SUCCESS STORY:

You've probably already heard some convincing result stories about WLEE. But listen to this one:

A furniture dealer in Richmond, who has never before used radio, went on the air with a 15-minute program once a week. He was advertising mattresses.

After the fourth program, he had sold more mattresses in just three weeks than he had ever sold before in three months! He used no other media.

This sort of success comes all the time to local Richmond merchants who use WLEE. And more of them use WLEE than any other station in town. Call in your Forjoe man today and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, President  •  IRVIN G. ABELLOFF, General Manager  •  FORJEO & CO., Representatives

IN THIS ISSUE: THE BOSTON RADIO MARKET — Pg. 80 • COMPARATIVE NETWORK SCHEDULE
For solid coverage of the whole Billion Dollar Sacramento Trading Area

KFBK SACRAMENTO GOES TO 50,000 WATTS

(EFFECTIVE NOW)

On October 2, 1948, at 5 PM, KFBK Sacramento became one of the most powerful stations in the country. KFBK boosted its power to 50,000 watts for one reason: to solidify its coverage of the 21-county Sacramento Trading Area.

How good a market is this part of Northern California? According to Sales Management, it's worth more than $1 Billion in gross buying power ... worth $765 Million in annual retail sales. In population it outranks Pittsburgh.

Now, KFBK will broadcast a strong, clear signal into every corner of this rich market. And listeners will get KFBK's topflight programs at the same position on their dials—there has been no change of frequency.
BOSTON AREA SEES BEST IN TELEVISION

Presenting
WNAC-TV
CHANNEL 7
Featuring
CBS • ABC
and
DUMONT PROGRAMS

PLUS

MORE LOCAL "EXCLUSIVES"

Boston College, Harvard, and Holy Cross Football
Boston Yanks Pro Football
Manning Bowl Highschool Football
Callahan A. C. Boxing Bouts
Paul Bowser Wrestling Matches
and a selected schedule of special events
and news features

WNAC-TV CHANNEL 7
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

TRANSACTION whereby Dayton Journal Herald, published by Col. L. B. Rock, will acquire minority interest in Crosley's new TV station in Dayton (about 30%) is in negotiation and probably will be consummated shortly by Col. Rock with James D. Shouse, Crosley president. Dayton Daily News, James M. Cox-owned opposition, owns WHIO and is Rome-WOIO-TV.

OFF-THE-HEARD suggestion that Judge Miller become radio's voice and broadcast regularly will come up at NAB board meeting in November. Idea broached at several district meetings. Possible outcome: Regular program series built around judge, with top-flight officials and talent participating.

SHORTLY to be formed within framework of FM Assn. will be group of newspaper-owned FM outlets for purposes of interchange of data and cooperative exploitation of FM. Approximately one-third of 650 authorized FM stations are newspaper-owned or affiliated.

CBS PLANNING to demonstrate this winter Instantaneous Audience Measurement system, revolutionary project for research by radar announced months ago by Frank Stanton, CBS president.

GIL RALSTON, radio and television executive of Proctor & Gamble, shopping Hollywood for two television programs, One is to be an audience participation format priced no higher than $2,500 and second is film dramatic series not priced above $5,500.

IF FCC approves Warner Bros. purchase of KLAC Los Angeles AM and TV plus KYA San Francisco, Gene Autry is likely bidder for standard outlet of KLAC. Warner Bros. already owns KFWB Hollywood and Autry holds 80% of KOWL.

FCC MAY ACT shortly on pending $1,270,000 transactions whereby CBS sells majority interest in WTOP Washington to Washington Post and acquires full ownership of KQW San Francisco. Present outlook: Favorable.

REGIONAL sponsor who buys large outlets but has sought free time on small ones understands to be dropping latter practice following publication in these columns of typical complaints.

BECAUSE of impetus given Transit Radio Inc.'s project to equip buses for FM reception, company is about prepared to enter contract with major equipment manufacturer (probably Stromberg-Carlson) for production line output of special shockproof receivers.

CBS negotiations looking toward acquisition of Edgar Bergen (and sidekick McCarthy) (Continued on page 90)
Three Beauties of the Deep South

1. OAK ALLEE, St. James Parish, Louisiana—one of the stateliest old plantation homes. Authentic furnishings add to its charm.

2. KAISER PERMANENTE ALUMINUM PLANT, Baton Rouge, Louisiana—typical of vast heavy industries in the state's capital city. Fast-growing industry has helped WWL-land score above 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.
WFBM Indianapolis

Represented Nationally by The Katz Agency

Associated with: WDFD Flint — WOOD Grand Rapids — WEOA Evansville

GETTING YOUR SHARE

of This 8 Billion Dollar White Collar Market?

* Figures recently made available by the Indiana Gross Income Tax Division indicate that WFBM’s white collar listeners earned more than 8 BILLION BUCKS during 1946. And there’s every reason to assume they’ve done even better in the past two years.

Salaries alone, paid in the 36 BMB counties credited to WFBM, amounted to over $8 1/2 MILLION DOLLARS—a neat sum in terms of sales, whether it’s soap, smokes, salad dressing, shoes or what-have-you!

In fact, 34% of the state’s total paid in wages, salaries, commissions and fees for professional and personal services went to residents in WFBM’s central Indiana coverage area.

BECAUSE WFBM, A BASIC CBS OUTLET:

—serves these high-income, product-buying homes with outstanding news, sport shows and top performance local programs,

—is first with Hooper and BMB,

—is Indiana’s oldest radio station,

—gives outstanding merchandising and promotion support,

... WFBM is your natural first choice for selling Mr. Whitecollar!

First IN INDIANA ANY WAY YOU JUDGE!
Every Monday night—set your dial for the Railroad Show Train. It's loaded with celebrities of the stage, screen and radio bringing you the entertaining dialogue and hit songs of Broadway's most popular musical shows.

ABC NETWORK Monday Nights

8 to 8:45 Eastern, Mountain and Pacific Standard Time
7 to 7:45 Central Standard Time

Presented by the AMERICAN RAILROADS
"Any advertiser can — and most advertisers should — use **Spot Radio**"
WHAT A BAR OF CANDY!
WHAT A CANDY BAR!

- And what a job of selling and what a selling job Peter Paul has done and is doing for M-O-U-N-D-S and other confections with Spot Radio.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

**REPRESENTED NATIONALLY BY**

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETOIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

**SPOT RADIO LIST**

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<th>Station</th>
<th>City</th>
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**THE YANKEE AND TEXAS QUALITY NETWORKS**

TELEVISION

ATLANTA___WSB-TV
BALTIMORE___WBAL-TV
BOSTON___WNAC-TV
BUFFALO___WBEN-TV
LOS ANGELES___KFI-TV
MILWAUKEE___WTMJ-TV
M'P'L'S-ST. PAUL___KTSP-TV
Feature of the Week

KDYL-W6XIS Salt Lake City parred the course in the $12,500 Utah Open tournament—and it was all done with cameras. The KDYL experimental TV station telecast the tournament daily from 3:30 to 5 p.m., under sponsorship of Petty Motor Co., Salt Lake City Ford dealer.

The 16-man staff assigned to cover the event consisted of one transmitter technician, three cameramen, one studio video engineer, (Continued on page 86)

On All Accounts

PHILIP HINERFELD is known and respected in the trade as account executive for Eversharp Inc. with the Biow Co., New York. And though few in the industry deny the comparative eminence of that designation, fewer still are aware that kindly, soft-spoken Phil Hinerfeld enjoys a status that ranks him with the inventors of midget auto racing and celophane lamp shades. Phil is an originator of the singing telegram.

Born in Scranton, Pa., in 1907, Phil vegetable for the prescribed number of years in that hair-brained mining town before setting out to earn his own living at 19. He began as a newsboy but gave up the route after three years to join a wholesale dry goods firm as bookkeeper, shipper and salesman.

Four years later, a jaded 16, he entered the haberdashery field, and at 20 took over the management of a campus haberdashery at the U. of Pennsylvania. Matriculating himself at the University's Wharton School of Commerce, he majored in accounting, completing the entire curriculum in two years.

Fortified with an accountant's diploma and a new confidence, he had no trouble securing a job in New York as a haberdashery clerk.

Two and a half months later, however, he departed the shirt-and-tie milieu forever to join Postal Telegraph as an accountant. He was soon appointed assistant to the general manager, then assistant to the vice president, and ultimately he was named manager in charge of promotion and advertising. It was during that period that he, together with a friend, Phil Schuyler, devised the singing telegram.

Another innovation which helped Phil invoked was the General Air Express service of Postal Telegraph from 1933-1936. And it was he who instituted the railway and air ticket department of the telegraph company. Originator also of a special market research service for Postal Telegraph customers, Phil Hinerfeld first met Milton Biow, president of the Biow Agency, when that firm availed itself of the service in a test study for Philip Morris. And when Postal merged with Western Union, Phil accepted the offer of "merger" with the Biow Co.

Phil handles the American Trucking Assn., Eversharp Inc., and Lydia Grey Doekskin Tissues (Continued on page 86)
Yeah, but can he lift a sales curve?

(To avoid witchcraft, see back page of insert)
### Sunday Program

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### Monday Schedule

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### Notes
- Catholic Hour (S) remains a consistent program throughout the week.
- The schedule is subject to change and may vary depending on broadcast networks and local affiliations.
<table>
<thead>
<tr>
<th>NEDSAY</th>
<th>MBS</th>
<th>NBC</th>
<th>MBC</th>
<th>ABC</th>
<th>THURSDAY</th>
<th>MBS</th>
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<th>SATURDAY</th>
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**EXPLANATORY NOTES**

**BETTIS IN FOLLOWING ORDER**

**PLACE NAME**

**PROGRAM**

**NUMBER OF SPONSORTENANTS**

**IN SOME INSTITUTES STARTING DATE**

**RADIO TRANSMISSION**

**BROADCAST ON WEST COAST**

**TBA TO BE ANNOUNCED**

**ABC**

11:45-12 noon Sat., The Hoofle's Woe Show sponsored by Northwest Broadcasting Co. for White Rose Products over 21 stations and offered co-op, at a cost of $300 per week. One week's ads, all by means of a co-op group, and a number of cars, for a total of $1,500. This show was available to 11 stations in the Pacific Northwest.

12:15-12:30 noon Sun., All the Hoofle's Woe Show sponsored by Northwest Broadcasting Co. for White Rose Products over 21 stations and offered co-op, at a cost of $300 per week. One week's ads, all by means of a co-op group, and a number of cars, for a total of $1,500. This show was available to 11 stations in the Pacific Northwest.

**CBS**

11:00-11:05 Mon., Art Major, sponsor's program, W. B. McFarlane, N. 139, 109, 110, 111, 112, all stations, all networks, all networks.

11:15-11:30 Mon., Art Major, sponsor's program, W. B. McFarlane, N. 139, 109, 110, 111, 112, all stations, all networks, all networks.

**MBS**

11:00-11:15 P.M. Mon., MBS, sponsor's program, W. B. McFarlane, N. 139, 109, 110, 111, 112, all stations, all networks, all networks.

11:15-11:30 P.M. Mon., MBS, sponsor's program, W. B. McFarlane, N. 139, 109, 110, 111, 112, all stations, all networks, all networks.
CBS can't float a female figure in the air, but many advertisers know that CBS can help a sales figure climb up a piece of graph paper. For the second year in a row, CBS sponsored programs have again averaged the lowest cost per thousand families in all network radio.*

*For details, write CBS, New York
No, we have something better!

This broadcasting business would be easy if science would perfect a gadget like the one shown.

Simply feed in data about product, price, and market desired... turn the handle... and presto, your program is ready!

It would be easy, all right—but would it be good? We doubt it. Sales-producing programs require the best creative efforts of a staff that knows its audience.

Yes, it takes people to attract people. And at KYW, we have the people to build the show that will build your sales in the Philadelphia market-area. Whether you want a variety show, a musical, a kid show, or a news program... we have the writers, directors, producers, actors, and announcers to build it for you. Samples? Certainly. Ask NBC Spot Sales!

KYW
Philadelphia’s 50,000 Watt
NBC Affiliate
JOHN WELLINGTON, formerly of Rutchraufl & Ryan, New York, appointed a radio and television director of Young & Rubicam Inc., New York.


WILLIAM C. LEWELLEN, head of motion picture department of J. Walter Thompson Co., Los Angeles, transferred to Hollywood office in that capacity and also as director of public relations of both offices.


WILLIAM H. GRACE named full partner of Calvin D. Wood Adv., San Francisco, with agency name being changed to WOOD & GRACE Inc.

PETER PIPER, former public relations director, Makelim Assoc., Hollywood, joins Curt Freiberger & Co., Denver, as radio director.

WALTER C. GOTTFRED named production manager at Chicago office of Roy S. Durstine Agency. He worked previously as promotion manager for Spiegel Inc. and with Albert Frank & Co., Walgreen Drug Co. and Muir Drug Chain, Grand Rapids, Mich.

HERB BEAVEN and DON Breyer elected vice presidents of Brischer, Van Norden & Staff, Adv. Engineers, San Francisco. Mr. Beaven becomes manager of Los Angeles office where he has been an account executive since 1934 and Mr. Breyer, account executive in Los Angeles office since 1946, goes to Plans Department there.

B. A. REAVIS joins Federal Advertising Agency Inc., New York, as account executive. Mr. Reavis was formerly with Lynn-Fieldhouse and McCann-Erickson.


ARTHUR KNORR, designer and director of stage shows, has been engaged by Kudner Agency Inc., New York, as consulting production supervisor of television. His first assignment will be with production staff of NBC T Eskaco Star Theatre television hour to assist on all phases of show.

JAMES P. ELLIS, former writer and director at MBS, joins New York staff of Gardner Adv. Co. as assistant to ROLAND MARTINI, vice president in charge of radio.

CLIFFORD BOTWAY, formerly radio director of Julian Gross Adv., Hartford, and of continuity and production staff of WKNB New Britain, Conn., joins J. B. Sebrell Adv., Los Angeles, as radio director. Addition of Mr. Botway to staff in line with agency’s expansion of radio department.

RICHARD UHL appointed head of television activities in radio department of Sullivan, Stauffer, Colwell & Bayles Inc., New York. Mr. Uhl was formerly with the firm’s Hollywood office.

MARTY HOGAN, well-known radio personality, appointed head of Chicago office of Sawdon Adv. Co. Mr. Hogan will handle all Chicago radio advertising for agency, including Robert Hall Clothing account.


GEORGE C. GALLATI, former Central Division manager of INS, named to publicity staff of Needham, Louis and Brorby, Chicago. Mr. Gallati worked in an editorial capacity at INS for 19 years.

JACK CUMMINGS, resigns as production manager of Honig-Cooper Co., San Francisco, to join Harrington, Whitney & Hurst, that city, as production and traffic manager.

STANTON KRAMER, former publicity man for Warner Bros., has

(Continued on page 40)
LEKTROLITE Corp., New York (cigarette lighters), is promoting its new sportman’s Lektrolite via an extensive campaign. Radio and television will be used, but details are not yet set. Birmingham, Castleman & Pierce Inc., New York, is handling account.

CVA Corp. announces, as of Nov. 1, all trade and consumer advertising for Cresta Blanca Wines will be handled by McCann-Erickson Inc., San Francisco.


EDGAR P. LEWIS & SONS, Maiden, Mass. (candy manufacturer), starts 13-week schedule of transcribed musical commercials, minutes and chain breaks, over eight New England stations, concentrating on four markets, Boston and Springfield, Mass., Portland, Me., and Providence, R. I.


PLANKINTON PACKING Co., Milwaukee, Wis., signed contract for ten minute Sports Roundup program immediately following college and professional football games broadcast on WTMJ-TV Milwaukee. This is first time that Plankinton has used television. Agency: Cramer-Krasselt, same city.

ADMIRAL RADIO & TELEVISION to sponsor Notre Dame home games on WTMJ-TV Milwaukee, Wis. Four home games to be carried through facilities of ABC TV network.

COOPER’S Inc., Boston (Cooper’s Shorts), to sponsor six 15-minute segments of Sherm Feller’s Club Midnight, six days a week, and three 10-minute portions of Sing America Sing, 7:20-7:30 a.m. Mon., Wed. and Fri. on WEEI Boston. This is firm’s first radio venture.


BRITISH AMERICAN OIL Co., Toronto on Oct. 7 for 23 weeks starts Vancouver Symphony Pop Concerts on 9 western Trans-Canada network stations, Thurs. 11:30 p.m.-12:15 a.m. Agency is James Lovick Co., Vancouver.

PECK ADV. Inc., New York, announces it will start radio campaign for The Tailored Woman, New York (dress shop).

McDANIEL’S SALES Co., Oakland, Calif. (industrial refrigeration), has appointed Ad Fried Adv., Oakland, as its agency. Firm plans to use radio.

JAMES J. HARRIS INSURANCE Co., Charlotte, N. C., begins first radio venture with broadcasts of Central High School football games over WBT same city.


ALOHA Network in Hawaiian Islands has been added to lineup of MBS stations for Leave It to the Girls, sponsored by Continental Pharmaceutical Co., Chicago, for Kryon Reducing Tablets. Other MBS outlets signed last week—WNAC Boston, KVER Albuquerque, WIP Philadelphia and WGST Atlanta. Arthur Meyerhoff, Chicago, is agency.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (razor blades), on Oct. 6 brings World Series Baseball Games to 68 Canadian broadcasting stations, piping in from MBS, 12:45 p.m. to conclusion. Agency is Maxon Inc., New York.

MOLSON’S BREWERY Ltd., Montreal (beer), on Oct 4 renews to March (Continued on page 42)

The Scene: Utah Open Golf Tournament at Fort Douglas Country Club, this year.

The Action: KDYL’s mobile cameras pick up complete play from the 18th tee to the 18th hole. Sixteen staff members of KDYL-W6XIS on location to provide the sort of coverage that brought enthusiastic audience response all during the four-day tournament.

The Significance: For the first time, a golf tournament — most difficult of all sports events to cover—was telecast. Here is another example of the alert, aggressive approach that marks KDYL-W6XIS television programming. It is the sort of timely and spectacular coverage that’s making everybody in Salt Lake City talk about television!
Voice From England
EDITOR, Broadcasting:
I have found the "Major Radio Market Studies" very interesting. I am eagerly awaiting the sixth in the series.
Peter B. Jones
Watford, Hertfordshire
England

Sees School Use
EDITOR, Broadcasting:
Manchester College is now expanding its radio department. In this expansion, I have been added to the speech department to teach radio courses and control operations of the campus station, WMB (North Manchester, Ind.). Having worked in commercial radio, I know the value of your publication, Broadcasting, to those connected with the radio profession. I am anxious to acquaint the many radio enthusiasts here with your excellent manual...

Milton Bohard
Professor of Radio
Manchester College
North Manchester, Ind.

Spectrum Congestion
EDITOR, Broadcasting:
In surveying the future prospects of the broadcasting industry... this "small station" operator would like to express a few thoughts...

A great many of us invested heavily in FM in the belief that what we know as "Standard" broadcasting was to become a thing of the past. Now, we awake to find that the spotlight has been neatly eclipsed by the new boom toward television...

Now, it appears that there is not sufficient spectrum space to accommodate all of the television carriers required... We feel that FM is good, and that television is good... a way must be found to relieve spectrum congestion...

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

Open Mike

Why not give consideration to something like this:
1. We want FM to continue. We'd like to see every town have an FM station. Due to the short-range characteristic (under normal conditions) of the 100 mc band, together with the weak-carrier-adjacent-rejection accomplished in the FM receiver that is properly designed, many FM stations can be efficiently allocated without interference.
2. We know that television will be popular, and of inestimable public value in such things as news, education, and in politics. We also know that its EXPENSIVE... and requires a large pot of money to keep it going. (How many TV stations can be sold in the small market?)
3. To have FM and television, as both systems are now devised, we need TWO transmitting systems, both costly and complicated.

Why would it not be more efficient and more economical to OMIT the SOUND from the television transmitter, using instead the video signal alone, and use a regularly assigned FM frequency for the SOUND? It's known that the range of television is very limited. We know that the lower frequency television channels are subject to sporadic long-range reflection, with consequent greater liability of offensive disruption of the picture. Therefore, why not move television to the 900-1000 mc range, restrict it to video transmission only, and use a regular FM channel for the sound?

Consider the program and operational economy: The FM will usually be running 18 plus hours daily. The television program only during limited hours. Why not program meritorily along, via FM-SOUND, and the separate VIDEO, so that the listener can enjoy it either by AUDIO alone, or if he chooses, by both SOUND and VIDEO. Both the non-television consumer, and the owner of a video set, will receive full entertainment value from the program...

Would it not be a more simple, uniform procedure, to allocate FM channels efficiently with regard to greatest potential occupancy without the interference of the adjacent-channel nature which so sorely plagues our "standard" channels, PLUS an automatic providing of semi-microwave space for the accompanying VIDEO channel?

The thoughts expressed herein may not constitute the solution to an ever-growing problem. However, they ARE my views regarding it, and I sincerely invite UNBIASED comment...

L. D. Clough
General Manager
KLUF Galveston, Tex.

Found... a way to take 'guess' out of selling in Nashville!

WSIX has proved its sales ability to dozens of advertisers. And year after year these national, regional and local sponsors keep getting results they can measure from WSIX's 60 BMB counties. 1,321,400* people in that coverage area spent $654,886,000* last year in retail stores alone. Go after your share with WSIX.

*Projected from Sales Management, May, 1948.

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC

National Representatives: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

KLNO to Don Lee

KLNO Nogales, Ariz., has joined Don Lee Network as part of Arizona Network. The 250-w station operates on 1340 kc. Samuel Marcus is owner-manager.
A MAJOR MARKET
dominated by Big Aggie

Big Aggie's influence extends over 308 counties (BMB station audience survey)—The richest agricultural area in the world. Farm folks in these counties within Iowa, Minnesota, Nebraska, North and South Dakota accounted for $2,680,220,000 in net farm income for 1947.* This bulging bundle of cash does not include the farm income of Big Aggie's BMB counties in Kansas, Montana, Wyoming and Canada.

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Let Big Aggie sow your advertising dollars in this rich major market. You'll reap a harvest of profitable sales and lasting goodwill. Any Katz man can show you that Big Aggie gets results.

A Cowles Station
Affiliated with ABC
570 KC - 5,000 WATTS

SIOUX CITY – YANKTON
ENGLISH television broadcasting in the summer of 1948 took place after the resumption of video broadcasts following a seven-year wartime layoff, consisted of one TV station. It is located at Alexandra Palace on a hilltop some 300 feet above sea level on the outskirts of the northern suburbs of London.

Here are located the video and audio transmitters, two studios, workshops, staff accommodations, etc., and the 300-foot tower from which the TV programs are sent out for a nominal radius of 40 miles. Actually, the BBC reports, many viewers enjoy regular program service at distances of 60 miles and more.

Like sound broadcasting in Britain, video program service is a BBC monopoly, provided without benefit of advertising and supported by license fees paid by set owners.

As of Aug. 1, television receiving licenses totaled 58,250, with the actual number of home video sets believed to be considerably in excess of that number. Explanation is given by the chief of the sound broadcasting receiver who surmises a television set is apt to wait until the expiration of his annual "wireless" license before applying for a new one for video. This procrastination is encouraged by the fact that a TV receiving license costs $4 a year, twice the fee for the aural set. Issuance of 2,350 TV receiver licenses in June and 3,400 in July, however, gave hopeful indications that handycappers, like inhabitants of U. S. cities with video program service, want to have it in their own homes and that the annual $4 license fee is a weak deterrent. British sets, incidentally, cost around $200 on the average, being cheaper to make than those in the U. S. because they have to tune in only one channel in place of the widely-separated 12 channels allocated for commercial video service in this country.

Slight Variation

The BBC Television Service broadcasts at a vision frequency of 41.5 mc, sound on 41.5 mc, operating on the Marconi-EMI system with a definition of 405 lines per picture, interlaced to provide 50 frames a second. This is somewhat below the U. S. standard of 525 lines, interlaced to 60 frames a second.

Observers of both systems have stated that the British picture comes closer to the American, although, without a chance to watch the two systems side-by-side, no absolute comparison is possible.

BBC video programs are broadcast daily, including Sundays, both afternoons and evenings, the normal schedule including an hour's telecast from 2 to 3 p.m. and an evening program from 8:30 to 10. A demonstration film is broadcast from 11 a.m. to noon each weekday morning for the benefit of dealers who want to show programs in operation to prospective buyers.

July BBC video schedule totaled 127 hours and 20 minutes of air time, including 22 hours of demonstration films. Reminder of the month's telecasts breaks down into program categories as follows:

<table>
<thead>
<tr>
<th>Hrs</th>
<th>Minutes</th>
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<td>Children</td>
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<td>Commentary</td>
<td>4</td>
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<tr>
<td>Drama</td>
<td>3</td>
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<tr>
<td>Education</td>
<td>6</td>
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<tr>
<td>Musical</td>
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<td>News</td>
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<td>Quiz</td>
<td>3</td>
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<tr>
<td>Sports</td>
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<td>Variety</td>
<td>7</td>
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<td>Miscellaneous</td>
<td>2</td>
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That breakdown indicates some of the differences between British and American video programming. Sports, for example, take up the largest part of television time in this country while in Britain in July this type of program ranked a poor second to dramatic productions. And it is probable that sports would rank even lower in most months as the BBC's video schedule in July included hours of tennis matches from Wimbledon and 12 hours, 45 minutes, of pick-ups from the Olympic Games, which started in London on July 29.

The BBC went out for its video, as well as radio, coverage of the Olympics, assigning a special video crew of nearly 100, including 13 commentators, 13 production men and 60 engineers, to these events. Camera installations were made both at Wembley Stadium and the adjoining pool, with a television interviewing control room also set up on the grounds. Some 15,000 yards of coaxial cable were laid between the broadcasting center at Wembley and mid-London, with a radio link in reserve as a safety against cable breaks. About 50 hours of video time were scheduled for the Olympics coverage, averaging between three and four hours a day.

Dramas Rate High

But, despite the emphasis on sports during the Olympic period, the orchestra of July this year averaged an hour and a half of studio programs daily, particularly dramas, the most popular type of program with British audiences and the class given the most air time by the BBC television service. These dramatic offerings run the full gamut from homespun comedies to such highbrow as Eugene O'Neill's "Mourning Becomes Electra," which because of its length was presented in two installments, the opening 90 minutes on Sunday, the concluding 105 minutes on the following Thursday.

While most dramatic productions run about an hour and a half, this is before the limited absolute maximum if producers feel time is more time is needed. James Parish's "Distinguished Gathering," broad-cast July 8, occupied two hours and 10 minutes in total; and, during the Olympics, "Ladies in Lavender," three hours.

The ABC has a four-channel studio; Studio B has three. Camera rehearsals are usually possible only for a few hours before the actual broadcast.

Some of the BBC's dramatic productions are extremely elaborate by American video standards. Last month's production of "King Lear," for instance, was called for 17 sets. One scene, the garden of Gloucester's castle, operated on two levels, with cameras mounted on cranes to show scenes in the gallery overlooking the hall itself. This program was broadcast in two parts, each being repeated on two evenings, Part One on Aug. 22 and 25, Part Two on Aug. 29 and Sept. 2.

Stage and screen artists make frequent appearances in the BBC's video productions, but it has been handicapped in its variety shows because many of the music hall performers have contracts prohibiting their doing much for the screen. The BBC film unit prepares two 15-minute newreels a week, the Monday edition being repeated on Wednesday and the Friday edition being repeated on Saturday.

The BBC film unit prepares two 15-minute newreels a week, the Monday edition being repeated on Wednesday and the Friday edition being repeated on Saturday. A weekly complete edition newreel is also broadcast each Saturday from 11 a.m. to noon, replacing the demonstration film on that morning. Each evening's video program concludes with a 15-minute newscast, sound only, broadcast on the television sound channel. Feature films of regular motion picture length are, for the most part, not available for video use in England.

Report on Germany

Noteworthy among July's non-dramatic BBC telecasts were a documentary report on Germany, filmed by German cameramen under the direction of a BBC documentary and film supervisor; the "Investors' Club," a half-hour program of new inventions displayed and demonstrated by their inventors; and a cross-word puzzle program.

While limited to one station at present, the BBC television service ultimately expects to cover all the main cities of the country. Work has started on the planning of the principal station at Sutton Coldfield, near Birmingham, and a contract has been placed for a radio link and a special cable to carry programs from Alexandra Palace to the new station.

The progress of the BBC's television activity is guided by a television advisory committee, headed by Lord Trefgarne, which makes recommendations to the Postmaster General on matters as extending the service to other parts of the country or the adoption of higher standards. The Postmaster General's recent announcement that the present video standards would remain in force for some years to come followed recommendations of the committee. The recommendations were made at this time. Committee includes representatives of the British Treasury, Post Office, Board of Trade, Ministry of Supply and Department of Scientific and Industrial Research, as well as the BBC.
In Maryland, its **WMAR-TV** for Authenticity

Some people might call “Pick” Temple a hillbilly singer. Actually, Mr. L. Parker Temple is one of the country’s foremost authorities and singers of authentic American ballads.

Now appearing regularly in studio productions of WMAR-TV, “Pick” Temple brings televiwers all the robust color of the authentic ballads this country has made famous.

He has collected hundreds of American folk songs and has recorded a number of them for the Library of Congress. “Pick” Temple has no longing to take to the open road with a “gittar” in hand. He would much rather track down an old folk song in the musty shelves of the Folklore Archives of the Library of Congress.

“Pick” plays and sings entirely by ear—as do most of the famous balladeers. And nothing makes him happier than to share his fun with famous old folk songs with WMAR-TV’s audience.

“Pick” Temple’s folk songs are just one facet of the selected programming now being presented by WMAR-TV to the growing audience throughout the Chesapeake basin—one of the most productive areas in the nation.
Superior Film Programming Every Time. A completely equipped TV film-projection room by RCA—one of nearly 10 different combinations now being delivered to more than 50 television stations throughout the country.
entire film-projection rooms,
for instance—

YOU are looking at a complete film projection room for a typical small television station—one of nearly ten different "all-RCA" combinations now being delivered to more than fifty stations throughout the country.

As reliable and practicable as the projection room of a modern theatre, this simple, integrated equipment is designed to handle film program material of every description—station identification slides, newscasts, commercials, announcements, shorts, feature films, cue-ins for live-talent shows, etc. And one operator can run it!

All-RCA from floor to ceiling, the installation includes everything needed to produce bright, flickerless, dependable television pictures: A TV film camera; a new 35-mm film projector; a 16-mm film projector; a multiplexer for using two projectors with one film camera; and rack-mounting power supplies, amplifiers, and monitor. Projector switching for the entire room is under finger-tip control from the room itself—or from the studio control room.

Why the extraordinary acceptance of RCA film projection equipment by more than 50 television stations?

Because all RCA projection units are unified and designed to work together in any combination—enabling each station to select just the proper units for its special needs and budget. Because RCA makes it practical for a station to start small and add projection units as it grows—without discarding any of the original equipment. Because RCA makes everything required in a television film-projection room—and accepts complete responsibility for the over-all performance of the equipment. Because each station layout is planned correctly from the start, by television experts who understand the business thoroughly.

No need for expensive experiments with your own film-projection room...if you let an RCA Television Specialist help you with the planning. Call him. Or write Dept. 19 JA, RCA Engineering Products, Camden, New Jersey.

RCA Multiplexer, Type TP-9A. Produces uninterrupted projection of multireel films with only one film camera. Complete, with slide projector for station breaks, commercials, etc.

RCA 16-mm Film Projector, Type TP-16A. Popular low-cost projector. Self-contained. Simple. Low cost. Enables one station to use the film programming now available. Produces brilliant pictures and high-quality sound.

RCA Film Camera, Type TK-30A. A high-contrast film camera having unusual stability. It is used with either 16-mm or 35-mm film projectors, and slide projectors.

RCA 35-mm Film Projector, Type TP-35A. Projects sharp, flickerless pictures—and high-fidelity sound. Brilliant light output with negligible heating of film and film axle. Can project single frames as stills.

RCA Film Camera Monitor Rack. This is the control center of the projection room. It houses the amplifier, all necessary rack-mounted power supplies, and the kinescope for viewing the film pictures.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
The greatest love story in Radio Diary history was uncovered by Audience Surveys, Inc., in their 1948 LISTENER DIARY STUDY of WPTF's 62 county, 50% or more day and night BMB coverage.

Here's the tale of listener devotion in brief:

Listeners prefer WPTF over all competition at all times. WPTF ranks first in audience in every single broadcasting quarter-hour from sign-on to sign-off, seven days a week!

In the evening, WPTF is a 7 to 1 choice over its nearest competitor, and a 13 to 1 over its second closest competitor.

In the daytime, WPTF is a 9 to 1 choice over its nearest competitor, and a 13 to 1 over its second closest competitor.

For the entire week (day and night) WPTF is first station by 8 to 1.

Complete details on 1948 LISTENER DIARY STUDY available from WPTF or FREE & PETERS, Inc. Findings include sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and composition by quarter-hours.

MORE PROOF THAT . . .
The Number One Salesman In North Carolina, The South's Number One State, Is . . .

WPTF
Raleigh, North Carolina
50,000 WATTS NBC AFFILIATE

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
**FMA SPEEDUP**

By BILL THOMPSON

IF FMA's pulse is stronger today, thank a group of FM practitioners from the hinterland who refused to let the patient die.

Most of the 300 odd members who attended FMA's convention last week in Chicago came to town to cash in their FMA chips, it was said. They felt they couldn't carry on without vigorous administration and certain metropolitan members who purportedly had let them down.

This majority did not include, however, a dozen or so seasoned FM campaigners, treasurer W. E. Ware, Fremont, Ohio; Burlington, N. C., Bridgeton, N. J., Council Bluffs, Iowa, Ithaca, N. Y., Crawfordsville, Ind., Beckley, W. Va.; Allentown, Pa.; Evanston, Ill.; and Oklahoma City. It was men from these smaller centers—plus Retiring President Everett L. Dillard and Executive Director Bill Bailey, both from Washington, D. C., and Treasurer Thomas F. McNulty, of Baltimore—who were credited with "saving" FMA.

**New Directors Named**

The rank and file of the association acknowledged its "Main Street" leadership by electing as new directors for three-year terms Matthew H. Bonebrake, KOCT-FM Oklahoma City; Robert F. Wolfe, WFIW-FM Fremont, Ohio; Edward A. Wheeler, WEAV Evanston, Ill., and Lee McCane, vice president of Stromberg-Carlson Co., Rochester, N. Y. Frank Gunther, vice president of REL, was reelected for a three-year term, and Marion Claire, WGNN Chicago, and Morris Novik, Unity Broadcasting Corp., New York, for one year each.

The new directors, in turn, named as president William E. Ware, KFAX Council Bluffs, and as vice president E. Z. Jones, WBBM-FM Burlington, N. C., vice president. Mr. Dillard sounded the convention keynote in his opening address when he called for a "narrowing of the issues to those problems which are primarily of interest to FM and on which no one else can take a strong affirmative stand."

"FMA is diverting its energies if it attempts to duplicate or parallel the trade services of other organizations," he declared. "If we are to continue to serve in the vigorous promotion of FM, the membership must chart its course by defining a clean-cut policy procedure."

Picking up the thread where Mr. Dillard left off, FCC Chairman Wayne Croy told a luncheon session (see separate story page 23) that the convention "can mark a turning point in FM—FMA, as a former member of FMA, I share your hopes and aspirations."

Reassured by Mr. Croy, the small-town FMs went into high gear during the afternoon. State Senator Elmer Wene of New Jersey, owner of WSNJ-FM Bridgeport, lauded the FCC chairman as "open minded" and said he was confident he could go to the FCC in the future and get "the fullest consideration." He told how his station had placed FM receivers in selected places where large groups assemble.

D. E. Payne of WELL-FM Battle Creek, Mich., reported his station had inaugurated a plan to acquaint store clerks—"those who do the selling on the floor"—with FM. He observed that most dealers are FM-educated, whereas the salesmen are.

