left.

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

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

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

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

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

WHO
+ for Iowa PLUS +

DESMOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Troubles, Mister?

With sales problems, you don't need a sympathy chit— you need WHB!

Reach and tell the golden Kansas City Marketland at rock-bottom rates which include expert assistance in merchandising and promotion.

Powerful WHB dominates the incredibly wealthy Midwest, puts an end to advertising worries.

Send for complete coverage data and join other smart media men in the Swing to WHB!

LONGINES-WITTNAUR WATCH Co., Inc., next month begins sponsorship for sixth year of Symphonette program on KYW Philadelphia. Program is heard Sundays at 1:30 p.m. Agency: Victor A. Bennett, New York.

SALAD PRODUCTS Corp., Clinton, Iowa, Manufacturers of Lettuce Leaf, and Olive-Infused Salad and Cooking Oil, appointed Maxon Inc., New York, to handle its advertising. Maxon also handles advertising for parent company, Clinton Industries Inc., manufacturer of products for home and industry, Snow Crop Marketers, and are producers and distributors of frozen foods and orange juice concentrate. Tyler Davis is account executive. Salad Products will use spot announcements in radio.

TRANSIMIRA PRODUCTS Corp., New York (television filters), has bought participations on Stan Shaw's Record Rendezvous, WPIX New York, 7:05-7:30 p.m., Thursdays. Firm plans to expand its video advertising in other cities in three or four weeks. Conti Adv., New York, is agency.

HOUSE OF OLD MOLINEAUX Inc., Boston (wines), starting radio campaign to promote Three Monks wines, using one minute spot radio commercials daily, and concentrated primarily in New England. Stations currently participating include: WBZ, WNAC and WHDH Boston; WBZA and WMAS Springfield; WHAI Greenfield; WORC Worcester; WBEC Pittsfield; WHAV Haverhill; WLLH Lowell; and Lawrence all in Massachusetts; WEAN Providence, R. I.; WSKI Barre and Montpelier; and WSYB Rutland all in Vermont. Hirshon Garfield Inc., Boston, is agency.

AMERICAN HOME PRODUCTS, Jersey City (Kolynos Toothpaste), has bought quarter-hour of Monday, Wednesday and Friday Small Fry telecasts on WABD New York, starting (today) Sept. 27. Dancer-Fitzgerald-Sample, New York, is agency.

LINCO PRODUCTS DISTRIBUTING Co., Chicago, began Linco Luncheon Party (12:45 to 1 p.m. CST) on five-a-week schedule over WMAQ Chicago today for 52 weeks. Agency: Schmimmer and Scott, same city.

NORTHEAST LINCOLN-MERCURY, Inc., automobile dealers in Philadelphia, have purchased series of previews with football notables to be held prior to telecasts of pro Philadelphia Eagles football games over WFIL-TV Philadelphia. Philip Klein agency handled contract.

ALBERS MILLING Co., Los Angeles (cereals), Sept. 18 started test of half-hour audience-participation show Fun To Be Young on KNX Hollywood. Later program may be extended to other CBS western stations. Present contract for 52 weeks. Agency: Erwin-Wasney & Co., Ltd., Los Angeles.


ARTHUR MURRAY Pacific Coast studios, Los Angeles, through Hunter Adv. (same city) running one weekly five minute sports roundup on ten basic Columbia Pacific Network stations, started September 18, contract is for 18 weeks.

HOFFRITZ FOR CUTLERY, New York firm operating five local retail gift and cutlery stores, names Morris F. Swaney agency, also New York, to handle its advertising. Company, which will use radio, plans modernization of all stores and expansion of outlets beyond metropolitan New York, Chicago office reported last week. W. Clemens Bentley, Swaney vice president, is account executive.

UTAH POWER AND LIGHT Co. starts 26-week half-hour musical program on KDYL Salt Lake City. Program, Songs for Everyone, aired Thursdays 7:30 p.m., marks return to musical program field for Power Co. for institutional advertising. Agency: Gillham Adv., same city.

PURE OIL Co., Chicago, sponsoring two-a-week schedule of chalk-talk

(Continued on page 78)
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.
By ROBERT H. SALK
President, Audience Surveys

LET'S AGREE that the TV station operator of today (or tomorrow) has many problems — construction, equipment, personnel, programming, unions, selling policies, etc. They all add up to a lot of money and effort. Most of the station men I have talked with expect it to cost them about $300,000 to get on the air and somewhere around $200,000 a year to operate, subject to how much billing they get.

Maybe planning audience research now seems premature and adding unnecessarily to that big dollar investment. But it's going to take a lot of time selling, at prices much higher than AM; a lot of new programming work; and a lot of audience building to begin to make that investment pay off. On each count, researching the audience from the very outset will facilitate that final objective.

As most of you don't have to be reminded, starting a TV station presents the same kind of picture than faced the broadcasters who 15 years or more ago began what today are some of our most profitable AM operations. Investment and operating cost are only two of the differences. Selling practices have changed since then, too.

Not so long ago the AM station had only to go on the air, get a few success stories and then punch until the business was written. No Hoopers, Conlans, Diaries, Nielsens and BMB to worry about. Today the AM station has to sell with all the good facts it can marshall. Timebuyers want and get them.

Television isn't going to have that first easy selling period once competition gets underway. The habit is formed and facts and figures will be demanded. Market and audience data will be at least as important as how many studios you have or how many engineers you employ.

Further, coverage differences will be relatively unimportant as a competitive factor in TV selling. With virtually equal coverage claims in the market, competitive TV stations will have to sell programming and audience far more than in AM.

It seems an inescapable conclusion that it's not too early to lay down your audience research plans, to recognize that to your expenditure of $500,000 (or whatever it will be) your research budget should be added. Both in actual dollars and percentage-wise it will be a mere drop in the bucket. But it's a drop that will make a big splash in revenue. It will help you build the audience loyalty that is the only sure way to station success. It will provide you with the facts you need when you lay your availables in front of the timebuyer.

I don't think TV audience research has to be gilded and expensive. I believe that the TV operator who sets up now to sell a product of the facts in his market will find he can do it easily and with a minimum investment. I believe that by keeping abreast of viewer's habits and reactions he will save the kind of money that goes fast when a big study has to begin from scratch and be done overnight.

Many competent researchers are available with facilities and counsel. Perhaps there is a researcher or some research-minded man on the payroll. Turn them loose on the problem.

It is with this thinking in mind that the following outline of some of the areas in TV audience research, together with available information on what has been done and how it can be done, is offered.

This outline in no way presupposes to be complete. No one today can state definitely what areas of TV research will have to be investigated. The topics covered are those which today seem worth considering.

With the scattered research being done, references to available studies cannot be complete. Many worthwhile but unpublished studies may not be mentioned.

It is impossible to do more than suggest general methods for doing the indicated research. In most cases, the answers will have to be obtained by direct questioning of TV set owners. Some form of sampling will be necessary. Get hold of competent research counsel in laying out your sample and supervising the conduct of the study. Don't expose your studies to criticism on this score—it will undermine their value and hurt anything more you do.
Four months ago we set this date for the opening of the first television operation in the deep south, and it was publicly announced to the trade. That promise is being kept, despite "H & HW". Set sales have exceeded all expectations—audience interest is at fever pitch—program and equipment test have been most gratifying—the market is right for the television advertiser. Bargain rates won't last much longer.
Market Facts Helpful
EDITOR, BROADCASTING:
For some time now I have been watching with interest your various coverings of the different markets and I feel that you are doing a fine job. It is of particular help to an outfit of this kind to know what the possibilities are in each market.

Ronald Dawson
Ronald Dawson Assn.
New York

* * *

'No Time Chiseling'
EDITOR, BROADCASTING:
Your mention of the National Board of Fire Underwriters in your story, "Per Inquiries—NAB Reports Times Chisels at All-Time High," in the Sept. 13 issue of BROADCASTING unfortunately can do a great deal of harm to our continuing efforts to promote greater safety from fire among U. S. citizens.

We're Barking Up The Right Tree!
Peachtree, that is—the famous street that cuts right through the heart of Atlanta.

We're barking loud, too—telling all the people that WGST has switched to MUTUAL. We’re telling them via newspapers, billboards, car cards and direct mail. It’s the greatest job of promoting a radio station in Atlanta’s history. And it’s getting us a crop of listeners.

Why don’t you cash in on this Peachtree harvest?

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

You state that stations have complained that we have solicited free radio time for our "Fire Insurance Facts and Trends." The copy describes services of the fire insurance business. No station has ever complained to us. "Fire Insurance Facts and Trends" is a bi-monthly news letter (copy enclosed) which we send to thousands of leading citizens throughout the nation because we feel it is our obligation to keep the public informed about a business which plays such a vital part in the economic and social life of the nation. Radio station managers obviously are leading citizens, and the news letter is therefore sent to them. There's no solicitation, no script.

Your story puts our relations with stations in a very bad light. There is no time chiseling. Stations everywhere have given generously of their time and talent in public service campaigns in support of local fire departments, safety councils, Chambers of Commerce, and other groups sponsoring Fire Prevention Week and Spring Clean-up Week. Radio stations, fire departments and many other organizations look to the National Board of Fire Underwriters as the nation’s leading authority and source of information on fire problems, and we have to supply them with material for broadcast. We answer such requests from hundreds of radio stations everywhere.

When we help a local fire chief and program manager work out a program intended to save lives and property in their own community, we are only extending the long record of public service for which the National Board of Fire Underwriters were organized.

J. Wendell Sether
Director of Public Information
National Board of Fire Underwriters
New York, N. Y.

* * *

Jett Views on TV
EDITOR, BROADCASTING:
I read your editorial "Steady As We Go." Few people will have more than one TV receiver, but tens of millions buy extra sets for their bedrooms, kitchens, libraries, etc., hence your 66,000-000 figure.

If TV can claim 17 million sets in 1965, there will then be one set for every two families in the U. S. But don't overlook the fact that millions of remote AM rural families will be out of range of TV, and that most people will interpret your "guestimate" as indicating that two out of three families in TV reception areas will have TV sets by 1965.

I feel very encouraged after reading your editorial.

R. K. Jett
Vice President
WMAR Baltimore.

* * *

Liked Research Story
EDITOR, BROADCASTING:
I want to thank you for the article on our PGR research which appears in your August 30 issue ... my real pleasure comes from the fact that the attention of the industry is called to a research method which can, I believe, be of real value to them ...

Sherman P. Lawton
Coordinator of Radio
U. of Oklahoma
Norman, Okla.

* * *

Boon to Industry
EDITOR, BROADCASTING:
... your magazine has done a splendid job in getting behind projects which help the industry and you're to be praised and complimented for your excellent work. It's little wonder that BROADCASTING has become "the broadcaster's bible."

Simon Goldman
Manager
WTIN Jamestown, N. Y.

* * *

KBNH (TV) Tests
EQUIPMENT test operations have been started on NBC's Hollywood television station KBNH to continue periodically for several weeks. Station plans commercial operation by first of next year on Channel 4.

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

You state that stations have complained that we have solicited free radio time for our "Fire Insurance Facts and Trends." The copy describes services of the fire insurance business. No station has ever complained to us. "Fire Insurance Facts and Trends" is a bi-monthly news letter (copy enclosed) which we send to thousands of leading citizens throughout the nation because we feel it is our obligation to keep the public informed about a business which plays such a vital part in the economic and social life of the nation. Radio station managers obviously are leading citizens, and the news letter is therefore sent to them. There's no solicitation, no script.

Your story puts our relations with stations in a very bad light. There is no time chiseling. Stations everywhere have given generously of their time and talent in public service campaigns in support of local fire departments, safety councils, Chambers of Commerce, and other groups sponsoring Fire Prevention Week and Spring Clean-up Week. Radio stations, fire departments and many other organizations look to the National Board of Fire Underwriters as the nation's leading authority and source of information on fire problems, and we have to supply them with material for broadcast. We answer such requests from hundreds of radio stations every year.

When we help a local fire chief and program manager work out a program intended to save lives and property in their own community, we are only extending the long record of public service for which the National Board of Fire Underwriters were organized.

J. Wendell Sether
Director of Public Information
National Board of Fire Underwriters
New York, N. Y.

* * *

Jett Views on TV
EDITOR, BROADCASTING:
I read your editorial "Steady As We Go." Few people will have more than one TV receiver, but tens of millions buy extra sets for their bedrooms, kitchens, libraries, etc., hence your 66,000-000 figure.

If TV can claim 17 million sets in 1965, there will then be one set for every two families in the U. S. But don't overlook the fact that millions of remote AM rural families will be out of range of TV, and that most people will interpret your "guestimate" as indicating that two out of three families in TV reception areas will have TV sets by 1965.

I feel very encouraged after reading your editorial.

R. K. Jett
Vice President
WMAR Baltimore.

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KBNH (TV) Tests
EQUIPMENT test operations have been started on NBC's Hollywood television station KBNH to continue periodically for several weeks. Station plans commercial operation by first of next year on Channel 4.
WTAD AREA STUDY —

To determine the depth of listening in the heart of its 34 county BMB area, WTAD commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market. Adequate sampling gives an accurate picture of WTAD dominance in the important rural market in the three states around Quincy . . . and the diversified business and industrial markets in the area.

Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important midwest market. Contact Walter J. Rothschild, Nat'l. Sales Mgr., Lee Stations, Quincy, Illinois or call your WEED & Co. representative.

EDW. G. DOODY CO.

WTAD QUINCY, ILLINOIS
930 K.C., 1,000 Watts • CBS Affiliate
COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region.

WTAD - FM
99.5 MC ERP 53,000 Watts

WTAD MASON CITY, IOWA
1300 K.C., 5,000 Watts • CBS Affiliate
COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLD - FM
101.1 MC ERP 16,000 Watts

Here are some quick facts!
Feature of the Week

SPANIARDS, notoriously avid for all kinds of entertainment, were especially enthusiastic about television and indicated a general interest in Boston to purchase video receivers as soon as a TV program service is available, William J. Reilly, advertising manager of RCA International Div., stated on his return from Madrid where RCA staged a two-month demonstration of television for Spanish officialdom and public.

The governmental chiefs of Spain, beginning with Generalsimio Franco, who received a private demonstration in his palace, became television fans almost at once, Mr. Reilly said, and offered RCA the utmost cooperation in its demonstration telecasts. These were staged twice each evening, plus some daytime programs, in a mid-Madrid auditorium where a thousand or more Spaniards at a time saw bullfights, boxing and wrestling matches and other athletic events, as well as variety entertainment, on 17 RCA receivers. The bullfights and other remote pick-ups were made by an RCA video mobile unit, which relayed these programs by radio beam from the scene to the auditorium.

William R. Glossford, RCA European manager (l), and Gen. Alfredo Guisarro, director of broadcasting for the Spanish Government.

Tower for feeding to the receivers.

The first program of bullfights proved an expensive one for RCA’s Madrid distributors. Mr. Reilly reported. To limit the attendance at this premiere public telecast, (Continued on page 50)

On All Accounts

WITH a background comprising 12 years of experience in four of the most important phases of radio broadcasting — showmanship, selling, publicity and production — Nona Kirby directs the metropolitan Boston business of WLAW Law-rence, Mass., the 60-kw ABC basic affiliate as regional sales manager.

She has been an active and talented figure in radio circles since 1925, joining the industry after a successful career in show business in association with the Shuberts. She appeared in several of their outstanding productions and filled stage roles over a period of seven years.

Forsaking the footlights she became New England representative for C. A. Coulter, a theatrical premium house, and Popular Music Inc. Ex-FIT girl she had decided that radio, the newcomer to the advertising field, offered her the best opportunity for her particular abilities and, as the first step in that direction toward a new career, she accepted a position in the sales department of WCOP Boston. In addition to selling time, she assumed duties as manager of the artists’ bureau of that station.

Using, to a great extent, the experience gained in the production of stage shows, she wrote and produced professional radio programs which originated in New England theaters. These shows brought attention to many personalities who have since reached the top in the world of entertainment.

Joining the sales staff of WHDH Boston, in 1943, she remained with that organization until she assumed her present association with WLAW, which has since added FM to its facilities.

Since her entrance into radio she has been generous with her hours and talents in the origination and promotion of ideas for the general good of radio in its Boston. Her latest contribution to the advance of the industry is the “Radio Executives Club of Boston,” which she organized. Patterned after the New York Club in objectives, its formation was warmly welcomed by Hub executives.

A member of the Boston Chamber of Commerce, she is the wife of a Boston Advertising man, and resides with him and their two children in a nearby suburb.
Back in 1946, when BMB’s “radio-family” figures were first announced, they showed that in six great market areas Westinghouse stations were leaders in listenership.

And now, BMB's 1948 “radio-family” figures look even better! In each station-area there are more listeners...a bigger target for advertisers to shoot at! The chart shows the listener-increase by stations.

<table>
<thead>
<tr>
<th>Station</th>
<th>1946-48 Increase in Radio Families (BMB Daytime Areas)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDKA</td>
<td>16.9%</td>
</tr>
<tr>
<td>WBZ-WBZA</td>
<td>14.4%</td>
</tr>
<tr>
<td>WOWO</td>
<td>16.8%</td>
</tr>
<tr>
<td>KYW</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

The percentage for KEX would be even higher, since this station serves one of the nation’s two fastest-growing areas. KEX is excluded from the chart, however, because its power increase—5,000 to 50,000 watts—does not conform to the standard of comparison.

It's easy to see that advertisers on Westinghouse stations are getting even more for their money now than they did in 1946. Are you one of them? Our national representatives have further details.
IT'S EASY, IF YOU KNOW HOW!

IT'S easy to build a top-quality live-talent radio show, if you know how!

KWKH's new "Louisiana Hayride" (inaugurated last April) is one of the Nation's best "Saturday night barn-dance" attractions. It has a cast of fifty proven characters (35 of whom are recording artists). All this hot summer, it pulled an average of nearly 2,000 paid admissions each Saturday night, and will undoubtedly double that figure this Fall. More important still, Louisiana Hayride pulls mail from enthusiastic listeners in 45 States!

Several segments of this spectacular new three-hour show are now available for sponsorship. Write for all the facts, or ask The Branham Company.

KWKH

50,000 Watts  •  CBS  •

The Branham Company Representatives

Henry Clay, General Manager
TV EXPANSION

By RUFUS CRATER
AND LARRY CHRISTOPHER

EXPANSION of television into the 475-890 mc band appeared more imminent last week after a four-day hearing which produced broad agreement on that point but left FCC to face a maze of divergent proposals, views and data on the methods of its accomplishment.

Proposals ranged from appeals for a "cautious approach," with protection against the exclusion of color, to recommendations that the entire band be allocated for black-and-white according to present standards and that, when it comes, be given microwave frequencies.

The hearing also produced testimony, obviously impressive to the Commission, that color television may not need the 18- mc channels it had been expected to require but might, instead, need no more than 10, 12 or 14 mc (RCA-NBC testimony) or even as little as the 6 mc which present black-and-white requires (CBS and Zenith Radio Corp.).

In the course of cross-examination, FCC Chairman Wayne Coy suggested two possibilities which observers felt might prove to be more than mere hypotheses: (1) That an attempt be made to determine the ultimate color band width and that then, on that basis, the UHF be allocated for either black-and-white or color, at the individual broadcaster's discretion; or (2) that this procedure be followed, but expanded to include a cut-off date when UHF black-and-white operations must cease and color take over. A comparable proposal was offered by Zenith.

These possibilities got no encouragement, however, from RCA Labs' Elmer W. Engstrom, who was on the stand when Chairman Coy first posed them. Dr. Engstrom felt that the ultimate color bandwidth cannot be fixed on the basis of current information; he also doubted that broadcasters would care to use the UHF band for monochrome if they knew they would have to switch to color later.

Chairman Coy, though he agreed it would be hard to fix the ultimate color bandwidth now, felt that under his hypothesis broadcasters would have an incentive to get into UHF black-and-white "so as to be assured a position for color television in the future."

"Can the spectrum afford two or three systems of television, or must we at some time make a choice as to the system of television we are going to have?" Mr. Coy asked. "I might say the same thing about aural broadcasting," he added. "I think it stands perhaps in the same position at some date."

Among the more conservative proposals were those advanced by the Joint Technical Advisory Committee, RCA-NBC, and Television (Continued on page 70)

D-F-S PLANS

By BILL THOMPSON

DANCER-Fitzgerald- Sample, is thinking about operations expansion. "We haven't said this for a long time, but we're looking for new business," H. M. Dancer, president of the agency, declared as he confirmed Thursday in Chicago a report that the company will consolidate the handling of its present large accounts in New York.

Mr. Dancer verified officially that he and Vice President C. L. Fitzgerald had bought the one-third interest of J. G. Sample at the end of the company's fiscal year, Aug. 31.

About 20% of the Chicago office personnel will be shifted east to service the agency's General Mills and Procter & Gamble accounts, said Mr. Dancer. "Our account people are there and many of our clients make frequent trips there. It is better all-around for us to handle certain accounts in New York."

Mr. Dancer vigorously denied, however, that the Chicago office would be closed. He said the Palfstaff Brewing Corp. and Continental Illinois National Bank & Trust Co. accounts would be handled there as well as new product development for Kraft Foods Co.

He would not say exactly what personnel will be moved to New York, but in answer to a direct question about the future of James Neale, radio director, admitted that Mr. Neale will be shifted.

Space in the agency's Chicago headquarters in the LaSalle-Wacker Bldg. will be trimmed by about one-third, he said.

Asked whether the firm name would be changed in view of Mr. Sample's retirement, Mr. Dancer said "definitely not." He added that the post of executive manager, formerly held by F. K. Beirn, who recently resigned to become vice president of the Bow Co., New York, [BROADCASTING, Sept. 20] had been abolished.

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**HURRICANE DEFERS**

**Radio Shows Colors**

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**Resolutions**

RESOLUTIONS calling upon NBC line that in more effective promotion and at the same time increase station compensation to meet increased operating costs were adopted at a closed session of NBC affiliates at their second annual convention at Sun Valley, Idaho, last week.

The resolutions, which are recom- mendatory, were debated at a closed session Wednesday afternoon, and adopted Thursday. The Stations Planning and Advisory Committee, headed by Paul W. Mor- ency, WTIC Hartford, was to de- liberate with NBC's executive staff at the conclusion of the three day convention Friday afternoon and if necessary, make recommendations the following day.

Substance of the resolutions, adopted without dissent, was as follows:

1. Improve program structure year round by staggering absences of big name talent, and shorten- ing vacation periods.

2. Allow presentation of transcriptions by name artists at least 25% of the time, to enable name talent to record in advance for their vaca- tions.

3. In view of increased number of listeners and increased hours of listening, plus inflationary spiral rate reductions in line costs and in dis- counts, network rates or station com- merce, or both, should be increased.

4. Retention of chain breaks on television at least one minute be- tween programs.

5. Station management participate in 25% revenue derived from adver- tisers who go off air in summer but hold their time options.

Affiliates should be notified of program changes at the same time as the press or before.

---

**Sun Valley Sessions Adopt**

NBC should encourage full net- work sales.

- NBC should establish a minimum of $3 on cut-in announce- ments, so that low rate stations would benefit.

NBC should arrange liaison so that station management would know in advance of bookings of talent mak- ing personal appearances in home towns to arrange publicity and air appearances.

Return to a mandatory 15 minute chain break on network pro- grams.

Coordination of spotlight advertising in Parade of Stars so that station and advertiser won't buy newspaper space on same pro- grams at same time.

Barring of mention of commercial names or trademarks on sus- taining programs.

Cut-in announcements supplied by network should be within limits of NBC's network.
NBC TV Affiliate Contract Unveiled

By SOL TAISHOFF

THE ACCENT was on television at the three-day NBC affiliates convention which concluded at Sun Valley, Idaho, last Friday but sound broadcasting can look to new highs in revenue circulation and service through an aggressive campaign to broaden its business base.

The picture portrayed by Niles Trammell, NBC president, in his keynote address which animated the convention, was one of a radio utopia with television and sound broadcasting running hand in hand through a continuing campaign to (1) create more for the video's way and (2) increase radio's share of the total advertising dollar.

Charles R. Denny made his maiden speech as NBC's executive vice-president, and unfolded the story of NBC's new TV affiliation contract to the 130 affiliate delegates. It hues closer to the standard station contract and supplants one which most of the affiliates felt was too stringent.

Six Pioneer Years Loom

Before Mr. Denny had predicted an NBC TV network of 20 to 30 stations by next year, Mr. Trammell had admonished his affiliates that TV is a blue chip business, that it will be a five year battle before TV reaches the beginning of the period of plenty, but that radio generally is in a healthy state and is not ready for the oxygen tent because of TV's emergency.

Many old-timers remarked that the revised NBC television rate proposal was reminiscent of the earlier days of oral broadcasting. There was spontaneous opposition to the 30 free hour per month proposal, on the ground that it constituted payment for sustaining service, and that affiliates in addition would be called upon to pay for other sustaining service.

Affiliates also objected to the absence of any provision for spot announcements in between TV programs in station time. This important revenue source was left open for further discussion with the likelihood that some provision would be made for TV spots. Discussions centered around whether spots should be of 10, 20, or 30 seconds duration.

There was also strong affiliate sentiment for open-end programming, which would be tantamount to the cooperative plan on other networks.

Ryan Named

At the Wednesday afternoon session of the affiliates, no definitive action was taken. J. Harold Ryan, former NAB president, representing the Fort industry stations, was designated to head a committee to draft resolutions for consideration at the Thursday morning session. Afterward the SPAC committee was to meet with NBC's high command.

While television figured prominently in the affiliates' deliberations, it was on the economics of standard broadcasting that most trouble brewed. FM was virtually the forgotten medium. Mr. Trammell contented himself with a reiteration of established NBC policy of having FM develop side by side with AM.

A horizontal rate increase for affiliated stations was sought by a number of affiliates. It was argued in the closed sessions Wednesday and Thursday that network station rates were the only ones among all media that had not increased in the past decade.

It was concluded in the closed sessions that NBC, by reducing frequency dollar volume discount, had actually increased its return at the expense of affiliates. Moreover, certain affiliates held that NBC was profited by the virtual of lower programming costs during the summer hiatuses, with no additional remuneration to affiliates.

Changes Sought

A number of affiliates, particularly those in thriving markets, urged individual renegotiation of contracts, on the ground that those cities that have enjoyed increased population and radio homes should benefit in proportion to their growth. It was generally thought that NBC would be loath to consider a horizontal rate increase, but that there probably would be action in connection with individual renegotiation.

Smaller affiliates met at a breakfast meeting Thursday at the call of Harry C. Butcher, owner of KIST Santa Barbara and wartime naval aide to Gen. Dwight D. Eisenhower. Their disadvantageous positions are seeking full commercial network service. Their complaint was that large affiliates in key markets which refuse network programs derive enormous programs and revenue by blocking the feed to the balance of the network leg. Radio developed new advertising money, Mr. Trammell pointed out, and did not increase its revenue at the expense of other media. While radio's share of the advertising dollar rose from 6.3% in 1932 to 17.8% in 1944, it was declined to an estimated 13.5% in 1948. This (Continued on page 68)

NBC's Proposed New TV Contract

I

REGULAR SERVICE. Old contract makes no provision. New contract sets 4 hours a day 7 days a week—28 hours a week as objective plus special broadcasts.

II

COST OF INTERCONNECTING. Old contract: NBC and its stations on one hand and affiliated stations on other hand equally divide costs of the wires. New contract: NBC assumes full risk on wire lines in exchange for waiver of compensation by stations on 30 hours per month at unit rate, i.e., NBC takes 30 hours per month and pays all wire costs. In AM NBC takes 16 free hours.

III

COMPENSATION. Old contract: 30% of the gross. New contract: 33 1/3% of the gross which is about 50% of the net.

IV

SUSTAINING SERVICE. Old contract makes no provision for sustaining service. There was a feature service where NBC offered programs out for sale on a case to case basis but which NBC said had not worked out satisfactorily.

New contract contemplates sustaining service, cost of which will be divided among the stations and the network.

Stations will pay their share on basis of size and ultimate potential of their market.

Each market has been given an index number. Index numbers of the 16 stations certain to be interconnected range from low of 31 at Rich (Continued on page 68)

NBC Code

NBC, which was a dominant force in the adoption of Standards of Practice by the NAB last May, and which then expressed the mild rebuke that the standards as adopted were not as stringent as they might be, last week unveiled a code of its own.

The NBC code, introduced at the network's second annual convention of affiliated stations at Sun Valley, Idaho, is basically an amplification of the NAB code, although in two sections it is slightly stricter.

The network also announced that its standards and practices would be applied to television, at least in spirit if not in letter, "until definitive standards for the new broadcast medium are codified."

The two measures in which NBC takes a stiffer stand than did the industry association are:

1. Crime and mystery shows.

2. Commercial and advertising restrictions.

NBC reiterated its announcement made a year ago that it would not broadcast such programs earlier than 9:30 p.m. Eastern time, 8:30 p.m. Central time, and 7 p.m. elsewhere. The NBC code has no reference to the time of day for broadcast of "whodunittas."

(2) Commercial time limitations. NBC will not permit middle commercials in newscasts, a prohibition not to be found in the NAB code, and restricts all news programs commercials to shorter times than does the NAB. The basic time standards for advertising copy are, however, identical in both codes, although NBC has inserted limitations for 20- and 40-minute program segments, periods which are peculiar to television schedules and not to sound radio and hence not covered by the NAB code.

Although the NBC code follows the general pattern established by the NAB, it includes a few added clauses covering practices which are of particular interest to the network.

Procedure for Fading

One of these deals with the procedure for fading programs which during actual broadcast violate the network's conception of good taste. This policy was announced last year by the celebrated Fred Allen, who said:

Mr. Allen was summarily cut off the air during his delivery of a verboten and unkink reference to vice presidents. The incident created a public furor and the subsequent announcement of fading policies which would thereafter govern at NBC.

As announced at that time and repeated in its newly-published (Continued on page 56)

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MULTIPLEXING

By HERMAN BRANDSCAHN

DEMONSTRATION of a multiplexing system, which, it was claimed, permitted facsimile transmission and FM broadcasting at the same time over the same frequency with no degradation of the full FM range of 15,000 cycles, was conducted last Wednesday night for Federal Commissioners and the trade press.

Demonstration was carried on by Radio Inventions Inc. and The Philadelphia Inquirer FM station, WFIL-FM, in the studios of the station.

Those attending had the opportunity of checking on the audio characteristics by first listening in on a combined FM and facsimile receiver unit, then going into another room and hearing the audio, without facsimile, on a stand-alone FM.

FCC Commissioner Rosel H. Hyde hailed the demonstration as a success. He said that multiplexing eliminates the significant contributions to communication as we know them.

In starting the show, John V. L. Hogan, president of Radio Inventions and a facsimile pioneer, explained the need for multiplexing. He stated that FCC rules require that both facsimile and FM may be used simultaneously only if there is no degradation of the audio signals and no change required in present FM receivers.

See Adaptations

He stated that its significance lay in the fact that many new uses for radio would be possible through it. For example, a school-broadcasting program could be aired orally while at the same time instructions and recipes could be sent out on a facsimile system. Similarly music lessons, including sheet music, or foreign language lessons, including text material, could be sent orally and visually, the latter in permanent record form.

"After further tests," said Mr. Hogan, "we hope to be able to make this system generally available so that any FM broadcaster may, in effect, double the usefulness of the frequency assigned him by broadcasting sound and facsimile at the same time, without one interfering with the other in any way."

