A MESSAGE THAT MAY CHANGE YOUR IDEAS ABOUT ADVERTISING

Friday, gentlemen, is not the only day in the week

It's been common practice to slap most food advertising into a Friday medium, on the theory that most food shopping happens on Saturday. Now comes WOR, no upstart in the field of selling food (20% of our accounts are food accounts), to tumble the apple cart.

A recent survey on food-buying habits in metropolitan New York, conducted for WOR by an independent outfit, has turned up some explosive data. 2,000 housewives, plus a group of supermarket men, were plied with questions. And we discover that:

More women food-shop on Friday than on Saturday.
The percentage of women who food-shop all through the week is larger than either the Friday or Saturday total!

This means one thing: the weekly advertising splurge is as inadequate as a tea strainer in a trout stream. Only across-the-board, day-in-and-day-out "reminder" advertising can give you food men a real bite out of the richest food market in America. And that means a daily job on WOR.

Gentlemen: We'd like to show you the breakdown of the survey.

WOR
heard by the most people
where the most people are
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
Don't overlook this $2 billion market
in your TELEVISION plans

The same folks who have made WMC and WMCF your best buy in Memphis will soon be on the air with WMCT, the Mid-South's first Television outlet. "T Day" is set for December—and that "ain't far off!"

Make your plans now!
TV sets are being sold and installed throughout Memphis—WMCT's new equipment and its complete engineering staff are getting ready to begin operation. It's time to make your wishes known.

Service, and plenty of it!
In addition to one large studio 28x34 ft., WMCT has an auditorium seating 1,050 people, complete with spacious stage, dressing rooms and scenery storage. Equipment is the finest, RCA throughout. Includes: one RCA mobile unit complete with micro-wave relay equipment; two studio cameras; two field cameras; three movie cameras—one with sound; two 16 mm. slide projectors; balopticon; Houston film processor; and B & H printer. WMCT will be completely staffed and equipped to give you the finest TV service available anywhere.

It won't be long!
We're past the planning stage—WMCT's new transmitter has been tested—all equipment installed—We're almost ready to go. How about your TV plans for this major market?

WMCT
CHANNEL 4
MEMPHIS, TENNESSEE
NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY
WMC - WMCF - WMCT owned and operated by the Commercial Appeal
SILENCE surrounding joint move of Television Broadcasters Assn. and NAB to work out cooperative operation may be broken in near future. Understand spokesmen for two associations will huddle before another fortnight.

FAR from thought of merging with NAB, some forces within Television Broadcasters Assn. would like to get paid executive to broaden operations in its sphere of activity. Unconfirmed report: FCC Chairman Wayne Coy may offer presidency after elections.

ARMOUR Co., Chicago, interested in sponsoring first half of Kay Kyser daytime half-hour show, five weekly on ABC. Lever Brothers dropped option [BROADCASTING, Sept. 27]. Pillsbury Flour will sponsor latter quarter-hour five weekly.

REPORTS from TV hinterlands indicate construction permit holders, notably in non-basic markets, are going ahead full pace of installations despite allocations freeze which could give them breather. It's because stations feel that in any ultimate reallocation, low bands might well go to larger centers, with UHF operations in secondaries.

DEMOCRATIC National Committee starting three-day weekend show on ABC today (3:45 p.m. Mon., Wed., Fri.) Details kept under wraps until kickoff but understood political talk will be heavily sugar-coated with entertainment to woo women listeners—and voters—away from soap operas and other familiar daytime fare.

IN RE TV, comments of NBC Washington Vice President F. M. (Scop) Russell at network management meeting week ago at White Sulphur Springs, are taking hold. He describes low band as ultimate "clear channel" of TV, with UHF as haven of regions and locals of future.

AT PRICE of $82,259,60 and subject to FFC approval group of California broadcasters have acquired from James B. Littlejohn, president, and other stockholders, 55.35% stock control of KOPP and KOPP-FM Ogden, Utah. Group includes Riley R. Gibson and Roy W. Sinor, manager and commercial manager respectively of KFRC, all San Francisco.

WJBK-TV DEBUT
WJBK-TV, Fort Industry Co. station in Detroit, went on air Friday with initial program—first midwestern network telecast of World Series. Station operating on interim basis but will file for commercial permit. Record claimed in fast installation of GE transmitter, which arrived in early September and was on air with test pattern in little over three weeks. Games microwaved to WJBK-TV by way of AT&T from Toledo—where Fort Industry Co. operates WSPD-TV.

BUS FIRMS USE RADIO

SERIES TV SPONSORS
World Series sponsors announced Friday by WGN-TV Chicago: Nelson Brothers Furniture Co., Chicago—Tenth Inning, following Friday and Sunday games, George H. Hartman, agency; Atlas Brewing Co., Chicago, World Series Warmup, preceding Friday-Saturday-Sunday games, Ollie Advertising, agency.

CAMERA CAMPAIGN
Revere Camera Co., Chicago, will sponsor Jo Stafford Show, Thursdays, 7:30-7:55 p.m. (CST), 3 weeks on ABC from Hollywood, effective Nov. 11. Agency, Roche, Williams & Cleary, Chicago.

AGENCY NAMED
Televista Corp. of America, New York, manufacturers of television and radio receivers, appoints Arnold Cohan Corp., New York, to handle advertising. Many types of media will be used.

TRANSCRIBED SPOTS
Carnation Co. (Fresh Milk Division), Los Angeles, running 25 transcribed spots weekly for 13 weeks on KQW, KGO and KFRC, all San Francisco. Agency, Erwin, Wasey & Co., Los Angeles.

CLUB ALUMINUM RENEWS
Club Aluminum Products Co., Chicago, Nov. 2 renews Club Time, ABC, Sundays, 9:45-10 a.m. (CST) for 52 weeks. Agency, Leo Burnett, Chicago.

MBS CO-OP SALES INCREASE
20% OVER LAST YEAR
MBS cooperative program sales are 20% above a year ago at this time, according to Bert Hauser, network's director of cooperative programs.

Mutual co-op sales to Sept. 30 totaled 1,290 compared to 1,005 by same date last year, Mr. Hauser said. Latest total represents more than 1,700 individual sponsors, he said. Mutual's co-op leader is Fulton Lewis Jr., whose news-features are sponsored on 514 stations. Kate Smith Speaks is second with 146 stations.

CHEVROLET DRAMA AWARD
CHEVROLET DEALERS ASSN., whose video dramatic program Chevrolet on Broadway begins tonight (Oct. 11) as Monday 8:30-9 p.m. feature on 7-station NBC-TV network, offering award to author of best drama of 13-week series. Television editors of daily and industry papers to serve as judges.
Yes, farmers in the 213-county Mid-America area covered by KCMO produce nearly 10% of the net farm income of the whole United States!

Mid-America is truly a farming center. And—Mid-America's farmers had an average net income of $4139 in 1947... over $1000 higher than the national farm average.

Farming is "big business" in Mid-America and because it is, Mid-America's farmers have to keep up-to-the-minute on new farm methods and latest market reports. That's why so many of Mid-America's farmers rely on KCMO's farm service programs. To sell your product to Mid-America's wheat-and-corn-rich farmers, center your selling on KCMO.

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.

National Representative: JOHN E. PEARSON COMPANY

Music’s Most Glorious Voice

Music, News and Sports—that’s what WHHM is known for and that’s what helps WHHM deliver

MORE LISTENERS PER DOLLAR IN MEMPHIS

Let the jingle of the cash register be merry music to your ears. It’s no news to wise timebuyers that WHHM is that station with the High, Happy Hoopers and it’s certainly fine sport to sit back and watch sales grow.

WHHM
Mid-South’s Station for Music, News, Sports MEMPHIS, TENNESSEE

PATT MCDONALD,
manager

FORIOE & CO.,
representatives

Member of
Association of
Independent
Metropolitan Stations

*Hear the Mallow Tones of the Hammond Organ
FIGURES DON'T LIE . . .
But They Often Mislead!

In a recent report reflecting migration between the states, the U. S. Census Bureau listed Oklahoma as one of nine states which have lost population. Numerically, the point is conceded—BUT . . .

THERE'S MORE TO THE PICTURE THAN MEETS THE EYE . . .

FOR INSTANCE—The wealthy 26-county KTUL trade area of Northeastern Oklahoma—with Tulsa as its hub—actually FORGED AHEAD IN POPULATION, due to expanding industrialization.

RADIOWISE—It has ALSO shown a DECIDED INCREASE IN THE NUMBER OF RADIO FAMILIES. BMB's new and corrected county and city radio ownership report for 1948, credits the KTUL coverage area with:

245,580 RADIO FAMILIES as compared with 196,710 in 1946.

THIS MEANS—

A "BONUS" INCREASE of 48,870 RADIO HOMES
in KTUL Service Range—Another Sizable City of Radio Listeners.

FURTHERMORE—Tulsa's business index for the first six months of 1948 shows a marked upswing in buying volume and earnings—this coupled with an expected $150,000,000 annual recreation "bonanza" for Northeastern Oklahoma, developing from a half-billion dollar dam construction program, already well advanced.

TO THIS ADD—Sales Management's 1948 Survey of Buying Power estimates for the KTUL TRADE AREA: Gross Effective Buying Income—$878,774,000: Gross Farm Dollars—$121,312,000: Total Retail Sales—$587,952,000: Food Sales—$151,697,000: General Merchandise Sales—$82,224,000: Drug Sales—$23,717,000.

TULSA and NORTHEASTERN OKLAHOMA are RICH, DEVELOPING MARKETS . . .
KTUL HOLDS THE KEY!

Avery-Knodel, INC.
K T U L
RADIO STATION REPRESENTATIVE

TULSA, OKLAHOMA

John Esau
Vice-President
and General Manager
Open Mike

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

Lawyer on Giveaways

EDITOR, BROADCASTING:

As one who has been engaged in the practice of radio law for nearly twenty years, I take this means of delivering a message... in radio's greatest media of communication to the broadcasters. I hope it will provoke enough thought to command at least some attention by... the Federal Communications Commission.

The American public is fast becoming a patient whose disease will be diagnosed as radioneurosis. This neuritis is being thrust upon the American public through the so-called giveaway programs which not only violate the Federal law, but completely rape good taste in American broadcasting. Sooner or later, some unsuspecting soul is going to pick up the telephone and find that he has lost one letter off of the title of a song he will have missed winning a lifetime fortune. Such disappointment could very easily result in heart failure to the unsuspecting victim and then the networks and sponsors will have blood stains on their hands.

Please do not underestimate this prediction. Only recently, on a national network program, an individual failed to win a fortune of $27,000 because he was slightly in error regarding the title of a song, which means absolutely nothing except a way for sponsors to spend tax money in advertising. It is not a healthy condition... good radio... is being threatened... I am very conscious of the fact that there are strong elements who will oppose my thinking. I represent three radio stations and I believe I know what “good programming” means. Certainly a continuation by the Federal Communications Commission or any branch of our Federal Government of “gift enterprise programs” cannot possibly fit into the definition of operating a radio station in the public interest, convenience, and necessity.

David Randolph Milsten
Milsten, Milsten, Johnston
& Morehead
Tulsa, Okla. * * *

Cleveland TV Booms

EDITOR, BROADCASTING:

... the sale of sets in this area has gone forward at a dizzy pace since our last report and we can only at this time give you an unsupported opinion that there are more than 10,000 installed sets in the area. Many of the major distributors have no merchandise left for their dealers. Many dealers not only have sold out everything on hand but have a comfortable list of backorders. We are running 5 and 6 hours of test pattern daily to permit all these new sets to be installed...

James C. Hanrath
General Manager
WEWS (TV) Cleveland * * *

Holdings in WVLK

EDITOR, BROADCASTING:

My attention has been called to your weekly magazine of Sept. 20, on page 76 thereof, to the column headed “‘Happy Sells WVLK to Scripps Howards Radio.” I make particular reference to the last sentence in paragraph four of the article, reading as follows: “Recent realignments in the ownership have just been reported to FCC, including a reduction of President Chandler’s holdings and with Gen. J. Fred Miles, of Louisville, becoming one of the principals.”

... Gen. Miles does not own a single share of the common or preferred stock of the Bluegrass Broadcasting Corp., the licensee of radio station WVLK... Of the outstanding common stock of 1000 shares Robert F. Miles, son of Gen. Miles, owns, in his own right, 250 shares... Mrs. Georgia E. F. Miles, the wife of Gen. Miles, owns, in her own right, 165 shares of the preferred stock.

Gen. Miles has no financial interest in the ownership of Bluegrass Broadcasting, and no interest other than the usual interest of a father and husband in the investments of members of his family.

Elia H. Brown III
Brown and Eldred
Louisville * * *

Knuckle Gnawer

EDITOR, BROADCASTING:

Some scoundrel has walked off with my desk copy of the 1948 Yearbook, and my irritation and inefficiency are daily mounting. Is there anything that can be done to ease the tension? Or must I gnaw my knuckles waiting for the 1949 issue?

H. B. McCarty
WHA Madison, Wis.

Editors Note: Our supply is depleted. We hope ’49 will be in time.

* * *

Applause for Staff

EDITOR, BROADCASTING:

... a great deal of thanks to all of the members of the smoothly organized staff whose job it is to keep the magazine going where the subscriber goes. Your department is probably one of the best among major magazines. ...

Don Hopkins
WTAM 960 Cleveland, Ohio
These are the network favorites.

Year after year they serve more broadcast and television audiences than any other microphone. Yet, despite their overwhelming popularity, RCA's engineering continues to make both even better than before.

The 44-BX is the bi-directional type—designed for AM, FM, and TV studios where highest quality reproduction is desired. It provides high-fidelity output over the entire audio range—and is free from cavity or diaphragm resonance and pressure doubling.

The 77-D is the polydirectional type... quickly adjustable to any pick-up pattern you want. A 3-position voice-music switch enables you to select the best operating characteristic for voice and music. Hum pick-up level. -126 dbm!

RCA 44-BX and 77-D microphones are yours for immediate delivery. Simply call your RCA Broadcast Sales Engineer. Or write Dept. 19 JB, RCA Engineering Products, Camden, New Jersey.

In Canada: RCA VICTOR Company Limited, Montreal
THE conviction that radio is not getting sufficient and specialized farm information to farmers has resulted in the establishment of the Rural Radio Network Inc. (Broadcasting, Aug. 16). Located in New York State, and wholly-owned by 10 farm organizations, the FM network provides service for 118,000 New York farms. Headquarters are at Ithaca.

On All Accounts

HE DRINKS Dad's Old Fashioned Root Beer and eats Joy Candy because he wants to, not because they happen to be two highly remunerative accounts he originated, claims Arthur M. Holland, owner of Malcom-Howard agency in Chicago.

An advertising executive who has never been anything less in his professional career, Art has "promoted some kind of product" ever since he was 18. Born in Chicago in 1907, he attended local elementary schools and Crane Technical High school. Graduating at 16, he enrolled for commerce studies at Northwestern U. and surrounded work-and-school barriers by completing three full years of academic studies in four years of night school.

After snaring a lead from an employment agency, he applied for a job as assistant advertising manager of End-O-Corn Labs. (pharmaceuticals), now operating in Vermont, and was hired. One year later, at the age of 19, he was given the title of advertising manager. His duties, concentrated on buying newspaper space, left him occasional evenings to woo and win Ann Politz, whom he met at a friend's home. On Art's 20th birthday, the couple was married. A 12-year-old son, Eugene, is attending the U. of Chicago laboratory school.

Switching to Western Manufacturing Co., Chicago, manufacturer of boys' clothing, as advertising manager, Art remained there briefly, and later (by now he's 23) took on similar duties at Newart Clothing Co., where he remained three years. With a backlog of advertising experience and an ingrained desire to expand his already elastic horizons, he organized the Malcom-Howard agency in partnership with Sol Caplan.

"Caplan supplied the funds, I gave the time, and we both hatched ideas," Art explains. Mr. Caplan, now owner of the Marvin Paper Co., Chicago, one of largest firms of its kind in the country, sold Art his share of the agency in 1934. Limiting his accounts to Chicago retail stores at the outset, Art signed for the first time Newart's, Rubin's Clothing Store, Joy Candy Co. and Holland's Jewelers (owned by an uncle), all of which the agency still carries because of a "weird combination of good luck and sentiment," he said.

The Dad's Old Fashioned Root Beer account, created in 1938 by
THE 1948 Iowa Radio Audience Survey shows that 41% of Iowa car owners have radios in their cars—that these extra (“non-Hooper!”) radio listeners provide a very substantial bonus audience!

On long trips, 60.1% of car radios were reported to be in use “almost all the time” or “quite a bit of the time.” On short trips, the remarkably high percentage of 36.6 are heard “almost all the time” or “quite a bit of the time.”

Up-to-date, factual information on use of car radios is only one of many new and extremely interesting subjects covered in the 1948 Iowa Radio Audience Survey. They confirm the Survey’s 11-year policy of modernizing your old data—“bringing to light new information not previously gathered.”

For all the information you need about radio in Iowa, write us for your copy of the 1948 Iowa Radio Audience Survey—today—or ask Free & Peters.

★ The 1948 Iowa Radio Audience Survey is a “must” for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO
★ for Iowa PLUS ★

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
KLAC-TV, the new Los Angeles TV station, looks like a "winner". Before opening last month, KLAC-TV contracted to telecast all U.C.L.A. and Southern California games to be played in L.A. this fall. Now KLAC-TV has appointed Adam J. Young, Jr., America's top radio and television representatives, to tell national advertisers the KLAC-TV story. With this kind of sure-fire programming, KLAC-TV can't miss!

11 WEST 42nd STREET * NEW YORK, N.Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
Are you one of the folks who've been buying Pacific Coast Network coverage on the basis of a plus market that—in reality—doesn't exist at all? Isn't it a little like paying for the hole in the doughnut... and isn't it time you asked yourself how much that hole is costing you?

Broadcast Measurement Bureau studies—on a highly impartial basis—prove that each of the four networks on the Pacific Coast has at least 90% coverage of the entire market (ABC has 95%)... whether it's little Lemoncove in the Sequoias' shadow, or big Long Beach.

On the coast you can't get away from ABC

FULL COVERAGE... In counties where BMB penetration is 50% or better; and by virtue of improved facilities, 94.7% of all Pacific Coast radio families (94% of its retail sales) are reached by ABC.

INCREASING AUDIENCE... Every month ABC Pacific is a better buy than the month before. Average evening Hoopers are now 37% over 1945; and morning ABC Pacific has been the top Hooper coast network for 10 out of the last 12 months.

PROMOTION... No other network consistently backs its programs with the intense promotion showmanship that makes ABC's programs talked about and listened to. Good ratings depend on good shows, but ABC does give you the coverage and the promotion that helps boost Hoopers.

AVAILABILITIES... ABC still offers extremely worthwhile Pacific Coast availabilities including: 9:00-9:30 p.m. Sunday; 6:30-7:00 p.m. Thursday; 7:00-7:30 p.m. Saturday.

LOWER COST... ABC brings you all this at a cost per thousand radio families as low or lower than any other Pacific network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza - Circle 7-5700
DETROIT: 1700 Stroh Building 26 - CHerry 8321
CHICAGO: Merchandise Mart Building - DELaware 1900
LOS ANGELES: 6363 Sunset Boulevard - HUDson 2-3141
SAN FRANCISCO: 155 Montgomery Street - EXbrook 2-6544
ON THE WASHINGTON SCREEN

FROM A VANTAGE POINT on the second deck of Griffith Stadium, WMAL-TV television cameras are on hand for all the home games of the Washington Redskins. WMAL-TV will also televise Redskins games in Philadelphia and New York and will complete an unbroken 13-Sunday schedule of top pro football by televising four New York Giant games. The portion of the booth shown represents about one-third of the set-up used for the simultaneous broadcast over WMAL-TV and WMAL to a special Amoco network.

EXCITING . . . DRAMATIC . . . THRILLING! That's the Washington Redskins, sparked by ace passer Sammy Baugh. Through thick and thin, there's nothing as loyal as a Redskins fan. Redskins football games are the most talked about, most important sports event in Washington.

TOPS IN SPONSORS, TOO! The American Oil Company, and Lord Baltimore Filling Stations, do a clever selling job through their "Amoco Man"—who does the commercials in front of a filling station set up in the WMAL-TV studios. The commercials are not only effective—they're interesting.

HARRY WISMER, America's ace sportscaster, does the play-by-play on TV and AM. Thus, the best in everything is combined to make the Redskins telecasts and broadcasts tops in entertainment.

WMAL-TV WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D. C.
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.
TOTAL of 358 advertisers used 278 hours of television programs and announcements to sell their wares and services to the viewing public during the week of Sept. 5-11, according to the September Rorbaugh Report on Television Advertising, based on reports from 32 TV stations in 19 cities, all with TV service at that time.

Included in the total of 358 are 21 advertisers who sponsored 24 programs on the TV networks, 120 spot advertisers (including four companies who were also counted in the network total) and 201 local accounts (Table I). The first week of August [BROADCASTING, Sept. 6], Rorbaugh reported 18 TV network advertisers, sponsoring 21 programs, 120 spot video advertisers (including six who also used network television) and 197 local TV advertisers. The September report shows a 16.7% increase in the number of TV network users, a 1.6% decrease in the spot advertiser total and a gain of 12.2% in the local TV advertiser field.

Analyzed by class of product advertised, the breakdown in Table I shows radios, phonographs and musical instruments (including TV sets) first, with 60 advertisers, of which 51 were local dealers. Apparel advertising ranked second with 44 advertisers, 31 of them at the local retail level. Beer and wine advertising was third with 36 accounts. This ranking is identical with that for August.

An analysis of September 5-11 video business by markets (Table II) shows Philadelphia in the lead for the fourth consecutive month, or even since the inauguration of the Rorbaugh video reports, with 80 active accounts for the week. This is well ahead of the total of 76 accounts reported by New York TV stations during that week, but the two cities are much closer than in August, when Philadelphia had 86 TV advertisers to New York's 65. New York led the Quaker City in the number of network (24 to 22) and spot accounts (42 to 32), but lost the overall leadership in the local field, where Philadelphia boasted 36 advertisers to New York's 10.

New York and Washington were tied for first place in the number of new video accounts, with 17 each. Boston and Chicago also tied for third rank, with 15 new advertisers apiece, while Philadelphia ranked fifth with 14 (Table III).

When the commercial video time for the measured period was divided down by program types (Table IV) sports again count for more than half of the total sponsored time during the week. The 53.3% for Sept. 5-11 is two per cent behind the 55.3% of all TV sponsored time during Aug. 1-7 percentagewise, but in actual time the 148 hours and 10 minutes of sports telecasts during the September week surpassed the August week's sports total on TV by exactly three hours.

News ranked second in volume of sponsored time on video stations during the September week, with 27 hours and 43 minutes, more than four hours ahead of the total TV news commercial time in the August test week, when this class of video fare ranked third. Variety programs, second in August when they accounted for 29 hours and 25 minutes of commercial TV air time, fell to 17 hours and 25 minutes and to third place in September. Table V shows the ranking of all TV program types for the two months.

From the amount of time consumed, video announcements accounted for 16 hours and 27 minutes, 5.6% of the total commercial hours (Table VI), a slight gain from August when they totaled 13 hours and 10 minutes or 5.0%. The number of sponsors of TV announcements, however, leaped from 199 in August to 235 in September, while the number of television program sponsors rose, less speci-
Whew!!!

Months of preparation ... sleepless nights ... a million details ... a summer of feverish activity ... a magnificent staff of competent people ... perfect teamwork ... and

WSB-TV
"The Eyes of the South"

is on the air—On Schedule. The inaugural program was September 29th, as promised, seven days weekly, 5 hours minimum per day. Set sale promotion in Atlanta has been somewhere between "terrific" and "colossal" and television population in Atlanta already warrants the attention of the alert advertiser.

We've got the programs that will sell merchandise. Bargain rates won't last much longer.

THE ATLANTA JOURNAL STATION
WSB-TV
ON PEACHTREE STREET

represented nationally by
Edw. Petry & Co., Inc.
Again this year Greater Miami is breaking nationwide records as a "motor metropolis"...166,822* motor vehicles registered through August for an increase of 16% over the same period last year...A ratio of one car to every two residents, double the per capita average for the rest of the nation...With gasoline sales Up in direct proportion.

* Dade County Motor Vehicle Regist.

Yes, all figures point to Miami as a great buying market. They point out, too, the easy, low-cost way to reach Greater Miami's greater buying power is WQAM, Miami's First Station, whose clear signal reaches all the rich trading zones of Greater Miami, and effectively covers the 15 additional counties in its trading area.

A. B. C. IN MIAMI

THE MIAMI HERALD STATION
WQAM-FX

★ OWEN F. URIDGE, General Manager
★ JOHN BLAIR & CO., National Representatives
FCC's '49 Blues?

By Sol Taishoff

WHAT WILL happen to the FCC if Gov. Thomas E. Dewey is elected three weeks hence and ascends to the Presidency next January, as now appears likely? The only certainty is that there will be a new chairman—a Republican—who will take over the reins from Democratic Chairman Wayne Coy. The appointment may be on an "acting" basis until such time as the new Chief Executive is prepared to make a "permanent" designation.

And once the permanent chairman is designated, significant changes in the FCC staff—in the office of secretary and in key spots in its Law Bureau—are to be expected. The Examiners Division would not be affected, since these appointments no longer are subject to the political system, but, like federal judgeships, are permanent appointments. Similarly, the engineering staff probably would not be disturbed since it is regarded as outside the sphere of political influence.

Speculation Widespread

Because the polls indicate a change in administration, speculation about the makeup and policy direction of the FCC is widespread. So far as is known, Gov. Dewey has not talked with his party leadership about the FCC. But his views on radio are well-established. He is unqualifiedly against the existing order, carried over from the New Deal. And he is a stickler for expert administration and economy in government.

Since there are no present FCC vacancies, the new Chief Executive might select his chairman from among the three incumbent Republicans. In order of seniority, they are: Rosel H. Hyde of Idaho; Robert F. Jones of Ohio, and George E. Sterling of Maine.

Chairman Coy will offer his resignation to the new President if he desires to make an outside appointment to the chairmanship.

Of the three incumbent Republicans, Mr. Jones, who for nearly a decade was a member of Congress, is most frequently mentioned for the chairmanship. A lawyer and an indefatigable worker, he had the support of the Republican leadership in Congress when he was appointed to the FCC last fall. Even then it was generally thought he would ascend to the chairmanship under a Republican administration.

Mr. Jones' philosophy of regulation departs radically from that of the Democratic majority. He has consistently dissented from the type of "judicial law-making" in which the FCC has indulged and which has aroused the wrath of Congressional committees dealing with radio regulation. Mr. Jones also is strongly in favor of removing the FCC from the political pale and of cloaking it with quasi-judicial status.

Position of Hyde, Sterling

Comr. Hyde, former general counsel whose service in radio regulation dates back to 1928, has never been active in politics. This is true also of Comr. Sterling, former chief engineer, who was elevated to a commissionship last January after two decades in radio regulation. Both are regarded as good administrators, but neither, as things stand now, carries the political weight of Comr. Jones, largely because the latter is so favorably known in Congressional circles.

The term of Chairman Coy, who was drafted for the chairmanship by President Truman last December, doesn't expire until June 30, 1951. Thus, with a change in administration, it is presumed he would revert to the status of a commissioner. It is believed, however, that Mr. Coy would be disposed to tender his resignation to the new President to permit him to designate one of his own selection for the chairmanship.