During a discussion of "FM Complaints," Mr. Ware disclosed he pays repairmen to balance FM sets in homes so that his station won't be blamed for imperfect reception. Mr. McNulty said his station airs a weekly talk on the technical side of radio and FM "in lay language." J. Frank Knebel, WFYM Crawfordsville, Ind., said he puts up the antennas for a dealer to insure good reception.

Mr. Wolfe favored doing every-

(Continued on page 228)

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**NEW officers of FMA ASSN. (I to r) are: Thomas F. McNulty, WMCP Baltimore, treasurer; E. J. Hodel, WCFC Beckley, W. Va., secretary; William E. Ware, KFAX Council Bluffs, Iowa, president, and E. Z. Jones, WBBM-FM Burlington, N. C., vice president.**

**KEYSTONE**

AN AMBITIOUS project to provide Hooper listening area coverage indexes for the 355 small-market stations of the Keystone Broadcasting System was announced by Broadcasting last week by Michael M. Sillerman, KBS president.

Mr. Sillerman said that C. E. Hooper Inc. had been engaged to produce the studies which he described as a refinement of BMB data and a more detailed reflection of small station influence.

Mr. Sillerman said that until Mr. Hooper's development of the listening area coverage index, no survey that was economically or physically practical provided detailed measurements that "reached into the counties."

The telephone coincidental technique, for example, was inadequate, he said, owing to the inaccessibility of rural homes and the technical shortcomings of rural telephone service. The Hooper listening area coverage index surveys will be done entirely by postcard ballots.

Pilot studies have already been completed by Hooper for three KBS stations, Mr. Sillerman reported, and they have shown variations in the comparative rank of stations in given areas from those in BMB ratings. The studies were done for KTEM Temple, Tex.; WEBS Harrsburg, Ill., and WAYX Waycross, Ga.

**Basis of Choice**

KTEM and WEBS were selected for the pilot studies because each is an area where big stations also are clearly heard, and WAYX was picked for the reverse reason—power stations outside its area are not well received there.

Mr. Sillerman said that KBS had regarded BMB figures as inadequate because the system's characteristics tend to favor powerful stations.

A station may rank favorably in BMB figures, for example, because it carries one show which gains wide listening. Mr. Sillerman asserted. That single popular program may be enough to land the big station in top BMB order which is based on once-a-week listening, he said.

At the same time, a small station may be listened to often in its area, but enjoys no greater rank on that account in BMB figures than the big one, he said.

The Hooper listening area cov-

(Continued on page 56)
ADOPTION of a program designed to meet the recent surge of per inquiry and time-chisel offers [BROADCASTING, Sept. 13, 27] will be taken up under the Sales Practices Subcommittee, which meets in Washington Oct. 25-26.

New approach to the problem will be sought, possibly calling for cooperation of sponsors and agencies in wiping out the practice. The full Sales Managers Executive Committee meets at the same time and may have recommendations for the board's mid-November meeting.

NAB's position has been weakened by action of its legal department in opposing publication by the associations of the names of firms practicing p. i. and free-time techniques. This legal stand is based on fear of damage suits by those whose names would be used, it is understood.

Many stations have written NAB to protest a free-time proposal by Mutual Life Insurance Co. of New York. The company has developed a four-page plan to secure free radio publicity. The plan was sent to stations by the title, “A New Plan for Local Radio Publicity.”

“The success of the plan, and its benefit to you in your own community, will depend largely on your cooperation,” Gifford B. Reeves, second vice president, informed Mutual Life field men. The plan includes a letter on a health topic to be offered “free of charge” to local radio stations throughout the country “for their voluntary use as a public relations tool.”

The letter continues:

Two things should be borne in mind in connection with the plan: The Mutual Life will not pay for time cost. Free radio will be used by stations. Second, because time is do- nated by the stations, we cannot expect a “commercial,” but merely a mention of the company's name at the beginning and end of each program. However, this will have a great in- stitutional value for the company, because it will keep our name con- stant before the public in the health field.

Since many insurance companies buy radio time, broadcasters point to the reaction that would come from insurance advertisers if station time were donated to one company.

NATIONAL Assn. of Radio Station Representatives last week be- gan an industry-wide mailing of its first promotion on spot radio. The piece is a crisp, eye-catching illustrated book- let titled Spot Broadcasting Lets You Decide. Representing the co-operative presentation of 25 leading station representatives who hand- ed out the book at the last NAB convention, it is one of the NARSR, the booklet will go out in a mailing of 12,500 to agencies, advertisers, timebuyers, FFC, NAB, college marketing departments, and every body else who ought to know the story of spot radio.

Prepared by O'Brien & Dorrance, under the direction of T. F. Flanagan, NARSR managing director, the booklet defines spot broadcasting and explains the functions of the station's radio stations by a national adver- tiser on a selective market basis.

This NARSR definition is ex- panded as follows: "It can be a two hour game... a full hour dance band... a half hour mystery drama... a quarter hour news round up... a five minute weather report... a ten word time signal... or a participation of a Homemaker's program.

The NARSR booklet takes issue with the phrase, "average radio family," declaring that such a family doesn't exist. Says the NARSR: "There's no such thing, if you look closely. People have different liv- ing habits, different buying habits, different listening habits. And, ac- cordingly, a single good listening time for the whole nation is as non-existent as the Union. In the experiences in time zones, climates, occupations, regional preferences— all create differences in living patterns. Not only are people different in different places—but the same people may be different at different times of the year.... There just isn't any listening time uniformly good across the whole country. But spot broadcasting takes positive advantage of those very differences in listening habits."

The NARSR presentation con- tinues, "Spot broadcasting lets you select the markets that are most likely to want your product. You can go where the best potential sales are, make every advertising dollar score, and never know the extravagance of waste circulation. Because... spot broadcasting lets you decide..."

Hooper Reports Cited

Hooper city reports are quoted in the booklet to bolster the NARSR point that listener reaction is determined by the local sales activities. "Jack Benny gets a healthy 26.8 in Des Moines, but in Minneapolis he drops to a 13.9. Fibber McGee rates 34.5 in Seattle. Boston-listens 54.5 to fibber. In the extent of only 18.1. Helen Trent, on the other hand, rates a solid 8.2 in the Massachusetts capital against a weak 5.9 in Denver. Mr. District Attorney earns twice as big a rating in Atlanta as it does in Los Angeles... ."

The booklet also bestrides the druffs for local shows in competition with high-powered network productions. "Despite the fundamental role of networks in American broadcasting, we have plentiful proof that all that glitter is not gold. Almost every market has its lo- cally-planned shows that earn the fastest ratings... People like familiar, close-to-home things... and the show keyed to local tastes, with local personalities, often wins more friends than the brightest hotshot originating thousands of miles away... ."

"Widely, properly understood and intelligently used," says the NARSR, "spot broadcasting is one of the most powerful, flexible and rewarding tools of advertising ever developed. In 1947 alone, ac- cording to Broadcasting's Year- book, some 645 national advertisers invested over $95,000,000 in spot broadcasting—and reaped, as de- rect consequence, many times that in greater sales."

A FREEZE that may last six to nine months or longer was imposed by FCC on its television licensing and hearing functions last Thursday, pending a decision on possible changes in existing video Standards.

Until the question of Standards and channel-allocation policies is settled, the Commission said it will put all present and future applications for Channels 2 through 13 into its pending files, will schedule no hearings on television applications, and will decide no cases already heard [BROADCASTING, Sept. 13, 20, 27].

This "interim procedure"—which the Commission made a part of its formal Rules & Regulations—specifically exempts outstanding grants and "other television authorizations heretofore issued," and provides that applications for modification of existing licenses or permits "will be considered on a case-to-case basis" depending on the extent to which they might be affected by changes in Standards.

The freeze order came at a time when 308 television applications are pending, 37 stations are on the air, and construction permits for 86 others are outstanding. Nine hearings are awaiting decision, including the San Francisco case in which one question is whether Paramount Pictures controls Allen B. DuMont Labs. Chairman Wayne Coy said even settlement of the Paramount-DuMont litigation was "stopped" by the freeze.

The importance which FCC attached to its move was indicated by the method of its announcement—a news conference, first of its sort in several years, in which Chairman Coy explained the background and implications to general news as well as trade reporters.

The major issue, he said, was to avoid pinching the public.

Chairman Coy carefully understated the severity of the problem by pointing out that the Commission would not show its present concern about VHF standards if it planned to drop the band in the near future. But he refused to be jockeyed into saying that these 12 channels will be television's forever. Nobody, he declared, can properly say that any given service will always retain its present spectrum location.

He did feel that manufacturers, broadcasters, and present and potential set-owners can proceed without fear.

He also felt, personally, that it would be difficult for FCC to force an existing permittee to push construction during the freeze period if the permittee felt it desirable to await development.

Mr. Coy made clear that FCC intends to provide more space for television—in the 475-890 mc band. But he did not know whether it can be done now or not. The Commission, he said, has had no chance to study or discuss the data collected in its high-band hearing two weeks ago [BROADCASTING, Sept. 27].

Sees No Effect

He said the outcome of the VHF studies won't "necessarily" wait for the UHF decision.

He regarded the two proceedings as separate, but conceded that channel allocations might well be affected if the Commission knew definitely that additional channels could be allocated to the upper band. If it were known that upstairs channels won't be available, he added, FCC might be "pushed" into considering a downstairs channel allocation system which would put emphasis on number of stations.

He recalled that the high-band hearing produced broad agreement that the UHF band can be used, but disagreement over the method of use.

The duration of the freeze, Mr. Coy reiterated, is "very difficult" to predict since it depends on studies and decisions yet to be made. He noted that at the FCC-industry conference a few weeks ago he estimated six or nine months might be needed to complete a revision of the Rules and Standards [BROADCASTING, Sept. 20].

It is a possibility, he reiterated, (Continued on page 57)

FCC's rule establishing a freeze on television licensing:

Pending further consideration of the issues raised by DuMont and TDC (issues relating to engineering Standards), requests for television authorizations on Channels 2 through 13 will be considered in accordance with the following procedure:

(a) Applications pending before the Commission and those hereafter filed for permits to construct television station Docket Nos. 8975 and 9770 will not be acted upon by the Commission through December 31, unless a pending file.

(b) Applications pending before the Commission and those hereafter filed for modification of existing permits or licenses will be considered on a case-to-case basis and Commission action thereon will depend on the extent to which they are affected by the issues to be resolved in the proceedings bearing Docket Nos. 8975 and 9770.

(c) No hearing dates will be scheduled until the issue of a freeze is resolved.

(d) This procedure does not apply to construction permits or other television authorizations heretofore issued by the Commission.

Mr. Coy has called attention to several cases where no cases where a freeze has been used, he has called attention to several cases where no cases are pending or have been allowed to be held pending a decision on the freeze.
FMA Speedup
(Continued from page 21)

ting the disks in your market and give out the news that FM's really got something.

Says Duplicating Was Mistake

"We made a mistake when we started duplicating AM on FM," he confessed. "Now we're back-tracking to give local people in towns 40 miles away something they can't get on AM."

Putting FM sets in strategic crossroads stores in rural areas is paying off for WCEC (FM) Rocky Mount, N.C.; Josh L. Hone, owner of the station, reported. "Dozens of our rural residents recently have found out for the first time that FM performs during thunderstorms," he said. Mr. Hone also revealed that because of a shortage of school music teachers in his area, 28 FM sets are carrying music lessons by air.

Robert French, WVKO Columbus, advocated that FMers "beat AM at its own game" by getting a better staff and giving better programming to parallel FM's better reception.

The convention reached a climax Tuesday noon after an inspiring address by Stromberg-Carlson's Lee McCanne. Treasurer McNulty chose this occasion to make an appeal for FMA funds, as the association now has a $5,000 deficit. During the last minutes of the luncheon session and the remainder of the afternoon, Mr. McNulty took in nearly $4,600 in pledges for back dues, advance payments to 1952, and a few cash donations.

Speaking as a representative of the RMA, Mr. McCanne declared that it is only good business to make FM a big business in 1946.

"Will the radio industry, which produced over 20 million sets of all kinds in 1947 and has produced 9,683,854 sets of all kinds in the first eight months of 1948, be content to shrink its production to a mere 1,600,000 TV sets in 1949 as has been estimated by the better informed statisticians, plus a few million radios under $25, and portabel sets, and auto radios?" he asked. "The answer is no. That would be a calamity. That would be a colossal drop in employment and use of machine load capacity in.
By ED KEYS

TRANSIT-CASTING has outgrown its rompers and is hanging out its own shingle as a full-fledged radio advertising medium as various factions scramble for a predominant position in the promising new field.

Hubert Taft Jr., president of Transit Radio Inc., revealed last Tuesday in an address before the City-Television Assn. in Chicago that operations have expanded to such a degree that the firm was preparing to strengthen its role as national representative of subscribing stations. Mr. Taft announced that national representative offices were scheduled to be established in New York City, Los Angeles and in Chicago within a month.

Mr. Taft confirmed reports [Broadcasting, June 28] that overtures had been made to amal-

gamation of the FM radio industry.

Mr. Taft disclosed that test receivers have been placed by Transit Radio in New York, Philadelphia, Seattle, Indianapolis and several other cities. Public reaction to the Transit Radio service has been tested in a number of other cities where more than 90% of the respondents have expressed the hope that permanent installations will be made. WJJD Chicago is also believed to be vitally interested in transit FM.

Contract negotiations are well advanced in Washington, Baltimore, Cleveland, Indianapolis and other major markets, Mr. Taft said. Some of these negotiations purportedly are nearly to the "signing" stage. Mr. Taft, in an accounting of WCTS's operations, transmitted a ray of hope to FM station operators thrashing about in the red ink.

"Station costs will obviously run considerably higher than in operating a duplicated FM," Mr. Taft declared. "In the first place the station must be on the air all day. It must pay franchise fees to its transit company, and it must employ a maintenance crew adequate to keep its receivers in good working order. "Complete station costs of WCTS last month were approximately (Continued on page 68)

FMA Resolutions

THE ASSOCIATION unanimously adopted these resolutions:

Placing it on record as favoring use by stations duplicating AM and FM the new call of the combination station identification call letters.

Declarating that some TV sets are advertised as possessing FM reception facilities while in reality they are simply using a fundamental FM circuit required to receive telecasts. Mr. Taft has developed a new FM receiver, especially designed for installation on busses (See story page 66).

Contract Reported

Transit Radio has no intentions of forgoing behind a gaggle of receiver sets and related equipment, however. The firm reportedly has contracted with another large radio manufacturer for mass production of the sets.

Following the lead of Cincinnati, Wilkes-Barre and Houston, the city of St. Louis recently became the fourth major city to adopt radio-equipped busses as a passenger bonus.

Cooperating stations in cities where negotiations have been successfully concluded are: WCTS (FM) Cincinnati, WIZZ (FM) Wilkes-Barre, KPRC-FM Houston and KXOK-FM St. Louis.

already hundreds of receiving sets have been installed on busses and streetcars in the four cities and hundreds more are being installed or will be at a later date.

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FM APPRAISAL

DELEGATES to the FMA convention in Chicago last week were told exactly what advertising agency executives and timebuyers think of FM—by Mr. Godfrey, director of media of the American Assn. of Advertising Agencies. Speaking at the Tuesday morning session, Mr. Godfrey disclosed answers to a questionnaire recently sent to 76 agencies and which drew 48 replies. The survey, a "homespun affair without scientific twists," covered a fair representation of all geographical sections of the country and included agencies of various sizes from the very largest down to several which handle mostly regional business in areas where FM might have special advantages. The respondents turned out to be almost evenly distributed between large, medium and small agencies—an "extremely significant" group with combined expenditures of an estimated $500,000,000.

To the question: "Are you now buying time on FM stations or network, have you bought any time with the new medium, and—by Kenneth Godfrey, director of media (Continued on page 68)

Broaden FM Rural Service, Coy Asks

FCC Chairman Tells FMA Meet Of Opportunities For Hand

NINETY PER CENT of the nation's AM stations would serve the public better with FM rather than regional and local AM channels, FCC Chairman Wayne Coy told the FMA convention last Monday in Chicago.

After tantalizing a luncheon audience of more than 300 FM-ers with a progress report on television, Mr. Coy declared that the FCC had set the stage for what Mr. Hoyt said was "the diabolical, fandish screen that produces many things—sometimes nausias."

"Every measure will be taken by the FCC to insure a truly competitive TV," he declared. "The best planning of which the Commission can be a part, is that AM sound radio fan meet this competition by improving its service."

The FCC chairman's FMA report noted that 200 FM stations are seen as being in rural areas "have next to no service at night. He urged that FM station men pay more attention to the needs of rural residents who are getting inadequate signals, rather than try to cut in on those with good AM reception. He took the position there is room for all types of broadcasting—FM, AM, and voice radio. Am FM generally is not doing a good job reaching the "open spaces"; that television will not be a strong competitor under present inadequate allocations; so FM's opportunity is at hand.

Recognizing that manufacturers have an important role to play in producing "FM-only" sets, Mr. Coy nevertheless called the FM broadcaster the "real kingpin."

"He must develop his station as rapidly as possible, and do as much as he can in stimulating the sale of FM equipment for an FM broadcast, since FM generally is not doing a good job reaching the "open spaces"; that television will not be a strong competitor under present inadequate allocations; so FM's opportunity is at hand."

Mr. Coy made passing reference to facsimile's relation to FM. "With facsimile here; every one of you FM-ers may become newspaper publishers. Your FM channel now can do double duty," he added. "Back in the FMA, on the floor, he said he believed duplication of AM programs on FM is "good for broadcasting as a whole and for the franchise of both broadcaster and listener."

At the onset, Mr. Coy said the impact of television will be "terrific. He noted that 37 TV stations are in the air presently, but predicted that between 300 and 400 stations would reach 70,000,000 viewers within two years. He reported TV set production has reached 165,000. 16.3 million and TV sets incorporate FM, he added.

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Recognizing the "possibility" that the four-year-old clear-channel proceeding may produce a decision in the next few months, FCC scheduled hearings on several cases which heretofore have been continued "indefinitely" because of a tie-in with the clear-channel result. The Commission also recognized that the clear-channel case may not be decided in the near future; related hearings will be continued indefinitely again if the decision is not out at least three weeks before the scheduled hearing date.

The same procedure will be followed in the case of other hearings which are scheduled but whose outcome depends on other pending matters, such as the pending petitions for reconsideration and grant applications.

More Time Allowed

The new calendar is longer, chronologically, but otherwise is shorter than the last one, issued a year ago [Broadcasting, Oct. 5, 1947]. At that time the schedule provided for 188 hearings from late October to mid-April involving 340 applications (including television). The present calendar, running from late October to early June, provides for 149 hearings on 238 applications. It includes all AM and FM applications which had been designated for hearing before Sept. 1.

Field hearings, for the most part, will be held in the cities where operation is proposed. If two or more cities are involved in the same station's coverage, field hearings will be held in the various cities, in the order listed, on the date scheduled. In hearings held in Washington, applications will be heard in order of docket numbers, starting with the lowest.

The alphabetical arrangement of the calendar is listed at left.

**IDEAS TO GERMANY**

**U. S. Radio Studied**

As expected to react the reactions to specific American stations the group singled out KLZ Denver and WCCO Minneapolis as "two of the outstanding stations" in their five-months' study. The group, "KLZ," said Franz Reinholz, head of School Broadcast Department, Radio Hamburg, in the British Zone "is an especially high standard station with a fine public service ideal."

Mr. Diederich called WCCO a progressive station with a "surprisingly high quality of news analysis."

The six-man group expressed great interest in American rating systems and confided that such analysis might be very helpful in Germany. However, since television and radio are so controlled in Germany as they are in the U. S., Mr. Kehl suggested that the technique would have to resemble that of the Scherwin System rather than others.

Before returning to Germany the radio broadcasters will spend 15 days in England observing the operations of the BBC.
ASCAP MAY SUE

Seeks Co-op Show Back Fees

POSSIBILITY of an ASCAP suit against the four nationwide networks for payment of back fees on cooperative programs loomed last week following a decision by ASCAP broadcast and ASCAP committee members on co-ops failed to produce an agreement on the proper method of payment for ASCAP music on such programs. Another meeting is scheduled for this week, however, and hope was expressed that the matter may be resolved without resort to litigation.

Question of co-ops is one of the most troublesome remaining to be settled before a new contract can be drafted to succeed the present ASCAP radio agreement which expires Dec. 31, 1949 [BROADCASTING, Sept. 27]. Haste in reaching a solution is essential, as any change in the rates in the present contracts which ASCAP for the new pacts, which would run for nine years beginning Jan. 1, 1950, must be announced before the end of 1948. ASCAP has indicated a willingness to accept an existing present scale of payment for the use of its members' music on the air, provided the other details of the contract can be settled satisfactorily.

Payment Problem
Problem of the payment for co-ops arises from a divergence in definition of this type of program. The broadcasters maintain that since co-op programs are sold at the local level they should be considered as station programs and handled in the same way as syndicated programs on transcription. ASCAP, on the other hand, is seeking to maintain the present scale of payment for the use of its members' music on the air, provided the other details of the contract can be settled satisfactorily.

Solution Not Easy
The obvious solution of a compromise at 2% for future broadcasts is not as simple as it looks. The situation is complicated by the matter of back payments, in some cases running back for six years or more. Even small fees, and most of those in question are fairly small per broadcast, can pyramid into sizable sums when left a few years, so that whatever solution is reached the problem of payment is likely to be troublesome all around.

Another complication is in the determination of the base to be used in computing the percentages for payment to ASCAP. In some cases the stations sell the co-op programs locally at the same price as programs of the networks for them, so their only real revenue is from the sale of time. Other stations sell co-ops on a package deal, including both time, which is sometimes greater and sometimes less than the station's card rate plus what the station pays for the program.

Representing the broadcasters in the discussion of the co-op problem with ASCAP is a sub-committee of the Industry Music Committee headed by Theodore C. Streibert, president of WOR New York. Chairman of the co-op sub-committee is Joseph A. McDonald, ABC vice president, secretary and general attorney. Its other members are: John Shepard, board chairman, Yankee Network; Walter B. Haase, manager, WDRC Hartford; William S. Hedges, NBC vice president; Dr. Robert S. Swezey, MBS vice president; Mr. Petrillo, attorney for the AFM, and several other prominent figures.

AFM

THE OUTLOOK for an early settlement of the AFM recording ban grew still brighter last week with a bid from James C. Petrillo, AFM president, to five leading record firms to attend a parley in New York tomorrow (Oct. 6). Meanwhile, an attorney for the transcription firms said his clients are awaiting the outcome of tomorrow's meeting before taking steps to implement a settlement of their own with the musicians' union.

Mr. Petrillo's invitation to the record firms—RCA-Victor, Columbia, Decca, Capitol and Mercury—came a day after the recorders had suggested such a meeting, and ten days after the union president's plan for resuming recording activities under a trusteeship had been submitted to the record firms.

An attorney for one of the firms characterized tomorrow's conference with Mr. Petrillo as one at which attempts will be made to fill in the body of a plan of which the AFM president's proposal is merely the skeleton.

This fill-in, he said, probably will cover, not only the machinery by which the welfare fund trusteeship will operate, but also the business end of the projected settlement. Details to be worked out include new salary scales for the musicians, actual royalty fees per record, and the foreign sale of records.

When the whole plan has been completed to the satisfaction of the recorders and of the union, the attorney continued, it will be submitted for sanctioning by the several governmental agencies having jurisdiction over the various sections of the plan—the Justice Dept., the Treasury Dept., the NLRB, possibly a joint Taft-Hartley Congressional committee, and any other interested agencies.

While informal opinion on the legality of the Petrillo plan has come from many quarters, including government agencies, there appears to be no evidence that any opinions have been solicited officially, either by the record companies or by the union.

The size of tomorrow's meeting between Mr. Petrillo and the record company representatives has not yet been disclosed. In the past, however, similar conferences have been held at the AFM national headquarters in New York.

One company spokesman expressed the jocular opinion that a hall may be hired for tomorrow's conference, "since so many people seem eager to attend."

WPX-IBEW TV TANGLE

TV BROADCASTERS are eagerly awaiting NLRB findings in the jurisdictional dispute involving technical employees of WPX New York, on which hearings were concluded last week, in the hope that this decision may provide settling material for other jurisdictional contests seeking a charted channel through the video labor maze.

The WPX case began some months ago when Local 1212 of IATSE and IBEW union officials were asked to be recognized as the bargaining representative for the engineering employees of this new video station. Owned by the New York News, WPX has no AFM affiliation and hence had no previous dealings with any technicians' union.

IBEW's petition included as technicians the operators of the station's motion picture projectors and men who handle the studio lighting, as well as the control and transmitter engineers. The move brought an immediate protest from IATSE, AFL union whose widespread membership includes the projectionists in the country's motion picture theaters, as well as stage hands, prop men, carpenters, scene painters, light men, and other theater employees. NABET, independent engineering union, also entered the fray.

The hearing started smoothly, but on the second day IBEW widened its original jurisdictional claims to include film editors, laboratory technicians and newswriter commentators. The last claim brought the American Newspaper Guild into the hearings for a brief period, but the Guild decided its rights were not being infringed upon and withdrew. The Guild claims jurisdiction over newswrap writers, publicity staff and the cleaners and assemblers, in line with its representation of the regular newspaper employees at the News. On the final day of the hearing, last Thursday, IBEW withdrew its claim for jurisdiction over laboratory technicians.

While attempting to maintain a neutral position among the conflicting unions, WPX has taken the stand that for bargaining purposes the engineering unit should be restricted to engineering department personnel, which would (Continued on page 67)
WHAS Sale

$1,925,000 Transaction Pends

FORMAL application for FCC’s approval of the sale of WHAS Louisville and associated radio and television properties to the Crosley Broadcasting Corp. for $1,925,000 will be filed with FCC as soon as transfer papers can be completed—probably this week.

The transaction, covering the 50-kw clear-channel station plus a television construction permit and FM, facsimile and relay authorizations, was completed last Tuesday after several weeks of negotiations [broadcasting, Sept. 27].

In addition to the $1,925,000 figure, the transfer includes a 10-year lease, at $80,000 per year, of three floors of the new Courier Journal and Times Building, to be occupied early next year. Commitments for nearly $100,000 in additional equipment for the WHAS broadcasting properties and other leasehold improvements will be covered by a reserve of nearly a quarter of a million dollars in the WHAS treasury.

Crosley, subsidiary of Avco Manufacturing Corp., plans to retain the present staff and organization of WHAS upon FCC approval of the transfer. There would be no change in the network affiliation of either Crosley’s present clear-channel WLW Cincinnati, which is an NBC outlet, or of WHAS, which is on CBS, it was understood.

Victor A. Sholis, director of WHAS, has been offered the same position under the projected Crosley ownership, and also has been offered an executive position with the Louisville newspapers. It was presumed he will reach no decision until the transfer has been effected.

Crosley Stations

In addition to WLW, Crosley operates WLWT (TV) and associated relay, shortwave and FM stations in Cincinnati. It also owns and operates the independent 50-kw WINW New York, and has television grants for Columbus and Dayton and is applying for one at Indianapolis.

With the Louisville grant, and the hoped-for outlet in Indianapolis, the company would have a substantial Midwest television hookup, which, in turn, would mean the interchange programs and over a substantial portion of the primary area now covered by WLW’s sound transmissions.

The WHAS radio operations are licensed to WHAS Inc. Under the new ownership, they would occupy the fifth, sixth and seventh floors of the new newspaper building—offices on the third and FM on the sixth, and television studios in the seventh-floor penthouse.

WHAS Inc. and the associated newspapers are owned by the Birmingham family, with Barry Birmingham president of both and Mark Ethridge as vice president and general manager of WHAS Inc. and publisher and general manager of the newspapers. WHAS, which commenced operations in July 1922, operates on the 1-A clear channel 1550 kc.

Applications for the formal transfer are being completed by Neville Miller, Washington counsel for the Courier Journal properties, and NAB president, and Duke M. Patrick, Washington counsel for Crosley.

Whether there will be a hearing depends upon a number of factors, including possible competing applications to purchase the facilities on the same terms under FCC’s approval. While the stations—approximately 100 miles apart—may overlap in secondary areas, it was pointed out that Crosley would not transmit the same programs, there would be no substantial duplication of coverage. There are a number of instances of duplicating coverage by stations on the same network.

Negotiation Principals

Negotiations for the sale were handled by James D. Shouse, Crosley president; Raymond Pruitt, vice president and general counsel of Avco, and Elmer Boos, treasurer of Crosley. Messrs. Bingham, Ethridge and Lisle Baker Jr., vice president and treasurer of the Courier Journal properties, participated for WHAS.

Mr. Shouse, a native of New Castle, Ky., and a former resident of Louisville, pointed out that the transaction was desirable because of WHAS’ status as one of the greatest stations in the country” and because its television plans tied into those of Crosley.

Mr. Bingham said it was the industry’s decision, rather than his, to sell. “Television,” he added, “is a new and exciting but a very expensive medium. It will perhaps change the nature of radio in the United States, but it still probably be some time before it becomes profitable for the operators. Besides, to install television requires a very large outlay of capital.”

Assuming that the Courier Journal and Times are primarily interested in newspapers rather than radio, Mr. Bingham said his newspaper plant has been operating the Standard Gravure Corp., which prints more than a dozen locally edited magazines and the nationally edited Parade. “That business has trebled since the war and is expected to become much bigger,” he said.

“When television is a great invention,” Mr. Bingham continued, “by its very nature it is more desirable to have one network,” rather than the operation of a standard broadcasting station. Its programming requires the staging and techniques of the theatre, in which there are certain experts. We would rather invest our money and devote our energies to those enterprises which are more closely allied with newspaper publishing and printing.

“If the Commission approves of the sale to the Crosley Broadcasting Co., the people of Louisville may be assured of a fine opera- tion. Jimmy Shouse, president of Crosley, operates in WLW one of the best stations in the country and he has the reputation with us, as well as with the industry, of being one of the ablest station operators. He has assured us that his effort will be to improve the quality of programs. We have every confidence that he will give the people of Louisville the best in radio, both in the network origina- tion and in the development of local programs, of which he has a number on WLW.”

HOPE H. BARROLL JR., 53, executive vice president and general manager of WFBF Baltimore since 1933, died suddenly Saturday morning at his Baltimore home. Death was attributed to a heart ailment.

Mr. Barroll was the son of the late Hope H. Barroll and Margaret W. Barroll, a socially prominent Maryland family. He was born June 14, 1895 in Chestertown, Md., and attended Washington College there. He went to Baltimore in 1916 and joined Barroll & Co., investment firm.

Prior to his appointment as executive vice president and WFBF general manager, Mr. Barroll served as a member of the station’s board of directors for three years. WFBF is licensed by Balti- more Radio Stations. Its president is Robert Maslin Sr., who purchased the station in 1930.

Surviving Mr. Barroll is his wife, Mary Louise, who is the daughter of Mr. Maslin. They were married in 1917. Two sons, Hope H. Bar- roll III, 16, and Robert Maslin Barroll, 9, also survive, as well as three brothers, L. Wethered, John and Morris.

Funeral was held Friday.

(WL to r) Messrs. Shouse, Boos and Pruitt discuss the sale contract.

Texas Gets Video; Truman Is in Cast

WBAP-TV Starts With a Big Bang

Thanks to HT’s Visit

WBAP-TV Fort Worth cashed in on President Truman’s campaign visit Sept. 27 for a dramatic first telecast, and two days later inaugurated regular video programming.

Appearing on the inaugural program, Amon Carter, of Carter Publications, WBAP licensees, and Harold Hough, radio director, asked the public to be forebearing since WBAP-TV was taking to the air even before its facilities were completed.

First night’s telecast bore out anxieties only too well, when sudden reception was blotted out for 15 minutes. Ironically, it was no fault of television transmission, but failure of electric power, plunging entire station in darkness from 7:26 to 7:45 p.m.

Part of opening night program was a film by which Niles Trammell, NBC president, saluted WBAP-TV.

Reception was good in Fort Worth, Dallas and over a wide surrounding area, the station reported. Farthest point received was Henderson, Tex., 120 air lines away, WBAP-TV officials said.

Before the opening, Jack Rogers, WBAP promotion director, and Mr. Hough escorted a press party through the television unit of the station’s new Radio Center which is about one - third completed. Afterwards, WBAP was host at a “television party” for news- men at Texas Hotel.

Congratulatory wires to station included messages from top executives of ABC and NBC.

GOP Time Purchase

REPUBLICAN State Committee, District of Columbia, bought 9-950 p.m. segment Oct. 2 (Saturday) on WRC Washington and WMBG Richmond, Va., for Gov. Earl Warren. Time was purchased through Media Inc., Washington.

Page 26 • October 4, 1948
WOIC Will Carry CBS-TV Programs
Bamberger-Owned Capital Outlet
Also to Be MBS Video Station

COORDINATE agreement under
which WOIC, Washington television
station now under construc-
tion, will carry CBS-TV network
programs and in return will give
CBS full TV coverage from the
Capital was announced Thursday
by WOIC.

At the same time, WOIC, which
expects to get underway in Janu-
ary, will be the key Washington
outlet of the Mutual television
network, with which it is affiliated.
Station is owned by Bamberger
Broadcasting Service (WOR and
WOR-TV), New York.

Production Plan

Technicians, studios, cameras,
mobile transmitters and other te-
levision equipment to be used in
Washington will be furnished by
WOIC for CBS pickups, and Col-
umbia's TV production and di-
recting staffs will cooperate with
WOIC personnel in televising ma-
JOR events.

The agreement was negotiated by
B.B. S. Thomas, general ma-
gager of WOIC, and Herbert V.
Akerberg, CBS vice president in
charge of station relations.

The WOIC transmitter is lo-
cated on high ground at Brand-
ywine and 40th Streets in Wash-
ington. Station's 300-ft. tower al-
rady has been constructed.

WOIC will operate on Channel
9 (186-192 mc).

TV Relay Actions
REQUESTS for experimental-te-
levision relay stations by existing
television outlets henceforth will
be acted upon by FCC's secre-
tary instead of the Commission,
according to amendments to FCC's
rules adopted last week. Both the
Law and Engineering Bureaus of
the Commission must approve the
applications before the secretary
may issue the authorization.

WPTZ CASE

PHILCO TAKES IT TO FCC
In Scrap With AT&T

QUESTION of whether American
Electrical Corp., which WPTZ, the
Inaugural Will '59-9 Hour Shows

CBS GETS AURAL AND
ROSE BOWL RIGHTS

CBS last week announced the
signing of a three-year contract
for exclusive radio and television
rights to the Rose Bowl football
classic and the attendant festivi-
ties of the Pasadena (Calif.) Tour-
nament of Roses. The contract was
signed Sept. 29 by representatives
of the network, the Tournament
of Roses and the Pacific Coast
Intercollegiate Conference. It covers
the period from Jan. 1, 1949,
through Jan. 1, 1951.

Video coverage of the Rose Bowl
game will initiate operations of
KTTV Los Angeles, the Times
Mirror station, which is the Los
Angeles video outlet of CBS.

It is understood that CBS is
negotiating with a motor car com-
pany, possibly Nash, for sponsor-
ship of both radio and video cov-
ers of the network, the Tournament
of Roses and the Pacific Coast
Intercollegiate Conference. It covers
the period from Jan. 1, 1949,
through Jan. 1, 1951.

Video is Roon to Public
Utilities, Thomas Avers

HOW the public utilities industry
will benefit from television was
discussed by Eugene S. Thomas,
general manager of the WOIC (TV)
Washington and president of the
Sales Executives of New York,
In a talk before the International
Asn. of Electrical Leaders' a-
nnual conference at Washington's
Mayflower Hotel Sept. 29.

Television already is producing

BROADCASTING • Telecating

KTSJ Los Angeles
Joins DuMont Net

AFFILIATION of KTSJ Los An-
geles, Don Lee TV station, with the
DuMont Television Network, was
jointly announced last week by
Lewis Allen Weiss, president of
KTSJ and the Don Lee Broad-
casting System, and Humboldt J.
Greig, Dubuque manager of sales
manager. Pending completion of coaxial
or radio relay network fac-
ilities permitting simultaneous
cross-country video broadcasts, KTSJ
will receive DuMont programs
via Teletranscriptions.