Roger W. Clipp, general manager of the Inquirer stations, hailed the experiment as a boon to the industry. Mr. Clipp is the only man who has successfully transmitted facsimile to a receiver unit without interference from other signals on the same frequency.

Mr. Clipp also cited the value of the demonstration in showing that the use of facsimile does not interfere with the reception of other broadcast programs.

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FIRST NATIONWIDE FM-only network broadcast, scheduled Tuesday, was recorded Thursday in control room of Continental Network's Washington key.

WASHINGTON. Tape was sent to several stations to be keyed to regional FM hookups. Col. R. H. Ranger (11), president of Rangertone, directed recording operation. Watching is Everett Dillard, president of Continental and FMA.

FIRST FM-to-to coast exclusively FM 15,000-cycle network program will be broadcast Tuesday, 8-9:30 p.m. (EST) as a feature of the FM Assn. convention banquet at the Hotel Sheraton, Chicago.

Envisioned by Everett Dillard, FMA's new Continental president, and Hudson Eldridge, network manager, is a permanent nationwide FM network based on a series of regional hookups fed by magnetic tape recordings from key outlets.

The recording technique was demonstrated last Monday before the Washington, D. C., section of the Institute of Radio Engineers. Col. R. H. Ranger, inventor of the Rangertone tape recorder, described the method and demonstrated recorded program of a Continental Network program.

Using 30-inch-per-second speed, a program of the Army Band from Fort Myer, Va., was recorded at the Armstrong laboratories, Alpine, N. J., off a 15,000-cycle AT&T line. The Rangertone R4 console was used as playback, with Samuel L. Ackerman, Rangertone production engineer, in charge of equipment. Col. Ranger described the program as the longest-distance high fidelity recording ever made.

Pickup From Evanston

The FMA banquet will hear a recorded program by the Air Force Band, broadcast from WEAU Chicago, the Sept. 20. Added to the afternoon agenda has Robert Rogers, president of Continental, indicated.

Radio Research, Hollywood; Edward Dodge, KMGM Los Angeles; and from WASH FM Washington, for the 20-station East Coast hookup of Continental. Thirty-two stations will take part.

With nearly 300 advance registrations made for the FM Assn. three-day convention starting today in Chicago, attendance of 500 was predicted by Bill Bailey, FMA executive director.

Proceedings get under way at 9:30 a.m. with Marion Claire, WGNB Chicago, convention chairman, wielding the gavel. Miss Claire will present C. M. Jansky Jr., program chairman, who in turn will introduce Everett L. Dillard, WASH Washington, FMA president. Mr. Dillard is not a candidate for reelection. Following his talk Mr. Bailey will review FMA's achievements and outline proposals for a two-year promotion campaign.

Feature of the opening day will be the luncheon address by Wayne Coy, FCC chairman, who is expected to go into some of the problems that harass FM stations and peer into the industry's future.

The afternoon agenda has been revised somewhat (tentative agenda appeared in Broadcasting, Sept. 20). Added to the program is a talk on dealer-station cooperation by Mrs. J. H. Holden, WRZE York, Pa., who will explain how most local stores more than doubled their sales in 1963-64.

The agenda also includes the presentation of the RMA School Equipment Committee.

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FMA to See Test

The program was produced at Bolling Field, Washington, last week by the Air Force Concert Orchestra and 30-voice Singing Sergeants. It was fed by 15,000-cycle line to the WASH studio and transcribed for Continental. At the same time it was sent to Alpine where copies were made on Rangertone tape for the Gulf and West Coast Continental stations.

The Tuesday night demonstration will carry a recruiting theme for the Air Force, whose band was the first large musical group to broadcast on FM. The band's concert orchestra was heard last season over Continental in a recruiting series.

Cooperating at key stations on the special hookup program are: W. J. Hearn Jr., WABR FM Mobile; George Mayorall, WRCM New Orleans; Edward Wheeler, WEAU FM Evanston; Orrin Brown, KBIR (FM) San Francisco; W. F. MacCleary, KMGM (FM) Los Angeles. Others who took part in the planning include these Rangertone distributors: L. S. Todd, KFRC Corpus Christi; Herbert Tarr, OPekila, Ala.; Harry Bryant, Radio Recorders, Los Angeles.

WASH Washington will feed the Continental network which utilizes high-fidelity Alpine Rangertone console, radio relay and off-the-air facilities.

WABF-FM will feed WRCM New Orleans, WLUS Baton Rouge, KBIR (FM) Anchorage, KFRR Monroe, WLUA Laurel. Miss., KBIR (FM) San Francisco will feed KFRF Fresno.

Larry Cari, Continental program manager, will provide the special hookup program arrangements for the demonstration.

Ultrafax Will Be Shown

At Library of Congress

DEMONSTRATIONS of RCA's Ultrafax, high-speed communications system, have been scheduled for Sept. 29 at the Library of Congress in Washington, it was learned last week.

Library officials last Wednesday confirmed the reported demonstrations [CLOSED CIRCUIT, Sept. 20] had been scheduled but indicated full details were available only from the sponsoring firm.

Public demonstrations have been delayed for some time while experiments have been conducted in New York and elsewhere.


Raymond F. Kohn, WFME Al- lentown, Pa., an FMA director, will preside at the Tuesday morning session. Added to the afternoon line-up is a talk by Neuman, radio director of Meneough, Marin & Seymonet, Des Moines. Others added to the morning agenda are M. Robert Rogers, WQW- FM Washington; Thomas F. McNulty, WGNB Chicago, convention chairman, wielding the gavel. Miss Claire will present C. M. Jansky Jr., program chairman, who in turn will introduce Everett L. Dillard, WASH Washington, FMA president. Mr. Dillard is not a candidate for reelection. Following his talk Mr. Bailey will review FMA's achievements and outline proposals for a two-year promotion campaign.

Feature of the opening day will be the luncheon address by Wayne Coy, FCC chairman, who is expected to go into some of the problems that harass FM stations and peer into the industry's future.

The afternoon agenda has been revised somewhat (tentative agenda appeared in Broadcasting, Sept. 20). Added to the program is a talk on dealer-station cooperation by Mrs. J. H. Holden, WRZE York, Pa., who will explain how most local stores more than doubled their sales in 1963-64.

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Robert M. Ellis, Photofax Servicr.
BY ED KEYS

UNOFFICIAL estimates indicate that Democratic expenditures for radio time during the current national campaign will be small in comparison with those of the Republicans.

Reports that the Democratic National Committee had established a radio campaign chest of from $750,000 to $960,000 were confirmed last Thursday as "substantially accurate" by Kenneth Meyers, national radio director of the committee. During the 1944 campaign the Democrats spent $714,000 for radio time. Outside groups, however, paid for a number of major broadcasts that year on behalf of the Democrats.

Ed Ingle, national radio director of the Republican National Committee, refused comment on the proposed expenditures of the GOP. It was generally believed, however, that the Republican budget might be revealed soon. Keeping wraps on radio budgets until one or the other party has "tipped its hand" is a strategy common to both major parties.

It is expected that more than $800,000 of the Democrats' national allocation to radio will be expended during October. The chest was donated of about $16,000 for President Truman's speech at Dexter, Iowa. Speech originated with WHO Des Moines, an NBC outlet, and then was rebroadcast over the full network of MBS. During September the committee allowed about $110,000 for broadcasts.

President Truman and Sen. Alben W. Barkley (D-Ky.) will address the nation's women in an ABC broadcast today (Sept. 27). Point of origin was not known late last Thursday.

Future strategy for the Democrats, observers believe, will be reliance, as nearly as possible, upon transcribed shows and sustaining time, except for those major national broadcasts being planned for the most effective time and place. In the President's 40 speeches, to date, this is the account that his remarks have reached the public almost entirely through sustaining broadcasts.

North Carolina's State Democratic Committee has lined up a five-state "network" for a speech by Sen. Barkley, Democratic Vice Presidential candidate, 8:30-9 p.m. (EST), today (Sept. 27). His talk from Asheville's municipal auditorium will originate from WWHO Asheville and be carried simultaneously by WJSJ Winston-Salem, WBIG Greensboro, WPTF Raleigh and WBT Charlotte.

Republicans Splurge

Republicans, meanwhile, continue to splurge on national radio time and have intensified their broadcasting activities on the regional, state and local levels.

Gov. Dewey's speech from Des Moines, by contrast to the Democrats' $16,000 Iowa expenditure, cost some anywhere in the neighborhood of $50,000.

Tyler E. Moffat, Utah State Central Committee claims establishment of a precedent in state political circles. GOP officials there purchased television time on KLYL-WEXIX Salt Lake City for the coverage of Gov. Earl Warren's recent address there.

The Republican Presidential candidate was heard from Denver last Tuesday over CBS and Don Lee stations. The Denver speech was rebroadcast the following night over an ABC Eastern network of 76 stations. Gov. Dewey plunged for time on two networks, CBS and MBS, when speaking from Des Moines, Sept. 20. Such lavish coverage in the early part of the campaign clearly indicates the GOP national committee will easily reach the maximum $1 million expenditure permitted by law, observers say.

Gov. Dewey's speech from Los Angeles' Hollywood Bowl last Friday was carried by NBC to listeners in 11 Western states. The following day his remarks from San Francisco were carried over a network of ABC stations.

Moffat also announced the appointment of the following regional radio directors, whose duties will include the placement of recorded rebroadcasts and spot announcements on regional networks and independent stations:

Fred Beker, Seattle, Wash., regional radio representative for the eleven far Western states.


Florida—Ray McMillan, Tampa; Georgia—Col. Ben P. Bowlby, Atlanta; Hawaii—James H. Kwan, Honolulu; Idaho—Larry Johnson, Boise; Illinois—Charles Shanes, Chicago; Indiana—Larry Lindsey, Indianapolis; Iowa—Sen. Alben W. Barkley, Des Moines; Kansas—Wendell Elliott, Topeka; Kentucky—W. H. Wilson, Louisville; Maine—Walter Jenks, Portland; Maryland—Richard E. Smith, Baltimore; Massachusetts—Phil Clark, Boston; Michigan—Beverly Kemp, Detroit; Minnesota—John Follis, St. Paul; Mississippi—Kenny Barlow, Jackson; Missouri—Harold Seaton, St. Louis; Montana—Regis F.符合, Missoula; Nebraska—Alva Wilder, Omaha; New Hampshire—Raymond B. Kinsman, Manchester; New Jersey—Harold J. Adsona, Newark; New Mexico—Dr. Elmo W. Bath, Santa Fe; New York—Walter Cross, New York; North Carolina—Baldwin B. Snow, Raleigh; North Dakota—Kenneth Meyers, Bismarck; Ohio—Walter H. Riffenburgh, Columbus; Oklahoma—Earl Green, Oklahoma City; Oregon—Jim Flournoy, Portland Oregon; Pennsylvania—James C. Davis, Philadelphia; Rhode Island—James St. John, Providence; South Dakota—Tony Pahy, F. M. Kiefer, Aberdeen; Tennessee—Lincoln Doss, Nashville; Utah—D. D. McFadden, Salt Lake City; Vermont—Clyde Hawley, Burlington; Virginia—Clyde Hooker, Richmond; Washington, D.C.—A. J. Miller, Washington; Wisconsin—Walter B. Jones, Milwaukee; West Virginia—Harry T. Morgan, Charleston; Wyoming—E. Byron Miret, Cheyenne; Louisiana—Henry Paster, New Orleans; and Islands of Hawaii—Paul Bolton, Washington, D.C.

The Press releases that have turned into newspaper copy verting and is buying only radio time. Henry Wallace has opened a series of Monday night NBC broadcasts reportedly costing the third party $10,000.

During their first month of political life, the States' Rights Democrats operated in the red. Receipts totaled $13,449 and expenditures $14,890 for the period from Aug. 4 through Aug. 31.

**TRUMAN TREK**

LOCAL STATIONS, pin-pointing 5,000-mile route, are relaying electrifying sleepless nights aboard President's Campaign Special.

In all, Candidate Truman already has given more than 40 talks—and at almost every town and city, his visit was broadcast, mostly on a local sustaining basis.

Local radio took the initiative at the outset when the President made his first major address—the farm policy speech—in Dexter, Iowa, Sept. 18. The occasion was the annual plowing contest conducted by WHO Des Moines, whose farman, Herb Plambek, served as master of ceremonies and introduced the President to 100,000 farmers and their families. Col. B. J. Palmer and Ralph Evans, president and vice president, respectively, of WHO, boarded the Special as Mr. Truman's guests.

There has been less network coverage of the plainly political addresses than usual due to the limited funds of the National Democratic Committee, it is understood. The visit of a President of the United States for most of the 125 cities and towns marked for stops on the 16-day trek has been an historic event, nonetheless, and local stations are according all-out coverage. It is a natural for special events men.

The President's Denver conservation speech was carried commercially on KLZ Denver. And time allotment for the reclamation and power address at Salt Lake City was forthcoming on KSL and KDYL in that city.

In addition, local Democratic groups have bought up local broadcasts at several other stops, building quarter or half-hour programs around the brief platform talks by the President. KFXJ Grand Junction, Col., and KFBK Sacramento carried such broadcasts.

After clearing in advance with the Secret Service prior to the Special's arrival, stations lift their microphones up to the podium on the platform rail of the President's car. This shelf is equipped with strong spring clips into which the microphones can be fitted in a matter of seconds.

Many of the stations broke out with snappy-colored call letter flags, sometimes to the displeasure of news photographers who whipped out flash-bulbs at every stop.

In other cases, mike men get as close as the crowds will safely permit. As with the Army Air Corps, nothing can stop them. Thus some broadcasts emanated from the tops of freight cars and station sheds. One fearless radio reporter manned a mike while hanging precariously from a signal tower.

Network reporters aboard the

(Continued on page 60)
RELAY RUMPSUS

PHILCO CORP. last week started injunction proceedings against American Telephone and Telegraph Co. charging the AT&T with violations of the Federal Communications Act and urging the U. S. District Court to order the common carrier to relay its programs.

According to the suit filed last Tuesday, AT&T is seeking to "coerce and compel" Philco to abandon the use of its own relay and make a connection with AT&T's carrier facility in Philadelphia.

Specifically, the suit alleged that Philco wished to originate a program in Philadelphia, carry it to New York, via its own relay, and then use AT&T facilities to send it on to Boston. It charged that AT&T wanted to use its facilities for the whole route.

Program involved was Dr. Roy K. Marshall's "The Nature of Things," which is carried by WPITZ for NBC at 8:15 p.m. Thursdays. Philco carried the program to New York over its own relay and then asked AT&T to carry it to Boston. Twice in those weeks AT&T refused, it was alleged.

Grid Pickup Complaint

Another complaint was the Philco charge that AT&T had notified the National Broadcasting Co. that it would transmit the Army-Villanova football telecast Saturday (Sept. 25) from West Point, for AT&T's own use only on condition that NBC drop its program to Philco's television station in Philadelphia.

WSB-TV IN ATLANTA

OPENING ON SEPT. 29

WSB-TV Atlanta will start operation Sept. 29 on Channel 8, 180-186 mc. the station reports. Opening day ceremonies will be divided into three segments: official opening, preview of WSB-TV programs and full length motion picture.

During the official opening Dr. Munroe Willey will pronounce the invocation and benediction. Other Atlanta officials to appear on WSB-TV are: Gov. M. E. Thompson; Gov.-Erect Herman Talmadge; Mayor William B. Hartsfield; R. L. Doyal, chairman of Fulton County commission; A. L. Zachry, president of Atlanta Chamber of Commerce; Dr. William Paty, chancellor of University System, and Miss Ira Jarroll, superintendent of Atlanta public schools.

During second segment programs to be previewed include: Gilpin Marionettes, "Monkey Business," a sports show with Thad Horton and Dorothy Kirby, newscast, Jimmy Bridges and Lee Jordan, Bill Packham's "Pantry Party" and the Sunshine Boys.

The full length feature film selected by Jean Houston, WSB-TV film director, is "Cheers for Miss Bishop" with Martha Scott.

Half-Million in U. S.

The number of television stations on the air in each follow:

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Stations</th>
<th>Population</th>
<th>Set Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>3,321,000</td>
<td>15,500</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>2,738,000</td>
<td>16,500</td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>1,069,500</td>
<td>3,700</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>2,901,000</td>
<td>37,800</td>
<td></td>
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<tr>
<td>Cincinnati</td>
<td>1,050,000</td>
<td>5,500</td>
<td></td>
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<tr>
<td>Cleveland</td>
<td>1,471,000</td>
<td>8,400</td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>3,657,000</td>
<td>10,400</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>4,013,000</td>
<td>29,700</td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>931,000</td>
<td>5,200</td>
<td></td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>1,072,000</td>
<td>3,500</td>
<td></td>
</tr>
<tr>
<td>New Haven</td>
<td>1,556,000</td>
<td>9,400</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>12,279,000</td>
<td>260,000</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3,405,000</td>
<td>64,000</td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>2,500,000</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>251,000</td>
<td>600</td>
<td></td>
</tr>
<tr>
<td>Schenectady</td>
<td>487,000</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>1,419,000</td>
<td>9,300</td>
<td></td>
</tr>
<tr>
<td>Toledo</td>
<td>383,000</td>
<td>1,600</td>
<td></td>
</tr>
<tr>
<td>Washington D. C.</td>
<td>1,572,000</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>SUB TOTAL</td>
<td>42,140,000</td>
<td>508,300</td>
<td></td>
</tr>
</tbody>
</table>

As noted above, sets have been distributed to several cities where as of the time of this survey, there were no television service yet existing.

September 27, 1948  •  Page 27
ANSWERING the House Select Committee's interim report attacking FCC's Scott and Port Huron decisions [Broadcasting, Sept. 20], FCC Chairman Wayne Coy last week called upon Congress to re-define "public interest" if the Commission's conception of it is found to be wrong.

In a personal statement defending the two decisions (see extracts from text, below), Mr. Coy said that if FCC's idea of public in- terest is questionable then it should be "thoroughly reviewed" by Congress and that an appro- priate amendment of the Communi- cations Act should be made if such a review shows FCC's con- ception to be faulty.

For the most part his statement was a reiteration of the position which he and other Commission spokesmen took in the course of the Select Committee's hearings on the two decisions [Broadcasting, Aug. 9. Sept. 6].

Conflict in Laws

Because of the conflict between state libel laws and the Port Huron decision's view that the federal ban on political censorship is abso- lute, he repeated, "the FCC does assure broadcasters who are honest and conscientious and who do not use this conflict of state and fed- eral law to favor one political candidate over another that they need not fear any capricious ac- tion by the Commission.

The principle of the Scott decision, dealing with atheists' right to air time, is "that the radio broad- cast licensee in exercising his judgment as to what is a contro- versial issue should not deny time over his broadcast facilities for the expression of a particular point of view solely because he does not agree with that point of view," Chairman Coy declared. He denied flatly that the Scott decision gave atheists a right to radio time over religious broadcasts are carried.

Mr. Coy's statement was in reply to the report of the Select Com- mittee, headed by Rep. Forest A. Harness (R-Ind.), which contended that the two decisions followed a "dangerous and mischievous line of reasoning," that FCC had in- dulged in careless language "for some time," and that the contro- versial language of the decisions should be deleted.

Extracts covering principal points of Chairman Coy's state- ment follow:

The "Port Huron" Decision

The difficult situation in which American broadcasters have found themselves as a result of the Federal Communications Act of 1934, as amended, and its conflict with state libel laws is not the making of it an uncertainty from the so-called "Port Huron" decision of the Commission . . .

The provision of Sec. 315, "That such licensee shall have no pow- er to censor or control the broadcast under the provisions of this section," is the key to the entire legal section with respect to the Port Huron decision. As used in the Federal Communications Act of 1934, a radio broadcast licensee is subject to both state and federal law. The Commission has said that it regards the Federal Communications Act as being the paramount law in the matter of broadcasting. But an organization or individual may be attacked as a licensee by someone in one state or their belief solely because they are broadcasters. The fact that a licensee's duty to make a finding of the prov- ision of opposing views on current con- troversial issues is very difficult to extend to all possible differ- ences of opinion within the ambit of the law does not mean that the basis for any rigid policy that time shall not be denied for the presentation of views which may have a high degree of importance to the public interest in the field of broad- casting. The FCC was induced to make radio wholly unavailable as a

\[Continued on page 68\]
WITH'S MEMO

Says FCC Has Lottery Powers

WITH Baltimore has giveaway programs but will be happy to give
them up if the FCC adopts proposed
lottery regulations, and other stati-
ons abandon such programs, the
firm filed by WITH Friday.

Paul A. Porter, former FCC
chairman and now a member of
the law firm of Arnold, Portas &
Porter, wrote the 42-page memo-
randum, in which the FCC's power
to adopt anti-lottery rules is sup-
ported.

The Baltimore independent's memo-
gandum goes centuries back into
legal and lottery lore to pro-
vide background for documented
arguments that gambling devices are cited and regu-
larly powers of the FCC are sup-
ported.

Special target of the statement is the contention that the FCC
has been shorn of its lottery-con-
trol powers by transfer of Section
316 to the Criminal Code. Cited are
large numbers of functions of other
programs that sharply similar
transfers have been made in the
ition process, Mr. Porter
arguing Congress had no intention
of impairing the substance of the
Communications Act.

Listener Appeal

WITH would like to be free
to appeal for listeners solely through
the quality of its programs, it is
argued, fearing that if giveaways
are not checked they will lead to
lower program standards. WITlS
is operated by Thomas G. Tinley
Jr.

"Broadcasting is a medium which
can survive and expand on the
merits of its own service and does
not require devisive hypodermics to
stimulate public acceptance,"

STANTON NAMES AAW ACTIVITIES CHAIRMEN

SEVEN CHAIRMEN have been
named by Advertising Assn.
of the West President Gilbert L. Stan-
ton to lead the measurement and
selling program.

Those appointed are: Charles H.
Ferguson, vice president in charge
of BBDO, San Francisco, public
activities; Don Belden, chairman
of board, Footbridge, Belding, Los
Angeles, advertising commis-
sion; Robert J. McAndrews, pro-
motion director Young & Rubicam,
Hollywood, publicity; Mrs. Claire
Drew Forbes, Forbes Adv., Santa
Barbara, senior advisor for junior
division; George Weber, vice presi-
dent, Mac Wilkins, Cole & Weber,
Seattle, production chairman
for
Vancouver convention; Howard
Willoughby Sunset Magazine,
San Francisco, finance committee;
Ger-
ard C. MacCallum, Round-up Gro-
erco, Spokane, school commit-
tee.

Association will hold mid-winter
conference at Santa Barbara, Jan-
23-26, and 48th annual convention

DUAL IDENTIFICATION

FIRST blow at the double call letter practice ("This is WWWW and
WWW-FM") was aimed last week at AM-FM stations by BMB.

The industry research group has proposed to NAB that the associa-
tion ask the FCC to issue a rule banning the practice.

Meeting last Monday in New
York, the BMB board sharply
criticized double call letters. BMB
objects to the dual calls because they cause confusion in conducting
listener surveys.

BMB did not go direct to the
FCC with its complaint, however,
feeling that its advertiser and
agency board members are not
directly threatened. The research or-
ganization feels that NAB, as sta-
tion spokesman, should take the
action.

A letter asking NAB to act on
dual identification was sent to
NAB President Justin Miller, now
on the West Coast following the
series of district meetings that
ended a week ago. It is expected

Judge Miller will submit the mat-
ter to the NAB board.

Practically all board members
representing AM stations also
have FM outlets and many of them
are understood to use the dual
calls.

FM Assn. may take up the ques-
tion at its three-day convention
starting today (Sept. 27) in Chi-
ago. Many FM stations are af-
filating outlets using dual
identification.

Everett L. Dillard, FMA's reti-
ring president, said the dual calls
have provided one of FM's strong-
est promotion devices. Millions of
listeners have become familiar
with the term "FM" through AM
station breaks.

On the other hand, many per-
sons contend that the double let-
ters are both deceptive and con-
fusing. They argue that large
numbers of listeners who have
FM-only sets actually believe they
are listening to FM. On behalf of FM's high-fidelity advocates, it is
maintained that the public will
never learn to desire FM's static-
less signal if they identify AM
broadcasting with FM calls.

BMB spokesmen called double
identification "a troubling research
problem" and pointed out that
BMB's new ballot includes space
for listing of dial location as well
as call letters for each station.

The dial location device in most
cases reveals whether the FM sta-
tion listing actually is an AM out-
let using double call letters.

BROADCASTING • Telecasting

SEPTEMBER 27, 1946 • Page 29
AFM OFFER

WELFARE FUND technique proposed by AFM President James C. Petrillo awaits ruling by at least two governmental agencies as to its legality under the Taft-Hartley Act [BROADCASTING, Sept. 20].

The Petrillo plan involves a trusteeship arrangement for administration of a royalty fund based on sales of records and transcription. Favorable rulings by federal agencies would lead to resumption of AFM-recorder negotiations, it is believed. However, legal specialists in Washington have voiced some doubt about the Petrillo idea though they had not yet had a chance to study its details.

Checks at the Dept. of Justice, Treasury and National Labor Relations Board in Washington failed to produce any light on the whereabouts of any requests for interpretation of the fund's legality. At NLRB it was stated that the requests might have been made at a regional office.

Possibility developed last week that the Industry Music Committee might meet soon with the union president. NAB President Justin Miller and Richard P. Doherty, NAB director of employee-employer relations, were expected back at Washington headquarters this week following the second segment of NAB district meetings.

Pending before regional offices of NLRB are complaints by two transcription manufacturers charging the AFM with secondary boycott, refusal to live up to terms of contracts and other charges.

Source of Funds

It was explained informally in Washington that trustee royalty funds appear to be legal when the same employees who donate the money also receive benefits.

In the case of coal miners, payments into the trustee's fund are based on a per-ton fee, with all members of the union entitled to benefits and the mine owners actually providing aid for their own

Legality Doubts Arise During Lull

The question: it is pointed out, centers around the Taft-Hartley provision forbidding dissemination of money from a welfare fund to people who do not contribute to the fund.

Thus the independent trustee concept, while accepted as legal in itself, doesn't necessarily provide a device that would nullify the Petrillo plan outside the Taft-Hartley ban, according to legal observers, especially if the union exercises control over the disbursement of benefits. The whole matter could hinge on this matter of AFM influence over the way funds are disbursed.

T-H Provision

Frankel Named to Head Radio at Murphy - Lillis MURPHY-LILLIS INC., New York, producers of motion pictures for television and industrial use, has established a radio department headed by Mortimer Frankel, former associate script editor for CBS.

The department's first contract has been signed with Adelaide Hawley, fashion commentator, for a five-minute program titled Fashion Flashes, starting next month.

Fashion Flashes will be transmitted for local broadcast on about 75 stations.

C-P-P JINGLES

Contests Spearhead Campaign For Super Suds

SIX weekly jingle contests, with awards of four new Ford cars each week, will help to spearhead the Colgate-Palmolive-Peet fall promotion campaign for Super Suds. Spots and chain breaks in one-minute announcements are currently being distributed throughout the country.

Contests will begin Oct. 3 and run through Nov. 20. A total of 24 Fords and $5,548 additional prizes will be awarded, including GE Rotary Ironers, hand irons and 500 separate awards of a full year's supply of the soap powder.

The switch of Blondie to the full NBC network, starting Wednesday, Oct. 5, 8-9:00 p.m. is part of the stepped-up promotion. William Esty & Co. is the agency.

September

Eddy Will Direct TV for Meredith

EIDEA Magazine Publishers Retain Head of Television Assoc.

CAPT. WILLIAM C. EDDY, president of Television Assoc., Inc., Chicago, has been retained as director of television activities for Meredith Publishing Co., Des Moines, publishers of Better Homes & Gardens and Successful Farming magazines.

In making the announcement yesterday (Sept. 26), E. T. Meredith, vice president and general manager of the publishing firm, said Capt. Eddy's "great contribution to the art and technique of television is evidenced by his more than 100 television, radio and electronics patents."

Capt. Eddy, under whose direction some 86,000 radio and radar technicians were trained during the war, resigned recently after nine years of directing television operations of Paramount Pictures' Chicago outlet, WBKB.

Meredith Publishing Co. has one television station under construction in Syracuse, N. Y., and applications pending for channels in two other New York cities, Rochester and Albany [BROADCASTING, May 3, April 19].

The Syracuse station will operate on Channel 8 (190-186 mc) with 16 kw visual and 7.5 kw aural. Meredith's Rochester application is for Channel 11 (198-204 mc) and its Albany application for Channel 9 (186-192 mc).

WABD Appointment

ROY PASSMAN, former program and operations manager of WOL Washington, has been appointed assistant to Leonard Hole, general manager of WABD New York, DuMont video station. Beginning as a page boy at CBS in 1934, Mr. Passman had advanced to assistant director of program operations for the network by 1945, when he joined OWI for overseas service with ABBIE. He returned to CBS after the war as director of operations for WTOP Washington, transferring to WOL last year.
Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

"Elementary, my dear Watson. The best buy is the BIG independent with the BIG audience, Station W-I-T-H."

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put W-I-T-H on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about W-I-T-H today.
RADIO TREATY

U. S. Takes Beating in Europe

By J. FRANK BEATTY

UNCLE SAM will lose his electronic shirt in Occupied Germany under terms of a new European broadcasting treaty.

The convention was adopted at the European Conference of Copenhagen, which adjourned Sept. 15 after two months of diplomatic juggling led by Russia.

Sears of the Copenhagen fracas will be carried into the High-Frequency Conference now in the preparatory stage at Mexico City, and may have a profound impact on that meeting when it opens Oct. 22.

Almost revolutionary were some of the actions taken at Copenhagen. Their practical effect on standard broadcasting in Europe is open to doubt, according to observers, due to the fact that 24 of the 36 participants have not ratified their signatures with reservations.

In brief, the treaty includes these potent provisions:

- Narrows channel width from 10 to 9 kc.
- Adds more channels due to narrowing.
- All the gravy grabbed by Russia, Great Britain and France.
- U. S. can extend from 15 to 9 channels in Occupied Germany.
- Of 32 nations taking part in proceedings, seven refused to sign. They were Austria, Egypt, Ireland, Luxembourg, Sweden, Syria, and Turkey.
- Of the 25 that signed, all but one added reservations which could reduce the treaty to a scrap of paper by the time it goes into effect in March, 1950.
- The United States attended as an observer because of its interest in Occupied Germany. The American delegation has protested vigorously against the deal handed it by European powers.
- Luxembourg's spokesmen told the conference the nation simply wouldn't observe the treaty. It, too, took a beating.
- Great Britain and France led the successful fight for narrowing the channel widths to 8 and 9 kc.
- Russia held out for 10 kc. In affixing its signature to the treaty, Russia announced that if any nation violated any of the terms it then would feel free to ignore the compact.
- Russia said its reservation applies to acts by non-signatory European powers, according to word from Copenhagen.

If Luxembourg carried out its threat, Russia would be in a position to enforce its reservation.

The narrowing of the broadcast channel will provide a few more frequencies for use in Occupied Germany, though impairing signal quality. High-fidelity is not paramount to nations desiring to broadcast purely for propaganda purposes since talking can be done even on a much narrower channel, it is pointed out.

Under treaty terms, the band width will be 9 kc between 529 and 1538 kc, narrowing to 8 kc between 1538 and 2540 kc and 7 kc between 2540 and 3550 kc.