Chairman Coy, unlike certain of his colleagues, does not favor a rotating chairmanship. If the new President had in mind naming an outsider to the chairmanship, Mr. Coy's resignation would make that possible. Otherwise, the Chief Executive would have to await the next vacancy.

The term of E. M. Webster, retired Coast Guard commodore, and an expert in safety and special services, expires next June 30. Because Mr. Webster is regarded as perhaps the nation's outstanding expert in these specialized fields, it is thought that his colleagues would urgently recommend his reappointment. A native of Washington, he is an independent, politically.

Whether Mr. Dewey has in mind an "outsider" is not now known. There has been unconfirmed talk about appointment of Sen. Wallace H. White Jr., to a federal administrative post. He is co-author of the original Radio Act of 1927 and of the Communications Act of 1934.

Sen. White ends his legislative career with the convening of the new Congress in January. He was not a candidate for the Republican nomination, but his seat will be taken over by Senator-elect Margaret Chase Smith, former Republican Congresswoman.

White's Background

Sen. White's decision not to run again puts the question of the future of the Federal Communications Commission in the hands of the new Republican leader in the Senate. He was also chairman of the Interstate & Foreign Commerce Committee, in which radio legislation originates.

Two years ago a move had developed to draft Sen. White, then the minority leader, for the then-existing Republican vacancy. The Senate did not look with favor on the suggestion, but felt he could not accept less than the chairmanship.

Possible Post-Election Complexion Studied

...Which way will the hand fall if Gov. Dewey is elected?...

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GLOWING evidence of television's potential bonanza appeared last week as the American Tobacco Co. prepared to sign a 26-week contract for what was believed to be the first regular commercially-sponsored series of films, specially prepared for television. The deal, reportedly entailing options over a five-year period, subject to renewal or termination, was in the vicinity of $1,500,000 or $2,000,000.

Actual signatures all appeared to be lacking pending provision in New York of certain contract provisions. Negotiations for the tobacco firm are being handled through its agency, N. W. Ayer & Son Inc. and involved R-B Productions, newly-organized TV film sales organization, and Marshall Grant Productions, which would produce the series in Hollywood.

The series of films would be based on outstanding novels in the public domain, thus keeping costs to a minimum. They would vary in length from 20 to 30 minutes. Tentatively titled World's Greatest Novels, and scheduled for early in January 1949, the program will be carried on NBC's Television Network and some additional non-affiliated stations. Actual starting date was unknown, but it was believed the telecast would be aired either Tuesday or Friday evenings, probably the latter, 8:30-9 p.m. Once a year, within the space of two 26-week periods, an eight-week hiatus is provided, according to reports.

American Tobacco Co. will pay an estimated $800,000 during the first 26 weeks for film costs alone, plus station and network. Films would run about $8,500 each.

Some of the contract's features were believed to be: Provision that American Tobacco would purchase the films, with rights to drop the option after any 26-week period. Title to rights would rest, however, with Marshall Grant Productions, which would, in turn, lease the film to the tobacco firm, it was indicated.

After a 12 month period, the pro-

LUSH TV DEAL

American Tobacco Budget High

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LUSH TV DEAL

October 11, 1948 • Page 21
ONE OF THE highest-priced packages in radio, Edgar Bergen and his wooden assistants, was the center of a tug-of-war last week between NBC and CBS. Not an inch of ground had been gained by either side at week's end.

Mr. Bergen's show, which his present sponsor, Standard Brands, is eager to release because of its price, was still on NBC (Sundays, 8:30 p.m.). CBS, having put up a fight, was bugging hard to pull him to its network.

In its efforts to get Mr. Bergen, CBS was proposing a deal more like its commonplace radio contracts than like the $2,000,000 outright exchange of "Amos 'n' Andy." The NBC offer, varied somewhat in the hearing, was $30,000 a week— was the chief determinant in an immediate arrangement of a sponsor-succeeding to Standard Brands. The latter was reportedly anxious to drop Mr. Bergen's show as well because of a Sunday night radio audience. It was understood that part of the CBS proposal to Mr. Bergen and to General Motors involved a promise to place Mr. Bergen's program in the same time slot on CBS as it occupied on NBC. He would not describe.

CBS, it was learned, had made a strenuous pitch to General Motors Corp. for sponsorship of the comedian and had received, at least, qualified interest from the motor company's high officials, possibly as a means of inviting other GM business to CBS.

Earlier, Emerson Foote, president of Foote, Cone & Belding, which has the Frigidaire portion of the General Motors account, had independently proposed the Bergen show to the motor corporation's high officials, possibly as a means of inviting other GM business to CBS.

General Motors was understood to have turned Mr. Foote down, with the explanation that the show's price was too high.

Still A Prospect

After the motor company had rejected Mr. Foote's proposal, however, CBS officials insisted that GM was not out as a prospect "as far as CBS is concerned." A General Motors official, however, intimated that, at least for the present, GM had decided against sponsorship of Mr. Bergen.

The price of Mr. Bergen's package—$30,000 a week—was the chief determinant in an immediate arrangement of a sponsor-succeeding to Standard Brands. The latter was reportedly anxious to drop Mr. Bergen's show as well because of a Sunday night radio audience. It was understood that part of the CBS proposal to Mr. Bergen and to General Motors involved a promise to place Mr. Bergen's program in the same time slot on CBS as it occupied on NBC. He would not describe.

Music Pact Seen

By IRV MARDER

The likelihood that differences between the AFM and the record companies may be settled this week was voiced by industry observers following three lengthy conferences between James C. Petrillo and representatives of seven leading record firms.

The meetings were held at Mr. Petrillo's New York offices on Tuesday, Wednesday and Thursday last week. A fourth session was held Friday afternoon. The companies represented were Capitol, Columbia, Decca, MGM, Mercury, King and RCA-Victor. Some of the firms sent several representatives, and attorneys for both sides were present in profusion.

Neither Mr. Petrillo, nor the record companies, for whom Frank White, president of Columbia Records, acted as unofficial spokesman, would comment on the progress of the discussions, or talk about specific matters under consideration. But it is already known that the purpose of the parleys is to fill in the details of the so-called Petrillo Plan for lifting the record ban through use of a trusteeship. The AFM president sent his proposed plan to the record companies for consideration about three weeks ago. It is also admitted that any plan, jointly worked out during the current conference, will be submitted to Washington for scrutiny by the several interested government agencies.

Record Men Sit

Mr. Petrillo kept the record men waiting in the corridor outside his New York offices for a full hour on Thursday before the meeting began. The union chief was occupied at the time with a meeting of the AFM's national board.

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Transistorizing New Radio Ad Medium

Eells Plans Transcribed Service

ASCAP Seeks to Narrow Scope of Industry Approves TV Freeze

Trammell, Stanton to Address ANA

CAB Board Approves Reorganization

BATTLE NBC, CBS Vie For Comedian

WNHC-TV Is New CBS-TV Affiliate

WNHC-TV New Haven, Conn., has been added to the CBS-TV network, it was announced last week. The new station is under the management of James Milne, WNHC-TV general manager, for the Elm City Broadcasting Corp., owner of the station, and by William A. Schutt Jr., CBS director of station relations.

WNHC-TV operates on Channel 6 (828-88 mc). CBS-TV now has stations in 13 of the major markets of the country.

AFM Talks Held

Thus, from 3 o'clock—the time set for the meeting—until 4, about 30 record company executives cooled their heels, becoming increasingly restive. At 3:30 p.m., Mr. Petrillo dispatched a henchman to tell the impatient businessmen that he was still occupied, but that he was still tied up with "some very important business."

Presently an unidentified record company executive, probably a third or fourth vice president, rapped on the door of an AFM secretary's office with an earnest, but vain, request for a deck of cards. Meanwhile, the president of another firm was observed matching pennies with a company attorney, in an attempt to offset the tedium. A bystander cruelly remarked that this probably was an accurate index to the financial status of the ban-bound record business.

BERGEN BATTLE

MUSIC PACT SEEN
COURT HITS FCC

By RUFUS CRATER

In a decision which would revolutionize FCC’s hearing policies, the U. S. Court of Appeals for the District of Columbia ruled last week that FCC must accord a hearing to any station which claims it would be harmed by a grant of another application.

This is true, the Court said in a 3-2 decision, even if the alleged "harm" is interference which would occur outside the station’s normally protected contour.

The ruling came Thursday in a decision on WJR Detroit’s appeal from a non-hearing grant which put a 1-kw daytime station at Tarboro, N. C., on WJR’s Class 1-A clear channel (760 kc).

This grant, issued to Coastal Plains Broadcasting Co. (WCPS) in 1946, and a similar 760-ka daytime grant to Southeastern Broadcasting Co. for WLKF Clanton, Ala., in 1947, were both reversed by the court and remanded to the Commission. Since the appeals were taken, WLKF has switched permanently to 980 kc. WCPS is still on 760 kc.

The decision is similar to the same court’s ruling last April in a companion “daytime skywave case,” involving an appeal by WCKY Cincinnati (Broadcasting, April 12). But it goes farther than the WCKY decision by making clear that even a claim of interference outside the protected contour requires a hearing.

The decision, which would affect the hearing practices of most government agencies, was interpreted in the case of FCC to mean that whenever a licensee claims he will suffer injury from another grant, the Commission must:

1. Hold a hearing or hear oral argument to determine whether the claims, if true, constitute a legal "cause of action." The resolution committee, which submitted the research resolution, comprised Kenyon Brown, KWFT Wichita Falls; Gene Cagle, KFJZ Fort Worth; Howard Roberson, KFDA Amarillo.

2. If they are found to comprise a cause of action, the Commission must hold a hearing to determine the truth of the claims.

The holding is similar to the court’s ruling last April in

RATING ISSUE

Proposal for a complete industry-owned audience research service came up last week for the second time in the series of NAB district meetings when District 13 (Texas) proposed that NAB President Justin Miller and the board conduct an “exhaustive study” of the whole audience situation.

With 167 broadcasters registered at the meeting, held Oct. 4-5 at the Blackstone Hotel, Fort Worth, a resolution was unanimously adopted calling for NAB action to develop “a uniform system, both metropolitan and rural . . . which adequately reflects the listening habits of the audience.”

The proposal came up after Prof. A. L. Chapman, director, Bureau of Research in Education by Radio, U. of Texas, had described a projected research plan to serve Texas stations. Details of his plan were distributed to the delegates.

Prof. Chapman described a research study for eight Houston stations whose objective was to find how they could increase sets in use. With an advisory committee in charge, the university would start out with a three-year project, he said. Every station in the state would participate.

The university would furnish campus facilities, direction and some clerical workers for a statewide survey operation. Students would do much of the basic work as part of their courses of study.

About $7,500 to $10,000 would be required the first year, or $5 to $9 per month per station, Prof. Chapman said.

The resolution committee, which submitted the research resolution, comprised Kenyon Brown, KWFT Wichita Falls; Gene Cagle, KFJZ Fort Worth; Howard Roberson, KFDA Amarillo.

Text of the resolution follows:

WHEREAS it is desirable for the broadcasters of the United States to have a uniform system, both metropolitan and rural, of audience measurement which adequately reflects the listening habits throughout the entire country,

WHEREAS such audience measurement should have an acceptance from the advertiser, advertising agencies and other media that it is conclusive and indispensable,

BE IT RESOLVED that the broadcasters of the 13th District request the president and the board of directors of the NAB to appoint a committee to conduct an exhaustive study of the entire program of audience measurement and to make a report to the membership of the NAB regarding the possibilities of industry-owned and controlled research audience measurement.

Commenting on the proposal, W. Ward Dorrell, vice president of C. E. Hooper Inc., told Broadcasting: “C. E. Hooper will welcome the exclusive investigation of methods and procedures and/or continuing supervision of the entire measuring operation by any committee representing both buyer and seller of broadcast time.”

Hugh Feltis, BMB president, re-

THOSE ATTRACTED to NAB District 13 meeting at the Blackstone Hotel in Fort Worth, Oct. 4-5, included (1 to r seated) D. A. Cannon, C. B. Locke, KFDM Beaumont; Vann Kennedy, KSIX Corpus Christi and standing 1 to r Charles Clough, KFDX Wichita Falls; James Curtis, KFRO Longview; Charles Whitesides Jr., KTEM Temple; Gus Hagenoh, Standard Radio, Chicago, and Dave Russell, KFDM. A total of 167 broadcasters were registered at the sessions.

EIGHT TEXANS—and two dommiesmen—gathered in Fort Worth for the NAB District 13 meeting last week. Group included (seated, 1 to r) Mrs. Rex Price and Mr. Price, KITA San Antonio; Mr. and Mrs. Carl Lawrence, KROP El Paso; Eugene Roth, KONG San Antonio; (standing) Ward Donnell, C. E. Hooper Inc., New York; Aubrey Jackson, KGNC Amarillo; O. L. (Ted) Taylor, Taylor-Beroff, Dallas; Wallace Doan, KWFT Wichita Falls; Dr. Victor J. Andrew, Andrew Corp., Chicago.
LEADING advertisers are investing the “get in on the ground floor bromide”, but because television is an effective selling medium, according to Sidney N. Strotz, NBC administrative vice president in charge of Western operations and television.

Mr. Strotz, in a speech prepared for delivery at the Chicago meeting of the American Assn. of Advertising Agencies Friday night, presented slide films and kinescopic recordings to illustrate his address, “Let’s Look at TV.”

“The entry of . . . leading advertisers into television is surely not primarily due to the glamour of the medium,” said Mr. Strotz. “Advertisers and their agencies are too sophisticated and pressed for productive work for that.”

Television’s strength, he said, “lies in the fact that it is an effective advertising and, more important, a sales medium.”

Mr. Strotz, outlining the present and probable future development of television networks, said NBC’s “basic objective” was to create a national network of 184 stations, joined with 16,816 miles of interconnected facilities, covering markets in which a total of 85 million people live.

He exhibited a 20-minute kinescopic recording made up of bits of NBC television shows and several different types of commercials. He reminded his agency audience that advertisers are furnishing kinescopic records free for use on NBC stations not interconnected. Only time charges are assessed.

Growing Audience

Mr. Strotz, touching upon distribution and the growing size of the television audience, said 29% of the total population of the country lives in cities where NBC television stations are now on the air.

Pointing out that record-high expenditures for advertising are promised in the next decade—when an average of $3,600,000,000,000 will be spent per year, Mr. Strotz said that the new services of television ought to be fully employed.

The nation’s expanding production must be supported by expanded advertising, he said, and “television [will] help sustain our new production life.”

After a closed management session in the morning [Broadcasting, Oct. 4], members of the central council met national officers of the AAAA as the afternoon session opened. Fergus Mead, council chairman and vice president of the Buchen Co., Chicago, acting as toastmaster, introduced Leo Burnett president of the Chicago agency bearing that name, who outlined the significance of the Elmo Roper survey, conducted last spring under AAAA auspices among top-level agency management. Entitled “What They Think of Us,” Mr. Burnett’s speech amplified results in television now, not because of the annual AAAA convention at Virginia Beach in April.

In a subsequent speech, Alex Rogers, advertising manager of Libby, McNeill & Libby, Chicago, and chairman of the ANA committee on merchandising the advertising, asserted that “knowing the customer is not enough.”

He declared that clients have an “intense” interest in merchandising advertising today, and urged self-study among agency people as to “how good a job you are doing for both the client and the firm.”

After asking what the AAAA can do about betting agency service to clients, he recommended that the AAAA appoint a committee on merchandising and advertising to cooperate with the same ANA committee in studying the problem on a national basis.

Referring to an ANA survey on the problem, Mr. Rogers said it “shows a surprising number of advertisers feel the agency could render more service. Many feel that merchandising service is not outstanding. The survey shows that practically all advertisers want more and better service.”

Toni’s Success Story

“The Fabulous Story of Toni” was traced by Nelson W. Harris, president of the Toni Co., Chicago home permanent wave and shampoo firm. Slides were used by F. Barry Ryan Jr., president of Ruthrauff & Ryan, to point up his dis- cussion of “Men, Women and Children First” with the theme: “You have to know human behavior before you start the research.”

Profers Will See WIPR Puerto Rico

Select Committee Investigators To Make On-the-Spot Report

INVESTIGATORS will be dispatched to Puerto Rico by the House Select Committee Investigating the FCC to determine whether a government-controlled station there is jeopardizing operations of private broadcasters, as the latter has charged.

Robert Forest A. Harness (R-Ind.), chairman of the committee, revealed last Wednesday that an on-the-scene probe would be undertaken. He declined, however, to disclose the number of investigators, involved or the date on which the investigation would be started.

Observers were of the opinion that Mr. Harness’ general manager of the committee, who served during hearings on the Port Huron and Scott Decisions, would be named among those sent to the island. They were expected to leave in about a week or ten days.

Broadcasters’ Complaints

Complaints of 20 of the 22 private broadcasters on the island were personally brought to the attention of the Harness Committee recently during a Washington visit of Thorton Munis, president of the Puerto Rico Broadcasters Assn. [Broadcasting, Sept. 27].

The FCC’s 14-month-old grant of a construction permit to WIPR for 10 kw on 940 kc in Puerto Rico poses a serious threat to private operations, island broadcasters charge. They contend that they will be forced to compete with a government-controlled commercial station that pays no taxes and is supported by tax funds.

Mr. Munis said the association plans to file a statement with FCC, explaining the whole situation and demonstrating why the station should not be granted. Failure to protest the original WIPR application in 1946 was attributed by Mr. Munis to lack of organization among the private broadcasters.

NAB Date Changed

MEETING of NAB board of directors, originally scheduled Nov. 17-19 at NAB headquarters in Washington, has been moved to Nov. 18-19. The board finance committee will meet Nov. 14-15, also a day earlier.
IN A Quiet, but impressive, debut, transitcasting today joins the ranks of full-fledged radio advertising media, with appointment of two prominent radio-advertising men to head two metropolitan offices of Transit Radio Inc.

Hullbert Taft Jr., Transit Radio's president, today disclosed that Frank E. Pellegrin, president and general manager of KSTL St. Louis, has been appointed national sales manager with headquarters in Chicago. William H. Ensinger, former sales manager of New York's Rural Radio Network, will head the New York sales office.

The first indication that Transit Radio was prepared actively to pursue its role as national representative of subscribing stations came during an address by Mr. Taft before the FM Assn. in Chicago Sept. 28 [Broadcasting, Oct. 4].

Another major forward step of Transit Radio Inc. was revealed last Thursday by Richard C. Crisler, executive vice president of the firm. He confirmed reports that a growing subscriber list had inspired arrangements for production line output of the special shockproof receivers [CLOSED CIRCUIT, Oct. 4]. Mr. Crisler acknowledged that Transit Radio had contracted with Stromberg-Carlson Co. for production of the sets. The initial order, placed about 10 days ago, calls for 1,000 receiver sets, produced by Stromberg-Carlson, will be only slightly modified versions of those made previously for Transit Radio by Electronics Research Inc. of Evansville, Ind., Mr. Crisler said.

Mr. Taft explained that the latest step in the cycle in making transit radio available, independent of any new sales efforts, Mr. Ensign, District 3 director, was in Washington last Tuesday to confer with Edmund Taylor, American representative on UNESCO, and State Dept. officials, following Mr. Hanna's appointment by Julian Huxley, UNESCO director general.

He will serve on UNESCO's projects committee, originally known as the ideas committee, charged with developing projects to stimulate dissemination and interchange of information among the nations of the world. The committee is composed of representatives of 15 nations. Mr. Hanna will leave the United States by airliner Oct. 20.

WANT AD Tattler

THE HOUSING shortage is responsible now for a news leak. The following tell-tale want-ad appeared in the columns of the Oct. 3 Chicago Tribune, a week before Transit Radio Inc., of Cincinnati, announced the appointment of Frank Pellegrin, president and general manager of KSTL St. Louis as its national sales manager— with headquarters in Chicago.

APARTMENTS TO EXCHANGE

St. Louis for Chicago, trade except, s/s. new unfinish appt. 3 bedrms., porch, gar., $150 per mo. furnished or apt. in Chicago, with 2 pref. bedrms. Frank Pellegrin, Radio Station KSTL St. Louis, Mo.

Eells Plan

By RALPH TUCHMAN

DIFFERENT approach to transcribed programming was announced last week as "Cooperative Program Syndication Plan" by Bruce Eells & Assoc., Hollywood.

The firm will act as production agency to furnish high-quality transcribed shows to more than 500 stations on a "cost-plus-15% basis," Mr. Eells disclosed. He was formerly business manager of Young & Rubicam, Hollywood office.

Mr. Eells has just returned from a three-month, 1,200-mile tour during which he interviewed and signed "charter member" stations. Now the firm has launched a full-scale subscription campaign among stations in the United States, Canada, Alaska, Puerto Rico, Hawaii and the Philippines.

The plan, Mr. Eells said, operates on a subscription basis exclusively. Each member station contributes a weekly sum equal to its national Class A quarter-hour rate, with the company restricted to a 15% fee from the aggregate monies subscribed. The remaining 85% is to be devoted to talent and production, since the plan calls for no high sales, promotion and distribution expenditures. Funds not spent are either returned or credited to the stations.

Most Have Signed

According to Mr. Eells, 87% of the stations interviewed have signed. This, he feels, points to a possible 500 outlets subscribing in excess of $20,000 weekly within six months. The ceiling for any one transcribed series is not to exceed $2,000 weekly, according to the present plan.

Commissions Made

Typical stations among those already committed to the plan are KOIL Omaha, CJOB Winnipeg, KIR Seattle, WSAI Cincinnati, WSLS Roanoke, Va., KIOA Des Moines, according to Mr. Eells. Among stockholders in the corporation are Langworth Feature Productions of New York (28%), Tom Lewis, former vice president in charge of accounts, Young & Rubicam, and Loretta Young, plus other figures in radio and motion picture industries.

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Joining Ranks of Radio Ad Media

By ED KEYS

HANNA TO REPRESENT U. S. AT CONFERENCE


Mr. Hanna, NAB District 3 director, was in Washington last Tuesday to confer with Edmund Taylor, American representative on UNESCO, and State Dept. officials, following Mr. Hanna's appointment by Julian Huxley, UNESCO director general. He will serve on UNESCO's projects committee, originally known as the ideas committee, charged with developing projects to stimulate dissemination and interchange of information among the nations of the world. The committee is composed of representatives of 15 nations. Mr. Hanna will leave the United States by airliner Oct. 20.

SYNDICATED TRANSCRIBED SHOWS
ANECHOR chapter in the tangled legal complexities involved in the suit of a group of New York movie exhibitors against ASCAP took place last week in U. S. District Court, New York, before Judge Vincent Leibell. After lengthy arguments by both sides the court gave them until Oct. 22 to present their final summations before a decree is issued.

Judge Leibell had previously ruled, in a detailed decision, that ASCAP was unfairly exacting performing rights fees from movie exhibitors by the term, "protection against infringement" in films shown by them. In the course of his opinion the judge declared that the entire ASCAP structure involved violations of federal anti-trust law.

Last week's hearing represented an attempt by the defendant, ASCAP, to narrow the issues under litigation before deciding on an appeal, and in effect to lighten the severity of the court's decision. To this end, ASCAP brought its heaviest legal artillery into the courtroom—its former Secretary of War, who was retained by the society to defend it against the charges.

Mr. Patterson sought to have several references in the court's findings to monopolistic practices by ASCAP narrowed to apply only to film music, the issue which brought the case to trial. This brought the case to trial. This brought the ASCAP counsel into a sharp exchange with Judge Leibell, who nevertheless treated Mr. Patterson throughout the hearing with extreme deference, addressing him as "Judge" Patterson.

The latter remarked that since the court's decision in the case of the movie exhibitors had been made public, ASCAP had been swamped with complaints from other clients, such as hotels and cafes, to the effect that "I see that ASCAP is illegal. How about your dealings with me?" Here Judge Leibell expressed his desire to correct the court, and said he was certain Judge Leibell had not meant it that way. At this point Judge Leibell conjectured firmly, "Don't put me on record to that effect—read my opinion."

Object to Conclusion
Mr. Patterson also objected on behalf of ASCAP to the court's final conclusion, which recommended an injunction protecting the movie exhibitors from the practices under fire, and the partial "disinvestment" by ASCAP of part of its structure. ascap attorney said heatedly that it was not permissible for a private plaintiff, such as the movie exhibitors, to ask such action, but that such decisions rested with the U. S. Attorney General.

"If divestment is necessary," said Mr. Patterson, "we're available, the Attorney General say so ... I dare say he hasn't seen fit to, although he may."

At this point the court reminded the ASCAP counsel that the U. S. Attorney General sued ASCAP a year ago for alleged formation of illegal foreign cartels in performance rights, and that the suit is still pending.

Judge Leibell declared in the course of later discussion that ASCAP might have a point in its contention that any action compelling it to alter its structure was beyond the jurisdiction of the District Court in a civil action, and that such action should be permitted by the Attorney General. However, counsel for the plaintiff, when Judge Leibell asked why he did not seek help from the Attorney General on this score—inherited that the individual matter of the injunction and the broader issue related to ASCAP's structure was inseparable.

The court then granted both sides until Oct. 15 to prepare further briefs setting forth their views and an additional week before they were ready to reappear for entry of the decree. This will constitute the court's revised opinion in the case, if Judge Leibell decides that recent testimony contains cause for revision.

To Speak on Radox
THE RADIO group of the American Marketing Assn., at its luncheon meeting at the Sheraton Hotel, New York, on Oct. 15, will have as its speaker Albert E. Sindlinger of Sindlinger & Co., New York. He will speak on Radox, the new method for instantaneous radio audience measurement.

SAG Board Okays Union Plan for TV
UNANIMOUS approval by the board of directors of the Screen Actors Guild was given to its plans for administration of American Federation of Labor union jurisdiction in the field of television, film and live theater.

Plan hinges upon merger of Actors Equity, American Federation of Radio Artists, American Guild of Musical Artists, and Chorus Equity, and reorganization of the American Guild of Variety Artists to join merger when it is ready.

Up-to-date full conclusion of merger, SAG, with headquarters in Hollywood and the merged "association" of the other performers with headquarters in New York, will sign partnership contract assuring control over all video performers except musicians. Thereby all television bargaining concerning new or film contracts, under the merger, will be approved by both units.

Operationally, SAG will handle film negotiations and the other group will negotiate for live members. Merged group and SAG will work in television on card of either. John Dales Jr., SAG executive secretary, termed the plan "a practical solution of a very tough problem."

The council of Actors Equity has approved plan while AFRA, American Guild of Musical Artists, Equity and Chorus Equity are expected to do so very soon. SAG board has invited committee representing four unions in the merger to meet before Hollywood as quickly as possible to confer.

'OH, MR. ALLEN!' By ED JAMES
FRED ALLEN fought fire with fire—or at least with a brave little puff—when he returned to the air Sunday, Oct. 3, to blacken the giveaway program, Stop the Music.
Mr. Allen, driven to his caustic wit by end-to-end legislation to the hypothesis of Stop the Music, came up with an insurance policy guaranteeing his listeners against loss in the event they missed a prize by tuning in to him instead of the giveaway.

To any Allen listener who could prove that "because you are listening to Fred Allen you have missed a prize to win," the National Surety Corp. guarantees Fred Allen will perform his agreement to replace any article of merchandise up to a value of $50,000 for any amount of prize money lost up to $5,000," Mr. Allen announced.

"All you can lose by listening to 'Allen,' he said, "is 30 minutes."

Hadevous as Mr. Allen's offer was, it could hardy match for sheer, unbridled charity the collection of goods offered that same Sunday on Stop the Music. An Indiana beer salesman who very night tapped the giant giveaway for a jackpot of $30,000.