KTSJ is the second video sta-
tion owned by a stockholder in
Mit, which WGN-TV Chicago having
joined DuMont six weeks ago
[BROADCASTING, Aug. 30].
Questioned as to whether this fore-
shadowed any future MBS-DuMont
merger on the television network
front, Mr. Weiss denied any such
implication. He described the
similarity between the WGN and
KTSJ transactions as "pure co-
incidence."
The first commercial program to be
distributed by both stations by DuMont
will be the Original Amateur
Horw, Sunday evening program
sponsored by P. Lorillard Co.,
New York (Old Gold cigarettes),
and broadcast 7-9 p.m. on the
East Coast network. Program will be
aired by WGN-TV and KTSJ on
Sundays a week behind the live
East Coast broadcast.

KTSJ is brought into the Du-
Mont TV network. L to r.: Comdr.
Mortimer W. Loewi, executive as-
sistant to the president of Du-
Mont; Mr. Weiss, and Humboldt J.
Greig, sales manager of WABD
New York, DuMont's key outlet.

a net increase in consumption of
electricity, Mr. Thomas said. This
comes about through the new load
which the use of TV itself causes
and through television advertising
of thousands and thousands of big-load
electrical appliances.

Pointing out that the television
set uses four times as much elec-
tricity as the average radio re-
ceiver, Mr. Thomas said that installa-
tion of TV sets by the millions will
help put hundreds of thousands of
the big-load appliances in homes.

October 4, 1948 • Page 27
THE BATTLE over American Telephone & Telegraph Co.'s policy against interconnection of its television network facilities with those of other companies appeared headed for a showdown last week as FCC moved into its investigation of television relay rates of both AT&T and Western Union.

Branding this policy, which the telephone company follows in all areas where it has relay facilities of its own, as "a very serious threat to the broadcasting industry," Philco Corp. and Allen B. Du Mont Labs filed a joint motion asking that its legality be decided by FCC in advance of the decision on the rates themselves.

Western Union, reporting that it has no subscribers for its own microwave relay service between New York and Philadelphia, asked that AT&T won't let these channels be tied in with telephone company facilities, joined the motion although maintaining that the job of proving relay rate legality was "clearly beyond the power of any company" and should be assigned to common carriers and not to private companies.

AT&T to File Answer

AT&T is slated to file its answer to this motion on Thursday, which should bring it up for FCC action next week. The telephone company contended its policy works to the advantage of both broadcasters and the public. Though not specifically opposing the move for a decision on this policy before the rate question is decided, AT&T did successfully fight down proposals to have testimony confined solely to the interconnection issue.

At the close of the hearing it was pointed out that a U.S. court had passed jurisdiction on the interconnection question to the Commission, in Philco's initial opposition to the telephone company [BROADCASTING, Sept. 27; also see story page 27].

AT&T meanwhile presented a maze of statistical data to show that, on its presently available facilities and also on the basis of a "forward looking, assumed" network, operating expenses exceed video revenues. Operating and taxes for June were reported as $88,475 ($64,041 for line facilities, $19,434 for station connections) as against revenues approximating $56,575 (including switches).

Average Revenues

In the "assumed network," which AT&T expected to be typical of network service, the telephone company figured revenues at an average of $43 per airline mile per month plus $640 per station connection per month, as against operating-cost estimates of $46.41 per average airline mile and $2,000 per station connection in use. Plant investment for the assumed network was given as $4,500 per average airline channel mile and $34,000 per average station connection in use. The revenue estimates assumed income equivalent to four additional hours of monthly service beyond the basic eight hours per day per month.

It was AT&T's position that losses sustained in the initial period of network operation should be reduced as networks expand.

Harold Cohen, FCC assistant general counsel, chided common carrier activities, brought out that in preparing the revenue estimates for the assumed network, AT&T did not assign dollar- and cents values to all the conditions on which the estimates were based.

The hearing was held before FCC Hearing Examiner J. Fred Johnson.

Much of the telephone company opposition was an expansion of information tendered when the hearing first convened last June [BROADCASTING, June 21]. This included plans for improved methods of both coaxial cable and radio relay transmissions, both of which were assumed to be used in the "typical" network on which much of the data was based.

Defense of AT&T's interconnection system was offered by Frank A. Cowan, transmission engineer; Glenn B. Ransom, Long Lines Dept. transmission engineer, and John J. Hanselman, assistant vice president. They made plain that the company permits interconnection of its facilities with those of others to cover areas where it has noay service of its own.

But otherwise, they maintained, interconnection is harmful to the service which the broadcaster receives from a technical standpoint, and, from an economic standpoint, would lead private companies to "skim the cream" by setting up facilities in the "easier" areas and leaving AT&T to do the job in the more difficult, less profitable areas.

Cost, Rate Data Presented

Detailed cost and rate data were also presented by Rate Engineer Robert P. Judy and G. M. Wright, Long Lines Dept. general commercial engineer, in addition to exhaustive statistical information furnished by Messrs. Cowan, Ransom, and Hanselman.

Western Union's Arnold J. Douglas, assistant to the commercial vice president, and J. Z. MIL- lar, radio research engineer, attacked the telephone company's policy against interconnection with WU's two reversible-microwave channels linking New York and Philadelphia.

They claimed AT&T's fears about the results of interconnecting with another common carrier are "unfounded," maintaining that WU's technical procedures make it "easy to maintain high standards of technical performance in each section of a system, whether it be under one management or two."

They contended the transmission quality on such a system equals or exceeds AT&T's and that their rate varies from "approximately the same, to as low as about one-half of that under the AT&T Co.

"We are not chained to the already old-fashioned and make-shift methods of coaxial-cable transmission, which were designed primarily for multiplex telephony," Mr. Millar declared. "We have pioneered in microwave transmission and have great confidence in the many advantages it possesses."

William W. Wendt, counsel for Western Union, stressed the need for a decision on the interconnection question "very quickly," and declared that WU's policy would be to grant, at this critical stage of network television's development, a monopoly to the telephone company.

John T. Quisenberry, AT&T at (Continued on page 72B)
NBC is exploring the idea of transcribing some of its top programs during summer vacation periods, as a result of its Sept. 22-25 Second Annual Affiliates Convention at Sun Valley, Idaho.

At the final business session Sept. 24 of the highly successful meeting, President Niles Trammell, in a frank discussion of network policies, declared that developments were warranted. Mr. Trammell described "hiatus" broadcasts. He did not look with favor, however, upon recorded presentations during periods other than summer vacations.

Suggestions incorporated in resolutions adopted by the affiliates that the network consider a rate increase in view of the general trend among media, and in the light of increased competition, were scheduled for the board (Broadcasting, Sept. 27), also were taken under advisement, but with little likelihood of action either way until after the first of the year.

General Satisfaction

A dozen subjects raised by affiliates were aired in the hair lettup-down session. Affiliates generally expressed satisfaction with the results, and enthusiastically endorsed continuance of the annual meetings, inaugurated in Atlantic City a year ago. The next convention was scheduled for the Greenbrier, White Sulphur Springs, W. Va., Sept. 7-9.

Mr. Trammell indicated that NBC would consider television chain-breaks of 30 seconds, but not of one minute, as suggested by a number of TV affiliates. Presumably such 30-second breaks would occur on the hour and the half-hour, as on the sound network.

The plea of the TV affiliates had been for chain-breaks at the end of each program, irrespective of time. Mr. Trammell said NBC recognized the need for revenue to defray TV costs, but that he felt program continuity and quality inevitably would suffer if local spots were used in between network programs possibly four or five times per hour.

Affiliates expressed themselves in favor of additional cooperative programs in the international news roundup sphere, but not with regular program vehicles.

Other topics taken under advisement, and which will be explored from time to time, were:

- Stations Planning and Advisory Committee include elimination of trade names from sustaining programs;
- Cutting of a minimum of $3 for each announcement, which affects supplementary stations, and network-station liaison on movements of talent for personal appearances;
- Suggestions that stations should participate in revenue received from advertisers who take summer vacations but pay 28% of time costs to retain time positions, were met with the explanation that the network uses this and other miscellaneous revenue for special events coverage such as the political conventions and the elections, for which affiliates pay no extra fees.

High tribute was paid by the affiliates and network executives alike to Paul W. Morency, vice president and general manager of WPTF Hartford, for his stewardship as chairman of the SPAC committee. There was general expression of satisfaction over the high spirit and effective teamwork between the network and its affiliates.

Trammell Thanks

At the closing dinner Friday night—before departure of the NBC special train—Mr. Trammell expressed his thanks to the affiliates and to his associates for their fine spirit of cooperation, and particularly made mention of the arrangements at Sun Valley, under the direction of John J. Gillin Jr., president and general manager of WOW Omaha and vice chairman of SPAC.

Mr. Gillin, in response, said he believed it expressed the views of all affiliates in asserting that the "affiliates today are closer to NBC than at any time in the history of the pioneer network.

The affiliates voted at their final session to enlarge the SPAC membership from eight to ten—the two additional to be selected from among the network's television ranks. One will represent an interconnected station, and the other a non-interconnected outlet. Elections will be held by mail referendum in November. Following precedent, five of the seven SPAC members who have served two years will retire.

The two-year members are: Chairman Morency; Vice Chairman Gillin, Secretary Milton Greenebaum, WSAM Saginaw; H. Quen-ton Cox, KGW Portland, Ore., and Richard Mason, WPTF Raleigh.

Tom 'Buck' Knode

Greatest sporting feat of NBC's Sun Valley Convention was performed by Tom Knode, director of the network's press department. While on a trip to Sugar Mountain, a flier hawk, with a two-and-one-half foot wing spread, swooped down on the former Army captain and Distinguished Service Cross holder. He grabbed the carni
erous bird, and despite the clawing, pecking, and snarling, brought him back alive to Sun Valley Lodge. After appropriate ceremonies, the chief guide (who said this hawk is the most vicious of the species) released the bird.

RADIO SALES OUTLOOK

By HARRY C. KOFF

NBC Administrative Vice President in Charge of Sales

Sales forecasting has certain inherent hazards that cannot be taken lightly. We are dealing with inflation, and the uncertainties of a presidential-election year. We are facing accelerated competition by all media, and the rapid growth of a new and revolutionary advertising medium—television. In spite of all these factors, NBC network broadcast business in 1948 was reaching an all-time high. In both our network operations and our owned and operated stations, this is the biggest year in history—biggest in sales revenue. At the same time, sad to relate, it's the biggest by far in cost of carrying on the business.

We know that everyone is tremendously interested in television and I am going to explore with you some of the factors involved. First, I would like to talk a little about what we in NBC call "the money-making side of the business," its outlook for 1949 and my ideas of its place in the future.

Our sales department has two major responsibilities: first, to bring in revenue in increased quantities each year; second, to secure for NBC affiliates and the network, the best programs.

I'm happy to say that we again go into the fall season with most of the major programs. So, the big challenge of adding to the familiar NBC roster has been made during this past summer, which will mean an increased popularity for your stations. Screen Guild Theatre, Ozzy and Harriet, Blondie, and the two Pet Milk programs all join your established favorites. These five popular programs all were using CBS facilities last spring. There is a major realignment of Friday night which will make it, with Tuesday and Sunday, one of the top comedy nights of the week, and the nighttime schedule has been improved right down the line.

Sees Rise in '49

We anticipate that business during the first half of 1949 will continue to be excellent. We are all going to have to scratch faster and apply more creative selling than in recent years because newspapers and magazines are hitting hard and their impact is being felt in many directions. But with your support in program promotion, I am confident the job can be done.

Looking ahead to the last half of 1949 is difficult. The biggest factor cannot be accurately forecast—the general economic situation. The cost of living has spiraled upward indefinitely without serious inflationary consequences. There is no evidence as yet of its (Continued on page 60)
this is the man and his wife and their brood

HE is husband, father, singer, actor (Boston Blackie), Broadway producer, Dick Kollmar.

SHE is wife, mother, columnist (Voice of Broadway), radio luminary, Dorothy Kilgallen Kollmar.

THE OFFSPRING are Jill and Dickie, who sing, refuse to sing, tell a story, refuse to tell a story, ask questions . . . and add to the charm and realism of WOR's "Breakfast with Dorothy and Dick".
the not-so-private life of a man and his wife

A groan, a giggle, a gasp—
they all pay off
for the sponsor on WOR's
"Breakfast with Dorothy and Dick"

BREAKFAST IN MOST homes is a yawning and a gulp and no one the wiser. Not so with Dorothy and Dick Kollmar. What they say at breakfast in their Manhattan apartment, weekdays at 8:15 A.M. (Sundays, 11:15 A.M.), is overheard by thousands of less-sprightly pairs by way of WOR. A groan, a giggle, a gasp may invade the microphones propped between their coffee cups. No matter. The listeners love it. Love that couple. Love those children. Love that canary.

It's true. Listeners dote on WOR’s Dorothy, Dick, and the whole Kollmar menage. Walter Winchell says he stays up to listen. More conventional sleepers get up to listen. The July-August 1948 Hooper report, rates the D & D program away above any other New York Mr. and Mrs. show.

Fact is, Hooper shows that out of the ten most popular women's participating programs on New York stations—five are on WOR, with "Breakfast with Dorothy and Dick" right up in the top stratosphere. Considering that the Mr. and Mrs. formula is said to have started on WOR, it’s hardly surprising that WOR’s husband-and-wife program is such a dazzling success.

WEDDED BLISS, BLISS INDEED. For the Kollmar's 24 current sponsors, the wedded bliss that seeps through the microphones, is bliss indeed. For the love and life of this espoused team make good listening and good buying. Listeners buy and buy what Dorothy and Dick sell. Like the new candy bar the Kollmar’s introduced. One announcement on their program sold 5,000 bars within two days!

What do Dorothy and Dick talk about over WOR? The play they saw. The state of the world and the estates of the worldly. The headache of getting the kitchen painted. The shenanigans of their children, Dickie and Jill. And then, there’s Dick’s trek around town and his transcribed interviews with unexpected people on “Sounds of the City”—an integral part of "Breakfast".

"Breakfast with Dorothy and Dick" is a dash of real life; a peek into a famous neighbor's window. It's marriage, dream-style; a continued story that's true.

No wonder the listeners love it.

No wonder WOR is so sure that radio marriage is here to stay!
this is the canary

Yasha tweets madly through the program, and was named for the canary dreamed up by Fred Allen for his famous take-off (with Tallulah Bankhead) on husband-and-wife programs.

this is Dick,

feet dangling 80 feet above the floor, while he interviews a trapeze artist at the Ringling Brothers Circus for the “Sounds of the City” section of “Breakfast with Dorothy and Dick” on WOR.
this is Dick,
catching a circus clown’s candid chatter for
“Sounds of the City” Dick’s safaris around the big
town, make memorable listening for “Breakfast with
Dorothy and Dick” fans. He interviews fencers and
housewreckers, jiu jitsu experts and excavators, for
his “Sounds of the City” feature heard daily on WOR.

these are the spoofers

“Mr. and Mrs.” programs, like WOR’s
“Breakfast with Dorothy and Dick” are so famous . . . that
notables like the Hartmans “kid” them in the theatre.

— heard by the most people where the most people are
AWB DIST. 7

THE MESSAGE of freedom must be carried to the American public and the world "before it is too late," Gilmore N. Nunn, head of the Nunn Stations and NAB District 7 director, told the Assn. of Women Broadcasters 7th District conference.

Meeting at the Netherland Plaza Hotel, Cincinnati, Sept. 25-26, the district AWB went through a busy two-day agenda. Mr. Nunn and Benjamin Cohen, assistant secretary-general of the District of Public Information, United Nations, were the featured speakers.

Mr. Nunn spoke at the Sunday dinner session on a subject, "Manana Is Too Late," a Latin title ascribed to his recent participation as American delegate in the Inter-American Broadcasters Assn. meeting in Buenos Aires. He urged the AWB to step up its education of listeners on benefits of freedom. "The greatest weapon that we carry in our hand is out-free expression," he said. "Americans must learn we are free because government is free, since they are the government. They must tell the world. Tomorrow may be too late. The future of the United States depends on the solidarity of the Western Hemisphere." Mr. Cohen, speaking at the Sunday luncheon on "Voices of the Peoples," said, "The only thing stronger than the atom bomb is public opinion. Cooperation of the world press and radio is called for." The United Nations now maintains information offices in Prague, Warsaw and Moscow, in addition to others. "I urge the AWB to guide public opinion through the use of UN factual information based on peace, or war, as the way out."

At the afternoon business session Runn, Crane & Peterson's Washington, AWB president, and Pat Griffith, NAB director of women's activities, pointed out how association activities can be made more effective.

New ideas and plans for AWB activities were voiced at the Sunday breakfast session. At the morning meeting Roscoe Duncan, engineering director of WLWT (TV) Cincinnati, spoke on "Putting Vision in Television." The 52 delegates later took a tour of the WLWT Mt. Olympus studios.

In a series of resolutions, the AWB dist. 7 voted in favor of... (followed by the text of the resolutions, thanking Nunn and Duncan for their participation; thanked Miss Crane Nunn stresses urgency of freedom message

Head of Radio-TV Directors Resigns

Sweets Quits, Refusing to Sign Non-Communist Affidavit

The Radio and Television Directors Guild (AFL), formerly the Radio Directors Guild, last week announced the resignation of its national president, William Sweets, who quit rather than sign a non-communist affidavit. In a statement accompanying the announcement, the guild said that other officers and board members of the union had volunteered to sign such affidavits as a means of expediting the guild's negotiations for freelance contracts, while believing the communist issue "is a phony one." A spokesman for the union indicated that Mr. Sweets, ... known as a fighter against communism," resigned as a matter of principle. Mr. Sweets, who continues as a member of the union, was elected to its presidency during the summer. There was no clue to the identity of his successor, except that he will be chosen by the executive board members from among themselves.

Here is the text of the union's statement on Mr. Sweets' resignation:

"Despite the fact he is known as a fighter against communism, Mr. Sweets resigned as president of RTDG, rather than sign the non-communist affidavit which was the only block in complete agreement with the NLRB for national negotiations for freelance contracts. Believing that the communist issue is a phony one, they determined to focus attention on the real issues, officers and board members then volunteered to sign personal affidavits to be held by the membership, even though the guild has reaffirmed its stand in support of the NLRB certification at this time. The strategy plans for national negotiations which ended out during the last few days will be continued during special membership meetings being called in New York, Chicago and Hollywood during the week.

and Miss Griffith for their cooperation; praised work of Katherine Fox, WLW, District 7 chairman.

Girls Galore greeted Gilmore N. Nunn, NAB District 7 director, at Cincinnati meeting of Assn. of Women Broadcasters. The girls (l to r): Dorcas Ruthenburg, AWB Kentucky chairman; Ruth Crane, WMAL Washington, AWB president; Pat Griffith, AWB vice president and NAB women's director; Catherine Fox, WLW Cincinnati, District 7 AWB chairman; Betsy Nunn, who celebrated her 16th birthday, by Madge Cooper, WMRN Marion, Ohio, AWB Ohio chairman.

Free & Peters Inc. Named by WAAM

Baltimore's Third Video-Outlet Plans Mid-October Start

APPOINTMENT of Free & Peters Inc. as exclusive national representative of the new WAAM (TV), Baltimore's third television outlet, was announced last Friday by Frederick L. Allman, executive vice president. The station, assigned Channel 13, expects to begin operation in mid-October, though no definite date has been set. Test patterns will go on the air this week.

WAAM, licensed to Radio Television of Baltimore Inc., will be an ABC TV affiliate. The company has an AM grant for 10,101 kw., daytime, authorized a fortnight ago. Equipped by RCA throughout, WAAM represents an investment in plant, equipment and real estate of approximately $600,000. Norman C. Kal, Washington and Baltimore agency executive and head of the firm of Kal, Ehrlich & Merrick, will double in brass as general manager. The station has a video power of 26.1 kw and audio of 13.8 kw. Mr. Allman also is owner of WSVA Harrisonburg, Va., and of WSIR Winter Haven, Fl.

Hammann to WABD

JOHN HAMMANN, formerly an account executive at ABC and previously sales manager of KYW Philadelphia, has been appointed manager of daytime sales for WABD New York, key station of the DuMont Television Network. WABD is beginning full-scale daytime operations early this month, with a 7 a.m. to 6 p.m. weekday schedule in addition to its evening programs. [BROADCASTING, Sept. 27.]

Courts

CJRW SUMMERSIDE, P.E.I., is new 250 watt station on 1240 kHz which goes on at 6 a.m., from A. G. Rogers has been named manager, and L. C. BUN- GARDNER, owner of CJRW, has been licensed to Gulf Broadcasting Co. Ltd., Summerside, and has appointed Radio Representatives Ltd., Toronto and Montreal, as exclusive representative.
### MORNING!

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**Hooper Share-of-Audience**

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**Hooper Share-of-Audience**

### NIGHT-TIME, TOO!

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**Hooper Share-of-Audience**

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**Saturday Daytime and Sunday Afternoon Domination Put KRNT Out Front 7 Days a Week!**

Use KRNT to Merchandise Your Product in a Territory That Has the Money to Buy it — Central Iowa. Polk County (Des Moines) Boasts the **SECOND HIGHEST EFFECTIVE BUYING INCOME PER FAMILY** in the entire United States!**

KRNT ranks second to none in **EFFECTIVE SELLING POWER**! Our many accounts agree that resultful advertising is the cheapest! You will, too!

---

**C. E. Hooper Share-of-Audience Report, June-July 1948, Des Moines—City, also shows KRNT leading the next highest-rated station by 10.2 points in total rated time periods.**

**The figure is $6,402, according to 1948 Sales Management Survey of Buying Power (copyrighted).**

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**KRNT DES MOINES**

**Ask A Katz Man**

That Very Highly Cooperaated, Sales Results Premeditated, ABC Affiliated Station in Des Moines!
We ti` WBT, CHARLOTTE YAWL, RICHMOND WbPI WAFM, BIRMINGHAM WED, BOSTON WCCO, MINNEAPOLIS KMOX, ST. LOUIS Ì WTOP, WDC, WED- TV, NEW YORK.
have the talent
for making sales

Your Radio Sales Account Executive has the talent—local live talent—that will ring cash registers for you in twelve of your biggest and richest sales territories. Best proof is that national spot advertisers are now sponsoring close to six hundred local live talent broadcasts on the Radio Sales represented stations. And more than seven out of every ten of these sponsors are on a renewal basis!

Radio Sales
RADIO AND TELEVISION STATIONS REPRESENTATIVE...CBS
FACING the Idaho hills, Charles R. Den- ny addresses a luncheon meeting of the NBC affiliates, marking his first official appearance as executive vice president of the network.

A BIG BRASS band—from Sun Valley—turned out to meet the early arrivals among the NBC affiliates as they disembarked from their Union Pacific train at the resort.

BASKING in Sun Valley's sunshine are (1 to r) NBC President Niles Trammell; John J. Gillin Jr., WOW Omaha; Fred Schilpin, KFAM St. Cloud, Minn.

TIME OUT for a smoke between sessions for these NBC affiliates (1 to r), S. S. Fox, KDFY Salt Lake City; Harry Bannister, WWJ Detroit; Walter Bridges, WEBC Duluth; Walter J. Dam, WMJ Milwaukee; Joe E. Baudino, KDKA Pittsburgh.

COMPLETELY relaxed in the 85-degree temperature of the swimming pool at Sun Valley Lodge are H. Quentin Cox (1), KGW Portland, Ore., and Jim Nelson, NBC promotion manager.

CAUGHT in the midst of a good one are (1 to r) Harry Stone, WSM Nashville; Louis G. Baltimore, WBRE Wilkes-Barre, Pa., and Pierre Boucheron, WGL Fort Wayne.

NCE PERCHERS at the Sun Valley edge are (1 to r), (1) Chick Showman, NBC Chicago v. p., and Sidney Stratz, administrative v. p. in charge of Hollywood and television. NBC'S MR. DENNY (1) is congratulated by William E. Pope, owner of WALA Mobile, after the executive vice president's speech on the new television contract for affiliates.

TWO ADMINISTRATIVE vice presidents of NBC get together on the porch of Sun Valley Lodge. Looks as if Harry C. Kopf (1), sales v. p., is selling a show to Ken Dyke, program v. p.

BUFFALO barbecue gourmets are (1 to r) E. Y. Flanigan, WSPO Toledo; J. Robert Kerns, WLOK Lima; Mrs. Kerns; Mrs. J. Harold Ryan; Mr. Ryan, Fort Industry Co. v. p. and treasurer.
In its endeavor to bring Detroiters a diversity of entertainment, WWJ-TV, Michigan's first television station, has added weekly televised broadcasts of the Detroit Symphony Orchestra to its ever-growing list of program features. Compliments received from the thousands of television set owners in Detroit attest to WWJ-TV's perfection in technique during the first broadcasts of the Symphony. It marks another milestone in the progress of WWJ-TV, which, in its second year of operation, has already become an effective advertising medium in this multi-billion dollar market.
HERE is a welcome phenomenon, a law book which even a non-lawyer can read for pleasure as well as profit.

It could hardly fail to be engrossing, for it is the story of radio regulation, which means it is also the story of radio. And Harry Warner

Agencies

joined newly-organized Los Angeles branch of Chicago agency, George F. Florey Inc., as account executive. Agency located at 117 N. Robertson Blvd. Phone number is Bradshaw 2-6485.


CLAI RE H. CRAW SHAW, office manager of Buchanan & Co. Inc., Los Angeles, returned to work after three months' illness.

WILLIAM MAXFIELD, former sales representative for Esquire Magazine, Los Angeles, joins Lindeke Adv., same city, as account executive.


S. L. "PAT" WE AVER, vice-president in charge of radio and television for Young & Rubicon Inc., is in Hollywood from New York for few weeks conferences.

MOORE & HAMM Inc., New York, have moved from 18 East 48th St. to 7 and 9 East 55th St. Telephone: O'regan 9-4100.


MILTON PAUL FIGEROID, formerly with the Hayward (Calif.) Daily Review, joins Ad Fried Adv. Agency, Oakland, Calif., as production manager.

BRISCHER, VAN NORDEN & STAFF, San Francisco, on Sept. 22 announced opening of offices in Smith Tower, Seattle, Wash. DEANE WILBERG, formerly an account executive in San Francisco office, is in charge.

O'BRIEN ADV. Ltd., announces opening of their new offices at 928 West Pender St., Vancouver, B. C. Telephone: Pacific 9714.


RANDOLPH KUHN Adv., has moved to new quarters at 802 SW Boulevard, Portland, Ore.

with their legislative histories; examines the widely argued principle of free speech as it relates to radio; discusses current standards of advertising including the control exercised by the Federal Trade Commission and the Pure Food & Drug Administration; reviews the NAB Code and the program policies of CBS and NBC, and in fact all the famed Blue Book—for which, incidentally, Mr. Warner finds no adequate Congressional authority.

From program standards the volume moves to the network regulations and then to the law and rules governing station sales, including the Aves open-bidding rule and a discussion of contracts which have been rejected or questioned by the Commission.

There are separate chapters on FM and television. In view of rapid developments in these fields, Mr. Warner and the publishers plan later expansions of these sections, particularly with reference to television property rights, contracts, and film arrangements. The book is arranged to accommodate inserts of new material, so that supplements to any of the chapters may be issued as developments warrant. A chapter on facsimile also is contemplated.

In the final chapters Mr. Warner discusses the relationship of the courts to the Commission, examines relations with the FCC, and concludes the study with a discussion of developments anticipated in the field. There is a list of all proposed amendments introduced in Congress since 1934, and the latest—the White Bill—is analyzed section by section. An appendix covering Communications Act in text, and, at the outset, there is a checklist of the applications, program definitions, and reports required by the Commission.

Video's Problems Covered by Dunlap

UNDERSTANDING TELEVISION—WHAT IT IS AND HOW IT WORKS by Orrin E. Dunlap Jr. 128 pp. New York: Greenberg, $2.50.

In his new book, Understanding Television—What It Is and How It Works, Orrin Dunlap Jr., a vice president of RCA, covers a multitude of the every day questions asked about video. From the wave motion of light to operation of the image orthicon tube, Mr. Dunlap presents his complex subject in simple language.

The first two chapters, "Steps That Led to Television" and "How You See by Television," discuss the basic discoveries in the electronic and optical fields that were forerunners to video. Today's television camera is an electronic 'eye.' It receives reflected light, transforms it into electronic energy, and passes it along for radio transmission to distant places.

The video receiver is, in effect, the brain which interprets this energy to produce images of light and shadow to form the picture.

A chapter on "What Performers and Should Know About Television" voices the warning: "Be natural, be yourself. Techniques for speakers as well as actors are outlined.

"Testing Your Television I. Q." presents a series of questions and answers on all phases of video while the "Television Glossary" gives definitions of a number of words used in the field.

A bibliography of books on television also is included.
There's a lot more to it than this...

In any kind of business these days you certainly have to get around. But in the highly complex advertising field of Spot Radio there's a lot more to it than this.

To cash in on Spot's tremendous sales-making potential—to give advertisers the kind of expert service they need and want, a number of qualities are required. Weed and Company representatives have them all.

First there's training and experience; you can't even get started without them. Then there are the intangibles of timing, associations, persistence—and maybe even a little luck. But, most important of all—are expert knowledge and plain hard work. For these are the two factors that produce most of the results most of the time...the two factors that make Weed and Company service so valuable to any advertiser.

Weed and Company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
WHADDA YOU SEE AT SUNRISE (Ky.)?

In Sunrise (Ky.) you wouldn't get to see very much, because there just isn't much to see. Like so many of the small-town “markets” in Kentucky, it's daylightfully small — and that's about all!

But no matter when you look at the Louisville Trading Area — at sunup, high noon or dusk — you'll see a greater sales potential than for all the rest of the counties in the State combined. WAVE has at least a 50% BMB Audience in almost every inch of this Area.

So, gosh darn it, let WAVE show you how to bask in the wonderful sunshine of bigger sales for less money. From cockcrow to curfew, WAVE's your buy in Kentucky!

LOUISVILLE'S WAVE
Nbc Affiliate
Free & Peters, Inc., National Representatives

Page 42 • October 4, 1948
In Philadelphia, city of homes, television isn’t just something to come. It’s here... 65,000 antennas on rooftops picking up the programs of WCAU. The nation’s third largest market is second in number of TV set owners. WCAU, with Philadelphia’s highest antenna and the equivalent of an effective radiated power of 50,000 watts, reaches out to them with program popularity and potent advertising pull.

on WCAU you’re in Philadelphia

THE PHILADELPHIA BULLETIN STATIONS
Expanded Observance Planned

Broadcasting stations will take part in the local merchandise promotion of the Radio-in-Every-Room theme, with 30,000 radio dealers cooperating as well as a score of national trade organizations. Radio Week advertising copy will be provided daily and weekly newspapers by the Advertising Committee of the Radio Mfrs. Assn. with suggestion that they solicit radio dealers for joint sponsorship of the space. Spot announcements and program scripts carrying out the theme will be supplied stations by NAB, co-sponsoring the week's events with RMA, U. S. Junior Chamber of Commerce and U. S. Office of Education.

Dealers, distributors and broadcasters will display new radio and television sets during the week. Promotion will stress technical advances in receivers, excellence of programs and availability of radios "for every room" and "for everyone everywhere." Newspaper copy will be prepared for re-run as display posters for display in windows and showrooms.

Kit Idea Dropped

The promotion kit idea for dealers has been dropped this year, but set manufacturers and distributors will contact dealers directly to aid them in joining the celebration in cooperation with Junior Chamber chapters, schools and other groups.

Again four national winners will be selected from participants in the "Voice of Democracy" contest. Entries are expected to be several times the 20,000 total a year ago when the contest got away to a faltering and delayed start.

The top two (listener-wise) stations in Louisville

WHAS Market...........$4,911,325,000*
Station B Market.......$1,113,644,000*

...but WHAS gives you four times the market at less than twice the cost. That means more than twice as much for your money over WHAS!

No matter now you look at radio in Louisville, your best buy is the large ECONOMY size; WHAS -

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

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

Vic Adams, Director • J. M. Wynn, Sales Director

Approximate gross effective buying income within 10mi contours. All other stations are metropolitan areas of Cincinnati and Indianapolis in which WHAS claims no appreciable listenership. Figures from Sales Management Survey of Buying Power (Cap. 1948), further reproduction not licensed.

National winners will receive $500 scholarships, with special prizes planned by many local organizations. One such prize is a $500 scholarship to be awarded by the Electric League of Indianapolis to the local winner.

The Junior Chamber is sponsoring and directing the local contests, with broadcasters, dealers, distributors and educators cooperating. The U. S. Office of Education has endorsed the contest again. The winning five-minute essays on freedom in last year's contest have been heard by transcription in many schools.

In cities where the JCC lacks chapters, NAB will ask mayors to organize committees of young businessmen to direct the contests.

NAB is sending a series of five-minute transcriptions to all stations for broadcast at stated times during Radio Week, as guides for high school students (Grades 10, 11 and 12). The discs outline the benefits of the democratic form of government and free enterprise.

Recordings were made by James Stewart, actor; Paul E. Bagwell, president, Junior Chamber; Maj. Gen. Luther Miller, U. S. Army Chief of Chaplains; Dr. John W. Studebaker, editor of School Life; Justin Miller, NAB president. The recordings also will be re-spted on educational and other programs. Scripts of the talks are being distributed by the Junior Chamber.

A speech will be supplied by NAB for use at service club luncheons and other meetings.

RMA-NAB Display Booth

RMA and NAB are cooperating in a display booth at the national School Broadcast Conference Oct. 13-15 in Chicago, with two of last year's winners to be present. High schools will be supplied three-color posters describing the contest, and advertising material will be supplied at trade publications.


Louis Hausman, of CBS, promotion consultant, assisting Mr. McGill in the Radio Week planning.
12 Is the Limit!

Yours may be one of the twelve stations to be represented by

Radio Representatives, Inc.

You are located in a key market—
You want more sales (and who doesn't)—
You want a Station Rep who is going to SERVE ONLY A FEW (not more than 12 key stations) in order to SERVE THEM BETTER
You want a Station Rep who has a prolific organization rendering an outstanding sales job, who punches hard to get good business, who is not just an order-taker or passenger on a gravy train—

Consult:

Radio Representatives, Inc.

(A newcomer to the Station Rep field, but old hands at the business)

See our galaxy of Sales Stars

Peggy Stone
Said to pack a 1-2 sales punch!

Harry S. Goodman
They call him "dynamite"

John North
Knows his Stations and Agencies like a book

We Three, and the rest of us, know we cannot serve too many masters and do the job to which we are pledged. For this reason we cannot guarantee that we can serve you, but it costs nothing to find out. We invite your confidential inquiries.

Radio Representatives, Inc.

New York
480 Lexington Ave., New York City

Chicago Los Angeles San Francisco
Good news for advertisers: Fort Industry Stations now make it easier than ever to select the "best buys" in their respective markets ... because Fort Industry Stations keep on growing like this ...

The new look comes to Fort Industry's WLOK (NBC) in Lima as a brand new transmitter building goes up as part of a general expansion and improvement program. Incidentally, business at WLOK is at an all-time high.

Want to do a job of blanketing a rich market? Our 5,000 watt WMMN (CBS) in Fairmont dominates all competition 86% of all broadcast time in its extensive primary coverage area of West Virginia according to a new Listener Diary Survey.

Detroit gets a thrill in October! That's when our popular WJBK starts telecasting in this rich market! (And right now is a good time to take a look at the Hoopers of this AM-FM-er that's wooing and wowing listeners.)

The coal and is a money days—and ois (CBS), with watt voice be from Wheeli primary cove heart of the Pennsylvania West Virginii.
More than mere talk! Our WSPD-TV began program telecasting in July, treating Toledoans to an eye-ful as well as an ear-ful of both network and locally produced shows.

Effective this month our WGBS (CBS in Miami) moves to a new, better location and goes to 50,000 watts (daytime) ... becomes the first and only 50,000 watt in the fastest growing metropolitan area in all Florida!

... and on September 26, WAGA, our 5,000 watt in Atlanta went CBS making it an even better buy in this "peach" of a Georgia market. And here's a coming attraction: - WAGA begins telecasting early in November.

There's no chest-thumping here at Fort Industry over the growth and developments mentioned in this advertisement. Actually, you see, these developments are only the most recent ones. Our stations have been growing for years; continual physical growth is a part of our creed. Just as important, we couple each of our individual station's independent programming facilities with Fort Industry's over-all resources to insure continuing audience growth—continually greater rewards for advertisers. This, we think, is just plain good business.