In general the Copenhagen convention is patterned after the 1933 Lucerne treaty which was in effect prior to World War II. The Montreux treaty adopted in 1938 never went into effect because of the war.

The Copenhagen meeting was originally scheduled to end Aug. 15. According to word from Denmark, the Russian delegates dragged out proceedings, leading to postponement of adjournment until Sept. 16. The job of drafting a plan was placed in the hands of a working committee consisting of Russia, Great Britain, France and Luxembourg. The committee is not within the Russian sphere, giving the Soviet side half the committee.

Submission of the plan was put off until Sept. 10, permitting little chance to study and discuss its provisions. Small nations felt they had been taken for a ride, and Russia thoroughly charged they were trying to sabotage proceedings. Spain was not permitted to take part in the conference.

Great Britain and France also lost five frequencies in occupied Germany, but they prefer to cover from their home stations and suffer no actual loss while enjoying gains as a result of the channel narrowing. Frequencies were taken away from Germany on the theory that the nation started the war and therefore should be punished. Argument that the station in occupied Germany are not German, and that there really isn't a German nation any more, failed to sway the powers.

That the U. S. won't be trampled under is foreseen in action by our delegation in refusing to accept its loss of German frequencies without protest.


HARMONI-CAT FIGHT

Group Joins AFM, Averting Trouble for WENR-TV

AFM LOCAL 10, Chicago, threatened to torpedo the finale of the WENR-TV Chicago premiere Sept. 17 by refusing to allow a local 60-piece "Rhapsody in Blue" under the direction of Paul Whiteman, unless the famous mouth-organ players, Harmonicats, joined the AFM, it was learned shortly after the WENR-TV inauguration.

At the urging of Carl Bauman, vice president of Local 10, the Harmonicats, who preceded "Rhapsody" on the program by 45 minutes, resigned from the American Guild of Variety Artists and joined AFM. They are reported to have signed less than two hours before the program got under way.

AFM sought to play the recent convention in Asbury Park, N. J., that harmonica players could become AFM members if they chose, but it was understood they were not obligated to join. Action of Mr. Bauman in insisting that the Harmonicats join was considered irregular by Chicago TV men in view of fact the aggregation played on the Fessco Star Theater TV show recently in New York without interference.

PARAMOUNT EXTENDS THEATRE TV SERVICE

PARAMOUNT Pictures, which last spring inaugurated large screen theatre television at the Paramount Theatre in New York (Broadcasting, April 19), is preparing to install similar equipment in its theatres in Los Angeles and Chicago. Equipment has been ordered and will be tested, and installation should be completed in both cities by the end of October.

Equipment utilized by Paramount includes a fast-developing film process which records the video programs received at the theatre on film for projection over the theatre's regular system within 66 seconds of the time of reception. The filming process permits the video pickups to be shown either immediately following reception or up to the conclusion of a feature picture or at any time appropriate in view of the theatre's regular movie program schedule.

Paramount, through its video subsidiary, Television Productions, also has made its New York film recording apparatus available to advertisers or others who want programs recorded for rebroadcast use on other than the original station or network. Company, with its new installations, will be able to offer similar service to customers originating in the Chicago and Los Angeles areas as well as in New York.
WMPS
MEMPHIS

Announces
the Appointment of

RADIO REPRESENTATIVES, Inc.
As Their National Representatives

EFFECTIVE IMMEDIATELY

WMPS
680 K.C. - 10,000 W Day - 5,000 W Night

Affiliated with American Broadcasting Company
MIDWEST NETWORK television was launched Monday by both ABC and NBC, the former scoring two aces by airing the first network and first commercial network show from WENR-TV Chicago at 6 p.m. (CDT). An hour later, NBC inaugurated its Midwest service from KSD-TV St. Louis.

ABC's premiere program, a half-hour variety show originated by the Admiral Corp., was the first TV network fare to be aired over WEWS Cleveland, WTMJ-TV Milwaukee, and WBEN-TV Buffalo, as well as WENR-TV Chicago. The Cleveland station is exclusively an ABC television affiliate, while WTMY and WENR-TV are affiliated with both ABC and NBC.

After showing the Admiral program on ABC, the Milwaukee and Buffalo stations, whose AM affiliates are NBC, shifted to that network's St. Louis premiere. They continued to show the NBC program, as did WSPD-TV Toledo and WWJ-TV Detroit despite the fact ABC had two network programs available later in the evening. WEWS, however, aired the two—Stamp the Authors, 7:30-8, and WENR-TV Variety, 8-9.

Trammell Remarks

The NBC inaugural was divided into four parts. At 7 p.m. Niles Trammell, network president, delivered a dedicatory speech on film (he was enroute to the NBC affiliates at Sun Valley convention at the time). Announcer Bob Trout followed with a recapitulation of NBC's TV news operations.

From 730 to 8:30 film excerpts from NBC's East Coast network video shows were shown from St. Louis, followed by a half-hour program of interviews originating at each of the five stations in the hook-up. At a special reception in Chicago's NBC studios, an interview from St. Louis featured Ben- son Ford, vice president of the Ford Motor Co. and Frank Eschen, special events director of KSD-TV.

Wind-up of the NBC premiere was a gala variety show with Jinx Falkenburg as mistress of ceremonies and featuring Jane Pickens, Willis Howard, Jerry Bergen, Buck and Bubbles, the Art Van Damme instrumental quintet, the Whirlwinds roller skaters, and Russ David's KSD orchestra.

The network opener on WENR-TV featured the Prairie Ramblers, hill-billy instrumentalists; Mary Jane Johnson and the Deuriks sisters, vocalist and guitarist; the James Indians, from the Santa Fe railroad's exhibit at the Chicago Railroad Fair; and Johnny Hill, baritone vocalist, etc.

ABC has 13 weekly programs scheduled from Chicago. NBC has no immediate plans for future network programming. In addition, ABC will carry on the four stations which were part of the inaugural hook-up, plus WSPD-TV Toledo, all Notre Dame home football games, beginning with last Saturday's Purdue game. The home schedule is being sponsored by the Admiral Corp. WKBW, the Balaban & Katz TV station, originally contracted for the games but is offering them to ABC "to benefit the television industry as a whole."

Both networks reported hundreds of calls Monday from viewers in cities along their routes. ABC's Chicago outlet—WENR-TV—said its opening night audience Sept. 17 was "five times greater than that of all other Chicago television stations combined." WNBQ Chicago, NBC's key video station in the Midwest, put its test pattern on Channel 5 Monday. This signals the approach of regular programming in the "near future," officials said. Meanwhile it was announced that WMAQ-FM will begin regular operations Oct. 14.

Devaney Is Appointed New Manager of WMIN

FORMAL appointment of Frank M. Devaney as general manager of WMIN St. Paul, to succeed the late Edward Hoffman, was announced Sept. 16 by the executors of Mr. Hoffman's estate. Simultaneously it announced the radio property would not be for sale.

Prior to the death July 31 of Mr. Hoffman, owner and president of WMIN, Mr. Devaney was assistant general manager. He has since been operating WMIN. With the station since its beginning in 1936, he became assistant general manager in 1943.

CONFERENCING on plans for last Monday's inaugural of NBC's midwest television network were (l to r seated) John Murphy, NBC New York, station relations; George Burbach, general manager, KSD St. Louis; William Hedges, NBC vice president in charge of planning and development; Charles R. Denny, NBC executive vice president; O. B. Hanson, NBC vice president in charge of engineering, and Celeste D. Smith, NBC TV manager. Standing: Harold Gruns, program manager, KSD St. Louis; Robert E. Shelby, NBC New York director of TV engineering operations; Jules Herbeuveaux, NBC Central Division television manager; I. E. Showalter, NBC vice president in charge of Central Division; E. Y. Flanigen, vice president in charge of operations, WSPD Toledo; Alfred H. Kirchofer, vice president, WBEN Buffalo; H. C. Luftgarten, NBC Central Division engineer; Walter Dann, general manager, WTMJ Milwaukee, and Charles Bovis, television manager, WTAM Cleveland.
In a blaze of glory, WAGA emerges from an era of independent operation. In nine short months this promotion-minded Georgia station catapulted to a top-most place among the Nation's independent stations.

Just to do it up right, WAGA took over first place in Atlanta mornings and second place afternoons.*

Now, to all this know-how comes Columbia Broadcasting System (where 99,000,000 people gather weekly).

Listeners and time-buyers, alike, are saying, "What a combination!" For availabilities call your local KATZ AGENCY representative.
SETTLEMENT FOR $4,500 ENDS JACKPOT BATTLE

A SAN DIEGO woman who had been denied a $20,000 giveaway program jackpot she claimed was rightfully hers on a TV quiz show—after a partial victory over NBC, which has made a $4,500 out-of-court settlement, it was learned last week.

Called last April 24 by Jack Gregson, NBC's general counsel on the NBC Western network's 'Lynden Show,' Mrs. C. S. Lafoon, of San Diego, said she thought the correct identification for the 'South Pacific Islander' was "Swan, or Cygnus [Latin word for swan]." Mr. Gregson said she would have to choose between the two. She chose "Cygnus," and was told the answer was incorrect. A week later the $20,000 jackpot went to a Texas woman who said simply, "Swan Island." Mrs. Lafoon protested, but NBC, after making an investigation, informed her she had no claim. Eventually she engaged an attorney, and a series of conferences with NBC legal representatives followed.

When the out-of-court settlement was reached it was announced that neither Mrs. Lafoon nor her attorney, David Casey of San Diego, was free to comment because of a contractual agreement with NBC that they would not contribute further to publicity on the case.

WNBW, WBZ-TV Report Augmented TV Schedules

REVISED TV broadcast schedules, looking toward the inclusion of more video programming, were announced last week by WNBW Washington and WBZ-TV Boston, and are now in effect.

WNBW schedule, as announced by George Y. Wheeler, NBC Washington program manager, and Charles Kelly, WNBW network manager, calls for continuous telecast of programs starting daily at 5:30 p.m., Monday through Friday, 5:30 p.m., Sunday 7:00 p.m., starting with NBC's "Honeymooners" at that time, WNBW will operate without interruption by test patterns or scenic slides.

WBZ-TV will increase its telecasts from last week by another a night, according to W. C. Swartley, station manager. Since the formal opening of the New England station last June 9, WBZ-TV has been operating on a regular schedule, which goes Sunday through Monday. Only exception was the inclusion of Boston's major league baseball games on Monday and Tuesday.

WPIX (TV) Signs

STUARTS Clothes, New York (men's clothing), has contracted for a 30-one-minute video announceents for telecasts, with Ranger hockey telecasts on WPIX New York. Spots will start Oct. 27 and run through next March. Emil Mogul Co., New York, is the agency.

'GHOST ORDERS' Ready Defense Radio 'Shopping List'

TOP-SECRET plans of the military chiefs of staff for the strategic defense of the nation are being assimilated with data on industrial capacity for translation by National Security Resources Board officials into "ghost orders" to be filled immediately by the communications industry in the event of war.

Plans for civilian defense, prepared by the Civil Defense Planning Board, and the National Munitions Board's complete military blueprint for defense are incorporated in the master plan for the defense of the United States, it was learned last week as international relations became even more delicate.

The Defense Department disclosed that the plan, issued to subordinate the chiefs of staff, is based on the overall strategy developed by the military leaders during a series of conferences, which included sessions at Key West, Fla., and Newport, R. I.

As a starter, the NSRB has already issued 100,000 orders for machine tools. It is presently enrolling in the first phase of the plan and surveys of electronics and communications plants. Its next batch of "ghost orders" will include electronic and atomic equipment, a defense official told Broadcasting last Thursday. It is the first of these "mushball orders" will be placed in about two months.

Plaut Survey

The Munitions Board launched its review of what equipment production potentials of about 11,000 industrial plants of the nation early this year [Broadcasting, April 5]. Of these plants 200 produce component electronic and communications parts or smaller finished products, and 400 plants manufacture larger finished components of these items.

Rumors persist in Washington that allocation of basic materials may be necessary, Authorities have pointed out that if a "freeze" is put on munitions steel, tungsten, and aluminum, it may produce dire consequences for the radio industry during its period of greatest expansion.

Details of the master plan, on which the joint chiefs of staff have been working for almost a year, are secret. The reportedly vast "shopping list" for armed forces material is to be the big event of war mobilization, was prepared at the suggestion of the Munitions Board, the joint procurement planning agency of the military establishment.

Denying that the plan held any ominous implications, officials said it represented "one of the concrete accomplishments of unification. It was subscribed to the first definite plan of its kind ever prepared in the United States.

Another part of the strategy plan is the gathering of a $700,000 stockpile of critical materials, through the Munitions Board. Some of the materials being gathered fall into the category of basic materials used in the manufacture of radio equipment.

There first hint of civilian entrenchments which would be required by the radio industry in the event of an emergency was given in a handbook issued by the Munitions Board to its procurement officers dealing with manufacturing companies on allocation of private industrial capacity.

It was pointed out in the booklet that the plan's "platform for civilian needs" would receive 70% of the radio industry's peacetime capacity of any industry plant—exclusive of metal-fabricating industries—should be reserved for civilian use (Broadcasting, April 19). While 12% of the automobiles would be earmarked for civilian use, only 7% of the radios, tubes and phonographs manufactured would reach civilian hands. Military forces would receive 87% of all other communications equipment produced.

Although it had been felt that current national defense demand would not handicap the radio industry, except possibly in the case of the available supply of cathode or transmitter tubes, it was not until the NSRB's national budget proposed for the next year would have on the industry.

An approximate breakdown of the Rowan-McCoy's $4,981,911,000 budget alone for the current fiscal year ending next June 29 is $108,100,000 for communications and electronics equipment, industrial planning and guided missiles.

WBAL Presses Action In Baltimore Gag Fight

WBAL Baltimore last week filed a demand for particulars in Baltimore Criminal Court in connection with contempt-of-court citations issued against four stations and a broadcasting corporation. The citations charged violation of the "Baltimore gag" rule forbidding publication of certain material in breach of a pending indictment [Broadcasting, July 26].

Heart Radio Inc., operating WBAL, through Attorney Karl F. Steinman asked the court for particulars. Similar demand has been made by WCBM Baltimore, also cited for contempt in connection with newssheets concerning the conduct of Eugene James, since convicted on a murder charge.

WBAL asked for details of the alleged violation, which occurred July 8; what rule of the Supreme Bench was violated, and sought specific information on material charged with being in contempt.

Model Recordings Are Contest Aids

FIVE transcribed broadcasts by eminent Americans will be distributed to all stations as models for bids for contracts entering in the second "Voice of Democracy" contest during National Radio Week, Nov. 14-20.

The programs are being produced by the NAB Dept. of Public Relations, sponsoring the contest with the Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce.

Eligible to enter the contest are juniors and seniors (or 10th, 11th and 12th grade pupils). They will write and voice minority broad- cast scripts on the subject, "I Speak for Democracy."

Contests will begin during Radio Week on the community level, with radio dealers donating prizes. They will continue by transcription on the state level, with Junior Chamber judges, and wind up with national judging.

In the five minute model programs, the voice of James Stewart, film actor, is accompanied by barking of a dog and ringing of a telephone. The background music is not placed, but are said to aid the dramatic effect of his voice. The talk was recorded in the actor's home. His subject is "Platform for Democracy."

Others who transcribed model talks for broadcast were Justin Miller, NAB president, on "Freedom of Expression"; Maj. Gen. Luther Miller, U. S. Army Chief of Chaplains, on "Freedom of Worship"; Paul Kagwell, president, Junior Chamber, on "Democracy in Action." John W. Day,bury, former U. S. Commission of Education, spoke on Education for Democracy."

The first contest last year drew over 2,000 entries from 40 states and Alaska. Four winners received university scholarships as prizes. The contest is endorsed by the U. S. Chamber of Education and is expected to attract a much larger entry list this year.

Three ABC Co-op Shows Sold in Week by WCP

SALE of three ABC co-op shows within a week by WCP Boston was announced by the station's general manager, Craig Lawrence, last Thursday. Contracts are with Lehtis & Doak Artists, for Baby Buggies, Chevrolet Dealers' Assn. for America's Town Meeting and Stetson Fuel Co. for the Harry Wimper sports show.

Included in all business at WCP, Mr. Lawrence said, are new spot campaigns and participations for such advertisers as Standard Brands General Foods, Groves Laboratories, Penick & Ford, Cocianna Inc., American Home Products, Personal Products Corp., Garrett & Co., and Cat's Paw Rubber Co.

Page 36 • September 27, 1948

BROADCASTING • Telecasting
**the best Market in Dixie** has heard

"This is REBEL"
"This is REBEL"
"This is REBEL"
"This is REBEL"
"This is REBEL"
"This is REBEL"

Over 18,250 Times

They've heard it for over a year... and they'll keep on hearing it, because REBEL is here to stay. On the air August 21, 1947... in the black at the end of the first four months... WRBC (This is REBEL) is still gaining listenership and sponsors in a market where there's plenty of room to grow. First station in Jackson and Mississippi to give advertisers and listeners the benefits of a full-time news director, full-time program director and complete staff of announcers, salesmen and copywriters... WRBC has already gained a reputation as one of the most promotion-minded radio stations in Dixie. If you're selling South, sign REBEL.

*ROSES ARE BLACK...*

Results are what count in radio advertising. As an example of how REBEL can change red to black... spot announcements on WRBC sold rose bushes for Talisman Nurseries of Tyler, Texas, during the spring of 1948 at 72% of the estimated and allowed cost of advertising per order. During the height of the sales program, the cost to the advertiser was only 31 1/2% per order.

*REBELS ARE MANY...*

WRBC's market area takes in more than 133 counties in Mississippi, Alabama, Arkansas and Louisiana with a total population of 3,603,000. REBEL's listeners have an effective buying income of $3,360,912,000, annually purchase $1,726,555,000 in retail goods, and do a wholesale business amounting to more than $75,712,000.

*ONE'S MORE THAN THREE...*

It is when you use REBEL to reach the rich Mississippi market... because WRBC gives you more daytime coverage than any other three stations in the state. The mail count for seven months—from November 1947 through May 1948—was 53,886 letters from all 82 counties in Mississippi, 34 counties in Alabama, 44 parishes in Louisiana, 37 counties in Arkansas, and 1 county in Tennessee. A detailed mail map is available on request.

*WITH 5 AT 620...*

REBEL's phenomenal coverage for a 5000 watt station is due to an excellent position on the dial—620 KC, easy to tune, easy to hear and lots of power. WRBC is reaching bonus markets never before sold by a Jackson station. For high sales curves get low on the dial with REBEL.
PLANNING Procter & Gamble radio cooperation in Community Chest campaign are (1 to r) Roy Bailey, Benton & Bowles; Betty Shay, Pedlar & Ryan; Lester Vail, Dancer-Fitzgerald-Sample; David Lesan, Ted Bell, Compton; Elaize Welton, Community Chest; Minerva Ellis, Compton; Tom Revere, Biow.

A NEW ANGLE on "ground-breaking" ceremonies is offered by KPIX, TV station for KSFO San Francisco. Mayor Elmer Robinson (seated) operates the winch that hoisted the 100-foot antenna to "Top of the Mark." Honorary steel riggers are (1 to r) Philip G. Lasky, KSFO v.p.; Wesley I. Dumm, president; Paul Shepard, construction engineer.

FIRST Bob Hope Show of season gets together (1 to r) James Saphier, head of talent agency; Everard Meade, v.p. in charge of radio, Young & Rubicam; Bob Hope; Walter Bunker, radio production manager, Y&R; Karel Pearson, NBC producer; Al Capstaff, program director. Lever Bros. (Swan Soap) is sponsor.


SALES Executive Club award—a pair of applauding hands—goes to Charles Luckman (L), Lever Bros. president, for outstanding salesmanship. Arthur Motley, publisher of Parade Publications Inc., presents award.

"BEAR-TRAINER" Hugh Terry (L), KLZ Denver, shows a bit of Wild West antics to members attending NAB District 14 meeting at Yellowstone Park. (1 to r) Harold Fair, Hugh Higgins, NAB; Carl Haverlin, BMI; Charles Batson, NAB; Hugh Felitis, BMI; Richard Doherty, NAB. The bear was not a member of the "flea circus."

POW-WOW goes on air—promoting Milt Hinkle Rodeo—via WSSV Petersburg, Va. Around WSSV campfire are (1 to r) Chief Crazy Bull, Lone Star Ranger, and Louis Peterson, WSSV president.

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Here’s what we’re doing about

TELEVISION

in Memphis and the Mid-South

We’re past the planning stage

WMCT, the first television station in Memphis and the Mid-South, will be operating in this Two Billion Dollar market almost before you know it. Equipment has been installed (and tested); the WMCT staff has been organized and is ready to go at a moment’s notice! “T” Day is set for December, just a few months away!

The stage is set

Memphis set distributors are well supplied, and TV sets are being sold and installed right now. Members of our Staff have been out in the field for some months, covering local events and building documentary films for our program library. In addition to one studio 28 x 34 ft., WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our new mobile unit, complete with micro-wave relay equipment, is ready to go into action.

No expense has been spared

WMCT equipment is RCA throughout. Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Rapid film processor—Houston; Printer—Bell & Howell. No expense has been spared to bring our clients the finest TV service to be had—bar none! We’ll be rolling before you know it. Make your plans now!

WMCT

CHANNEL 4

MEMPHIS, TENNESSEE

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

WMCT - WMCF - WMCT owned and operated by the Commercial Appeal
Editorial

Exit Here

BRIEFS ARE in on the giveaway fiasco. Arguments are scheduled Oct. 19. The proceeding, legally, is moot—an FCC face-saver. The FCC has no jurisdiction over lotteries. Congress transferred its authority to the Department of Justice at the last session—an act which somehow slipped by the FCC's vaunted legal staff.

There isn't much dispute about the law, despite the FCC's efforts to justify its blunder. The proceedings are going forward, and there's no disposition to thwart them.

What can the FCC do? Giveaways are parasytes. They feed on the advertising broadcasters want to root them out. The broadcaster is not holding the bag, under the new law, since the criminal statute deals with "persons" who commit the crime—the advertiser and perhaps his agency. The broadcaster is involved only when he "knowingly" broadcasts a lottery.

It seems to us there's but one course open to the FCC that might rebound favorably. If, as a result of these extra-legal proceedings on the proposed new rules which it cannot promulgate, the FCC finds that the Criminal Code is inadequate, it can recommend to Congress that it amplify the statutes to provide guidance.

If the advertiser realizes that he's culpable under the law, he will be less avid in his demand for the giveaway. One of the prime responsibilities of the advertising agency is to keep its clients out of trouble.

The broadcaster's course is clear. He has but to observe the NAB code to root out the lottery giveaway.

On the House?

RADIODOM is awakening to the realization that there's a near miracle being passed in official Washington.

The House Select Committee investigating the FCC, appointed in the waning days of the last session, is fulfilling its mandate. It is doing a business-like job. It isn't seeking headlines. It isn't smearing witnesses. It is ferreting out the truth behind legislation which will get the broadcasters—and the public—off the bureaucratic hook.

This is indeed a phenomenon. Compare it with the House Select Committee of five years ago, which wound up in dispute after having thrown all radio into turmoil. Or with the Un-American Activities Committee, which has been plastering the innocent along with the guilty in its service.

The first interim report of the Select Committee pulls no punches in condemning the FCC for exceeding its authority in both the Port Huron and the Scott-Atheist decisions. It brands them dangerous and miscellaneous. It describes them as "quasi-judicial legislation." It pins responsibility on the FCC's lawyers. It proposes legislation, if the FCC doesn't make amends.

We are impressed with the lawyer-like approach of Frank T. Bow, chief counsel of the Committee, and with the manner in which Chairman Harness has directed the proceedings. The Committee already has exacted from the FCC that it clarify for the confused broadcaster his responsibilities under the Port Huron decision involving political libel, and under the Scott decision, which implied that the anti-God are entitled to time equal to religious denominations.

New hope for legislation that will lead radio (and the FCC) out of the regulatory wilderness arises from the work of the Committee. Congress was intended that radio be free from censorship and from regulation of its business operations. The regulatory trend has been in the opposite direction.

A good start has been made. The Harness Committee isn't being cowed, or intimidated, or dictated to from the Executive Branch. The fight for radio's full freedom, which has been stymied without avowal on the Senate side these many years, might well now shift to the House where real spade-work has been done.

FMA's Crossroads

IN CHICAGO today (Monday) the FM Assn. meets in convention—its second since formal organization in January 1947.

FMA has had a turbulent, oft-times violent, upbringing. FM has not forged to the forefront of the mass media as many of its supporters—inside Government and out—have predicted. Conversely, it has done better in some areas than its opponents expected.

FMA development has been sporadic. It has a long way to go before it approaches a medium horizontally competitive on a national scale, with AM. By the same token, it has made prodigious strides when compared with recent development in AM.

Take a look at the record. In 1923—three years after AM broadcasting began—there were 1,100,000 sets in use. The figure jumped to 3,000,000 the next year; 4,000,000 in 1925, and in gradual steps until 1929 when the plug-in set came into vogue, and when the table-model receiver made its bow. Today there are some 68,000,000 sound receivers in use, about 2,500,000 of them postwar FM equipped.

So the FM showing, circulation-wise, isn't as bleak as some picture. FM will develop just as rapidly as its circulation expands.

Thus the problem of FM is unchanged. When FM gets a "people's radio," within the price range of the average listener, it should show the same sort of dynamic development that animated AM broadcasting in the '20's.

There are 600 FM stations on the air. Another 800 are authorized. Many of them will never begin operation because their principals have their doubts. To say otherwise would be to ignore the facts.

Standard service station on most duplicated channels has been degraded by the wholesale licensing of new stations, shrinking service areas, particularly at night. FM is not affected, because the allocations permit uniform day and night coverage. The salvation of most daytimers is in FM if they are to get fulltime.

The mission of FMA was to promote FM's acceptance as a viable service. That means to exploit the sale of receivers—to provide circulation. Good lower-priced FM receivers are hitting the market. There's talk of a continuous tuning all-purpose receiver which will pick up the full FM range, and in the moderate-price field.

Thus the function of FMA was, and continues to be, exploitation. It is a long haul. It can't be achieved by inciting internecine strife, or by waging campaigns against the AM broadcasters or the telecaster.

FM isn't the forgotten medium. It is providing an improved and more abundant service in certain areas. It tried to grow too fast. It has stumbled, but it hasn't fallen down. Properly nurtured, it will grow and eventually thrive. Remember, AM didn't make the grade in a month or a year.

Our Respects To—

DAVID FORD BOND

By ALL ODDS one of the slickest, best-trained radio voices in any political campaign of 1948 belongs to the Republican Presidential hopeful. When Thomas E. Dewey takes to the air, the land is flooded with pure, pear-shaped tones that as well might be fondling a commercial as a campaign speech.

It is not mere accident that Mr. Dewey's larynx dump with honey. Before entering politics he was a serious student of voice, and since becoming an important political figure he has been carefully coached in microphone technique by one of the most seasoned announcers in radio. A future full of happy Kooperatings was assured when Mr. Dewey met up with Ford Bond.

American radio had been ornamented with Mr. Bond's distinguished voice for 20 years by the time Mr. Dewey came under his tutelage. Although now only 44 years old, Mr. Bond is a veteran of a quarter century of broadcasting.

Mr. Bond and Mr. Dewey first met in 1940 under circumstances which Mr. Bond now says are forgotten. But similarities in their earlier interests—both were singers and incorrigible Republicans—drew them together. In Mr. Dewey's 1942 New York gubernatorial campaign Mr. Bond was his radio advisor. Since that time, Mr. Bond has been at or near the microphone in all Dewey campaigns.

Yet the Dewey voice is a phenomenon for which Mr. Bond claims no credit. "He has a naturally fine voice," Mr. Bond explains. "Being an intelligent man, he has worked to improve it." No matter how assiduously self-critical Mr. Dewey may be, it is unlikely that he could so successfully have burnished his delivery unassisted. The Dewey of 1942 is remembered as an adequate but certainly not remarkable radio performer. The Dewey of 1948 reads a speech with the sharp timing and caressing tones of a Ford Bond murmuring the virtues of Bab-O.

Lest he lose the fine edge to which his voice is now attuned, Mr. Dewey has engaged the services of Mr. Bond as his radio consultant for the coming Presidential campaign. Mr. Bond will again be at his side, polishing inflections and shushing sibilants.

David Ford Bond was born Oct. 23, 1904, in Louisville. It is a tribute to his rugged individualism that he survived a boyhood lived with parents who were ardent Republicans in a city which was solidly Democratic. (Continued on page 44)

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BROADCASTING • Teletasking
“What station do you prefer for news broadcasts?”
When this question was asked of 2,000 New York men and women in an independent survey, an overwhelming number (27.2%) said “WOR.”

25.4% of the 1,000 men asked to name their favorite station for news chose WOR.

28.9% of the 1,000 women asked to name their favorite station for news said “WOR.”

“How many news periods do you hear during a day?” was the second question asked. About 45% of the men and 60% of the women said that they listened to at least three a day. More advertisers of women’s products might well use a WOR news show to sell their wares.
IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio are on WBAL
1090 Kilocycles • 50,000 Watts

N BC Affiliate

The Greatest Shows in Television are on WBAL-TV
32,600 Watts (Effective Power)

Channel 11 • N BC Affiliate
Some of the Growing List of LOCAL and NATIONAL Advertisers who use BOTH WBAL and WBAL-TV

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<td>DAVIDSON TRANSFER &amp; STORAGE CO.</td>
<td>The University Motor Co.</td>
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<td>Martin J. Barry</td>
<td>KOESTER'S BAKERY</td>
<td>BURKE-SAVAGE TIRE CO.</td>
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Paul A. Loyet, vice president of Central Broadcasting Co. and resident manager of WHO Des Moines, was married Sept. 17 to Virginia Hobbs.

Gordon J. Lewis has resigned as assistant manager of WFOH Portland, Me., to become general manager of WIDE Biddeford, Me., which began operating this fall. Mr. Lewis is president of Biddeford Broadcasting Corp.

Arthur A. Peters will become chief engineer at WIDE. He was formerly with WNDB New Bedford. Now Mr. Peters is vice-president of new broadcasting corporation.

Emerson J. Pryor, former manager of WRRN Warren, Ohio, has assumed his duties as general manager of WDFA Danville, Va.

William A. Banks, president and general manager of what Philadelphia, has returned to his office after two weeks stay in hospital due to back ailment.

Gerry Wilmot, manager of ZBM Hamilton, Bermuda, and Ken Muray, manager of TBC Port of Spain, Trinidad, are on business visit to Eastern Canada and United States, calling on agencies and offices of their representative, H. N. Stovin & Co., Toronto and Montreal.

Herb Ferguson, manager of KXOB Stockton, Calif., has been appointed chairman of Industrial Division for forthcoming Community Chest Drive in Stockton. Mr. Ferguson has also been appointed publicly chairman of Red Cross drive in Stockton.

Richard C. Jones, former commercial manager of CKLW Windsor, has been named general manager of WJAP Detroit, Mich.

Roland Fowler, assistant general manager of WGMT Utica, N. Y., is the father of a boy, Brian Warren, born Sept. 5.

John Deme has been released as consultant to WBIS Bristol, Conn.