It was enough to curl Mr. Allen's lip.

Morgan Drops In
Mr. Allen, returning from a summer's vacation spent in brooding about the cruel fate that has cost him his own NBC program last spring to sink to the 38th place in the Hooperings while Stop the Music on ABC soared to second, devoted much of his opening show to sympathizing with those aways. He not only made the guarantee against loss to listeners, but also hired Henry Morgan, no functioning ASCAP, to help him produce a spoofing act on giveaway.

Morgan, Mr. Allen, who this season is without program or sponsor of his own told Mr. Allen that he had "a new show idea which was timely if nothing else—a giveaway called Close the Melody."

Included in the prizes Mr. Morgan offered were a skating rink with four hockey sticks and one heavy rubber puck with your initials on it, 12 miles of track and a car, completely rear-ended from a Santa Fe train, a television set and a saloon and bar for to go with it, 4,000 yards of dental floss, practically new; 25 tons of dirt, delivered to your door; 800 pounds of putty for every member of your family, and, as a special reward, the winner would be left alone for 20 minutes with a shovel in Fort Knox.

In a sample of his proposed show, Mr. Morgan gave away as consolation prizes the Swannee River, 8000 feet of hose, fire hose, and the Brooklyn Dodgers. Nobody could guess the mystery melody, which was "America." Mr. Morgan announced that next week the giant jamboree would be increased. In addition to $100,000 worth of consolation, he would give away "a live human being."

Croshie Bags the Turkeys
The fictitious prizes on the Allen-Morgan giveaway were only slightly less diverse than those won by Mr. Allen in his Indiana career—a box of spoons, an automatic clothes dryer, and—anyway when Mr. Croshie might wish to renounce beer setting in favor of some other beverage—a completely equipped commercial model popsicle machine.

Mr. Allen's program, sponsored by Ford dealers, is heard 8:30-9:30 p.m. Sundays. Stop the Music, sponsored by Smith Bros. Wholesale Drug Co., Inc., and for the occasion this year of Croshie Jewelry and Old Gold cigarette, is heard 8-9 the same night.
LAWRENCE PHILLIPS, director of the Du Mont Television Network, said flatly last week that it would be economically impossible to extend the network's service nation-wide under present rates for video network relaying. But without network service, he felt, many of the currently operating or authorized stations will not be able to survive.

Mr. Phillips testified Thursday during the second week of FCC's investigation of AT&T and Western Union intercity television rates. He referred to Du Mont's plans for establishing and maintaining television network via Teletranscription, and added: "That we are now accomplishing."

In answer to a question which was finally permitted on condition that engineering witnesses be called for cross-examination on the subject, Mr. Phillips said Du Mont engineers had estimated that video relay facilities could be built for $660,750 (on two-year amortization plan) to link, roughly, Washington, New York, Pittsburgh, Philadelphia, Baltimore, New Haven, and intermediate points between New York and Pittsburgh and between New York and New Haven.

New Haven to New York
He said it was necessary for Du Mont to establish its own video relay to provide WNBO New Haven with programs from Du Mont's WABD (TV) New York. He said the relay, which he described as "temporary," was built at a cost of $10,000 to $15,000, and estimated monthly operating costs at $75 exclusive of power. He pointed out that the relay is unattended except for periodic checks, and that, since it takes WABD broadcasts off the air, there is no way to substitute other programs for shows which a sponsor does not wish to send to the New Haven area.

He said $5,000 a month "had been mentioned" at one time as a possible charge for use of an AT&T New York-New Haven relay, if one were established.

Mr. Phillips said AT&T line charges currently are preventing Du Mont from sending shows regularly from Washington to New York, and that conceivably they might some day make it advisable to stop programming from New York to Washington.

Under cross-examination he said line costs from New York to Washington were $9,315 in one month, would be "burdensome" even if reduced to $315, or even to $1.

Aside from Mr. Lawrence's testimony one week was spent in cross-examination of AT&T witnesses who appeared the week before [Broadcating, Oct. 4]. The sessions dealt particularly with the telephone company's ruling that it will not permit interconnection of its intercity relay facilities with those of private or other companies except to cover, where there are no AT&T facilities.

Ruling Possible
On this point, FCC may rule this week on the joint Philco-Du Mont petition for a decision on the interconnection policy in advance of the decision on the lawfulness and reasonableness of the rates themselves. In a formal reply to the joint motion, AT&T filed a brief on Thursday defending the interconnection policy and contending that its reasonableness cannot be determined without regard to the other issues.

In any event it appeared likely that the session would recess Friday night and resume during the week of Oct. 18.

AT&T witnesses, questioned on the causes of "poor" reception of the American League baseball play-off game relayed from Boston last Monday, promised to investigate and report. Frank A. Cowan, transmission engineer, felt the investigation would show that a "classic example" of the problems of interconnection was involved. Henry Weaver, attorney for Philco, emphatically denied that interconnection with Philco facilities in New York was to blame.

Under questioning by FCC Assistant General Counsel Harold Cohen, Mr. Cowan said AT&T's experience with interconnection with Philco's New York-Philadelphia radio relay has been "satisfactory," which he considered not surprising in view of the short links of the circuit. Interconnection with the General Electric relay from New York to Schenectady, he said, has produced "variable" reception for programs received from Western Union's New York-Philadelphia radio relay would provide as good a signal as other interconnections under similar circumstances.

See Some Difficulties
But he emphasized that interconnection with the systems of other companies poses many problems—difficulty of knowing who is responsible in event results are unsatisfactory; knowing who is responsible for standby facilities; reaching agreement on technical questions; and organization of service forces and assignment of functions.

Mr. Cowan said a New York-to-Washington channel probably could be reversed in a day if it were to be a regular practice and AT&T could organize its forces accordingly. But he opposed the provision of reversible radio relay channels, terming it an inefficient use of frequencies. He pointed out that two frequencies can provide two oppositely directed channels whereas four frequencies are needed to establish two similarly directed channels.

He conceded that at the present time AT&T cannot always meet the demands of NBC and Philco for intercity connections. He noted there is not now any Bell System relay to link New York and Schenectady (GE has its own facilities), and that the telephone company has no definite plans for connecting Albany and Schenectady (the latter, he said, probably will come with provision of a New York-Albany-Buffalo route, probably "shortly after 1950," but possibly earlier).

With reference to the Balaban & Katz link connecting its WBKB (TV) Chicago with South Bend, he said ATT has facilities passing through South Bend and Chicago and can provide pickup facilities at South Bend when there is sufficient demand.

To AT&T's opposition to duplicate relay facilities in a given area, William A. Roberts, counsel for Du Mont, several times asked who would be guilty of "duplicating" if a private broadcaster established relay facilities first and the telephone company later set up facilities of the same route. Mr. Cowan contended the private facility would serve only the one broadcaster, and that AT&T's facilities would be available to all stations in the community.

Rate Engineer Robert P. Judy,
(Continued on page 62)
TV FREEZE

FCC's DECISION to put a temporary freeze on television applications with unanimous approval in the first formal industry and newspaper comments last week.

J. R. Poppele of WOR New York, president of Television Broadcasters Assn., supported the Commission by calling the decision a "muddled shift" to the new band which might render interference obsolete. And, of course, the FCC was concerned over the implications of this new rule. The decision that a "muddled shift" to the new band might render interference obsolete. And, of course, the FCC was concerned over the implications of this new rule. The decision that a "muddled shift" to the new band might render interference obsolete. And, of course, the FCC was concerned over the implications of this new rule.

Mr. Poppele placed an importance on the freeze on television applications by saying, "I think we should be committed."

The Washington Star, which operates WMAL-AM and FM stations, regarded the freeze as a "logical" development, while the Washington Post, whose intended TV application would be held up as a result of the Commission's action, considered it "an unpopular but necessary decision."

Critical Importance

Jack Gould, radio writer of the New York Times (WQXR and WQXR-FM), viewed the decision as a "step in the right direction towards the burgeoning video art," but "a good start" by the Commission in its approach to the overall problem.

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The freeze was called by FCC pending further studies and a decision on changes in engineering standards and channel allocations for the present video band. It is expected to last six months to a year. In the meantime there will be no action on pending applications. Existing stations and outstanding authorizations are not affected.

Speaking for the TBA Board of Directors, Mr. Poppele said the engineering review "undoubtedly will result in better, interference-free reception by the ever-growing television audience."

He predicted that "manufacturers of television equipment will continue economic boycott on prospective set owners with all types of receivers, and the number of new video programs being introduced almost daily will stop.

Dr. DuMont similarly viewed the decision as "a constructive step and one highly recommended by the DuMont Network and other television broadcasters in hearings conducted by the Commission."

He also reviewed DuMont's proposal that FCC allocate the 475-890 mc region into 60 channels for use under VHF standards in conjunction with present channels [BROADCASTING, Sept. 29, p. 97].

Both Mr. Poppele and Dr. DuMont emphasized that the freeze will not affect the usefulness of present television receivers, as did also the newspaper editorialists. Mr. Poppele was accepted that the need for the technical study and freeze stemmed from television's rapid development. The Star said the "plain fact is that television is affected with "growing pains," while the Post felt that 'the essential consideration is that this new giant, television, has outgrown its pants' and that 'it is in need of a corrective step to take a breather during which the FCC can look at where television now stands and where it is going.'

The DuMont Commission broke their discussions of the freeze with the Commission's pending study of the 475-890 mc region. Said the Post, which operates WINX and WINX-FM and has

NETWORK STARS SEEK CAPITAL GAIN RELIEF

Some of the biggest names in network talent have besieged the U. S. Dept. of Internal Revenue for opinions as to whether they can legally follow the advice by Amos 'n Andy and thereby escape high-bracket income taxes, it was learned last week.

Although the Revenue Department was officially mum, it was known that hosts of performers had made inquiries. It is doubtful if many will meet the specifications. Amos 'n Andy—Freeman Gosden and Charles Correll—convinced the Internal Revenue Dept. that they were a property of exclusive nature and thus gained approval of their deal to sell all rights to themselves, i.e., their property, to CBS.

The outright purchase of all Amos 'n Andy rights, for $2,000,000, was taxable as a capital gain, a rate much less than income tax.

The legal technicalities exist as to this point, it was said, and it is doubtful that many stars or lesser personalities could meet requirements.

It is also doubtful that many could find a purchaser for their rights, even if they qualified under Internal Revenue interpretation. Few stars are attractive enough to warrant the investment of large lump sums which are not virtually assured of amortization.

Mr. Trammell, president of NBC, and Frank Stanton, CBS president, will discuss trends in television costs and programing, during the television session of the 39th annual meeting of the Assn. of National Television Executives to be held Oct. 25-27 at the Waldorf-Astoria Hotel, New York.

Mr. Trammell, first in ANA history, will take place Oct. 26 at 8:15 p.m.

Designed to give ANA members—those who have not yet used video advertising as well as those who are pioneering in this newest medium for reaching the consumer with a sales message—a full picture of what television is and where it is headed, the special TV session will attempt to present all of the most pertinent facts about video.

J. R. Poppele, engineering vice president of Bamberger Broadcasting Co. and president of Television Broadcasters Assn., will recount the growth of TV stations and networks and will explain the significance of the FCC's "freeze on applications."

Dr. Thomas Coffin of Hofstra College has enlarged his research into the effects of television on the living habits of set-owners, following his original "straw in the wind" survey earlier this year, which indicated a 20% drop in movie attendance by the average family following the acquisition of a TV set. And will divulge his latest findings to the ANA.

Case Histories

A large number of case histories on the video techniques used by various ANA members and the results achieved have been compiled by the Association and will be discussed during the session. Howard Chapin, advertising director of General Foods Corp., a foremost user of television advertising, will outline the techniques found most suitable. Curly Curnow, the consultant to Allied Stores Corp., will tell the advertisers what retail merchandisers plan in television, both as a means of selling merchandise to their customers and as a type of merchandise they have to sell. He will report on what the retailers expect from their suppliers and from manufacturers.

Pat Weaver, who is vice president in charge of radio and television of Young & Rubicam, will describe the agency's functions in the development of television.
CONSENSUS of broadcast representatives appearing last week in FCC's oral argument on general allocations for the mobile and fixed services was that the Commission proposal which has generated the greatest activity among the nation's large metropolitan area facilities to meet even present needs of remote pickup operations—including both program and cue channels.

The broad-scope hearing also produced evidence by one railroad official that an undue amount of spectrum space has generally been devoted to the "luxury" entertainment services such as television. The statement drew immediate defense of video by FCC Chairman Wayne Coy, who termed television a very important service and public informed service.

The proceeding, described by Chairman Coy as "what may be the longest and most complex oral argument ever undertaken before the Commission" en banc, commenced last Tuesday with a roster of more than 112 participating parties. The Commission is expected to require at least the greater part of this week.

The argument concerns FCC's proposed allocation of the frequency bands 25-30 mc, 44-50 mc, 72-76 mc, 152-162 mc and 450-460 mc and rule-making with respect to the general utilization of radio service, private public mobile radio phones, land transportation radio services, industrial radio services and public safety radio services.

Channels for Remote Pickup

The Commission proposes to provide 19 exclusive channels for remote pickup in the 25-30 mc band, delete 16 channels presently assigned in the 30-40 mc band, drop 14 channels proposed earlier in 152-162 mc band and provide 20 channels in 450-460 mc band. Television Channels 4 (667-mc) and 5 (567 mc) are to be protected from any interference from fixed service allocations which would be made in the 72-76 mc band.

A number of broadcast interests are yet to be heard from in the proceeding.

Mr. McNaughten, assistant director of the NAB Engineering Dept. and ex-FCC staff member, told the Commission the remote pickup channels proposed in the 26 mc band would primarily be for cue and lineup purposes and secondarily for low quality program service when no other facilities are available. He cited the high interference susceptibility of those frequencies.

Mr. McNaughten argued that an additional 16 shared channels are required to provide a block system of assignments which would be a greater number of exclusive frequencies and lesser number of shared frequencies may be assigned in metropolitan area facilities. He noted that the 26 mc band assignment in less populated areas.

He urged that the 26 mc band channels be made available to AM, FM and TV stations and recommended that high quality program channels be found elsewhere.

Concerning the 450-mc band, Mr. McNaughten stated that insufficient knowledge of operational characteristics at these frequencies does not permit assignments to any type of service. Although broadcasters do feel they will be useful for short-range walkie-talkie type operation, he pointed out the broadcaster is willing to share the development of these frequencies and if experience points to a particular type service such recommendation would be made to FCC for its consideration.

The NAB spokesman indicated the 450-mc band is not considered useful for program services such as television and radio. He urged that additional 21 channels be provided in the 450-mc area for walkie-talkie service.

William S. Duttera, staff allocations engineer for NBC, argued that the 26-mc band suffers considerable interference and is good only for cue service—or program service only when a high signal level exists. He urged that some channels be assigned exclusively to television. He noted that video pickup and relay equipment is available for operation of about 17 channels between 1,000 mc and 6,000mc and recommended that an additional 25 channels be provided for use and restricted program service.

Regarding the 450-mc proposal, Mr. Duttera urged that channels be set up but not as substitution for other services since sufficient data and commercial equipment for the higher band is not available. He suggested the allocation of the channel, however, to the television industry for the development of new service which might become available in the future.

For walkie-talkie facilities in video also was noted.

W. A. Roberts, attorney for Allen E. DuMont Labs., pointed out in the shuffle of recent hearings on television it has been overlooked that it has become increasingly necessary for video services and networks to "have recourse to the use of cue channels, or control channels on the outside of the channels allocated for the regular transmission of the program itself." He noted that there has been dispute whether television is entitled to the remote pickup facilities and pointed out TV's very definite need for these channels.

Mr. Roberts argued that with respect to the various mobile demands for the 450-mc band "the record is not yet clear that a sound, satisfactory technical use can be utilized by large numbers of individual vehicles economically. Determination of the allocation herein is of pressing necessity for some kind of additional pickup services for the broadcast service which are dependent upon the transmission of their programs."

The attack upon "luxury" services such as television came from J. M. Scooby, general solicitor for the Assn. of American Railroads, who noted that the railroad allocation has been reduced to about one-half of a television channel.

Mr. Scooby urged that the spectrum space should first be allocated to the "essential services" relating to safety of life and following that other services could fight for "what is left over."

Chairman Coy pointed out that video is a very important service and the public can be informed of Science Communications via TV. The FCC chairman said, "I don't know anything that takes precedence over an informed citizenry, even given the FCC's commitment to being informed of the requirements of radio by the railroads."

Noble Plan

Daniel E. Noble, Motorola Inc. vice president and director of research, proposed a fixed allocation administration based on priority principle. All channel allocations would be made on the basis of utility-of-use priority ratings which would take into consideration the importance of the allocations, in order, to national defense security, public safety, influence upon national economic security and contributions to the public convenience.

George J. Maki and William E. Whiting, representing California State Broadcasters Associations, 76 member, requested that the state's automatic relays operating in the 72-76 mc band be allowed to continue for a period of one year to amortization to protect the tax payer. It was urged that an interference "yardstick" be determined for potential fringe-area TV owners if such criteria is not satisfied, in that area, to reduce complaints of interference.

Earl D. Glaze, vice chairman of the National Committee for Utilities Radio, explained FCC, regarding 72-76 mc assignments which do not interfere with television, that his group is "agreeable to this limited accommodation of an interim policy of temporary utility service assignments in cities where TV Channels 4 and 5 have not been assigned, and permanent settlement of the video reallocation proceeding [BROADCASTING, Sept. 27, Oct. 4]."

Vernon Wilkinson, counsel for Teleswomhe Inc., which proposes a radio pass service, appeared before FCC. He noted that no public service is needed in the New York area and which has been operating experimentally since June, told FCC that its tests in the 72-76 mc band have been conducted by the firm of Allen E. DuMont Labs., consulting engineer, and show its proposed system is feasible.
WXYZ-TV Opening Heavily Sponsored

Every Available Time Segment On Detroit Outlet Sold

OPENING DAY'S schedule of WXYZ-TV Detroit last Saturday was scheduled to be as completely commercial as ABC executives would permit as the inaugural of its solo TV station in the motor capital, and every segment sold that was offered for sale.

Starting with a 15-minute preview, which was not for sale, at 12:15 p.m., the first network medical was to be the Chevrolet Glee Club, 12:30-1 p.m., sponsored by the Chevrolet Division of General Motors Corp., Detroit, placed by Campbell-Ewald Co., Detroit.

Gillette Safety Razor Corp., Boston, was to sponsor the World Series telecast from Cleveland, through Maxon Inc., New York. At the end of the game, the WXYZ-TV audience was to be taken to South Bend where the Notre Dame-Michigan State gridiron contest was being played. WXYZ TV telecast was to be sponsored by Admiral Corp., Chicago, through Crittenden & Eger, that city. Following the football game Don Watridge was scheduled for a sports resume, to be presented by Detroit Edison Co., through Campbell-Ewald Co.

Another special not-for-sale program was to be followed by a film, sponsored by Galvin Mfg. Corp., Chicago (Motorola radio and TV sets), through Gourfain-Cobb, Chicago, broadcast 5:45-6:15 p.m. The next hour, according to the advance agenda, was to be the official welcome to WXYZ-TV by the Governor of Michigan and the Mayor of Detroit, with acknowledgments by Edward N. Smith, ABC board chairman; Mark Woods, ABC president; and James Riddell, general manager of WXYZ and WXYZ TV.

The Philco premiere variety program, 6:30-7: p.m., sponsored by Philco Radio Corp., Philadelphia, through Hutchins Adv. Inc., Philadelphia, was to open the evening show. Following it, at 7 p.m., was a half-hour news sports program presented by Cunningham Drug Co., Detroit, through Simon-Michelson, Detroit. WXYZ-TV's first day's schedule was rounded out by a special pro football game between the Detroit Lions and Boston Yanks, sponsored by Goebel Brewing Co., Detroit, through Brooke, Smith, French & Dorrance, that city.

75% of L. A. Video Set Owners Home in Evening

AMONG people owning television sets in Los Angeles, 75% are at home in the evening and more than 50% are watching a telecast program, according to a study undertaken by West-Marquis Inc., for its client, General Electric Co.

Although size of sample was not disclosed by the advertising agency, results reportedly were based on telephone check-up made during the showing of the J. Arthur Rank films of the Olympic Games. Playing through in part for ABC, this telecast of the Los Angeles Angels professional baseball team, with audience equally divided between two, the agency reports.

CITYS BENEFITS ACA WON FOR STATION MEN

THE AMERICAN Communications Association (CIO) obtained "very substantial benefits" during the past year for its members who are employed by radio stations, despite the Taft-Hartley Law. CIO general counsel, William B. Ender, said, "The labor troubles of the last year have forced the employers to use the Taft-Hartley Law to cripple the union," Joseph P. Selly, ACA president, declared in a report of the union's nine annual convention held at the Hotel Governor Clinton, New York, on Oct. 6, 7, and 8.

Mr. Selly added, in his address opening the convention: "The communications corporations are now making a tremendous effort to divide our union, company-unionize our union, to promote moods of disunion, or alienation. We must not permit ourselves to lose sight of these facts, to lose faith in the membership, or to yield in the face of coercion."

A report by William Bender, vice president of the ACA broadcasting department, described wage scales and working conditions won by the union during the last year for radio technicians and other broadcasting workers as the best in the industry. Since the last convention, Mr. Bender said, salary scales for engineers have topped the $100-a-week level in "many stations."
Nobody seems to know just why newspapers call pictures of pretty girls “cheese cake.” But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.
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<td>St. Louis</td>
<td>KSD-TV</td>
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Do you have a new product, a new sales-appeal, a new merchandising idea you'd like to test? National spot radio can do it for you—more quickly and economically.

Do you have a product that sells more readily in rural areas than in cities, or vice versa? National spot radio can give you more concentration where you need it, with less waste.

Do you want most to reach men, women or children? Church people or night owls? Housekeepers or career girls? By a wise choice of stations, programs and time of broadcast, national spot radio can give you more of what you want, at lower costs!

After sixteen years of pioneering in Bull's-Eye Radio, Free & Peters knows practically everything there is to know about the adaptability of "national spot." And anything we know is yours for the asking. What can we dig out for you, now?

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

NEW YORK          CHICAGO
ATLANTA           HOLLYWOOD
DETROIT           SAN FRANCISCO
FT. WORTH
ABW DIST. 2 & 10 Day Programming Stressed

BETTER daytime programming should be provided listeners, and increased listening would be the reward, the District 2 meeting of the Asso. of Women Broadcasters was told at its Oct. 2-3 meeting held at the Sheraton Hotel, Rochester, N. Y. The session wound up a series of three ABW district meetings.

The first was held Sept. 25-26 in Cincinnati [BROADCASTING, Oct. 4], the second in Kansas City Sept. 28-29 (see below).

In a panel titled "Are Daytime Programs Keeping Up with the Listeners?", William Fay, WHAM Rochester, presided as the con- tested they are, but felt stations are not tapping all available program sources. Panel moderator was Doris Combs, NAB director of talks, with Sally Work, WBEN Buffalo, presiding as district chairman.

E. R. Vadeboncoeur, WSYR Syracuse, argued daytime programs are not keeping up with the listen- ers. Mrs. Sidney Schenewald, "Favorite Program" contest winner, and Mrs. Arthur J. May, of Rochester, agreed, from the listeners viewpoint that daytime pro- grams are the stepchildren of nighttime programs.

In addressing the meeting, Mrs. William W. Ithaca, NAB District 2 director, said one of radio's primary jobs is to increase daytime listening. "Free radio is paid for by advertising," he said, "if you can't sell soup you can't democracy." Al Zink Jr., WGY Schenectady, discussed TV programs for women and opportunities for women in the video field.

Ruth Crane, WMAL Washington, ABW president, and Pat Griffith, NAB director of women's ac-

AWB District 2 Registration

A
Nita Albers, Cornell U.

B
Claire Barstow, WFCI Ithaca; Edna Bartlett, WBEN Elmira; Marion Howley Baxter, WKOP Binghamton; Mary Beekley, WNET Rochester; Dr. Kath- erine Gill, WFLY Ithaca; Keuka College School of Law, Betty Bollage, WHAM Rochester; Mildred Curtis Boylan, WNYC Rochester; Lorraine Burdage, Dayton; Mrs. Russell A. C. Binghamton; Sarah Bur- dage, WBNG Binghamton.

C
Lucille Clarke, Myrtle Collier, Red Cross; Doris Cowdrey, New York; Ruth Crane, WMC Washington.

D

E
Finnis Fairbanks, WFCI Ithaca; Wil- liam Fay, WHAM Rochester.

G
Pat Griffith, NAB; Gertrude Grover, WHQO Utica.

H
Nancy Halyar, WHAM Rochester; Henriette Harrison, YMCA and YWCA, New York; Marguerite Hume, Brand New York; Mrs. H. J. M. WHEC Ithaca; Adela Hunt, WPAT Peterston, N. J.

K
Frank Kelly, WBEN-TV Buffalo.

Madeline Klein, WHBC Rochester.

Fran Leinen, WRGB Rochester; Dorothy Lewis, UNR New York;

Mrs. Arts. J. May, Rochester; Edith Meander, WOR New York.

Helen Neville, WKWB Buffalo.

Elizabeth Odame, WOBX Utica.

Mrs. Mary G. Phillips, WHEC Ithaca.

R
Virginia Roberta, WBC Rochester; Gladys Rogers, Bowman & Black, Buffalo.


V
E. R. Vadeboncoeur, WSYR Syracuse.

Louise Wilson, WHAM Rochester; Helen Wink, WQXR New York, Sally Work, WBNT Buffalo.

WRGB to Get ABC, CBS DuMont Shows, Plus NBC

WRGB Schenectady, General Electric Co. video station, has made arrangements to receive programs from the ABC, CBS and DuMont television networks, supplementing the network service heretofore received only from NBC, G. E., and WRGB, the manager, announced last week.

He expressed the feeling that "this is a definite step in public service to our thousands of listen- ers." WRGB broadcasts 22 hours of video features weekly. Its net- work programs are transmitted from New York to Schenectady via a GE microwave relay.

Locally, the station plans to go out-of-studio programming about Dec. 1 when it adds mobile equipment to its facilities.

CBS Airs Henrock Talk in New York

Business Women's Group Hears First Woman Commissioner

FCC COMMISSIONER Frieda B. Henrock, in an address prepared for broadcast yesterday, (Oct. 10) on CBS, said that although she brought to the Commission a woman's viewpoint, she was not intended to "do a job for all of the people as best I can."

She said that although she would not represent only women, but would rather represent all people on the FCC, she would "not for one minute forget women's interests."

The occasion of her talk was the opening of National Business Women's Week.

Miss Henrock championed the placement of qualified women in important positions and decried the denial of such posts to women, merely because of their sex.

In her own instance, she said, she felt herself qualified for her responsible government position because she had wide experience in both law.

The engineering problems which confront commissioners have been a struggle for her, she confessed. Her first impulse upon landing was "to prove myself". As a lawyer, frequency modulation "all that sort of thing," she confided, was "to rush to the hairdresser and get away from it all."

"But," she added firmly, "I went to work—and I am determined to master the technical side of my job.

NABC IS A DEFENDANT IN REMINGTON'S SUIT

NABC, General Foods Corp. and Elizabeth T. Bentley were named defendants in a $100,000 damage suit filed last Wednesday in New York by William W. Remington, suspended Commerce Dept. employe.

The plaintiff charged that Miss Bentley, admitted one-time Soviet espionage agent and former Communist, falsely branded him a Communist on Martha Rountree's Sept. 12 Meet the Press video show, sponsored by General Foods.