THE FORT INDUSTRY COMPANY

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

Before It's Too Late

AT NO TIME in radio's 28-year history has there been greater need for freedom's voice to be heard in every community and in every nation. While the threats that affect the air are growing under way, or whether the delicately balanced world situation explodes momentarily, the ideals and achievements and aspirations of a free people must be told and retold at home and abroad.

"Manana is too late," Gilmore Nunn told women broadcasters in Cincinnati (see story this issue). "The greatest weapon that perpetuates our freedom is our free expression."

Most powerful of the freedom-perpetuating devices is the spoken word of free broadcasters. That voice must be heard through every microphone, every day and every week.

The fourth annual celebration of National Radio Week Nov. 14-20 again offers every facet of the industry a chance to join forces to promote and maintain radio's role in national life. But the exploitation trend of NBC Week has become subordinate to the whole problem of promoting and preserving freedom.

In its fourth observance, Radio Week at last starts to take shape as an event of national, rather than merely industry, importance. At last it is rising to the need of the hour—the need to bring up young Americans in an atmosphere of freedom, equipped to take their place in democratic life.

This forward step is developing through the "Voice of Democracy" contest, a tall that threatens to war the Radio Week carcass. One year ago 20,000 high school youngsters wrote radio essays on freedom. This year the contest promises to draw many times that number of competitors.

Out of the idea may develop a nation-wide youth movement for democracy, whose goal will be the training of the young in American ideals.

All this adds up to one thought. Radio must know its own strength, and learn to apply it on behalf of the democratic system under which it can operate as a free institution. "Manana is too late."

Trail of Two Cities

IN THE WAINING days of September, two conventions were held. The NBC second annual convention at Sun Valley was followed by the FM Assn. second convention in Chicago. Both produced tangible results.

At Sun Valley the emphasis was on television. NBC has been in the forefront of TV development. It has put together two sectional networks which later will be merged and extended. In the words of NBC President, it will be six years before the beginning of the "period of plenty" in TV. Meanwhile, sound broadcasting and new advertising dollars will underwrite TV development.

At Chicago, there was surprising enthusiasm and spirit.

Some FM stations have given up. Despite that there are 650 stations on the air; 2,500,000 FM sets have been manufactured. That is more mass communication. It constitutes a service that can't be ignored. It is a service that needs exploitation. FM Assn. has wisely decided to continue an aggressive selling job.

There are still vexatious problems of allocations and taxes that affect both TV and FM. There's too much momentum and public demand to slow down TV. FM will provide more useful service to those areas which do not have adequate sound broadcasting.

Each service will find its level. The public can't lose. The new competition means new innovations in programming. More people will listen and look. And advertisers can be sold. The additional dollars needed to sustain a video system alongside an aural system must be found. In the process, there will be substantial turnover in ownership.

Some of these problems were said at both Sun Valley and Chicago. All of them were implied. There was pessimism. But predominant was the will to meet the challenge, and to make each medium a business success.

Red Ether

NOW THAT Russia is kicking over the traces in every diplomatic and military quarter, it is becoming apparent that the Kremlin has been playing a cozy radio game. It wants to gag and cripple our system of radio.

Jamming of the Voice of America broad-casts is an old story. The original postwar plan for operation of Radio Berlin by the quadrupartite occupying forces never got under way. The Soviet, American, Polish and French communications officers even though the building was in the American sector, and the transmitter in the British.

The Soviet attitude was evident, too, at the International Telecommunications Conferences at Atlantic City last year, when it spawned two plans diametrically opposed to those we fostered. But evidently the politburo or whatever top brass runs the communications show behind that curtain, wasn't satisfied, because Deputy Communications Minister Alexander Fortuoshenko, who headed the Soviet delegation to Atlantic City, hasn't been heard from since he returned to his motherland.

Preliminary meetings already are under way in Mexico City, preparatory to the 78th National High Frequency Conference on Oct. 22. This session is called primarily to determine distribution of the international broadcast channels, but really takes over the unfinished business of the Atlantic City sessions. The Russians then proposed a "priorities" system of allocation. It's an ingenious plan tailored to freeze us out of international broadcasting by giving preference to nations which lack internal communications. It would take into account total area, population, numbers of radio licenses, spoken and such other ingredients that would favor Russia and her satellites, and practically count us out.

Then there's the so-called French plan, upon which the Kremlin is sitting benignly, to give commercial broadcasting "last priority" on allocations of any kind. That's veiled vileness with a vengeance. The United Kingdom, with its state-owned Radio France with its BBC-type operation, and Russia with everything for, by and of the totalitarian state, are easy marks for that odiferous thesis.

We will have a strong delegation at Mexico City, headed by R. Henry Norweb, career diplomat, former radio amateur, and chairman of the successful 1937 NARBA delegation to Havana. But can it cope with a stacked deck?

It's bad luck for the United States to lay its communications welfare on the line, if the Soviet, its subjugated satellites, and those with state-vested interests, have the votes to override. There are those who believe war can erupt at any time. In good faith, we must seek to bring the Mexico City sessions to a successful conclusion. But it shouldn't be at the sacrifice of a single kilocycle to the Soviet, or through acquiescence to any language that turns competitive enterprise in radio to Communist imperialism.

(Continued on page 54)

FRANK TOWNSEND BOW

FRUSTRATED or confused radio men suffering at the hands of the Federal Communications Commission would probably give their eyes to be in Frank Bow's shoes. He is general counsel of the House Select Committee investigating the FCC.

But Mr. Bow has no axe to grind. His immediate ambition, he says, is to finish the job and return to his law practice in Canton, Ohio. He and the agency are probably agreed on one point—the sooner the investigation ends and he goes home, the better. Before leaving, however, he intends to complete the job to which he was assigned by the House Select Committee investigating FCC.

During his short period of service on Congressional committees, he has gained a reputation for searching investigations. Spectacular antics, and other showmanship tactics have been notably absent from his presentations. Observers term his interrogating technique "disciplined aggressiveness."

Mr. Bow's age—47—is hinted only by splashes of gray about the temples of his dark, well-groomed hair and trim mustache, which is affectionately stroked during pensive moments. Although there is some evidence of an equatorial bulge, Mr. Bow's husky appearance and rapid stride lead one to the correct assumption that his was a highly-athletic youth.

Sports played a dominant role during his years in Canton's public schools and the U. School of Cleveland, a preparatory school from which he graduated in 1917. Mr. Bow admits his scholastic standing during summers at Culver Military Academy in Culver, Ind., was nothing to write home about—so he didn't. In high school and at the Ohio Northern U. from which he graduated in

Page 48 • October 4, 1948

BROADCASTING • Telecasting
Dependable coverage with 50,000 watts . . .

Faithful listeners because of quality programming . . .

These two factors have made KVOO Oklahoma's Greatest Station.

Advertisers, since 1925, have learned to accept KVOO dominance as an established fact. They regularly prove this dominance through rising sales curves of KVOO advertised products in this great and growing Southwestern market where higher than average income means more spendable income!
Management

LOYD BALDWIN, program director at WZIP Covington, Ky., has been appointed station manager.

A. LOUIS READ has been appointed general manager of WABB and WABB-FM Mobile, Ala.

C. GLOVER DeLAN, executive manager of WPRT Hartford, Conn., and president of Connecticut State Network, has been named supervisor of radio departments at Randall School in Hartford. School is well known in Connecticut for its courses in drama, music and the arts.

HARRY O. WATTS, former program director and traffic manager of CKOVKelowna, has been appointed manager of CKOE Penticton, B.C.

WALTER WINDSOR has been appointed general manager of WQBA and WQBA-FM Columbus, O. He succeeds BILL MANNIE, who has been acting manager since departure of A. E. MCKEEL. Mr. MANNIE remains as sales manager. Mr. Windsor comes to Columbus from management of WQBA Danville, Va., and formerly was with WKBW New Britain, Conn., and J. Walter Thompson Co.

FREDERICK HAYWARD, WSSC Pullman, Wash., station manager, has resigned effective Oct. 9. He has announced no future plans. Mr. Hayward joined station in September 1946.

CHARLES G. (Chuck) BUSKE, general manager of KPOO Fargo, N. D., has been named vice-chairman of Fargo Community Chest Drive.

WGEZ Starts Operation As 100-w Mutual Outlet

WGEZ Beloit, Wisc., new station owned by Sidney H. Bliss, was launched Sept. 26. The station is assigned 1490 ke with 100 w full-time, and is affiliated with Mutual. It is licensed to Beloit Broadcasting Co., of which Mr. Bliss is president and sole owner.

Mr. Bliss and his family control Gazette Printing Co., whose subsidiary, Southern Wisconsin Radio Inc., is licensee of WCLD-Janesville. Mr. Bliss has operated WCLD for the past 15 years.

Average Capital Family Had $3,800 '47 Income

AVERAGE income of families in the city of Washington, D. C., in 1947 was $3,800 compared to $4,600 in the remainder of the metropolitan district, according to a study by the Census Bureau.

In an extensive study of the area, the bureau has analyzed family income by size of family, color, source of earnings and many other factors. A series of tables is included.

One in three families in the area earned $5,000 or more, with one-half above the $4,200 level, according to the analysis. Estimates are based on data obtained in a sample survey conducted by the bureau last winter.

James to Direct Radio Clinic of N.Y. Ad Club

E. P. H. JAMES, MBS vice president, will direct this fall's radio clinic sponsored by the Advertising Club of New York. Among those in charge of the clinic's various activities are the following: Philip Frank, executive secretary, BMB; Rodney Erickson, Young and Rubicam radio and television dept.; C. E. Midgley, sales service manager, CBS; Joseph A. Moran, vice president and associate director of radio, Y & R; F. Carleton McVayish, audience promotion manager, MBS, and John Southwell, radio promotion director, GEE R. Stocker & Associates.

News Clinic Arranged For Wisconsin Stations

RADIO News Clinic for Wisconsin stations will be held Oct. 21 at the Plankinton Hotel, Milwaukee, under auspices of NAB and the League of Wisconsin Radio Stations.

Appointed chairman of the clinic by NAB District 9 Director Charles G. Caley, WIBD Peoria, Ill., was Ben A. Laird, WDUZ Green Bay. Mr. Laird and Charles J. Lamphier, WFOX Milwaukee, conferred recently on clinic plans. Arthur G. Stringer, NAB staff director and secretary of the NAB Radio News Committee, will participate.

RFD'S MEET DEWEY

Presidential Nominee Holds

Open House at Pawling

RADIO Farm Directors from all parts of the country have met with Presidential Nominee Dewey at his farm at Pawling, N. Y., to give their views on present and future agricultural problems.

Phil Alampi, WJZ New York farm director, broadcast part of the proceedings, including an interview with Sen. George Aiken (R-Vt.) and Rep. Clifford Hope (R-N.,) chairman of the Senate and House Agricultural Committees, respectively.

The RFD's and newspaper farm editors also made specific suggestions as to how this year's record feed crop might be used to rebuild the livestock population and to maintain agriculture on a firm foundation, Mr. Alampi reports.

Key Man in Washington Plays to Big National Audience

His technique at a piano keyboard is as good as many professional pianists—but he's better known for his news commentaries before a microphone.

His program makes sweet music for listeners and advertisers. Five nights a week he delivers a widely followed 2000-word script, packed with a full measure of staccato facts behind the news.

Currently sponsored on 319 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
You can match the characteristics of most transcriptions and recordings...

...with the 109 Type Reproducer Group

Recording characteristics vary widely from one company's recordings to another. But...when you use the Western Electric 109 Type Reproducer Group, with its 7-position Equalizer, you can correct for practically any of the more commonly used recording characteristics.

Note in the adjoining panel how closely the 109 Type Group equalizes not only for the NAB and Orthacoustic curves, but also for commercial records and lateral transcriptions. In fact, you can match within close tolerances all vertical and most lateral transcriptions and 90% of phonograph records.

That's one factor in the high-quality performance of the 109 Type Group. Another is the exceptionally low intermodulation distortion of the 9 Type Reproducer. Hear the Group for yourself—note how this feature reduces "hash" at the higher frequencies.

The 109 Type Group consists of reproducer arm, your choice of 9A or 9B Reproducer, equalizer and cable assembly, and repeating coil. You can easily mount this top-performance group on your present turntables—and you can get it from stock!

Place your order with your local Graybar Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—
**COMMERCIAL**

**An Important Factor in Every Successful Show and Sales Plan**

**BE SURE YOUR SALES PLAN INCLUDES BALANCE with WPTR**

**LACK OF BALANCE can upset the most carefully planned show or sales campaign. Top heaviness destroys balance . . . balance must be perfect for success.**

And, if your sales plan for the lush Albany-Schenectady-Troy market doesn't include WPTR, it's not properly balanced. WPTR's smooth programming and modern showmanship coupled with your sales messages, will help you do a better selling job more quickly, more easily in this area.

**Hiss Says Slander Suit Does Not Include WOL**

ALGER HISS, former State Department official who has filed a $50,000 slander suit against Whittaker Chambers for allegedly defamatory remarks made by the latter on *Meet the Press* over WOL Washington on Aug. 27, said last week that the station itself is not involved in the suit.

Mr. Hiss, president of the Carnegie Endowment for International Peace, charged in U. S. District Court, Maryland, that Mr. Chambers, falsely accused him of having been a communist when Mr. Chambers was interviewed on *Meet the Press*. Mr. Chambers is the sole defendant in the slander suit, according to Mr. Hiss.

**TV Not Seriously Affected By Curbs, Declares S&P**

DESPITE the new installment credit regulations which became effective Sept. 20, Standard & Poor's Sept. 15 Industrial Survey in Electrical Products predicts a bright future for the television industry. Radios, however, where demand is reported lagging, will undoubtedly feel a cut in sales, the report states.

Radio production was reported off 16.5% in the first half of 1948 while "television set production was six times greater and, with FM-AM set output up 55.5%, product value of the industry is estimated to have been close to that of year before." The report also states that Philco Corp. expects that by the end of the year the value of television receivers produced will exceed that of radio set output.

**McGUINEAS IS SLATED FOR CRMSC PRESIDENCY**

WILLIAM McGUINEAS, commercial manager of WGN, Chicago Tribune's station, was nominated for presidency of the Chicago Radio Management Club at the regular luncheon meeting Sept. 22. Election will take place Oct. 6.

Arthur Harre, WJJD Chicago general manager, headed the nominating committee.

Other nominees were Hal Rorke, radio director, J. Walter Thompson, for vice president; Holly Shively, Rutrauff and Ryan radio timebuyer, incumbent secretary, and Mary Polson, Mitchell-Faust Advertising Co. timebuyer, for treasurer. Nominees for trustees include the retiring officers: Mark Smith, president; Ken Shepard, vice president, and Ray Kennedy, treasurer, as well as Holman Faust, vice president and radio director of Mitchell-Faust.

Meeting of the club voted alternate Wednesday meetings, rather than weekly; extension of membership to all persons who have "an executive business interest in radio, TV and allied fields"; non-resident membership to firms active in Chicago radio but outside the corporate limits of the city.

**Eugene P. Well** has been named sales manager of WARY Albany. N. Y. Mr. Well has been in radio for 15 years, most recently as manager of several Alabama stations.

IRVING HACKMEYER has joined sales staff of WCBS Boston. Mr. Hackmeyer was formerly with WMEX Boston, where he was an announcer.

RAY VAPLE, formerly associated with Industrial Publishing Co., has joined WRKX Akron, Ohio, as sales representative.

GEORGE J. ARKEDIS, former account executive for WCBS New York, has joined CBS-TV sales staff, it was announced by David Sutton, sales manager of station. Mr. Arkedis was formerly associated with Kimball, Hubbard and Powell Inc., Morgan-Rietz and Co. and other New York agencies as space buyer, account executive and radio representative.

FRANK DROGE has joined sales staff of WGER Covington, Ky.

LARRY LAZARUS, WBBM Chicago, completed his 10th year as a CBS staff member Sept. 14. Head of station's accounting department since 1935, Mr. Lazarus worked previously at CBS New York.

WCFM Columbus, O., announces appointment of McGeehan and O'Mara of New York, Chicago, Detroit, Atlanta, Boston, and San Francisco as its national representative.

ROBERT H. (Skin) BOLLING has been appointed manager of Chicago office of Bolling Co. Inc. Bolling Co. Midwest headquarters are at 360 N. Michigan Ave, Chicago.

SYDNEY GAUN, general sales manager of Don Lee, goes to New York Oct. 7 for three weeks conferences.

BILL HUTCHINS, member of WXY Oklahoma City, Okla., sales staff, has resigned to join advertising staff of "The Farmer Stockman," monthly Oklahoma farm magazine, as national sales representative. HARLEY BURDICK has left WXY sales staff as national sales manager. His future plans are unannounced. His duties were assumed by LEO HOWARD, commercial manager.

TWO 50 kw publically-owned stations, CUBC Toronto, and CWB Winnipeg, have appointed H. N. Stovin & Co., Toronto, as exclusive representative in U. S. Stovin has represented stations heretofore in Canada while CKY, predecessor of CBW, was represented in U. S. by Adam Young Inc.

DAVE SCOTT, WKBN New Britain, Conn., "Man on the Street," has become manager of sales staff of that station. Mr. Scott will continue his air work with this new position.

JIM BLACK, assistant in commercial department at WTHF Hartford, Conn., is the father of a girl.

C. F. (Chuck) KREITZER has joined staff of WKJF FM Pittsburgh, Pa., as commercial representative. He was formerly with GE publicity department.

WALLACE C. PERSOW, commercial manager of WTMT Springfield, Ill., has been appointed Sub-Committee Chairman of the United States Junior Chamber of Commerce Public Safety Committee. Portfolio assigned is Pedestrian Safety.

ANNUAL Convention of Pacific Council of American Aum, of Advertising Agencies will be held October 11-13 at Arrowhead Springs Hotel, Arrowhead Springs, Calif.
available for
local sponsorship!

Capitol Transcriptions' “My Serenade” starring HAL DERWIN with Frank DeVol and his orchestra

Here's a network-quality show that you can produce locally. Star is Hal Derwin, that popular young man who sings in a fresh, easy-going style. Listeners hear their favorite ballads sung with a nostalgic flavor. And the music is directed by Frank DeVol, Capitol Transcriptions’ musical director. He conducts those rich, fluid arrangements which have become so familiar to thousands of enthusiastic network listeners.

There are over 150 individual cuts of “My Serenade” songs by Hal Derwin included in every Capitol Transcription Library. In addition, stations receive special voice tracks for that “personal appearance” effect, plus musical interludes and backgrounds for commercials. “My Serenade” featuring Hal Derwin with Frank DeVol’s orchestra is another extra show from Capitol.

EXTRA...because Capitol's economical Library Service gives you not only "My Serenade" but over 3,500 additional, up-to-the-minute musical selections. And you can tailor-make a variety of shorts, including this Hal Derwin production, for any sponsor. Find out how easy it is—and how inexpensive—by sending in the coupon today.

ABOUT HAL DERWIN
This summer finds Hal going great at such spots as Kansas City's famed Hotel Muehlebach and Minneapolis' Carnival Club. He opened September 26th at Frank Dailey's Meadowbrook, the Cedar Grove, N. J. dancery which has springboarded so many bands to the top. Look for future bookings in other quality locations.
1921 with an L.L.B. degree, he played varsity football and basketball. He was admitted to the Ohio bar in 1922.

He began practicing law in 1923 with the Canton firm of Herbruck, Black, McCuskey & Ruff. In 1925 with Clayton Hoffman, a partnership of Bow & Hoffman was formed. It continued until 1929, when Mr. Bow was appointed as Ohio's assistant attorney general.

Mr. Bow takes pride in the plan he conceived while assistant attorney general for the reorganization of the state banks in Ohio during depression years. Banks reorganized under the Bow Plan have paid back almost 100% of the deposits' investments. This success led to his appointment as chairman of the State Bar's Ass'n's Committee on banking.

In 1933 he opened a private law practice, which continued until 1944, when he and Russell Ake organized the law firm of Bow & Ake in Canton. With the addition of William Thomas, in 1946 the firm adopted its present name, Bow, Ake & Thomas.

He ventured into the writing field in 1940 with Independent Labor Organizations and the Wagner Act published by Prentice-Hall during that year.

It was his sympathy for independent labor groups and his distaste for unjust labor practices that first took him into radio studios to enjoy an "avocation." Mr. Bow broadcast organizing shows for the National Council of Independent Unions.

WIBC remembered Mr. Bow's broadcasts and when the wartime manpower pinch was on implored him in 1942 to fill the gap.

Daily at 5 p.m. he left his law office went to the station prepared a 6:30 p.m. newscast, presented it and then rushed home for dinner. He was back at the studio again to present the 11 p.m. show each day.

Officials of Brush-Moore Newspapers Inc., licensee of WIBC and of WPAY Portsmouth, repaid Mr. Bow for his services when they suggested in 1945 that he go to the South Pacific to cover the activities of the 57th Division (Ohio National Guard).

After five physical examinations for a Navy commission, Mr. Bow had been advised his condition wasn't warrant such strenuous activities.

As war correspondent for Brush-Moore, he was in combat areas with the 37th Division 50 hours after leaving San Francisco. The Grim Reaper took two close swings at Mr. Bow during his Pacific experiences—once when the headquarters tent was shelled and again when he and an Army officer jumped from their Jeep into a ditch just before a rain of Jap machine-gun bullets raked the vehicle.

Mr. Bow made wire recordings of interviews with the troops, sometimes while under heavy fire. The wire recordings were sent to Manila, transposed to platters and air-lifted to the United States. He soon became identified by home listeners as Ohio's Ernie Pyle as the result of the informal interviews he recorded and dispatched home.

Reunion at Leyte

One of the servicemen interviewed by Mr. Bow was his son, the executive officer of a destroyer escort at the time, who thought his father was still comfortably rooted to the deep leather chair of the law office. Young Robert was thoroughly bewildered one day when at Leyte he received a message saying “Lieut. Bow, would you please send a boat for Mr. Bow?” The son received the biggest surprise of his life when he learned that the message had not been garbled, but that it actually was his father paying him a visit in the battle area.

One of Mr. Bow's fondest recollections is his experiences in combat with Actor Joe E. Brown, who was entertaining troops in the South Pacific.

He won't explain how Mr. Brown, who had lost a son in the war, happened to be in possession of a gun, but he does recall that on June 6, 1944, when he and Mr. Brown were up front with the 145th Regiment the actor's smoking gun was pointed where three Japs lay dead after attempting to ambush an American tank.

Mr. Bow's son, Charles F. Bow, also was a lawyer and had served as former prosecuting attorney and probate judge of Stark County.

Mr. Bow admits stepping outside the law once when he committed a theft. His charming wife, the former Carol Denzer of Canton, was “stolen” from a competing lawyer's office, where she was serving as secretary. Married in 1928, they have two sons, Robert Lee Bow, and Joseph Withrow Bow, a sophomore at Lehman High School. They have two grandchildren, Michael Lee and John Patrick Bow.

Mr. Bow's chief hobby now is service to his home community, Hills & Dales, a picturesque suburb of Canton. The village, which Mr. Bow claims is even more beautiful than the name implies, is proud of the fact that it has never operated "in the red." Mr. Bow is one of the village's five councilmen.

He is a member of the Stark County Bar Ass'n, the Ohio State Bar Ass'n and the American Bar Ass'n. He served four years as vice president of the state association and is now a member of the executive committee.

A staunch Republican for 25 years, he is a member of the State Central Republican Committee and the Stark County Committee.

His religious affiliation is with the First Presbyterian Church. Other organizations of which he is a member are the Sigma Pi, national collegiate fraternity, Elks, the Navy League of the United States, Brookside Country Club and the Stark County Historical Society.

**CHURCH GROUP STARTS FRIDAY NIGHT SERIES**

**OPENING of the series, Great Scenes from Great Plays, sponsored by the National Council of the Protestant Episcopal Church in the United States, last Friday night marked first use of "institutional advertising" by a church group. "Cyrano de Bergerac" was the first presentation.**

Series is being carried coast-to-coast by more than 500 MBS outlets, some 70 independent stations and five stations in Hawaii, Fridays, 8:30 p.m. (EST). Differing from other religious programs, the series features no sermons, no Bible readings and no attempts at conversion. The only portion of a religious nature is a "Voice of the Church" interpreting the drama's message and a 30-second cut-in which a local Episcopal parish invites listeners to Sunday services.

The program, bought on a straightforward commercial basis, will vie for listeners' attention with other commercial broadcasts.

Agency for the series is H. B. Humphrey, New York.
Eight CPs Issued By FCC

Whether it's Montezuma or Tripoli (IOWA) WMT is There!

F rom the tall corn fields near Montezuma to the dairylands around Tripoli, eastern Iowa listeners keep tuned to WMT for complete farm news, top entertainment and special features offered by this exclusive CBS eastern Iowa outlet.

Iowa farmers depend on WMT. So do the urban communities with their hummimg industries. Reach both these prosperous markets via WMT's 600 kc— Iowa radio's finest frequency. Ask the Katz man for details.

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

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AM GRANTS
CONSTRUCTION PERMITS for eight new standard stations were granted by FCC last Thursday. Four of the outlets are fulltime assignments and four are daytime only authorizations.

The fulltime assignments, each with 250 w power, were made to:
- Sandpoint, Ida. (1400 kc); Belen, N. M. (1200 kc); Alliance, Neb. (1400 kc), and Culpeper, Va. (1400 kc). Power of 1 kw is authorized for daytime stations at Taylorville, Ill. (1410 kc); Hanover, Pa. (1280 kc), Lewistown, Pa. (920 kc). Bryan, Tex., received 500 w daytime grant on 1440 kc.

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KGCX Sidney, Mont., 1 kw fulltime outlet on 1480 kc, owned by E. E. Kefhaber, was granted daytime power increase to 5 kw. KGCX is MBS affiliate.

Details are as follows:
- Alliance, Neb.—Sandhills Broadcasting Corp., 1400 kc, 250 w, unlimited conditions. Estimated cost $15,400. Sandhills is owned by Hans Jaggren, president 6.4%; W. R. Mads, vice president 2.8%; D. B. Berman, secretary 2.8%; J. W. Cover, treasurer 4.7%; and 14 other local business men.
- Belen, N. M.—Belen Broadcasting Corp., 1220 kc, 250 w, unlimited conditions. Estimated cost $15,500. Principals are Elmer Zemke, local EBW businessman, president 32.8%; R. A. Williams, electrical contractor, vice president 20.3%; T. B. Stirling, farmer and rancher, secretary 50.8%.
- Bryan, Tex.—Brazos Broadcasting Co., 1440 kc, 250 w, unlimited conditions. Estimated cost $12,662. Each of following holds one sixth interest: Joe A. Marino, radio student; president, John S. Bondonita, grocery store owner, vice president; Roselle Marino, stenographer, secretary; and F. B. Young, store owner, vice president.
- Culpeper, Va.—Culpeper Broadcasting Co., 1400 kc, 250 w, unlimited conditions. Estimated cost $25,000. There are 67 stockholders and six directors, local businessmen. In addition to following officers: Ira C. Hopkins, Chevrolet dealer, president 6.6%; L. T. Preston, manager of local telephone office, vice president 6.3% and Harry Bundy from WMT.

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More than 185 different TV receiver models, ranging in price from $99.50 to $249.50, are now available to the American buying public, according to a survey completed by Tele-Tech, radio and television engineering magazine. Sizes of the pictures on the market vary from six square inches to 20,200 square inches.

Average receiver cost is $670.12, a specification chart reveals. Average cost of TV receivers sold by dealers for 1948 is $400, plus an average of $85 per installation.

Television receiver production will reach 100,000 sets per month beginning with September and total 1948 production will climb to 800,000, the engineering journal estimated. Number of sets in use by the end of the year was placed at a little more than 1,000,000 on the basis of those figures.

Complete specifications on all available TV set makes by manufacturers are being published in chart form as a special insert with a current issue of the magazine.
WPIX Booklet on TV

To assist listeners who report trouble in tuning in WPIX, New York News television station which operates on Channel 11, the station has issued a booklet which, in simple, non-technical language, explains the TV channel set-up and the wide separation between the low band stations on Channel 1 to 6 and the high band stations on Channels 7 to 13.

Keystone

(Continued from page 21)
erage indexes, Mr. Sillerman said, deal with frequency of listening and are based on the ballot question: "To what stations do you and your family listen most frequently or most of the time?"

The rating evolved from these ballots is in terms of percent of mentions.

Changes in Rank

In the pilot studies for the three stations affiliated with Keystone there were several changes in the rank order of the stations as compared with BMB reports, Mr. Sillerman noted.

Mr. Sillerman said that it was his plan to produce the Hooper studies for all of the 355 stations affiliated with KBS and that "as many of them as possible" would be started beginning in November and continuing through March.

The costs of the surveys will be shared by KBS and the stations.

Tables showing comparison between BMB figures and the Hooper listening area coverage indexes in each of the three pilot markets follow. In each instance, the Hooper figure represents "percent of mentions" received by the stations in this ballot survey.

Votes Are Mailed On NAB By-laws

Four changes in the NAB by-laws, designed to refine associational procedure under the new by-laws adopted last year, have been submitted to the membership for referendum vote. Ballots are to be mailed to Ernst & Ernst, New York, before Oct. 22.

First proposal would amend Article III Section 1-A to secure annually an accurate mailing list of persons to whom ballots and other official material will be sent.

Second change would amend Article V by inserting a new section requiring new members to pay a month's dues in advance.

Third proposal would amend Article VI Section 2, dealing with nomination and election of directors. Each active member is to certify one name as eligible for nomination and election. The number of directors remains at 20, with no change in classification.

In the case of district directors, those receiving three or more nominations, instead of one as at present, would be certified for the final ballot. For director-at-large three or more nominations are specified compared to the present five. Nominees have a five-day period in which to reject nomination.

Incumbent district directors would have the option of choosing whether or not district elections are to be held by mail ballot or at a district meeting. A section is included to provide procedure for run-off elections in case of ties.

Fourth proposal would amend Article VII Section 1 Par. 3 to give the board power to determine the fiscal year, with the president required to submit budget details 45 days prior to end of the fiscal period. The present procedure requires such a report between Oct. 1 and Nov. 15, but this timing has interfered with scheduling of meetings. Dues still are based on the previous calendar year, however.

King Of Them All*

King pin in results is WHHM—the result-full station.

King of them all in Attention—just look at the Hoopers.

Results fit for a king (or queen) listen to the merry ring of the cash register.

For a King Size treat choose the station that delivers

MORE LISTENERS

Per Dollar

IN MEMPHIS

WHHM

Independent—but not aloof MEMPHIS, TENNESSEE

PATT MCDONALD, manager
FOR JOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

* King Cotton Country Style Pure Pork Sausage

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that the decision may be to revise engineering standards but to stipulate that stations will not be protected against certain interferences. In that event it might not be necessary to revise the allocation plan, which is an estimated three-month task in itself.

The first step will be taken in November—probably between Nov. 1 and 15—when an FCC-industry engineering conference is to be held to discuss tropospheric transmission and collateral questions, such as directional antennas, increased power, and changes in the present 150-mile co-channel and 75-mile adjacent-channel separation procedures.

The exact date, agenda, and place of this conference are to be announced "shortly," said Mr. Coy, and FCC's data on tropospherics—"one of the principal items for consideration—will be ready for distribution to industry engineers within a few days."

Assuming that this conference produces general agreement on tropospherics and related data, Chairman Coy said, the next step will be to consider how the information should be applied to present standards. Adoption of new standards and their incorporation into the rules would be by rule-making procedure, and extensive public hearings undoubtedly would be necessary before any new allocation plan could be put into effect.

A reallocation of channels, he said, would not affect existing stations. But under questioning he agreed that there's always a license expiring.

Order Statement

In its freeze order the Commission pointed out that a nationwide allocation plan must be based on the Rules and Standards and that these, in turn, "must reflect the best available engineering information." Until that information is collected and studied, the order continued, revision of the existing channel-allocation table—which was in hearing when the question of changes in the standards developed—"might constitute an unwarranted disregard of important factors."

Moreover, the order asserted, "it is apparent that assignments cannot continue to be made under the present allocation table since the evidence presented at the hearing [on changes in the table] and conference raises the same serious questions concerning the validity of the bases upon which such table was constructed as in the case of the proposed table. Furthermore, additional assignments at the present time will make more difficult any revisions in the table which might be necessary as a result of any changes in the Standards which might result from the proceeding."
Preparedness

(Continued from page 22-A)

declared, "would require nationwide employment stabilization to avoid disruptive turnover and migration of workers." Workers after the initial "freeze" would be permitted to move only where and when the government decided they should.

Plan Developing

"To deal effectively with the eventual administrative problems of mobilization, we are developing organizational and procedural plans in such areas as priorities for and allocations of critical materials, preference ratings for war orders, inventory controls and many other similar or related measures which will help to assure the wise use of our available resources," he forewarned.

Mr. Hill revealed that only partial conversion, in case of war, was expected in such important industries as those producing electrical and communications equipment, as they will be turning out the same kind of goods but will be forced to change designs and increase their output to meet military requirements.

He also indicated the feasibility of integrating sources of energy for industrial use in wartime is under consideration.

Earlier in the week the NSRB chairman had announced formation of another task group to begin development of plans and procedures for control of critical materials in event of an emergency.

Leighton H. Peebles, NSRB communications consultant, and staff members were meeting over the weekend with a five-man communications task group, representing industry. They were called to Washington to assist the government in a review of World War II limitations and to recommend methods of bringing them up to date. The proposed modifications of the radio and radar industry were to be incorporated in a report to the Electronic Equipment Industry Advisory Committee.

Members of the industry task force include: John Ballantine, president, Philco Corp.; Ray C. Ellis, vice president, Raytheon Mfg. Co.; Frank M. Folsom, executive vice president, RCA; Paul V. Galvin, president, Motorola Corp., and Harry A. Ehle, vice president, International Resistance Co.

Philadelphia Meeting

Conversion of the communications industry to war production rapidly in the case of an emergency is also under study by the Signal Corps and representatives of the industry, Maj. Gen. Spencer B. Akin, the Army'sChief Signal Officer, disclosed recently.

The announcement followed a Philadelphia conference between

Gen. Akin, Mr. Peebles and industry representatives in Philadelphia.

At the session "a contingent contract plan" designed to shorten the conversion time of industry from peace to war production was proposed. "It is believed," Gen. Akin said, "that the proposed contingent contract plan has much merit, and that some plan embodying most of the principles and essence of the one discussed should be given most serious consideration, looking toward its adoption."

Details of the proposal were not given.

Other national defense officials have recently estimated that American industry could get into production of vital arms within 18 months by virtue of the new plans for stepping up war production. This estimate is based on present resources, plant capacity and availability, and relies on a new program of "set-asides" plants, of which there are 156 ready for immediate production, and 245 others on a "stand-by" basis under lease to private operators.

Other military and government bodies were also talking contracts.

Defense Secretary James V. Forrestal last Wednesday announced the appointment of the three division chairmen of the Armed Services Board, who constitute the Military Renegotiation Policy and Review Board.

The Policy and Review Board, with the new division leaders, will review profits made on contracts for defense material and service to which the Renegotiation Act of 1948 applies. It will meet in the near future to organize and prepare regulations and prescribe standards and procedures for determining and eliminating excessive profits under the Act. Their recommendations will be given to Secretary Forrestal.

Named as secretaries of their respective departments were: Frank L. Roberts, Air Force; Rear Adm. Morton L. Ring, Navy, and Brig. Gen. Ernest M. Brannon, Army.

Offices Set Up

Five additional field procurement planning offices have been established by the Army Engineers to facilitate current planning for possible emergency industrial mobilization, Lt. Gen. R. A. Wheeler, Chief of Engineers, announced recently. The new offices at Cincinnati, Dallas, Detroit, Philadelphia and Seattle will supplement those established during recent months at Chicago, New York, St. Louis, Atlanta, Pittsburgh and San Francisco.