Respects

(Continued from page 40)

Music rather than politics claimed his interests, however. He began studying piano, violin, and voice, and at the age of 15, he became a boy soprano in the choir of Christ Church Cathedral, Louisville.

In his teens he dropped his voice and his first name and, as Ford Bond, embarked on a singing career.

It was as a singer, indeed, that Mr. Bond first appeared in radio. He performed a solo on the opening program of WHAS Louisville the night the station went on the air in 1922.

Still in pursuit of a life as a concert singer, Mr. Bond emigrated from Louisville that same year to Chicago to study voice. It was no time until he had won conspicuous success—WGN put him on as a singer and paid him $5, a fee by no means inconsiderable in those lean radio days.

Mr. Bond sang at several Chicago shows regularly for several years and then in 1927 went to Alexandria, La., as the conductor of a community chorus. A year later he returned to WHAS, the station of his first wild but unrewarded triumph, as program manager.

He remained at WHAS a year before being summoned to NBC headquarters, New York, as a staff announcer.

It appeared that Mr. Bond was just what NBC had been waiting for. Within two months of his arrival in New York he was announcing 16 commercial programs. Soon he took on other duties such as sports broadcasting. It was perhaps because of this strenuous taxation of his energies that he suffered his first and only loss of a job.

One of the programs on which he appeared was the General Motors Family Party. One night, in closing the program, Ford Bond neglected to pause long enough between the mention of Chevrolet and his own identification. He was released the next day.

Mr. Bond's activities as a commercial announcer became so pressing that he took a leave from the NBC staff in 1935. He finally resigned in 1942 when he formed his own transcription agency which now represents several programs including Howard & Sheldon, The Music Hall of Fame and Rod Hendrickson. Ford Bond Radio Productions Inc. now sells open-end shows to some 300 stations.

Although in recent years he has necessarily limited the number of programs on which he appears, Mr. Bond is still heard almost around the clock. Among the programs with which he has been associated as announcer for extended periods are Cities Service Show, for 18 years, Manhattan Merry-Go-Round for 17 and David Harum for 14.

Mr. Bond is kept so busy running from studio to studio that he has time for only one hobby, and that an exceedingly sedentary one—chess. He lives in Bayside, Long Island, with his wife, the former Mary Elizabeth Ford, whom he married in Louisville in 1927, a daughter, Marylyn, 16, and a son, Reynolds Ford, 14.

He belongs to the Mendelsohn Club, New York, and the Pawling Country Club. Mr. Bond used to live at Pawling, which is also the home of Mr. Dewey, but he moved to Long Island in 1946.

As radio consultant to Mr. Dewey, Mr. Bond will be spared the burden of traveling with the candidate on campaign tours. But from New York he will be able to assist Mr. Dewey in arranging facilities, scheduling broadcasts and keeping the Dewey voice soothing to the voters' ears.

Seeks TV Show

MEMPHIS' MUTUAL STATION

WHBQ comes through Construction Permit Granted!

We're on our way to 560 KC

5 KW–day
1 KW–night

Notice!
CONTRACTS ACCEPTED AT PRESENT LOW RATES
Call the Walker Co. today for availabilities

The Harding College Station

WHBQ
MEMPHIS, TENNESSEE
Represented by
THE WALKER COMPANY
New York — Chicago — Los Angeles — Minneapolis
Boston — Kansas City — San Francisco — Atlanta
J. FONDA TO HANDLE CBS' 'AMOS 'N' ANDY' JAMES FONDA, radio production manager for Fote, Cone & Belding, Chicago, will join the CBS program staff on Oct. 15 with primary responsibility for handling the Amos 'n Andy properties bought by the network.

For more than seven weeks in New York conferring with Hubbell Robinson Jr., CBS vice president and director of programs, Mr. Fonda will make his headquarters in Hollywood, origination point of the program.

Mr. Robinson also announced that Mr. Fonda will be in charge of a projected Amos 'n Andy television show, and of other unnamed properties purchased by the network from Charles Correll (Andy) and Freeman Gosden (Amos).

NBC Announces AM, TV Election Coverage Plans A STAFF of more than 300 will be engaged in NBC's coverage by radio and television of the nation's elections, the network has announced.

William Brooks, NBC vice president in charge of news and international relations, said that the most elaborate coverage in NBC's history had been planned. In addition to coverage on the sound networks, NBC will undertake its first television network election coverage not only in the East over interconnected stations but also in special broadcasts over its newly organized Midwest network, which is not interconnected with the East.

Radio and television coverage will begin at 8 p.m. election night, and both networks will stay open until winners are known. NBC's election headquarters will be in studio 8H at Radio City.

WCAU-TV'S NEW RATE CARD REFLECTS BOOST A new rate card, effective as of Sept. 1, 1948, has been released by WCAU-TV Philadelphia calling for an average increase of 50% in time costs. Basis of the advance is the outlet's increased audience and expanded program schedule.

Class A "live" time is set at $300 an hour, with running film $225.00 for a 60 minute segment.

The station now lists three separate time periods, setting up Class A, B, and C strips. Class A time covers between 7:00 and 10:30 p.m. Monday through Friday and 1:00 to 10:30 p.m. on Saturday and Sunday. Class B is considered between 5:00 and 7:00 p.m. Monday through Friday. All other hours are considered Class C time. Class B rates call for $270 "live" and $210 for slides, while Class C is set at $225 "live" and $165.75 film. Rehearsal time with cameras is listed at $25 per half hour. Announcements, one minute or less, slide or film, also are broken into the three time separations. Announcement costs now scale from $50 for Class A to $37 for Class C.

The new rate card, which is Number 2 for the Philadelphia station, also lists general information on the station, names and offices of the various CBS Radio Sales managers who represent WCAU-TV nationally and special contract information.

Summer AD Sales Idea of Miami as Year-Round Resort Pushed by WMBM BISCAYNE Broadcasting Co. Inc., licensee of WMBM Miami Beach, Fla., 1-kw daytime on 880 kc, believes it has found an "advance antidote" to that familiar recession which radio time salesmen often get during the summer months, "We're not doing any advertising before the season begins." WMBM inaugurated a series of sales promotion plugs designed not only to bring in summertime advertising but also to assist in the current campaign to establish the Miami area as a summer vacation center as well as a winter resort.

Station's first series of announcements, continued for four weeks, opened with the statement that "Business in Dade County is a year-round operation" and followed with facts to prove it. After a four-week interval, a second series of similar announcements was broadcast. In both series the announcements were used at the end of each program where no commercial spot was scheduled.

Results were highly satisfactory, according to T. O. McCullough, president of Biscayne Broadcasting, who said the announcements not only were directly responsible for the signing of a number of contracts by WMBM but also brought considerable favorable comment from Miami area business establishments.

Television Talk TELEVISION's importance to the modern business world will be discussed by Raymond G. Colegrove, executive vice president, Avco Manufacturing Corp. at the annual Boston Conference on Distribution, Hotel Statler, Oct. 25-26.

WNAC-TV ISSUES ITS FIRST AD RATE CARD WNAC-TV Boston, owned and operated by The Yankee Network Inc., has published its first rate card covering general telecast advertising rates. Card was effective Sept. 1.

Rates are divided by programs and announcements into two classes, A and B. Class A program rates range from $450 for one hour, Class B (before 6 p.m. and after 11 p.m.) run $225. Other time segments: For Class A: $180 for one-half hour and $120 for one-quarter hour; for Class B, $135 for one-half hour and $90 for a quarter hour.

Rates also are quoted for 40, 20 and 10 minute periods. Additional time for production or studio charges are made for live programs, while charges for film include facilities and normal rehearsal time.

Announcements cost $45 for Class A and $33.75 for Class B— for one minute or less. Figures are for those announcements not requiring use of studio camera, including facilities, normal rehearsal time and services of one announcer.

WNAC-TV also announced its first four commercial contracts. First was secured the support of Larus & Bros. Co. Inc., Liggett & Myers Tobacco Co. and Merrill, Lynch, Pierce, Fenner & Beane, GE, through its dealer, V. Stockpile & Son Co., will televise all North Shore High School football games from Lynn, Mass. Larus & Bros. makers of Edgeworth cigarettes are also supporting the Sponsor's Quiz each Friday. Merrill, Lynch is presenting George Gallup's America Speaks through Oct. 31. Liggett & Myers (Chesterfield cigarettes) have secured six weeks before boxing and wrestling bouts, remaining baseball games and all Boston Yanks football games.

RCA 16-inch TV Tube Is Planned in Quantity ALTHOUGH subject of the RCA 16-inch television tube is not mentioned for publication by the company and other set manufacturers, it is known that the tube will be produced in such quantity by the first of the coming year that components will be made to all receiver builders.

RCA itself is planning to announce the tube with a big publicity drive. The chassis work for the set is being prepared for the first of the coming year, with press parties and other affairs in the making as part of the build-up.

Tube is being manufactured in the Rock Island, Ill., plant. Samples, it is known, already have been sent to many manufacturers so they can build test sets and make engineering production plans around the new tube. The 16-inch tube sets, it is understood, will be manufactured at prices close to current prices of 10-inch tube sets.
Basic and outstanding scientific developments, achieved at RCA Laboratories, have made the United States pre-eminent in radio and electronics... new industries and a new service to the public have been created.

Overlooking the rolling countryside at Princeton, N. J., the research laboratories of the Radio Corporation of America are built on land over which trails were blazed by American pioneers and across which Washington and his soldiers fought in the American Revolution. Today, on this historic site, scientists are conquering elements of nature so that the world continually may enjoy new benefits of electronics, AM and FM radio, and television.

Here, through discovery and invention, new products and new services are created for our national security and for the benefit of people everywhere.

The scientists and research men who work here are explorers of new frontiers in the invisible spectrum of space. They blaze new trails, not only in radio broadcasting but also in radiotelegraphy, radar, and many other phases of radio-electronics, for the present and the future.

RCA scientists and engineers devote their efforts to the discovery of previously unknown principles and phenomena, to the revelation and expansion of knowledge, to the extension of man's horizons. They create and develop new and improved industrial processes and products, and provide new and expanded communication services.

The scientists of RCA believe that all additions to fundamental knowledge eventually will be worth while from the commercial as well as the scientific point of view. Therefore, RCA conducts basic research, the foundation upon which new industries are built and through which new services are made available to the public.

When in Radio City, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission.
730TV2 — FM, AM, Television and Victrola Phonograph. 52-square-inch picture. RCA Victor "Eye-Witness" Picture Synchronizer. 26 RCA Victor Preferred Type Tubes plus 3 rectifier tubes. Walnut, mahogany and blond finishes.

648PV — FM, AM, Short Wave and Television. 300 square-inch television screen. RCA Victor "Eye-Witness" Picture Synchronizer. 40 RCA Victor Preferred Type Tubes plus 7 rectifier tubes. 12-inch electro-dynamic speaker. Walnut or mahogany finish.


8R71 — FM and AM. Six RCA Victor Preferred Type Tubes plus one rectifier tube. Powerful electro-dynamic speaker. Maroon plastic case.

There's an
Now, everyone can enjoy the thrill of FM in the widest selection of RCA Victor instruments ever.

The great RCA Victor line has a full range of FM instruments... from the 8R71 table model AM-FM, to the superb 648PV AM-FM radio and TV receiver. All have the thrilling tone of the "Golden Throat" 3-way acoustical system.

Powerful RCA Victor advertising, in top-ranking national magazines, and over 165 NBC stations send people to their dealer for RCA Victor instruments with FM. Look for these hard-hitting advertisements in LIFE, COLIER'S, SATURDAY EVENING POST and LOOK. Listen to the RCA Victor Show "The Music America Loves Best" over your favorite NBC station every Sunday afternoon.

Every day more people learn about FM and want an RCA Victor FM instrument. RCA Victor dealers have the FM instruments everybody wants... instruments that offer FM through the famous "Golden Throat" tone system.

**RCA's 250-WATT FM TRANSMITTER**

Type BTF-250-A

Complete self-contained, this pace-setting 250-watt FM transmitter offers low-power stations the easy way to get on the air immediately with true FM quality. It includes RCA's "Direct FM" system using only 16 inexpensive tubes (about half the number used in many exciters)—with only 7 tubes in the r-f chain. All r-f circuits are single-ended. Multi-unit construction permits easy addition of higher power units later on. The BTF-250-A is the ideal standby for higher-power FM stations.

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**RCA's 3-KW FM TRANSMITTER**

Type BTF-3B

The BTF-3B is designed and built strictly for professional transmitter engineers who know transmitters. It uses only 36 tubes (15 regulator and voltage control tubes do not contribute to outages) and employs RCA's simple, straightforward "Direct FM" type exciter. The driver and final are "Grounded-Grid" for easy tuning and maximum stability. Shielded final tank circuit reduces housing radiation and r-f pick-up in nearby a-f circuits. Single-ended output provides greater stability and easier matching. Every component is easy to reach. Unit-type design makes for easy installation and simple modification to higher power. All air-cooled and self-contained. Can be tuned by inexperienced personnel in minutes.

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**RCA's 1-KW FM TRANSMITTER**

Type BTF-1-C

Here is a self-contained 1-kw transmitter with a "Direct FM" exciter inherently capable of lower noise and distortion than any exciter yet developed. No fussy, complicated circuits. No trick tubes. Only 8 tubes in the r-f chain. Grounded-Grid circuits in the final amplifier provide greater stability than conventional amplifiers—require no neutralizing. The shielded tank circuit of the final amplifier provides near-perfect shielding. Output is single-ended for maximum stability. Unit-type design provides easy installation, flexibility, and simple modification for higher power. Type BTF-1-C is all air-cooled.
Continuing its active production of FM equipment, RCA today is manufacturing the most complete line of well-engineered FM station equipment in the industry—and is stocking it. Nothing in your station "specs" that RCA cannot supply. Nothing in the transmitter equipment line that RCA cannot ship promptly.

Who are RCA's best references?
The station men of the nation's leading FM stations. These are the men who like the practical engineering that goes into each piece of RCA FM equipment. They like the completeness of the RCA FM line—with one manufacturing source for everything they need in the station. They like the undivided responsibility RCA assumes for its equipment. They like the prompt delivery RCA gives them on every item on the list.

Call your RCA Broadcast Sales Engineer for information and help. He's an FM specialist. Or write Dept. 307, RCA Engineering Products, Camden, N. J.

RCA's 10-KW FM TRANSMITTER
Type BTF-10B
Outstanding for its low running costs, this 10-kw FM transmitter takes only 22.5 kw to run it. Grounded-Grid circuits in both drivers and in the final permit the use of small power triodes (7C24's) in all three stages. RCA's "Direct FM" system is used, as in all RCA FM transmitters. All r-f stages are single-ended. High-power stages are motor-tuned. Carrier returns instantaneously after momentary power failure. Only 39 tubes, total, in the entire transmitter (only 23 of these are required for emergency operation). Only 14 different tube types to stock. All air-cooled, the entire transmitter is designed with just one high-voltage power supply. Possible savings in running costs of the BTF-10B—up to $1500 a year!
RCA's 50-KW FM TRANSMITTER

Type BTF-50A. One of the easiest-handling high-power transmitters ever designed ... and as reliable as a powerhouse. Grounded-Grid amplifiers and simplified single-end r-f circuits (class C) insure highly stable operation and easy tuning. Direct FM produces high-fidelity frequency modulation simply and directly (less than 1% output distortion 30-15,000 cps). Total tube complement, 42 tubes.

Of these, only 26 can seriously affect the carrier. Number of different tube types, only 14. One high-voltage power supply for the entire transmitter.

Type BTF-50A is built for true walk-in. Its unified front-panel design is functionally styled to fit any station layout—makes it economical to set up. Here is the 50-kw FM transmitter that is completely air-cooled—with two blowers operating independently to assure maximum program continuity.

RCA STUDIO CONSOLETTE

Type 76-B5

Latest in the series of RCA Consolettes is the 76-B5. This type performs all the amplifying, monitoring, and control functions of most large and small stations—AM and FM. It has full facilities for simultaneous auditioning and broadcasting for practically any combination of studios, turntables, or remote lines.
Expressly designed for monitoring FM programs and high-fidelity recordings, this revolutionary new two-cone speaker provides true FM response throughout the range 50 to 15,000 cps! It is free from resonant peaks, harmonics, and transient distortion at all usual volume levels. Cross-over response is remarkably smooth. Controlled "roll-off" is provided for 5 and 10 kc.

Room location of the LC-1A is non-critical.

The RCA Duo-Cone Speaker is available in three bass-reflex cabinets; finished in two-tone gray, dark walnut, and light mahogany.

Data for RCA Pylon Antennas

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HEAVY-DUTY PYLONS

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LOW-POWER PYLONS

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<th>Type No.</th>
<th>Nominal Power Gain</th>
<th>Sections</th>
<th>Overall Height (ft.)</th>
<th>Weight (lbs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BF-21A/B</td>
<td>1.5</td>
<td>1</td>
<td>13.9</td>
<td>376</td>
</tr>
</tbody>
</table>
The standard of comparison in FM

- The RCA 7C24 and 5592 "metal header" tubes... used in the latest RCA FM transmitters... are striking examples of RCA's leadership in modern tube development. In addition to increased ruggedness and operating economy, these tubes require no neutralization, give stable wide-band operation, and provide superior shielding of elements when used in grounded-grid circuits.

RCA has a complete line of modern, more efficient power tubes for FM transmitters. For your convenience, these tubes are now available from your local RCA Tube Distributor or directly from RCA.

For information on any RCA tube, write RCA. Commercial Engineering, Section IP-36, Harrison, N. J.
INCOME SHIFT

Increase Is Seen in West And South From '29-'47

MARKED shift of relative income from New England and the Middle East to the South and West occurred during the 1929-47 period, according to the Dept. of Commerce. Decline from 42% to 36% occurred in the share of the nation's total income payments received by New England and the Middle East (see table this page).

Share of income received by the Southeast, Southwest, Northwest and Far West increased from 37% to 37%, the departments found, with the share of the large Central region falling slightly, from 29% to 28%.

Total dollar volume of income payments in the nation rose from 83 billions in 1929 to 190 billions in 1947.

New England and the Middle East still accounted for over a third of total income in 1947 despite the declining trend in those regions.

Industrial progress was cited as main factor in the gains made by the Far West, Southeast and Southwest, with their factory payrolls rising from 15.5% of the nation's total in 1929 to 20.3% in 1947, an increase of roughly one-third.

Increases in income payments by government agencies also were important in the Southeast and Southwest and population growth was a major factor in the Far West. Farm income was the key element in the Northwest.

The change in income positions of New England and the Middle East are ascribed largely to the industrial, commercial and population growth of the newer and less developed parts of the country. A tapering in this rate of growth, the department notes, would make the forces underlying the relative shift of income to the South and West less strong in the future than they were in the past.

Per capita income in the West, as a whole nearly doubled from 1929 to 1947, rising from $690 to $1,323. Largest regional gains were in the Northwest and SouthEast, each being 157% above the 1929 average compared to a 95% increase for the nation. Smallest percentage increases in per capita income occurred in the Middle East and New England.

WIL Power Boost

EQUIPMENT being installed by WIL St. Louis at North Dupo, Ill., to raise its power to 8 kw fulltime on 1430 kc from its present 250w fulltime on 1230 kc, will include the latest Gates 5 kw transmitter and associated equipment. Four Winchberger towers will be utilized in a directional array beamed on the city. Officials hope to have the new transmitter in operation by Christmas. Studios will remain atop the Melbourne Hotel, St. Louis.

CATHODE TUBE SALES UP 68% FOR QUARTER

REFLECTING the upsurge in TV set production, sales of cathode ray tubes to set manufacturers rose more than 68% during the second quarter compared to sales in the first three months of 1946, according to Radio Mfrs. Assn.

Sales to manufacturers in the second quarter totaled 267,763 cathode tube units valued at $6,021,878 compared to first quarter sales of 158,706 units valued at $4,229,340. All second quarter sales including replacements, exports and government agencies totaled 292,270 tubes valued at $6,624,784.

For the first half of the year, sales to manufacturers totaled 426,469 tubes valued at $10,250,218 compared to 256,035 units valued at $7,218,588 a year ago.

Total sales of electron tubes in the second quarter, as reported by RMA and the National Electric Mfrs. Assn. jointly, were 1,177,502 units valued at $13,516,908. These included industrial tubes but not those used in receiving sets. Of the total, government agencies bought $1,688,777 worth and exports amounted to $452,941.

<table>
<thead>
<tr>
<th>States and regions</th>
<th>1929</th>
<th>1947</th>
<th>1947</th>
<th>1929 to 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount (millions of dollars)</td>
<td>Percent Increase</td>
<td>Amount (dollars)</td>
<td>Percent Increase</td>
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<tr>
<td>Continental U. S.</td>
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<td>1,323</td>
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<tr>
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<td>6,792</td>
<td>13,194</td>
<td>64</td>
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<td>Conn.</td>
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<td>3,599</td>
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<tr>
<td>Me.</td>
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<td>914</td>
<td>72</td>
<td>1,128</td>
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<td>6,718</td>
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<td>1,449</td>
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<td>N. H.</td>
<td>302</td>
<td>613</td>
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<tr>
<td>R. I.</td>
<td>570</td>
<td>1,335</td>
<td>96</td>
<td>1,321</td>
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<tr>
<td>Vt.</td>
<td>216</td>
<td>433</td>
<td>100</td>
<td>1,183</td>
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<tr>
<td>Middle East</td>
<td>27,840</td>
<td>58,938</td>
<td>288</td>
<td>1,669</td>
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<tr>
<td>Del.</td>
<td>218</td>
<td>479</td>
<td>120</td>
<td>1,648</td>
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<td>D. C.</td>
<td>638</td>
<td>1,705</td>
<td>41</td>
<td>1,191</td>
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<tr>
<td>Md.</td>
<td>1,106</td>
<td>2,934</td>
<td>163</td>
<td>1,463</td>
</tr>
<tr>
<td>N. J.</td>
<td>3,268</td>
<td>6,740</td>
<td>34</td>
<td>1,542</td>
</tr>
<tr>
<td>N. Y.</td>
<td>14,479</td>
<td>25,654</td>
<td>21</td>
<td>1,761</td>
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<tr>
<td>Pa.</td>
<td>7,338</td>
<td>14,426</td>
<td>71</td>
<td>1,577</td>
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<tr>
<td>W. Va.</td>
<td>793</td>
<td>1,940</td>
<td>145</td>
<td>1,031</td>
</tr>
<tr>
<td>Southeast</td>
<td>8,681</td>
<td>25,723</td>
<td>196</td>
<td>883</td>
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<tr>
<td>Ala.</td>
<td>802</td>
<td>2,571</td>
<td>354</td>
<td>838</td>
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<tr>
<td>Ark.</td>
<td>1,355</td>
<td>1,452</td>
<td>123</td>
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<tr>
<td>Fla.</td>
<td>956</td>
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<td>210</td>
<td>1,028</td>
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<tr>
<td>Ga.</td>
<td>956</td>
<td>2,577</td>
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<td>865</td>
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<td>Ky.</td>
<td>984</td>
<td>2,543</td>
<td>162</td>
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<tr>
<td>La.</td>
<td>984</td>
<td>2,543</td>
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<td>Miss.</td>
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<td>S. C.</td>
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<td>517</td>
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<td>788</td>
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<tr>
<td>Tenn.</td>
<td>1,398</td>
<td>1,973</td>
<td>173</td>
<td>575</td>
</tr>
<tr>
<td>Va.</td>
<td>897</td>
<td>2,992</td>
<td>203</td>
<td>1,064</td>
</tr>
</tbody>
</table>

When signals sent from atop a pressbox at a local softball tournament failed to reach the station's transmitter, the engineering staff of WSPD-TV Toledo mounted the microwave relay on a crane boom, ordinarily used in construction work, raising the equipment to a sufficient height of 50 feet. Then the ballgame was called on account of rain.
Rehire Announcer, NLRB Tells WATL

REINSTATEMENT of and payment of back wages to a discharged employee of the Atlanta Broadcast Co. (WATL) was ordered by the National Labor Relations Board. The order upheld the earlier findings and rulings of an NLRB trial examiner.

Ordered reinstated is Lawrence J. Mellert, former announcer, who, according to a complaint filed by the American Federation of Radio Artists (AFL), was discharged by WATL in April 1948 because he filed charges before NLRB and because of his membership and activity in AFRA. AFRA’s complaint had charged also that WATL refused to rehire Mr. Mellert.

In ordering reinstatement Sept. 18, NLRB directed he be paid “a sum of money equal to the amount which he normally would have earned as wages from the date of the discrimination to the date of the respondent’s offer of reinstatement, less his net earnings during said period.”

AFRA’s complaint was dismissed insofar as it alleged that two other WATL employes, Theodore Fenster and James Lurie, were discriminatorily discharged. The NLRB decision pointed out that Mr. Fenster and Mr. Lurie admitted that at the time of their discharge Walter Speight, then station manager of WATL, had said they were being discharged for having deliberately conspired to miss a newscast. “We cannot say,” said NLRB, “that Speight did not honestly believe that Fenster and Lurie had deliberately engaged in misconduct, or that this belief was not the motivating cause of the discharges.”

NEW TYPE TELEVISION RESEARCH IS OFFERED

NEW TYPE of television research is being offered TV stations in the New York area on a yearly basis by Advertest Research, New Brunswick and Newark, N. J.

The plan involves the use of a series of specially constructed panels, with separate panels for each contracting station. Listening information collected is confidential and available only to the party contracting for it. Advertest announced.

Panel members include only those receiving six New York area TV stations, WABD, WATV, WCBY-TW, WNYT, WPIX and W2JY-TV. Three test panels have been running in the area since last June.

A new type of questionnaire has been developed by Advertest during the test period, and one of its features is the discarding of the stilted language normally used in questionnaires. The vernacular is used as a means of establishing closer liaison with panel members, Advertest said.

The following are just a few more of the many AM and FM radio stations subscribing to the London Library Service:

WQXR, New York City,
KBON, Omaha, Nebraska,
KXYZ, Houston, Texas,
RURAL RADIO NETWORK.
WXRT, Chicago, Illinois

For additional information write to:
LONDON LIBRARY SERVICE
16 West 22 Street, N. Y. 1, N. Y.
A division of:
The London Gramophone Corp.

McClatchy Co. Presents TV Exhibition at Fair

McClatchy Broadcasting Co., Sacramento, Calif., applicant for two television permits, staged a television demonstration at the California State Fair at Sacramento this month. A lecture was given five times a day, ranging from a half hour to forty-five minutes. Marionettes and members of the audience were televised in the booth.

The same exhibit and demonstration will be repeated at the Fresno County Fair, Oct. 5 to 10. In addition to the television demonstration, KFBK Sacramento originated 50 live broadcasts from the Fair Grounds.

TWO BRITISH radio and television receiver manufacturers have opened branches in Canada. Pye Radio Ltd., at Ajax, Ont., and Gowan (Canada) Ltd., at Halifax, with headquarters at Montreal. Both companies will also manufacture television transmitting equipment.

PHILADELPHIA'S No. 1
WIBG
WALL'S
SPORTS! MUSiC! NEWS!

10,000 WATTs

REPRESENTED: Nationally by Adam J. Young, Inc.
The average WGN quarter hour between 5:45 to 7:00 AM, Monday thru Friday, delivered over 275,000 impressions in 10 days to 126,000 different homes.*

This army of early risers is often not given proper emphasis. Thru WGN's early morning programs it is possible to reach a sizable chunk of these consumers. Don't miss this sure bet for these coming winter months.

* Nielsen Radio Index
News

Feature
(Continued from page 18)

a charge was made for admission to the viewing hall, which had to be refunded because of poor reception for the initial flights, caused by a difference in power services at the origin and reception. A total of 1,800 tickets had been sold, but before the RCA engineers had located and remedied the trouble, refunds had been demanded by and paid to 1,600 individuals. After that reception was perfect—admission was free.

Before television could be introduced into Madrid, Mr. Reilly said, some arrangement for standardizing the city's power supply would have to be made. Three companies now serve the area, he said, and while all three services are supposed to be on a 55-cycle basis, there is enough variation to upset television of a program originating in an area served by a different company than that serving the receiving area.

Light proved another deterrent to the immediate introduction of television into Spain, Mr. Reilly admitted. Sets could be sold there at about the same retail prices as in the U. S.; he said, but the average income is somewhat lower in Spain, with a government surcharge, for example, earning about $125 a month, making the least expensive set an appreciable part of the average income. Installation plan sales might overcome this price handicap, he added.

Joseph M. Sitrick in New State Dept. Radio Post

JOSEPH M. SITRICK, member of Broadcastino's editorial staff for the last year and a half, has joined the State Dept.'s International Broadcast Division. He will be in charge of special events in Washington for the "Voice of America," directing coverage of news events and handling program arrangements in the capital. He will serve under Harold Janis, chief of special events for the "Voice" in New York.

Mr. Sitrick has served in both the New York bureau and Washington headquarters office of Broadcasting, and for the last year covered Capitol Hill and the State Dept. He was on the announcing staff of WHBF Rock Island, Ill., before joining Broadcasting, and spent two years before the war on the staff of WSUI, the U. of Iowa station at Iowa City.

Entering the Navy in March 1945, Mr. Sitrick left the service in May 1946 with the rank of lieutenant (jg). While in the service he was production director and assistant officer-in-charge of the Navy's Armed Forces Radio Service in Washington.

'Axis Sally' Arrogrunt

ARRAIGNMENT of Miss Mildred Gillars, reputedly the "Axis Sally" of the Nazi radio, on charges of treason, was scheduled for last Friday in United States District Court before Judge J. E. Jennings Bailey, following a court postponement.

Keeping up with WCBS (NEW YORK'S #1 STATION)

In 31st annual convention assembled, enthusiastic Lions from 48 states and 21 foreign countries jammed Madison Square Garden, applauded long and loud as their hosts, the New York State Lions, singled out WCBS for exceptional honors. To WCBS executive Milton Carlitz—a guest speaker at many local Lions' functions—and to WCBS, went a unique plaque citing "unselfish community interest on the part of a great institution and its representative." Intimate participation in the lives of the communities it serves has won WCBS as many friends as it has listeners ... and another reason why WCBS (represented by Radio Sales) is the #1 Station in America's #1 Market.
OF Auntie’s Pattern

She’s a loveable old party—to her listeners, her sponsor and to Pacific Coast radio.

“Aunt Mary” has been on the air since 1944, stitching together the lives of assorted characters who figure in the serial about youth, age, love, devotion and other successful components of daytime drama.

She’s been selling a lot of Albers Flap Jack Mix, Albers Quick Oats and Carnation Corn Flakes this year; the program now has been sponsored on 26 NBC Western Network stations since February by the Albers Milling Company. And product sales have soared—naturally, since “Aunt Mary” rates an average 5.1, with a 32.8 share-of-audience.

“Aunt Mary’s” rating is spectacular—for when the seventh most popular of all national and regional daytime shows in the West began, it broke the industry conviction that no serial program could be done successfully from the Pacific Coast. But “Aunt Mary” on NBC was an immediate hit, the result of a proved pattern: a good program, aired over the West’s No. 1 Network to NBC’s responsive audience. Other advertisers—White King Soap, Planters Nut and Chocolate, Wesson Oil and Snowdrift, among them—value that pattern, a sure formula for sales.

San Francisco NBC Western Network
A Service of Radio Corporation of America
WBAP-TV DEBUT

Population of Million In Station's Area

WBAP Fort Worth brings television to Texas with a formal debut Wednesday (Sept. 29) at 7 p.m.