Miss Bentley is said, during the telecast, to have reiterated some of the charges she made against Mr. Remington during hearings before the House Un-American Activities Committee the previous month. Mr. Remington, in the complaint, said that the charges on the program had caused great personal damage to him, to his profession of economist and his employment by "bringing him into public odium and contempt."

Tube Sales Soar

SALES of radio receiving tubes in August increased sharply over July and ran well above August a year ago, according to Radio News August sales totaled 173,959,744, bringing the year's total to 1,560,653 for replacements; 507,397 for export; 35,160 to government agencies.

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BUILD PROFITABLE
SALES IN "ST. LOUIS-LAND"

Readin' about Reach in the BMB coverage story makes good readin'! 115 counties daytime...98 counties night time. Also a coincidental survey* in the thirty prosperous counties immediately surrounding big St. Louis shows that KXOK alone delivers 22.1% of the listening audience morning, noon and night.

Ratin' about KXOK Hooper Ratings is fun! Audience increases month after month, show gains in Total Rated Time Periods in excess of any other St. Louis Network station.

Rithmetic readily proves that the advertiser with KXOK low-in-St. Louis rates gets more Hooper...plus more coverage...per dollar on KXOK.

Check the 3 R's...Rates...Ratings (Hooper)...Reach (BMB)...

check our John Blair representative today...
you'll check KXOK as your number one buy in "St. Louis-land."

*survey conducted by Edward G. Doody and Co....109,000 calls completed.
By JAMES MONTAGNES

REGORGANIZATION of operations of the Canadian Assn. of Broadcasters was approved at CAB directors’ meeting held at the Royal York Hotel, Toronto, Oct. 4-6. Under the new set-up CAB operations will center at Ottawa, with Toronto office used mainly for station and advertiser servicing.

Recommendations for CAB reorganization were drawn up by Jim Allard, CAB general manager, and A. R. MacKenzie, trouble-shooter and personnel executive of All-Canada Radio Facilities Ltd., Calgary. The two executives had studied CAB operations from the standpoint of “what are prime functions of CAB and what should it be doing to discharge those functions?” Their report cited collective bargaining or liaison, aiding station operators and counselling general advertisers as the three prime functions. Supplementary activities and general services that could be developed were outlined, ranging all the way from “capitalizing on the talents of those in allied fields who have a stake in our success” to operating frequent regional meetings and developing new station services.

The report recommended four categories of CAB operations. First would be that of liaison and collective bargaining, under direct charge of the general manager and based on policy set by the directors. The second would be station servicing, including operation of regional clinics and meetings, plus tips for new business, packaged advertising campaigns, extension training, registry of potential employees and personal contacts.

The third category, advertiser servicing, would include station selling information, research, and personal contacting of advertisers and agencies. Internal routine, the fourth classification, would include work of the Ottawa Radio Bureau, membership routines, standard rate structure work, franchises, special committee work, NAB relations, censorship formula, audience stimulation, convention organizing and French translating.

No date was set for personnel moves under the reorganization plan. New personnel will be hired to do the advertiser contacting.

The directors’ meeting also dealt with negotiations underway on proposed government plan to raise license fees for broadcasters. Under the present system about $85,000 in such fees is collected annually from broadcasters. The money is turned over to CBC. Recently the Dept. of Transport at Ottawa intimated it will increase the fees, basing them on gross revenue of stations, to net the government about $250,000.

CAB is now negotiating, under protest, for a reduction from the proposed fees, which are to be retroactive to April 1, 1948, start of fiscal license year. CAB may take the issue to court or grounds that (1) money would not go to CBC, chief competitor of privately-owned and license-paying stations, but to Dept. of Transport to help defray expenses in connection with broadcasting services of department, and (2) that proposed assessment on gross station revenue is a tax, and not a license, and therefore is illegal.

CAB directors have also approved production of a film, dealing with broadcasting by independent stations, for distribution in schools and industrial plants. Advertising agencies to be franchised by CAB were approved, as were plans for 1949 annual meeting at Hotel Algolouin, St. Andrews-by-the-Sea, New Brunswick.

Report on Price Mention

CAB board heard a report on how price mention is being received and operated by Canadian stations, since this was allowed as of Sept. 1. Plans for policy on newscast commercials were outlined and new rate structure committee set up approved, consisting of two station representatives, two station operators and the CAB general manager as chairman.

Three regional meetings were announced in Vancouver for British Columbia stations Oct. 18-19, in Edmonton for Alberta stations Oct. 20-21, and in Toronto for Ontario stations Oct. 30-31.

CAB board gave a cocktail party for CBC program executives meeting at same time in Toronto.

General Foods Log Cabin Syrup Campaign Planned

WITH the return of Log Cabin Syrup to the market, and the availability once more of tin for making the well-known cabin-shaped package, General Foods Corp., New York, is planning an extensive advertising campaign for the product.

National radio promotion will be carried via hitchhikes on the House of Mystery (Sundays, 4:45-30, MBS), Burns and Allen (Thursdays, 8:30-9, NBC) and Mr. Ace and Jane (Fridays, 8:30-9, CBS) shows.

Benton & Bowles, New York, is the Log Cabin agency.
FOR THE 9TH CONSECUTIVE YEAR
PENN FOOTBALL GAMES ARE
TELECAST OVER WPTZ*

*Again sponsored by the Atlantic Refining Company

As of October 1, sixty-five sponsors are utilizing the facilities of WPTZ to reach the fast-growing Philadelphia audience.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Pa.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
CBS-TV affiliation contract with KLEE-TV, Houston's first television station, goes into effect. Making it legal are (l to r) William Schudt, CBS director of station relations; Herbert V. Akerberg, CBS v.p. in charge of station relations; W. Albert Lee, KLEE-TV owner, and Sidney Bolkin, KLEE-TV general manager.

WARM WELCOME goes to Senor Manuel Lopez Díaz (r), owner and manager of XEAV Guadalajara City, from Clemente Serna Martínez, head of Radio Programas de Mexico. XEAV has just joined RPM as an affiliate.

TV plans for WSB-TV Atlanta aired by (l to r) J. Leonard Reinsch, managing director of Cox radio stations; Wright Bryan "Atlanta Journal" editor, John M. Outler Jr., gen. mgr. WSB, WSB-TV.

CLINTON Clothes will telecast Col'ahan A. C. hotels from Boston Arena over WNAC-TV Boston as a result of this get-together of (l to r) Abe Frank, Clinton president; Linus Travers, WNAC-TV; George W. Steffy, WNAC-TV.

STANDARD OIL of Indiana again becomes sponsor of the football "Game of the Week" over KMOX St. Louis, as Carter Ringlep (l), KMOX and R. W. May, Standard Oil of Indiana, plan the ten-week Midwest games.

TRANSFERS of KFBI Wichita to new owner, KFBI Inc., was witnessed by (l to r, seated) J. Winn Sargent, attorney; Howard Lohnes, radio attorney; Robert L. Leubengay, chairman of KFBI board; (standing) Clem J. Randau, KFBI Inc., president; Kay Pyle, treasurer; Sidney Harris, Harris newspapers; Howard Lane, KFBI executive v.p. and director of Marshall Field stations; John Harris, Harris newspapers.

SPONSOR Colgate - Palmolive - Peet luncheon honors "Can You Top This?" Clockwise: James Reilly, Colgate; Edward Franklin, Newell-Emmett; Peter Dech, Kirkman & Son; F. S. Dinke, Colgate; Joe Laurie Jr., of program; William Hartman, Kirkman; W. Wilson m.c.; R. Parnia, Ted Bates Inc.; S. Jaffe, W. Rydell, N-E; H. Hirshfield, W. Kearns, Bates.

MBS outlet, WGST Atlanta, Georgia Tech station, celebrates its new Mutual affiliation with dinner for Edgar Kobak (third from left), network president. Among those attending were (l to r) Joe Westbrook, Pope Brock, Frank Sprattlin, Dr. Raymond Potty and Jack McDonough, member of radio committee of Board of Regents, Georgia Tech.

SNAPPED off almost to the base, the 152-foot self-supporting steel tower of WKWF Key West lies sprawled on the ground, blown over by the recent hurricane that roared over the Keys. Only 20 minutes after the tower collapsed, the station was back on the air with an emergency antenna.

AS WBAP-TV Fort Worth takes to the air, Amon Carter (standing), WBAP president, inaugurates the service. Waiting to take their place on the screen are (l to r, seated) R. C. Stimson, WBAP engineering director; George Cronston, manager, Harold Hough, station director.

President was televised first day.
Respects

(Continued from page 46)

ing program sponsored by him—a test case—to get 100 men from civilian life into the Army for public relations, who will, among other assignments, be placed with radio and television people for 90 days of on-the-job training.

The radio and television executives have been heartened by his personal letter to potential operators. This effort of putting the burden of understanding on both sides, radio and the Armed Forces—rather than making radio do it all and extend all the cooperation—is a signal event in Army circles in itself. The success of this program will earn Gen. Parks a very special niche for his relations with the industry.

Gen. Parks was born in Louisville, Ky., Sept. 9, 1896. After graduation from Olemiss College in 1918 with a B.S., he joined the Army. At first a private, he was soon commissioned a second lieutenant, Corps of Engineers.

In 1921, then a captain, he became aide-de-camp with the Army War College in Washington. Two years later Ford Parks entered Yale, and was graduated with a degree of M.S. in mechanical engineering. After graduation he was stationed at various Army posts throughout the country, and Hawaii, as instructor and student, and also serving on the staff of several generals.

He was appointed Chief of Staff at headquarters of the Army Ground Forces, in Washington, D.C., in June 1942, serving in this capacity until May 1943, when he was named assistant division commander, 69th Infantry Division, Camp Shelby, Miss.

In July 1944, Gen. Parks was sent overseas as chief of Staff headquarters, First Allied Airborne Army, European Theatre of Operations. He served with that outfit throughout its military operations, foremost of which were the large-scale aerial assaults on Holland, and the crossing of the Rhine by the largest airborne force lifted in one day during the war.

At the end of the war the First Allied Airborne Army was disbanded, and the U. S. element of it became the First Airborne Army, under command of Gen. Park. who was also designated commanding general of the U. S. area of Berlin. In this capacity he led the first U. S. troops into Berlin, in July 1945. in addition he made all administrative arrangements for the U. S. contingent of the Postdam Conference of the Big Three. For the coming efficiency in this work, he received an official commendation from President Truman.

Gen. Parks holds the Distinguished Service Medal with Oak Leaf Cluster, Bronze Star Medal, Air Medal, Legion of Merit, European - African - Middle Eastern campaign ribbon with three battle stars, among several others. He has also been decorated by the governments of Great Britain, Russia, Poland, Denmark, France, Netherlands and Ecuador.

His wife is the former Harriet Marie Appleby-Robinson. They have four children: Edwyne 12, William 12, Floyd Jr. 10, Basil 8.

FLASH-O-GRAH

Video Commercial Device

Used on WLWT

ADAPTATION of the point-of-sale commercial device, the Flash-O-Graph, was used on video for the first time Sept. 25 by WLWT Cincinnati during the first of the U. of Cincinnati home football games sponsored by the Dodge Dealers of Greater Cincinnati.

The Flash-O-Graph, originated by the New York corporation of that name as a display piece, is a small metal box containing lights and a punched tape moving in front of them to spell out a sales message. It operates on the same principle as that of a flashing news sign. It was adapted for video by Fran Harris, television director of Ruthrauff & Ryan, Chicago, who terms it "a champagne commercial at a beer price."

To advertise the Dodge car, Miss Harris used two of the machines, one with the message, "See your Dodge dealer—the smoothest car afloat," and the other with "Presenting University of Cincinnati football games." Under each of the miniature signboards there appears a small scale model of the 1948 Dodge. WLWT cameras moved from one sign to the other, giving a continuous sales message.

FEDERAL BAN

Proposed Shrine Rule May Draw NAB Ire

PROTEST may be made by NAB direct to Secretary of the Interior Julius A. Krug over a department plan to impose restrictive rules governing broadcasts from national parks and shrines.

On the Secretary's own motion based on material on national parks. The rule would apply only to radio newsmen, and not to those from other media.

Objection has been made to the rule on the ground that it was drafted within the department without hearing the industry's side of the story. Since it would impose a restrictive duty on a number of stations from parks, and require cumbersome and costly technical steps, the department has been told, informally, that the whole situation is contrary to usual administrative procedure.

Department officials have stated that if broadcasters don't like any rule, they can squawk. They have further criticized the industry for failing to protest the proposed rule in a timely fashion. Whether the proposed rule is completely unrealistic because it doesn't take into account the operating techniques of the broadcasting industry.

National Park Service and department executives have refused to give broadcasters a chance to study the rule. At the same time, they have refused to provide the broadcasters with an accurate picture of the parks through broadcasts and a desire to have pleasant relations with the industry.

NAB President Justin Miller has reviewed the facially fair case and has ordered an investigation to decide what form a protest should take.

The proposed rule grew out of action by a Washington Monument guard last July, when WTOP Washington sent a special events recording team to the Monument to help promote an anniversary celebration. The guard refused to let the crew enter the Monument on the ground that the purpose of the visit was to get material for commercial broadcasts.

The program, titled City Desk, is a local news show, sponsored by Shell Oil Co. Maurice B. Mitchell, now at head of NAB broadcasting advertising and at that time manager of WTIP, protested to Secretary Krug. The National Park Service replied that it was required to protect the dignity of national memorials and keep them free from commercialization. It refused to concede that imposition of bans on radio without restricting other media would be.

Under the proposed rule, broadcasting of public events would be permitted from national memorials: (1) if the program originates on the grounds but the commercials are sold off-ground, or (2) if recorded programs contain no middle commercials (station breaks are not considered commercials).

Department officials did not appear impressed by the argument that the audience's attention could be heard only a few feet from the microphone. They countered with the argument that they would not allow a newspaper to set up a printing press at a shrine to disseminate news.

Several weeks after the Monument incident, the Park Service said that WTOP was ejected from the premises because its crew located in the parking lot area the day before started to take over. This claim was not made to the crew, nor to Mr. Mitchell, at the time of his protest.

Department officials say the participation show does not differ from present unwritten policy. They concede only a few instances have occurred where broadcasters have attempted to demonstrate shrines with programs obviously in bad taste, but point to awful things that could occur.

Martin Food to Sponsor 8 More Midwest Shows

MARTIN Food Products Inc., Chicago, through Morris F. Swaney agency, same city, is planning sponsorship of eight radio shows in as many Midwest markets early in the year. Jams, jellies and middleweight women's participation type. A. G. Bishop is the Swaney account executive. Heightened Midwest promotion is handled by L. V. (Van) Pinkert, former managing director of the Preserve Industry Council, who is now director of sales and advertising for Martin. He has held executive positions with Stella Cheese Co., Chicago, Good Housekeeping magazine and Northern Paper Mills, Green Bay, Wis.

Commercial

10 ADLER, account executive for WHHI Hemingstead, L. I., and its FM station has been appointed New York City representative for those stations.

MURKORNSBY has joined KFUS Las Vegas, Nev., as commercial manager.

R. C. (Dick) KENDRICK has joined ORMSBY as sales manager.

Mr. Kendrick was formerly an advertising manager with Atlanta "Constitution."

October 11, 1948 • Page 9
Jack Steck, program director of WFTI, Philadelphia for three years, has been named manager of programs and production for WFIL-TV. Herbert K. Norton will continue in program director for WFIL-TV. Mr. Steck has been producing and anchoring "Swap Shop," semi-weekly television show. He is also producer of new "Features for Women" program on TV, sponsored by "The Philadelphia Inquirer."

Jack Gelzer has been appointed program director of WKBW Buffalo, N. Y. Mr. Gelzer has been associated with local radio for past 12 years, holding position of chief announcer for Buffalo NBC City until 1947, when WKBW was acquired by its present owners WKBW Inc. At this time he filled position of assistant program director. Mr. Gelzer succeeds Paul Martin, who has resigned to join advertising agency.

Paul Shannon has succeeded Carl Ide, resigned, as announcer on KDKA Pittsburgh, "Sunday Suppertime" program at 6:30 p.m.

Bill Geskey, production manager of KTOTO Topexa, Kans., is the father of a boy.

Bill Fox, former program director at KBBQ Bremerton, Wash., for past two years, has joined announcing staff of KQW New Westminster, B. C.

Norman Felton, NBC production director, has joined new morning video training course in New York in preparation for the opening of WMBQ, NBC's Chicago TV station.

EDWIN A. STERN has been appointed continuity editor of WWDG Washington.

JEAN PAUL KING, director of musical shows at WPMQ New York, has resigned from production staff, effective Oct. 15, to free-lance in radio and television production.

ROD O'CONNOR, NBC announcer, is the father of the child.

Bob Purcell, narrator of ABC's "Californian Caravan," has been signed for a role as master of ceremonies in the "Barclays Nightclub" Broadway show.

DICK JOY, co-owner of KJOM Palm Springs, Calif., and ABC's "Good Morning America" announcer, was signed as announcer on CBS' "Spotlight Revue." "Good Morning America" airs Sundays at 9:30 a.m. and 12 noon.

Herbert, previously program manager of WCNB and WDBP, has joined the ABC National Network as a member of a panel to discuss the future of radio and television. "Good Morning America" airs Sundays at 9:30 a.m. and 12 noon.

Other panel members will be Ruben Manouelian, stage and television producer; James M. Parkinson, executive vice president of Philips and NBC, and executive vice president of Paramount Pictures and president of Television Productions; Walter Abel, executive director of the Screen Actors Guild.

STEFFY NOW ON BOARD OF YANKEN NETWORK

GEORGE W. STEFFY, vice president of the Yanken Network, has been elected to the board of directors. He will carry out the operations of Yanken in the absence of Luisa Travers, appointed a vice president of MBS [BROADCASTING, Oct. 4].

Mr. Travers is remaining with Yanken’s board while serving with Mutual, of which Yanken is a 20% stockholder. Yanken has just renewed its affiliation contract with MBS, of which it is the New England regional representative.

Mr. Steffy entered radio in the fall of 1927 when, as he was starting his college work, he joined WEAN Providence as a control board operator. After graduation from Providence College in 1929, Mr. Steffy was transferred to the engineering staff of WNAC Boston. With a background of the technical end of the business, he turned to production.

Mr. Steffy became production director of WNAC in 1936 and was later appointed to the same post for the entire Yanken Network in New England.

In 1944 he was elected vice president in charge of operations for the Yanken Network. He is supervising all program activities at WNAC-TV.

RTDG Issues Statement Upholding EX-President

RADIO and Television Directors Guild last week issued a statement reaffirming its faith in William Sweets, its former president, as "a leading, highly-honored, and valuable member" of the union's local and national board. A week earlier, RTDG disclosed that Mr. Sweets had resigned from the presidency as a matter of principle rather than as a non-Communist affidavit, which most of the other members of the national board had signed voluntarily.

The Guild's latest statement expressed the union's "deep regret" at Mr. Sweets' resignation, and outlined a four-part resolution adopted as a result of his action. This resolution, " Vigorously comprising the Taft-Hartley Law, "unanimously recognizes and upholds" the right of Mr. Sweets not to sign the non-Communist affidavit; approves the actions of the national board members who voluntarily signed the affidavits, and declares that the RTDG has "closed ranks" and will continue to negotiate for freelance writer contracts "with full vigor."

ELECTION OF OFFICERS turned into a co-ed affair at the opening business meeting held by the Radio Management Association of Boston. Officers are [above, 1 to 10]: Jon Gilbert, Harold Cabot & Co., secretary, and Nona Kirby, WLAB Lawrence, second vice president. Below: Craig Lawrence, new president; orefine president, Eugene McGraw, WHDH, president; Edmund J. Shear, James Thomas Churug Co., treasurer.
The two partners, as their desk-signs show, are WOWO and WOWO-FM... now offering complete duplication, from 5 AM until 1 AM, in one of the richest market-areas in the Midwest.

And how these partners keep things moving!

Every recent Hooper survey shows WOWO programs far ahead of competition. And, according to storekeepers, WOWO promotions really keep merchandise rolling over counters throughout the area.

How big is this area?

Consult BMB and you’ll see that WOWO reaches 573,300 listener-families in 59 counties. And WOWO-FM, whose 504-foot antenna tower is Indiana’s tallest structure, brings FM broadcasts to listeners in a 16,000-square-mile area in three states!

Put these partners to work for you! Get two coverages for the cost of one! Consult NBC Spot Sales, or the WOWO Sales Department.
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.
TV at Fort Monmouth

TELEVISION entertainment is available to all personnel stationed at Fort Monmouth, N. J., with the exception of one company which will have it by the end of the year, post officials have announced. Believed to be one of the first Army posts to make video entertainment available, the equipment was purchased from the central post fund with profits from post exchanges and post theatre admission. The sets are placed in company recreation rooms.

Testimony Reprint Gives News Rights

Vadeboncoeur Booklet Stresses Legal Protection Need

BROADCASTERS must act aggressively to secure the same legal news protection accorded newspapermen, E. R. Vadeboncoeur, vice-president of WSB and chairman of the NAB news subcommittee, writes in the foreword to a booklet reprinting his testimony before the Law Revision Committee of New York.

The state legislative body is considering a bill to provide newspapermen protection of news sources. Mr. Vadeboncoeur appeared before the committee last spring to urge inclusion of radio in the bill.

Eleven states grant protection to newspapermen, he says. These are Alabama, Arkansas, Arizona, California, Indiana, Kentucky, Maryland, Montana, New Jersey, Ohio and Pennsylvania. They are protected from reprisals for refusal to divulge news source. Radio, however, is completely ignored in these states.

Maryland First

First state to pass a newspaper privilege law was Maryland. This occurred in 1896, when there were no radio stations, says Mr. Vadeboncoeur. The statute has been copied by 10 other states. The Arizona law may apply to radio, since it includes the phrase "engaged in newspaper or reportorial work."

The Law Revision Committee of New York invited Mr. Vadeboncoeur and Michael R. Hanna, WJWZ director, to testify. They asked for amendment of the bill to cover radio.

"It is high time that radio newsmen who have richly earned equal standing and dignity with their newspaper colleagues, stop suggesting that radio is not news and that the legal protection of newspapermen is not applicable to radio. The writer believes that the people who are richly earned protection are the people who use it and the people who deserve it. Let us all be one in this."

POPULATION

AMERICA's high post-war birthrate, and equally large migration figures, have combined to produce some startling changes in population figures, according to the latest 1948 population estimates published by the Bureau of the Census.

The Bureau estimates that the Pacific Coast area has gained 45.3% in population since 1940's census, while the national gain has been 11%, or 151.6 million to 167.0 million persons.

No region has lost population. However, six states have turned up with an estimated net loss in population for the eight year period. They are: North Dakota, South Dakota, Nebraska, Kentucky, Mississippi, Arkansas and Montana. These predominantly rural states showed a net decrease in population ranging from 12.6% for North Dakota to 0.9% for Kentucky.

<table>
<thead>
<tr>
<th>Region and State</th>
<th>July 1, 1948</th>
<th>July 1, 1940</th>
<th>New</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>United States</td>
<td>146,114,000</td>
<td>131,669,275</td>
<td>+14,444,725</td>
<td>+11.0</td>
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<td>Regions</td>
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<td>United States</td>
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<td>North Central</td>
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<td>Pacific</td>
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</tbody>
</table>

California's increase of more than three million persons was the largest gain in the period. Other states with a large increase are Michigan, 939,000 persons; New York, 907,000; Ohio, 891,000, and Texas, 815,000.

Oregon showed the largest percentage gain—49.2%—while Connecticut, New Hampshire, New Jersey, Ohio, Indiana, Michigan, Delaware, Maryland, District of Columbia, Virginia, Florida, Texas, Arizona, Utah, Nevada, Washington, Oregon, and California all showed a gain of more than 11%—the national average.

CONGRATULATIONS are extended to Marcellus M. Murdock ( Il ), KFH executive vice president and publisher, for "Wichita Eagle," by Frank Carlson, governor of Kansas. Occasion was inaugural broadcast of KFH-FM on which Gov. Carlson delivered the opening greeting to listeners.

NARND Announces Topics for Panels

Wide Coverage Planned for Small Station News Departments

A PANEL on problems of small station news departments will be featured at the annual convention of the National Assn. of Radio News Directors. The meeting will be held in St. Louis, Nov. 12-14, according to Soren Munkhof, news director of WOW, a convention program chairman.

Fred Hinshew, news director of WLBC, Muncie, Ind., will preside over the small station panel.

Discussion will be based on a booklet, Tips for Small Station Newsrooms, which Mr. Munkhof says the small stations committee hopes to distribute at the convention.

Paul Ziemer, news director of WKBH La Crosse, Wis., will cover "Special Methods of Municipal Reporting," followed by Michael Hinn, news director of WKOW Madison, Wis., on "The State Capitol Newsroom."

Bill Thompkins, news director of WRKO Alhany, will discuss "Public Relations for the Newly-Established Radio News Department."

Also on that panel will be F. O. Carver, news director of WSSJ, Winston-Salem, N. C., speaking on "Newspaper-Radio Cooperation."

Invitations to attend the convention have also been sent to deans and directors of major journalism schools.

Battersby Gets Award

ROY BATTERSBY, NBC-TV publicity writer, has won a $500 "Paul Nall Journalism Award" offered weekly on The Big Story program (NBC, Wed. 10-10:30 p.m.) for dramatic rights to the story of a murder he helped to solve while on the staff of the New York Herald Tribune. His story will be heard on The Big Story show this Wednesday night, Oct. 18.
Western Electric portable speech input equipment with Cannon plugs

Western Electric's popular, time-proved 22D Portable Speech Input Equipment is now also available in a new version—the 22E—which is equipped with Cannon P3-13 microphone receptacles.

The battery facilities of both the 22D and 22E have been redesigned to accommodate present-day plate and filament batteries. The plate batteries now give twice the operating hours possible with earlier types.

Of course, the 22E retains all the familiar features of its famous predecessor—compactness, easy portability, highly efficient performance, ease of use, rugged construction. Get the facts from your Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

The 22D and 22E provide complete amplifying and control facilities in two convenient units: Amplifier-Control unit with carrying case (top); and separate carrying case with space for rectifier, batteries and cords (center). Cannon P3-13 microphone receptacles (bottom) are a feature of the new 22E.
VARIETY called it "the most star-studded sequence of programming ever to hit the air"... Six solid nights of magnificent entertainment as all segments of the entertainment industry, from New York to Hollywood, joined in "SALUTE TO WMGM" as M-G-M's own station dedicated its million-dollar new Fifth Avenue studios. We will never forget those wonderful evenings (Sept. 15-22) when so many great personalities graced our studios and our airwaves. So, to all these individuals and organizations, for lending their talents and their tributes in a perfectly swell send-off, we take this means to say, "THANKS A MILLION!"