Secretary of Commerce Charles Sawyer last Monday announced that producers and importers of cooper, lead and bismuth, and zinc and cadmium had been invited to meet jointly during October with Commerce and Muntions Board officials to discuss the practicability of developing voluntary plans for procurement of these nonferrous metals for the strategic and critical materials stockpiling program.

Blueprints of the Civil Defense Planning group were being polished up for final modifications.

United States' $860,000,000 stockpiling program was also making headway. Twenty-eight major materials are included in the third quarter proposed procurement program, including such important items as bauxite, chromite, copper, cordage fibers, industrial diamonds, lead, manganese ore, mica, nickel, natural rubber, shellac, tin and zinc.

Benton & Bowles Agency, New York, Adds to Staff

BENTON & BOWLES Inc., New York, last week announced the following additions to its staff:

James M. Viciar, formerly with J. L. Hudson, Benson & Benson and Crowell Collier, all New York, and latey head of his own independent research company, will be in charge of copy research.

Elizabeth Scefield, formerly fashion and beauty editor in the radio publicity department at Young & Rubicam, New York, will write publicity and promotional material.

Robert Hakken, recently publicity writer for aircraft and railroad concerns, has been appointed copywriter for the agency.

We've got news for you

18 times a day direct from our studio in the City Room of The Newark News.

WNJR is the only New Jersey station offering complete national and local news coverage.

Another exclusive availability on...

AIR NEWSROOM

WNJR, the radio station of the Newark Evening News

91 Halsey Street
Newark 1, N. J.
Market 3-2700

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NEW STUDIOS and offices of KNEW Spoken, Wash., are housed on the second floor of this building at Sprague and Wall Sts. Burt C. Hagadone is president and Harry Lantry general manager of the 5-kw station.

BROADCASTING • Telecasting
WXZ-TV'S INAUGURAL WILL BE 9-HOUR SHOW
CAPSULE form popularly used for premiere programs will be by-passed for full-length features at the Oct. 9 inaugural of WXYZ-TV Detroit, ABC's third video station, according to Robert E. Kintner, ABC executive vice-president.

"A model of future TV programming" will be telecast by the new station starting at 2:15 p.m. and continuing until 11 p.m., Mr. Kintner said. The new TV outlet will carry the Notre Dame-Michigan State U. football game from South Bend, Ind., as part of the inaugural program.

Name Guests
City, state and government officials, speaking from the Detroit Art Institute Theatre, will welcome the station. Guests will include Governor Kim Sigler and Detroit's Mayor Eugene I. Van Antwerp.

For more than an-hour, stars-of-stage, screen and radio will appear in a variety program, which will also feature AM programs aired by WXYZ.

A remote pickup from Briggs Stadium of the Detroit Lions-Boston Yanks professional football game also is scheduled. After the opening day, WXYZ-TV will carry regular programs released via ABC's Midwest video circuit, according to Paul V. Mowrey, network director of television. Station will operate on Channel 7 (174-180 mc).

Edward J. Nobel, ABC board chairman, and Mark Woods, network president, will head a group of ABC delegates attending the Oct. 9 premiere.

Other ABC officials who will attend the ceremonies are Mr. Kintner; Murray Grabhorn, vice-president in charge of owned and operated stations; Edward P. Evans, director of research; Lee Jahncke, television station relations manager; Ted Oberfield, director of advertising and promotion; Frank Marx, vice-president in charge of engineering; George Mine, director of technical operations; Michael N. Mulholland, New York television maintenance supervisor; James M. Valentine, Chicago operations supervisor, E. C. Horton, engineering manager, Central Division, and Burke Crotty, television executive producer.

Mr. Mowrey is supervising the premiere programs.

Brush Joins WHDH
ARTHUR T. BRUSH has been appointed commercial manager of WHDH Boston, William B. McGrath, managing director, announced last week. Mr. Brush had been business manager and co-founder of the New Hampshire Sunday News prior to his appointment, effective Oct. 4 (today). Previously he was sales manager of WFEA Manchester, N. H., as well as advertising director of the Manchester Union-Leader.

Giveaways
(Continued from page 28)
tical effect results from present and past practices, (2) the confu-
sion and uncertainty that it causes among licensees, and (3) the resulting lack of competent legal authority that present and past practices induce.

Meanwhile the Commission was told by Bruno Pinkney, who identified himself as financial writer for a Wall St. publication and gave his address as 120 Wall St., that the giveaways constitute a "perverdon of the broadcasting industry." As a citizen and taxpayer he did not believe it in the public interest for advertisers to use public facilities to boost their sales through "lavish use of these 'free gift programs'."

"I also believe that the time has come," Mr. Pinkney wrote, "for the FCC to end ways and means to place adequate taxes on the profits of all the broadcasting stations and they should also include the television stations." He said he could not see any reason for permitting the use of these public channels "for the pilfering up of huge profits by the stations" and denounced the "ridiculous system" by which the public pays more for products because of the money spent to advertise them on the air, which cost is added to the retail price.

Direct Mail Award
"BEST OF INDUSTRY" award for radio in the annual direct mail campaign contest went to WMAQ Chicago Wednesday from the Direct Mail Advertising Assn. at association's 31st annual convention in Philadelphia. Promotion Manager Harold Smith earned the honor for "the most effective direct mail campaign" with a presentation which included copies of promotion pieces sent to clients, agencies and prospects during the year.

"Oh what beautiful evenings" for sponsors
First again...

WXPO CINCINNATI

First According to August C. E. HOOPER ratings in Cincinnati, Ohio
Radio Sales

(Continued from page 29)

stopping, and economists looking twelve months ahead see very little hope of major decreases in fundamental living costs.

Also contributing to the uncertainties of 1949 is the increase of competition between the networks. As of today, CBS has three and one-half hours in the evening for sale, NBC has six and three-quarter hours and Mutual has 11 hours for sale. Your network has just one half-hour evening period open; so, naturally, all of our programs and particularly those in non-prime time are subject to the blandishments of the three other networks. Newspapers and magazines are stepping up their efforts against radio and we have the new competition which we, ourselves, are creating—television.

I would like to talk to you a little about our feeling in the conquest of television vs. sound broadcasting. We cannot be ostrich-like in our approach to the problem. Television is competing for the advertisers' dollar with magazines, newspapers, sound broadcasting and all other forms of advertising. But judiciously sold and handled, it is my belief, that the larger share of television advertising dollars will be new money to the advertising field. Certainly each of the present forms of advertising has its particular advantage. Each has been tried in the first competitive selling and has produced results for its user. There is little likelihood that television will eliminate the newspaper or magazine ad, or that it will put sound radio out of business. It will bring changes—in some cases, rather drastic changes—into sound radio. However, the radio stations in the competitive battle will be determined by how flexible, how useful and how ingenious sound radio can be in meeting that challenge.

Recall Old Attitude

To those in broadcasting who gloomily predict "sound's" early demise when television becomes a universal reality, I recall similar dire forebodings in the early days of radio. Newspapers, magazines, movies, all were "doomed" by the advent of the wireless. But they survived—and handsomely—all having had their biggest years since the maturity of sound broadcasting. It was one particular field—the phonograph record—which everyone agreed would pass into limbo. The prophets of doom could not visualize anyone paying for a phonograph record when they could hear the same music absolutely free from their radio set. Well, what happened? You know the answer. Better records—technically, artistically, and merchandising automatic record changers, top-notch promotion, and 1947 saw the biggest record sales in history.

Sound radio is in the same position today. Just as newspapers and magazines have their particular advantages in the information and advertising fields—so does sound radio. It has immediacy, speed, the power of suggestion, the persuasiveness of the human voice. It is not as demanding of its auditor as is television. It joins the magazine and newspaper in its use of words to create mental pictures in the listeners' minds—a medium that has been ingrained since the story-teller around the ancient campfire.

The best "guessimates" today contemplate a television network of 100 to 110 stations, which could reach about two-thirds of the nation's population, but a network of that size is five to 10 years off. As more than 110 stations allow major network will grow will be determined only by the economic factors involved. Television's costly station operation imposes economic considerations not faced by sound radio. Its expansion beyond 110 markets will depend entirely upon how economical it will be for the affiliate to operate and how economical it will be for an advertiser to buy.

A Sound Market

However, even if television were to become the sole radio service of two-thirds of the population—which is inconceivable—there is still one-third of the nation which in the foreseeable future will be an exclusive sound radio market.

And this other approach is obvious: the yearly average of sets in use today runs about 17% in the daytime and 27% at night. Reversing these figures, we find an average of 73% of homes at night and 83% of homes in the daytime are not using their sets. Here is a huge, untapped resource which I believe will be responsive to specialized programming designed to appeal to specific groups and types of audiences rather than the broad mass appeal of current-day radio. Programs aimed at those audiences would bring sizeable addition to the radio listening.

Make no mistake about it, sound broadcasting is here to stay—and very profitably so. While we're going to use every bit of Ingenuity at our command to keep it at maximum sales levels, sound broadcasting can be extremely profitable even at somewhat lower sales levels. But, the lazy days of broadcasting are over. We're going to have to take off our coats and recondition those pioneering days again. It can be done because it has been done, and by the same men and women who did it before.

Earlier I mentioned the dual job of our sales department—first—to sell in revenue and, second to right programs to enhance the NBC lineup. When we get over into the television field, the importance of doing this such job is greatly magnified.

One television station is very much like any other. Roughly speaking, power is equalized, one place on the dial is pretty much like any other so one of the great advantages that NBC has enjoyed for its sound broadcasting operation is eliminated right from the start. I do not mean to minimize the other important factors such as the undeniable "know-how," and the strong reputation and outstanding character of our affiliated stations. But to most clients and agencies, particularly at this stage in the development of television, all TV stations in any given market are practically the same.

This factor, of course, carries over, insofar as audiences are concerned. Their television receivers get one station about as well as another. Even if there should be temporary advantages—engineering-wise, its condition, in all probability, will be leveled out in the not-too-distant future. So, the viewer will tune in one station.
against the other, not on a basis of technical reception, but purely on the appeal of the program that he can view.

It is plain to see that with facilities equal on both networks, the advantage that can be gained by one network or station over another is its ability to program to please the public.

Thus, our sales forces must concentrate even more today in encouraging advertisers to utilize their NBC-TV time with the finest programs obtainable. Advertisers must be encouraged to spend considerable sums of money to do the job—and right from the beginning because the network program pattern is being established now. Tomorrow may find them, and us, playing second fiddle to our competitors and that cannot be permitted to happen.

The television stations that carry the most popular programs and promote them to the hilt to their audiences, will establish the reputation of their stations and the advertising that will make them the leaders of television's future. I don't think I need tell you that nothing is being left undone to assure the finest programs for the NBC-TV Network. This is one of the ways that we have approached the problem.

**NBC Consolidation**

Recently, NBC consolidated its television and sound sales forces. Each salesman handles television and sound broadcasting. This was done for several very realistic reasons. First, if television is to be pioneered without financially breaking NBC, television revenue must be acquired with the least possible effect on sound broadcasting revenues. Second, NBC's sales force has many years of experience in dealing with the larger advertisers and agencies—knows their problems—their methods of working—the best approach to the sales problem of the nation's major advertisers. We put that experience to work for television without the necessity of training an entirely new sales force for that purpose. Each man is charged with the responsibility of maintaining his sound broadcasting clients and, in addition, doing an aggressive and constructive sales job for television. And progress is being made in the right direction.

At the present time, twelve and one-half hours per week of sponsored network television programs have been sold by the NBC Television Network; 60% of this time has been bought by advertisers who are not currently using NBC sound broadcasting facilities. Forty percent has been purchased by current NBC advertisers, but in addition to their current NBC appropriations.

We anticipate that 1949 television network sales will increase 50% over 1948, and a comparable increase in the year following is expected. Typical of the advertisers and types of programs that are being bought are Tezace Star Theatre, featuring Milton Berle (and this is television's biggest attraction to date); Philco—an hour on Sunday nights from 1 to 10 p.m., to feature adaptations of great Broadway plays with top-notch name actors and actresses; Gulf Oil Co., with an audience-participation program, starring NBC's Bob Smith; Bigelow-Sanford Rug Co., with an excellent show starring Dunning, the magician, and Paul Winchell, the ventriloquist. These are just a few to indicate the type of clients and programs we are getting and, again, I reiterate, without sacrificing NBC sound revenue.

Thus, even at this early stage in the development of television, the pattern of new advertisers and new money from current advertisers is being established. Nearly 30% of all television volume has been bought by advertisers who never used network radio to any extent. And this field potentially is tremendous.


All of these firms are logical users of television, and there are countless others who are just as likely prospects. A good case in point is the Eastman Kodak Co., one of the major industrial concerns of our nation. They have never used sound radio because they believe, rightly or wrongly, that their product has to be seen to be sold. Immediately, the addition of sight to sound makes them an important, logical and probably wide-spread user of television.

As you all know, one of the major problems of television is the inadequacy of interconnection facilities. A number of television stations already in operation, or about to go on the air, have signed affiliation agreements with NBC. It may be some time before coaxial cable or relay interconnection with the network is possible, thus preventing simultaneous telecasting of commercial programs in some markets.

To cope with this problem, we are recording programs on film taken directly from the kinescope. By this method, any program, the value of which will not be destroyed (Continued on page 62).
Radio Sales

(Continued from page 61)

by 24 or 48 hours delay, can be filmed by kinescope recording and flown to the NBC affiliated station for local broadcast.

This is an expensive process for NBC, but in the interest of furnishing service and getting additional revenue for our affiliated television stations, NBC is presently assuming this cost. We are doing our level best to induce advertisers to add all non-interconnected NBC affiliates to their current lineups. This plan is progressing well, but there are innumerable problems. For instance, a client has made up his mind that he wants to experiment in television. He must first build or secure a suitable, acceptable program. This in itself is a huge job. There is no program history in television—everything is experimental. But for illustration, let's suppose he settles on a variety program of thirty minutes, featuring a top-flight actor as m.c., and Broadway stars and singers. He whips his show into shape and our sales department convinces him that he should add all non-interconnected NBC affiliates to his lineup by means of kinescope recordings. He then must clear literary rights, music rights—including synchronization, performing, dramatization and re-recording rights, motion picture rights, rights for the appearance of actors, singers, announcers, the m.c. and half a dozen others.

The refusal of any one of these clearances would prevent us from making kinescope recordings, and you can appreciate the amount of time it takes to negotiate such agreements.

Nearly, advertisers are getting into it as cheaply as possible, but the very nature of television is such that "minimum costs" have far surpassed the costs at a comparable stage in the development of sound radio. And, since for the most part, television development is supervised by the radio departments of the advertisers and their agencies they look at television with their radio eye and see it as a strange thing. They see "costs per thousand" at astronomical levels—levels that cannot possibly pay off—costs of $150-$200 per thousand potential viewers in some cases. Of course, this is due to limited set distribution and is being reduced with each set sold. They find that program costs are much higher than in radio, and only a handful of stations against which to amortize these program costs. Finally, while everyone agrees that the impact value of television will be many times that of any other media, there is no yardstick to apply. Success stories—foundation stones of sound radio—are practically non-existent and so we find the advertisers in the position of being vitally interested in the medium but unable to spend his money in it with assurance of a specific return.

Television will outgrow these problems. Each day's experience adds to the sum total of knowledge. It will not be too long before the values can be proven. Today, advertisers buy television as an experiment and on faith, a faith that will, with certainty, repay them many times over in the years to come.

As in the network picture, television will open new sales possibilities for you on a local basis. Food chains, automobile dealers, appliance stores, department stores, department store appliance selling organizations—all are unusually good prospects.

The department store field in itself, can become the single most important advertising classification in television. Radio, in recent years, has had some success in this field brought about by concentrated selling and the careful examination of the retailers' problems in the light of what radio could offer. But for the most part, department stores still confine their major budgets to newspapers because they feel that their wares must be shown to be sold. Now, television offers them that opportunity in combination with sound and—another important plus—"motion."

NBC believes that this field is so important to the local operation that it is now planning to constitute a department in its New York office to specialize in department store problems in relation to television. Its responsibility will be to:

1. Create program ideas that are adaptable for local department store use.
2. Develop presentations that will assist in getting department store


electronic business television.
3. Develop commercial techniques.
4. Work with manufacturers of retail products to interest them in advertising television commercials.
5. Disseminate the information gained from the operation to all NBC affiliated stations and assist them in obtaining department store clients in their individual cities.

Now, I would like to conclude with a reiteration on the local television sales picture. At all costs, sound radio must be kept profitable during the "red ink" development stages of television. An exodus of local advertisers from sound to sight and sound, would have dire effect on the stability of your overall operation. The time has come to reeducate ourselves to a more effective, more productive, sound broadcasting.

I am confident sound radio and television will continue to go forward into the future as the most effective advertising medium ever known.

WRLC Now WLET

WRLC Toccoa, Ga., changed its call letters to WLET effective Oct. 1, according to R. G. LeTourneau, station licensee. Station operates AM with 250 w on 1450 kc and FM outlet on 102.9 mc with 10 kw.
NARND Picks Nine For Advisory Unit
Judge Miller, Others Are Invited To Serve on Advisory Group
NAB President Justin Miller and eight other leading radio industry executives have been invited to serve on a proposed new Advisory Council for the National Assn. of Radio News Directors, John F. Hogan, NARND president, announced last week.

In announcing the new council, Mr. Hogan, who is news director at WCHS Portland, Me., said the nine executives were selected by NARND’s board of directors because of their continued effort to improve radio as a news medium.

Purpose of the council, he explained, will be to advise the association on matters of policy which affect the radio industry and to provide closer working relations between “progressive radio management” and NARND. The council plan was drawn up by NARND at its convention last fall in Washington.

Members have been invited to the association’s annual convention this year, to be held in St. Louis, Nov. 11-13. Members invited, besides Judge Miller, are the following:

John Gillis, manager, WOW Omaha; John D. Ewing, manager, KKKW St. Paul; Fred Lorence, manager, WTCI Hartford; E. R. Vadeboncoeur, vice president, WSVY Syracuse; Hugh B. Terry, manager, KLZ Denver; Wilton E. Cobb, manager, WMAM Macon, Ga.; Frank M. Russell, vice president, NBC Washington and Jack Harris, manager, KPBC Houston.

Techniques for the documentary type visual and aurial shows will be discussed during one of the featured panels of the convention next month. Discussion has been scheduled for last day sessions, according to Jack Shelley, WHO Des Moines, Iowa, second vice president of the group. Sig Mickelson, news director of WCCO Minneapolis, will speak on documentaries. Techniques of making documentaries for use as station promotion and on television programs will be described by Soren Munkhof, WOW Omaha news chief.

Chief emphasis in NARND agenda will be placed on televi- sion, facsimile and special news techniques for small stations. Convention arrangements, including reservations, are being handled by a committee headed by Mr. Shelley and Bruce Harrington, NARND St. Louis. NARND membership is not a prerequisite for attendance, however, it was emphasized.

T-Day in Atlanta
As WSB-TV Debut

T-DAY came officially to the South last Wednesday when WSB-TV Atlanta, video outlet of The Atlanta Journal, launched telecast operations amid appropriate opening night ceremonies from 8:00-10:30 p.m. Present were officials from the state, radio, educational institutions and the parent firm, Atlanta Journal Co. The station operates on Channel 8, 180-196 mc.

Inaugural included a greeting by J. Leonard Reisnech, managing director of Cox radio stations, and a message via video from vice president of the board, Atlanta Journal Co., George C. Biggers, its president, and Daniel J. Mahoney, a board member. An NBC salute, featuring a welcoming talk by Niles Trammell, NBC president, highlighted the next presentation. WSB-TV will carry NBC programs by kinescopic recordings at first.

John M. Butler Jr., general manager, WSB and WSB-TV, and oldest employee of the Journal Co., in point of service, then introduced Gov. M. E. Thompson and Atlanta Mayor William Hartsfeld. Representatives from Emory University, the public schools, county commission and the Chamber of Commerce also spoke briefly.

WPIX New York delivered a tribute during which WSB-TV newscaster Jim Bridges discussed the film tieup with the Manhattan video outlet. The Atlanta station has contracted for rights to the show, a full-length film series. The inaugural telecast concluded with the showing of a feature film, “Cheers for Miss Bishop.”

Program previews showed portions of Monkey Business and Science in Fun. A sports program, Scoreboard, followed with prominent sports personalities from the golf, baseball and football fields.

Mr. Butler also introduced WSB-TV staff members, including Marcus Bartlett, program director; Mark Toonson, production director; Frank Gaither, commercial manager, and C. F. Daugherty, chief engineer.

Station will program seven days a week at outset, maintaining three noon news shows and six of its employees to sustain programming operation.

WSB-TV’s studios are located at 1601 West Peachtree St., N. E., Atlanta. Transmitter house and TV tower site is at Bunker Rd. and West Peachtree. Cost of all installations was estimated roughly at more than a half-million dollars.

‘Very Much Alive’

A GROUP of delegates to the FMA Convention in Chicago got lost in the Sheraton Hotel last Monday morning and wandered into a gathering of undertakers—members of the Jewish Funeral Directors Assn. Retiring FMA Presid. Dillard in his opening address to the FMA convention observed: “I am told that a short time ago several of our members inadvertently walked into a gathering of undertakers being held in a nearby room of this hotel. If those men came here looking for a wake, they’ll be disappointed. FMA still is very much alive.”

ASCAP-Movie Exhibitors
Case Up in Court Oct. 6

THE NEXT stage in the case of the New York motion picture exhibitors vs. ASCAP is scheduled for Oct. 6, in U. S. District Court, New York.

At that time both defendant and plaintiffs are to enter proposed decree on the judgment handed down last July 19 by Judge Vincent L. Leibell, holding that ASCAP’s structure constituted a violation of the anti-trust laws.

ASCAP has 90 days from the time the decree finally is entered by McNulty Says FM Spurs Faith in Radio’s Future

FM BROADCASTING is largely responsible for keeping alive the listener’s faith in radio’s future by maintaining an aesthetic standard of programming. This view was expressed by Thomas F. McNulty, president of Belvedere Broadcasting Corp., operators of WMCP (FM) Baltimore, and newly-elected treasurer of FM Assn., in a recent talk before the Balti- more Professional and Business Men’s Assn.

One of the things WMCP learned in six months of broadcasting, Mr. McNulty said, was “that a minimum audience, with maximum pur- chasing power, is to be highly preferred, from a commercial viewpoint, to a mass audience willing to absorb everything and respond to nothing.

WMCP deliberately beamed its programming at the intelligensia, according to Mr. McNulty. It refused to accept spot commercials. It taboosed jive and be-bop. “Spon- sors were told frankly to expect nothing—immediate.” Summing up the results of this policy Mr. Mc- Nulty said: “We still have our pioneer sponsors and many others.”

McNulty concluded the talk in which he praised a small FM station in Chicago as an example of the broadcast policies his company stands for. On the court, McNulty said, “a good Beginning FM station” should be able to “protect the character of its small market” from the more “boisterous” commercial stations.

YOU’VE got a chance to hear a broadcast from the court in which to file an appeal.

On the part of the defendant, ASCAP, the Oct. 6 court appearance will involve an attempt to achieve a clarification, or simplification, of the court’s findings.

LOOK AT OUR DIAL POSITION!

WVNJ reaches people in North Jersey and New York City right smack in the middle of their 25-year-old listening habit. No fishing around—no hooking the wrong kilocycle by mistake.

You just look up our thrifty rates in SR & DS—or better still make sure you have our rate card—and you’ll be amazed how little of your money it takes to buy 5,000 Watts day and night.

NEWARK BROADCASTING CORPORATION

IVAN B. NEWMAN, General Manager
45 CENTRAL AVENUE, NEWARK 2, N. J.

Mitchell 3-7600

October 4, 1948 • Page 63
FM GRANTS

CONSTRUCTION PERMITS for FM stations were authorized last week and five of the Class B permits.

The new Class A CP went to the WKBW Inc., Buffalo, N. Y., and the new Class B permits were granted to the WMUA-FM, San Juan, R. I., WOND-FM Woosocket, R. I., and WATS-FM, San Juan, P. R., and WYNA-FM, West New York, N. J., received Class B CPs.

Modifications of permits were authorized for 14 existing stations for changes in technical facilities. WWJ-FM Detroit was granted CP to specify postwar facilities for its prewar station and received Class B Channel 246 (97.1 mc) with ERP of 8.7 kw and antenna 685 ft. Replacement of expired CPs was granted to the following: WKNY-FM, F. M. Kingston, N. Y.; WMPD-FM, Wilmington, N. C.; KMUS-FM, Muskegon, Mich., and WGAU-FM, Athens, Ga.; WLAG-FM LaGrange,Ga., and WTVX-FM, Wilmington, Del.

Details are as follows:

BUFFALO, N. Y.—WKBW Inc., Class B, Channel 239 (107.3 mc), effective radiated power 16 kw, antenna height 102 ft. above average terrain 335 ft. Estimated cost of construction $26,500. Granted is licensee of WKBW Buffalo.

FCC Backs WSAY's Plea for Affiliation

THE JUSTICE DEPT. and the FCC last week sought to aid the case of WSAY Rochester in its effort to secure Supreme Court review of lower courts' refusal to enjoin A. B. and Mutual from switching affiliations to other local stations [BROADCASTING, May 3, July 19].

With Commission backing, the Justice Dept. told the Supreme Court that it should grant WSAY's petition for a preliminary injunction against lower courts' "misconception" of FCC's network regulations.

One of the questions involved is the right of a network to set the national advertising rate of an affiliate, which was upheld by the U. S. Second Circuit Court of Appeals in affirming a district court refusal to grant the injunction which WSAY requested.

The case is an outgrowth of WSAY's $1,000,000 suit charging the four major networks with violation of the anti-trust laws. Pending trial of the suit, WSAY sought the preliminary injunction to prevent ABC and Mutual, with which the station had "special non-affiliation contract" with Mutual, from backing the station's programs available to the station. The Justice Dept. described as "unfounded" the Appeals Court's finding that the FCC, after consideration of the Sherman Anti-Trust Act, has specifically sanctioned many of the important terms of the affiliation contracts."

'Misapprehension' Possible

The Justice Dept. brief also noted that "the Commission shares the Government's concern as to the implications of the present decision. In a letter to the Dept. of Justice suggesting the advisability of the Government's support of the petition [for Supreme Court review], it stated that 'the language of the Court of Appeals ... apppears to be misapprehension as to the intent and scope of the Commission's decision on Telecasting Regulations.'"

The Justice Dept. brief was filed by Solicitor General Philip B. Perlman. WSAY is represented by William L. McGovern, formerly of the Justice Dept. and Seymour Krieger, the Washington law firm of Courtwright, Krieger & Jorgensen.

It is in the Supreme Court's discretion whether it will review the case or not.

FM GRANTS

Seven Are Given Full Permits

Two Class A and seven Class B permits were granted to WJF-FM Wilmington, Del.; WJF-FM San Juan, P. R.; WJF-FM Howesocket, R. I.; WJF-FM Buffalo, N. Y.; WJF-FM Sandusky, Ohio; WJF-FM San Juan, R. I.; and WJF-FM Woosocket, R. I.

Take the 833-A, for instance. Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loading—dependable operation ... long life ... operating economy.

RCA has a complete line of power tubes for standard-band and shortwave services. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section JP36-2, Harrison, N. J.

The Founderhead of Modern Tube Development is RCA

Woods Given New Philco Industrial Division Post

LESLEY J. WOODS has been elected vice president of Philco Corp. Industrial Division.

Mr. Woods joined Philco in 1925. He was appointed manager of firm's Auto Radio Division in 1937. The next year he became vice president and general manager or National Union Radio Corp., then a Philco subsidiary.

After war Mr. Woods returned to Philco as manager of its Industrial Division. This unit of Philco Corp. handles development and sale of automobile radios, and sales of aircraft radio and radar, industrial electronic, and communications equipment.

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It is in the Supreme Court's discretion whether it will review the case or not.
Kobak Part Owner Of Georgia Outlet

Mutual President Gots 48.6%; Other Transfers Approved

MUTUAL President Edgar Kobak became part owner of WTW American, Ga. last week with FCC approval to assignment of license from Walter J. Brown, sole owner, to new corporation. Mr. Kobak acquires 48.6% interest for $12,150. Mr. Brown, also president of WORD Spartanburg, S. C., retains 51% holding in WTW.

Commission consent also was granted to transfers of control involving WFUN Huntsville, Ala.; KVOW Littlefield, Tex., and WBET and WBFT-FM Brockton, Mass.

New WTW licensee corporation, Hickory Hill Broadcasting Co., pays $25,000 to Mr. Brown, president, for WTW assets and Mr. Brown returns $12,750 for his 51% holding. Harold Teasley, station manager, is vice president-treasurer and 0.4% owner. WTW is assigned 250 w fulltime on 1240 kc and is a Mutual affiliate.

WFUN was granted assignment of license from co-partnership of Lauren Mickle, John Garrison and Joe S. Foster Jr. to corporation in which Mr. Garrison retains one-third interest. Remaining two-thirds is sold to Joseph B. Falt Jr., president, who keeps a 60% interest and gives 6.66% holding to his wife, Anne S. Falt, secretary-treasurer. Mr. Mickle and Mr. Foster reportedly sold their interests for $4,000 cash each and retirement of an $8,000 loan. WFUN is assigned 250 w fulltime on 1450 kc.

KVOW is granted assignment of license from J. C. Rothwell, sole owner, to new partnership of Southwestern Broadcasters, composed of Mr. Rothwell as 75% owner and J. B. McShan 25% owner. Mr. McShan, general manager of KVOW, buys the one-quarter interest for $4,885. KVOW operates fulltime on 1490 kc with 250 w.

In the WBET and WBFT-FM transaction, C. L. Fuller is granted acquisition of control of Enterprise Pub. Co., WBET licensee and WBFT-FM permittee, through purchase of stock from the estates of S. H. and Florence L. Rich, deceased. Mr. Fuller, holding 214 shares himself and 138 shares as trustee, out of 1,000 shares common authorized, bought 195 shares from S. H. Rich estate Dec. 13, 1947, for $45,240 and on Dec. 24 that year resold those shares for the same figure to the corporation. On May 28 he bought 15 shares common at $333 per share and 46 shares preferred, at $100 per share, from estate of Florence Rich. Thus he now votes 382 out of 556 shares common outstanding. Delay in filing application for FCC approval was caused by misunderstanding as Mr. Fuller had working control of firm even before death of Mr. Rich, application said. His brother, Myron L. Fuller, retains 188 shares common. WBET is assigned 250 w day on 990 kc.

CONGRATULATIONS, and cake too, were received by NAB's top echelon from their topflight secretaries to celebrate third anniversary of present association regime. Three-candled cake greeted President Justin Miller (I) and Executive Vice President A. D. Willard Jr. when they came to work Thursday. They took office Oct. 1, 1945. Cake presenters were I to r Helen Frueh, secretary to Judge Miller, and Gladys Hall, secretary to Mr. Willard.

TV Experimental Pickup Granted for Movie Test

TELEVISION'S potential role in movie exhibition practices is under study by the Cummerford Theatre group in Scranton, Pa., it was learned last week when FCC authorized the Meeco Realty Co., Scranton, to use an experimental television relay to convey video programs into the local Cummerford Theatre.

The Commission granted a special temporary authority to Meeco, associated with the movie interest, to employ an experimental relay on 6950-7050 mc with 0.1 w power to pick up television signals from commercial stations in Philadelphia and New York and relay them into the executive offices of the theatre for private study. The grant is valid Oct. 2-11.

FOLLOWING a request, indicated the study is in cooperation with RCA television operations.

Here's The Picture

ROCHESTER

The Kodak City

ONE OF A KIND

Time buyers learn early that some stations sell merchandise, while others do not. WAIR is a selling station, . . . made so by popular programming. WAIR sells in volume . . . at a profit.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel

BROADCASTING  Teletcasting

MIDLEY BOOK COVERS TIMEBUYING, SELLING

C. E. MIDLEY, CBS sales service manager, is the author of The Advertising and Business Side of Radio to be published Oct. 27 by Prentice-Hall Inc. ($5.25).

According to pre-publication information from the network, Mr. Midley's book is a "how-to-do-it" volume, dealing principally with the buying and selling of time on national and regional networks and individual stations.

The book also features background information and statistics on set ownership by geographic and economic groups, audience surveys, research techniques, costs and discounts systems used by networks and stations, agency methods, and FCC broadcasting regulations.
Transit FM
(Continued from page 28)
$15,000. This figure obviously will vary according to labor costs in various cities and according to franchise payments. With billings on the books at present, and after only a few weeks in full operation of the new vehicles, we are running just about in the black with about 20% of available time sold.”

He pointed out that there are also probably lower or higher limits within which the transit FM profit potential could be financially successful. Mr. Taft, himself a station official—managing director of WKRC-WCTS Cincinnati—warned that “a station in a city having less than 100 vehicles (transit) should stay away from the Transit Radio project, unless it is willing to consider such a project as a promotion. By the same token, an operator trying to handle too many vehicles, let us say in excess of 1,500, will run into the problem of a rate card which may be justifiable, but which is so high as to freeze out advertisers.”

Discussing the matter of operators selling car cards to transit companies, Mr. Taft stated that their contracts are lacking in uniformity. Some, he said, have clauses which “seem to give the car card operator a fairly broad exclusive over all forms of advertising ‘in, on or about the vehicle.’ Some are firm for long periods of time, others carry a 90-day cancellation clause, and still others are obviously non-exclusive, he declared.

“A year ago,” Mr. Taft said, “we were concerned with the advisability of taking the car card people into the station. Now, after we had made various attempts to do so. Apparently they have not seen fit to go along on this basis, and in some cases have determined on a policy of trying to get into the act on their own. Now, although the car card interests may have a certain legal place in the picture, and are worried . . . they have no practical or functional place in it at all.”

“They can perform no service in connection with transit radio,” continued Mr. Taft, “that cannot be performed better by the local station working with a national representative organization set up to sell this new medium alone.”

Mr. Taft said he did not believe an existing AM representative could efficiently sell AM time against Transit’s FM in one market. He said the transit radio firm had reached an agreement with National Transitads allowing the latter firm a small percentage on any business duplicated by Transit Radio in any other places.” Mr. Taft explained, “there are proposals to permit the car card people to take over certain aspects of local sales.” He doubted that any of these deals had been culminated and questioned that they were necessary or desirable.

Transit Radio was described by the official as being a method of placing “a losing FM station immediately and substantially in the black and a means of achieving a large, consistent and guaranteed audience.

Commercial aspects of the project were illustrated by Mr. Taft as follows:

In Cincinnati, a city of approximately 600 vehicles, the daily traffic count of radio averaged 70%. This audience can be divided into Class A, Class B, and Class C, covering an average half-hour traffic load. With about half of the available vehicles installed in Cincinnati, we figure as an average instantaneous audience in Class A, which covers 45% of morning and afternoon peak loads, at 20,000. This Class B, which represents the midday traffic, comes to approximately 6,200, and the nighttime Class C audience runs to about 4,400.

On the basis of this audience, figuring Class A 250-time rate at $75 per 1,000 listeners, and Class B at a dollar per 1,000 listeners, we have an open rate of $20 and a Class B rate of $10 for a twenty-second spot. During these peak periods in Cincinnati we cut away from the business and revert to normal programming. In addition to normal spots, we are offering for sale three-minute news spots with 30 words of copy on a basis of spot rate plus 50%, and we are also offering jingle and sweepers, time signals, sports shorts, etc., at package rates.

On the basis of this rate card we have advertising the streets about three months ago. At the present time about $15,000 is being spent per month, representing annual billings of approximately $180,000. Most of this accounts are on the air on a trial basis and for small weekly rates. Advertisers represent a broad cross section of local retail advertising, primarily. Although we have several national advertisers such as Omnibus Transitads, Canada Dry Ginger Ale, etc., we have as yet had no advertisers to make such efforts substantial.

Legal Aspects Explored

The FM broadcasters were told by Mr. Taft that his firm had thoroughly evolved the legal aspects and FCC requirements before launching the operation.

He indicated that in some cities such as St. Louis, and in New York City, where there are some 20 companies with over 6,000 vehicles, it will be necessary for more than one station to hold a contract.

Heavy attention has been given to providing a well-rounded program service. Transit Radio found that normal radio programming, particularly “talk shows,” were not suitable as a steady fare for strap hangers.