But a telecast of President Truman making a campaign appearance in Fort Worth Monday afternoon (today) was put on the last-minute schedule as a preview event.

WBAP-TV says its signal will reach a population of well over 1,000,000 in Fort Worth, Dallas and the surrounding area. First program to be telecast will be the Alexander Korda film, "Scarlet Pimpernel," first of a Wednesday "family night" series sponsored by W. C. Striplings, Fort Worth department store.

Preceding the movie, Amon Carter, Harold Hough and George Cranston will greet the video audience in brief ceremonies. A more elaborate formal opening will be staged at a later date.

Firm's Officers

Mr. Carter is president of WBAP, Mr. Hough is radio director and Mr. Cranston, manager. An estimated 1,000 video sets will be tuned to the inaugural program, with about 100 in cafes, bars and other public places.

Mr. Hough, chief producer for WBAP-TV, above.

Cleveland, like any large metropolitan city, has its traffic problem. And its busiest intersection — as far as Cleveland's small fry and their parents are concerned — is COWINSKAY'S CORNER, a quarter-hour kid disk program heard from 6:45 to 7:00 PM across the board and on Saturday morning from 11:45 to 12.

A blend of carefully selected music and stories, COWINSKAY'S CORNERS is a sure bet to give your sales message the green light with a large, attentive audience of youngsters and their parents.

For more details — ask Headley-Reed.

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For more details — ask Headley-Reed.

WBAP-Fort Worth will be on the air Wednesday through Sunday, four hours a night. First high school football game will be carried Friday night and first college game Saturday night.

Initial commercial accounts number eight, five of these being television-spot sponsors.

Construction continued on WBAP's new radio-television center even as the TV units were to be put into use. Shift of WBAP's standard broadcasting from Medical Arts Bldg. studios will be about Jan. 1.

Largest of WBAP-TV's three television studios measures 45 by 82 by 28 feet. Equipment includes a complete mobile unit, a $7,500 Zoonar TV camera lens, complete film setup and RCA transmitter.

Robert Gould is chief producer for WBAP-TV and Seymour Andrews is program director.

Station is on Channel 5 (76-82 mc) with 17.6 kw visual, 8.8 aural power. Studio address is 3900 Barnett St., Fort Worth.
WILLIAM A. (BILL) MORRISON
Garfield and Guild
San Francisco

Succinct is the word for you, Bill Morrison. Your brief thumbnail biographical sketch notes that your “early advertising background was in department stores and men's specialty stores.” Then came your association in 1940 with Garfield & Guild, three years with Uncle Sam in the Armed Forces Radio service, and return to G & G in 1945. But in your terse comments we at KGW particularly noted the last sentence: “Principal chore is million and one details related to airing the Skippy Hollywood Theater weekly on 40 of the country's finest radio stations, including KGW—which has one of the longest tenures of any station we use.” Those are welcome words, Bill, and they’re positive indication of the value you timebuyers place on the market and audience KGW can deliver. The market's getting bigger, too. Since 1940 Oregon’s population has increased 41.8 per cent, proof that the Northwest’s war boom was not a “flash in the pan”. Oregon is the nation’s Number Two state in population growth. KGW and KGW-FM are growing with the market. New quarters and new facilities permit KGW and KGW-FM to better serve this market area, one of the richest in the nation from an advertiser's standpoint.
code, NBC will make the following announcement on the air and fade the show for at least 30 seconds whenever material "that is obviously in bad taste and contrary to good broadcasting standards" is attempted...

"The National Broadcasting Co. regrets the necessity of interrupting this program in order to delete material which in its opinion would be objectionable to listeners in many American homes."

Such an announcement, it is hoped, will offer to the listening audience an explanation that was lacking in the Allen incident when only dead air was left during the fading of his heretical reference.

Another measure in the NBC code, but not in the NAB's, is the repetition of a recent NBC announcement that the network would accept no more giveaway programs of the type against which the FCC proposed action last August, pending clarification of the legality of such programs.

Still another measure in the NBC code provision insists that material presented during the warm-up of a studio audience preliminary to a broadcast must conform to NBC standards applying to programs on the air. This restriction may cause minor distress to some comedians if it is enforced. Under the new code Fred Allen and others presumably will be prevented from even arch references, for to conform to air standards during off-the-air preliminaries, he must abide by a code section which makes it clear, without specifically stating so, that references to other networks are not encouraged.

"An announcement made on any NBC program calling attention to a program over competing facilities," says the code, "must be so worded as to avoid diverting the audience from listening to NBC at that time."

Almost all of the points covered by the NBC code but not by the NAB have been NBC policy for some time. Not all, however, herefore have been published for general distribution.

All NBC network program and commercial policies also will apply to the six NBC owned and operated stations. Some supplementary standards are set for the stations in the new code, most of them amplifying sections of the NBC code of particular consequence to station operation.

The supplementary instructions to stations are similar to those in the NAB code in respect to commercial spots. No more than one minute of commercial announcements may be used in a 15-minute period nor more than six in a half-hour. Time standards, however, may be waived one hour each day for participation programs like shoppers' guides or women's service features.

Spot announcements on owned and operated stations must not exceed 125 words if live or one minute if recorded. Station breaks are prohibited between contiguous programs sponsored by the same advertiser, adjacent to shows sponsored by a competitive product, or on a basis of more than two in the evening rate bracket and four in the day rate bracket for any one product.

Commercial time limitations for the network as contained in the NBC code are those of the NAB, except for news programs and the addition of the 20- and 40-minute periods for television. NBC code standards are:

<table>
<thead>
<tr>
<th>Length of Program</th>
<th>Total Commercial Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before</td>
<td>After</td>
</tr>
<tr>
<td>5</td>
<td>1:15</td>
</tr>
<tr>
<td>10</td>
<td>2:15</td>
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<tr>
<td>45</td>
<td>5:45</td>
</tr>
<tr>
<td>60</td>
<td>7:00</td>
</tr>
</tbody>
</table>

News programs, either day or night, are restricted to one minute of commercials in any five-minute show, 1:46 minutes in 10 and 2:15 minutes in 15. No middle commercials will be allowed on radio news shows. NBC said television news commercial policy "will be adapted to the needs of the medium and the public interest."

Like the NBC code, the NAB standards prohibit diversions from the program of cowcatcher or hitchhike announcements. The program must be announced and identified before a cowcatcher and signed off after any hitchhike.

Rules on Giveaways

Like the NBC code, the NAB standards establish a commercial principle which may influence the future of giveaway shows by insisting that any reference to "any product or service under any trade name, or language sufficiently descriptive to identify same, is, except for normal guest identifications, considered as advertising copy and as, such a part of and included in the total time allowances."

Giveaway programs which pass out merchandise or prizes obtain the gifts in most instances free except for mention of the product on the air. In programs whose list of prizes is extensive, it is believed that the charging of these product mentions against the program sponsor's total commercial time will create a problem. Many shows of this type now exceed commercial limitations as established in both NAB and NBC codes.

NBC additionally provides that programs which present their sponsor's products as prizes, accompanied by commercial reference, shall follow this procedure: An average will be taken of the actual timing of such ad-lib commercial references on six typical programs and this average will be added to the time of the formal commercial. The total of the two commercial types must be within the commercial limitations.

The NBC code, contained in a 58-page pamphlet, also offers general observations about the attitudes which programs ought to take toward society and institutions.

Insobriety, for example, must not be portrayed as desirable.

"Respect for the sanctity of marriage and the home must be maintained."

"Adultery is not glamorous. "Narcotic addiction is a vicious habit."

Reference to sex is to be kept "within the limits of good taste and decency."

"Reverence marks any mention in the name of God.""

DULUTH, MINN.—"Outa my way," snarls Otto Mattick. "I'm out to get the guy who told me not to put my cranksnog on the Duluth-Superior Market!"

No wonder Otto's in a snit. He really missed a sure thing when he ignored the Duluth-Superior market. It's growing like wild-fire . . . the population has leaped 15.5% in the past two years and retail sales have made the terrific jump of 83.2% in the same period. Sell your product to this booming market by using KDAL, favorite radio station of a tremendous and receptive listening audience.

Don't miss out on this wealthy and swiftly-growing Duluth-Superior Market. Contact Avery-Knodel . . . then buy KDAL for soaring sales.

REVENGE!

"Outa my way," snarls Otto Mattick. "I'm out to get the guy who told me not to put my cranksnog on the Duluth-Superior Market!"

No wonder Otto's in a snit. He really missed a sure thing when he ignored the Duluth-Superior market. It's growing like wild-fire . . . the population has leaped 15.5% in the past two years and retail sales have made the terrific jump of 83.2% in the same period. Sell your product to this booming market by using KDAL, favorite radio station of a tremendous and receptive listening audience.

Don't miss out on this wealthy and swiftly-growing Duluth-Superior Market. Contact Avery-Knodel . . . then buy KDAL for soaring sales.

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September 29th

WBAP-TV Begins Operation in the Fort Worth-Dallas Area

* The South's NUMBER ONE MARKET
—Sales Management, 1948

Thanks to many well-known advertisers, WBAP-TV, the Southwest's FIRST television station, begins operation September 29th with over 100 hours of commercial commitments.

Among these clients are: Leonard's Department Store, sponsoring high school football, Thurs., Fri. and Sat. nights; Humble Oil & Refining Company, presenting T. C. U. home football games on Sat.; and the W. C. Stripling Company with a full-length Alexander Korda picture each Wed. night.

WBAP-TV is housed in a huge, new radio and television center, completely and expensively equipped from film laboratory to mobile unit.

An exceptional line-up of local productions, including filmed Fort Worth and Dallas daily newscasts, will be supplemented by NBC and ABC Network programs via kinescope.

After September 29th, the Southwest will be receiving top quality television.

Your product, too, should be represented.

FREE & PETERS, INC. National Representatives
You get all these features ONLY in the Western Electric 5A Monitor for FM Broadcasting

**CENTER FREQUENCY MONITOR:**
Accuracy—better than ±500 cycles. (±200 cycles if occasionally adjusted to agree with a primary standard)
Meter Range—±3,000 cycles
Terminals for connecting remote meter

**MODULATION PERCENTAGE MONITOR:**
Accuracy—better than 5% for all readings
Modulation Range Capability—up to 133% (= 100 kc)
Terminals for connecting remote meter

**QUALITY DESIGN AND MANUFACTURE:**
Designed by Bell Telephone Laboratories. Built by Western Electric, to Western Electric standards of quality.

**PROGRAM MONITORING CIRCUIT:**
Output suitable for either aural program monitoring or FM noise and distortion measurements
Frequency Response—±0.25 db, 30 to 30,000 cycles, with or without de-emphasis, response is within ±0.5 db of the standard 75 microsecond de-emphasis curve
Audio Output Power—output level adjustable up to +12 dbm—permits direct switching of program monitor from transmitter input to 5A Monitor output
Harmonic Distortion—less than 1/4 of 1% from 30 to 15,000 cps
Output Noise—at least 75 db below signal at 100% modulation

**MODULATION PEAK INDICATOR:**
Indication Lamp—flashes when a selected level of modulation is exceeded
Peak Limit Range—continuously adjustable between 40% and 110% modulation

**AM NOISE DETECTOR:**
An exclusive feature in the 5A Monitor. The output of this detector—which may be read directly on an electronic voltmeter or noise meter—is automatically referred to 100% amplitude modulation, thus simplifying measurement of transmitter AM noise.

The 5A Monitor includes numerous other valuable features such as dual thermostats and dual heaters for each crystal—means for checking the inherent noise level of the monitor from its input to output terminals—requires only a low RF input level (1 watt) which can vary from 0.3 to 3.0 watts; i.e., a 10 to 1 variation without affecting the performance of the monitor. To get the complete story on this outstanding monitor value, call your Graybar Broadcast Representative or mail the coupon below.

**Western Electric**
Distributors: In the U.S.A.—Graybar Electric Company.
In Canada and Newfoundland—Northern Electric Company, Ltd.

**QUALITY COUNTS**

Graybar Electric Company
420 Lexington Avenue, New York 17, N.Y.
Please send me Bulletin T-2457, including curves, schematics and block diagram of the 5A Monitor.

NAME__________________________
STATION_____________________
ADDRESS_____________________
CITY_________________ STATE__________

Please send me Bulletin T-2457, including curves, schematics and block diagram of the 5A Monitor.
Truman Trek
(Continued from page 96)

Special are kept busy from as early as 5 a.m. until past midnight, for Candidate Truman maintains a gruelling schedule. The correspondents hop off the train as it slows down and cover the President's appearances at each pin point. Where line facilities are available, they feed inserts to regular network shows. They also telephone or overhead color and other angles not likely to be covered in the regular wire service reports.

The correspondents still are pressing for the assignment of a car to radio men on the same basis as the automobile allocated to the wire services which follows closely behind the President when he leaves the train.

Part of the correspondents' daily routine is consumed by interviews with local station personnel who call on them. Bulk of this has gone to Charter Heslep of Mutual (which has 28 outlets along route), CBS' John Adams, NBC's Frank Hougholtz and ABC's Bryson Bash. Sometimes the interviews end abruptly. Signal for the end of each train stop is a weird "beep-beep" over the loud speaker. News men are then confronted with a 20 or 30 second dash the length of four cars to get aboard.

An added feature of the radio phase is the engine pool, consisting of Keith Williams, WRC-NBC, and Ed Laker, WTOP-CBS. They are responsible for engineering setups on all network pickups and are available to supply a tape on any talk by Candidate Truman if a network desires it. They have also assisted local stations in setting up the handling of major addresses.

Aboard also is Mrs. Adelheita (the Social Democrats of Copenhagen, Denmark), who recorded several shows for the State Dept.'s "Voice of America" in San Francisco. Leonard Mial, Washington correspondent of the BBC, also made the trip to Dexter. He aired a show to London from the WHO Des Moines studios.

Reynolds Identification

WITH appointment of Will Whitmore, Western Electric advertising manager, as new radio advertising manager for AT&T, W. M. Reynolds of Western Electric at the same time was named to succeed Mr. Whitmore [BROADCASTING, Sept. 20]. In error, an accompanying picture of Edwin A. Freed, new manager of electronic component sales to customers of RCA Tube Dept., was identified as Mr. Reynolds.

Mr. Reynolds

Mr. Reynolds

Upcoming

Oct. 4: Directors' meeting, Canadian Assoc. of Broadcasters, Toronto.
Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.
Oct. 5-7: American Institute of Electrical Engineers, Middle Eastern District meeting, Washington, D. C.
Oct. 8: AAAA Central Council meeting, Hotel Blackstone, Chicago.
Oct. 9-10: Minisplit Broadcasters Assn. meeting, Biloxi, Miss.
Oct. 11-12: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.
Oct. 14-15: NAB District 5 meeting, Atlanta.
Nov. 6-7: AWB District 13 meeting, Gunther Hotel, San Antonio, Tex.
Nov. 11: AAAA Michigan Council meeting, Detroit.

FCC DELAY IN KMPC PROBE IS QUESTIONED

FCC was caught in a political crossfire last week when Rep. Arthur G. Klein (D-N.Y.) condemned the agency's delay in its investigation of charges of newslating practices of KMPC Los Angeles. He intimated the Commission may fear retaliation by the House Select Committee investigating the FCC and the influence of a well-known industry figure.

Information as to the status of the investigation into charges of political and religious bias against the G. A. Richards station was requested by Congressman Klein in a letter to Thomas J. Slowie, Commission secretary, made public last Monday.

Recalling that the complaint by John V. Smith had been filed last March and an investigation launched March 19, Rep. Klein pointed out that "after this long lapse of time the investigation is still under way; it appears that no report has been made and there is no date set for hearing."

Rep. Klein said he recalled that Mr. Richards had announced "with considerable fanfare," the employment of Frank Mullen, former NBO vice-president, as general manager of all the Richards stations—KMPC, WJR Detroit, and WGAR Cleveland. Up to late last Thursday night, Rep. Klein's office had received no reply from Mr. Slowie, an associate of the legislator said.

WGTN Now 5 kw

WGTN Wilson, N. C., increased its power from 250 w to 5 kw full-time on Sept. 12. At the same time frequency was changed from 1340 kc to 590 kc. Allen Wannamaker is manager of the Mutual outlet.

Page 60 • September 27, 1948
There's a lot of satisfaction in working with radio engineers who know exactly what they need to get top efficiency from the transmitter. To their specifications Blaw-Knox applies an experience in antenna tower building that dates back to the days of "wireless"... Together we get results that reflect credit on our structural designers and the station's technical experts... If your plans call for more effective coverage or directional changes we would welcome an engineering interview at your convenience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

Blaw-Knox 550' Heavy Duty Type H40 Tower supporting a Federal 8 square loop FM antenna 74' high. Station WTMJ-FM, Richfield, Wisconsin.
Public Interest

(Continued from page 88)

medium for the expression of any view which falls within the scope of the constitutional guarantee of freedom of speech." The decision clearly indicates that the mere fact that atheists or persons or groups with similar views do not agree with the contents of a religious radio broadcast will not raise the subject of that broadcast to the position of a public controversy or require that such differing viewpoints on the matter also be afforded radio time. But the fact that organizations or persons holding ideas differing from those expressed in a religious radio broadcast may think that they have been attacked does not give rise to a public controversy necessarily. The test must be the finding of one of reasonableness and of overall fairness and any radio broadcast license adhering to such standards would be acting in accordance with its duty to operate in the public interest.

What the decision has emphasized is the principle that the radio broadcast licensees in exercising their judgment as to what is a controversial issue should not deny time over their broadcast facilities for the expression of a particular point of view solely because he does not have the best point of view. The license of radio station WHAM in Rochester, New York, was renewed, not in circumstances suggesting a reversal of the Scott decision, but upon the assurance of the license that the Society of Free Thinkers had not been denied time because of disagreement with their point of view... The doctrine established in the Scott decision is a reiteration of the principle that freedom of speech on the radio does not permit the exclusive control of any particular viewpoints because of the licensees' discretion. The finding is impossible to see how anyone can quarrel with the fact that the Scott decision, if it is agreed that radio stations must, under the law, operate in the public interest. Indeed, far from quarrelling with this proposition, S. 1233, the bill to amend the Communications Act, to which I have already referred and which was reported to the Senate of the United States on June 3, 1948, by the Senate Committee on Interstate and Foreign Commerce, strongly reemphasizes it... The FCC has said in a number of decisions that the public interest is served by affording to radio listeners the opportunity to hear differing points of view about controversial public questions over the radio facilities of this country. It is difficult to imagine that it would be questionable business for the American people to hear all sides of public questions.

Suit Threatened

WILLIAM W. REMINGTON, a suspended Commerce Department official and figure in hearings before the House Un-American Activities Committee, last Thursday threatened to sue NBC and Miss Elizabeth T. Bentley unless the latter retracts charges that he is a Communist. In letters to Miss Bentley, admitted Communist spy courier during the war, and the network, Mr. Remington set 12 noon, Sept 30 as the deadline for a retraction of charges which he said were made on Martha Rountree's “Meet the Press” television show Sept. 12. Her reply of "certainly" to Author, who asked what she would repeat her charges made before Congress, was given as the basis of the threatened suit.

WFTR DEBUTS AS NEW VIRGINIA MBS OUTLET

WFTR Front Royal, Va., new 250-W AM station, began regular operation Sept. 19 as a MBS affiliate. Station is licensed to the Sky-Top Broadcasting Corp., and operates on 1450 kc.

Personnel of WFTR includes Warren S. Bell, general manager and chief engineer; Roy Springer, commercial manager; Bob Martin, program director, and Sandra Robinson, traffic control writer. Sky-Top Broadcasting Corp. consists of H. F. Mintz, president; Everett Williams, vice president, and Howard A. Duncan, treasurer.

Mr. Bell previously was associated with WOL, Washington, as chief engineer until last December.

He joined that station in 1937 after serving for two years with WSV, Roanoke, Va.

WFTR launched its operation with appropriate ceremonies highlighted by promotional announcements, an address by Mayor Purnum, and a program of religious group songs as well as open house.

Station will operate from 6 a.m. to 11 p.m. daily except Sundays when it goes off the air from 8 a.m. to 11 p.m. WFTR's staff numbers 11 employees including officers.

AM studios and offices are located on John Marshall highway one half mile south of Front Royal. It has a 250-w Western Electric transmitter. Twenty-five accounts already have been signed, according to Mr. Bell.

Henry B. Humphrey, 82, Ad Agency Founder, Dies

HENRY B. HUMPHREY, 82, founder and chairman of the board of the H. B. Humphrey Co., Boston, one of the nation's oldest advertising agencies, died Sept. 19.

Mr. Humphrey was instrumental in founding what is now the American Assn. of Advertising Agencies, had been in the advertising business for more than 60 years. He founded his company in 1887.

A crusader for better advertising procedures, Mr. Humphrey started the "Truth in Advertising" movement. He was active in the affairs of his home city. In 1908 he reorganized the Boston Ad Club, and served as its president for several terms.

Surviving him are two sons, Richard, of Brookline, Mass., and Henry Jr., New York, and two daughters, Mrs. Humphrey Nelson and Mrs. Francis S. Moulton, both of Boston.
The Georgia Trio

THE Trio OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance
Listener loyalty built by local programming • Dealer loyalties

— IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
ASCAP

THE present ASCAP contracts do not expire until Dec. 31, 1949, but the advancing shadows of the consciousness of broadcasters, particularly those whose contracts were signed in the early months of the year, mean the end of the year. Section 17 of the standard station-contract agreement form gives the station the right to change its present form of license from blanket to per program or vice versa "at the end of each contract year during the original term thereof upon 90 days written prior notice to society." But this switch-over privilege is not extended to new contracts covering the period beyond Dec. 31, 1949. The end of the contract year has been defined as meaning the anniversary of the date the contract was signed. Accordingly, stations whose ASCAP contracts were signed in January must during this October decide what kind of a license they want from ASCAP for the ensuing nine years to be covered by the new agreements.

This switch-over privilege, incidentally, applies to individual stations only, the networks having agreed to take out blanket licenses both for their network programs and for the programs of their owned and operated stations, without the right to change to a per program basis.

Another impending deadline is Dec. 31 of this year, when ASCAP must inform the broadcasters whether it intends to ask for an increase in the rate currently paid for the use of the music of ASCAP members on the air or whether it will continue the present scale for the nine-year period beginning Jan. 1, 1950. In negotiations over the past two years with a committee of broadcasters headed by Theodore C. Streibert, president of WOR New York, ASCAP has indicated its willingness to continue the present arrangement, provided that certain troublesome details of the present contracts can be satisfactorily worked out.

Most difficult of those trouble points has been the determination of the proper basis for payment for network cooperative programs. Everyone agrees that ASCAP, under its contracts with the broadcasters, is entitled to some payment for the co-op shows. And, while the question of who should pay would seem to be primarily a station-network problem, it is one which the broadcasters must get settled with ASCAP before the new contracts can be drafted.

New Contract Details
In Discussion Stage

Nielsen Radio Index Top Programs

REPORT WEEK, AUG. 15-21, 1948

RANK OF TOP PROGRAMS—Type E-1: Evenings, Ocean-w-W., 15:40-8:00; Type E-5: Evenings, 1 to 5-4-W., 5:30-Min.; Type D-1: Day, Sat. or Sun., 5:40-Min.; Type D-3: Day, 5 to 5:30-W., 15:30-Min.

<table>
<thead>
<tr>
<th>TOTAL AUDIENCE</th>
<th>AVERAGE AUDIENCE</th>
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<td></td>
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<tr>
<td><strong>Program</strong></td>
<td><strong>Car.</strong></td>
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<tr>
<td>1</td>
<td>Crime Photographer</td>
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<td>2</td>
<td>Suspense</td>
</tr>
<tr>
<td>3</td>
<td>Hallmark Playhouse</td>
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<td>4</td>
<td>This is Your FBI</td>
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<td>5</td>
<td>Mr. Keen</td>
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<td>6</td>
<td>Detective, Inc.</td>
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<tr>
<td>7</td>
<td>My Bishop in the Sky</td>
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<td>8</td>
<td>Mr. District Attorney</td>
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<td>9</td>
<td>The Fat Man</td>
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<td>10</td>
<td>Mystery Theater</td>
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<td>11</td>
<td>Adv. Sales Speaks</td>
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<td>12</td>
<td>1944</td>
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<td>13</td>
<td>Dr. Christopher</td>
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<td>14</td>
<td>The Fab Man</td>
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<td>15</td>
<td>Call the Police</td>
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<tr>
<td>16</td>
<td>Camel Cigarettes</td>
</tr>
<tr>
<td>17</td>
<td>Philip Morris Night</td>
</tr>
<tr>
<td>18</td>
<td>Mr. &amp; Mrs. North</td>
</tr>
<tr>
<td>19</td>
<td>Adv. Thin Man</td>
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<td>20</td>
<td>Jergens Sun. Jour.</td>
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August New High
In TV Set Output

RMA Members Make 64,953

Receivers in August

ANOTHER record in TV set production was set in August, when Radio Manufacturers Association members turned out 64,953 video receivers. Production of AM-FM sets rose to 110,879, highest figure since the 161,185 record set last March.

Output was not, however, an unexpected heavy fall production of radio and TV sets was seen by RMA in August output following the midsummer slack period.

Average weekly output of TV sets in August was 51% over the weekly average for the first half of the year.

Output of all types of sets was 870,044 in August compared to 627,349 in July. Auto and portable models totaled 256,594 and 178,323 respectively.

AM-FM set production thus far in 1948 follows:

START GET - OUT - VOTE DRIVES, NAB ADVISES

WITH special interest groups starting to use get-out-the-vote devices to obtain free air mention, A. D. Willard Jr., NAB executive vice president, has asked stations to start their own voting campaigns if they have not already done so.

He pointed out that radio should get the credit for this service and perform the pertinent role under its own auspices as a means of promoting good citizenship.

Statements from the three Presidential candidates urging voters to cast their ballots were made available last week by the Advertising Council.

this year totals 881,180 sets, according to RMA.

Monthly production thus far in 1948 follows:

**Monthly Production**

<table>
<thead>
<tr>
<th>Week</th>
<th>TV Sets</th>
<th>FM Sets</th>
<th>AM Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>250,001</td>
<td>136,015</td>
<td>1,173,260</td>
</tr>
<tr>
<td>Feb.</td>
<td>225,000</td>
<td>136,015</td>
<td>1,220,996</td>
</tr>
<tr>
<td>March</td>
<td>215,000</td>
<td>136,015</td>
<td>1,253,647</td>
</tr>
<tr>
<td>April</td>
<td>210,000</td>
<td>136,015</td>
<td>1,263,435</td>
</tr>
<tr>
<td>May</td>
<td>210,000</td>
<td>136,015</td>
<td>1,263,435</td>
</tr>
<tr>
<td>June</td>
<td>210,000</td>
<td>136,015</td>
<td>1,263,435</td>
</tr>
<tr>
<td>July</td>
<td>210,000</td>
<td>136,015</td>
<td>1,263,435</td>
</tr>
<tr>
<td>Aug.</td>
<td>210,000</td>
<td>136,015</td>
<td>1,263,435</td>
</tr>
</tbody>
</table>

**Total** | 881,180 | 5,802,736 | 9,363,854 **Broadcasting**

**Telecasting**
BE SURE TO VISIT
THE RAYTHEON EXHIBIT
F. M. A. Convention  Chicago - Sept. 27-28-29

LOOK TO RAYTHEON FOR THE FINEST IN
FM TRANSMITTERS

1 or 3 KW

10 KW

250 WATTS

RAYTHEON
Excellence in Electronics
RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, FM, AM and TV
Broadcast Equipment, Tubes and Accessories

BOSTON  CHICAGO  LOS ANGELES  SEATTLE
CHATTANOOGA  DALLAS  NEW YORK  WASHINGTON

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES
Raytheon Manufacturing Company, 50 Broadway, New York 4, N.Y., WH. 3-4980
Sun Valley
(Continued from page 28)
means a more aggressive fight ahead by all broadcasters to create new money for TV and increase radio's share of the total advertising dollar.

"To hold and increase revenues for sound broadcasting and to develop new money for television is the challenge to every one of us in this business," said Mr. Trammell. "Together we can do that job but I warn you that it will not be easy. Broadcasting was not developed quickly and television, although it in part and parcel of the broadcasters business, has few precedents to fall back on."

AM Increase
On the sound broadcasting side Mr. Trammell said that the estimated broadcasting revenue in 1948 -- $560,000,000 -- is an increase over 1947. This is the highest revenue in the history of radio advertising and is 13.6% of the total advertising bill estimated for 1948. Most of the largest national advertisers continue to spend more money in radio than in any other medium. NBC's gross, he said, will be the highest in its history this year.

In five years (by 1953), barring unforeseen developments, there will be approximately 11½ million television receivers in operation, Mr. Trammell said. "That's a lot of circulation, but it's a far cry from the circulation sound broadcasting has today -- 73 million sound receivers in 37 million homes and 9 million automobiles."

In reciting the terms of the new network-affiliate contract for TV, Mr. Denny explained that it was now in process of being drafted by the network's attorneys, but had been blocked out in broad outline to the network's affiliates and to the NBC Station Planning and Advisory Committee which met at Sun Valley last Monday preparatory to the meeting.

After presentation of the contract the SPAC membership met with NBC affiliates in executive session to discuss the contract proposal as well as other matters on the agenda of the closed sessions. Mr. Denny predicted that, barring the unforeseen, NBC's TV network may reach 30 stations in 1949. The minimum of connected stations, he said, will be 16 but more probably between 20 and 25. By the end of 1949 there will be 2,500,000 TV sets in homes and public places as against an estimated 870,000 next December.

In 1949, Mr. Denny asserted, television will emerge as a regular, dependable service to the public.

Sharper Programming Need
The novelty aspects, he said, have worn off. The public accepts television as commonplace and begins to rely upon it for information, education and entertainment. In 1949 viewing habits will become more critical. Regular features for the viewing public will be more important.

Cities in which NBC will have TV affiliates through coaxial cable or microwave relays by the end of 1949 were listed by Mr. Denny as: Boston, Providence, Hartford, New York, Schenectady, Wilkes Barre, Allentown, Trenton, Philadelphia, Wilmington, Baltimore, Washington, Richmond, Norfolk, Lancaster, Johnstown, Pa., Pittsburgh, Cleveland, Buffalo, Rochester, Syracuse, Toledo, Detroit, Chicago, Milwaukee, St. Louis, Columbus, Dayton, Cincinnati, Louisville, Fort Wayne, Indianapolis and Peoria. Of these, 15 already are operating commercially and one (WGL-TV Fort Wayne) is operating experimentally.

Mr. Denny explained that under the new plan NBC network TV will provide 28 hours of network programming a week. Network option time will be from 5 to 6 p.m. and from 7:30 to 10:30 p.m. Eastern Standard Time. Local station time will be from 6 to 7:30 p.m. The schedule does not account for special events or Saturday and Sunday afternoon telecasts.

Time Already Contracted
Of the 28 hours supplied by NBC, 11 hours 45 minutes already have been sold, he said. Harry Kopf, administrative vice president in charge of NBC sales, predicts 15 hours of commercial time in 1949 as a conservative estimate. The estimated 13 hours of sustaining time will be supplied through a cost sharing arrangement whereby affiliates pay roughly 50%. By spreading the cost among the entire network, top flight programs will be provided at low cost, he declared.