WMGM says "Thank You"

HAROLD ADAMSON
AFRA
FRED AHLERT
MOREY AMSTERDAM
HAL MARC ARDEN
ASCAP
JAN AUGUST
EARL BAILEY
RED BARBER
BLUE BARRON & HIS ORCHESTRA
BARRY SISTERS
EILEEN BARTON
COUNT BASIE
WILLIAM BAUER
RICHARD BEAVERS
AL BERNIE
BILL BERN
THE BILLBOARD
RAY BLOCK
BLOCK & SULLY
ED BOBLEY
BROADCASTING MAGAZINE
NORMAN BROKENSHIRE
EDWIN BRUCE
ARTHUR O. BRYAN
GENE BUCK
FRANK BURKE
WARD BYRON
PAULINA CARTER
NELSON CASE
LEO COHEN
GEORGE H. COMBS, JR.
SARAH PALFREY COOKE
ALAN CORELLI
STAATS COTSWORTH
ROSAIDA COURTWRIGHT
COMMISSIONER WAYNE COY
VIC DAMONE
DEEP RIVER BOYS
KENNY DELMAR
DELTA RHYTHM BOYS
EUGENE DENOFI
CONNIE DESMOND
JOHNNY DESMOND
GOVERNOR THOMAS H. DEWEY
HOWARD DIETZ
PETER DONALD
NANCY DONOVAN
LARRY DOUGLAS
MORTON DOWNEY

CATHY DOWNS
JIMMY DURANTE
LEO DUROCHER
FANCHON & ARNOLD
FRANCES FAYE
LEONARD FEATHER
ERNEST BELFICHE QUARTET
PARKER FENNELL
BENNY FEIFFER
IRVING FEIFEL TRIO
JACK FINA & HIS ORCHESTRA
DICK FISHELL
WALTER FLORELL
HENRY FOLBERG
HELEN FORREST
FOUR TUNES
MORT FRANKEL
JERRY FRANKEN
SYLVIA FROOS
SARAH FUSSELL
BEN GAGE
MOE GALE AGENCY
FRANK GALLOP
TESS GARDELLA
AVA GARDNER
BETTY GARRETT
GENERAL ARTISTS CORPORATION
GEORGIA GIBBS
MARTY Glickman
GOLDEN GATE QUARTET
BENNY GOODMAN & HIS Sextet
MORTON GOULD
PAUL GOVERNALI
WARDELL GRAY
LANNY & GINGER GREY
FARDE GREFF
JOHNNY GUARNIERI
CONNIE HAINES
CLIFF HALL
FRED HALL
OSCAR HAMMERSTEIN
W. C. HANDY
RADIE HARRIS
JOY HATHAWAY
BOB HAWK
ERSKINE HAWKINS & HIS ORCHESTRA
GEORGE HELLER
ART HENLEY

The Radio Station of Metro-Goldwyn-Mayer

50,000 WATTS 1050 Kilocycles Clear Channel • WMGM-FM 18,000 Watts 100.3 MC. Channel 262

Page 52 • October 11, 1948
It Took CENTURIES to Make This a Rich Market for Alert Advertisers

More Than Half of the Nation's Coal* Is Produced in This WWVA Coverage Area

Nature endowed this four-state area of Western Pennsylvania, Eastern Ohio, West Virginia and Virginia with untold riches in the coal that turns the wheels of industry—that furnishes heat, power and light for countless millions.

Day and night thousands of men are busily engaged in mining these Black Diamonds, in hauling them by river, rail and highway. The weekly earnings in the mining and its dependent industries are at an all-time high—which means plenty of spendable dollars for alert advertisers.

With one station, one cost, one billing—with WWVA you can reach this four-state heart of the soft coal industry; with WWVA's friendly programming you can make sure your advertising message reaches into the homes and hearts of the people who make this mining industry great.

For there are more than eight million people in this area, and they spend Four and One-Half Billion Dollars Annually in retail sales outlets. Ask an EDWARD PETRY Man about this great WWVA area.

*Bituminous, that is!

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
THE LATEST WCKY STORY

RECOGNITION — by THE AUDIENCE

More people listened to WCKY in the first 8 months of 1948 than in any like period in the history of the station.

From 8 AM to 8 PM — WCKY had the highest Cincinnati ratings in its history — ratings exceeded by only one Cincinnati station.

Here is Pulse, Inc.’s findings from November 1947 through October 1948 (totalling 41,000 interviews, the largest and most complete survey ever made in Cincinnati), 8 AM to 8 PM, Mon.-Fri.:

<table>
<thead>
<tr>
<th>Share of Audience</th>
<th>WCKY</th>
<th>NETWORK STATION A</th>
<th>NETWORK STATION B</th>
<th>NETWORK STATION C</th>
<th>NETWORK STATION D</th>
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<td>19.2</td>
<td>15.9</td>
<td>17.7</td>
<td>26.0</td>
<td>15.3</td>
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</table>

From 8 PM—12 Midnite — In the first 9 months of 1948, the WCKY Jamboree pulled the greatest volume of direct mail sales — 611,890 proofs of purchase — all from “WCKY-Land”. A mail count 28% greater than the same period in 1947.

INVEST YOUR AD DOLLAR WCKY’S-LY
THE LATEST WCKY STORY

RECOGNITION—by ADVERTISERS

More National Spot and Local Accounts used WCKY in this period than ever before—as indicated by the following partial list of leading accounts, which moved goods in Cincinnati and "WCKY-Land" through WCKY:

PROCTER & GAMBLE
CAMEL CIGARETTES
CHRYSLER DEALERS
LADIES HOME JOURNAL
CORONET MAGAZINE
FORD TRACTOR DEALERS
CINCINNATI GAS & ELEC. CO.
BAVARIAN BREWING CO.
KOOL CIGARETTES
VIRGINIA DARE WINES
ALMS & DOEPKE DEPT. STORE
PARAMOUNT PICTURES
BLOCK DRUG CO.
PARKVIEW MARKETS
PLOUGH SALES CORP.
BRUCKMANN BREWING CO.
FARR BROS. APPLIANCE DEALERS
CHURNGOLD MARGARINE
TAYSTEE BREAD

GRENNAN CAKES
BC REMEDY CO.
MGM-LOEW’S PICTURES
MUSTEROLE
MARIE MONTAUDO LAUNDRY CO.
DR. CALDWELL’S SYRUP OF PEPSIN
NEW ENGLAND CONFETIONERY CO.
BULOVA WATCHES
COLGATE DENTAL CREAM
CONTINENTAL BAKING—WONDER BREAD
ANACIN
MUELLER MACARONI
HALO SHAMPOO
4 WAY COLD TABLETS
ROMAN CLEANSER
EX-LAX

AJAX CLEANER
FREEZONE
DOAN’S PILLS
PETER PAUL MOUNDS
TINTEX
FATHER JOHN’S
STILLE & DUHLMIEIER FURNITURE CO.
RICHMAN BROS. CLOTHING
FELDMAN FARM & HOME CENTER
HARTZ MOUNTAIN PRODUCTS
CONSOLIDATED DRUG CO.
CHEF BOY-AR-DEE SPAGHETTI
JAMISON MOTORS
KAY FURNITURE CO.
NATIONAL CARPET CO.
SCHUERMAN AUTO SALES

WCKY—50,000 WATTS OF SELLING POWER
24 HOURS PER DAY

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

Sharp-Edged Tool

WITH THIS issue, Broadcasting subscribers receive their 1948 MARKETBOOK. It contains the latest authenticated and comparable data, city by city and county by county for the United States and Canada.

The material, gathered for the first time in a single volume, is dedicated wholly to the business of broadcasting. The many changes that occurred in population, earning power and habits during the war years and in the years since its end are paralleled by the changes in radio itself.

No need to present again in detail here what those changes have meant. Enough to say that there are now 2,600 AM stations on the air, 650 FM's and the TV total of under 50 is measured by impact, not by number.

Resulting from this, inevitably, is the quest for new business. The new outlets must have the wherewithal.

The days of sitting back and letting advertisers scramble for the available time slots is past.

The MARKETBOOK is intended as another tool with which to work. Our hope is that it proves an efficient and sharp-edged tool that fits the hand to which it has been molded.

Needed: A Salesman

ADVERTISING statistics, in king-size doses, are being released at this season. Current reports show a record year (1) for broadcast time sales and (2) for printed media. The gross figures look good. The net: ask the man who owns one.

Radio, unlike the newspapers or the magazines, has experienced an abnormal period of change since the war's end. TV and FM and the nearly doubled number of standard stations have brought radio vexatious risks and complexities. The published market is limited only to newspaper capacity. All media have felt the inflationary spiral.

Despite the uncertainty, radio shows another 7% indicated increase in time sales, according to NAB estimates. It is about equal to the increase of 1947 over 1946. NAB estimates the year's overall gross at $383.8 million again.

On the basis of the first eight months, NAB's study shows national spot sales gaining the most ground in the radio family, rising 16% over last year. The network time sales will turn in a plus figure of about 6%. Local business, outstanding gainer in 1947, will increase this year too, but at a modest 6% compared with 16.6% last year.

NAB's Bureau of Advertising reports a banner year for newspapers, with the new record of near 1.1 billion dollars indicated for 1948. Back of that is an unprecedented promotion campaign, incubated during the years of the war-time shortages, and unleashed as soon as the lid was off on paper-rationing. The magazines followed suit. Radio, we're told by some of the buyers, was smug and complacent, riding on its pre-war laurels—and results.

Radio was a sort of glamour-puss among the advertising media. It has gone a long way on momentum—and some sweat. Ten years ago radio received one local advertising dollar for every 10 placed in the newspapers. It is less than five to one. With TV adding the visual appeal, the handwriting becomes clearer.

And with TV, another problem arises. At this stage too many advertisers and agencies lump in TV with sound broadcasting. It's part of the same budget. What goes into TV, in all too many cases, comes out of the sound budget.

The advertiser has a freedom of choice that he has never had before. He is besieged with newspaper, and magazine presentations. He knows something about radio, and he may be entranced by television. He hasn't had the same sort of promotion in years.

What radio needs is a million dollar salesman. It has the goods, but it isn't being merchandised. There are plans afoot.

Watch this space.

To Freeze—To Preserve

CONTRARY to all the usual implications of such a procedure, the temporary freeze which FCC has imposed upon television applications is stabilizing and reassuring and should be welcomed.

The primary objective of perfecting television's technical standards is adequate justification for the move. More than that, the decision should remove much infection about the permanence of the present channels. As Chairman Coy pointed out, the Commission would hardly go to such lengths to improve a band of frequencies which it planned to abandon in the near future.

Broadcasters and set-buyers alike, then, are given more cause for confidence in their low-band investments. Orderly development is thus promoted.

Naturally there is disappointment among pending applicants. Their plans will be delayed by six or nine months or perhaps a year, while the decisions on standards are being evolved. Our answer to that is the answer we gave weeks ago: when, almost alone, we considered a freeze proper and inevitable.

"This possible hiatus is a small price to pay for future stability," we wrote in mid-September [Broadcasting, Sept. 28]. Consider what the upheaval would be if FCC continued licencing and then, a year from now, changed standards and allocations.

If FCC accepts the argument that co-channel stations must be separated by more than the 160-miles provided (in some cases) under present policy, the number of assignable channels naturally will be reduced. Applicants who can be given grants will be correspondingly fewer. Those who do win construction permits will be restricted to stations with larger interference-free service areas than they would have otherwise. Those who fail can still look to the 475-890 mc band.

It may be that this upstairs band, now under study, will be opened in time to affect channel distribution in the present band. Certainly in the last analysis the possibilities of the two bands must be considered together.

We freeze, with small voice, crying doom, of course. But television is not doomed. Thirty-seven stations are on the air, half a dozen others are almost ready to commence, and 80 others have been authorized and are in various stages of construction. None of these are frozen. If some permittees choose to take a wait-and-see attitude, that will be understandable—as Chairman Coy seemed to recognize—and it will not stop the art.

The march of television will continue. Operating stations and the growing public will see to that. Freeze or no freeze, there are the World Series, professional and collegiate football games, political campaigns, spectacular natural phenomena, and countless other events of special appeal, aside from television's rapidly expanding regular fare. The bald fact is that television can't be stopped now by any act of man. short of absolute sabotage.

(Continued on page 49)

Our Respects To—

DON'T FORGET RADIO, and run fast to catch up with television. That line has been the constant advice Maj. Gen. Floyd Parks has given to his men both in the Army's Public Information Division and in the field.

Though Gen. Parks has now been transferred to Ft. Shafter, Oahu, as Deputy Commander, U. S. Army Forces, Pacific, he will be long remembered as a Public Information chief who knew his business—and who appreciated the power of radio and the Army's use of that power.

Gen. Parks was in charge of Public Information at Pentagon headquarters from January 1946 to July 24 of this year. He has been replaced by Maj. Gen. Bryant E. Moore, the famed commander of U. S. troops in Trieste.

When Gen. Parks was summoned back to the U. S. from Berlin in late 1945, he brought with him a lot of what the Army calls "savvy." As commander of the First Airborne Army and U. S. Sector, Berlin District, he was a member of the original Allied Kommandatura, the military governing body of the city. Shortly after the first meeting, he was designated Chief Commander of the Kommandatura and was responsible for the inauguration of policies and procedures in the early days of that body.

Almost immediately after the Berlin occupation took place, in July 1945, he went on ABC with Don Hoe from what was left of Hitler's Reich Chancellery. Gen. Parks saw to it that the best possible broadcasting sites in Berlin were assigned to the transmitters which were there to handle voice broadcasts to the U. S. From that time on, he never forgot radio and the needs of radio men.

He encouraged radio executives from networks and independent stations, along with editors, to visit the areas of the occupation, so that they could be in close touch with the occupation problems. After leaving Germany for the Pentagon post, he urged more than 120 station managers and publishers to trek over ground that only their correspondents had seen before. He wisely saw the fact that by whetting the bosses' appetites for continued news of the occupation, he would insures continued listening posts and correspondents in covering the mission of the Army, and thus keep that mission before the people.

This September the Army started a recruit-
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

No palaver—just honest, down-to-earth facts—known—proven—
tested facts, form the basis of WOV'S AUDITED AUDIENCES. The
complete story of WOV listeners—where they live—where they shop
—what they buy—how much they spend—what they like and don't
like—inside dope to help you select the program best suited to your
specific sales requirements.

Here at WOV, the alert advertiser keys his messages to known indi-
viduals, not to an unknown mass audience.

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

Ralph N. Weil, General Manager  •  The Roiling Company, National Representative
TO THE BROADCASTING INDUSTRY:

Your 1949 YEARBOOK questionnaire is now in the mails. Kindly fill it in and return promptly to us here at Washington Headquarters. Send changes later as they occur.

The 1949 YEARBOOK -- fifteenth in a distinguished series -- will have a guaranteed circulation of 16,500. It'll reach every national and regional agency and advertiser of consequence.

Advertising deadline is Thanksgiving. Write or wire collect your space reservation today.

Thank you.

[Signature]

1949 YEARBOOK
Now Ready --- 1948-1949 TRANSCRIPTION SERIES

Limited Supply Available Without Cost!

"HOLLAND: TODAY ........ and TOMORROW!"

"Today is the lens through which the past is projected on the future."

—Woodrow Wilson

FOLLOW-UP TO "HOLLAND CALLING"
THIRTY- NINE PROGRAMS
TIMED 14:30 EACH
PRODUCED IN HOLLAND
AMERICAN SUPERVISION
PRESSINGS BY WOR RECORDINGS
CAREFULLY SELECTED VARIETY SUBJECTS
PEOPLE, PLACES, THINGS TO SEE
ADAPTED FOR ALL AUDIENCES
ONLY SERIES OF ITS TYPE

ORDER NOW—FREE OF CHARGE

A GRAPHIC CROSS-SECTION OF HOLLAND SOUND-
MIRRRED BY JOAN ELLIS AND H. EMORY ELLIS
THROUGH THE COOPERATION AND FACILITIES OF RADIO
NETHERLAND INTERNATIONAL PROGRAM SERVICE (PCJ)
HILVERSUM, HOLLAND—
A 10,000 MILE TOUR OF HOLLAND'S UNUSUAL AND
INTERESTING HIGHLIGHTS!

Netherlands Information Bureau,
10 Rockefeller Plaza, New York 20, N. Y.
Gentlemen: Please send without cost:
HOLLAND: Today . . . and TOMORROW!

Name ____________________________
Address ____________________________
City ____________________________ State ________

Distributed in the U. S. A. by:
NETHERLANDS INFORMATION BUREAU
DOMESTIC BROADCASTING DIVISION
10 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
(A Government Agency of the Netherlands)
United Artists Firm Entering Television

UNITED ARTISTS Corp., New York, has announced its entry into the television field as a distributor of films for television on a nationwide scale. The first major film distributing company to take such a step, the new UA television sales department includes the company's entire company branch and sales organization, covering 33 exchange centers in the U. S. and Canada. This is a decentralized system, geared to provide the most efficient service to TV stations, as well as to advertisers and their agencies, in program material on film, according to John H. Mitchell, newly appointed director of television sales.

UA television already has begun building a full film library, comprising both full-length features and a wide variety of short subjects, for video use, Mr. Mitchell said. Parallelizing the company's operation in the distribution of motion picture films for theatre use, the video sales service will operate on a distribution fee basis, he explained. The company will handle films made by independent producers, as well as its own material.

A veteran in the field of sound broadcasting, Mr. Mitchell entered radio with Erwin, Wasey & Co., where he handled every detail of radio programming from the first script to production to timebuying. He spent five years with MBS, where he organized the sales service department and was sales service manager when he left for war service with the Navy. After the war he joined Homel International Inc., investment syndicate.

and merchandise prizes amounting to $15,000, and will spend approximately $27,000 to promote the contest. In addition, the Ziv Con will award $500 to the radio station doing the most to publicize the contest, which will be based on the best letter on Favorite Story.

Palmer Baby

D. D. PALMER, vice president and treasurer of Central Broadcasting Co. and Tri-City Broadcasting Co., licensees of WHO Des Moines and WOC Davenport, respectively, is the father of a girl, Bonnie Joan, born Oct. 2. The daughter is the first grandchild of Col. B. J. Palmer, president of both licensee companies.

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<tr>
<th>NETWORK BOXSCORE</th>
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| TRANSFERS APPROVED FOR WAML, KRJF (FM) | TWO STATION transfers—KRJF (FM) Santa Maria, Calif., and WAML Laurel, Miss.—were approved last week by FCC |

License of KRJF (FM) is assigned from partnership of Robert K. and Stanworth C. Hancock to John H. Pyle for consideration of $14,500. Mr. Pyle, of Bakersfield, investor, has an application pending for purchase of KSMA Santa Maria.

The Hancocks, who earlier had disposed of their Santa Maria Daily Times, told FCC they "no longer were able to maintain station losses without newspaper profits. The losses on the FM station, FCC was informed, would total about $27,600 plus operating losses to closing date of the transaction. Operating loss of $13,883 was reported for the period from March 15, 1947, when station took air, to Dec. 31 of that year.

In the WAML case, D. A. Matson Jr. and Harold M. Matson, minor stockholders, each with 11.4% shares, acquire control (53.1%) through purchase of 80 shares (41.24%) from their father, D. A. Matson Sr. Mr. Matson Sr. retires and retains interest of seven shares. The sons, in consideration of the stock received from their father, provide him a life annuity of $314.60 per month, which commenced Jan. 1, 1943.

KRJF is assigned Channel 276 (102.1 mc) with effective radiated power of 240 w as Class A outlet. WAML operates on 1340 kc with 250 w fulltime.

Ziv Offering Hollywood Trip to Contest Winner

A NEW national contest, grand prize for which is a two-week trip to Hollywood for two, as guests of Ronald Coleman, has been announced by the Frederic W. Ziv Co., New York, producer of the Ronald Coleman Favorite Story package show.

Local sponsors have indicated they will award additional cash

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<th>COMMERCIAL</th>
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<td>Meeting the rapidly growing interest in television, KDYL-W6X51 has expanded its service to six days a week—Sunday through Friday.</td>
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Choice Availability

National Representative: John Blair & Co.
TV STANDARDS

CAMPAIGN to encourage adoption of American television standards by foreign countries to pave the way for future development of export, will probably be undertaken by Radio Manufacturers Assn. Executive committees of the Set Advertising Export Committee of RMA at a meeting last Thursday in the Roosevelt Hotel, New York, agreed to broad outlines of the foreign plan. The RMA board of directors was expected to endorse the proposal at its Friday meeting.

The RMA committees emphasized the necessity for establishing U. S. television standards in foreign countries at the earliest possible date in view of similar intentions by Great Britain.

England, historically a vigorous exporter, has been reported to be energetically attempting to introduce British television standards, which differ widely from American, into foreign markets. Adoption of non-American standards would, of course, create export problems for U. S. manufacturers who would be obliged, if entering foreign markets, to construct equipment of one standard for the U. S. and another for overseas trade.

Although U. S. manufacturers now have more domestic business than they can satisfy, export business will become important after production takes demand. The Executive Committee of the

RMA has adopted a resolution committing RMA, subject to board approval Friday, to oppose—in court if necessary—the Pennsylvania State license tax against taverns which operate television sets.

If the measure were approved by the board, as expected, RMA would invite NAB to join it in a fight against the tax. RMA, and the NAB if it agrees to join, would contest the tax on the grounds it is not constitutional.

Committee members recalled that a threat by the U. S. Bureau of Internal Revenue to impose a 20% cabaret tax on restaurants showing television was successfully averted a year ago.

At another meeting, the RMA Advertising Committee approved promotional material prepared for the “Voice of Democracy” contest and the National Radio Week. “Radio in Every Room” campaign, both joint undertakings with the NAB.

Folders and posters for the “Voice of Democracy” essay contest among high school students were approved and will be sent to schools throughout the country. An advertisement, which will be sent to daily and weekly newspapers with the suggestion they solicit local radio dealers as sponsors, was also approved.

TELECOLOR IS GIVEN 250-W GRANT IN MASS

FCC REVOKED itself last Thursday and granted Telecolor Corp.’s application for a new 250-watt station on 1430 kHz at West Springfield, Mass., after permitting the company to revise its engineering plans to improve local coverage.

The application had been given a tentative denial because of “inadequate nighttime coverage proposed for the city of West Springfield” [BROADCASTING, Feb. 2]. Telecolor then proposed a new transmitter site and outlined other technical changes, which FCC approved last Tuesday—one day after hearing oral argument. The grant of the application followed on Wednesday.

Telecolor is headed by Lawrence A. Reilly, chief engineer of WSPR Springfield, who has 18% interest. Other stockholders are James L. Spates, former manager of WHAI Greenfield, Mass., and Horace W. Nichols, former WHAI commercial manager, who have 12% each; Hugh J. Reilly, minority stockholder of WLAD Danbury, 8%; and three business and professional men, Louis A. Richmond (18%), Louis L. Haskins (16%), and E. Lindeman Aasberg (16%).

FCC said the Telecolor proposal, as revised, will cause interference to about 4.1% of the population within the service area of co-channel WTOR Torrington, Conn. This was not considered excessive, particularly since the interference receives serve from 14 other stations. The new station, West Springfield’s first AM outlet, will serve the entire city daytime and 89% of the population at night.

N. Y. ’s Listening On Fall Upgrade

Metropolitan Area Shows Early Rise in Pulse Report

LISTENING in the metropolitan New York area started its fall pick-up early this year, according to the Sunday afternoon report of the Pulse Inc. Report shows September set-in-use figures for New York increased for all times of day over August, the largest increase being noted in the afternoon hours. Average quarter-hour set-in-use figure, 6 a.m. to midnight, for an entire test week, was 23.1 in September, compared with 22.6 in August and 21.4 in September a year ago.

Highest pulse rating, during the measured week, went to the Saturday afternoon Giants-Dodgers game, broadcast by two New York stations, WHN, regularly carrying the Giants’ contests, and WMCA, which broadcast the Giants throughout the season. Rating for the game was 17.4, tops any evening program.

Top ten evening shows for the month were:
From a near-by Graybar "supply station" you can get immediate delivery of broadcasting's most popular speech input console - the Western Electric 25B (in use above). More than 225 FM, AM, and TV stations are enjoying the 25B's superb performance, versatility, and many technical advantages.

Graybar is your convenient source also of Western Electric 23C, 22D portable, and custom-built consoles.

In fact, Graybar has everything you need in broadcast equipment (see list at right) . . . PLUS everything for wiring, ventilating, signaling, and lighting - indoors or out - for studio, office, or transmitter! The nearest Graybar Broadcast Equipment Representative will gladly help you plan any installation - big job or little. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

made by (1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Par Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blow-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

BROADCASTING • Telecasting

October 11, 1948 • Page 57
FOUL PLAY!

DULUTH, MINN.—"There ain't no justice," moans Otto Mat-tick. "KDAL is doing such a terrific job that I thought I could rest on my laurels for a while . . . but here I am observing this beehive of activity from my reeupersendo gyroid."

Otto's beehive is the booming Duluth-Superior Metropolitan district, where things are hopping night and day. There just don't seem to be enough hours in the day for the people in the Duluth-Superior market to take advantage of their buying income, which has leaped 27.6% in the past two years. And with population up 15.5% and retail sales increasing 83.2% since 1945, the activity is really terrific . . . but these busy people always find time to listen to their favorite radio station, KDAL.

Contact Avery-Knodel. . . then use KDAL to reap your harvest from this booming Duluth-Superior Market.
For KDKA — "America's Pioneer Station" — Blaw-Knox—America’s pioneer builder of radio towers recently furnished this 500 ft. H-40 heavy duty tower.

The location of the tower on a rise overlooking Pitt Stadium and adjacent to buildings of the University of Pittsburgh made it imperative that station engineers select a structure of sufficient built-in strength to provide a high factor of safety in this congested area.

The Blaw-Knox heavy duty H-40 tower, supporting an FM and television antenna is not only adequate to meet these provisions but is also rugged enough to take care of any reasonable changes in equipment which might arise in the future.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2017 Farmers Bank Building
Pittsburgh 22, Pa.
SAYS GOVERNMENT SUPPLEMENTS PRIVATE INDUSTRY

ALLEN

THE GOVERNMENT’S role in the information field should remain "supplemental to that done by private industry and should be limited to those fields where private industry cannot or does not wish to enter," George V. Allen, Assistant Secretary of State for Public Affairs, asserted last Thursday.

Secretary Allen, director of the Department’s international information office, delivered the welcoming address before the opening session of a two-day closed meeting of the five-man U. S. Advisory Commission on Information, under the chairmanship of Mark Etridge, publisher of the Louisville Courier-Journal. It was the group’s first meeting since its appointment by President Truman Aug. 9.

"Many Americans who, two years ago, were in favor of leaving all information activity in private hands are now complaining that the government is not doing enough," Secretary Allen said.

By private industry, Mr. Allen meant such sources as press services, newspapers, magazines, and movies. He did not mention radio by name.

Secretary Allen’s statements were echoed, by implication, in the decision last July by both NBC and CBS to relinquish “Voice of America” programming activities, as of Oct. 1, after a three-month interim agreement. Since that date, the “Voice” broadcasts have been taken over by the International Broadcasting Division. It now programs and broadcasts all news and commentaries, while recording of feature programs by contract continues on a periodic basis with private companies.

He said the Commission might be engaged to consider information activities in this country of “totalitarian governments of Eastern Europe.” He alluded to suggestions, advanced in some quarters, that Americans be prohibited from listening to Communist propaganda over their radios, or reading propaganda published in the U. S. by Russia and other governments.

Scoring any form of censorship, Secretary Allen pointed out that the U. S. Government is engaged in similar activities “behind the Iron Curtain.” “If we imposed a censorship, or made difficulties for people who visited certain foreign information centers in the U. S., we would arouse ten times more interest in foreign propaganda than now exists in the United States today,” he asserted.

Overall purpose of the sessions was to study organization and operation of the State Dept’s Office of International Information.

The Advisory Commission is composed of Mr. Miller, NAB president; Philip D. Reed, chairman, of General Electric Co.; Erwin D. Canham, editor of the Christian Science Monitor; and Mr. Allen, managing editor of the American Society of Newspaper Editors, and Mark May, director of the Institute of Human Relations, Yale U.