“We had to program in such a way as to please the greatest number of people and to offend the smallest possible percentage,” Mr. Taft explained. “That meant basically instrumental music, avoiding classical and jive extremes, interrupted by news, weather reports, sports shorts and other services features.”

Three types of contracts currently being offered stations by Transit Radio were described as one providing a per-month, per vehicle flat charge; a percentage of station net after all operating, depreciation, and interest charges, and a third calling for a percentage of gross receipts on a sliding scale.
FM TECHNICAL PROGRESS
Simplified Transmitter, Combination Fax-Radio
Console Viewed at FMA Convention

THOSE looking for new technical developments at FMA's annual convention last week in Chicago spent most of their time observing two exhibits—a radically simplified FM transmitter called the "Searsoid Modulator," produced by Radio Engineering Laboratories [CLOSED Dec. 31, 1927], and a new console radio which receives both facsimile and conventional radio programs, developed by the Stewart-Warner Radio Division.

The REL product, which can be set up for about $20,000, makes it possible for small towns, community civic groups, churches, schools and clubs to utilize radio communication in ways hitherto denied. While it provides exceptionally high fidelity transmission on low power, its local area can be well defined, according to REV. Scores of local stations could use the same wave length.

Maintenance and supervisory costs drastically cut, the device reinforces FM's potentiality of providing literally thousands of radio stations, compared to the limited number of overlapping and prohibitively expensive AM stations now in existence, the manufacturer claims.

After inspecting the device, Dr. Edwin H. Armstrong, inventor of FM, remarked that "by its simplicity and reliability, this development has opened up all sorts of broadcasting possibilities."

"One can visualize the operation of unsupervised transmitters of a few watts power, controlled from pulpits, school assembly halls, and similar places, the transmitter requiring no more attention than the common, everyday public address system," he said.

Facsimile copy produced on the Stewart-Warner combination Fax-Radio model was transmitted from WEAW Evanston, Ill., about 12 miles from downtown Chicago. Photographs, charts, varied art work, and type sent via radio impulse were produced on a continuous sheet of paper eight inches wide. Reception was at the rate of 24 inches a minute.

Samuel Insull Jr., vice president of S-W, said the console, costing about $400, could be turned out in volume when there are enough facsimile stations to create demand.

Probe Committee Future Plans Being Considered
FUTURE action of the House Select Committee investigating the FCC was scheduled for discussion last Friday by Rep. Forest A. Harness (R-Ind.), chairman of the Committee, and members of the Committee staffs. General Counsel Frank T. Bow announced.

Rep. Harness returned to Washington last Thursday and scheduled his staff conference, which it was believed might deal with the 14-month-old FCC grant of a government-controlled station—WIPR—in Porto Rico [BROADCASTING, Sept. 27]. Private broadcasters on the island have complained that the government operation is jeopardizing their commercial operations.

Davis Gets FC&B Post
RICHARD L. DAVIS, former producer of the Bob Hope show, succeeds James Fonda as radio production director at Foote, Cone & Belding, Chicago, Fairfax M. Cone, chairman of the agency's executive committee, told BROADCASTING Thursday. Mr. Fonda resigned [BROADCASTING, Sept. 27] to join the CBS program staff as chief of Amos 'n Andy properties. Mr. Davis has been associated with FCB &B four years, three in Hollywood and one in Chicago, and worked most recently as an executive on Toni Permanent Wave and Shampoo.
FM Appraisal
(Continued from page 23)

that he thought the separate listing of FM stations in the back of a certain service magazine was detrimental to FM's being thought of as a group with AM in making up schedules.

Respondents expanded considerably in answer to the question: "Do you have not used and do not expect to use separate FM time, please give specific reasons for not doing so." Here are sample comments: "Too limited in coverage—n-- not enough sets in use."

"Not sufficient evidence that they can deliver an audience at a cost in line with AM."

"Because in the great majority of cases AM programming is carried on FM. Actually the FM audience has not separated itself from AM and won't until FM programming is a separate entity."

"AM programming at present is too competitive for independent FM operations, except for except for extremely specialized interests.

"FM coverage through AM duplication is presented at a no added cost—in other words, there is very little to make FM service unique.

"Specifically, we do not yet consider FM a necessary medium. None of our clients has yet used AM to its full potential. Until then, except in static areas, we doubt the use of FM."

Forty-one out of 48 answers were "no" to the question: "Whether or not you have ever bought FM time, is FM research and promotion furnish you with sufficient information to justify purchase of FM time when occasion arises?" Only five said "yes."

Cite Weak Points

Asked in what respect, if any, FM sales stories are weakest, a large part of the agencies reiterated they didn't get any FM sales stories to speak of, or that they weren't.

Thirty agencies said they knew of no FM stations doing an outstanding research and promotion job. Six mentioned a total of seven stations. Twenty-six had no comments on their relations with FM stations, while four said "favorable" and 13 "unfavorable." Quite a number replied that nobody had called on them. Asked specifically what information they needed, 21 said they wanted more data on audiences, five needed "everything," and four implied they would be glad to get "anything." One respondent wanted to know FM's advantages, how large an audience it reached, how its rates compare with AM, do both AM and FM reach the same type of audience and will more FM sets be sold in the future?

To the question: "What can FM stations do to provide audiences with acceptable audience figures in the interim before BMB figures are available?", these answers came back:

"Complete data on set ownership and usage."

"Telephone coincidental or mail survey conducted by reliable research organization."

"Some outside proof of listenership."

"Listener checks on features carried exclusively, such as sports events."

"Spot checks of listening—simple possession of a set is not proof of listening."

"Fair set ownership figures from dealers."

"House-to-house surveys."

The timebuyers were asked if they felt they might be in a position to recommend separate purchase of FM time—despite relatively small audiences—if stations were able to provide economic and age breakdowns, dwelling characteristics, and some data on the listening habits of their audiences. Eighteen answered "yes" and 12 "no." Most of the rest said "yes" with such qualifications as: "On the same standards by which you recommend AM time."

"Only if it would not be desirable budget-wise to use more AM stations instead.

One said "yes" if we could depend on the data."

Need for Data

"This points up the agencies' need for validated data," Mr. Godfrey observed. "Timebuyers are somewhat mismarked in that the title fails to cover the selling job that they have to do. They have to have acceptable, preferably validated, data to justify their recommendations to media directors, account executives and, ultimately, to the clients who pay the bills."

He noted that one of the AAAA's most active pursuits is to foster validated fact-finding, deflating the fact that only about 90 FM stations have so far subscribed to BMB.

Asked whether FM was associated with "long-hair" music, 29 respondents said "no" and 18 "yes." One said "originally, yes, currently, no." Another—"not entirely, though the idea lingers."

To the question whether agencies have given consideration to the fact that FM stations still have choice time spots for sale, 17 answered "yes," but the remainder fired a barrage of comments such as: "There may be choice spots but who do they reach, and how many?"; "If they're expensive per thousand, they are not choice"; "They still get stiff AM competition, don't they?"

The survey showed that the majority of respondents do not consider FM as an adequate means of testing specific programs at low cost or of initiating small budget clients in the ways of radio advertising.

To the question whether agencies thought FM rates were realistic in the light of audiences claimed or delivered, most of the respondents indicated they had no real way of telling.

Thirty-six out of 41 replies to the question whether duplication simply divided the AM audience were in the affirmative. Only one referred to duplications as a "bonus."

Of the eight agencies who replied early in the questionnaire

---

STORECAST CORP. is installing FM receivers in 100 National Food Stores in the New York area and will start broadcasts through WEHS Chicago, FM affiliate of WHFC, next week.

The announcement was made at the FM convention in Chicago Tuesday by Stanley Jolofss, president of Storecast, who revealed the company plans to convert all its present operations to FM within the near future.

"We have concluded arrangements with an FM station in Connecticut and will shortly have one in Philadelphia," he reported. "The New York area will probably be the next new development."

BINDER FOR YOUR ISSUES OF BROADCASTING

A full six months issues of Broadcasting instantly available, snugly bound, ready at your fingertips for reference and research.

Binders are 9½ inches wide; 13 inches high. Bound in sturdy, blue leathercloth, stamped in silver with Broadcasting-Telecasting signature. Kivar lining, canvas joins, constructed to last for years.

- Order your binders today...

| NATIONAL PRESS BLDG. | WASHINGTON 4, D. C. | $5 each |
that they had been buying FM time, four reported their total FM volume at $26,000. These four agencies billed more than $2,000,000 of network radio, and $1,150,000 worth of spot radio during the period they bought FM, it was revealed. Their FM campaigns ran from six months to a year, and one reported using an FM station even since FM went on the air. Only three of the eight agencies developed special material for their FM programs. Five said their main reason for recommending FM was to reach the special audience developed by FM stations. Four said they bought FM time for supplemental coverage along with AM schedules. Only two referred to a favorable cost factor.

FM's Future

The agencies were invited "with a little prompting" to venture some guesses about FM's future. Nine said it would lie in small community services in stations with strong local appeal, comparable to weekly newspapers. Seven thought it would prosper with super-power and mountain-top stations covering large areas with a superior signal. Nineteen said FM's future is in paralleling the AM type of service in static-ridden territories. Eleven advocated programming to special audiences, making FM a more selective medium than AM. Twelve believed FM has a future in store-cast and transit radio.

The agencies deplored the practice of FM salesmen cutting prices just to get business; advertisers buying FM because it is cheap, then getting "soured" on all radio when it doesn't deliver; FM salesmen pursuing the "short-sighted" policy of bearing down on "fine music" themes and ridiculing the AM fare of singing spots, soap operas and punch commercials.

Timebuyers Opinion

Mr. Godfrey concluded with the words of a timebuyer representing one of the foremost agencies in the country: "I believe FM has been hamstrung. It has a great future but must be organized to rid itself of current shackles. FM must prepare to sell itself to the advertiser by giving agencies the material they need to popularize it!"

The speaker made it clear that agency men have no "constitutional resistance" toward FM, and welcome any new medium.

C. M. Jansky Jr., well-known FM engineering consultant, admitted for FMA that the broadcasters are to blame for not getting their story across to the agencies.

More Land for New Site

ELIAS L. GODOF SKY, president of WHLI and WHNY (FM) Hempstead, N. Y., has announced the purchase of additional real estate to complete the site for a projected blockfront establishment in Hempstead, to house the station's studios, offices, and an auditorium.

WHLI and WHNY are operating from temporary offices and studios at 246 Baldwin Road, Hempstead. The new site occupies a block on Clinton St. from Merian to Midwood Sts. Construction plans are to be announced later.

Additional FMA Registrations

[BROADCASTING, Sept. 27]


Petty Resumes Practice

[IN THE獨占市場]

With Harry J. McLean

DON PETTY, NAB general counsel, has resumed private practice of law with Harry J. McLean, Los Angeles attorney. The former McLean & Petty, has offices at 419 Bond Bldg., Washington, and 507 Bank of America Bldg., Los Angeles. Mr. Petty will continue as NAB general counsel, subject to board approval, but will take no other radio clients while serving the association, it is understood.

Before the war Mr. Petty was a member of the law firm of Scar- borough & Petty, Los Angeles, taking leave of absence to enter the Navy. He rejoined NAB in early 1944.

Mr. McLean is a well-known West Coast attorney and recently was elected president of the Cali- fornia Bar Assn.
MULTIPLE RULE

UNANIMOUS dissatisfaction with FCC's proposed new limitations on multiple ownership of stations -- and for the most part outright opposition to them -- was expressed in briefs filed with the Commission last week [BROADCASTING, Aug. 23].

NBF reiterated its plea for case-to-case determination, without fixed limitations, while CBS welcomed FCC's efforts to bring greater certainty into the field of station ownership but felt the proposed seven-station limit in AM should be raised to eight and that, in FM, at least, the number of allowable stations should be no less than in AM.

Representing three stations and a television applicant, the Washington law firm of Haley, McKenna & Wilkinson insisted that case-to-case determinations should be the rule, and that if any rigid regulation is possible it should be recommended to Congress for enactment as a law.

Paramount Television Productions and associated companies contended that FCC lacks authority to issue a rule-of-thumb on multiple ownership and said that, in any event, television has not reached the point where any arbitrary limit is "either necessary or desirable."

It was pointed out that Paramount and its corporate associates operate WKBK (TV) Chicago and KTLA (TV) Los Angeles and have applications for Detroit, Boston, San Francisco, and Tampa (aside from applications of Allen B. DuMont Labs, Inc., which is 29% interest). Any rule that is adopted, the brief asserted, should not bar a grant of these applications.

WIND Chicago insisted upon adherence to FCC's proposal that "situations" in conflict with the projected rules should be permitted to continue until Jan. 1, 1953, as proposed by FCC, to permit orderly dispositions toward compliance. The brief called attention to what it considered the injustice of "the situation whereby the television application of WIND, of which H. Leslie Atlass is 19.2% owner, and that of CBS, of which Mr. Atlass is vice president in charge of WBBM Chicago, were passed up by FCC until a third was filed, necessitating a hearing."

Arthur W. Scharfeld, Washington radio attorney, filed a brief arguing that "the process of case-to-case decision, though more tedious, rather than the simpler method of regulation by restriction, would better serve to prevent such abuses as the Commission may have in mind."

Fort Industry Co. recommended "as an alternative to the proposed amendments, which are restrictive, a policy which will permit the ownership, by any person otherwise qualified, of an identical number of standard, FM and television stations upon the same site."

In a letter, E. B. Craney of the Pacific Northwest "XL" stations, told FCC that there is more to "monopoly" than mere ownership of stations. "If you plan a limitation in 'number of stations,' he said, "then perhaps the best way is to license but a single station to an applicant and make that applicant be a resident of the place where the license is granted. Should you decide against the 'number' limitation, then I direct your attention to the plan devised by the Senate Interstate Commerce Committee [in the White & Bill hearings] where a limitation was placed on the percentage of population of the U.S. living within the coverage area of any one licensee."

Under FCC's proposal, the limitations would be as follows:

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Under the CBS proposal minority interests in up to 15 or 16 AM stations would be permitted (instead of 13 or 14 proposed by FCC), and up to the same number for FM and TV stations, dependent upon the number of stations in each class which the same stockholder controls.

Argument Schedule

SCHEDULE of oral argument was reported last week by FCC for its Oct. 6-14 en banc proceeding in the matter of allocations to mobile, safety, industrial and other services. Broadcast remote pickup services are proposed to be switched from 152-162 me to 26 mc and 450-460 mc bands [BROADCASTING, July 19]. Commission report indicated 109 different parties will participate in the oral argument beginning Oct. 6.

FCC AGAIN MODIFIES APPLICATION BLANKS

CHANGES, "editorial in nature," were made in FCC's last week's various application forms for new station facilities, changes of facilities of existing stations, renewal of license and auxiliary broadcast coverage for license renewal of the forms is effective immediately.

Among the several revisions are the added requirements that new applicants show the date of preparation of each exhibit, photograph, antenna pattern and map and that sufficient number of aerial photos be supplied ["taken in elevation and at appropriate altitudes and directions to permit identification of all structures in vicinity" of antenna.]

The pictures must be marked to show compass directions, exact boundary lines of proposed site and locations of the proposed 250 and 500 millivolt per meter contours for both day and night operation. The FCC said photographs in right directions from an elevated position on the ground will be acceptable in lieu of the aerial pictures if all the necessary data can be shown.

In the rule making for license renewal "a paragraph has been added for the listing of directional antenna operating values for AM stations. Data for each tower of a directional array must be supplied for both day and night operation relating to phase reading in degrees, antenna base current and remote indication of an antenna." Equipment used for measurements must also be described.

Fire Prevention Jingles Are Offered by WNEW

WNEW New York has recorded a series of musical public service jingles for Fire Prevention Week, Oct. 3-9, which the station is offering free of charge to all interested parties, according to National Board of Fire Underwriters.

Stations, fire chiefs, safety councils, and other organizations may obtain the series by writing to J. Wendell Sether, National Board of Fire Underwriters, 85 John St., New York 7, N. Y.

When 'Ils BMI It's Yours

Another BMI "Pin UP" Hit--Published by Jay-Dee

RENN/DZVOUS WITH A ROSE

On Records: Fred Gray--Apollo 1131; Bob Stewart--Me-Ro 7469; Pepper Nealy--Bullet 108; Del McWong--D & D 45-1903; Bob Ekberg--Decca 2949; Buddy Clark--Col. 38914; Don Redney--MCM 209; Fred Pipers--Cap. 15216; Bobby Worth & The Sophisticats--Castle 1258; Snoopy Lank-mercury--5188; Westofan--Sig. 1042; Walter Scheff--Spirito 3002.

BROADCAST MUSIC INC., 580 FIFTH AVENUE NEW YORK \* CHICAGO \* HOLLYWOOD NEW YORK 15, N.Y.

Page 70 • October 4, 1948
**ACT AT CHRISTMAS GETS ENCORES ALL YEAR**

Harry and David

BEAR CREEK ORCHARDS

**SEND Fruit of the Month Club MEMBERSHIPS**

These gifts create excitement and praise for you the whole year through...and it's all so easy. You only order one present, but we deliver a series of generous and impressive gift boxes brimming with the most luscious fruits from America’s finest orchards, direct by refrigerated express to the lucky friends you've elected to receive them.

Christmas morning is the occasion for the “grand opening” of your gift. Then after month after month as each box arrives with your name and greeting, it creates excitement and more praise for you. An Engraved Certificate, inscribed with your name, and mailed to each recipient in advance, announces all the good things to come.

Hold the friendships, affection and good will of those who mean so much in your personal and business relations.

Save Money. Make your Christmas budget work for you for many months instead of only one annual occasion.

STOP sending commonplace gifts that are available everywhere!

LOOK at all these good things you'll get credit for!

LISTEN to the words of an important executive who wrote—

"...I don’t know of anything that has given more pleasure to a large number of people than this monthly gift, and have had hundreds of letters advising of our friends’ pleasure in receiving our gift of the Fruit-of-the-Month Club."

WALTER M. CHARMAN
President, Ferro Engineering Co., Cleveland 15, Ohio.

GIFT NO. 15 (8-Box Club) $26.65

The Favorite! All the fruits and delicacies shown in month named at right. Make your club gift extra sensational by starting it at Christmas with basket illustrated instead of a box of pears...order Gift No. 15 $33.15

GIFT NO. 20 (12-Box Club) $39.95

The Star Performer! All treats illustrated plus America’s finest candy in March, rare Fruit Cake Confection in May, luscious canned fruits in June, an encore of world-famous Royal Riviera Pears in November. Starting with basket illustrated instead of pears...order Gift No. 20 $46.45

GIFT NO. 11 (3-Box Club) $9.85

Mid-Winter Trio! Comprising Christmas, January and February selections. Starting with basket illustrated instead of pears...order Gift No. 11 $16.95

**HERE’S HOW TO ORDER:**

Just send list of names and addresses...designate item for each by gift number. Please enclose check or in full. We provide storage containers with your name at no extra cost. Christmas delivery unless otherwise directed. Prices include delivery charges within Express Delivery zones. Satisfaction guaranteed. (No—no shipments outside U.S.A. please...no C.O.D.) Order early and get the gifts you want. Write for our beautiful colored booklets.

Harry and David

at Bear Creek Orchards, Box 130, Medford, Oregon

**ROYAL RIVIERA PEARs.**

A sure-fire gift so rare hardly one in a thousand has ever tasted them...so delicious everyone exclaims them America’s finest fruit.

GIFT NO. 6

Handwoven basket tray, heaped with Royal Riviera Pears, other fine fruits, unusual nuts and candies. Here’s a gem of rare surprises with a most luxurious air. A feast of fun...a stunning centerpiece for the Holiday table. Shipping weight about 15 lbs. (Deliv'd) $9.65

GIFT NO. 26

Handwoven basket tray, heaped with Royal Riviera Pears, other fine fruits, unusual nuts and candies. Here’s a gem of rare surprises with a most luxurious air. A feast of fun...a stunning centerpiece for the Holiday table. Shipping weight about 15 lbs. (Deliv’d) $9.65

GIFT NO. 26

Handwoven basket tray, heaped with Royal Riviera Pears, other fine fruits, unusual nuts and candies. Here’s a gem of rare surprises with a most luxurious air. A feast of fun...a stunning centerpiece for the Holiday table. Shipping weight about 15 lbs. (Deliv’d) $9.65

ROYAL GARDEN PEARs.

Large, plump, firm-mouthed, they’re left on the trees ‘til they burst their buttons with sweet juice. Just when your friends are wishing they were in the sunny South you’ll bring them a taste of it.

GOLDEN BEAR APPLES.

From a high mountain valley up near the Canadian border. You’ll keep them chortling with these crisp, juicy apples that crackle when you bite into them.

WILD ‘N RARE PRESERVES.

Almost as scarce as the last Mohican. You’ll compliment them with a connoisseur’s collection of five fruits including Wild Blackberry and Wild Plum picked by tame Indians along the Old Oregon Trail.

ROYAL PLUMS OR QUETTA NECTARINES.

Whichever crop we deem the finest. Both are marvelous fruits and just “tops” when picked as full of flavor as Old Mother Nature can make them.

SUMMER DELIGHT PEARS.

You’ll give a welcome lift to summer-jaded appetites. Cool, juicy, delicious for real refreshment to summer menus and another score for you as a thoughtful giver.

OREGOLD PEACHES.

You’ll surely rare orchids when this box arrives. Harry and I grow them especially for Fruit-of-the-Month Clubbers. They’re so juicy you should wear a bib to eat them.

ALPHONSE LAVALLE GRAPES.

A fitting finale to your regal parade of gifts. Big, hothouse type grapes...a picture for the sideboard...amazing to your friends.

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FILMWISE TREND SEEN IN TV, SHUPERT SAYS

"THE ONLY way television programming can ever acquire professional pacing and stature is by first putting most of it on film," George Shupert, director of commercial operations, Shupert. Within a month, he said, Paramount will have a small but completely-equipped television studio in its building in New York, where an adviser, agency man or producer can stage a show before television cameras just as he would at a broadcast. "One minute after he finishes he will be handed a sight-and-sound transcription of his show on 35mm film--either a negative or a positive print," Mr. Shupert added.

A producer's expense for a half-hour show may run from $500 to $1,000 for the use of the studio, and for the film-recording, Mr. Shupert said. "This is exclusive of talent, scenery, props and his own overhead." It is about a tenth the cost of producing the same film by normal motion picture methods, he added.

Busman's Holiday

RADIO "Monopoly" has taken the place of the usual bridge and poker parties on weekends in North Adams, Mass., Members of the WMNB staff, and their wives have adapted a standard "Monopoly" game where radio stations, networks, agencies and transcription services take the place of the regular features of the game. Such items as sales of time, engineering fees, etc., substitute for fines and bonuses.

Biggar, KRGR Manager, Will Rejoin WLS Staff

GEORGE C. BIGGAR, until recently general manager of KRGR and KRGR-FM, Cedar Rapids Gazette outlet, will return to the executive staff of WLS Chicago Oct. 11, after an absence of 10 years, it was announced Thursday by Glenn Snyder, general manager.

Mr. Biggar will serve as director of the National Barn Dance, a show which he helped to establish in the early '30's while WLS program director. His responsibilities will consist of production supervision and talent employment, in addition to developing new features and handling potential television developments, Mr. Snyder said.

Mr. Biggar originally joined WLS in 1924.

WVLK Among Five Applying

FORMAL APPLICATIONS were received last week by FCC for consent to sale of WVLK Versailles, Ky., by Baseball Commissioner A. Bartlett Giamatti, and for removal of the national price. It is $225,000 [Broadcasting, Sept. 20].

Applications for transfer of control of three AM stations and an FM station also were received by the Commission. Meredith Pub. Co. filed application requesting that its construction permit for WJTV (TV) Syracuse, N. Y., be transferred to Meredith Syracuse Television Corp., a subsidiary. No money is involved.

WVLK, operating fulltime on 590 kc with 1 kw, is licensed to Bluegrass Broadcasting Co. Inc., which would become a wholly-owned subsidiary of Scripps-Howard Radio and possibly would be liquidated or merged into Scripps-Howard at a future date. Scripps-Howard presently is licensee of WCPO Cincinnati, 250 w fulltime on 1230 kc, and when the WVLK sale and transfer to Cincinnati is approved the regional outlet would take the WCPO call. The 1230 kc frequency would be dropped. Both WVLK and WCPO are Mutual outlets.

A new four-tower directional array is to be constructed for the station in northeast Cincinnati. Engineering estimates of coverage predict a 211% increase in the daytime population served within the 0.5 millivolt per meter contour and a 900% increase in the evening service within the 11.1 mv/m contour.

Bluegrass Broadcasting has 1.0 shares common and 392 shares preferred stock outstanding. Mr. Chandler, former Governor of Kentucky and ex-U.S. Senator from that state, holds 200 shares of common and 65 shares preferred. Robert F. Miles holds 255 shares common and Georgia E. P. Miles holds 165 shares preferred. Walter Mulby owns 76 shares common. There are 25 common stock holders.

Meredith Syracuse is a wholly-owned subsidiary of Meredith Engineering Co. which is, in turn, a subsidiary of Meredith Pub. Co., Des Moines. Meredith Engineering holds 310 shares in Chaplin Valley Broadcasting Co., operator of WKXW and WWRL Albany, and Chaplin Valley holds 420 shares in Meredith Engineering. Meredith Pub. is a TV applicant at Albany and Rochester and a subsidiary, Tri-State Meredith, has application on file at Des Moines, which is to be dropped.

Details of the other transfer applications follow:

Freeport, Ill.—Freeport Broadcasting Co. transfers license for WFRF Freeport to Charles A. Bost, owner of Bost Inc., 2715 W. Washington, Freeport.

Springfield, Mass.—Interest in Springfield Broadcasting Co., permitting of WSLF, for applying at AM at Bitter, and for WCLF to Bitter Inc., is granted.

WASHINGTON—The following were granted.


Upcoming

Oct. 11-12: NAB District 6, Buena Vista Hotel, Buena Vista, Colo.


Oct. 14-15: NAB District 9, Biltmore Hotel, Atlanta.


Oct. 21: NAB Public Relations Executive Committee, NAB Hqrs., Washington, D.C.


Oct. 22-23: Executive Broadcasters Asso., Owego, N.Y.

Oct. 22-23: Executive Broadcasters Asso., Owego, N.Y.


NATIONAL EXECUTIVE COMMITTEEmö. GOD毒二34113551.44

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DATE OF PUBLICATION 1948-10-04

PARTICIPATING in recent WMGM New York dedication program were (1 to r): Bern-

journalist Fickeg, executive secretary of Learners Tel- enator of the station, formerly known as WHN; New York's Mayor William O'Dwyer, who formally introduced the new call letters, and Bertram Lebhor Jr., WMGM director of sales.
torres, denied that monopoly would result under such a rule, if maintained, is designed to assure that competition will be “a fair competition, and not a parasitic competition.”

Henry Weaver, attorney for Philco and W. A. Roberts, for DuMont, were agreed that a delay in deciding this point would mean a “severe Will-o'-the-wisp” and possible elimination of private relaying. Mr. Roberts argued that the telephone company’s policy would give it “complete control” of all television interchange channels.

AT&T spokesman meanwhile reiterated that they were proceeding toward the establishment of nation-wide video network facilities as fast as the broadcasters’ demands—and the availability of equipment—would permit. In 1949, they noted, they plan to add another channel between New York and Washington, and between Milwaukee and Madison, and two more between Los Angeles and San Francisco. In 1956 they plan to add two channels between New York and Boston and three between New York and Chicago.

They said orders for intercity video service on hand Sept. 1 (including present customers) would produce an estimated $61,950 per month.

Friday Calendar

Cross-examination of AT&T, followed by that of Western Union, was scheduled for today, in rebuttal with resumption of the hearings tentatively scheduled for tomorrow (Tuesday). Testimony of the Television Broadcasters Assn., whose petition instigated the rate study, and of DuMont and Philco presumably will follow. TBA is represented by Attorney Thad H. Brandt, Jr.

FCC counsel said they were not prepared to cross-examine extensively at “this session” since they had postponed their field investigations to permit AT&T to prepare data it was requested to file, but thought the introduction of evidence might be completed at this session so the interconnection question could then be settled.

DuMont, Philco, and Western Union maintained that AT&T’s interconnection policy underlay virtually all of its rates.

The telephone company made clear that the data it had presented thus far was in response to specific FCC inquiries, and that its complete case would not be presented until after the evidence adduced had been presented.

AT&T’s rates, in effect since May 1 but subject to retroactive adjustments if FCC finds them too high, are covered by evidence, with $35 per airline mile per month as the regular charge for eight consecutive hours’ use daily and $25 per mile per month for four hours or less. Any channel usage must be shared or “allocated.” Station connections and audio channel charges are additional.

Effective Oct. 1 a new provision will specify that each customer’s bill for allocated service ($25 per mile, four hours daily) will be reduced by the proportion that the total allocations charges for all users (if any) the charges that would result if only one customer had used the entire service at the regular monthly rate ($35, eight hours).

Western Union’s rates for its New York-Philadelphia facilities are $4,700 per month, and provide for a minimum one-year contract. This would total $56,400 per year for eight hours daily service, which company officials compared to an estimated annual operating expense of $44,230. It was pointed out that the rate covers operating expenses, return on investment, and income tax. Estimated investment in the two channels was placed at $261,600 insofar as video is concerned.

Mr. Weaver said that the rate reserves operating expenses, return on investment, and income tax. Estimated investment in the two channels was placed at $261,600 insofar as video is concerned.

Western Union officials said they planned to extend their service to the extent that demand and economic warrant and that the present system could be extended to Washington and Pittsburgh without “undue delay.”

Mr. Shaw

CBS Promotes Shaw

WILLIAM SHAW, an account executive of CBS-Pacifiic, has been named assistant sales manager of the Western Division of CBS. He succeeds Frank G. King, who has taken over as sales manager of KTTV, the Times - Mirror CBS television station. The appointments were effective Oct. 1.

KLEE-TV TO BECOME A COLUMBIA AFFILIATE

A FULL primary affiliation contract between CBS-TV and KLEE-TV Houston was signed Sept. 30. First television station in the Houston area, will be on Jan. 1, 1949. CBS-TV programs will be carried by television recording unit, carried by television recording unit, video cable connects Houston with the network.

Agreement was negotiated by W. Albert Lee, owner of the station, and Herbert V. Akerberg, CBS vice president in charge of station relations.

Channel 2 has been assigned to KLEE-TV which will operate with 16 kw. Sidney Balkin is general manager.

400 Stations to Give All-Radio Plan Backing

FOUR-HUNDRED stations have subscribed to the All-Radio Presentation Plan, according to Gordon R. Gray, WIP Philadelphia, chairman of the NAB committee launching the promotion project. They have pledged $65,000, with networks providing another $50,000.

Script problems were discussed Wednesday at a meeting held at CBS, New York. Attending were Victor Ratner, CBS vice president in charge of promotion who is writing the script; Irving Kenway, ABC vice president in charge of promotion; Ed Spencer, for the National Assn. of Radio Representatives, and A. D. Wilkins, NAB executive vice president.

Mr. Kenway and Maurice B. Mitchell, NAB director of broadcast advertising, were delegated to edit material prior to submission to the film writers who will put it into shooting form.

NAB District Meetings

To Be Finished Oct. 15

FINAL series of NAB district meetings opens Oct. 4 when District 13 (Texas) convenes for a two-day session at the Blackstone Hotel, Fort Worth. District 6 meets at the Buena-Vista Hotel, Blythe, Oct. 11-12 and the final gathering will be held Oct. 15-18 at the Biltmore Hotel, Atlanta.

Maurice B. Mitchell, NAB’s new director of broadcast advertising, will make the circuit. He assumed office a fortnight ago. Others who will take the tour will be President Justin Miller; Harold Fair, program director; Richard P. Doherty, employee-employer relations director; Charles A. Batson, information director who will describe TV costs; Hugh M. P. Higgins, assistant director of broadcast advertising.

WGN-TV Chicago Adds Four More New Sponsors


Football Preview is being telecast during the 15-minute period preceding network games under sponsorship of R. Cooper Inc., GE distributors, Chicago, through Mazon Inc. Football Scoreboard is being shown 15 minutes after each game by Local Loan Co., Chicago. Agency is Van Hecker, Inc., Chicago.

Portion of TV Analysis Is Completed by NAB

TELEVISION'S "phenomenal growth is unlikely to be stopped by anything short of capricious action by the FCC, another war, a crippling depression or similar catastrophe," according to the final report of the NAB TV study now in the mails.

Analyzing TV construction and operating costs, the study is based on an exhaustive inquiry into the subject by Van A. Batson, chairman of the NAB staff. It is entitled "Television, a Report on the Visual Broadcasting Art." The cost data were summarized in the Aug. 2 Broadcasting and are being explained by Mr. Batson at NAB district meetings. Twelve chapters are planned for the complete study.

In a foreword NAB President Justin Miller says the report is typical of NAB service to the membership. Material was obtained from a draft in TV and analyzed by Mr. Batson.

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Miss Illinois for 1948 is Miss Viola Hutmacher, a Quincy Girl, chosen for her beauty, personality and artistic accomplishments.

OUTSTANDING Quincy Products

The GATES BC-5A TRANSMITTER is another Quincy product that's good to look at. Its other attributes are quality, construction and unexcelled operation.

Yes, Miss Illinois comes from Quincy — a beautiful and accomplished girl and we're proud of her.

And we're equally proud of the high quality and internationally popular broadcasting equipment made — in Quincy, — by the Gates Radio Company. It is establishing new records for performance in hundreds of radio stations. It is a better equipment value any way you look at it, — price, workmanship, performance and eye value.

You can get everything at Gates. Over 5000 different parts items and a complete line of equipment from microphone to complete antenna systems are readily available. Whatever your needs are, — just order from Gates.

Parts orders receive special 24-hour service. Inquiries for special apparatus are handled promptly and the facilities for producing them are streamlined to give fast service.

Gates Radio Company

Quincy Illinois

IN '49 IT'S THE GATES LINE
R. B. ROOKING, formerly with WATT-WGES Chicago and KFJZ Los Angeles as an engineer has joined KFMV Los Angeles, in same capacity.

HOWARD A. CHINN, chief audio-visual engineer for CBS, has been awarded Presidential Certificate of Merit "For outstanding fidelity and verisimilitude conduct in aid of the war effort and the common enemies of the United States and its Allies in World War II." LARRY HIGGINS, formerly with Department of Transport and Canadian Marconi Co., has joined engineering staff of CKOV Kel-

Mr. Chinn

PIERCE has joined ABC-TV Western Division engineering department. Mr. Pierce has been with General Electric Co. for past seven years as design engineer and in sales engineering departments in Los Angeles and Syracuse, N. Y. offices.

ROBERT HAIRED, Idaho engineer, appointed chief engineer at KWSC Pullman, Wash.

JOHN L. SNN, president of Ziv Television Programs, is in Hollywood to represent the consolidation of Ziv and World Broadcasting Co., offices in Equitable Building, Hollywood, and to discuss further television and transcription deals with motion picture personalities.

SACK TELEVISION ENTERPRISES, Dallas, Texas, has gone into production on series of thirteen musical short subjects featuring Tommy Scott and his Hillbilly Jamboree for television distribution.

TOEBRICKER, district representative, F. W. Ziv Co., Cincinnati, Ohio, and BAR-

W.W. CAMERON, WLW Cincinnati, were married recently.

LUCKY MUSIC Corp., new transcription house, has been formed at 728 The Arcade, Cleveland, Ohio. Telephone: "Bull 7-1777.

WEBB COAL Co., Port Huron, Mich., has signed regional contract with Frederic W. Ziv Co., Cincinnati, for 10 hours a week of Ziv-Transcript on various Michigan and Northern Ohio markets. Included are quarter-hours of "Showtime from Hollywood," "Korn Kobblers" and "Sincerely Kenny Baker" and half-hours of "Jimbob and Phio Vance." ART FIELDEN, account executive for Ziv, handles sale.

GUILD RADIO FEATURES Ltd., Toronto, has moved to new location, 350 Simcoe St., Toronto 1, Ontario. H. DAVIS has been appointed sales representative contacting western Ontario stations. TIM HOLMES, formerly of James Fisher Co. Ltd., Toronto, advertising agency, has been appointed Toronto city sales representative.