After outlining terms of the affiliation contract, Mr. Denny said it was not projected as a get rich quick scheme for either NBC or for the affiliated stations. The operation, he declared, will involve a very substantial loss for NBC in 1949.

He predicted that the firm foundation which could be fashioned upon this contract would insure that NBC television network will hold the same position of leadership in TV which it and its affiliates have achieved in aural broadcasting.

Cost Relief in 1950
Mr. Denny said television now is in the period of peak losses and is hitting the apex of the cost curve. He predicted it would take a turn for the better next in 1950, although he did not expect it would be on a paying basis then. Mr. Trammell earlier had told the affiliates that the economic future of TV could be divided into three periods, the period of losses, the break even period and the beginning of the period of plenty (about six years).

The prime purpose of the new contract, said the former FCC
chairman, is to introduce a cooperative effort between the network and affiliates to build good programing. As an opening salvo, he stressed the importance of good sustaining programs to hasten sponsorship. Revision of NBC’s feature service will be one of the projects which drew objections from original affiliates, is still in the formative stage, Mr. Denny said. NBC will retain the unit and produce the film for the network which will be available to affiliates for less than open market or individual production costs. A more definite timetable will be made shortly, he said.

Other Services
Mr. Denny explained that to non-interconnected affiliates every effort will be made to provide them with full commercial service by kinescope recording. Sponsors evidently feel they want such shows to be presented at the same time as on the interconnected network and as close as possible to supply the kinescope recordings for performance two weeks after the live showing but at the same clock time.

The new index formula proposed by NBC was developed largely by William S. Hedges, vice president for administration and planning, Mr. Trammell pointed out. The TV rate structure is premised upon a rule of thumb that television should warrant a 4-to-1 ratio against oral broadcasting. This is based on factors as line charges ($41 per mile for TV as against $6 for AM), production and operating costs plus advertising and sales effectiveness.

Mr. Trammell had indicated to affiliates in his opening remarks that NBC stood to lose approximately $3,000,000 in television this year and that it hoped it would be able to curtail the losses next year.

The convention agenda was thrown for a loss Wednesday morning by SPAC sessions. In addition to its own sessions, Trammell and Denny, other speakers at the closed sessions Wednesday were Ken R. Dyke, administrative vice president in charge of programs, on programming for patrons, T. C. McCray, national program manager, on money giveaways and competitive programming; Dr. Sterling Fisher on college by radio, and Easton C. Wooley, station’s department director on Daylight Saving Time operation and AM-FM duplication.

At the noon session, the balance of the Wednesday morning agenda was picked up.

William F. Brooks, vice president in charge of news and special events, told of the comprehensive plans for radio and television coverage of the forthcoming Presidential elections. NBC, he said, would supplement coverage of the three press associations with reports from its own staff of reporters and analysts and those from its affiliates. He revealed that several newsprinters are currently negotiating for commercial sponsorship of the returns on the standard network.

Sidney H. Eigens, NBC’s vice president in charge of press, urged affiliates to give strong economic support to the industry’s trade press as well as to the established trade papers in its home communities. The trade press of our industry, he said, must always be in a position to speak with a strong and sure voice and to provide us with the same unbiased coverage of our activities which we now receive.

Mere lip service to the code of the NAB or to the new NBC code by its affiliates, would lose the high confidence of the listeners and viewers which these arts now enjoy, Mr. Eigens declared. Radio should never let down on its vigil-ant and alert pursuance of freedom of expression, he admonished. H. M. Beville, NBC director of research, presented a glowing picture of the NBC and said that new projects give the organization a new lease on life. He cited the importance of research in the new competitive picture and predicted that present projects will result as well as a medium must be regarded as purely a start with a continuing effort paralleling those of the newspapers and magazines, essential with three such.

NBC’s new motion picture, “Behind Your Radio Dial,” was premiered at the convention, and won enthusiastic acceptance from the affiliates. James M. Nelson, NBC’s director of advertising and promotion, outlined the scope and purpose of the picture, as well as the forthcoming “Parade of Stars,” promotion for the fall listening season. He emphasized particularly the new Wednesday and Friday night network competition, and urged stations to get behind the exploitation locally. The $60,000 picture was the plan of Charles Hammond, NBC vice president.

Friday was given over to television, and to the SPAC deliberations with the NBC high command. Sidney M. Strota, administrative vice president for television, and West Coast head discussed the administration problems of a television network. Mr. Hedges then recounted TV economies; Harry C. Kopf, administrative vice president in charge of sales, the sales outlook for video.

A panel discussion on the problems of television affiliates was presided over by Noran E. Kersta, associate director. Participants were Harry Bannister, WWJ-TV Detroit; Walter J. Damm, WMJ-TV Milwaukee; Robert S. Pearse, vice president of GE; J. B. Conley, Westinghouse; R. T. Voake, Philco; Harold Burke, WJTL TV, Baltimore; Robert E. Dunville, WLWT Cincinnati; A. H. Kirchoffer, WBEN-TV Buffalo; Stanley Hubbard, KSTP-TV St. Paul and Carleton D. Smith, NBC television manager. O. B. Hanson, NBC vice president in charge of engineering, discussed technical assets of TV.

RADIO MEN PRESENTED PRESIDENTIAL AWARDS
THE PRESIDENT’S Certificate of Merit was presented to 30 members of the Institute of Radio Engineers last week for “outstanding services in technological research and development during World War II.” The recipients and their affiliations follow:


Loren P. Jones, manager of research and development projects of the RCA Engineering Products Department, and Hugh H. Spencer, manager of RCA Teleran Sales, also received Certificates of Merit.

Looking for a tape recorder?

RANGERTONE

is the only magnetic tape recorder that is commercially ready now to meet the new NAB recording speed characteristics

7 1/2" — 15" — 30" a second

You can switch at will instantly to any of the three. You will need this feature. Be sure you get it.

Frequency Range at 30 inches per second 40 — 16,000 cycles. Less than 4% intermodulation distortion (overall). Other specifications supplied promptly on request.
NBC's Proposed TV Contract
(Continued from page 28)

mond to 224 for New York, Philadelphia has an index of 111, Baltimore of 64. Thus Baltimore would pay more for sustaining service than Richmond.

Cost of sustaining service figures out to 1 times the index number per unit hour.
All monies received from stations for sustaining service to be ploughed back into programs.
NBC will make no charge for its studio and production facilities for sustaining shows.

V

PARTLY INTERCONNECTED. Some stations will not get full time service in 1949. NBC will seek to work with AT&T and with other TV networks on equitable method of sharing use of such lines. Nevertheless, there will be some programs which will not get through on the cable to Midwest stations.

NBC will send as many of those commercial programs as possible to partly-interconnected stations by kinescope (film transmissions). Because these stations will have waived compensation for 30 unit hours NBC will bear cost of the kinescope recordings to partly-interconnected stations.

NON-INTERCONNECTED NETWORK: By kinescope recording NBC will deliver both commercial and sustaining service to non-interconnected stations and to partly-interconnected network during hours when coaxial cable is not available. Costs will differ depending upon whether program is commercial or sustaining.

KINESCOPE-COMMERCIAL. Non-interconnected stations. One print per station for commercial. NBC will charge station for making that print according to a table which will be set forth in station contract. Cost of an hour's kinescope on a 1 print per station basis will be $125. This will be graduated downward for 45 minute, 30 minute and 15 minute shows.

NBC and affiliates will divide equally balance of station rate after deducting discount agency commissions and the cost of kinescopy.

In the case of partly-interconnected stations waived compensation on the 30 hours NBC will pay cost of kinescopy and will pay affiliate 33 1/3% of gross.

KINESCOPE-SUSTAINING. Arrangement identical for non-interconnected and partly-interconnected.

Sustaining service to partly-interconnected stations will be on same basis as to interconnected stations.

To reduce cost of sustaining service NBC will bicycle prints from station to station, serving 3 stations with a single print.

Stations will pay for sustaining service in accordance with table set forth in the contract; Charge for an hour's sustaining program will be $80 if the station's index number is 80 or less. If index number is more than 80, station will pay one times its index time per hour. This is same charge as is made on interconnected network.

‘BEHIND YOUR RADIO Dial’
NBC Film, Showing Network Stars, Personnel, Previewed at Sun Valley.

A 25-MINUTE promotional movie to which NBC hopes to attract 5,000,000 televiewers before the end of 1949 was shown to the network's second annual convention of affiliates at Sun Valley last week.

The picture, an elaborate production which features some of NBC's brightest stars and biggest executives, will be first distributed to affiliated stations which will arrange showings in their areas. Additional showings through trade and consumer channels and time slots will also be scheduled.

Shooting of the picture was done by RKO Pathe under the supervision of Phillips Brooks Nichols, manager of RKO Pathe's commercial film and television department, and Roy C. Porteous, NBC manager of advertising and promotion.

The film, entitled "Behind Your Radio Dial," was described by James H. Nelson, NBC director of advertising and promotion, as one of the "most useful public relations instruments" which NBC has made available to its stations. Special promotion kits containing publicity and promotion aids will be sent to stations with the film.

In one sequence of the film, Niles Trammell, NBC president, describes television as the "greatest medium of mass information and mass entertainment in the world."

The picture opens and closes with scenes of Arturo Toscanini conducting the NBC symphony orchestra. Various NBC programs and top performers are also shown.

Ben Grauer, narrator, describes the operations of NBC departments as the camera shows them at work.

The technique here is to show a party of guests touring the network headquarters, with Mr. Grauer leading the tour.

Fairchild Recording Firm to Be Formed
FORMATION of Fairchild Recording Equipment Corp. to combine the manufacture and sale of a magnetic tape recorder said to have professional studio quality with the disc recording and sound equipment of Fairchild Camera and Instrument Corp. has been approved by the latter's board, it was announced by James S. Oggsbury, president of the latter company.

The new corporation, with offices at 30 Rockefeller Plaza, New York, will specialize in requirements of the broadcasting industry and apply magnetic tape recording to industrial, motion picture and agricultural motion picture uses.

President of Fairchild Recording is Sherman M. Fairchild. Wentworth Fling, former engineering head of Fairchild Camera's recording equipment division, is operating vice president; Jay H. Quinn, formerly sales manager of Gray Research and Development Corp., is director of sales and advertising; C. V. Kettering, chief of recording and equipment sales at Fairchild for years, directs the educational and industrial sales division; Theodore Lindenber, inventor of many devices in the field, heads the mechanical laboratory; Gordon Mercer, widely known in the recording field, is in charge of the electrical laboratory. John B. Wolf switches from cameras to recorders to become secretary-treasurer of the firm.

Dr. D. G. C. Hare, recently president of Deering-Milliken Research Trust, is technical consultant and advisor for the company. At the direction of the Instrument Laboratory at Mineola, N. Y., during the war, Dr. Hare applied magnetic recording techniques to radionavigation, submarine detection and guided missile and proximity fuse counter measures.

The new company will start with working assets of over $500,000, and will be financed jointly by Fairchild Camera and Instrument Corp. and Mr. Fairchild.

IATSE Extension
The International Alliance of Theatrical Stage Employees (IATSE-AFL) last week granted a third continuation—until 10:30 a.m., Oct. 15—in U. S. District Court, New York, to reply to a suit by NLRB growing out of the union's alleged attempt to interfere with the opening of WJZ-TV New York in August.

MOTOROLA Inc., Chicago, has purchased inventory and certain assets of Exclusive Radio Equipment International Corp., Detrola Corp., Detroit, producer of electronic and sound recording equipment manufacture.

MOTOROLA will manufacture these Chicago plans.

MARSHALL WELLS, WJR Detroit farm announcer, was presented a plaque "for his outstanding service to 4-H Clubs" by the 4-H club's 52nd annual club show at Michigan State College. Mr. Wells has seven regular farm programs each week, in addition to special assignments at fairs and special events.
N. J. BROADCASTERS ASSN. HOLDS MEETING

PAUL PORTER, former FCC chairman, was principal speaker at the annual fall meeting of the New Jersey Broadcasters Assn. in New Brunswick Sept. 17 and 18. "Radio as a Profession" was discussed by Mr. Porter, who opened the parade at a banquet at the Roger Smith Hotel.

Fifteen member stations conducted clinics on programming, engineering, management and promotion. The group was guest for lunch on the campus of Dr. Robert Clothier, president of Rutgers, who addressed the closing session. He urged radio representatives to discharge "their special functions," and emphasized the need for "various direct services for the public interest such as the great networks are able to offer."

George Stringfellow, president of the New Jersey division of the American Cancer Society, presented the broadcasters with a plaque "for outstanding services," which was accepted by James L. Howe, president of WCTC New Brunswick.

Officers elected for 1948-49 were J. L. Howe, WCTC New Brunswick, president; Paul Alger, WTEM Trenton and WSNJ Bridgeton, vice president, and Roland Trenchard, WAAT Newark, executive secretary.

VAN DIVER & CARLYLE REALIGNS EXECUTIVES

PAUL CARLYLE, vice president and partner of Van Diver & Carlyle, Inc., New York, has been named executive vice president and director of art for the firm. Simultaneously Wayne Wirth, director of television, and Clement R. Hoopes, director of copy, were named vice presidents, it was announced last week by V. H. Van Diver, president of the agency.

Mr. Carlyle has been associated with the agency since its formation on Aug. 3, 1946. Prior to that he was with Grey Adv.

Mr. Wirth, who is in charge of the agency's recently announced department for the packaging of shows for television stations, was executive director of Harvey Marlow Television Assoc. before joining Van Diver & Carlyle.

Mr. Hoopes came to the company in 1947. He was formerly with Time Inc. and Harper & Bros.

Michel Named TV Chief of Weiss-Geller Agency

APPOINTMENT of John D. Michel, television director of Weiss and Geller Agency, Chicago, was announced last week by Marvin L. Mann, agency vice president.

Two clients have scheduled video programs this fall in one or more markets Mr. Mann said. They are B. Kuppenheimer and Co., Chicago and Elgin American Division of the Illinois Watch Case Co.

DAYTIME VIDEO

WABD to Start Full Day Operation

WABD New York will be the first television station to present full-scale daytime programming in the AM pattern. Station early in October will start Monday-through-Friday schedule of daytime service from 7 a.m. to 6 p.m. in addition to its present evening programs, giving it a 15-hour service schedule on those days [BROADCASTING, Sept. 20].

In announcing the new service, Commander Mortimer W. Loewi, executive assistant to the president of Allen B. DuMont Labs., owner of WABD and operator of the DuMont Television Network, said that day and evening programming are both essential to economic operation. He pointed out that the station overhead goes on all the time and that the transmitter costs are no more for programs than for test patterns, the present daytime fare.

Daytime programming also offers an opportunity to small advertisers, "who can buy the me-

WTAD - FM

Quincy, Illinois a guyed 806-foot
(overall height above ground)

Truscon Steel Radio Tower...

Rising high and strong on the Illinois plain at Quincy, this Truscon Radio Tower represents the most skillful engineering and construction in the industry.

This slender framework of steel is an outstanding example of structural design, assuring great stability despite high winds peculiar to the locality.

Truscon experience in radio tower engineering throughout the world can help you make the correct choice for your particular needs. For AM, FM or TV specifications, Truscon has exactly the right broadcasting tower to best serve you and your audience. There is a Truscon Radio Tower engineering office near you for consultation and assistance.

TRUSCON STEEL COMPANY - YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

Copper Mesh Ground Screen . . . Steel Building Products

September 27, 1948 • Page 69
The FCC chairman asked if enough engineering data were available now for the Commission to decide the color television question. Mr. Adair replied that within six months to a year a “decision could be made that would stand up all right.”

Kendrick H. Lippitt, of the Washington, D.C., engineering firm of George C. Davis and previously superintendent of the Navy’s Aeronautical Radio and Radar Labs, stated that the “presently occupied 12 channels plus eventual color channels in the ultra-high frequencies assigned for television experimentation are necessary for the minimum future needs of television broadcast service.”

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You can’t cover California’s Bonanza Beeline without on-the-spot radio

Just how important is the Beeline market? In total gross buying power it is virtually equal to the State of Washington. In annual retail sales it surpasses Connecticut and Vermont combined.

Can you afford not to cover the Bonanza Beeline? Then be sure you use the right radio — on-the-spot radio. For this is a land ringed by mountains, high enough to turn away outside radio signals.

You have the inside track when you’re on the five BEELINE stations... the old established favorites. In the Stockton area, for instance, people have been listening to KWG for 27 years! You can buy the BEELINE stations the way you want, as a group or individually.

Sales Management's 1948 Copyrighted Survey

McClatchy Broadcasting Company

KFBK SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER CO., National Representative

KFBK Reno (ABC)
Sacramento 10,000 watts 1530 kc.
Going to 50,000 Watts Oct. 2, 1948

KOH Reno (NBC)
1000 watts 630 kc.

KERN Bakersfield (CBS)
1000 watts 1410 kc.

KWG Stockton (ABC)
250 watts 1230 kc.

KMJ Fresno (NBC)
5000 watts 580 kc.
cause intolerable co-channel interference and some measure of adjacent-channel interference. The commercial pressure for television stations cannot be satisfied with only 12 channels.

To assure a competitive nationwide system, Dr. Goldsmith offered a comprehensive VHF-UHF allocation plan for the U. S. and summarized the following recommendations of DuMont:

1. Leave present operating VHF stations untouched.
2. Leave present construction permit holders untouched, except those closer than about 160 miles co-channel or those in cities which cannot be provided with an adequate number of VHF channels after first providing larger neighboring cities with sufficient VHF channels.
3. Present operating stations are almost entirely within first 50 market areas; most of existing CP holders are within first 50 areas or areas where little crowding would exist. Few of the second areas are so crowded that insufficient VHF channels could be provided to provide competitive service. Thus, provide VHF channels in quantity of five stations minimum where possible and attempt at least 100-mile separation. Make this allocation of sufficient VHF channels as exhausted.

In all other cities with sufficient UHF channels to provide competitive service. Five channels per city is probable.

5. Use left-over UHF channels for relay services.

Dr. Goldsmith said color television may be able to utilize micro-wave frequencies to acquire sufficient channels for a competitive system.

Tuesday

Cross-examining Dr. Goldsmith, Chairman Coy raised the question of narrowing the band widths on color, Channels 2-5, to get additional space. Dr. Goldsmith thought this would prove unsatisfactory.

Under questioning by RCA-NBC attorneys he conceded that development of power in the 200-300 kw range will be a "matter of years."

Elmer W. Eigstrom, vice president of research, RCA Labs, subscribed to the JTAC belief that the growth of television must be based on the present 12 channels and that additional frequencies should be added preferably below 300 mc.

He recommended that FCC complete its studies of the 470-890 mc area and "then prepare plans for the use of a part of that band for the expansion of commercial monochrome television." He urged the use of VHF instead for the UHF band "insofar as they relate to interchangeability of operation," and cautioned that enough space should be reserved to encourage color work in color.

George H. Brown, research engineer for RCA Labs, presented technical details of the RCA-NBC high-band experiments in Washington with duplicating on 510 mc of WNBW's Channel 4 (68-72 mc) operation. He said that on the basis of measurements at 42 receiver locations, radiated power of 1,200 kw on 510 mc would be required to produce a signal strength at 50% of the locations equal to that being received from WNBW. A 5,000 kw radiation would be necessary for 70% of the locations on the same basis, he said.

George L. Beers, assistant director of engineering, RCA Victor Division, testified on availability of equipment for UHF monochrome operation. He said commercial tubes of 10 kw power for UHF operation may be available in the near future. He warned against using VHF transmitters using these tubes ready during 1951. Commercial two-tube receivers could be made available in about two years, he estimated.

Wednesday

Reviewing RCA color developments since the 1946-47 color hearings, R. D. Kellogg, head of RCA Labs' television section, indicated that "it may be possible to set up a three color channel system plus the associated sound channel" in a total channel width of about 12 to 14 mc.

He said RCA has "now constructed a [direct pickup] camera which uses three image orthicons of the type similar to those used in the present commercial television cameras"; has "practically completed" a film projector which will provide 200 lines of 12 mm film with sound as a source of program material"; and is now working toward a "new direct pickup camera in which a single camera tube is used" and in which there will be no registration problem. He also described work on color receivers.

During questioning, Dr. Kellogg said development of the simultaneous color system might be completed in less than three years, it it were not for propagation problems. By about mid-1956, he said, 100 receivers are being built for the color tests to be undertaken in New York when the "green" transmission in the VHF band will be high-band black-and-white experiments now in progress in Washington. It was thought these tests would be under way within a year.

Vice President William B. Lodge and Earl H. Gammons; Consulting Engineer George A. Adair, former FCC chief engineer; and Donald G. Fink, vice chairman, Joint Technical Advisory Committee.

Thursday

Vice Presidents William B. Lodge and Earl H. Gammons; Consulting Engineer George A. Adair, former FCC chief engineer; and Donald G. Fink, vice chairman, Joint Technical Advisory Committee.

Ralph Harmon, WRS chief engineer, estimated Stratovision would need three or four channels to provide nationwide coverage.

He said model tubes now being tested at Westinghouse will approach 5 kw and noted that in a year Eitel-McCullough will have 50 kw tubes which he said can be used in parallel to produce 300-400 kw.

Dr. Norton of the Bureau of Standards, whose testimony was a major factor in the decision to move FM from the low band to the high, urged the use of fewer stations but more stations than more stations with less power.

Reiterating his plea for wider spacing of co-channel stations, he submitted data showing that 1-kw stations, for example, should be separated by at least 200 miles in order to protect service to a distance of 85 miles. He thought even wider spacing would be necessary in the high band.

With reference to his suggestion that the present 12 channels be allocated to Stratovision for monochrome video and that the upper band be used for color, he recommended that the airborne system be given an early "full-scale trial" on one of the low-band channels. He did not comment on Dr. Goldsmith's recommendations.

However, it would appear that at least two complete monochrome television systems would be needed, one to be distributed throughout most of the area of the U. S. by using an effective power of at least 100 kw and much higher antennas on the present low-band and then providing adequate separation to prevent mutual interference.

Comdr. Craven, ex-FCC Commissioner, pointed out that there is more data now concerning the performance of television in UHF than there was with respect to VHF operation when the lower-band system began. He presented two comprehensive allocation plans for the UHF.

Plan I calls for 14 mc channels, 33 of them, in an expanded UHF band of 470 to 940 mc. Present 6-mc monochrome transmission would be retained, leaving one other guard band until a color system is developed which would use the full 14 mc channel. If simultaneous color system is evolved the monochrome receivers could still give service by using only the green portion of the color signal.

Plan II calls for 6 mc channels within 500-890 mc for immediate monochrome transmission as now. Space would allow 68 new channels.

Comdr. Craven discarded Plan I on grounds that color television is not imminent and any advantages in adoption of a plan providing for ultimate transition to color without future reallocation is outweighed by "serious disadvantages." Among the disadvantages he listed the assumption in Plan I

(Continued on page 89)
New Business
(Continued from page 18)
safety discussions on WBBK Chicago. Program marks first time in Chicago television history an industrial advertiser will use medium to foster public safety education, station reports. Show is Pure Oil firm's first video venture.

THORNTON FULLER Co., Philadelphia (car service), for second consecutive year purchases 15 minute segment preceding Saturday afternoon football games on KYW Philadelphia for Pigskin Preview. Program features KYW's Tom Rodgers with predictions on games being played throughout nation. In addition to football series, which began Sept. 26, firm purchases three spot announcements per week on 26 week basis. Agency: A. E. Aldridge & Assoc., Philadelphia.


JOHNSON AND JOHNSON takes over sponsorship, effective Oct. 18, of It's Your Life, quarter hour documentary show, Mondays through Fridays, 11:45 a.m. on WMAQ Chicago. Show is produced by Chicago Industrial Health Assn., and consists of tape-recorded direct interviews of medical case histories. It is believed to be one of first times commercial sponsor has underwritten this type of documentary, station reports. Young & Rubicam, New York, is agency.

G. KRUEGER BREWING Co., Newark (Krueger beer and ale), will sponsor telectas of Saturday night boxing bouts from Ridgewood Grove on WPIX New York for 13 weeks, starting Oct. 2. Telecasts, starting at 9:05 p.m. each Saturday, are handled by Benton & Bowles, New York.

Network Accounts • • •

FORD MOTOR Co. starts, Oct. 8, fall season of Ford Theatre with Madame Bouvy starring Claudette Colbert. Program is heard Fridays, 9-10 p.m. on CBS. Agency: Kenyon & Eckhardt, New York.

ADMIRAL RADIO Corp., Sept. 25, started sponsorship of four home Notre Dame football games, to be heard Saturdays over ABC Midwestern television network. WERE-TV Chicago will feed network which is composed of WTMJ-TV Milwaukee, KSD-TV St. Louis, WEWS Cleveland, WSPD-TV Toledo, WXYZ-TV Detroit and WBEN-TV Buffalo. Agency for Admiral is Crutenden & Eger, Chicago.

CHAMPION SPARK PLUG Co., Toledo, signed 52-week renewal of its ABC sports show, Champion Roll Call. Show is heard Friday nights, 9:00-10 p.m. MacManus, John & Adams, Inc., Detroit, is agency.

LESTER PIANO Co. purchased 52-week contract for ABC cooperative, Piano Playhouse, over WFIL Philadelphia through H. M. Dittman agency. Program will be heard Sundays from 12:30-2 p.m. Company also sponsors, over same station, Keys to Happiness, 15-minute show with Edmund Vichin five days a week.

MOTOROLA Inc., has renewed Dr. Roy K. Marshall's The Nature of Things, televised series of scientific demonstrations on NBC East Coast video network Thursdays 8:15 p.m. (EDT). Renewal is for 13 weeks.

CRJ CERTIFICATES GO TO 9 NEWS INTERNE'S
RADIO news internship program of the Council on Radio Journalism was completed last week with return of the nine 1948 graduates to their academic posts following summer experience in station news departments.

In the four years of the internship project, 28 professors have "learned by doing" in radio news rooms, according to Arthur C. Stringer, NAB department head and secretary-treasurer of the radio council.

Certificates are being awarded to interns by the council. Those who served 1948 internships were:

Donald E. Addington, U. of Georgia, graduating from KMBK Kansas City; Joseph L. Morrison, U. of North Carolina, from WPTF Raleigh; Russell N. Bailey, Bowling Green State U., from WOAR Cleveland; Jack Lesley Hilllines, U. of Oregon, from KIEM Bakersfield; David M. Bradley U., from WBMD Forte; George W. Beal U., of California, from KGK San Francisco; Paul Krakowski, U., of Georgia, from WJBS Hammond; Floyd H. Hackett, Emory U., from WB Atlanta.

AP Radio Assn. Formed At N. J. Station Meet
THE New Jersey AP Radio Assn. was formed Sept. 17 at New Brunswick, N. J. A news committee, composed of news editors of AP stations in the state, was selected to meet at various times and discuss AP radio news reports.

Thomas Tighe, manager of WJLK Asbury Park, is president of the new association. David Freedman, acting general manager of Womid Atlantic City, is vice president and Samuel J. Blackman, AP chief of bureau for New York and New Jersey, is secretary.

KFH-FM Wichita, Kan., Starts on Channel 262
KFH-FM Wichita, Kan., started operation Sept. 19 with 10.6 kw on Channel 262, 100.3 mc. The station is affiliated in ownership with the Wichita Eagle and will duplicate programs of KFH.

Gov. Frank Carlson of Kansas participated in the dedication ceremonies. A 16-page supplement of the Wichita Eagle was devoted to the new FM station, and also saluted the AM operation which is observing its 25th year of broad-casting.

Fulltime Soon
WGAT Utica, N. Y., which has been operating as a daytime station with 250 w on 1100 kc, expects to be able to start fulltime operation on its newly-allocated frequency, 1310 kc, by mid-October, J. Eric Williams, who is WGAT's owner and general manager, announced last week. Four 205-ft. towers have been completed. Mr. Williams said, and the announcing and sales staffs have been augmented.

September 27, 1948 • Page 73
When his BMI “Pins Up”

*Published by Broadcast Music, Inc.*

**YOU STARTED SOMETHING**

On Records: Tony Pastor—Col. 38297; Peggy Mann—Russ Case—Vict. 20-3080; Mildred Bailey—Maj. *; Russ Titus—Musicama C-29; Jack Edwards—MGM *; Korn Bollweg—MGM *

*On Transcriptions: Kay Little—World.*

* soon to be released.

---

**Miss Mary Kay Cain**

McClure-Erickson
Los Angeles, Calif.

Dear Mary:

Had a big contest here at WCHS for th' Cohen Drug Company's sponsor... And th' people 'd find as many words as they could... -th' letters from the three words, "A Million Promotions..."

... My Grandpa's "Silent" also entered 15 words... said th' words had all he knew... plus that as long as a man could hear WCHS he didn't need to know any more... Part of his last statement is that WCHS, 5000 wats at 288 and Columbia Programs, is a big part of Grandpa's vocabulary... budy in Charleston, West Virginia.

Yrs. Apsy

**WCHS**
Charleston, W. Va.

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**Production**

Clarence De Bruyn Schimmel, former acting supervisor of producer's production shortwave department, has joined network's television staff as assistant producer. Another new associate producer at CBS is John Wray, writer and director of radio and television programs. Mr. Wray especially in dance direction, recently staged Grae Kelly and Renie in stage review "Call Me Mister.""Erickson

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Detroit-Cleveland TV
NEW Midwest television network was used Sept. 20 by WEWS (TV) Cleveland when the station presented the Detroit-Boston Red Sox baseball game from Detroit. The game was broadcast at 2 p.m. (CDT) with the cooperation of WBZA TV Detroit. WEWS's Van Patrick flew to Detroit for the game and flew back to handle the Cleveland-Philadelphia game televised by WEWS that night. GE, sponsor of all Cleveland Indians home games on WEWS, sponsored the Detroit game.

IEBW NAMES ADVISORY COMMITTEE FOR RADIO
FORMATION of a special advisory committee on matters pertaining to radio was announced by the International Brotherhood of Electrical Workers (AFL) following the conclusion of its 23rd annual convention in Atlantic City, Sept. 20. The committee comprises five members selected by delegates from IBEW union locals of radio broadcast technicians and engineers.

Reports revealed at the convention showed that 73 locals of IBEW have agreements with radio stations in the United States and Canada. Collective bargaining agreements between unions and employers in the industry cover more than 4,000 technical employees, according to the reports.

D. W. Tracy, IBEW president, said the committee will be used in a consultative and advisory capacity on special matters and problems that may develop in AM and TV broadcasting. Those selected were G. Tyler Byrne, Boston; Charles A. Calame, New York; Robert W. Robbins, Indianapolis; Frederick J. Fabre, New Orleans, and Roy Tindall, Los Angeles. In addition, two alternate members were chosen.

'TOWN MEETING' Radio Technicians Talk Servicing
AN ESTIMATED 1,500 radio and television servicemen are expected to attend the first Town Meeting of Radio Technicians to be held at the Hotel Astor, New York, starting today, Sept. 27, and continuing through Wednesday, Sept. 29. The stated purpose of the meeting is to "re-educate an entire industry" in the problems of servicing and maintaining television sets.

Harry A. Ehle, Philadelphia parts manufacturer, is chairman of the Town Meeting Sub-committee of the Radio Parts Industry Coordinating Committee, members of which are the Electronic Parts and Equipment Mfrs., Radio Manufacturers Assn., Sales Managers Club (East) and the West Coast Electronic Mfrs. Assn.