An opening address was given by Robert A. Lovett, acting Secretary of State. Mr. Allen presented Lloyd Lehrbas, director of OI1. The Thursday afternoon session was devoted to a discussion of the International Broadcasting Division, including “Voice of America” operations. Last day sessions concerned, principally, a study of the international press and publication activities, the motion picture program, and overseas operations and policy guidance methods.

Secretary Lovett asked the Advisory Commission to be candid while studying the Department’s international information services.

He was reassured by Chairman Etridge that the Commission would take a “frank” yet “friendly” approach when it submits to Congress its report on the program’s overall effectiveness.

The Commission, a creation of the 80th Congress, was appointed under terms of the Information and Education Exchange Act of 1948. Under the law, it is charged with the responsibility of formulating and recommending to Secretary George Marshall the policies and programs for carrying out authorized information functions. It reports quarterly to the Secretary and semi-annually to Congress.

Upcoming

Lush TV Deal

(Continued from page 21)

ducer could then sell the films to motion picture firms or any other interested parties. American Tobacco would retain the right to use the films on any number of TV networks and stations.

The tax is expected to realize a $5,000,000 profit on the five-year contract with so-called “fringe” rights, according to informed sources. Costs would be limited at rates of $500 for each film in the succeeding 26 weeks, ultimately reaching a top of $10,000, it was understood.

The plan is to use original music for background, providing an agreement can be reached with James C. Petrillo, AFM president.

This would apply only to original compositions, it is understood for the stories. In the event no such contract can be effected, producers would then utilize music recorded before 1946, it was understood. Additional payments or pro- sound rights with the composers, arrangers and publishing houses of that music selected.

A significant provision of the contract stipulates that the specially-prepared TV films may not be used within a 12 month period, for any purpose, in theatres or other centers, where admission is charged.

The series will be placed on the market by R-B Productions, which is headed by Gil Ralston, former radio producer (now nighttime programs) of Froster & Gamble Co., and Ronald Button, a Hollywood attorney.

Negotiations began in New York last month between representatives of American Tobacco Co. and the agency [BROADCASTING, Sept. 27]. Harry Warner, of Segal, Smith & Hennessey, Washington law firm, represented Mr. Button as former associate, in drawing up provisions of the contract.

Manuals on ‘Democracy’ Contest Mailed by NAB

MANUALS for guidance of high school students entering the second annual “Voice of Democracy” contest [BROADCASTING, Oct. 4] have been sent to broadcasters, radio dealers, high schools and Junior Chamber of Commerce chapters all over the nation.

Complete instructions are provided for the contest, to start in high schools during National Radio Week Nov. 14-20. Cooperating are NAB, Radio Mfrs. Assn., Junior Chamber and the U. S. Office of Education. Scholarship will be awarded four students for best essays on “Speak for Democracy.” General chairman of the contest is Robert K. Richards, NAB public relations director.

KMPC Hollywood appoints C. J. Le Roche & Co., Hollywood, to handle advertising. Station plans expanded advertising and promotion activities.
For the last word in complete, up-to-the-minute facilities... or simple, low-cost equipment to suit your limited requirements...

Look to RAYTHEON for All Your Needs

RC-11 STUDIO CONSOLE
NOW WITH CUE POTS FOR TWO TURNTABLES
Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.

RR-30 REMOTE AMPLIFIER 3 CHANNEL
A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.

RR-10 REMOTE AMPLIFIER SINGLE CHANNEL
A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pickups requiring only one high-fidelity channel.

RL-10 VOLUME LIMITER
Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

RZ-10 FOUR-CHANNEL PRE-AMPLIFIER
Four plug-in preamps plus a plug-in power supply, all in one handsome cabinet, provide maximum flexibility for a wide variety of high fidelity uses... with turntables, high level microphones, as a booster amplifier, etc.

RP-10 PROGRAM AMPLIFIER
A high-fidelity, single-unit amplifier and power supply. Over-all gain, 65 db; frequency response flat from 30 to 15,000 cps; distortion less than 2% at +30 vu. Designed for rack or cabinet mounting.

RPC-40 PORTABLE CONSOLE
Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

RPL-10 LINE AMPLIFIER
A single-control, two-stage amplifier featuring wide frequency response, low distortion, low noise level, freedom from RF pickup. Push-pull throughout. Mounts in standard rack or cabinet.
Railroad Association’s Radio Show Is Started


The series, which is handled through Benton & Bowles, is produced by Ken Burton for the agency.

On hand for the first program for AAR were Col. Robert Henry, vice president and director of public relations, plus a group of executives from a number of railroads. For the agency, the Eastern delegation was led by Clarence Goshorn, Benton & Bowles president; Walter Craig, vice president in charge of radio and television; John L. Cobbs Jr., account executive for AAR; Charles F. Gannon, agency vice president and director of public relations.

Sawyer Appointed

RAY SAWYER of Plymouth, N. H., former FCC attorney, has been appointed a vice chairman of the Republican veterans’ division, GOP Washington headquarters announced last Thursday. Mr. Sawyer took leave of absence from his government job in 1947, to serve as national commander of the AMYETS, World War II veterans’ organization.

WTDY to 50 kw

PREPATORY to increasing power of WDGY Minneapolis to 50 kw, Twin Cities Broadcasting Corp., licensee, has ordered from Westinghouse a 50-kw AM transmitter. WDGY’s 50-kw installation will cost more than $400,000 and will include a nine-tower array controlled by Westinghouse phasing equipment, station executives have announced. At present WDGY operates with 5 kw daytime and 500 kw night on 1130 ke.

BRITAIN GIVES FINCH MULTIPLEX FAX PATENT

W. G. H. FINCH, head of Finch Telecommunications Inc., New York, has been granted a British patent for a multiplex facsimile system, the firm announced last week. A similar application in the U.S. Patent Office is pending.

Mr. Finch also has been granted U.S. Patent No. 2,450,649 for a facsimile synchronizing system. Three other U. S. patents for facsimile apparatus of his design probably will be granted this week, an official of the firm said.

The British patent, No. 666,396, covers the Finch Multiplex Radio Signaling System. The Finch company expects to license British firms to manufacture the systems, for sale within the British Commonwealth.

The system, according to a company spokesman, provides a separate carrier for facsimile transmission near the outer edge of the FM channel, and within the width of the guard bands allocated to FM transmission, permitting some FM receivers to be readily converted for the reception of facsimile programs. Similarly, it would enable FM stations to be converted for the transmission of facsimile “with a minimum of extra equipment.”

Miller Requests UN Day Support from Industry

BROADCASTERS are being asked by NAB President Justin Miller to support the first United Nations Day, set for Oct. 24. A member of the U. S. mission to the United Nations Educational, Scientific and Cultural Organization, Judge Miller suggested broadcasters feature President Truman’s proclamation of the day.

Judge Miller said, “By focusing attention on the establishment of the UN for the promotion of peace, freedom and human welfare, the radio stations of America will make a significant contribution.”

WTVJ (TV)’s INTERIM PLEA DENIED BY FCC

REQUEST of WTVJ (TV) Miami, Fla., for special temporary authorization to commence operations, pending disposition of FCC’s revocation proceeding against the station [BROADCASTING, Aug. 2, Sept. 13], was denied last week by the Commission, coincident with scheduling of hearing on the controversy. The hearing is to commence Oct. 25 in Miami with Comr. Paul A. Walker presiding.

The permit, granted for Channel 4 (66-72 mc), effective Aug. 30, was ordered revoked by the Commission late last July on grounds of alleged concealment of facts concerning ownership and financing of the station, which has begun operations on Sept. 15.

Southern Radio and Television Equipment Co. is the permittee of WTVJ and an application is pending for Commission approval of transfer of control to Wolfson-Meyer Theatre Enterprises Inc., Miami. Latter firm is reported as interested in ownership of AM station WMIJ Miami, which FCC, at the same time as the WTVJ revocation, ordered set for hearing regarding a proposed assignment of permit to Sun Coast Broadcasting Co. The WMIJ permit presently is held by Lincoln Operating Co., trustee for Sun Coast.

The WTVJ revocation, which was to become effective Aug. 30, was subsequently suspended by the Commission upon request of the station for hearing in the matter.

Relay Hearing

(Continued from page 27)

under cross-examination, said that under the present laws the company’s ban on interconnections would apply to connection with a broadcaster’s facilities for remote pickups made outside the video exchange area. He had examined the station’s and the receiver facilities of its own available.

Philco spokesmen, hinting that they would present testimony on a method of facsimiling of television pictures for re-transmission, wanted to know whether “interconnection” would be involved if a program sent over AT&T facilities from Washington were filmed at Philadelphia and the film then transmitted by Philco to New York over its own relay system. AT&T Assistant Vice President John J. Henselmann said he thought the answer would depend on the time lag involved. He thought “through service” and an indirect connection might be involved if the film were transmitted within 15 minutes; for example, from the time period the program was received at Philadelphia.

C. L. THOMAS, general manager of KXOK and KKKO-FM St. Louis, has been selected to lecture at third annual Institute of Advertising conducted by Advertising Club of St. Louis and St. Louis U. The subject is radio advertising.
REJECTING its hearing examiner's recommendations, FCC proposed last week to grant the 5-kw, 910-ke application of KPHO Phoenix, now on 1230 kw with 250 w, and to deny the mutually exclusive application of KRUX Glendale and Desert Broadcasting Co., of Phoenix.

In another case, the Commission accepted Examiner J. D. Bond's recommendation—but not all of his reasoning—and proposed to grant Bay County Broadcasting Co.'s request for 1400 kc with 250 w at Panama City, Fla., and to deny the St. Andrew Bay Broadcasting Co.'s application for the same facilities.

In a previous decision in the Arizona case, adopted on a 5-2 vote, the FCC majority set up a guidepost for future cases of this type:

"In a comparative proceeding such as this and in the absence of compelling evidence to the contrary, the existing station located in the community where improved facilities are sought and which has rendered a meritorious program service to that community and which is not in such a service, is to be preferred to an existing station which has operated in a contiguous city and now seeks improved facilities and is an extension of its main studios to the former city."

Applying this policy for a proposed grant to KPHO, the majority considered it unnecessary to bring into play its general disapproval of applicants which have network officials for stockholders. E. R. Mroroff, ABC Chicago vice president, owns 10% of KPHO. But FCC noted that its policy in this regard is designed to keep other stations in a community from being put to disadvantage in securing affiliation with the network whose affiliate has a local station interest. Mr. Mroroff, FCC pointed out, was not instrumental in securing KPHO's ABC affiliation, and, in fact, ABC gave KPHO a cancellation notice.

Examiner Blume, however, pointed out that the stations are five stations in Phoenix to compete for four network affiliations and charged that "one of the principal motivations of the KPHO application from improved facilities "is to retain the network affiliation of Station KPHO."

Mr. Blume also maintained that KRUX, although on the air for less than a year at the time of hearing, has demonstrated through its programming that the management is "keenly aware of the broadcast needs of the area and has diligently sought to meet these needs."

First Hennock Dissent

Comr. Frieda B. Hennock, in her first recorded dissent since she took office in July, voted for a grant to KRUX for the reasons stated in the Hearing Examiner Recommended Decision. Comr. E. M. Webster also favored KRUX, but did not state his reasons. The minority was composed of Comms. Halman Coy and Comrs. Hyde, Jones and Sterling, with Comr. Walker concurring in the result.

KPHO is controlled, headed and managed by Rex Schepp, whose experience in radio dates back to 1923. Schepp is the minority sector and sole owner of KOOL Phoenix, owns a 24% interest which he must sell under terms laid down when FCC approved his acquisition of KOOL last April (BROADCASTING, April 12). The value of his stock will be enhanced substantially if FCC makes final the currently proposed power boost for KPHO.

In the Phoenix case the Commission proposed to eliminate the Desert Broadcasting Co. application from consideration on engineering grounds and also on the basis of program plans and the owners' radio qualifications as compared with those of KPHO and KRUX.

Desert Broadcasting is owned in equal shares by Dr. J. D. Fry and Fred John G. Mullins of Tulsa, businessman; and W. Francis Wilson, Phoenix lawyer.

In the Phoenix City case, the Commission preferred Bay County Broadcasting largely because its officers—Edward G. Holmes and E. L. Dukate, propose to devote fulltime to the station whereas only one of the 11 stockholders of St. Andrew Bay Broadcasting expects to spend fulltime on station affairs. In the light of these plans, FCC attached little importance to the fact that Messrs. Holmes and Dukate are both residents (they live in New Orleans) while 44% of the St. Andrew Bay stock is held by residents of Panama City.

Veterans' Views Cited

FCC's decision points out that Messrs. Holmes and Dukate are World War II veterans who, while in service, became convinced that a properly managed radio station could "fulfill some of the ideals for which we were fighting" and could help prevent misunderstanding and war. Both are currently associated with WTPS (FM) New Orleans, Mr. Holmes as engineer and Mr. Dukate as a member of the announcing and production staff.

St. Andrew Bay is headed by T. J. Sherman. He and his brother, John H., and their father, W. C. Sherman, hold 10% each; they are associated in Sherman & Sons, a parent company of foundry, machine and water transportation operating businesses.

Other stockholders include P. D. Heath (10%) and H. F. Moore (4%), Panama City businessmen, and the six owners of WCTA Andalusia, Ala.: James T. Owens, R. H. Anderson, M. B. Taylor, Tracy B. Wilder, Charles A. Pen, and J. Dige Bishop. Messrs. Bishop and Owesby also have minority interests in WULA Bufala, Ala.

TRUMAN TROUBLE

President 'Defers' Party
—To Keep Air Date

MORE than 100,000 people in Oklahoma City got only a glimpse of Candidate Harry S. Truman as he raced over a four-mile parade route at 40 miles an hour—to meet a broadcast deadline.

The Democratic National Committee for the Sept. 28th anti-Communism speech, bought CBS basic and 44 Oklahoma stations live, plus full CBS and Mutual on radio, NBC and a few by hocking up more than 750 stations. It was the biggest radio splurge of the Democrats to date—and it almost went snafu.

Trouble began when the Truman Special was late leaving Bonham, Texas, that morning. In Oklahoma City, Ken Fry, party radio director, lined up some musicians for a fill-in and the train got further behind schedule. The train pulled in 45 minutes late. President Truman bounced into a waiting car and raced off, leaving the rest of the Presidential party behind. He reached the speaker's platform just 10 seconds before air time. Later Mr. Truman explained:

"I'm sorry. We were about 40 minutes behind schedule and I had to get to the radio hookup to make my speech on Communism. The radio time cost the Democratic National Committee between $40,000 and $50,000."

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WDBJ has more listeners in Roanoke and Southwestern Virginia than any other station

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

Ask FREE & PETERS

WDBJ CBS 5000 WATTS 960 KC

ROANOKE, VA.

FREE & PETERS, INC. National Representatives

October 11, 1948 • Page 65
NAB DISTRICT 13 meeting in Fort Worth brought together between sessions featured, L to R: Reese Reineker, Fred Nahos, KYZZ Houston; Harold Hough, WBAP Fort Worth; Otto Brandt, James Connolly, ABC New York; standing) Walter Davison, Capital Transcriptions, Hollywood; Joe Evans, Free & Peters, Fort Worth; Abe Herman, Fort Worth radio attorney; Alex Reese, Taylor-Borrolff, Dallas; Ward Barnes, NBC Radio Recording, New York; Ben Nedwed (in front and second row), KECK Odessa and King Robinson, KATL Houston.

Determines the speed at which BMB moves forward.

Speaking on behalf of BMB, Dale C. Rogers, advertising manager of Mid-Continent Petroleum Corp., Tulsa, said, "Thanks to BMB, timebuying is no longer guesswork." The company has expanded radio coverage as a result of BMB data, he said, adding that "many small stations without BMB data have been left out in the cold."

Ray K. Glenn, president of Glenn Advertising Inc., Fort Worth, said BMB "has been a factor in increasing the use of radio by many regional advertisers, who had previously not used this medium to any great extent."

Apparent intent to set up an industry-underwritten research project somewhat resembled a proposal offered at the District 17 meeting in Spokane. At that meeting, Saul Haas, KIRO Seattle, proposed that all broadcasting measurement, including popularity ratings, be turned over to BMB. The resolution was unanimously adopted by the district [BROADCASTING, Sept. 20].

2 Other events at the two-day district session included Judge Miller's review of industry and association problems; speech by Maurice Mitchell, NAB's new director of broadcast advertising; plans for better relations with Latin nations, made by Texas Governor Jester.

Mr. Mitchell listed these department projects: First dealer-cooperative study since 1942 [BROADCASTING, Oct. 4]; series of "Junior Joostie" studies of case histories; revised NAB sales manual; new salesman-training helps; development of case-history exchange of successful programs.

Questionnaires, covering the projects, will go to broadcasters in the next few weeks, he said, asking for station cooperation.

Another resolution urged wider use of BMI. Carl Haverlin, BMI president, had appealed for music performance based on merit and urged careful check up on disc jockeys.

Radio's educational responsibility was discussed by Gov. Beauford Jester III, part owner of KWTX Waco, and Clyde W. Rembert, general manager of KRLD Dallas and director of District 13.

Mr. Feltis will talk upon request.
tyman pointed out in the dissenting opinion that "the decision . . . would cause extensive revision of the rules of administrative agencies."

In the Tarboro case, WJR charged that the daytime station would cause daytime skywave interference (not recognized in FCC's Standards but the subject of a pending study) to WJR's 32-microvolt contour. The Court rejected FCC's argument that it had not been properly reviewed, thereby giving protection against skywave in the daytime.

The Court rejected FCC's argument that it reached the right decision on the sufficiency of WJR's allegations and that it might have erred in refusing to hear argument on the subject.

"The Commission's decision has not been clearly reached and until it has been clearly reached it is not properly reviewable," the Court declared, adding a quotation:

"He who decides anything, one party being unheard, though he should decide right, does wrong.

If the Commission decides, after hearing them, that WJR's arguments are insufficient and that its petition for reconsideration should be dismissed, the Court said, then "an appeal to this Court will bring properly before us the correctness of the Commission's decision on the merits . . . WJR asked FCC, in event it refused to set the Tarboro application for hearing, that action on the application be deferred until after the clear-channel hearing has been decided. In support, WJR had maintained that the daytime grant might make it impossible for WJR to get power above 50 kw, if the clear-channel decision permitted use of power above that range.

But the Court did not agree with such contentions, declaring that WJR has "no present rights in these supposititious eventualities" and that the Court has no power to direct the order in which the Commission shall consider its cases.

Of the right to hearing on allegations of injury, the Court said:

The due-process guarantee of hearing in our system of law has always been recognized as a right in persons, and a privilege to be extended to persons according to the extra protection of the Constitution as to whether or not there shall be a hearing.

It is a personal right of access to the courts or to administrative tribunals, a right at law to present one's claim of injury or threatened injury and to be heard as an argument, in support of the proposition that the allegations thereof, assuming their truth, are legally cognizable, i.e., state a "cause of action."

This right of hearing accorded by the due-process clause is one of the few rights reserved to the Constitution which are substantially absolute. The subject of this right is not to be decided by the Commission or the courts but by persons and courts of law.

Sponsors showed on WJZ will include the Tuesday and Thursday broadcasts of Nelson Olmsted's Your Story for Today; Mr. President on Sundays; five weekly participations in Luncheon at the Latin Quarter; three a week on Nancy Craig's program, one on Kieran's Kowner, the Friday and Saturday Breakfast With the Fitzgeralds and Batt Barnes' Saturday program.

On a cooperative basis, QT mixers will sponsor the WENN Chicago and WXYZ Detroit broadcasts of Mr. President, the Monday, Wednesday and Friday broadcasts of ABC's newest co-op program, Breakfast in Hollywood over both KGO San Francisco and KECA Los Angeles, and two participations a week in WXYZ's Singin' Sam.

WVPO Stroudsburg, Pa. Given CP Cancellation CANCELLATION of the construction permit of WVPO Stroudsburg, Pa., 1 kw day on 1350 kc, was granted by FCC last week, upon request of the permittee, Pcono Record Inc. Deletion was in conformity with the Commission's earlier approval for purchase by the WVPO owners of WHAB and WHAB-FM Stroudsburg [Broadcasting, Sept. 13]. WVPO had not commenced operation while WHAB has been operating on 840 kc with 250 w daytime.

The transaction further involves withdrawal of the WVPO call to the WHAB operation, which was made effective Sept. 29, FCC reported. WHAB was sold for $75,000 by Harold B. and Anne L. Newman to Pcono Broadcasting Co. Inc., new firm composed of James H. and Ruth B. Ottaway, 614 owners of Pcono Record Inc., which publishes local Daily Record, both parties agreed to transaction.

Throughout the entire nation, the radio and the movies are the greatest mass entertainment media. This holds true in Cleveland, too. And WWL Cleveland's Chief Stroman, takes full advantage of this by carrying Walt Kay's Hollywood Soundtrack, a half hour of intimate Hollywood news and gossip, music taken directly from the soundtracks, and transcribed personalized interviews with Filmmav's greats.

Walt Kay has his own large and loyal audience, and when you add to it the tremendous number of Greater Cleveland movie fans, you have an audience big enough to make any adveristy take note.

Complete with give-aways, prizes, and a mail pull gimmick, HOLLYWOOD SOUNDTRACK is an excellent vehicle for your advertising message in the great Cleveland market!
EDITORIALIZE

WITH news described as radio's "No. 1 public service obligation," stations are urged by the NAB Radio News Committee to state their views on public questions.

The right of broadcasters to editorialize, Mayflower decision or no Mayflower decision, is emphasized in a series of Radio News Recommendations released last week by the committee after several months of study.

"Radio stations are as much entitled to the privilege of expressing themselves on matters of public interest (editorializing) as any other medium of communication," the committee argues. "The committee supports the stand of NAB that the Mayflower case is a violation of the Communications Act and the First Amendment of the Constitution."

As soon as FCC makes known its decision in the review of the Mayflower case the Radio News Committee will issue a statement on editorializing for inclusion in these Recommendations."

The committee's document concludes a complete analysis of news problems, with emphasis on sponsored newscasts and operation under the NAB Standards of Practice. The sponsorship problem is a serious one, judging by the committee's careful analysis of its facets, and warning flags are raised on several industry practices.

Committee members are E. R. Vadeboncoeur, WSYR Syracuse, chairman; Wilton E. Cobb, WMAZ Macon, Ga.; James L. Howe, WCYT, New Brunswick, N. J.; Arthur Stringer, NAB, secretary.

Theme of the Recommendations is stated as follows: "A well operated radio news department is a problem to a station, provides the personal approach to compete with other mass communications media and gives prestige and power to enable it to become the center of its community life."

Type of sponsorship is a serious problem, according to the committee, which suggests stations formulate the formula in the news section of the NAB code. This calls for discrimination in acceptance and placement of advertising in news programs.

Commercial copy in news programs should be prepared in "a simple, clear, concise and straightforward manner to match good news writing." It stated. "The commercial message should be live and contain musical jingle and other novelty types should be discouraged with the idea of ultimate elimination. Reference should be made to the code on length of commercials."

The sponsor's message and identification "should in no way be made an integral part of the news," the Recommendations suggest. "Sponsor messages should not employ ties with news copy nor other artificial devices to attract listeners' attention. The use of a separate announcement is helpful when commercial messages are given. This is not considered mandatory as long as a clear-cut identification of the commercial segment of the broadcast is made."

Stressing the importance of radio news, the committee says: "More people tune for news than for any other purpose. News broadcasts have a home in the 37,000,000 radio homes with their 120,000,000 listeners."

Expansion of local news is urged, with employment of competent personnel to cover beats and improve operations.

The radio news director must be the sole judge of content, the committee insists. "Responsibility for the news department rests with the management; the director should report directly to management." Observation of the highest ethics of radio journalism by the news director is insisted on by the committee.

Misleading description of staff announcers and others as "commentators" or "news analysts," unless they are qualified for this function, is condemned by the committee. The committee says: "Long continued, such practice would tend to break down the public's confidence in the integrity of news broadcasts."

The committee proposes that prepared commentaries, analyses or other news features furnished by wire news or other sources be unmistakably identified as to source so there can be no doubt whether the material is actually written by the speaker or prepared by an identified source and voiced by him.

Clear identification of news source is advocated at the expense of a few extra words.

**SBC Registration**

ADVANCE registration of 800 for the School Broadcast Conference in Chicago's Hotel Sherman this week is reported by George Jenson, executive director, who will preside at the head of the Chicago Board of Education Radio Council. Panels at sessions, running Wednesday through Friday, will include such speakers as I. Kei, Tyler of Ohio State U. Institute for Education by Radio; James L. Stirtton, president of the Chicago Television Council, and other industry figures.

NAB District 13 Registration

*(See story page 20)*

Kermitt Ashby, KPET Lamesa; Roy Bacus, WBAP Fort Worth; R. M. Baird, KrBC Abilene; Lawrence Birdsong Jr., WAWA Amarillo; Donald L. Black, KGVO Carlsbad; Ken Bishop, KXIT Dalhart; Ronald Weis, KBenen; Bostick, KWTX; Mac Bramier, KWTX; Kenney Brown, KWFT Wichita Falls; Ralph C. Bynum, KFJZ Pampa; J. C. Campbell, WWDA Dallas; Darrell Canfield, WFAA Dallas; KTVD Tyler; RSU; Tim Dillahooty, KCMC Texarkana; R. W. Chapman, KXTP Midland; Kenyon Brown, KPDN Sweetwater; Henry B. Clay, KFBT Houston; F. J. Clough, KFBO Fort Worth; Eugene Cochran, WOBK Beaumont; John R. Connally, KNIT Dallas; W. E. Cooper, Cobb, KGVP Fort Worth; Eugene Cooper, KTVY Amarillo; W. E. Crocker, KXAS Dallas; Hal Cram, KJCL Austin; Ralph C. Crockett, KTVB Austin; L. C. Crooke, KFJZ Pampa; K. C. Cummins, KRLD Dallas; Robert C. Currier, KSLD Dallas; J. D. Curt, KRLD Dallas; W. W. Danbom, KCMC McAllen; Danbom, KCMC McAllen; Curtis, KNOK Austin; Sam Collins, KXIP Dallas; W. M. Cools, KTXX Stephenville, Tex.; Louis Colp, KWK Austin; James R. Curtis, KFRO Longview; M. E. Danben, KTBX Tyler; N. J. Daladier, KCMC Texarkana; Wallace R. Dunn, KGLT Miami, Okla.; Raydon Dosey, KTKJ Jasper; Earl C. Dulaney, KYJS Corpus Christi; John W. Edwards, KWFT Wichita Falls; A. C. Euling, KXKU Aklleen, Les Eugene, KFTS Texarkana.

There was no time for the committee to analyze their potential listeners. "More people tune for news than for any other purpose. News broadcasts have a home in the 37,000,000 radio homes with their 120,000,000 listeners."

Expansion of local news is urged, with employment of competent personnel to cover beats and improve operations.
Complications Mark Playoff Coverage

DESPITE the storms over Boston at the Indians-Red Sox play-off last Monday, coverage of the World Series games by MBS and a television pool got off as scheduled on Wednesday, Oct. 6. The series sponsor is Gillette Safety Razor Co., through Maxon Inc.

telecast. The latter two, with no AT&T lines, used microwave. No cable link connects the Eastern and Midwestern networks.

Four Chicago television stations aired the series games played in Cleveland last weekend, despite the fact WNBQ, the NBC Midwest outlet, has not had its lines on the air. By special permission of the FCC, WNBQ carried the games, as well as pre-game preliminaries, direct from the Midwest coaxial cable.