IRVING FOEGEL, executive head of Temple Record Co. of America, Los Angeles, has left on two months' business trip to Europe.

FREDERICK W. ZIV Co., announces that with purchase of their Ronald Colman "Favorite Story" program for Muskoge, Okla., Oklahoma Gas and Electric Co. now sponsors eight half-hour Ziv transmitted shows in various Oklahoma and Arkansas markets.

"CURTAIN TIME," NBC Chicago originated show sponsored by NAB Inc., moves from Saturdays at 7:30 p.m. (EST) to Wednesdays at 6:30 p.m. (EST) Oct. 6. Patrick Allen is master of ceremonies, and Harry Holcombe the producer.

WATTS 5000 Watts

WICI (TV) is aiming for Christmas start

PROGRESS of construction on the building which will house studios of a new television station in Erie, Pa., WICI, indicates that the station may be on the air by Christmas, according to Edward Lamb, of Dispatch Inc., publisher of The Erie Dispatch and licensee of WICI.

Dispatch Inc. is 55.5% owned by Mr. Lamb and his wife, who are chief owners of WTXD and WTXD-FM and have other Ohio FM and TV interests (BROAD-

WICI plans to originate studio and remote programs. Studios have been designed so that chorals, religious, school and other groups may organize and develop their own programs, the newspaper said.

Cost of the station is $1 a foot, Mr. Lasitter said, and stations are required to specify the use to which the station will be put in order that the firm may obtain the cooperation of the person specified.

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Baltimore slums were stripped bare and revealed in 15-minute documentary presented Thurs., Sept. 30, at 8:30 p.m. on WMAR-TV. Dilapidated tenements, trash heaps which pass for back yards, ramshackle houses and their unhealthy sanitary facilities were made a part of film, first in series to be known as "Baltimore Conscience." Objectively presented, documentary moved from show places of city, by contrast to areas where experts estimate 2,567 rats are killed every day.

Through series of telecasts arranged in cooperation with embassies of foreign governments in Washington, Ruth Crane, WMAL-TV commentator, has succeeded in transplanting into America a feeling of where living rooms the customs, styles, and even eating habits of nations thousands of miles away. For her "performances," Miss Crane uses ambassadors from their wives and families, diplomats and other embassy attachés. So far she has presented programs with cooperation of the Greek, Iranian, Brazilian, and Chinese missions. Next month she plans to present television version of Netherlands' wedding.

"Texas Braas' "Texas Braas" is title of map distributed by KTSA San Antonio. With such remarks as "one incisive Texas grapefruit" station invites Texians to mail it. "Texas Braas" is worth to trade. Map of Texas is superimposed on map of U. S. Canada and "Old MexicoCreole" to pass for is outlined in red. Of course, its hard to recognize the boundaries of Texas, but station gets its point across.

Service in sound

Promotion booklet from Reaves Sound Studio, Inc. tells how you can help to "shout a short, or a feature, make Get Acquainted Club in sound, or whatnot." Booklet is well illustrated with pictures of services and personnel that Reaves have to offer.

As his hobby

Selling is hobby of Toby David CKLW Detroit disc jockey. Follower tells how he "stumbled into" business of sale existence sells sponsors products on CKLW, and picture such illustrations of various individuals which he portrays to make his point and sell the products.

Literally stuck

Tom Moore's question to Mrs. W. D. Page, so famous, to Aunt, so recent. "Ladies Be Deaf" radio program, cast (ABC, five-a-week, Quaker Oats) was really a stickler. Mrs. Moore, after dashing from a painting job in the city, returned, answered on telephone "hot seat" question of "How are you feeling?" When Tom started to say goodbye, Mrs. Moore, elation changed to dismay as she cried, "I'm on the telephone to your hands had hardened during the conversation and she was literally stuck.

Mr. and Mrs. Hush

New contest of NBC "Truth or Consequences" was kicked off with a teasing announcement Sept. 18, heralding "Mr. and Mrs. Hush" for the joint benefit of the National Mental Health Foundation and the National Committee on Mental Hygiene. Texar was used last week's broadcast with usual jingle and rules to be announced on Oct. 2 broadcast. First phone call will be made on air tonight. At last, contest gimmick has been cleared with network, client and all others involved. This is fourth in series of contests. Earlier three having been known as Mrs. Hush, Miss Moos, and Mr. Chatterbox; Miss Moos is expected to hold down a position respectively for March of Dimes in first two and American Heart Assn. in latter. "Baby Sitter's Ball"

Aimed at younger set, "Baby Sitter's Ball" featuring finest in pop music was sponsored by Allan Carter, WPTR Albany, N. Y., disc jockey. Show is heard every Saturday night from 9:00 to 10:00 p.m. and is devoted to amusing that noble order of youth, the baby sitter.

TV News reel

WPIX (TV) New York has issued 100th edition of "Telepix," the New York video newsreel company's station broadcasts and syndicates across the country. Citing such exclusives as the surprise marriage of Miss Osakana Kasenina from Soviet Consulate building in New York, which WPIX had on air for three hours and ten minutes later, Joe Johnston, editor-in-chief of "Telepix," says that "in little more than three months of preparation, WPIX has produced 752 separate stories on 2,827 feet of film, or an equivalent of a varsity's output by a newspaper company supplying movie theaters."

Award

"Howdy Doody" NBC-TV show for children, Monday through Friday, 5-6 p.m., was given Blue Ribbon Award of New Jersey State Fair as the outstanding children's television show. Rob Smith, Howdy's "voice," accepted award on the Friday, Sept. 24, program.

Health series

Judith Weller, public affairs and education director of NBC's Central Division, is preparing 5-week series on mental health to be aired on network early next year as part of annual series of programs on health in collaboration with American Mental Assn.

AD Club News

Station WNIX Washington will supply especially prepared news broadcasts to Washington Advertising Clubs' noon luncheon meetings during next month. AD Club meets each Tuesday as noon at Hotel Washington. Tom Wade, WNIX news editor, will be heard in special broadcasts which will be presented from 12:45 to 1:30 p.m.

Revival hit

Following revival of "Heartsaches" and other tunes which have been rediscovered and sent on road to popularity by radio disc jockeys, song which has been "discovered" by Bill Herson, of WRC Washington, every year for past twelve years is on way to revival as hit tune. Tune is "You Be My Baby," recorded by Lang Thompson Orch., originally recorded under Varsity name, now being issued as Regent record cut under Maltese. From old Variety name, Regent selected recording as his theme while he was conducting record shows on WBAI, Baltimore twelve years ago.

"The Little Immigrant"

J. Carroll Naish, motion picture and television actor, stars in the new CBS series, "The Little Immigrant" (8:30 to 9 p.m., Tuesday, CBT), originated and produced by Cy Howard, former WSBM Chicago sales staff member and creator of the network's "My Friend Irma" (Mondays, 10 to 10:30, Lever Bros. for Swann).

UN proceedings

WNBC New York will carry live relay of UN General Assembly proceedings in Paris every morning except Sunday, 11 a.m.-12:45 p.m. WNYC will take feed from RCA continuous shortwave circuit connecting UN headquarters in Lake Success with General Assembly in French capital. WNYC-TM will duplicate UN coverage.

Beethoven's sonatas

Series of five recitals, beginning Sat., Oct. 2, 3:30 p.m., will be broadcast by WAFB (FM) New York. Devoted to all of Beethoven's ten sonatas for violin and piano, concerts will be broadcast in entirety, without interruption for commercial announcements. Programs will be performed by Benno and Sylvia Rubnoff, and will originate from Town Hall.

Ziv's "football album" sold to 2 video sponsors

Ziv Television Programs has sold Football Sports Album to Dodge dealers to be seen on WJZ-TV New York. The program will be telecast prior to the station's professional football games this fall-winter season. Rathburn & Ryan is the agent.

Kuppenheimer Clothes, New York, has also purchased Ziv's Football Sports Album for presentation before college football games on WNYT (TV) New York. This series started Sept. 25. The show is produced by Bob Jacques, directed by John Harrison and written by Ken Lyons. Weiss & Geller, New York, is agency.

video supplements

A special 20-page television review of "facts, figures, forecasts" supplemented the Sept. 23 issue of the Washington Times-Herald. The supplement—headlined "Television: In Town and Country, It Fits the American Design for Living"—gives page-one display to a story on Washington's newest TV station, WETA, expected to start in January. Review also carries stories on all phases of video and includes program logs and a glossary of TV terms. Charter actor, stars in the new CBS series, "The Little Immigrant" (8:30 to 9 p.m., Tuesday, CBT), originated and produced by Cy Howard, former WSBM Chicago sales staff member and creator of the network's "My Friend Irma" (Mondays, 10 to 10:30, Lever Bros. for Swann).

from RCA Victor

jack 1
lathrop and the drugstore cowboys

dainty brenda lee

Cornwell Symphony DJ-566

Ray

McKinley

What did I do?

eternie

Benedict

Tickle Polka DJ-566

Freddy

Martin

On a Slow Boat to China DJ-566

Zeke

Manners

twin trouble

and

Hank

"the SImply Singer"

Just a Faded Bouquet

from a Faded Bouquet DJ-569

Jesse

Stone

Bling-A-Ling-A-Ling

and

Wings over Jordan Choir

He'll Understand and Say "Well Done"

DJ-570

** DJ disks couple the cream of the RCA Victor hits for your convenience

October 4, 1948 • Page 75

Broadcasting • Telecasting
LARKSPUR'

By JOHN S. PHILLIPS
PRESIDENT, W. VA., BROADCASTERS' ASSN.

BY THIS TIME, everybody in the world must know about "Operation Larkspur," perhaps not by that name, but they must know about the flights of 60 B-29 bombers from various foreign countries and Alaska to 25 pre-selected cities in the U.S. and Canada.

The ability of radio to keep people in remote areas informed and entertained naturally would impress a broadcaster fortunate enough to be included on such a junket. But still more impressive is the commercial broadcaster's recognition of what he deems his obligation to do these things for people beyond his commercial scope—people who cannot keep their circulation or the products of his advertisers...

Anyone who has traveled around 10,000 miles in a week, over land and sea, through darkness and daylight, rain, snow, fog, dense clouds and bright sunlight, the last 5,000 of them non-stop from Elmdorf Air Force Base in Alaska, over Santa Barbara, over Louisville, over Beckley, W. Va., (a buzz job) to Charleston, W. Va., touching the nose wheel to the runway of a field the crew had never before seen, 18 seconds behind the appointed 1200 (high noon to you), would surely be stiff fingered, tongue-tied, or just plain numb if he could not fill one complete issue of BROADCASTING with the tale of his experiences.

Air Force Celebration

But that is for the regular scribe, just went along for the ride. The whole thing was planned by Gen. Vandenberg and his Air Force as the big feature in celebrating the first anniversary of Air Force Day...It was also planned for the purpose of impressing upon the people of the U.S. that modern aircraft can strike from long, long distances. And not just our aircraft. It was meant also to bring to us a better conception of the full meaning of the Air Force's slogan, "Air Power is Peace Power," and to make us mighty thankful that the cargo discharged at destination was newspaper releases and broadcasts, and not bombs on this simulated bombing mission.

From West Virginia four people were guests for the Alaska flight: Mrs. Charlotte Fleshman, city editor of the Beckley Post-Herald (WFCF-FM); Ed Brannon, assistant city editor of The Charleston Gazette; Charles (Chuck) McWhee, columnist and State House reporter for The Charleston Daily Mail, and yours truly...

When we arrived in Spokane we set up a wire recorder, which Charlotte just happened to have in one of the pockets of her flying suit, and did an impromptu interview among our four and the ship's crew. Before we left, radio men from Spokane did another, dubbing it and mailing a copy by air to our stations...

Radio men from KBYR Anchorage also met us but found the only source for AC 110 was tied up. Later, however, several of the people in the Alaska flight party did a studio interview and a fine recording was made.

We soon found out who had the AC tied up. It was Jack Borgess.

Jack Borgess (1) interviews Mr. Phillips as his plane lands at Elmdorf Air Force Base.

Charlotte Valley co-op farmers...decided more people should know, first hand, about the fine vegetables grown up there. The result was a large case of food stuffs, including a letter to the Charleston Chamber of Commerce all brought back as a "bomb" load, with appropriate remarks to bring home the point that this could be a bomb.

The whole proceeding at Anchorage was taped and montaged by Jack Borgess and his cohorts into a half-hour show that is now on wax. Broadcast, it is more than a coverage of events of interest to our listeners. It becomes a living thing which will take them right to Anchorage, Alaska, and make them feel closer to these people who may be the citizens of the 49th state.

This Anchorage is a great place...We drove with Bob Atwood over miles and miles around the city quartering it like hounds in a thicket.

The central part of town has many snug, comfortable houses, houses that cost a great deal more than larger, finer ones in the states. But new people are coming all the time. Men come in, go to work, throw up a shack, live frugally, send their money home. When enough has been saved, they add a room, and send for their wives. Real estate "developments" are all over the place.

The Chugach Range of mountains look near, but are 14 miles away. Intervening land is now government reservation. It is the hope of Mr. Atwood and others that much of this will be released, as this is the logical direction for expansion of Anchorage. There are no statistics—people buy a piece of land or "lot" and erect any kind of dwelling they wish or can. No building permit is necessary.

In the business section there are some fine buildings but there are many that are Topsies. They "just grew," and now they are so val-

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COVERAGE at Low Cost of YOUNGSTOWN O H I O's 3rd MARKET with WFMJ-WFMJ-FM ABC

Population ........................................ 520,300.
Retail Sales (Est. 1947) ....................... $406,090,000.
"Copyright 1946, Sales Management Survey of Buying Power"

ASK HEADLEY REED

BROADCASTING • Telecasting
uable on a rental basis that the owners just can't bear to tear them down to rebuild. I saw one like that for which the owner had refused $40,000. You should have seen it! But he gets $12,000 a year rent. He can't bear it down.

Bob Atwood said it was one of the many problems arising from the rapid growth for which there seemed to be no immediate answer outside of a fire. But we both agreed that it would have to be a civic-minded fire which would know where to burn and where to skip to avoid damage to such buildings as that seem to be completed by the Midnight Sun Broadcasting Co. This building, which will house the studios of KENI, is costing $1,000,000. It will seat 1,000, giving it just about the highest per seat cost of any theatre in the U.S.A.

Three Commercial Outlets

KENI is one of Anchorage's three commercial radio stations... They get along all right, too. KFQD is the oldest—about 14 years in existence. Its studios and offices were built downtown. It is one of five stations owned by the Alaskan Broadcasting Co. and over which some of us did a morning broadcast. [Stations in Anchorage, Fairbanks, Seward, Nome, and Ketchikan.

No longline service being available, simultaneous broadcasts would be re-broadcasts. Too, as with network programs, such as KFQD has, records are flown to the various points.

KENI and KFQD are 5 kw. The third, KBYR, is 250 w, and is owned by the fabulous Keith Capper who arrived in Alaska eleven years ago in what, I have heard, were very lean financial circumstances. His first enterprise in Anchorage was the Club Lido—now the Auleian Gardens, where, incidentally, the Rotary lunched.

A marvelous ten-lane bowling alley followed. It is a beauty. The Auleian Conservatory of Music and the Auleian Art Shop are his, as well as other enterprises.

KBYR took the air June 15, 1948. Its fine new offices and the studios are now under construction. Marlin Smythe, known in radio as Vern Mack, was hired as manager and was given carte blanche to bring up his own crew, including Merlin Matheny, production, Miles Burpee, commercial manager, Bob Kahle, and, for commercial art and promotion, Robert White, all with long experience.

Radios Needed

In a vast, wild country like Alaska, two modern inventions are absolutely essential to the swift development—airplanes and radio.

People fly everywhere. There are many small lakes and other water surfaces for landing ships equipped with pontoons in warm weather, skis in winter. The Rescue Mission from Elmendorf is always alert and on the job, and has plenty to do. Recently a plane crashed in a swamp. Ammunition aboard exploded. The Rescue Mission helicopter went out, settled down at the scene of the crash, picked up the injured man, flew to Anchorage and set him down directly in front of the hospital door!

You don't send telegrams from this vicinity. You send radiograms.

Men will go anywhere—anywhere there is something they want—or if they just think there is something there they want. Or just to see what is there. And when they go, they will fly as far as they can, and they will carry radio with them.

Radio Roanoke Switches From 1490 kc to 1240 kc

A CHANGE in frequency was effected last month by WROV, AM outlet of Radio Roanoke Inc., Roanoke, Va., as the MBS affiliate switched from 1490 kc to 1240 kc.

Heralding the move, WROV broadcast the Shaughnessy play-offs of the Piedmont Baseball League held in Roanoke and Lynchburg, Va. They were fed by FM in cooperation with WWOD Lynchingburg.

Radio Roanoke also operates WROV-FM, which transmits on 103.7 mc, Frank M. Koehler, formerly with NBC New York, is general manager of licensee.

WMNE, KSTL - FM Are Relinquished

THE LICENSE of WMNE, Yankee Network's FM station on Mt. Washington, N. H., has been canceled by the FCC at the request of the licensee. In another action, the construction permit for KSTL-FM St. Louis, Mo., was canceled on request of Radio St. Louis, permittee.

No reason was given by the Yankee Network for relinquishing its license for WMNE. However, it is felt that the high cost of operating the remotely located transmitter, plus the fact that it would have to suspend low-band operation on Dec. 31, to date set by the FCC for all stations to move or stop operation on the band, prompted the move. A high and low band transmission was maintained until return of the license.

Yankee Network is reported to have spent over $2,000,000 in the development of FM stations, with little, if any, return. The owner is not expected, however, to give up any of its other FM outlets, all of which are located in more accessible spots and serve areas of greater population.

The Mt. Washington site will be held by Yankee Network for possible use in the future if it decides to use it for FM, TV or some other purpose.

Radio St. Louis did not state the reasons for returning its permit.

A television application also was dismissed on the request of the applicant. Greensboro Broadcasting Co., licensee of WGBG Greensboro, N. C., for which it is seeking an increase in power, and permittee of WGBG-FM, gave no reason for the dismissal request.

McConnell Buys Minority Interest in New WANE

C. BRUCE McCONNELL, president of WHBU Anderson and WHOT South Bend, Ind., and former owner of WISH Indianapolis, has acquired an approximately 20% interest in WANE, new Fort Wayne station on 1450 kc with 250 w.

He bought the stock of Charles A. Sprague at a price understood to represent Mr. Sprague's investment in it. WANE is headed by Merlin H. Smith, former Washington Civil Service investigator, who holds control jointly with the other stockholder, Glenn R. Thayer, formerly of WOWO Fort Wayne.

Loyola Games on TV

ASSOCIATED Tidewater Oil Co., San Francisco, is sponsoring the seven home games of Loyola College, Los Angeles, on KTLA (TV) Hollywood. Agency is Berman & Co. Games were originally to have been telecast by KLAC-TV but negotiations fell through at last moment.

MEMO to: REGGIE SCHUEBEL, DUANE JONES:
The Mueller Maccaroni 12 noon Saturday night with a rating of 6.5* is one of the top ten Saturday local shows in Cincinnati. * Pulse July-August 1948

50,000 WATTS OF SELLING POWER ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson
WCKY
CINCINNATI

BROADCASTING • Telecasting

October 4, 1948 • Page 77
September 24 Decisions

BY THE COMMISSION

WADE-FM Atlanta, Ga.—Granted request for waiver Sec. 3.357 of Rules while noncommercial educational FM station WADE-FM is programming for in-school listeners.

Date Extended

Adopted order extending to Dec. 1 required date of use of FCC Forms 301, 302, et al. (Docket 9756), as revised June 16, as it appears these forms cannot be distributed to public in time to begin their use by prescribed date of Oct. 1.

Hearing Continued

Hudson Valley Bstg. Co., Inc., et al., Albany, N. Y.—Continued indefinitely consolidated hearing scheduled for

Sept. 27, on TV applications for Albany-Troy, N. Y.

BY THE SECRETARY

WING Dayton, Ohio—Granted to make changes in DB and mast FM antenna on top of DB tower; cond.

FCC Construction

WFUV Fordham U., New York—In report dated Sept. 21, item relating to WFUV should have shown action was taken by Commission on Sept. 17 instead of by Secretary, and should read: Granted temp. extension of license for noncommercial educational FM station to Dec. 1, 1948, pending receipt of application for renewal.

ACTIONS ON MOTIONS

By Commissioner Hyde

Indianapolis Bstg. Co., Indianapolis—Granted petition for leave to amend

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Exact Measurements of any time

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94 Broad Street, New York 4, N. Y.

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Portland 11, Oregon

George P. Adair
Radio Engineering Consultants
Executive 3851 1823 M Street, N. W.
Executive 1280 WASHINGTON, D. C.

Lee E. Baker
Consulting Radio Engineer
FRITZ BAUER, Associate
256-260 Lunders Blvd.—P. O. 3391 SPRINGFIELD, MISSOURI

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Base—ground systems—transmission lines, painting, erecting, dismantling etc.
25 Willard Ave.
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Phone 3-9546—Paciente, Ill.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

K. O. Walker
Engineer
Reese Steel Erection Co.
"Engineered Erection of AM FM TV Towers & Antenna Emergency Repair Service
419 Grand Traverse St.
Flint, Michigan

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Flint, Michigan

TV application to show revised trans. site.

KSON San Diego, Calif.—Granted petition for leave to intervene in hearing before FCC.

The Troy Record, Troy, N. Y.—Granted petition to continue without prejudice TV application.

WDAD Tampa, Fla.—Dismissed as moot petition requesting review of July 21 action of motions Commissioner continuing consent hearing on applications of KGO et al.

Abb. F. More, Decatur, Ill.—Granted petition to enlarge issues in re application of KDKB and TV station and said issues were amended to include: 1. “determination whether the suggested KELD site is available as a transmission site.”

Christian County Bstg. Co., Taylorville, Ill.—Granted petition for leave to add Exhibits 2 attached to application concerning other radio interests of L. A. Andrick, Stockbridge.

Suburban Bstg. Co., New Rochelle, N. Y.—Modification request that Issue 6 of order designating application for license be amended by deleting certain portion relating to overlapping.

WLIR Brooklyn, N. Y.—Granted petition for extension of term of license to file opposition to petition filed by WVGO requesting reassignment of record in re Dockets 7674 and 7819, and that within which to file such opposition was extended to Sept. 30.

KPCP Pasadena, Calif.—Granted petition to accept late written appearance in Docket 153.

Drivers Journal Pub., Chicago—Granted petition for continuance of consent decree in application presently scheduled Oct. 4, and same was continued indefinitely.

Harrisons Bstg. Co., Harrisonburg, Va.— Granted leave to petition to amend application and other relief.

September 24 Applications

ACCEPTED FOR FILING

KFRK Sacramento, Calif.—Mod. CP increase power, etc. for extension of construction permit.

License for CP

WABB-FM Tulsa, Okla.—License to cover new FM station.

Modification of CP

KNOD Des Moines, Iowa—Mod. CP new FM station for extension of construction date.

WISE-FM Asheville, N. C.—Same.

WEMP-FM Milwaukee—Same.

License Renewal

WCBX-FM New York—License renewal application.

WFUV New York—License renewal application.

WDSU New Orleans—License renewal AM station.

TENDERED FOR FILING

AM—1400 kw

WSBV Bannettville, S. C.—CP Install booster station to be operated synchronously with WSBS on 1400 with 250 w.

September 27 Applications

ACCEPTED FOR FILING

KOB Albuquerque, N. M.—Extension of CP to operate on 770 kw- 50 kw-D/U, for period beginning 3 a.m. (EST) Dec. 1.

AM—1450 kw

WATO Oak Ridge, Tenn.—CP change frequency from 1450 to 1460.

Assignment of License

KTAI Taylor, Tex.—Voluntary assignment of license from Graham Gilla Condey, Dr. Raymond Garrett and Ross Ford, partnership d/b/a Gilla-Condey Broadcasting Co., to Graham Gilla Condey, Dr. Raymond Garrett and Ross Ford, partnership d/b/a Gilla-Condey Broadcasting Co.

License for CP

WATL Atlanta, Ga.—License to cover CP new station.

Modification of CP

KSUR Cedar City, Utah.—Mod. CP change frequency and power. AMENDED to change hours from D to 11 am and to D at N.

License for CP

KLC-FM Denver—License to cover CP new FM station.

WMAI-FM Washington, D. C.—Same.

Modification of CP

WAND-FM Canton, Ohio—Mod. CP new FM station for extension of construction date.

September 28 Decisions

BY THE SECRETARY

WEMP Milwaukee—Granted license for new vertical and antenna trans. location.

WHER Butler, Pa.—Granted license for changes in vertical and antenna trans. location.

KIOA Des Moines—Granted new station 940 kw for AM station.

LS DA station and specify studio location.

WPEF Van Nuys, Calif.—Granted new station 730 kw for AM station.

KM Kalamazoo, Mich.—Same—1340 kw.

WJLP Portage, Ind.—Same—1540 kw.

WMNH New London, Wis.—Granted CP inst. new trans.

WPIT Pittsburgh—Granted CP make changes in vertical and antenna FM station on AM tower.


WSVS Cleveland, Va.—Granted CP make changes in vertical and antenna FM station on AM tower.

WBAA Atlantic City— Granted mod. of CP to make changes in vertical and antenna FM station on top AM tower.

WABJ Atlantic City— Granted mod. to CP change type of trans. and app. of ant., trans. and studio location.

WJO King Stanley—Granted mod. of CP to change type of trans. and

Following were granted mod. CPs for extension dates as shown:

WLCN-TV Philadelphia, to 12-30, time of station.

WLCY-TV Painesville, Ohio, to 4-10-49.

WOMA Portland, Ore., to 11-24-48.

KCOM Sioux City, Iowa, to 4-10-48.

(*) On cond. that construction be completed or interim operation provided.

WGSI Greensboro, N. C.—Granted license for new vertical and antenna FM station on AM tower.

WHWI-Hammond, Ind.—Granted CP new vertical and antenna FM station on AM tower.

(Continued on page 86)
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Page Represented 1300 C 5000 fions dividing lg a
IOWA NS Symphonies and Operas.
Affiliate between rural rich market-rocking program time plus coverage and South Airport, high
SIAIIONS carries and urban listeners.
MC Ocatcs and Tulane almost equally
rgOOpG goods according to
Dallas was
Washington to listeners but states
Air Reserve Command has released a booklet reviewing
1300," said, "It's a Radio Campaigns and Copy, Writers Assn.
National Research Buys Four New Radio Shows FOUR properties of Radio Sales Assoc. Division of Publishers Div. have been purchased by the Merchandise Division of National Research Bureau Inc., Chicago, Frank Kendall, executive vice president of NRB, has announced.

Properties include a transcribed five-minute sport show, The Greatest of the Great, and three idea and copy services, Timely Pipe Bulletins, Script and Script Starters. NRB earlier this year purchased two other radio series, Temptations, heard on 168 stations, and Stardust Stories, aired over 51 stations.

NRB has added a 50-page sales kit, comprising more than 150 pages each month, to supplement its "Radio Campaigns and Copy Writers Service" and "Thot Starters." The kit, introduced at the request of stations for a separate service for the sale of its products, consists of tested successful program ideas with cue sheets, and is merchandised for small and medium cities.

FM-FED STATEWIDE AM NET STARTS IN OKLA.
OKLAHOMA Group Broadcasters, a new type of regional network comprising eight basic AM stations and several supplemental AM outlets fed entirely by a single FM station, got underway Sept. 27, Mathew H. Bonerbrake, general manager of the new organization, announced.

Key origination point for the network's programs is KOXY-FM Oklahoma City, using a 935-kw signal and radiating a 70-kw signal.
The basic AM stations in the network are those of which have FM affiliates are KOXY Oklahoma City, KAKC Tulsa, KCCR Enid, KSAB Lawton, KYSO Ardmore, WBZB Ponce City, KWON Bartlettville and KMUS Muskogee. Supplemental stations include KSMI Seminole, KSPI Stillwater, KSEO Durant, KWO Chickasaw, KKHU Altus, KHRD Duncan, all in Oklahoma.
The network, owned and operated by Plaza Court Broadcasting Co., Oklahoma City, plans to honor all Oklahoma and Oklahoma A. and M. sports events. A state-wide news setup also has been organized, Mr. Bonerbrake said. The Walker Co., has been engaged as network's national representative, but national availability will not be open until Nov. 1.

Election Ordered SECRET BALLOT election within 30 days among technicians a' WNBC Flint, Mich., and radio engineers and technicians at WJLJ and WJLB-FM Detroit to determine if they want the Detroit chapter of the National Assn. of Broadcast Engineers and Technicians to be their collective bargaining representative was ordered by the National Labor Relations Board. The Flint and Detroit stations are owned by Both Radio Stations Inc. The NLRB decision was handed down by the three member panel of NLRB, who voted to certify workers, Paul M. Her- zog, chairman, Abe Murdock and J. Copeland Gray.

KGW and KGW-F PORTLAND, OREGON COMPLETE SCHEDULE SIMULTANEOUS SERVICE REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
**CHICAGO RADIO GETS SET FOR CHEST DRIVE**

MORE THAN $300,000 worth of free radio time and talent is expected to be given by Chicago stations in support of the city's Community Fund campaign, which starts Oct. 11, according to Fairfax M. Cone, head of the campaign public relations committee and chairman of the executive committee at Fox, Cone and Belding, Chicago.

All Chicago stations will carry daytime and evening spot announcements urging Chicagoans to contribute to the fund, and several have programmed 15-minute and half-hour shows, Mr. Cone reported. Radio chairman for the drive is Robert J. Scott, partner in Schwimmer and Scott agency, Chicago, who helped organize radio cooperation at a recent meeting of station executives.

WBBM will begin the campaign Sunday night with a half-hour show. The following night WMQK will present a half-hour show. On Tuesday WENR will feature a 45-minute documentary, explaining activities of agencies operating as a part of the fund. Fifteen-minute series, Adventures of the Red Feather Man, will be broadcast on WLS, and other 15-minute shows will be aired on WJJD, WAAF, WCFL, WAIT, WSBC, WCRW and WEDC.

Chicago television stations—WBBK (Balaban and Katz), WGN-TV (Chicago Tribune) and WENR-TV (ABC)—have agreed to use 38-second spot trailers and the 10-minute Community Fund film, “Countertop Story.”

**Television**

GYPSY ROSE LEE, who is at least as ease when fully dressed, was making her particularized kind of history the evening of Sept. 26, but CBS was not there. CBS television had been broadcasting the entertainment at a meeting of the Air Force Assn. in New York's Madison Square Garden for more than an hour when it came Miss Lee's turn to perform. She had hardly begun her act when the video signal suddenly failed. While the audio signal, which continued to function, brought the television audience pleased whistles and excited yelps from the airman an announcer cut in to report that by unfortunate coincidence technical difficulties had developed in the video system. This is not censorship, he hastened to assure listeners.

**Boston Radio Course Offers On-Job Training**

FIELD WORK with stations in and around Boston will double class work this fall and winter for radio students at Boston U. Arrangements have been completed with seven stations, Prof. Samuel B. Gould, director of the radio division, announced, and approximately 45 senior and graduate students will spend a two-week training period with these stations.

Covering all phases of station operation, “procedures will vary in the separate stations,” Prof. Gould explained. “Basically the students will serve apprenticeship in the various departments, observing and studying program planning; promotion; publicity; advertising sales; features such as music, sports and news; organization; the general routine of a radio day, and the intricacies of program engineering.” Stations will report on each student’s work.

**Decision on WADC Defended by FCC**

Censorship Did Not Prompt Action, SCOTUS Is Told

FCC told the Supreme Court last week that its decision against WADC Akron's proposal to carry a complete daily network schedule was not censorship, but merely an application of the principles of the Network Regulations, which the Court has upheld.

Asking the Court to deny WADC's pending petition for review of the case, the Commission said WADC had admitted that a network contract encompassing its program proposals would run counter to FCC's network rules.

FCC continued:

But once this admission is made, petitioner's entire argument falls. For operation which is contrary to the public interest is no less so because the licensee waives to engage in an operation on his own volition rather than in accordance with law.” He hastened to assure listeners.

**WCHS**

Charleston W. Va.

**JOHNSON**

a famous name in radio

**BROADCAST EQUIPMENT**

Adjustable phase sampling loops Isolation filters Sampling lines FM and AM concentric lines Fixed capacitors Variable capacitors Phase sampling transformers FM Couplers Standing wave indicators Tapered loading filters Supports for open wire transmission lines Pressurized capacitors Neutralizing capacitors Fixed inductors Variable inductors Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.

WASECA, MINNESOTA

October 4, 1948 • Page 81
Help Wanted
Managerial

Wanted—Manager for Radio Station
XKLIP, Durango, Colorado. Must be fully versed with rules and regula-
tions. Give full particulars on qualifications.
J. S. Juan Broadcasting Company
Durango, Colorado

Opportunity for
Station Manager

All-round experience in management. Must be fully versed with rules and regula-
tions and have full knowledge of phone, magazines, and wire service. Good health is
classically required. Give background and ex-
pertise. Box 380, BROADCASTING.

Situations Wanted
Managerial

Paid— erstwhile manager with ex-
ceptional background, experience in
radio, television, and film. Will work
in any city. Box 15, BROADCASTING.

Help Wanted
(Cont'd.)

PAID ADVANCE—Checks and money orders only. Situation Wanted 100.
Western stations, all others 25 cents per word. $5 minimum. No charge for blind box
number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks
prior to issue date. Send box no. or

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.
BROADCASTING is not responsible for the return of application materials (trans-
scriptions, photographs, scripts, etc.) forwarded to box numbers.

FREE TRIAL RECORDING OF
COMPLETE PERFORMANCE

10" disc, both sides $4.00 for 12. $3.00 for 9. Satisfaction guaranteed.
MERELE RECORDING STUDIO
115 West 42nd St., N. Y. C.
DSC TAPE WIRE

Situations Wanted
Managerial

More than 14 years as salesman and commercial manager. Presently em-
ployed in sales department of a major television network. Interested
in combining experience, newness of equipment, and management position.
Please call 1000, 102.
Situations Wanted (Cont'd)

First class engineering positions wanted at progressive stations anywhere. Experience: Box 817, BROADCASTING.

Chief engineer or engineer up to kilowatt size. Top quality experience. Clarence Bauer, 409 S. Idaho, Butte, Montana.

Chief engineer, thoroughly experienced in construction and maintenance of broadcasting equipment. Thorough experience including 1000 and 500 watt stations. Excellent references. Available immediately. Married. Box 852, BROADCASTING.

Newspaper-announcer, veteran, 24 year commercial experience. Can operate board. Box 854, BROADCASTING.

Engineer, AM-FM. Wishes to go anywhere but south. Box 862, BROADCASTING.

Chief engineer—Experienced references, 8 year FM and TV experience. Box 860, BROADCASTING.

Program director—Experience in traffic and programming desirable opportunity to learn more about same. College graduate. 26, single. Presently employed. Box 847, BROADCASTING.

Newman-announcer—Fully experienced, complete writing. Box 847, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors who work with personnel we furnish.

Desired conducting woman's program. Short on experience, long on ability, ambition. Valuable experience administrative aspects of radio. Northwestern University, graduate. Permanent, fulltime position desired. Prefer Santa Barbara, California coast. Box 873, BROADCASTING.

Employment Services


PERSONNEL

RADIO AND TELEVISION
Station Manager— do not answer this ad.

The Best Available Positions Filled Nationaly Advertising Personal Services

Pers. Ref. Required

HARLAN ROSS
11 E. 8th St., N.Y.C. 2, N.J.

For Sale

Stations

Fulltime 350 watt station in Florida. Only station in this Florida market. Terms can be arranged. Only qualified parties need answer. Box 813, BROADCASTING.

Daytime 100 watt with time sales over $200,000.00 this year, located in major market. Fine opportunity for million dollar businessman. Terms may be arranged to acquire controlling interest. Box 804, BROADCASTING.

Equipment, etc.

For sale—Two complete 109A reproducer groups with two extra 8A reproducers, excellent condition. Will give you dual space reproducers at far less than the new cost without the spares. Broadcasters net $600.92. A rare bargain! Box 811, BROADCASTING.