This week's meeting is the first of five scheduled during the next eight months, Mr. Ehle said. Other conclaves are to be held in Boston, Atlanta, Los Angeles and Chicago. Forerunner of the series was an experimental meeting, sponsored by the same groups, which was held last January in Philadelphia.

Attendance at the New York meeting is free to all radio technicians earning their living from the trade, and to the faculties of electronic trade schools. National expenses incurred in the series of meetings are being paid by the Coordinating Committee, and local expenses by $5 radio set and parts wholesalers in New York and New Jersey, and by New York chapter representatives.

Tonight's session will be opened by Mr. Ehle, who will introduce Max Balcom, RCA chairman, Mr. Balcom's talk, "Why a Town Meeting," will cover the need of tuning up for television.

Other speakers and their subjects are Ira Kamen, television antenna dept., Commercial Radio Sound Corp., "Antenna Installation" and John Nuffert, creditman, American Cyanamid Co., "How and When to Collect Your Bills". A symposium on "TV Installation in the Home" will be led by Marvin Kaplan, Video Television Inc.; Errol Jones, Amie Assoc., and Irving Winston, Winston Radio and Television Co.

Samuel W. Lerner, CPA, Samuel W. Lerner & Co., is the opening speaker in Tuesday's meeting, which starts at 7 p.m. Mr. Lerner will discuss "Assuring Installation and Service Profits Through System Control". Other Tuesday evening speakers are Eugene Ecklund, Electronics-Passaic Inc. "Television Servicing in the Home with Existing Test Equipment" and Harold Suss, assistant comptroller, Bloomingdale Bros. Inc., "Case History of a Successful TV Service Shop".

Carl Quirk, Allen B. DuMont Laboratories Inc., will lead off the Wednesday sessions at 2 p.m. with a talk on "Television Service in the Shop". Other Wednesday afternoon speakers: William J. Boyle, assistant to the vice president, Franklin Square Bank ("How to Get Along with Your Banker"); Murray Goldstein, Emerson Radio and Phonograph Corp. ("RF and IF Systems and FM Conversion Systems"), and Austin C. Lescaboura, Austin C. Lescaboura and Staff ("Advertsing and Public Relations").

George H. Dennis, president, of Better Business Bureaus, will open the fourth and final session at 7 p.m. Wednesday with "The Technician as the Public Sees Him". Other Wednesday night speakers: John F. Rider, Rider Publishers Inc., "Sweep Generators"; W. L. Parkinson, General Electric, "Radio Service Industry Faces Television"; and Jack Popple, president, TBA, "What Lies Ahead in Television".

New RCA Theatre Video Projector to Be Shown
A NEW RCA theatre television projector, described by RCA as being "of advanced experimental design," is to be unveiled in St. Louis Sept. 30 for the initial Midwest showing of 20- by 15-ft. television pictures. Frank M. Balcom, executive vice president of RCA, announces. RCA's Theatre Equipment Section will present the St. Louis demonstration with the cooperation of KSD-TV St. Louis.

The new projector, according to RCA, is greatly reduced in size and weight as compared to those used in the first postwar demonstrations of theatre television in Philadelphia and Hollywood in the past six months.

It consists of two units. The main housing contains the high efficiency reflective optical system, video amplifier, deflection circuits and 80-kilovolt power supply for the kinescope. An auxiliary console contains the control panel and low-voltage plate power supply.
September 17 Decisions
DOCKET CASE ACTIONS

Record Reopened
Announced order reopening record for further hearing in proceeding involving applications of Pioneer Beasts. Inc., Phoenix, Ariz., and Radiobest, Inc., Seattle, Wash. Co., Atlantic City, N.J., to be held at time and place to be designated by subsequent order, upon issues to determine legal status and qualifications of A. Harry Zago, and to determine on complete evidences basis, time and place to further hearing and record heretofore compiled to be served, at which either or both applications of applications should be granted; hearing to be held in Atlantic City October 11.

Camden-Trenton Case
Announced memorandum opinion and order denying petition filed by WOAX Inc. (WJNJ), Trenton, N.J., for reconsideration of decision adopted May 24, 1949, in WOAX, Inc. v. FCC (FCC 49-93 et al); granted petition filed by City of Camden (WCAM), Camden, N.J., for reconsideration of Commission's decision (insofar as it denied petitioner's application for renewal), and ordered that said renewal of license of WCAM be granted for operation on 1310 kc 250 w unti.

Further ordered that application of Radio Industries Broadcast Co. (WQAP), Ashbury Park, N.J., be granted and that this license be granted waiver of Section 255 of rules to operate present trans. at reduced power, employing a new design and method of measurement of radiated power, until new equipment can be installed and measured and authority to use said present trans. as aux. equipment for period of 6 mo. after installation of new trans. and that CHJ's application to amend commission's decision to proof date from date of this memorandum opinion and order and 20 days thereafter.

Petition to WOAX Inc. (WJNJ), Trenton, N.J., be directed, within 20 days from date of release of memorandum opinion and order to file with Commission information as to trans. to be used for WJNJ for operation in accordance with terms of decision in this proceeding and this memorandum opinion and order, when this information is received, CP will be issued WJN.

September 20 Decisions
DOCKET CASE ACTION
AM-1340 kc
Announced proposed decision looking toward a new station Bataville Beasts, Inc. for new AM station in Bataville, Ark., 1340 kc 250 w unti, consent to operation of White River Valley Beasts, Inc. at same facilities. (Conn. Hyde dissector.)

europoxeactions on MONGIONS
WJZ New York—Granted petition for leave to intervene in proceeding applications of Falls County Public Service, Martin, Tex., et al.

Patron Beasts, Inc., Albany, N.Y.—Granted petition to amend application to add exhibit, relative to station financing.

Troy Beasts, Inc., Troy, N.Y.—Granted petition to amend TV application to show minor changes in application.

Meredith Champlin Television Corp. Alburtis—Granted petition for leave to amend TV application to show directional operation in lieu of non-directional operation. Also granted petition to add revised information as to officers, to new building, to height, to maintenance, to construction costs, etc.

YON-STAR A, N.C.—Granted petition for extension of time for filing of petition to add FM application to add of photographs of proposed stations.

James Madison Beasts Corp., Orange Va.—Granted petition to amend application to show minor changes in commission decision.


WBT, Philadelphia—Granted petition for extension of time to Oct. 4, to file proposed findings in re order to show cause.

September 20 Applications
ACCEPTED FOR FILING
Applications for renewal of standard broadcast license by WKBW Twin Falls, Idaho: KYSF Santa Fe, N.M.:
WAVE, New Castle, Del.:
KBUR and KHAN, Nashville, Tenn.:
KAGH Pasadena, Calif.:
KVOR Colorado Springs, Colo.:
WBBG Flint, Mich.:
WJOX Green Bay, N. Y.:
WCOX Co., S. C.:
WXYT Detroit, Mich.

TRAVEL OF CONTROL
KOY Phoenix, Ariz.—Transfer of control of license to licensee corporation from Thomas E. Murphy and James E. Edmiston, co-executors of will of Bury D. Butler, deceased, to Glenn Snyder, George R. Cook, Albert D. Johnson, Freddie B. Byrd, H. T. Hearn, and Irving A. Jennings.

KPOU Portland, Ariz.—Transfer of control of licensee corporation from Thomas E. Murphy and James E. Edmiston, co-executors of will of Bur-

R. D. Butler, deceased, to Glenn Snyder, George R. Cook and Lee Little.

KEEN San Jose, Calif.—Assignment of license from United Beasts, Co. to Arthur Stehling and Donald Martin.

KDKR-AM Dallas, Texas—Assignment of license from Pacific Beach Beasts, Inc. to F. Kenyon, D. A. Scott, and Arthur Stehling.

KMBM Minneapolis, Minn.—Assignment of license from United Beasts, Co. to Arthur Stehling.

KCLW Chicago—Relinquishment of control of licensee corporation from Thomas T. Murphy, co-executors of will of Burridge D. Butler, deceased, to Arthur T. Shepherd, Jr., Fritz Bau, and Arthur Stehling.

Relinquishment of Control
WLS Chicago—Relinquishment of control of licensee corporation from Thomas T. Murphy, co-executors of will of Burridge D. Butler, deceased, to Arthur T. Shepherd, Jr., Fritz Bau, and Arthur Stehling.

WCMB Lemoine, Pa.—Acquisition of control of licensee corporation from Broadcast Corp. of America, John J. Bestt and Walter Fegmengel and E. D. Smith to Edward R. Taylor and Arthur Stehling.

SSA-1560 kc
WJMJ Philadelphia—Extension of

SERVICEDIRECTORY

FREQUENCY MEASURING SERVICE

RCA COMMUNICATIONS INC.
46 Broad Street, New York, N. Y.

TOWER SEALS & ERECTING CO.
Radio Towers Erected, Painted, and Ground Systems 4100 E. Columbia Blvd. Portland, Oregon C. H. Fisher, Agent Phone 1 7303

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 3831
1833 M Street, N. W.
Executive 1230
Washington, D. C.

L.E. BAKER
CONSULTING RADIO ENGINEER
1833 M STREET, N. W.
WASHINGTON 6, D. C.

LEE E. BAKER
CONSULTING RADIO ENGINEER FRITZ BAUER, Associate
80-28 Londers Blvd.—Ph. 3431
SPRINGFIELD, MISSOURI

ELECTRICAL TOWER SERVICE Corp.
AM-FM-TV
Base—Ground systems—transmission lines, painting, erection, dismantling 92 E. 92nd St.
Cree Corner, III.
Phone 8-6860—Pearls, III.

ARCHER S. TAYLOR
Consulting Radio Engineer
Box 1479
MISSOULA, MONTANA
PHONE 8532

Reese Steel Erection Co., Inc.
"Engineered Erection" of AM FM TV Towers & Antenna Emergency Repair Service 419 Grand Traverse St.
Flint, Michigan

Conditions of FCC Authorization
جب-250 kc

SSEA-1560 kc
WJMJS Philadelphia—Extension of

SSA to operate 1560 kc 1 kw for period not to exceed 6 mo.
SSAA-1560 kc

KXRN Rensel, Wash.—SSA to operate until 30 days after expiration of regular license period, ending not later than May 1, 1951.

AM-1400 kc
Robstown Bestg. Co., Robstown, Tex.—CP for new FM station (WJMJ) 1400 kc 250 w AM 890 kc power, from 250 w to 1 kw

WLOW Norfolk, Va.—CP change frequency from 1590 to 1410 kc.

AM-1400 kc
Sandhills Beag. Co., Alliance, Neb.—CP new standard station at 1400 kc 250 w unti. AMENDED to re officers, direction of control.

Program Authority
American Beag. Co., Inc., New York—Approval to transmit programs to all broadcast stations under control of Commission in those authorities that may be heard consistently in U. S.

Modification of CP
WBKA Brockton, Mass.—CP for new standard station for extension of completion date.

Lake County Beag. Co., Chicago—CP new FM station (Chg B) on Channel 230 (93.5 mc), ERP 60 kw and new antenna, 1200 ft antenna terrain 601 ft. AMENDED to change frequency to 93.8 mc (103.5 mc)
FM-104.5 mc
Madisonville Beag. Co., In., Madisonville, Ky.—Application for new FM station (Chg A) 104.5 mc, 25 kw ERP, antenna height above average terrain 381 ft
License for CP
WGBG-AM-203.5 mc
September 17 to September 22

BROADCASTING • Telecasting

17 JEWEL 2 PUSH BUTTON
CHRONOGRAPH

WHIRL WASH • TELEPHONE

STOP WATER METER

INCARCABLE SHOCK RESISTANT FEATURE
• Sweep second hand • Radium Dial • Stainless Steel Bezel • Stainless steel back (formerly $17.50)
IDEAL FOR OUTDOOR USES—Runners, Runners, Sportsman & Photographer • Aviators
AISD ALSO AVAILABLE IN KIL SOLID KNOB • (Plus 10% tax) HERITAGE $64.50
MONEY TODAY'S if not satisfied sent back for full refund for any reason

ADLEWJEWELERS
117 W. 422 ST., N. Y. 18
MADE IN U.S.A.
ON ANY Bottle of beer, Cognac, or send cash or check orders. Address all mail orders to ADLEWJEWELERS

MONEY TODAY'S
Robert F. Laws has been appointed to newly-created post of western television representative for Philco Corp. Mr. Laws will make his headquarters in San Francisco.

Mr. Laws

United States Television Mfg. Corp., New York, has announced new combination TV, AM, FM and phonograph console receiver with 12-inch direct-viewing tube. The set described as only one to use Zeeka 12-inch tube with ion trap to prevent stain, is now in limited production but this will be stepped up later in fall, company announced.

Ruth Lurch has resigned from staff of Steve Hannegan Publicity Agency in Las Vegas, Nevada, effective October 1, to become salesman, Eastern division, of Radio Tube Laboratories, Inc. of New York.

Robert F. Castorline announces new public relations and advertising counselor service under his own name at 3630 S. Alameda St., Los Angeles. Castorline has been business paper editor and advertising agency executive for a number of years.

Superior Electric Co., Bristol, Conn., announces publication of information booklets, which treats on automatic regulations of line voltage input to television and audio equipment. Booklet is designed to show that line voltage fluctuations have devastating effect on life and efficiency of transmitter tubes and associated apparatus; that, by proper regulation, expenditures for tube replacements can be reduced to an appreciable extent.

Shepherd Brooks has joined staff of Lewist Institute Cooperative Broadcasting System, New York, and is now serving in the position of general manager of the station.

Southwestern division headquarters of United Press at Dallas have moved to recently-completed Norman Building. Air conditioning and specially designed newsroom furniture make Dallas UP office the most modern in the country, Fred A. McCabe is in charge as managing editor, and Lee Bond, division news editor.

William J. Hopkins has been appointed eastern division manager for Radio Tube Laboratories, Inc. His headquarters will be in Baltimore.

Al Freeman, publicity man for Philco-Ford electronics in Philadelphia, has started his own public relations and television production agency, with offices in Stock Exchange Bldg. Mr. Freeman will continue to represent Philec.

Walter G. Alton, former vice president of Pagano Inc., New York, has been appointed vice president in charge of sales for Peter Junco Studios, producer of television advertising, art and sound motion pictures.

Formation of TV/Pluma Inc., at 34-49 2nd St., Astoria, L. I., N. Y., to produce film commercials for television was announced last week by E. V. Foitsch, formerly with J. Walter Thompson, New York, in president of new company which will function as "the motion picture department of the (advertising) agencies it serves," according to announcement. Agencies will be invited to supervise production of all advertising films which company will make for video only.

Richard F. Casterline announces new public relations and advertising counselor service under his own name at 3630 S. Alameda St., Los Angeles. Casterline has been business paper editor and advertising agency executive for a number of years.

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17 NEW ADVERTISERS BUY TIME ON WCAU-TV

WCAU-TV Philadelphia entered its fall-winter schedule last week with 17 new advertisers and four renewals representing 67 more one-minute announcements each week.

Bulova Watch Co. hiked its schedule on WCAU-TV from five announcements per week to 21. Chapman Shoes, which has been using two announcements weekly since the station began operation again, has renewed its contract.

Jackie Gordon Inc., men's clothing, and Parkway Baking Co. of Philadelphia, both renewed their weekly announcements for another 13 weeks.

Among the new advertisers on WCAU-TV who have signed for one-minute announcement schedules include: Zippy Starch, five per week; Whitman Chocolates, two; American Store, three; Chesterfield Cigarettes, three; Philadelphia Electric Co., four; Girard Chevrolet, three; Margerum Co., (Victualer) one; Kessler Kitchens (installations), one; Thornton-Fuller (Dodge automobiles), three; Erlanger Beer, three; Seiler's Meats, one; Adams Rugs (carpets and cleaning), one; Wollfington Motor Co., five; Oliver Kitchens (installations), one, and Eclipse Mattress Co., four.

12 Outlets to Get KXIC

FEED ON IOWA U.'S GAMES

PLAY-BY-PLAY reports on the U. of Iowa's nine football games this season will be fed to a network of 12 Iowa stations by KXIC Iowa City.

Carrying the broadcasts, in addition to KXIC, will be KSTT Davenport, KWP C Muscatine, KWWL Waterloo, KSWI Council Bluffs, KTRI Sioux City, KBIZ Ottumwa, KOXX Keokuk, KICD Spencer, KROS Clinton, KVFD Fort Dodge, KICM Mason City and KDTH Dubuque.

Gene Claussen, KXIC sports director, will handle the play-by-play, and Herb Olson, the station's program director will do the side-lights and color.

ELECTION COVERAGE

WGST Uses Big Staff to Tell
Georgia Primary Story

WGST's manager, John Fulton (I), interviews the successful candidate, Mr. Talmadge.

WGST Atlanta used its entire staff and 60 outside reporters in assembling and broadcasting returns in the Democratic primary election for the Georgia governorship nomination this month, station reports.

The nomination, tantamount to election in Georgia, was won by Herman Talmadge, whose claim to the governorship was denied by the State Supreme Court in March 1947.

The returns compiled by WGST were fed to 18 other Georgia stations through facilities of the Georgia Assn. of Local Stations. Bulletins on state and city voting were aired throughout election day, and beginning at 9 o'clock that night WGST presented an uninterrupted broadcast of election returns until the early morning hours.

High point of WGST's election coverage came when Mr. Talmadge gave Ken Wilson, WGST roaming reporter, what the station claims was an exclusive remote broadcast announcing that he was assured of winning the election.

Complete local returns were broadcast individually over each of the 17 participating stations in five-minute periods preceding the hour and half-hour, according to WGST.

ADVERTISERS

DUPONT AIR AWARDS FOR 1948 ANNUAL STATIONS

and commentators have been invited to compete for the annual awards of the Alfred I. duPont Radio AWARDS, which for 1948 will offer two station awards and one commentator award of $1,000 each.

The awards to one large and one small station are presented "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

Judges will confer the other award on a commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, independence and public service through the medium of radio."

All entries must be submitted on or before Dec. 31, 1948. Inquiries are being received by W. H. Goodwin, secretary of the Committee of Awards, Alfred I. duPont Radio Awards Foundation, P. O. Box 720, Jacksonville 1, Fla.

Annual awards have been conferred upon the following stations and commentators: KGEI San Francisco, Fulton Lewis Jr., 1942; WLW Cincinnati, WMAZ Macon, Ga., Raymond Gray Swing, 1943; WJR Detroit, WTAG Worcester, Mass., H. V. Kaltenborn, 1944; KDKA Pittsburgh, WNAV Yankton, S. D., Lowell Thomas, 1945; WHO Des Moines, WKSL Oldhoma City, Elmer Davis, 1946, and WBMB Chicago, WFLF Philadelphia and Edward R. Murrow, 1947.

FIRST IN THIS IMPORTANT NORTH-EASTERN LOUISIANA MARKET...

MONROE LOUISIANA

Come and see the finest full-service department store in Louisiana. Monroes in Monroe has more new exciting fashions and the finest in selection and service. Visit us today.

KMLB

Has more listeners in Monroe and Northeastern Louisiana than ALL OTHER STATIONS COMBINED!

REPRESENTED BY TAYLOR-BORRORFF & CO., INC.

AFFILIATED WITH AMERICAN BROADCASTING CO.
Raining Umbrellas

TO SYMBOLIZE "umbrella coverage" of its large market, WIBO-FM Philadelphia has been distributing approximately 500 umbrellas to advertising agency officials, sales representatives and trade paper editors. An accompanying blue and white tag advises the recipient that "On WCAU You're in Philadelph." Another legend says: "WCAU, with 50,000 watts swinging out in all directions, gives intensive "umbrella coverage" in America's third largest market."

KSMO-FM San Mateo, Calif.—Granted mod. CP change trans.

WRFY Redsville, N. C.—Granted mod. CP change studio location and change type of trans.

WSLB-FM Ogdenburg, N. Y.—Granted mod. CP change type trans.

Following were granted mod. CPs for extension of license, as shown: WCTN-FM Minneapolis, to 4-15-49; WBER-FM Detroit, to 11-3-49; WEHS Chicago, to 1-1-49; WERC-FM Pigeon Forge, Tenn., to 1-1-49; WKNX-LFM Knoxville, Tenn., to 3-1-49; WYOM-LFM Lubbock, Tex., to 1-1-49; WBRM New Bedford, Mass., to 12-15-49; WCAR-FM Pontiac, Mich., to 11-23-49.

September 21 Applications

ACCEPTED FOR FILING

License for CP

WERD Atlanta, Ga.—License to cover CP standard new station and to specify studio location as 22 Broad St., S.W., Atlanta.

KMBW Breckenridge, Minn.—License to cover CP new standard station and to specify studio location as Stratford Motel, Breckenridge.

KSBM Sioux City, Iowa.—To change corporate name from Commercial Amuse. Inc. to KCOM Best Co., and to acquire of control of permittee corporation by a stockholders through purchase of 600 new sh. and 42 sh. from C. M. Corbett.

Modification of CP

WEOL Elvira, Ohio.—Mod. CP new standard station for extension of completion date.

(Continued on page 89)

FCC Actions

(Continued from page 78)

Applications Cont.: KNBC-FM San Francisco—Mod. CP new FM station for extension of completion date.

WNAB-FM Bridgeport, Conn.—Same.

WTOA Trenton, N. J.—Same.

WSLR-FM Ogdensburg, N. Y.—Same.

WSKY-FM Asheville, N. C.—Same.

WMNR-FM Jacksonville, Fla.—Same.

WNX-FM Macon, Ga.—Same.

WOAI-FM Selma, Tex.—Same.

KWT-FM Wichita Falls, Tex.—Same.

WACE-FM Chillicothe, Mass.—Same.

WNAR-FM Raleigh, N. C.—Same.

WRNL-FM Richmond, Va.—Same.

WFPM Crawfordsville, Ind.—Same.

WBKA-FM Brockton, Mass.—Same.

WEAL Toledo, Ohio—Same.

WEAN-FM Providence, R. I.—Same.

WOR-TV New York—Mod. CP new commercial TV station to increase ERP from 9.5 kw to 22 kw.

WREAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension of completion date.

WAVE-TV Louisville, Ky.—Same.

WCAI-TV Philadelphia—Same.

APPLICATION DISMISSED

NY—192-198 mc

Greensboro Bestg. Co. Inc., Greensboro, N. C.—CP new commercial TV station on Channel 10, (192-198 mc), ERP vis. 2.8 kw, aur. 1.4 kw and unl. DISMISSED Sept. 15.

APPLICATION RETURNED

Assignment of CP


TENDERED FOR FILING

Transfer of Control

WILM Wilmington, Del.—Consent to transfer of control to Hawkins Bestg. Co. Inc.

September 21 Decisions

DOCKET CASE ACTIONS

Announced adoption of order granting petition of Sky Way Bostg. Corp., Columbus, Ohio, insofar as it requests that Commission's decision of March 15 be set aside (Comr. Hyde not participating), and said decision was vacated; further ordered that Commission adopt final decision in proceeding; and further that application of Northwestern Ohio Bostg. Corp., for mod. CP be referred to staff for further consideration.

APPLICATION DISMISSED

WP-FM—1150 mc

Perryton, Tex.—Application dismissed.

TENDERED FOR FILING

Transfer of Control

WBNL-FM Chicago, Ill.—Transfer of control of licenses and permittee corporation from John H. Donahue, to Robert Donahue, executor of estate of John H. Donahue, deceased.

WIBO-FM Philadelphia—Granted CP new standard station 1400 kw 250 un.

WYCI Philadelphia, Ala.—Granted license new standard station 1400 kw 250 un.

WORC Philadelphia, Miss.—1460 kc, 250 kw, same trans., and new exp. CP

WXCFG The Atlanta Journal Co., Area Atlanta, Ga.—Granted license for new exp. TV relay station.

WixEL Eugene F. O'Fallon Inc., Austin, Tex.—Granted license for new exp. TV station.

WJRD Tuscaloosa, Ala.—Granted license change frequency, increase power, etc.

WRJN Racine, Wis.—Granted license to install new ant. to support mast for CP.

KATE Albert Lee, Miss.—Granted license installation new tower and new trans. and change trans. and studio locations.

KTRY-TV St. Louis—Granted request to cancel CP for new FM station in St. Louis.

WLAW Lawrence, Mass.—Granted CP makes changes in DA system and to mount FM ant. on No. 2 tower.

WDSU-TV New Orleans—Granted CP to change ERP from 19 kw aur. 8.5 kw to vis. 31 kw aur. 15 kw; change trans. location and date changes in ant. system.

WCON-TV Atlanta, Ga.—Granted CP to change studio and trans. locations, to decrease ERP from 15.8 kw aur. 9.05 kw to vis. 15.5 kw aur. 9.05 kw.

WLWD Dayton, Ohio.—Granted CP to decrease ERP from 15 kw aur. 25 kw to vis. 16 kw aur. 8 kw, make changes in ant. and trans. and change height to 50 ft.

WLWE Dayton, Ohio.—Granted CP to decrease ERP from 15 kw aur. 25 kw to vis. 16 kw aur. 8 kw, make changes in ant. and trans. and change height to 50 ft.

WDAF-TV Kansas City, Mo.—Granted CP to change type trans. and for new ant. ant. and studio location.

WNER Live Oak, Fla.—Granted CP to change type trans. and for new ant. ant. and studio location.

Following were granted mod. CPs for extension of completion dates as shown: WLWT Cincinnati, to 3-4-49; WBT-TV Charlotte, N. C., to 3-30-49; WDBO-FM Orlando, Fla., to 1-5-49; KIOA Des Moines, to 12-10-48; WATF-TV Charlotte, N. C., to 12-30-48; WBM-FM Nashville, Tenn., to 11-30-48; KPMV Los Angeles, to 11-15-48; KPAX-FM San Bernardino, Calif., to 11-1-49; WEMP-FM White Plains, N. Y., to 4-10-49; W花椒-PF Dallas, to 4-10-49; KSCH San Francisco, to 4-30-49; WJRT-FM Madison, to 4-30-49; WTJS-FM Jackson, Tenn., to 4-11-49; WDBM Dallas, to 11-30-48.

KMTR Radio Corp., Los Angeles—Granted CP new FM station.


KUTA Salt Lake City—Granted CP install new trans.
"finger-tip" reach for all tubes!

... in the Westinghouse FM-3

Whether you are visually inspecting the tubes while in operation, test-checking them, or actually replacing them... you can do it quickly and easily in the Westinghouse FM-3 because they are all within "finger-tip reach" of the transmitter front. The tubes are all readily accessible through clear glass panels which are electrically interlocked for the safety of the operator. Furthermore, spare tube storage space... in the upper right-hand compartment... is also within "finger-tip" reach.

This is another of the many important elements... found in all Westinghouse FM transmitters that protects your investment... simplifies maintenance and inspection, and keeps you on the air.

Your Westinghouse salesman is anxious to show you more completely how this feature benefits you... or write us, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features...
- Only one control to adjust output power
- All key circuits contained in two drawer-type chassis
- FM-3 is complete driver cubicle for FM-10 and FM-50
- R.F. voltmeter indicates transmission-line volts
- Glass-insulated wire with a lead sheath*

This service... anywhere!
... on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

*A Westinghouse exclusive
Attention!
DO YOU HAVE A STATION THAT CAN SELL BY MAIL?
WE HAVE SEVERAL ITEMS TO OFFER IN 1, 5, AND 15 MINUTE PROGRAMS.

You can learn about our interesting proposition by writing direct to:

MAIL ORDER DIVISION
OF
IRVING ROCKLIN & ASSOCIATES
155 North Clark St.  •  Chicago

CBC Planning Program Discussions at Toronto
TO SETTLE PLANS for the forthcoming programs of the three networks of the Canadian Broadcasting Corp., a national program meeting is to be held at Toronto Oct. 4-5, with top executives of CBC from all parts of Canada attending. Chairman will be E. L. Bushnell, director general of programs.

Attending will be from CBC head-office, Ottawa, CBC chairman A. D. Dunlop, general manager Dr. A. Prigson, assistant general manager Donald Man- son, personnel director Col. R. F. Landry, treasurer H. Bramah; from Montreal CBC offices, Gordon Olive, chief engineer; Ira Dilworth, director of international shortwave service; W. J. O'Reilly CBM Montreal; H. Devulcy, program department; M. Coutinet, French network adirector.

From Toronto program department, Charles Jennings, Drew Allen, W. E. Anderson, W. W. Brodie, W. J. Dunlop, E. W. Jackson, J. M. Kansawith, R. S. Lambert, Ernest Morgan, N. M. Mor- rison, P. Murie, H. Z. Palmer, J. P. Willis, Geo. Waddington, and E. A. Weir, commercial manager; H. G. Walker, Dominion network director; H. J. Boyle, Trans-Canada network director; Ron Fraser, press and information director; Bob Keenan, manager CJBC Toronto; D. C. McArthur, news editor; George Young, station relations supervisor; and W. E. S. Briggs, CBH Halifax; D. E. Cameron, CBX Edmon- ton; Ken Caple, CBW Vancouver; J. R. Finlay, CBW Winnipeg; D. Forth, CBC Chicoutimi; G. Dumals CBV Quebec.
KOCO's Recorder Banned at Hearing

Salem Station Denied Pickup By Oregon Governor

MUCH ado about rights stirred a tempest in Oregon radio circles last week following Gov. John Hall's refusal to permit KOCO Salem either to broadcast live or tape record a public hearing. Earlier the station had requested permission, but Oregon's Governor wrote Jack Zubon, KOCO program director, that "it would not be appropriate nor practical to broadcast the hearing." According to the station, when KOCO announced the hearing would then be covered "in a routine way," Gov. Hall blew his gubernatorial top—being quoted as saying, "I'll throw the station's privileges out of the window," the latter threat was not carried out.

The Governor's actions drew charges of discrimination from Loring Schmidt, KOCO president, and other broadcasters, including Bert McAllister, KPRL Moscow, Idaho. In a personal letter to the Governor, Mr. McAllister wrote: "Why should broadcasting, especially the highest official of a great state, stoop so low as (to make such a threat)?... Radio broadcasting, Governor Hall, is here to stay.

Mr. Zubon said he felt it was "difficult to understand why the Governor should deny radio the rights we assume to be granted to other members of newsgathering mediums." He quoted the Governor as saying the hearing was "highly over-rated... a perfunctory matter." Mr. Zubon and his staff appeared at the hearing Sept. 15 and the Governor backed down and allowed them to cover it. However, Zubon's personal plea, however, from Mr. Zubon, "to avoid discrimination against radio press." A KOCO reporter remained for the hearing, but Robert Swing, an engineer, returned the equipment to the studio when denied access to a power outlet in the state building.

The hearing involved a liquor commissioner, charged with illegally selling supplies to the commission.

SAFETY AWARD
KDAL Newsmen Is Cited
By Minnesota Governor

A COOPERATIVE campaign by KDAL Duluth and the city's newspapers focused public attention in safe driving and particularly on capture of hit-and-run drivers, recently brought the station's top reporter, Bill Kreuger, a special safety award.

Mr. Kreuger received special recognition from Luther Youngdahl, Governor of Minnesota, for an outstanding job of reporting.

Mr. Kreuger (center), receives special safety award from Donald M. Mattson (I), chairman, State Railroad & Warehouse Commission, and Gov. Youngdahl.