Pooled telecasting made the Cleveland portion of the series available to WBKB, the Balaban and Katz station; WGN-TV, Chicago Tribune outlet, and WENR-TV, hub of ABC's Midwestern networks. WGN-TV made the games available to scores of Chicagoans, without TV sets, by placing six receivers, with 18 by 24 inch screens, in an outside adjacent to the World Series games may

PLAYHOUSE Theatre, 137 West 48 St., New York, has been leased for one year by ABC for a radio studio. Network also leases Ritz Theatre, and owns Vanderbilt Theatre in New York.

HUB HUBBUB

McGUINES TO HEAD CHICAGO RADIO CLUB
WILLIAM A. McGUINES, commercial manager of WGN, Chicago Tribune station, was elected president of the Chicago Radio Management Club by unanimous vote Wednesday. Other new officers, also unopposed, are: WGN radio director, Hal Rorke; program director, Walter Thomson Co., vice president, and Mary Polson, Mitchell-Faust Adv. Agency timebuyer, treasurer. Holly Shively, Ruthrauff & Ryan radio timebuyer, was re-elected secretary.

Two-year trustees include Kay Kennedy, Olan Adv. Co., timebuyer, and Holman Fause, radio director, Mitchell-Faust. Those elected to one-year terms are: M. Smith, retiring president, who is radio director of Presha-Fellers & Presha, and Ken Shepard, retiring treasurer, who is owner of Shepard Adv. Company. The nominating committee was headed by Arthur F. Harre, general manager, WJJD Chicago.

Mr. McGuiness
**Sports TV Programs Lead in September**

*Pulse Finds Video Sets in-Use Double Redo in N.Y. Philly*

SPORTS telecasts dominated video screens in September, according to The Pulse Inc., whose reports on televiewing in New York and Philadelphia show seven sports events on the top ten TV shows in New York, six among the top ten in the Quaker City. The New York list, however, is topped by two variety programs: *Tea of the Town* and *Teasao Star Theatre*, which also headed The Pulse August list in that order.

In Philadelphia, a ball game, a boxing match and a wrestling bout were the one-two-three favorites with televiewers, *Teasao Star Theatre* ranking fourth and *Tea of the Town* seventh.

In both cities the average of TV sets-in-use was about double the radio sets-in-use in homes with television. The evidence found:

**New York top ten video programs were:**
- *Tea of the Town*, WBCS-TV, Sun. 4:05.
- *Tea of the Town*, WBCS-TV, Mon. 4:05.
- *Brooklyn Dodgers*, WNBC, Mon. 3:37.
- *Boxing*, WABC, Tues. 3:30.
- *Brooklyn Dodgers*, WNBC, Sat. 3:18.
- *Brooklyn Dodgers*, WNBC, Fri. 3:18.
- *Sports*, WABC, Mon. 3:18.

**Philadelphia top ten were:**
- *Phillies*, WPTZ, Fri. 4:10.
- *Phillies*, WPTZ, Thurs. 3:10.
- *Phillies*, WPTZ, Thurs. 3:10.

**NBC Microwave Link Set for Yale Game**

*FOR WHAT was to be the first network television pickup from the Yale Bowl, New Haven, NBC engineers were using a microwave relay stations, between that city and New York, to telecast the Yale-Columbia game on Oct. 9. The play-by-play was to be sponsored by the American Tobacco Co. Agency is N. W. Ayer.*

Because line connections could not be made between the cities, one relay station was set up a mile and a half from New Haven on a specially constructed 100-foot tower, and another atop a water tank in Greenlawn, L. I. The signal was to be relayed through these stations to the NBC transmitter on the Empire State Bldg. From there pictures were to be sent to the RCA Bldg. for feeding over network lines to other cities and for retransmission back to the Empire State Bldg. for WNBFT broadcast.

**WANTED**

Licensed and unlicensed non-unon technicians. Steady work. $80 weekly. Advancement. Box 999, BROADCASTING.

**FCC SEPTEMBER REPORT**

**FCC MONTHLY report for September shows that as of September 30 the status of broadcast station authorizations and applications were as follows:**

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,664</td>
<td>1,804</td>
<td>124</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,654</td>
<td>636</td>
<td>36</td>
</tr>
<tr>
<td>Licensed (All on the air)</td>
<td>1,744</td>
<td>193</td>
<td>7</td>
</tr>
<tr>
<td>Construction permits</td>
<td>710</td>
<td>728</td>
<td>117</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>30</td>
<td>37</td>
<td>3</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,495</td>
<td>462</td>
<td>347</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>521</td>
<td>169</td>
<td>364</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>297</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Deletion of licenses in September</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>—</td>
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</tr>
</tbody>
</table>

*Includes 22 conditional grants and 411 construction permits.*

Following television stations commenced operations during the month:
- Sept. 1: WNRK-TV Chicago, KLAC-TV Los Angeles; Sept. 27: WBAP-TV Dallas, Tex.

**ALLEN AND CARAY WIN SPORTS PAPER AWARDS**

*MEL ALLEN, New York, and Harry Caray, St. Louis, have won the 1948 awards of The Sporting News as the nation's top play-by-play baseball broadcasters this season. Mr. Allen for the American League, Mr. Caray for the National.*

Harry Heilmann, Detroit, was chosen as runner-up in the American League, and Frankie Frisch, New York, in the National.

Mr. Allen, who has been doing sports broadcasting for ten years, has handled the play-by-play of the New York Yankees at home and away over WINS New York for the last three years. This is the third consecutive year he has won The Sporting News first place award for play-by-play broadcasting in the American League. His broadcasts are sponsored by General Cigar Co. and Ballantine Ale.

Mr. Caray broadcasts the games of the St. Louis Cardinals over what is described as the baseball's largest network," a hookup of 54 stations in Missouri and adjoining states. Sponsored by Grieseck Brothers Brewery Co., his broadcasts originate from the WOR St. Louis for day games and from WTMV East St. Louis, Ill., for night games.

Mr. Heilmann, former Detroit Tigers star, began his sports broadcasting over WXYZ Detroit in 1934. He has been the regular Tiger broadcaster since that time, blanketing Michigan with a network of 28 stations. Mr. Frisch, former Cards and Pirates manager, has broadcast all New York Giants games this season over WMCA New York, with Chesterfield as sponsor.

**NORINE FREEMAN, public relations director of W. B. Dotter Agency, Chicago, is a judge in PM American national contest for best newspaper stories about frequency modulation published between Jan. 1 and Sept. 1948.**

**University, WCAU Offer TV Course for Students**

WCAU Philadelphia and the U. of Pennsylvania cooperatively are offering a television course at the university for 30 picked students. Leon Levy, WCAU president and general manager, told the students in a welcoming speech that "TV. I predict, will cause another sociological and economic change [in the world today]."

Initial letter was given by Bruce Robertson, senior associate editor of Broadcasting, who outlined the history of TV. Ruth WeinrBr, WCAU educational director, is supervising and coordinating the course. Classes are held in WCAU studios.

**Paper Demands Pearson Retraction**

*DEMAND for retraction of remarks by Drew Pearson on his Sept. 26 ABC broadcast was made to the network last week by Louis G. Caldwell, attorney for seven owners of WJAM, New York, a Wallace Town- Herald [BROADCASTING, Oct. 4]. Mr. Caldwell insisted that Mr. Pearson give equal prominence and emphasis to a "tone and inflection of voice" to a retraction on the Oct. 10 ABC program. The form and wording must be satisfactory to the newspaper owners, beneficiaries under the will of Eleanor Patterson, late owner of the newspaper, Mr. Caldwell specified. He added that it must be heard on all stations that carried the original broadcast.*

Second demand for script and censorship details had been made by Mr. Caldwell in letters dated Oct. 4. He referred to a statement by MAL Washington, ABC Washington Station originating the Pearson broadcasts; Frank H. Lee, Co., the sponsor, and William H. Weintraub & Co., representing Mr. Pearson. Copies went to FCC members.

Mr. Pearson submitted a copy of the script to Mr. Caldwell in a letter dated Oct. 5, referring to the Oct. 10 broadcast. He said anyone whose name is mentioned in his broadcasts is entitled to a copy of remarks re- ceived. He had the indicated the procedure is automatic. He added it would be impossible to fill all requests for copies of scripts from persons whose names are not mentioned and both my office and ABC follow such policy."

Mr. Caldwell had demanded in his letters to network, sponsor and agency that they explain, in detail, the process of re-copying Pearson scripts. He further asked for facts on advance check of Pearson scripts, with details on any previous changes made in the Sept. 26 script.

In an Oct. 7 letter to Mark Woods, ABC president, explaining that the Pearson script has been received after the Oct. 4 letters had been sent, Mr. Caldwell said FCC Chairman Wayne Coy had been assured by the ABC head and by Mr. Pearson that the script was being supplied.

**TV Job Bureau**

RECOGNIZING the growing need for specialized television personnel, Jobs Unlimited, New York, a employment bureau servicing the advertising and radio fields, has instituted a television division. The new department will be a national clearing house for creative and technical administrative personnel, to staff television enterprises in general, according to J. Peter Fields, director of Jobs Unlimited. Mr. Fields in a survey of 95 TV stations in the country found that out of 600 persons, the original broadcast will be on file at the bureau. No charge will be made to employers for this service.
WEBSTER ELECTRIC

Ekotape
RECOR Der — REPRODUCER

See! Hear! Webster Electric's new high quality tape recorder-reproducer... the "Ekotape"

Webster Electric Company, Racine, Wisconsin announces a new high quality tape recorder. It is larger and has higher power output than most commercial or home recorders. It offers features that assure exceptional tone quality, better recordings, simpler operation, greater versatility. This recorder was designed only after an extensive survey of recorder users revealed what these users wanted and needed. The "Ekotape" meets their needs, and more! It's worth immediate investigation. It's a sound investment with features and advantages that more than justify any extra cost. Mail the coupon today for complete information.

WEBSTER ELECTRIC
RACINE WISCONSIN
Established 1909

Mail this coupon today for full information
Webster Electric Company, Racine, Wisconsin

Export Dept. 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" N. Y. City
"Where Quality is a Responsibility and Fair Dealing an Obligation"

October 11, 1948 • Page 69
GOV. LUTHER YOUNGDAHL of Minnesota (center) is shown with Ray Thompson (11), news editor of KROC Rochester, and Walter Bruce, KROC promotion department, at headquarters of the station for Minnesota Flaying Contest. Station sponsored the contest in cooperation with U. S. Soil Conservation Dept. Approximately 30,000 people participated. Winners were sent to the WHO (Des Moines) National Flying Match.

TV ELECTION RESULTS PLANNED IN MIDWEST

NBC-TV will go to the Midwest Nov. 2 when its election night television coverage will be presented over a seven-station network from Buffalo to St. Louis.

Sponsored by the RCA Victor Div. of BCA, NBC will duplicate its arrangement for balloting coverage in the East by setting up telecasting headquarters in the studies of WNBK Cleveland. The election studio will be equipped with charts to depict the progress of the election and Commentators Alex Dreier of Chicago, Robert McCord of Washington and Ed Wallace of Cleveland will broadcast the proceedings.

Pickups from St. Louis, Detroit, Milwaukee and other cities in the Midwest network will be arranged as cut-ins for the telecast. Part of NBC's Washington news staff will be moved to Cleveland to help supervise the operations.

Plans were announced by John K. West, vice president in charge of public relations for RCA Victor, and William F. Brooks, NBC vice president in charge of news and international relations.

CLARENCE WORDEN, WCBS New York director of special features and public services, was named to the Army to membership on the Manhattan Military Manpower Committee. Mr. Worden will advise Army and Air Force in use of radio for recruiting campaigns.

TOWER CONSTRUCTION has satisfied over 500 CUSTOMERS FROM COAST-TO-COAST

You just can't beat experience in tower construction and maintenance especially when such successful experience as we've enjoyed over the past 25 years. Operated by experienced men skilled throughout the country, places our superior service and command of your order for any scheduled or emergency jobs.

A phone call, wire, or letter brings you our consultation service without any obligation.

TOWER CONSTRUCTION COMPANY
622 GEARCE RD. SIoux CITY, IOWA PHONE 5-1660

Radio Town Center Maintenance-General Systems FM/AM/TV and Central Transmission Lines

Page 70 • October 11, 1948

Blackstone, the magician, in dramatic mystery series entitled "Blackstone, Magic Detective." Program is sponsored by Union Oil Co. of California. "A Home Theater" is a program which will be presented on WDEF for free broadcast for forthcoming weekend with C. Valentine Cunningham as host.

RCO \BC FANNING

3200 W. 37TH ST.
KANSAS CITY, KANSAS
PHONE 2-6891

Radio Town Center Maintenance-General Systems FM/AM/TV and Central Transmission Lines

Page 70 • October 11, 1948

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RCO \BC FANNING

3200 W. 37TH ST.
KANSAS CITY, KANSAS
PHONE 2-6891

Radio Town Center Maintenance-General Systems FM/AM/TV and Central Transmission Lines
Radio Service Men Told They Should Adopt Code

More than 1000 radio service men meeting in New York have been advised by a Better Business Bureau executive that unless their business practices improve, government license will be inevitable.

The service men, assembled for a three-day Town Meeting of radio technicians in New York's Astor Hotel, were urged by George H. Dennison, manager of the Pittsburgh Better Business Bureau, to adopt codes of fair practices and abide by them.

Mr. Dennison appeared at the closing session of the Sept. 27-29 meeting [Broadcasting, Sept. 27].

WOV to Feature Shows Imported From Italy

GENUINE, honest-to-Hooper imported Italian programs will be featured by WOV New York, following that station's organization of a program unit in Rome, Italy, it was announced last week by Arnold Hartley, WOV program director.

The new development follows a recently completed survey, showing the durable quality of the New York Italian market for years to come. First script serial will be offered to advertisers within a week. Shows will be available on syndicated basis in other markets.

AFA DISTRICT 10

Radio, TV Covered at Ft. Worth Meet

Radio and television people and Advertising Federation of America's 10th (Southwest) district convention in Fort Worth Sept. 27-28.

Rex Preis, assistant manager of new district manager for the district.

Guy Yeldell, commercial manager of KSD-TV St. Louis, and Harold Hough, director of WBAP and WBAP-TV Fort Worth, spoke on video aspects.

Television combines all the advantages of other advertising media, Mr. Yeldell said. "It has the flexibility of newspaper advertising, the unique display possibilities of magazines and billboards, plus house-to-house demonstration," he pointed out. "Television stations are also able to maintain a closer relationship with their audience than any other medium."

He gave some experiences of operations at KSD-TV.

Each time a television set is installed in a home, the St. Louis station, which has been on the air since February 1947, obtains the name and address of the purchaser.

"We send them a weekly program schedule so that the viewer will know what is going on and we will know his likes and dislikes," he said. "The number of sets is no yardstick of the effectiveness of television, especially during the first few months of operation."

Mr. Hough took the view that problems took top billing at the convention.

CTSA San Antonio, was elected an advertiser, in the Southwest area particularly, "are not giving the consideration to television that they should." He predicted better and more costly programs.

An AFA award for publicizing the social and economic benefits of advertising was presented to KRRC Houston. Jack McGrew, commercial manager, accepted it on behalf of the station.

George S. McMillan, New York, AFA board chairman and vice-president of Bristol-Myers Co., said lobbying in Washington, when properly conducted, had the effect of keeping legislators informed on public matters.

He said he thought advertising was better understood in government than ever before.

Clyde Rembert, general manager, KRLD Dallas, also spoke on radio advertising.

Other district officers elected were E. Julian Herron, vice-president of the Arkansas Democrat, Little Rock, first lieutenant governor, and W. H. Tipton of Franke-Wilkinson-Schwentz-Tips Agency, Houston, and president of the Houston Advertising Club, second lieutenant governor.

Next year's meeting will be at Oklahoma City.

WGVM Greenville, Miss., Plans November Start

Construction is under way at WGVM Greenville, Miss., and the station is scheduled to start operation by mid-November, according to an announcement by David M. Segal, owner of the station. The daytime, 1-kw outlet will be on 1260 kc and affiliated with the Cotton Belt Network.

Mr. Segal also owns KTFS Texarkana, Tex. Welton Jetton has been moved from KTFS to WGVM as chief engineer. No other personnel has been announced.
October 1 Decisions

DOCKET CASE ACTIONS

AM—1190 kc
Announced adoption of decision granting application for future station in Miami. 

AM—1229 kc
Announced adoption of decision granting application for future station in Nashville.

Petition Denied

Adopted order denying petition of WGNW, Chicago, Ill., for the issuance of a license for a television station on channel 56.

October 4 Decisions

DOCKET CASE ACTIONS

AM—810 kc
Announced decision granting application for future station in Philadelphia.

AM—1400 kc
Announced decision granting application for future station in New York City.

October 7

AM

Announced decision granting application for future station in Atlanta.

When you think of
REPLACEMENTS

WITH

AMPREX
tubes

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.

25 Washington Street, Brooklyn 1, N. Y.

In Canada and all South America: Roget, Peters & Co., Ltd.

In Australia: Donoghue Bros. Ltd., Sydney, N.S.W., General Office, Geelong.

ACTIONS OF THE FCC

OCTOBER 1 TO OCTOBER 7

Co-construction permit

DA-directional antenna

Per transmitters of power

STL-studio-transmitter link

sync. amp., 24 kw

SSA-special service authorization

CG—conditional grant

antenna

D-day

L-local sunset

auroral

transmitter

regulated hours

When you think of
RE-TUBE with...

AMPREX
tubes

“All Types — Transmitting and Rectifying Tubes”

AMPEREX ELECTRONIC CORP.

25 Washington Street, Brooklyn 1, N. Y.

In Canada and all South America: Roget, Peters & Co., Ltd.

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October 1 Decisions

DOCKET CASE ACTIONS

AM—1190 kc
Announced adoption of decision granting application for future station in Phoenix, Ariz., for the issuance of a license for a television station on channel 56.

October 4 Decisions

DOCKET CASE ACTIONS

AM—810 kc
Announced decision granting application for future station in Philadelphia.

AM—1400 kc
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...continued...

**Television Development**

**TELEVISION**

planned for economy and efficiency from application through programming.

Write or wire

Frederick Herendeen Productions, Inc.

37 W. Von Buren St., Chicago, Ill.
Double-Barreled

A ONE-MINUTE commercial on television not only sells the product, but also the talent. When May Johnson, booking agency for the Mount Royal Hotel, Montreal, heard Todd Manes soloing a Chevrolet video musical commercial entitled “See the U. S. A. in Your Chevrolet” on WABB New York, DuMont video station, she booked him for an engagement at the Mount Royal to be followed by another booking in Toronto. Leo Langlois, Campbell-Ewald agency producer on local Chevrolet dealers television programs, played mid-weekman in bringing Todd and the Mount Royal together.

JAMES G. RIDDLE, (1), manager, WXYZ- TV Detroit, which opened Oct. 9, confers with Hank Noskowski, captain of bowling team sponsored by station in “Detroit Times” All-Star Classic.


1948

Custom-Built Equipment

U. S. RECORDING CO.

1112 23rd St. N. W., Washington, D. C.

District 6100

REPRODUCER REPAIRING SERVICE

ALL MAKES—SPECIALISTS SA & 98

NOW—48 HOUR SERVICE

BROADCAST SERVICE CO.

334 ARCADE BLDG. ST. LOUIS 1, MO.

TOWER SALES & ERECTING CO.

Radio Towers

ERECTING, LIGHTING, PAINTING &

GROUND SYSTEMS

6100 N. E. Columbus Blvd.

Portland 11, Oregon

C. H. Fisher, Agent Phone 12730

RADIO TOWERS

Ground Systems & FM Antennas

ERECTED, PAINTED & SERVICED

ADVANCE RADIO TOWER CONSTRUCTION CO.

4614 S. Compton Ave. Adams 3-6197

Los Angeles 11, Calif.

George P. Adair

Radio Engineering Consultant

Executive 8031

1933 M STREET, N. W.

Executive 1220

WASHINGTON 6, D. C.

L. H. BAKER

CONSULTING RADIO ENGINEER

FRITZ BAUER, ASSOCIATE

834-38 Loudon Bldg. Ph. 3451

SPRINGFIELD, MISSOURI

Archer S. Taylor

Consulting Radio Engineer

Box 1479

Missoula, Montana

Phone 8826

Reese Steel Erection Co., Inc.

"Engineered Erection"

of AM FM TV Towers & Antenna

Emergency Repair Service

419 Grand Traverse St.

Flint, Michigan

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4-H Radio Plans

RADIO coverage of the annual 4-H Congress, to be held in Chicago’s Stevens Hotel, Nov. 28-Dec. 2, will include a news-gathering service, the U. S. Dept. of Agriculture announced in its Oct. 1 RDF Letter to radio farm directors. Instead, the national commitment will provide three rooms with power converters for the use of farm directors who bring their own wire and tape recorders. USDA added it would make recorders available to one or more Chicago studios for those who do not cover the Congress by tape or wire. The plan is tentative, it said.
# Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Jansky &amp; Bailey</td>
<td>Executive Office, National Press Building</td>
<td></td>
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<tr>
<td>McNary &amp; Wrathall</td>
<td>Radio Engineers, 906 N. Press Bldg.</td>
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<tr>
<td>Paul Godfrey Co.</td>
<td>Upper Montclair, N. J. MOntclair 3-3000</td>
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<tr>
<td>A. D. Ring &amp; Co.</td>
<td>55 Years' Experience in Radio Engineering</td>
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<tr>
<td>John J. Keel</td>
<td>Warner Bldg., Washington, D.C.</td>
<td></td>
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<tr>
<td>Rohrstock &amp; Bairey</td>
<td>Suite 604, 1737 K St., N.W.</td>
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<tr>
<td>Andrew Corporation</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<tr>
<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue</td>
<td></td>
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<tr>
<td>John Creutz</td>
<td>319 Bond Bldg., Republic 2101</td>
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<tr>
<td>William L. Foss, Inc.</td>
<td>Formerly Cotton &amp; Pope, Inc.</td>
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<tr>
<td>H. V. Anderson</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>Merl Saxon</td>
<td>203 W. Hutchison Street</td>
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<tr>
<td>Robert M. Silliman</td>
<td>Consulting Radio Engineer</td>
<td></td>
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</tbody>
</table>

**BROADCASTING • Telecasting**

October 11, 1948 • Page 75
Situations Wanted

Manager

Managing successful station. Desire change. Twelve years experience. All positions available. Family man. Available thirty days. Go anywhere. Box 918, BROADCASTING.

Wanted, young successful salesman, to head new home office. Will return to advertising after five years in publications. Must be willing to travel. Box 822, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer, young, single veteran. One year experience. Well-trained by profession. Looking for opportunities anywhere. Box 822, BROADCASTING.

Excellent background and training. Former band leader. 24, no dependents. First class announcer in all fields. Box 825, BROADCASTING.

Program director-announcer, over three years experience. Interested in good market. Want midwest station. Will accept announcing job with progressive station in good market. Box 827, BROADCASTING.

Announcer, sports specialty. Play-by-play, commentary, reporting. Beginner with professional school training. Well-qualified to work into small station operation. Have played for National Football League. In northeast? Want top man? Here's man for the job. Young, intelligent announcer, able to build following, ready to re-enter radio. Now employed. Box 832, BROADCASTING.

Veteran, young, willing to travel. Graduate of School of Radio Technique, Radio City, N.Y. Can do disc shows, news and announcing. Want experience or employment. Box 891, BROADCASTING.

Canadian disc jockey 5 yrs. exp. on large metropolitan station, accent on kibitzing and comedy pro- scripts. Age 24. Married 5 mos. Net- working required and nothing to lose. Small club, J. show experience also will go. Box 894, BROADCASTING.

Announcer-engineer. Combination; $75 week. Larry Bruner, 812 Union, The Dalles, Ore.

Announcer, single, experienced all types of disc jockey. College graduate. Will travel anywhere, good equipment. Box 898, BROADCASTING.

Early morning emcees. Eight years experience. Looking for station in major market. Will travel to and build solid listening audience. Do variety work. Excellent disc大全, tape and references available. Box 945, BROADCASTING.

Announcer-salesman. Go anywhere. Want to settle and grow with station. Many years experience. Box 947, BROADCASTING.

Announcer, Dee-Jay-College graduate, four years experience 1 and 3 kilo. Disc jockey employed by a well-known west network affiliate. Illness family necessitating move. Floater: just a 24 year old, single, enterprising, unattached employment com- mences and has always been a professional. Box 912, BROADCASTING.

Script-announcer, traffic (young lady) Artistic, good voice, some experience, will work anywhere with freeboard. Box 947, BROADCASTING.

Announcer-engineer. Combination; $75 week. Larry Bruner, 812 Union, The Dalles, Ore.

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Situations Wanted (Cont'd)

Preference: Midwest.
Married, available.
Steady.

Experience, reliability, ability. All three in exchange for attractive salary and future under experienced management. P.D. with excellent AM and FM news experience. All replies answered.
Box 818, BROADCASTING.


Young and staff. Announcer, 115 yrs. APBA, 3 yrs. network acting. Can operate board. Thorough knowledge of Radio City. Will travel. Box 950, BROADCASTING.


Available immediately—National award winning disc jockey with broadcast experience. Prefers all progressive stations. Disc available.
Box 903, BROADCASTING.

Box 925, BROADCASTING.

Announcer. Morning disc jockey. Have ideas that sell. Want station in east. Disc on request. Write Box 661, BROADCASTING.

Technical

Combination engineer-announcer, one year experience. AM, FM and TV. San Francisco Bay area. Disc. phone, BROADCASTING.

Chief engineer—Excellent references. 8 yrs. best experience commercial and eastern or midwest west. Opportunity to grow. Box 975, BROADCASTING.

Engineer, AM-FM. Willing to go anywhere, but prefer south. Box 850, BROADCASTING.

Engineer, 1st phone. Veteran, 22, no broadcast experience. Excellent graduate work. Will travel. Box 865, BROADCASTING.


Chief engineer at liberty. Fifteen years experience with last 10 years in supervisory capacity. Great work, living well. Box 967, BROADCASTING.


Production manager and technical director, 8 yrs. experience. Excellent manager. Box 971, BROADCASTING.

Female, 18, first phone. Will travel. Former PG. Box 978, 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 our outstanding professional faculty of radio experts.
HOLLYWOOD-SCHOOL OF RADIO AND TELEVISION
8800 Wilshire Blvd., Beverly Hills, Calif.
Brashaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Production-Programming, others


Production man, Midwest only. Eight years experience. Emphasis on operation. Complete field experience, Box 917, BROADCASTING.

Program director—Executive type, rich educational background, wide experience in all phases of engineering, programming, writing, general station operation. Single. Box 923, BROADCASTING.

Experienced copywriter wants position with progressive station. Complete experience. Box 933, BROADCASTING.

Female, 25, experienced, MC, woman's director, promotion, etc. Desires opportunity with progressive station. Box 946, BROADCASTING.

BONDING COPPER GROUND WIRE

We have a complete line of bonding copper and ground wire in stock for immediate shipment. Order today. Send for our price list. 
Specializing in bonding copper for the broadcasting stations.
J. L. CLARK METALS COMPANY
2108 S. Ashland
Chicago 8, Illinois

For Sale

Stations

Full time 250 watt station in Florida. Only station in this Florida market. Terms, by area agreement. Only qualified parties need answer. Box 813 BROADCASTING.

Full time television station 20,000 watts in New York City. 250,000 coverage in major metropolitan area. Make offer. Box 925, BROADCASTING.