For sale—One used 185" Winchenger complete with two complete lights and guy wires for immediate shipment. For complete details write Radio Station WGAJ, Cedartown, Georgia.

RCA console with power supply for sale $500 (present list price $1,175). Used temporarily while waiting delivery of custom built console. In same working condition as new equipment. Wire or write Station WPJO, Green Bay, Wis.

For sale—Whursie tower 435 ft. self-supporting, sectionализed 169 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed, $4,875.00 t.o.b. storage site Lincoln, Nebraska. Radio Station KPAB.

For sale—Raytheon RF-210—250 watt FM transmitter. Practically new and fully guaranteed. Used for interim operations now on full power. WMDB, Peoria, Ill.

Raytheon 220 watt transmitter complete with spare of tubes. This transmitter has been in operation for two years and has not lost any time. Also composite studio console. Reason for sale is to increase in power. Save yourself some money. For details contact KCVN, Locel, California.

For Sale (Cont'd)

Equipment, etc.

Leihig Tower, 187 ft. self-supporting. $450 takes it, WINS, Bridgeton, N. J.

PLAY BACK

Hollywood Transmitter, professional model, portable, dual spaced, separate dynamic speaker. Eliminates tubing and still head, connections for P.A. and microphones, individual controls, radio board. 1957 model, equipped with all accessories. Microwave included. $350.00 takes it. Box 856, BROADCASTING.

WANTED

To buy experienced station manager interested in buying all or part interest in central coast small market station and managership of same. Box 893, BROADCASTING.

Wanted—O. I. Flyer motor model 818 double field two speed; also Blue Flyer model E. Contact W. Dacosta, Sound Dept., WOR, N. Y.

FM EQUIPMENT

Wanted—Complete used equipment for FM station—for 5 kw transmitter, matching power amplifiers, antenna and turnstiles. No antenna or tower needed. Box 768, BROADCASTING.

Local station in South Texas, Lower California, and Hawaiian Islands for sale. Experienced manager or qualified party ready to take over. Box 818, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS SELLERS
Lis Wie, 5k

Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
2035 16th St., N.W., Washington 9, D. C.

LATE CLASSIFIED

Help Wanted

Wanted—Salesman for active local market, Pennsylvania. Honesty, personal- ity and ability to think more important than long experience. Reply Box 895, BROADCASTING.

Technical

Instructor to teach television receiver installation and maintenance. Full details first letter. Address Box 897, BROADCASTING.

Midwest Single Station Market Opportunity

The most powerful station in its area and the only station in a very attractive and progressive medium-size city.

This property is being operated profitably, gross and net are increasing and the facility has an outstanding opportunity for development that will definitely increase its value. Price $75,000.

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTOH, D. C.

DALLAS

SAN FRANCISCO

Radio Station Brokers

Personnel

Radio & Television

Station Manager—do not answer this ad.

The Best Available Positions Filled Nationaly Advertising Personal Services

HARLAN ROSS
11 E. 8th St., N.Y.C.—E. 42-926

RADIO STATION BROKERS

WASHINGTON, D. C.

6232 16th St., N.W.

1011 New Hampshire Avenue, N.W.

233 Montgomery St.

132 S. 13th St.

236 W. 25th St.

142 South Broad St.

1371 Center Ave.

Exdbrook 2-5672

October 4, 1948 • Page 83
**WAGA's Affiliation With CBS in Effect**


The former Mutual affiliate in Atlanta, WGST, owned by Georgia Tech, simultaneously switched to Mutual, which dropped WATL. John F. Kinn is general manager of WGST, which operates with 5 kw day and 1 kw night on 920 kc. WATL, now operating as an independent, is owned by Atlanta Broadcasters, Inc., and J. W. Woodruff, sr. president.

**KFBK Sacramento Now 50-kw Outlet**

Outphasing System of Modulation Used in New Transmitter

KFBK Sacramento, Calif., key station of the McClatchy Broadcasting Co. network, on Oct. 2 increased its power to 50 kw. The station went on the air Febr. 2, 1922.

To mark the power jump, KFBK originated a coast to coast broadcast, which was carried by ABC, CBS, and Mutual. The station, which is owned by Harry Childress, candidate for Vice President, was a speaker.

KFBK's transmitter employs a type circuit developed originally by Harry Childress. Most high powered French stations use it. It is called the outphasing system of modulation. Engineers of the McClatchy Broadcasting Co. call it phasing to amplitude modulation.

The advantages of this type of circuit are that high power output, ex existing station facilities and low power consumption are obtained with a relatively small, compact plant.

The new KFBK transmitting equipment embodies many features not found in the original French design. Negative feed-back, a distortion reducing circuit, thinned filament high power tubes and many other American developments are incorporated to make the KFBK transmitter one of the most modern in the country.

**Karns' New Rays Are Successful**

**JERRY FAIRBANKS HEADS TELEVISION ZOOMAR CORP.**

**TELEVISION ZOOMAR CORP.**

**NEW YORK CITY**

**HURRICANE**

AS FLORIDA continued the job of cleaning up last week after the hurricane had spent itself in the Atlantic, additional reports were received from stations in the area struck by the storm. Several public service activities and expanded news coverage under conditions made difficult by broken power lines and toppled transmitting towers [BROADCASTING, Sept. 27]. WKAT Miami Beach, although forced to rely on emergency power for 20 hours, maintained a continuous vigil for 48 hours during the hurricane, according to A. Frank Katzentine, president of WKAT Inc. The station broadcast the latest news in the Hurricane bureau, and fed a local storm commentary to MBS and provided local telephone communication to residents without power.

In Coral Gables radio and newspaper cooperated in news coverage and public service announcements. When a warning came of the storm's approach WBAY set up a microphone in the Riviera Times office for direct broadcasts of latest information from Times news staff and from WPB wires. The WBAY special events department, using a taxicab specially equipped with two-way FM radio, cruised within a 25-mile radius of Miami, interviewing disaster workers and describing conditions at the height of the storm. The broadcasts were carried direct.

While operating on auxiliary power both at studio and transmitter WBAY prepared and beamed to WMID Atlantic City three 15-minute hurricane broadcasts.

**JERRY FAIRBANKS HEADS TELEVISION ZOOMAR CORP.**

**TELEVISION ZOOMAR CORP.**

**NEW YORK CITY**

Jerry Fairbanks Heads Television Zoomar Corp.

TV Zoo was formed in New York for manufacture and sale of Zoomar television and motion picture camera lenses. Officers are: president, Jerry Fairbanks; secretary, Jack Pegler; treasurer, Dr. Frank G. Back.

The recently-developed Zoomar lens permits telecasting or photographing of scenes at any focal range without moving camera or changing lens, while retaining complete continuity.

**Iowa Stations Organize AP Broadcasters Group**

FORMATION of Iowa AP Broadcasters from representatives of the state's radio stations who receive Associated Press news reports was announced last Monday.

Paul Loyet, vice president and resident manager of WHO in Des Moines, was named head of the new organization's executive committee. Other members elected were Ben Sanders, president and general manager, KICD 590; Jim Bormann, WMT Cedar Rapids, and Ralph Childs, KMA Shenandoah. Mr. Bormann and Mr. Childs are news editors.

Fifteen stations were represented at the organizational meeting.

**Early Bird**

ALTHOUGH Christmas is almost three months away, WING Dayton, Ohio, is promoting its Christmas business with a tele gram sent to over 200 sponsors and potential sponsors. The wire, signed by Adna Karns, station manager, only states that now is the time to sign for best availabilities. Regular Western Union Christmas blanks set the scene for the greeting cards, the station reports a large number of contracts have already been signed.

**NBC, CBS Ready Video for Elections**

UNITING news-covering facilities to televise highlights and results of the Nov. 2 national election, Life Magazine and NBC-TV will motorize the video corporation that started with coverage of the political conventions, it was announced by Andrew Heiskell, publisher of Life, and William F. Brooks, NBC vice-president in charge of news and international relations.

The NBC news and television staffs and Life journalists will highlight activities with interviews, views from major party headquarters in New York and Washington, periodic resumes and interesting sidelights.

Chief commentators on the telecasts will be Ben Grauer and John Cameron Swayze. Program will be on NBC's East Coast Television Network.

**NASH Motors to Sponsor the Election Coverage on CBS-TV**

NASH Motors will sponsor the election coverage on CBS-TV as well as on the AM network, Columbia Broadcasting System.

Video coverage is to start at 8 p.m. election night, Nov. 2, and continue until the outcome is ascertained. CBS stations in the U.S. will telecast the election coverage, from WCAU-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WNAC-TV Boston. Overall television coverage of the elections will be coordinated by Edmund A. Chester, director of news, special events and sports for CBS-TV. Geyer, Newell and Ganger, New York, is the Nash agency.

**Canadian Meeting**

BROADCAST advertising will be featured in two talks during the forthcoming annual meeting of the Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Oct. 27-28. Al MacKenzie, All-Canada Radio Facilities Ltd., Calgary, speaking for the Canadian Assn. of Broadcasters, will highlight "How to Use BMM Effectively," and an official of the Bureau of Broadcast Measurement, Toronto, will discuss "New Uses of BBM Reports." Both talks will be given on a afternoon of opening day.
TOA Seeks to Ban TV's Use of Film

RECOMMENDATIONS that the movie industry refuse to release full-length motion pictures for use on television and that theatre operators study establishment of a distribution system which would make special TV events available to theatres exclusively have been made to Theatre Owners of America. They were voiced at the group's closing convention session Sept. 25 in Chicago's Drake Hotel by the television committee, headed by Arthur H. Lockwood of Boston.

Mr. Lockwood and his associates also suggested that theatre operators acquire television interests because "TV may be used extensively as a medium of advertising motion pictures in theatres" and because "a system may possibly be evolved whereby movies can be shown over telephone, or other lines, for a fee," with the film program being supplied by the local station. The committee also recommended that movie producers experiment with the use of video trailers as part of their national publicity campaign before picture releases, and that they work with the National Screen Service in studying the possibility of making trailers "especially produced for television, these trailers to be rented by theatres which would then purchase time to show them on video."

Associates of Mr. Lockwood suggested that TOA request presidents of production and releasing firms to state their position on the proposed ban of full-length films for video use. Recommendations were made after conventioners heard talks on television by Marcus Cohn, Washington attorney, and Wayne Coy, chairman of the FCC.

Chicago TV Sets

TELEVISION sets in the Chicago area as of Sept. 24 numbered 33,815, an increase of 786 since the previous week, it was reported by Chicago’s Electric Assn. last week. Of these, 26% were installed in homes, 14% in public places and 4% in dealers’ showrooms.

Oscillator Warning

FCC has issued a warning that the use of a phonograph oscillator to cause interference to "a disagreeable neighbor" who operates his radio set too loud may result in a maximum fine of $10,000 or up to two years’ imprisonment. Operation of phonograph oscillators comes under FCC rules and may be done only by licensed operators, the Commission explained in a letter to the New York Daily News, which had carried an article suggesting that an oscillator might be used to persuade a neighbor to operate his set normally.

RC Cola Buys Georgia Games on State Network

ALL football games of the U. of Georgia this year will be carried, for the 11th consecutive year under the same sponsor, Royal Crown Cola (soft drink), by the Georgia State network, it was announced last week.

WRLB and WRLB-FM, CBS-operated Columbus outlets, will originate the broadcasts. Twenty-two stations will carry the games. Play-by-play accounts will be given by George Theeringer, assisted by Hugh Bates and Joseph A. Gamble, chief engineer. Some of the stations will rebroadcast the program received from WRLB-FM, Jim Woodruff Jr., executive manager of the originating stations, announced.

GE Signs 52-Week Video Deal for ABC ‘Stop Me’

GENERAL ELECTRIC Co., Syracuse, has signed a 52-week contract with ABC- TV to sponsor ‘Stop Me If You’ve Heard This One.’

The GE contract is the first of its length to be received by ABC for its video facilities, the network said. Mazon Inc., New York, is the GE agency.

Production

MANNING OSTROFF, former producer for NBC’s “Edith Can’t Dance” and “rejoins show in same capacity, replaced George Vezo, resigned,” according to WXYZ Detroit producer. In the three years the producer was with the network, he has been associated with television production and broadcasting. He is now in the third midwest video outlet which makes its debut Oct. 9. Mr. Pival, who worked previously in AM and TV in Detroit, has studied television two years with Paul M. H., an NBC network executive, and HELEN WALD, writer for ABC “Saturday Night at the Movies,” has joined WAB, new Chicago FM station, as announcer and continuity writer.

JULIE BENELE, formerly the “Bally Andrews” beauty consultant with Waltham, Winchell’s program, has been appointed director of women’s activities at WFAA Dallas, Texas. She will conduct her own Monday-Friday program covering women’s activities.

NELSON KING WCKY, Cincinnati, Ohio, disc jockey is the father of a girl, Jeanette Lynne.

JACK BAKER has joined program department of KCMM-Wabash, Ind., as afternoon-to-half-hour program show. "Start the Day Right," and also on his own 15 minute "Jack Baker Show," which has carried this program.

BILL MCKAY, formerly with WCOM, Parkersburg, W. Va., and assistant in radio department of Ohio U. in Athens, has joined WPDX TV in Murfreesboro, Tenn., as musical director. He also enceacs half hour jazz show called "Let’s Face It" on WFXD.

San Diego

PUT YOUR PRODUCT IN BEST POSITION

ON THE STATION WITH BEST POSITION

1000 watts 550 kc

BABY AMERICAN NETWORK

(Pacific Coast)

SANDIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

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Feature of Week (Continued from page 10)

one sound man, one producer, four announcers, one studio announcer, two walkie-talkie operators, one video technician and one studio projectionist.

When KDYL-W6XIS decided to undertake the coverage, the first step was to choose the set of eyes to be covered, since it was impossible to drive the mobile unit at random over the golf course. Decision went to the 18th fairway, from tee to green as the one that would give not only the most dramatic picture, but also the most comprehensive tournament coverage.

As each player appeared on the 18th tee, he could be immediately identified to the TV audience, along with his current score and his relative place in the standings. As the TV cameras followed him down the 425-yard fairway, the audience could keep an exact tab on his individual score.

To accomplish the 425-yard tee to green coverage, the station mounted one four-turreted image orthicon camera on a scaffold 250 feet down the fairway, using the telescopic lens to pick up the drives off the tee. This left, for the average drive, an excellent medium range picture of the player making his spoon shot.

The second camera was mounted atop the top of the television truck.

Praise From Herman

COMMENDATION for the manner in which WCON, Atlanta Constitution station, covered the Georgia election, appears in a weekly paper of winning candidate, Herman Talmdge. “In many instances,” said the editorial, “WCON was on the air with important news of the election as much as an hour before its competitors.” The paper praised Locust Grove, WCON news editor, along with Ralph McGill, Constitution editor. “We think that the job done by WCON was by far the best radio coverage ever given an election in Georgia,” the editorial concluded.

FCC Actions (Continued from page 78)

WSCR-FM Jefferson, Wis.—Granted request to cancel CP new FM station.

Following were granted mod. CPs for extension of completion dates as shown: WPRH-FM Wisconsin Rapids, WI; WPLF-FM Ogdensburg, N. Y.; WQBE-FM Sen Antonio, Tex. (I. to 11-14-45); WPFM-FM Long Branch, N. J. to 11-14-45; KFRT-FM Wichita Falls, Tex.; KEAP-FM Macon, Ga., to 11-18-45; WVRN-FM Providence, R. I., to 11-14-45; KBNC-FM San Bruno, Calif., to 11-22-45; WBN-AM Richmond, Va., to 11-14-45; WACE-FM Springfield, Mass., to 11-4-45; WJAY-FM Raleigh, N. C., to 10-28-45; WLEE-FM Richmond, Va., to 11-14-45; WPMK Crawfordville, Ind., to 12-30-45; KOIN-FM Portland, Ore., to 11-14-45; KRMD-Shreveport, La., to 11-14-45.

On cond. that construction be completed or interim operation provided for this station.

WCFL-FM Chicago.—Granted mod. CP for extension of completion date to 11-14-45.


WFOF Hattiesburg, Miss.—Granted license new FM station 99.7 mc 30 kw 300 c. WFXF-FM, Poplarville, La., to 11-14-45.


KQVL Greenville, Tex.—Granted CP makes changes in tower. WDKS-AM Champaign, III.—Granted CP reinstates CP 1600 kc 250 w unti. WBFM-CB Urbana, Ill.—Same—1400 mc 10 kw 1000 c.

WLNA Peckville, N. Y.—Granted mod. CP for approval of antenna and tower location, and to specify studio location.

KTRN Wichita Falls, Tex.—Granted mod. CP for change of tower and studio location.

KQKL Klamath Falls, Ore.—Granted mod. CP for change of tower and studio location.


WiCT-FM Charleston, S. C.—Granted license new FM station.

WYES New Orleans, La.—Granted li- cense new station 1610 kc 250 w unti. Columbus, Ohio.—Granted mod. license new FM station 1600 kc 250w 20 kw.

KICM Mason City, Iowa.—Granted CP makes changes in tower. KEPM Midcontinent Beestco, Inc., Sioux Falls, S. D.—Granted request to cancel CP new FM station.

WIRE Commander Industries, Oak Park, III.—Granted request to cancel CP new FM station.

On All Accounts (Continued from page 10)

for the agency. The latter account uses spot announcements for both its tissues and dinner napkins.

Eversharp sponsors Take It or Leave It on CBS and a part of the show’s program, which Phil also acts in advisory capacity to the Emerson Radio account which is sponsoring Ed Sullivan on CBS-TV.

The Hinerfelds were married in 1931. They have three children, Joey, 15, June 7, and Stewart, five months old, and live in their own home in Rockville Centre, L. I.

Phil lists his hobbies as fishing, golf, cooking and amateur boxing. And he confesses that, for old time’s sake, he sometimes likes to sit down with a good four-in-hand and ponder dreamily the rewards that can come to a good haddershaw.

September 28 Applications

ACCEPTED FOR FILING

License for CP

KXGN Glennville, Mont.—License to cover CP new standard station.

WERK Fayetteville, Tenn.—Same.

WGEZ Beloit, Wis.—Same.

WTVZ Stevens Point, Wis.—Same.

AM—1340 kc

James Madison Beestco, Corp., Orange, Va.— Granted request to cancel CP new FM station.

WDY-FM, Santa Barbara, Calif.—250 w unam. AMENDED re stockholders.

License for CP

WKBJ Mayaguez, P. R.—Mod. CP for change of frequency, increase power, etc., for extension of completion date.

License Renewal

WYFL-FM Philadelphia.—License re- newal.

WBGG Newark, N. J.—License re- newal educational station.

License for CP

KFAM St. Cloud, Minn.—License to cover CP new standard station.

Modification of CP

KONG Alameda, Calif.—Mod. CP new FM station for extension of completion date.

WCOL Columbus, Ohio—Same.

KUGN-FM Eugene, Ore.—Same.

KFKJ-AM Ogden, Utah.—Same.

WDOD-FM Chattanooga, Tenn.—

KLLT-AM Longview, Tenn.—Same.

WPON Elizabeth, N. J.—Same.

KBTM San Bernardino, Calif.—Same.

KQFM-FM Bakersfield, Calif.—Same.

KCKN-FM Kansas City, Kan.—Same.

KCOL-FM Lafayette, La.—Same.

WTAG-FM Worcester, Mass.—Same.

WNBN Chicago.—Mod. CP new com- pletion date for extension of completion date.

KRW-DT Kansas City, Tenn.—Same.

TENDERED FOR FILING

AM—979 kc

WMOQ Brunswick, Ga.—CP change from 1900 kc to 1500 kc, power from 250 w to 1 kw, install D A-N, WMOQ-AM, New Hope.

WVFL Versailles, Ky.—Consent to transfer of all outstanding stock of licensee tocorp. to Scripps-Howard Radio Inc. (contingent on application for removal of WVLK from Versailles to Cincinnati.

FARM STATION? Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka

Broadcasting • Telecasting
THRILL SERIORS BORE YOUTH, SURVEY SHOWS

BLOOD-AND-THUNDER serials and superhuman deeds of daring — the lion's portion of radio programming for youngsters — only bore American youths between the ages of 10 and 16, according to a nationwide survey just completed by the Boys' Athletic League of New York.

Asked to select their favorite radio personality, the majority of the 20,000 youths polled by the league picked the amiable Jack Benny, who is hardly a match for Superman, with or without his deadly Krypto. Whooping whale actions is usually considered adult fare. Bing Crosby was a close second to Mr. Benny and Al Jolson third. Boys preferred Red Skelton and girls chose Bob Hope for fourth place.

Among radio programs preferred by the youngsters, Blondie led, with Jack Benny's show close beh- ind. Sam Spade, Detective, and Baby Snooks ran third and fourth.

The Lone Ranger, Dick Tracy, Superman, Boston Blackie, Fat Man, and other so-called thrillers, drew a smattering of votes, no more than 15.

The American Television Society will hold its first luncheon meeting of the 1948-49 season Oct. 5, at the Hotel Astor, New York. Subject will be "Program Plans of New York video stations for the New Season," and heads of New York video stations will outline plans.

UPON completion of his 25th year in organized baseball, Larry Gilbert (r), Nashville Volunteers' manager, receives one of Nashville's first television stations from WSM through its general manager, Harry Schuh, Jr., for one new Class B station, WYFR-FM, on the air within the year.

Gen. Sarnoff Addresses Jewish Group's Meeting

BRIG. GEN. DAVID SARNOFF, RCA president and board chairman, addressed a convention of the Jewish Theological Seminary of America in New York Sept. 27 on the occasion of the conferring on General Dwight D. Eisenhower of the honorary degree, Doctor of Humane Letters.

Stressing the need for inspired leadership in a civilization fast reaching a climax in the "race between adult fare and youth," Gen. Sarnoff hailed Gen. Eisenhower's record of "statesmanship, tolerance and humane- ness."

Gen. Sarnoff outlined four free- doms (from hate, prejudice, superstition and ignorance) as the keys to the world's problems of man's relationship with man.

WMIX, WMIX-FM NEW STUDIOS OPEN OCT. 5

NEW $120,000 studios of WMIX and WMIX-FM at Mt. Vernon, Ill., will be dedicated Oct. 5, with a special studio program and a three and a half hour stage show broadcast from the Granada Theatre. WMIX is on 940 kc, with 1 kw day- time; WMIX-FM is on 84.1 mc, with 15.7 kw.

As part of the operating plan, WMIX-FM will block program musical and dramatic shows on FM only between 7 and 9 p.m. It is estimated that there are over 50,000 FM sets in the area.

A reception will be held at 5 p.m. Oct. 5, in the new studios, with sponsors and agency representa- tives invited, according to John R. Mitchell, president of the Mt. Vernon Radio & Television Co., owner of WMIX and WMIX-FM.

TV Pool Coordinator

ROBERT JAMIESON, operations manager, WABD New York, will again act as coordinator of the TV pool pickup of the World Se- ries starting Oct. 6. Mr. Jamieson served in the same capacity last year when eight stations in Eastern Coast network comprised the pool. This year 19 stations in eight cities will take the feeds for the Eastern network, with possibly a midwest chain of nine stations in seven cities joining.

Only station saturating rich Western Washington market!
CHARLES S. KRO- LER, RUSSELL, J. W. flowers, N. Y., and CHARLES C. KAY- HART have been appointed directors of the companies for The Manhattan Corp., Co. Mr. Kroeker is in charge of western district, and Mr. Kayhart is eastern seaboard representative with offices in New York.

TELEVISION course of general public as well as for college students is available in Chicago this fall. The course will be taught by Professor E. J. Stassen, president of the University of California, and by Professor W. B. Johnson, executive secretary of the Federal Communications Commission.


ZENITH RADIO CORP., Chicago, has announced the appointment of John W. Kennedy as manager of advertising and sales promotion for the company's western division.

Crosley Corp. Schedules 175,000 TV Sets for '49 Crosley Corp. will produce more than 175,000 television receivers in the next year, accounting for a total dollar volume of $57,000,000, according to Raymond G. Magruder, president of the company. The figures were announced at a meeting of the New York Security Analysts.

Crosley is expanding its manufacturing facilities this month to turn out the complete line of 10,000 monthly. We are estimating that approximately 1,500,000 television receivers will be produced by the company in 1949, and that the total dollar volume of the 1949 production will exceed $57,000,000, according to Mr. Magruder.

Peter MacArthur, Radio Pioneer, Succumbs at 64 PETER MACARTHUR, 64, one-time program director of WOC Davenport, Iowa, and later program director of WOR New York, has died at his home in New York City. He was born in Chicago, Ill., on June 15, 1880. He is survived by his wife, Lydia Hupfer MacArthur, 66, and by his two sons, James, 37, and Robert, 32. Services will be held at St. James Church, 24th Street and Third Avenue, New York City, at 11:30 A.M. tomorrow. Interment will be in Flushing Cemetery, Queens, N.Y.

State Dept. Makes Operation Shifts THREE major changes in operations of the State Dept.'s "Voice of America" were scheduled to be made effective over a period of a week, it was learned last week.

State Dept. officials announced that the first change took place Sept. 26 as a result of domestic time changes.

All programs formerly handled by NBC and CBS were to have been taken over last Thursday by the government department. Officials indicated that about 127 employees of the network and subsequently cleared by FBI loyalty checks, would be added to the State Dept. staff.

Revisions in the program schedule were necessitated yesterday (Oct. 9) to accommodate worldwide time changes. In the past, the State Dept. planned to increase its program, when BBC relay, from 9 to 10 ½ hours to Sunday shifts in broadcasting to Latin American countries. It was also announced that some minor language broadcasts to the Far East were being dropped until the Department has passed through its transition period.

Plans to reinstate this December a practice abolished the preceding December was announced. A total of 35,000 printed program schedules for December will be mailed out at the end of October. Mailing of all programs is scheduled to then proceed on a regular basis.

Azcaraga Featured EMILIO AZCARRA, Mexican "tycoon," and controller of a chain of 50 radio stations, is the subject of a piece in this Week, Sept. 26 issue. The story, by Richard Eng- lish, tells of how Senor Azcarraga set up a chain of events that eventually gained him control of 70% of the Mexican radio market, and ownership of XEW, Mexico's powerful, 250-kw station, in addition to other interests in Latin America.

KOZY Kansas City's Pioneer Station 10,000 Watts
FCC Actions
(Continued from page 87)

September 30 Decisions

BY THE COMMISSION

TV Suspension
Announced order suspending actions on all TV applications for new stations pending settlement of proceedings to determine validity of applications. (See story page 22A.)

Multiplex Facsimile
WAWA Enterprises, Inc. Granted request to transmit multiplex facsimile in accordance with Sec. 1.266 of rules for period of 30 days. (Action taken Sept. 16.)

Scheduled oral argument on Oct. 13 in matter ofcreateQueryBuilder conception of rules and regulations governing point of programs by standard and nonstandard stations.

Extension Granted
WIKK Erie, Pa.—Granted extension of program test for period of 10 days. (Action taken Sept. 29.)

Multiplex Facsimile
WAWA Enterprises, Inc. Granted multiplex facsimile service of 99 days to stations WPIL-PMPhiladelphia, WVOM-Baltimore, WSCR-Cleveland, WENT-Worces ter, WNNY New York, which Granted multiplex facsimile in accordance with Sec. 1.266 of rules. (Action taken Sept. 21.)

BY COMMISSION EN BANC

License Renewals
Following order granting station license renewal for period ending Aug. 1, 1952: KEVL-PM, WPM, WMOR, Balinbrink, Oh.; KICM Mason City, Iowa; WATT-W, WLS, WLW, W nesting Prescott, Ariz.; WWNS St. Louis, Mo.; WDRB Louisville, Ky.; WBOC-AM, Philadelphia, Pa.; WCCO-AM, Minneapolis, Minn.; WCVB Boston, Mass. Granted license renewal of CP for station WXYZ Detroit, Mich. Granted license renewal of CP for station WJZ Baltimore, Md. and granted thereto, adopted order waiving Sec. 3.304(a) of rules, removed from hearings and granted in part application for WPBS for. CP for city of Saginaw, Mich. and granted in stead of Chas A operation on Channel 2, lab. B, frequency 118.14, est. 533 ft. subject to ant. being oriented into slot in lab. B, frequency 118.14, so as to be in lab. B, frequency 118.14, and service to avert interference to WIZM, which is the antenna of the CP station.
At Deadline...

WLJB CHARGES WOWO WITH 'DILATORY TACTICS'

REQUEST of Westinghouse Radio Station's WOWO Ft. Wayne for reopening of hearing on its 1190-kc fight with WLJB New York [BROADCASTING, Aug. 30] branded "dilatory tactics" in brief filed Friday by WLJB. New York station's brief, by Marcus Cohn of Washington law firm of Cohn & Marks, claimed WOWO had offered "inconsequential and immaterial grounds" for re-opening, but said WLJB has "substantial questions" for further hearing is called. Among these: WRS intentions as licensee in view of reports it is considering sale of KEX Portland; amount of time Westinghouse President Gwlym A. Price and Vice President Walter Evans devote to WOWO; extent to which WOWO programming has changed since 1946-47 hearings, and whether WOWO does or will carry local program.

WOWO had posed similar questions about WLJB for further hearing and asked that Mrs. Dorothy S. Thackrey, WLJB owner, be called for additional testimony, this week hearing is called, WLJB asked Messrs. Price and Evans also be called back.

TIMES-HERALD OWNERS SEEK PEARSON SCRIPT

FORMAL demand for portion of Sept. 26 Drew Pearson script on ABC made to network and WMAL Washington Friday by Louis G. Caldwell, Washington attorney, on behalf of seven owners of Washington Times-Herald, beneficiaries under will of Eleanor Patterson. Remarks by Mr. Pearson dealing with death of a former Times-Herald official are contained by present owners of newspaper as libelous and defamatory, as possibility of libel suit.

Copy of Mr. Caldwell's letter was sent to FCC Chairman Wayne Coy. Mr. Coy described it as a legal matter.

ABC officials said network does not own material in Pearson scripts since its contract is with sponsor. Oral agreement between network and Frank H. Lee Co. said to give sponsor right to refuse to produce scripts for network, based on sponsor-Pearson contract provision. WMAL said Pearson programs originate at station but scripts are sent to New York.

MORRIS PROTESTS TO FCC

REV. SAM MORRIS, Texas Baptist minister and prohibitionist, asked FCC for show-case order to require KRLD Dallas to explain alleged refusal to sell him political broadcast time as National Prohibition Party nominee for U. S. Senator from Texas. He claimed KRLD has sold time to rival candidate George Fedy, but refused his own requests.

3 STATES IN 10-MILLION CLASS

PENNSYLVANIA and California have joined New York in over 10,000,000 population class, according to provisional estimates, as the result of a U. S. Prohibition Election of July 1, 1948, estimated at 145,114,000.

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Closed Circuit

(Continued from page 1)
on basis similar to recent $2,000,000 purchase of Amos 'n Andy reportedly in progress. Although highest CBS officials refuse comment, understood deal would involve sponsorship of shows directed by a General Motors division.

WAIT CHICAGO will shift Oct. 19 from the old Taylor-Howe-Snowden station representative firm to Radio Representatives Inc., one of two outfits of T-H-S Radio Representatives, which earlier signed WMPS Memphis, also has lined up Minnesota station and one in East.

NEWSPAPER owner Jack Knight, who has 42% of WIND Chicago, reported putting pressure on co-owners P. K. Wrigley and H. Leslie Atlatt, to reappry for FM so station can enter fax field. WIND withdrew FM application last year.

SIGNS of renewed activity for revival of Subscription Radio—former Asst. Secretary of State Bill Benton's project for noncommercial broadcast service on quarter-in-slot basis—are seen in Washington.

SUBSCRIPTION is Zenith's President, Conard E. F. McDonal. After AFM convention in Chicago last week, he held several private seances of Phonevision for selected auditors. His Phonevision project may undergo test in Lincoln, Nebr., with independent telephone company, may collaborate.

ITS NOT entirely coincidence that NAB has stepped up services for video, including lease of TV cost study, while FRA and FMA wrestle with financial difficulties. Plans for extensive FM activity, now on token basis, to come up at NAB's FM committee meeting next week.

WHEN calculating machines are through with NAB study of foreign tongue stations, results are expected to show about 150 outlets have been made to foreign broadcasting. Figure compares to 205 in 1942.

HEEDING demands of FMA members for more "co-op" model FM-AM sets, Zenith Radio Corp. rushing plans to set up new production line for low-priced combination model. Daily production of 1,000 would be stepped up to 1,500.

WEAW EVANSTON, Ill., which carried combination fax-sound to FMA convention in Chicago, aided by new type Stewart-Warner receiver, reported diaphragm with Hearst's Chicago Herald-Americans for news and picture service with eye on fax.

ORAL ARGUMENT SET

ORAL ARGUMENT scheduled by FCC last week for Oct. 26 on exceptions to proposed grant of 50 kw day, 25 kw night on 1640 kc at New Orleans to Louisiana Broadcasting Co., owned by Roy Hofheinz and W. N. Hooper, Texas broadcasters [BROADCASTING, July 5]. Petition of KGBG Galveston, Tex., for severance from proceeding and grant was ordered considered, in argument before Commission en banc. FCC also ordered oral argument Oct. 26 on proposed grant for switch of WHYN Hol- yoke, Mass., from 250 w on 1400 kc to 1 kw on 560 kc [BROADCASTING, July 19] and proposed grant of 250 w on 1400 kc to Erie Broadcast- ing Co. at York, Pa. [BROADCASTING, July 26].

BROADCASTING  Telecasting
If you really want to know whether an advertising campaign will work, there's one sure way to find out...TRY IT. If you really want to know if a product or package is right, a selling theme strong...TRY IT. And you can try it in WLW-land in a manner not possible elsewhere. For WLW-land is a true cross-section of America—an ideal proving ground for new products, new ideas, new techniques.

In WLW's Merchandise-Able Area live thirteen and a half million people. Here are rich folks and poor. Here are farming hamlets and mighty industrial cities. Here are parts of the east, the mid-west, the north and the south. Here is a true mirror of America in all of its varied aspects.

And here is a great radio station, covering the area as a network covers the nation—dominant in some cities, less dominant in others-reaching millions of people every day, but like any other medium or combination of media, not reaching all the people all the time. The conditions your selling effort will face in WLW-land are those it will face elsewhere. Truly, as WLW-land goes, so will go the nation.

But that's only half the story.

Not only does WLW's Merchandise-Able Area provide an ideal proving ground; WLW also offers facilities and services not equalled by any other radio station. Selling "time-on-the-air" is not the beginning and end of its service to advertisers. Rather, WLW believes it is a duty to help advertisers know their problems and solve them...whether these problems relate to distribution, packaging, product, dealer and consumer attitude, or what. And with "know how" peculiar to the area, plus manpower to do the job, The Nation's Station is in a position to give service that is truly unique.

**AMONG WLW'S SERVICE FACILITIES . . .**

- People's Advisory Council to determine program preferences and for general consumer market studies.
- Consumer's Foundation to determine consumer reaction to products and packaging.
- Merchandising Departments to stimulate dealer cooperation, check distribution, report attitudes, etc.
- Test Stores to check potential buying responses, effectiveness of new packaging, displays, etc.
- Buy Way monthly merchandising newspaper for retailers and wholesalers.
- Specialty Sales senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation
A cyclonic spot erupts on the face of the sun, and—here on earth—we feel it. Sunspots cause "magnetic storms," which disrupt radio communications.

What can be done about it? Research, during which RCA scientists and engineers "worked" by instrument on the sun—93,000,000 miles away—offers an answer.

For many years, science has related magnetic storms to sunspots. An accurate way of forecasting these disturbances was needed. RCA scientists took a new tack. They noted that interference was most intense when sunspots were in a certain "critical area." Location and activity were observed to be more important than size.

Using this knowledge, RCA communications engineers now accurately forecast the beginning and end of magnetic storms... They have established a daily magnetic storm forecasting service which is distributed like weather reports throughout the world. As a result, transmission of messages can be arranged over circuits or paths that will dodge interference.

Such a pioneering spirit in research gives efficiency of service and leadership to all products and services bearing the names RCA, and RCA Victor.

When in Radio City, New York, you are cordially invited to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.