La Rosa Time Deal Raises Complaints

Free Program for Time Swap Cited in Station Letters to NAB

OFFER by the makers of La Rosa macaroni to give stations, absolutely free, "The Greatest Dramatic Program of Daytime Radio," is bringing new complaints to NAB from small market stations in the East.

These stations would receive no payment from the sponsor, according to Kiesewetter, Wetterau & Baker, New York, La Rosa agency, which explains that the firm is a regional advertiser whose "distribution and potential sales" in minor markets "could not justify the straight purchase of time and program."

However, the company pays the program producer 50% of the base national rate of stations accepting the five-a-week series, called "the biggest transcribed program ever broadcast," according to a form letter to stations signed by Horace Hagedorn, agency vice president.

"Starting Oct. 11 on a number of Eastern 50,000-watters, the makers of La Rosa Macaroni, The Spaghetti will present The La Rosa Hollywood Theatre of Stars," he writes [Broadcasting, Sept. 20].

This drew from Victor C. Diehm, manager of WAZL Hazleton, Pa., a letter asking: "I am rather curious what 50,000 stations in the East are giving away free time to an advertiser. We would be very happy to carry the programs of your client at our regular commercial rate..."

Complicated
"After more than 20 years in the radio business, it is difficult to explain to one advertiser why we charge him for time and give it away to a competitive advertiser. Consequently, we give time to public service features and charge advertisers for advertising time."

The letter to station managers from Mr. Hagedorn declared. "Much to our surprise, a number of excellent stations located outside of the major population centers have offered their facilities in return for this unusual audience-building program. They wisely realize that this advertiser cannot afford the intensive promotion in the so-called 'minor markets.'"

Another station, WLBR Lebanon, Pa., also pointed to the incongruity of giving time to some advertisers and donating it to others. Julian F. Skinnell, operations manager, termed the La Rosa offer "not only an insult to the intelligence of the management of WLBR" but "offensive to all small market stations."

OREN TV LIGHTS BRIGHTEN
Don Lee-L.A. Examiner
Kickoff!

PREMIERE of "You Can Be a Star" Oct. 11 from stage of Paramount Theatre over WHAM Rochester, N.Y. is one of high in live talent shows for that city, station reports. Show created by Mort Nusbaum, is budgeted at $600 a week (top money for local show). Program will utilize 12 piece orchestra and feature four comedians each week with elimination quarterly over 26 week period. Winners of Paramount screen test, NBC audition, free New York trip, refrigerator, radio, sewing machine, washboard, etc. Twenty-six week show being split three ways between Paramount Theatre, Norge distributor and Universal Outfitting Co. Agency is in Syracuse, N.Y., with Mr. Nusbaum owning package rights as well as emceeing.

"DON'T SAY Hello, or your chance will go by." That's slogan of WCKY Cincinnati's new dinner-nite program, "Dinner Winner," broadcast Monday through Friday, 6:45-7 a.m. During 11 minute program, residents listed in Greater Cincinnati directory are telephoned by Larry Brunner, WCKY "Dinner Winner" chief. In seven months, and with every caller, Brunner says he must not answer with "Hello," but instead, tell what he is having for dinner. "Dinner Winner" has then awarded complete meal, duplicating what he is having at time of call.

"SUNDAY Down South" "SUNDAY Down South," Sept. 26, celebrated 250th broadcast over WNOX Knoxville, Tenn. Program offers half hour of entertainment featuring churches, colleges and universities. In addition to presentations, which will be played over, program groups have an opportunity to explain their activities and promote their worthwhile causes. Pastor of church or president of college has three minutes on program to use in way he feels best. Program written by staff of local radio station is Pat Ely's personal project. Program is heard by 25,000 listeners.

Many of Hollywood's outstanding show people and civic leaders passed in review under TV lighting designed by Otto K. Olesen Co.

In addition to a full-dress studio audience, it was estimated that more than 25,000 television receivers were tuned to the big show.

Otto K. Olesen Co. technicians, as usual, were on the scene before, during and after the performance, seeing to it that the lighting was done properly.

MAIL THIS COUPON FOR MORE INFORMATION
OTTO K. OLESEN CO.
1350 North Vine Street, Hollywood 28, Calif.

Gentlemen:
Please send me additional information on television lighting.

Name __________________________
Firm __________________________
Address _________________________
Title ____________________________

BROADCASTING • Telecasting

Important television news was made here recently at the great dedicated debut of the new video affiliation between RTVL-Dor Lee and the Los Angeles Examiner.

"NAME DEBUT on Hollywood OTTO""

Football Variety SIXTEEN game local schedule, which includes all out-of-town games of local high school, two games of Bacone Indian College in Muskogee, three games of Northeastern State College in Tahlequah, two games of Connors State in Warner and three games of local Negro high school, has let KOMU Muskogee, Okla., believe that is carrying a "variety" of local football color. And in addition to these games all Saturday games from Mutual will be carried, making total of 37 games, not counting post-season features.

"PUBLIC HEARINGS," new series of public interest programs representing cross-section of community thought, will be broadcast by WFIL Philadelphia as a Sunday feature which started Sept. 26. Plans for show were formulated at meeting in Belvedere Stratford hotel in which 12 of leading broadcasting executives were invited to participate. Former Associate Justice of U. S. Supreme Court and President of Robert J. Roberts, program director of Temple University radio workshop. He said production phases of broadcasts will be handled by Temple staff and students as "first significant contribution to the public of the Temple-WFIL cooperation movement in Belvedere education." Following groups have been invited to guide and direct series: Philadelphia Chamber of Commerce; Board of Jewish Missions in America; Villanova College, U. of Pennsylvania; Drexel Institute of Technology; Temple University, Youngstown College; Bureau of Municipal Reformation; Rotary Club of Seventy, and Centrity City Lions Club.

Free Time to Churches REALIZING need for further training in home and that many people are unable to attend religious service in St. Louis has devoted two and one-half hours of each week to religious broadcasts. Time is equally apportioned between Protestant, Catholic and Jewish faiths. In addition to regular programs scheduled each week, EKB also makes free time available to public schools, Church World Service, Knights of Columbus, scouts, St. Louis Council of Churches.

Westchester County Fights

CBS has negotiated an exclusive contract with Westchester County Center to television club's schedule of Wednesdays, starting today and running through next March. Broadcasts will go on at 8:30 each Wednesday and will include dinner room interviews with fighters and managers as well as booths themselves. Neighbors and an encore Tuesday and Wednesday will be scheduled.

Complete Sports Coverage

LOCAL collegiate and scholastic football games are included in 41 game coverage of WMJ FM Youngstown, Ohio. In addition to football games, National Amateur Baseball Federation games are also covered by Leon Leonard, sports director at WMJ. These games together with Cleveland Indians, Boston Red Sox, Baltimore Orioles and U. S. Army sponsored football games will be part of WMJ's coverage of sports in greater Youngstown district.

Stories by Dickens

COMPLETE series of works by Charles Dickens is being offered by WPMB Sharpstown, Pa., 7:30 p.m. daily, 7:30 p.m. Sundays. "SUNDAY" "DON'T TOUCH" Series will be devoted, primarily, to publicizing lesser known works of famous author.
Wanted: Salesman for 50 kw network affiliate in major midwest city needs topnotch, commercial announcer, ability to work well into management. Excellent references from top radio executives. $55 per week. Box 799, BROADCASTING.

Wanted: Good, experienced announcer for general sales manager's office. Local Virginia network station. Reply Box 804, BROADCASTING.

Wanted: Small-engine sales west coast and for old line supplier of equipment. Experience required. Will travel. Box 805, BROADCASTING.

Wanted: First class licensed transmitt- er operator with studio wiring ex- perience. Will work evenings. Box 806, BROADCASTING.

Wanted: Announcer-writer-producer. Desires to go back into management, preferably in midwest. Box 807, BROADCASTING.

Wanted: To travel to work for AM- FM network in midwest. Will work any time and any place. Box 808, BROADCASTING.

Wanted: Experienced first class engineer; retail experience. Will work part time or full time. Box 809, BROADCASTING.

Wanted: Salesman. Experienced, college graduate, married, preferably in midwest. Box 810, BROADCASTING.

Wanted: Good, experienced announcer for commercial manager. Local Virginia network station. Box 811, BROADCASTING.

Wanted: Experienced engineer for small network affiliate. Ability to work under pressure. Box 812, BROADCASTING.

Wanted: Collector for network affiliate. Announcement work. Good ability. Box 813, BROADCASTING.

Wanted: Good, experienced writer-pro- ducer. Will work anywhere. Will travel. Box 814, BROADCASTING.

Wanted: Salesman, North Carolina, college trained. Good ability. Box 815, BROADCASTING.

Wanted: Salesman for commercial department. Will travel. Box 816, BROADCASTING.
Situated Wanted (Cont'd)

Engineer and announcer. Accent on news. Former chief desires position with station having TV and FM expansion plans. Box 628, BROADCASTING.

Young man, studying for first class license, desires position as disc jockey. Experienced. Box 816, BROADCASTING.

First class engineer-announcer wants position progressive station anywhere. Average requirements. Box 817, BROADCASTING.

Combination engineer-announcer, one year experience, age 29, homemaker for San Francisco Bay area. AM, FM, available 30 days. Box 788, BROADCASTING.

Chief engineer, two years installation and operation experience. Television training. Interested in any television stations. Box 795, BROADCASTING.


Engineer or combination. Excellent references. Thoroughly experienced in transmitter, studio, remote, recording and all phases of studio and plant operation. Experienced. Box 796, BROADCASTING.

Engineer, AM and FM experience, two years college, graduate technical school, barn, veteran. Married. Box 797, BROADCASTING.

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Situations Wanted (Cont'd)

Production-Programmer, others

Newscaster-announcer—fully experienced, possesses very strong personality, dependable. Seven years news background—intelligent and responsible, permanent. Prefer straight news. Box 753, BROADCASTING.

Production man, announcing, disc jockey, farm and special events. Three years experience, independent. D.A. Degree. Disc is interested. Box 766, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly experienced in all phases of broadcasting by Hollywood's outstanding professionals! 1111 STYLE SCHOOL OF RADIO AND TELEVISION

4080 Wilshire Blvd. App. forสมalls Beverly Hills, California Brashill 21490

NOTE: Station Manager and Program Director. Must have completed college and be satisfied with personnel we furnish.


A 19th success story! Canable side for station, agency executive for future, or in independent. Enthusiastic, responsible, available any dependable. Box 790, BROADCASTING.

Has anyone opening for man, middle thirties, with college education, music and radio background? Ability to develop private musical study? Employed four years by station as technical writer. Prefers New York City or vicinity. Box 791, BROADCASTING.

Assistant to publicity director. Good appearance, writer, contact. Three years experience, f.w. Chicago. Box 792, BROADCASTING.

Program director. College graduate, 28, ten years experience announcing, selling and programming. Veteran, draft experience. Excellent references. Box 779, BROADCASTING.

Would-be-writer, knowledge of women's interests, wants chance to bring women's programs into mostlis-tened area. Has women's shows in other area. Some experience, excellent references, good voice, college degree. 21 yrs. background. Box 806, BROADCASTING.

Program director, No arm chair executive. Must be a working producer, who has waded through the ranks by doing everything in programming, announcing, special events, sports, news and production of shows with sponsorships attraction. Highest refer-ences. Box 808, BROADCASTING.

Newsroom assistant—Radio newswriting experience plus heavy editorial background. Bell brothers references. Box 775, BROADCASTING.

Timebuyer—Radio Dept. girl Friday, temporarily away from broadcast. Excellent references. Box 778, BROADCASTING.

Attention—Midwest station. Thoroughly experienced production man, native producer, backgrounds, backed by previous record in theatre valuable for television. Has two children. 3 weeks notice. Box 840, BROADCASTING.

Situation Wanted (Cont'd)

Schools

The SCHOOL OF RADIO TECHNIQUE

NEW YORK • NEW ORLEANS • CHICAGO

America's oldest school devoted exclusively to radio broadcasting. Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Modern classroom.

Send for free booklet B.

Approved for G.I. Training

For Sale

For sale—Raytheon RF250—250 watt FM transmitter. Practically new and fully warranted. Can be used on any low power stations, operations now on full power. WMED, Peoria, Ill.


For sale—Tronco tower—425 ft. self-sustaining, 189' l.t.p. S.B. top. Could be used as three 285 ft. guyed towers and one self-supporting 170' tower. Will support FM or TV antenna with top removed. $6,875.00 f.o.b. location Lincoln, Nebraska. BROADCASTING Station KPAB.

For sale—General Electric 250 watt FM transmitter EJ-9 complete with station license and tower-20 ft. 200 ft. rigid 7/8 inch coaxial cable with unseen feeders. Contact Ben A. Jones, WTNS, Cohocton, Ohio.

Festo E-8 portable recorder, $51.75 or 70,8kpa, original cost $345.00. Good condition. 11 new WE 242 C's in original. One used. Box 802, BROADCASTING.

Used cassette for sale, $50.00 POB Silver Spring, Md. Two turntable inputs, one mike input and switch. Overall condition excellent. Will accept $35.00 for input 120 DB, VU meter and microphone. Plus maintenance manual in 4 DB steps. Output 500 ohms. Ideal in all purposes consoles. First check takes it, Phone or wire Station WPOO, Green Spring, Md.

For sale—Two complete 106AA reproduce-er groups with two extra BA reproducers. Excellent condition. Will give you dual spare reproducers at far lower price. Cables without the spares. Broadcasters needs $265.00. Box 813, BROADCASTING.

For sale—One used 185" Wincharge power station, 3.5 kw, with tower lights and guy wires for immediate shipment. For complete details contact radio station WCAC, CedarGrove, Georgia.

WHAT HAVE YOU GOT? Alaskan disc jockey wants zany musical recordings and old sound effects. Good price and what you have. Box 737, BROADCASTING.

Self-supporting radio tower, at least 3000 ft. tall. Self-sustaining for mountain Chief Engineer, Radio Station WEBC, Erie, Penna.

For Sale

For sale—Radio station KOUP, 750 kw, Radio receiver and transmitter. Original cost $275, 000. Will sell for $725.00. Box 813, BROADCASTING.

WHAT HAVE YOU GOT? Alaskan disc jockey wants zany musical recordings and old sound effects. Good price and what you have. Box 737, BROADCASTING.

Self-supporting radio tower, at least 3000 ft. tall. Self-sustaining for mountain Chief Engineer, Radio Station WEBC, Erie, Penna.

FM EQUIPMENT

Wanted—Complete used equipment for FM station—5 kw transmitter, monitors, microphones and cable. Reasonable. No antenna or tower needed. Box 768, BROADCASTING.

Interest, control small station, Pa New Jersey, Maryland and Allied. Retain individual. Box 816, BROADCASTING.

MISCELLANEOUS

Radio Station Objectors

Buyers Sellers

Prompt Confidential Service NATIONAL RADIO STATION FOR SALE 5031 Sunset Blvd. Norman 7848 Los Angeles 27, California

Looking for a job?

Have equipment for sale?

Need personnel?

If so, an ad in BROADCASTING's classified section will reach 15,300 paid

Radio subscribers.

Rates: Situations Wanted, $1.00 per word; Help Wanted, $2.00 per word; all other categories: $2.50 per word. Display: $12 per inch.

Deadline 10 days in advance. Say when.

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LIMADECISION

Northwestern Renamed: Batesville Case

FCC last week set aside its 1-kw, 1150-ke grant to Northwestern Ohio Broadcasting Co., of Lima, Ohio, but simultaneously handed down a "revised proposed decision" in which the company was renominated for a grant.

The Commission also issued a proposed decision looking toward a grant of Batesville Broadcasting Co.'s application for a new 250-w station on 1340 kc at Batesville, Ark., and denial of White River Valley Broadcasters' bid for the same facility.

In the Ohio case the Commission's action reactivates the application of Sky Way Broadcasting Corp., of Columbus, which had been given a denial. It does not affect that of WOOP Inc., of Dayton, which originally was in the 1150kc case but did not file exceptions when FCC denied it [BROADCASTING, March 22].

As in the decision which was set aside, the "revised proposed decision" preferred Northwestern's claim to Sky Way on grounds that Lima is a greater point, as well as a competitive local outlet than does Columbus.

In granting Sky Way's petitory to set aside the grant, Northwestern, FCC noted that its earlier decision contained "a finding-of-fact which is erroneous," that a quorum of the Commissionors who originally heard argument in the case is no longer available, and that therefore the best procedure is to issue a corrected proposition which another oral argument may be held. That argument was slated for Oct. 15.

Hyde Dissent

Comr. Rosel H. Hyde dissented from this procedure, contending that the erroneous finding—that WJB Detroit serves Columbus—"is practically too significant since it may not affect the essential fact" that Columbus has several local stations while Lima has only one. He thought the original decision rendered and in this case be rectified, but that "the Commission is wholly unwarranted in setting aside its decision."

Out-voted on that point, he joined his colleagues in their "revised proposed decision" looking to a grant of the Northwestern application. Comr. Robert F. Jones, however, was at Lima home, and was a minority stockholder in Northwestern before he became a Commissioner, and Comr. Paul A. Walker did not take part in the proceedings.

Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.45%, and executive chairman Williams, who owns 27.27% each by William L. Rickman and Robert W. Mack, local businessmen. Sky Way is headed by Gustav Hirsch, Columbus businessman, and is owned by 28 persons, none of whom has more than 8%. The stockholders include Ronald B. Woodyard, 47.2% owner of WIZE Springfield, and Loren M. Berry, J. Frank Galaher and Roy W. Amell, who, with Mr. Hirsch, are stockholders in two new stations in local WONE (formerly WPLT) Dayton and WOEL Elyria.

In the Batesville case, FCC preferred Batesville Broadcasting largely because it would offer a greater degree of participation in station affairs than do those of the rival White River Valley Broadcasters.

Jones Is Head

The proposed grantee is headed and controlled (51.2%) by O. E. Jones, editor and publisher of the Daily Journal and Weekly Record, who would be general manager of the station.

WANTED STAFF

New 500 watt daytime on air in Northfield, Minnesota. 1250 kc.

Write: Joe Porter, Mgr. WWNT Re: Marystown, N. J.

Wanted Experienced Salesmen

WANTED STAFF

New 500 watt daytime on air in Northfield, Minnesota. 1250 kc.

Write: Joe Porter, Mgr. WWNT Re: Marystown, N. J.

Situations Wanted

ANNOUNCERS

EXPERIENCED DISC JOCKEY—SUCCEEDED AFRERNOON AND EVENING PROGRAMS IN EASTERN METROPOLITAN AREA. LIKES A CHANCE TO BE WITH A DISC Jockey that is EXCELLENT ALL-ROUND ANNOUNCER. GOOD REFERENCES.箱 857, BROADCASTING.

ANNOUNCER, WRITER AND AD-LIB MAN, SIX ON THE EXPERIENCE, 26 YEARS OLD. AD-D. AGGRESSIVE AND EFFECTIVE, THANK YOU O.R., BROADCASTING.

ANNOUNCER, WRITING, VERSATILE, NICE PSYCHIC, GOOD WITH SOME EXPERIENCE. WILLING TO WORK HARD. WILL ANYWHERE. BOX 853, BROADCASTING.

ANNOUNCER, WITNESS, 15 MONTHS EXPERIENCE. CALL ON THE EXCITING THIRD HOUR, THE MOST INTERESTING HOUR OF THE DAY. WILL ANYWHERE. BOX 856, BROADCASTING.

ROASTCASTING

SEPTEMBER 27, 1948

WANTED TO BUY

SIX DAYTIME REGIONAL STATIONS

We have a qualified client interested in buying six regional stations located in the midwest, southwest, mountain or west coast. Should be on channel below 1500 kc. 1000 watts or more, operated by experienced, reliable management. Confidential handling of all correspondence. Reply immediately to our San Francisco office, giving full information of operation, pertinent facts and price you would consider.

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D.C.

SAN FRANCISCO

J. W. Blackburn

C. E. Wilson

Clarence E. Wilson

NATIONAL 7645

1426 Jackson

Central

September 27, 1948 - Page 87
things that make KGNC the Tuned-in station throughout the fabulous Kparandle...

SALVATION ARMY SHOW

NATIONAL HEADQUARTERS of the Salvation Army, New York, last week reported that its Adventures in Faith series of transcribed programs is now being carried by more than 60 stations. The 15-minute radio programs, developed by radio show producer and NBC's announcer, are broadcast at 9 each Sunday night, except during the holiday season.


CAUTION Before Spread safety campaign sponsored by KTVU Tucson, Ariz., is going "green"according to station reports. Signs were given to Tucson's sheriff to be placed where possible. All necessary permits are required.

RED FEATHER DRIVE GETS INDUSTRY AID

ALL MAJOR networks and advertising agencies have pledged their cooperation to the Community Chests of America in conjunction with the Red Feather campaigns during October. The drive will be heralded by an all-star show on the four major networks Thursday, Sept. 30, 10-30-11 p.m. In addition to the joint kick-off show, each network is planning a half-hour Community Chest program of its own.

Tom Slater, of Ruthrauff & Ryan, New York, is coordinating the ABC's Red Feather show with Charles Barry and Ken Dyke, vice presidents, respectively, of those networks. Bill Spire, of Sullivan, Staufer, Colwell & Byles, New York, will work with Davidson Taylor, CBS vice president, and Abe Schechter, CBS vice president. Ted Cott, WNEW New York vice president, is serving as chairman of the non-network affiliate stations group.

Kendall Foster, of William Est & Co., New York, is in charge of television programming for the Community Chest campaign's end off, and is working with Gray O'Reilly, Television Studios, Inc., and a series of film spots.

Salvation Army Show

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RED FEATHER DRIVE GETS INDUSTRY AID

ALL MAJOR networks and advertising agencies have pledged their cooperation to the Community Chests of America in conjunction with the Red Feather campaigns during October. The drive will be heralded by an all-star show on the four major networks Thursday, Sept. 30, 10-30-11 p.m. In addition to the joint kick-off show, each network is planning a half-hour Community Chest program of its own.

Tom Slater, of Ruthrauff & Ryan, New York, is coordinating the ABC's Red Feather show with Charles Barry and Ken Dyke, vice presidents, respectively, of those networks. Bill Spire, of Sullivan, Staufer, Colwell & Byles, New York, will work with Davidson Taylor, CBS vice president, and Abe Schechter, CBS vice president. Ted Cott, WNEW New York vice president, is serving as chairman of the non-network affiliate stations group.

Kendall Foster, of William Est & Co., New York, is in charge of television programming for the Community Chest campaign's end off, and is working with Gray O'Reilly, Television Studios, Inc., and a series of film spots.
WFPG WILL DEDICATE ITS NEW TOWER TODAY

NEW TRANSMITTER TOWER, 408 feet tall and said to be the highest structure in South Jersey, will be dedicated today (Sept. 27) by WFPG Atlantic City when Mayor Joseph Altemeier and a few gallons of ocean water against its steel uprights. The new tower will replace the ABC affiliate's old structure on Steel Pier and will carry stronger signal along the coast from Asbury Park to Cape May, at the same time extending the station's 100-mile service area by some 50%, WFPG reports. Within a month, it will also radiate the station's FM signal with a power of 15.6 kw to listeners within a 60-mile radius. WFPG is on 1450 kc with 250 w unlimited. WFPG-FM is assigned Channel 256 (99.1 mc). Should WFPG be successful in its pending application for a television license, the same tower and transmitter will be adaptable for video.

Cost of the tower and transmitting plant was $200,000. The tower was built by Blaw-Knox, and is topped by a heavy-duty 4-bay RCA pyron antenna. It was erected by Radio Television and Maintenance Co., Fort Wayne, Ind.

Scheduled to attend the ceremonies today are city officials, local business leaders and sponsors. Greetings will be delivered by John Laux, managing director of the Friendly Group Broadcasting Stations, owners of WFPG; Richard Teitelbaum, board member, and Irving Teetsell, WFPG general manager.  

**TV Expansion**

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that simultaneous color would win out over the sequential or any other method, whereby monochrome set obsolescence would be reduced, presumed, if the public thought color was coming; and plan could not provide for full competitive color system with limited channels.

Wide geographical spacing of Plan II allocations would allow eventual reallocation for color, Comdr. Craven said. Presently it could prove ruinous to the Zenith monochrome system with communities having as little as 25,000 population getting at least one channel each. Plan II would leave the present operating and under-construction VHF stations substantially the same, as under the Du Mont plan.

J. E. Brown, assistant vice president and chief engineer of Zenith Radio Corp., testified Zenith is now producing receivers which "can be made to operate" in both bands. He said Zenith's experience with 6-mc color indicates a "very satisfactory" system can be provided in the UHF and permits economical design of receivers.

Mr. Brown said Zenith recommends that current monochrome standards be used in UHF band which should be allocated in terms of 6-mc channels to allow immediate use. FCC in addition, Zenith believes, should assign suitable color standards using the 6-mc channel with applicants having opportunity to use color or monochrome receivers.

Sarkes Tarzian, equipment design and development engineer and owner of WTTV (TV) Bloomington, Ind., told FCC the present VHF tuners, costing set makers $13.70 each, will be unsatisfactory in the UHF area but that acceptable unit may be found for an additional $18 to the manufacturer and about $50-$60 retail. Concerning converters he said the public has not taken too well to adding gadgets on their receivers but suitable UHF converters could be made for about $29-$35 retail.

George E. Sleeper Jr., vice president and chief engineer of Color Television Inc., outlined technical details of the new method of sequential line-by-line color television which plans to develop in San Francisco for two years. An all-electronic system, method employs standard monochrome equipment. Band width is expanded to 12.5 mc. Camera uses single image orthicon tube with multiple image lens and stationary filter system. The receiver orthicon tubes and focusing lenses are used to register three images (red, green, blue), each fluorescing from end of a single cathode ray projection tube onto the projection screen.

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NABC FLIES TOP TALENT TO SUN VALLEY BANQUET
NEW HIGH in broadcast entertainment for broadcasters attended at NABC’s Sun Valley convention. Top Hollywood talent was flown to banquet Thursday night, which ran three hours. Wednesday night there was buffalo barbecue with lasso-cowboy talent. Banquet was directed by NABC’s Hollywood administrative vice president, Sidney Strotz, and produced by Homer Canfield and Howard Wylie. barbecue was planned by John J. Gillin, WOW Omaha, and Walter Wagstaff, KIDO Boise.
Banquet m.c. was Ralph Edwards of Truth or Consequence fame, who twitted NABC officials for giveaway ban. He presented gifts to number of broadcasters but immediately recovered them because of NABC’s giveaway policy (early Sun Valley story page 23).
Talent included Pat Rino in operatic numbers; Harry Mendoza, magician; Corrina Mura, star of Mexican Hayride; Dick Contino, accordionist; Marina Koshets, Metropolitan opera star; Abe Burrows, humorist, recently for NBC. Dr. Orville Wright, the Wright brothers, who flew President Trammell, Sid Strotz, Harold Burke, WBAL, of their watches, money, suspenders, and vest; and Dennis Day. Music was by Bud Danto.
Gigantic pitch for 1956 convention in Hawaii was made by Lorrin P. Thurston, president of KGU. Orchid leis were flown in from Hawaii and presented to 175 ladies present. Next convention tentatively set for White Sulphur Springs, W. Va., in September 1949.

FCC LOTTERY POWER DISPUTED IN BRIEFS
SEVEN briefs opposing FCC’s proposed lottery rules filed at Commission Friday, final day for filing. Submitting briefs were NAB, CBS, NBC, ABC, Radio Features, WGAC Augusta, and Arthur W. Scharfield.
Justice Dept. in letter to FCC has declined requested comment on proposed rules under Criminal Code but added, “In our view, however, the recodification of 47 U.S.C. 316 will result in no change in the existing procedure for the investigation and prosecution of violations of this statute.”
NAB takes no position on merit of giveaways but challenges Commission’s right to issue proposed rules. It argues FCC is proposing to take over function of Dept. of Justice and courts; that since programs are not illegal, FCC would be interfering with right of free speech under Section 326 of Act; and reminds that NAB’s Standards of Practice provide that broadcasts designed to “buy” audience should be avoided.
ABC, whose Step the Music is fully sponsored weekly hour and most popular of big giveaways, plans to assert FCC has neither jurisdiction nor authority to issue any rule under Section 316 of Communications Act prior to its repeal; that repeal of Section 316 and enactment of new lottery rules in Section 1304 of Criminal Code make it clear Congress has not given FCC jurisdiction in lotteries; that FCC has no jurisdiction to adopt proposed rule under any other statutory provision, and that proposed rule does not properly interpret Section 1304 of Code.
Radio Features, Chicago, contends company’s transcribed telephone quiz show, Tello Test, has no bad effect on public morals. Brief says view of lottery provision of Criminal Code taken by “draftsmen of proposed rules is clearly in error.”
Yankee Network outlets and 34 other U. S. stations said to carry Tello Test. Use of mails to promote program does not violate federal postal laws, firm says, citing letter from Ray C. Frank, acting solicitor, Post Office Dept., to that effect. Brief includes modified proposed rules which would allow prize programs in which “guinea tests of knowledge or skill” were employed.
NBC contested problems posed by giveaways . . . . can be solved by the industry itself through self-regulation such as that contained in NAB’s code. Network said it “would welcome . . . definite standards for determining in advance whether . . . programs fall within statutory ban” (see story page 23).
CBS filed 48-page brief supporting its claim that FCC lacks authority to issue giveaway rules, but did not discuss merits of proposed regulations.
Informal protest sent by J. B. Fuqua, vice president-general manager WGAC Augusta, Ga., says FCC action is “unnecessary and undesirable.”
Attorney Arthur W. Scharfield argues giveaway programs are not lotteries under the law and cites legal precedents as such. He contends essential elements of lottery do not appear in most such programs and points to reluctance of Dept. of Justice to prosecute.
BUT NOT THROUGH ADVERTISING ALONE

Many are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. But not through advertising alone!

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a “know-how” peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists’ shelves throughout the nation and its name is a household word. (We’ll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and “know-how” to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE’S ADVISORY COUNCIL
to determine program preferences and for general consumer market studies.

CONSUMER’S FOUNDATION
to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS
to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES
to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY
monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation
PEACHES. One of the outstanding peach growing areas of the world is located on Colorado's western slope. During the picking season just ended, nearly 2,000,000 bushels of large, golden, meaty Colorado peaches were shipped to all parts of the U. S. Rigid inspection, right, controls the grading and reputation of Colorado peaches. The state is also high in production of pears, cherries, plums, apricots and apples.

CANNING INDUSTRY. From June to mid-November, several million cases of "sky-grown" fruits and vegetables will have moved out of Colorado's canneries. In addition to those canned, preserved, frozen and pickled, Colorado ships more than 32,000 carloads of fresh fruit and vegetables to all parts of the U. S.

Colorado's fortunate combination of soil, climate and altitude produces fruits and vegetables of premium flavor and quality, rich in mineral and vitamin content.

The growing and canning of fruits and vegetables is another one of the many and diversified industries which are part of Colorado's economic scene and which add up to basic stability and continuous business health in the Rocky Mountain region.

KLZ FARM REPORTER. Prominent in the Colorado agricultural scene is Lowell Watts, KLZ's Farm Reporter. He is shown above interviewing workers in a packing house during the busy peach picking season. Watts was recently selected one of the country's most popular farm reporters in a poll conducted by editors of Radio Beat.