Daytime 1000 watt station with time sales over $200,000.00 per year, in major market of well over million population. Terms may be arranged to acquire controlling interest. Box 944, BROADCASTING.

Equipment

Webster Chicago wire recorder complete except spoolos of wire, hour capacity including microphone, $100. BCA wire recorder complete with two-half hour cartridges and microphone $235, both almost new. $225 for the two, B.C., Loc-Lan Crafts Co., P. O. Box 1782, Hartford, Conn.

For sale—Two complete 100 AA reproducers with two extra 9a reproducers, excellent condition. Will sell at cost. Selling as complete sets, $1500, $350 each. These items are scarce and hard to obtain. Write Box 919, BROADCASTING.

Two model B-K-303 brush magnetophone sets, frequency response flat to 7000 cycles. Hi-fidelity wire recorder, $200. Two complete rolls of wire with each machine including spare reel. $1100 for the two or $650 each. These items are scarce and hard to obtain.

Write Box 919, BROADCASTING.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 4 bay antennas. 500 ft. of coaxial line with fitting. Write Box 919, BROADCASTING.

Wanted to Buy

FM EQUIPMENT

Wanted—Complete used equipment for FM station—3 kw transmitter, modulator, line amplifier and antenna system. Will furnish any reference necessary. Write Box 768, BROADCASTING.

Wanted to buy—250 watt fulltime station or CP. Controlling interest or 100% stock. Offer complete information. Box 905, BROADCASTING.

New England area radio station with good profit potential. Box 948, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS

BUYERS SELLERS

List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
2031 Sunset Blvd., Hollywood 7848
Los Angeles, California

For Sale (Cont'd)

For sale—One used 185 Winchanger guyed tower, complete with tower lights, and guy wire for immediate shipment. For complete details write Radio Station WQAA, Cedarville, Ohio.

For Sale—Truscott tower—435 ft. self-supporting, sectionalized 189 ft. from top. Complete guyed tower and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. $6,875.00 f.o.b. storage site Lincoln, Nebraska.
Radio Station KFAR.

Leigh tower, 187 ft. self-supporting. $500 takes it. WSNJ, Bridgeport, N. J.

Raytheon 250 watt transmitter complete with spare sets of tubes. This transmitter has been in operation for two years and it has not lost any air time! Reason for selling increase in price. Save yourself some money. For details contact KCVB, Lodi, California.

Collins 2000C-3, 250 watt transmitter, Johnson antenna coupler. FCC approved with crystal on your frequency. $1750.00. Write Ted Hathiecker, KANS, Wichita, Kansas.

WANTED

FM EQUIPMENT

WANTED—Complete used equipment for FM station—4 kw transmitter, modulator, line amplifier, patch panels, and antennas. No antenna or tower necessary. Will travel. Box 768, BROADCASTING.

Combination engineer-announcer wanted for progressive midwest 250 watt network station. Must be liberal, microfilm and sales oriented. All information in first letter. Box 838, BROADCASTING.

New Washington

Office Telephone

Now Located in the Washington Bldg.
15th & Pennsylvania Ave.

WASHINGTON, D. C.

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

JACK W. BLACKBURN, Mgr.
CLARENCE J. HAMILTON, Asst. Mgr.
1011 New Hampshire Avenue
Washington 6, D. C.

Telephone Sterling 4341-2

SAN FRANCISCO 3, CALIF.

J. D. BLACKBURN, Mgr.
325 Montgomery Street
San Francisco 3, 18.

Exhibit E-5672

Washington 10, D. C.

October 11, 1948  Page 77
**FM PROMOTION**

FRAMEWORK for a two-year station-manufacturer-dealer campaign, to promote FM on a nationwide basis, will be submitted to the next FM Assn. board meeting by Bill Bailey, FMA executive director. Outline of the plan was given the FMA membership.

If FMA members live up to the standards and promises volunteered at Chicago, the two-year project will get under way early next year. It was endorsed by convention vote but not acted on by the board. The members quickly absorbed a deficit of several thousand dollars at the convention and indicated they would support FMA's activities.

A new president, William E. Warren, KFMX Council Bluffs, Iowa, was directed by the board to set up three new committees. They will promote activities of members having newspaper commitments to operate with set and equipment manufacturers and expand functions of non-commercial stations.

Manufacturers, under revised by-laws approved at the convention, now have at least three members on the board. As a move to develop dealer FM activities, FMA voted to accept dealer associate memberships at $25 a year, but a lower fee may be considered at the next board session.

A number of technical refinements in FMA's by-laws were adopted by the membership. Langrue covering election of officers by the board was made more definite, specifying that officers be elected at the first board session following a membership meeting, and hold office immediately.

The section covering the executive director: states, definitely, that the officer is responsible to the board. He is given added authority to choose staff employees, fix salaries and prescribe duties, and still serving as ex officio assistant secretary and assistant treasurer.

**WMJL Takes Grant Denial to Court**

A CHARGE that FCC granted an application which didn't legally exist was before the U. S. Court of Appeals for the District of Columbia which was in an appeal filed by WMJL Bessemer, Ala., in its 850-kc fight with WTNB Birmingham.

WMJL, whose application for the frequency was denied while WTNB's was granted [Broadcasting, Dec. 15, 1947], maintains that Thomas N. Beach, owner of WTNB, swore to his application before a district court where portions had been completed. Consequently, the appeal charges, "there never was a valid application filed with the [Commission by Beech]."

WMJL raised the same contentions—unsuccessfully—during the proceedings before the Commission. The appeal also charges that FCC's preference of WTNB on the basis of program plans is "a form of censorship forbidden by the statute."

It argues that WMJL should have been preferred from the standpoint of Owner George Johnston's knowledge of station operations, the extent of his participation in station affairs, and financial success of his station.

In the FCC proceeding, WTNB won a grant for 850 kc with 5 kw day and 1 kw night in lieu of 1400 kc with 250 w WMJL was seeking the same facilities to replace its present 1400 kc with 250 w. WMJL's appeal was filed by Franklin K. Lane and Orville H. Walburn, Washington counsel. WMJL has 25 days in which to file its brief. WTNB may intervene in defense of the grant.

**UN Offers Two Recorded Broadcasts for UN Day**

THE UNITED Nations Radio Division, Lake Success, N. Y., is offering two short recorded programs to all interested stations for use on UN Day, Oct. 24. The discs, which run 15 3/4 minutes, may be broadcast in their entirety or excerpts. The programs are Report From the United Nations and Think on These Things.

Meanwhile Ted Cott, WNEW New York vice president and chairman of the NAAB's Independent Station Committee, is urging stations to use the following station break or a variation on UN Day: "This Is Station __________ , U. S. A.—Member of the United Nations."

**New BMI Tune**

BMI has published a new tune called "The Beat Is Risen," written by Wade Barnes, Dallas manager of NBC Radio Recording, with the assistance of Louis Breault, public service director, WFBA Dallas. BMI termed it "a natural for broadcasters" by Carl Haverin, BMI president.
On All Accounts
(Continued from page 10)

Malcolm-Howard, shot from the position of an obscure local bottling concern to that of a national franchise holder in two years, operating distributing centers in 40 cities. Production stagnated during this period because of sugar shortages, but in the post-war period has increased so that another 40 cities have been added.

"Before the war, Dad's Root Beer was rated No. 3 by soft-drinkers all over the country, second only to the two colas, which we don't mention!" Art said. "This was true in almost every market, and is attributable mainly to successful radio advertising after the first year we handled the account."

Art, who manages the account, devised for it the first known singing commercial, using the psychological technique of repetition mixed with rhythm. The root beer is sold by spot radio only—"no programming has ever been used"—and now 60% of the firm's budget is allocated to broadcasting.

In addition to Dad's, Art manages accounts for Legion Ice Cream, Mrs. Klein's Potato Chips and the Chicago Coliseum. On Sept. 12 he outlined the Rubin's Clothing Store sponsorship of the first simultaneous AM-TV-FM broadcast in Chicago, with its Stars of Tomorrow starring show (8 to 8:30 p.m. CST) on WGN, WGN-TV and WGNB, Chicago Tribune stations. Major radio accounts also include Newart's, Hol-laland's and Joy Candy, which uses commercials extensively before candy holidays—Christmas, Mother's Day, Easter. Most of these accounts buy during the holiday season.

Other Malcolm-Howard originate accounts which the agency still services are Clinton Watch, Legion Ice Cream and Cimino Wines.

Large radio account after Dad's is the Chicago Coliseum, huge amphitheater used for exhibitions, ice shows, bicycle races, rodeo and horse shows. From Sept. 18 through 26 it was site of the National Television and Electrical Living Show, for which Art handled the intense promotional activity and public relations.

Television is one of his pet projects, and he is a charter member and director of the Chicago Television Council, for which he serves as chairman of the program and speakers committee.

While contemplating heightened activity in video, Art now supervises five active TV accounts: Robin's, with its WGN-TV program; Dad's WBKB Chicago (Balaban and Katz) spots; Cook County Motors, WBKB spots, and Pasarino, -booklet to Chicago amusement centers offered by the Woodlawn (Ill.) Lions Club, now being tested on WBKB after an extensive newspaper and AM campaign. Cook County Motors, sponsoring news four times weekly on the video station, was scheduled to begin Football Scoreboard each Saturday after the football games.

As for his spare time, Art just mulls and mutes over the fact that he has none.

SPONSORED NEWSCAST IS AMENDED BY CBC

REGULATIONS regarding commercial sponsorship of newscasts were changed by the Canadian Broadcasting Corp. at its board of governors' meeting in Halifax, Sept. 24, to allow commercial announcements at beginning and end of newscasts. Request for change was made by Canadian Association of Broadcasters, represented by James Allard, general manager.

Regulations were a holdover from World War II rules: "There shall be no commercial announcement between the beginning and end of a newscast. In announcing the change in the regulations the CBS board said it "felt concern about the amount of commercial material associated with newscasts on private stations and planned to keep a close check on the situation." Previously the regulation permitted advertising relating to the sponsor's product or service at the beginning of a newscast, but limited the closing announcement to mention of the sponsor's name only and the news source. The new policy will become effective Nov. 1.
Video Implements Radio, Says Baker

"TELEVISION will not kill radio and the motion picture any more than radio killed the phonograph record or motion picture business," that statement was the crux of a talk by Dr. W. R. G. Baker, General Electric vice president and head of the electronics department, to 120 key radio and television distributors at an Electronics Park conference Oct. 1.

He said that although the impact of television is having a retarding effect upon the sale of expensive radio - phonograph combinations, prospects for the receiver business generally have not been impaired.

In fact, Dr. Baker added, this retarding effect may "turn to an advantage, since it offers the opportunity of replacing existing combinations with an instrument providing all the services—an entertainment center."

The need for secondary receivers will still exist, he continued, with perhaps an increase in demand for table models, portables, clock sets and other specialty receivers.

"The broadcast networks will not give up to television without a battle," Dr. Baker told the group. "We may expect better broadcast programs in order to hold the attention of the listening public."

**WCRO-FM Cancellation**

THE construction permit of WCRO-FM Johnstown, Pa., was cancelled two weeks ago by the FCC at the request of the permittee because it was unable to find a suitable site for a tower and transmitter [Broadcasting, Oct. 4]. A representative of the station stated they are still definitely interested in FM and when a site can be obtained a new application will be filed for FM facilities at Johnstown. Negotiations are still underway for a site, he said, but the station did not feel it was proper to ask for another extension of the grant.

**Regional Net Starts in Upstate New York**

REGIONAL NET STARTS IN UPSTATE NEW YORK

Union Broadcasting System, subsidiary of the Governor Donovan Broadcasting Corp., WOKO Albany, N. Y., licensee, began programming Oct. 4. First two affiliates to take service from WOKO are WWSC Glens Falls, N. Y., and WCSS Amsterdam, N. Y.

Cost of lines, talent, sales effort and promotion is shared by all affiliates of the new regional network, and the combination represents a deliberate price concession on the part of each affiliate, according to James Healey, president of the network.

Gradual expansion of UBS is planned, and it is anticipated that stations in Pittsfield, Mass., and Kingston and Ultica, N. Y., will join the network by Nov. 1. Mr. Healey said. He added that Lorenzen & Thompson Inc., national representative for WOKO, WWSC and WCSS, probably will represent UBS also.

Advance radio plans for VD treatments, Educational Campaign to run in New York, Nov. 8 to Dec. 7. were outlined recently by Morris Novik, radio chairman, to luncheon meeting of representatives of all the city's stations, who were given copies of all scripts, transcriptions and announcements to be used.

**Iowa Is Added to States Having AP Radio Groups**

Representatives of Iowa stations receiving Associated Press news reports have organized the Iowa AP Broadcasters, according to an Oct. 4 announcement by Oliver Gramling, AP President.

On the executive committee are: Paul Loyet, vice president and resident manager of WHO Des Moines, chairman; Ben Sanders, KICD Spencer; Jim Bormann, WMT Cedar Rapids, and Ralph Childs, KMA Shenandoah. They were chosen unanimously at the suggestion of a nominating committee composed of Bill Croker, KDEC Decorah; Art Barnes, WSUI Iowa City, and Herb Ohrt, KGLO Mason City.

A committee to study AP news reports to stations was formed, with Chuck Miller, KRNT Des Moines, as chairman.

**Allied Arts**

**Mrs. B. Eaton Lawrence** has acquired sole ownership of Lawton Productions, Hollywood (radio production company) with purchase of half interest of her partner, J. H. Johnston. Company name has been changed to Lawrence Productions.

**Ruth Annable**, former art and production director for Bullock’s, Los Angeles (department store chain), has opened placement office and registry for artists in that city under her own name. Offices are at 623 S. Westmoreland Ave.

**T. A. Purcell** has been appointed manager of Providence, R. I., offices of Graybar Electric Co. Inc. He succeeds Elliott Lumm, retired. Mr. Purcell has been with Graybar for 18 years.

**John A. Miguel** Jr. has been appointed Far Eastern regional director for RCA. Previous to this appointment Mr. Miguel was general manager of RCA Victor Mexico, RCA’s associated company in Mexico.


**Loren Ryder**, head of Paramount’s projection department, is forming company to handle 16 mm, processing from camera to release printing. This will make possible service in one place for independent television and film producers.

**Reading, Pa.—69th U. S. Market**

Has an Effective Buying Income of $268,508,000

Reach this audience most economically with the station that promotes and sells your products.

Affiliated with

Columbia Broadcasting System

Representative

Weed & Co.

Reading, Pa.

*Sales Management—May 10, 1947
New Business
(Continued from page 12)

C. J. La ROCHE & Co., Los Angeles, appointed by KMPC that city, to handle advertising and promotion.

LEWIS FOOD Co., Los Angeles (Dr. Ross dog & cat food), appoints Rocket & Lauritzon, same city, to handle advertising. Company, which sponsors Free for All and segment of Meet the Muses on many CBS stations, will continue same schedule.


FAMILY KITCHEN PRODUCTS Co., Los Angeles (pastry mixes), appoints Botsford, Constantine & Gardner, same city, to handle advertising. Radio participations are planned.


DR. J. L. LAMBERT Ltd., Montreal (medicinal) renewed to March 31, Memoires Dr. Lambert on CKAC Montreal, CHRC Quebec, Thurs. 8-8:30 p.m. Agency: J. E. Huot, Montreal

ED SCHUSTER AND Co. Inc. (Milwaukee department stores) has taken sponsorship of Philco Football Highlights, at approximately 9:30 p.m. Fri. on WTMJ-TV Milwaukee, following high school football games. Agency: Cramer-Krasselt, Milwaukee.

Network Accounts

GEORGE A. HORMEL & Co. (food products), Austin, Minn., added its Hormel's Girls Corps, Saturdays, 11 to 11:30 p.m. (EST), to 58 stations in Mutual's Southwest group, making total of 105. All-girl band and choral group was heard first last spring on Don Lee Network, and was later expanded to include Midwest and Mountain districts of MBS. Hormel Agency is BBDO, Minneapolis.

SEECK & KADE Inc., New York (Pertussin, cough remedy), will advertise each Mon., Wed. and Fri. for 26 weeks on 1:00 p.m. edition of Yankee Network News over WNAC Boston, and 22 Yankee Network stations.

MARY LEE TAYLOR SHOW, now on CBS, moves to NBC Sat., Oct. 23, 10-10:30 a.m., to begin its 15th season on air. Show is sponsored by Pet Milk Sales Corp., through Gardner Agency, New York.

Adpeople


Education Station Survey Available

A STUDY of 18 of the 65 educationally owned and operated stations giving service in 1947 has been released by the National Assn. of Educational Broadcasters. The survey was prepared by George Willeford, graduate student in the radio department of the U. of Indiana.

Although only 18 stations are covered, the survey gives a "cross section" of the operation of college, university and board of education owned stations. The survey points out, however, that the results are not intended to present a necessarily desirable set of standards for educational stations.

Of the 18 stations covered, 12 are AM and six FM. AM station power runs from 100 w to 5 kw and all but two of them are daytime only stations. The FM outlets range in power from 250 w to 15 kw.

Average operation is shown as eight hours daily—with a minimum of two hours and a maximum of 161 hours.

Salary also showed a wide variation, running from $3,500 to $10,000 a year for managers. The average for managers is $5,580 with other high pay personnel including the program director, farm director, chief engineer and school program director. A large percentage of these people hold one or more college degrees and their experience in radio is high—managers average 13.3 years and chief engineers 10.6 years experience.

Thirteen of the stations offer "extremely specialized" programs to some degree and a majority devote considerable time to semi-classical and classical music.

Engineering equipment, in general, is modern and the average number of studios is between three and four per station. All but one station indicated use of wire or tape recordings. Twelve of the stations have their own new wires and all but two are on an exclusive basis.

Fifteen of the stations indicated an interest in a national educational network but doubt was expressed as to its practicality.

Copies of the study are available at 25c a copy to NAEB members and $1.00 for non-members. Requests should be addressed to NAEB, WOI Ames, Iowa.

KFAR, KENI Join MBS

TWO ALASKAN stations, KFAR Fairbanks (10 kw on 660 kc) and KENI Anchorage (5 kw on 550 kc) became affiliates of MBS Oct. 1. Both stations are operated by the Midnight Sun Broadcasting Co., owned by Capt. Austin E. Lathrop, Alaskan industrialist.

FOOTBALL

JOEL KUPPERMAN, mathematician on "Quits Kids" (Miles Labs., Alka-Seltzer, Cin-A-Day vitamin) has scored from Chicago Park District after winning city-wide championship chess tounay.
Technical

CAMERON G. PIERCE has joined TV Channel 8, Chicago, in the engineering department. Mr. Pierce was formerly with General Electric.

ALFRED KEPP, of engineering staff of WTVL, Toledo, Ohio, and BOB KAYAUS, of station's sales staff, are to be married Nov. 13.

ROBERT BAIRD, has joined KWSC, Houston, as general sales manager. He was formerly with WOKI-TV Chicago, was married Oct. 2 to Eleanor Layden.

EDWARD C. GOLDMARK, CBS director of engineering research and development, is a author of an article on "Pint of Science," appearing in "American Magazine" for October.

Six newcomers have been added to staff of KFIL-TV Los Angeles, and three others returned from WFB. L. DeMOSS, WALLACE B. DRESEN, CHARLES W. LAFORE, JR., EARL A. WILLSON and PHILLIP H. HERMAN have joined engineering staff: OLGA COURTNEY has joined staff. Those transferred to television engineering are MARVIN F. McCARTHY, SAM ROYD and GEORGE TOKAR.

IRWIN H. DEMENT, WHLI New York engineer, is the father of a 24-year-old boy.

GENERAL ELECTRIC Co. announces production of phonograph attachment to play microgroove records. Designed to plug into phonograph jack of two of company's radio-graph record com-

inations (models 119 and 119), new unit will list for $19.95 in East. Unit can be attached to other phonographs. Company also announces produc-

tion of new self-charging portable radio to list for $19.95 in East as against $99.50 for selfcharging portable introduced by company more than a year ago.

WALCO SALES Co., East Orange, N.J., has developed a new type of television glare filter, which reduces eye strain and excessive glare from direct view television screens. New filter is called Walco-Televue Filter and is composed of a specially treated plastic material which increases definition and contrast of television images while reduc-
ing brightness of the light. Prices of new filter range from $2.95 to $6.95, depending on size of set.

SOUTHERN APPARATUS, New York, has announced production of a new recording sound analyzer. Instrument analyzes any type of recording, from 7500 c. p. s., and is especially useful for field and exacting studies of complex sounds, vibrations and wave forms, voltages, communicat-
ing point-by-point plotting of these characteristics. Instrument is portable and especially adapted for field and lab-

oratory use. Recorder is separably used as a sound, power or voltage level recorder.

NAB Corrects Data

REVENUE of the U.S. broad-

casting industry will increase from $357,000,000 to $383,300,000 this year, instead of 383,000,000 as originally announced Oct. 1 by NAB (Broadcasting, Oct. 4). NAB also corrected its figures of net-

nual revenue in 1948, increasing the gross from $286,800,000 to $296,800,000.

WOSU-FM South Orange, N. J., (95.5 mc) broadcasting to metropolitan New York area from Beton Hall College has increased its power from 2000 to 1 kw, and is now transmitting over receive complete 560 feet antenna on the South Orange campus.

New Jersey State Fair Blue Ribbon Radio Award as "Television's Unsung young singer of 1948" was presented to Alan Dale, DuMont baritone, on his 28th birthday, by President of the fair. "The Alan Dale Show" is telecast Wed. 6:45-7:00 p.m.

Feature

(Continued from page 10)

from Albany to Buffalo.

Main programming policy of the network is to give farmers the information and entertainment they want—when they want it. Robert Child, from production and oper-
tady, is head of the program de-

partment and brings to the net-

work many years of experience as

director of farm programs.

Special effort is made by the net-

work to project programs at the time when they will reach the desired audience. Women's programs are carried at 1 p.m., rather than 2 p.m., when cooks usually occupy the time of farm women. The man of the house is reached between noon and 1 p.m. Programs for children come on about 4:45 p.m.

The network programs highlight fine music and straight reading of carefully selected stories. Bonafide farmers and experts from the 10 sponsoring farm organizations dis-
cuss farmers' problems daily. Chil-

dren's programs specialize in the pos-
tializations of such books as "Treas-

ure Island" for one age group, and interviews covering farm youth projects for another age level. Pro-

grams cover the artistic, musical, the-
dances and other gatherings also are presented. Market reports are carried throughout the day and any program may be interrupted at any time for a newsworthy re-

port on markets or weather.

Remote Pickups

A trailer for remote pick ups makes it possible for RRN to pre-

sent programs covering county fairs, on-the-spot farm broadcasts, farm organization meetings and other events. The boast of the net-

work is that "there is no pasture in New York State which is not a broadcast point for our network."

The trailer, called a Nemo, was designed by GE and RRN engineers and contains a two-way radio, 3-kw
gasoline-powered generator, public address system and wire recorder.

During installation of the net-

work, the two-way communications equipment was in use. Later, some of the units were modified to per-

mit their use as remote pick-up equipment.

Jeeps and other mobile equip-

ment also are equipped with two-

way radios.

The engineering staff of 19 techni-

icians is headed by Donald K.

deNeuf, chief engineer. Two of

the engineers are located at each sta-

tion, the remaining three are field engineers traveling in the trucks and Jeeps and four handle the master control at headquarters.

Each transmitter has a rain gage and wind-direction velocity instru-

ment on the roof. These, combined with other instruments, will make available to the U. S. Weather Bureau at Albany regular meteor-

ological observations.

Andrew Corp. Producing
Micro-wave Relay Items

ANDREW Corp., Chicago, an-
nounced last week that it has pro-
duced and has available 2, 4 and 6
foot parabolic antennas for both the 960 and 2,900 megacycle re-\n
gions, together with constant im-

pedance, low loss, dielectric trans-

mission line and fittings for micro-

wave relays.

Officials of the firm also an-
nounced that its new New York City office has been opened at 421 Seventh Ave., with J. F. White as district manager.

It's No Bull

—when we say there's enough cows in Craw-

ford County to make it THE leading dairy farm county in the U.S., and No.

Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Mooeideville alone).

And too, don't forget for one minute: We not only bring you the show...we pro-

mote them.

For further informa-

tion write to

Vic Diehm c/o WMGW

Robt. Meeker Assoc.

321 Fifth Ave.

N. Y. C.
Kobak Gets a Mule
PRESEN TATION of a Georgia mule to Edgar Kobak, president of MBS, featured a barbecue given for Mr. Kobak in Thomson, Ga., by Walter J. Brown, owner of WTWA Thomson, president of WTNT Augusta, Ga., and president and general manager of WORD Spartanburg, S. C. Townspeople of Thomson made small donations to buy the mule, which was led right into the gymnasium, covered with a blanket mat. And promptly named "Mr. Mutual." Mr. Kobak. All went well until the closing phase of the meeting. The radio announcer describing the scene as Mr. Kobak led the mule away put it this way: "Mr. Kobak is now leading the mule out of the gymnasium—but he didn't lead him out soon enough!"

2 Former WSNY Staffers Charge Contract Breach
ALLEGING breach of contract, two former WSNY Schenectady, N. Y., sports broadcasters, Bill Carpenter and Ed Flynn, have instituted action against the Western Gateway Broadcasting Corp., WSNY licensee. In seeking damages, Mr. Carpenter and Mr. Flynn claim, among other things, that the corporation breached its exclusive contract they had to broadcast 1948 games of the Schenectady Blue Jay baseball team of the Canadian-American league.

Mr. Flynn left WSNY last June to join the newly-formed George R. Nelson Inc., Schenectady advertising agency. Mr. Nelson, president of the agency, formerly was a general manager and a director of WSNY.

Mr. Carpenter terminated his connection with WSNY in August and is now on the staff of WOKO Albany, N. Y. He and Mr. Flynn are represented by the Schenectady law firm of Gordon & Gordon.

Telestatus
(Continued from page 18)
tacularly, from 146 to 159 (Table VII).

Not shown in the tables accompanying this summary of the Rorbaugh TV report, but noteworthy among its details of the development of TV advertising, is evidence that the types of local TV advertising vary from city to city. Washington, for example, had six real estate firms using video air time during the September measured week, while, except for one realtor TV user in New Haven, no other city reported any use of television by this type of advertiser.

In Detroit, two politicians used video announcements to promote their candidacy for office in that city.

<table>
<thead>
<tr>
<th>Video Air Time</th>
<th>Program</th>
<th>Number</th>
<th>Min</th>
<th>Max</th>
<th>Percent</th>
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<tr>
<td>Programs</td>
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<td>Max</td>
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<tr>
<td>Announcements</td>
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<td>100%</td>
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<td>Programs Announcements</td>
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<td>Min</td>
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<tr>
<td>262:34</td>
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<tr>
<th>TABLE VII</th>
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<tbody>
<tr>
<td>Breakdown of TV Programs by Sponsorship</td>
</tr>
<tr>
<td>Number</td>
</tr>
<tr>
<td>Network</td>
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<tr>
<td>Number</td>
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<tr>
<td>Sponsors Programs</td>
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<table>
<thead>
<tr>
<th>Sponsors Announcement</th>
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<tr>
<td>Number</td>
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<tr>
<th>TOTAL</th>
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<td>159</td>
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</table>

"Slightly more than actual number as some advertisers sponsor both programs and announcements."

TV Is Stage Show Advises Underhill

VISUALIZE every television show as a stage presentation rather than as a program, a dvised Charles M. Underhill, CBS-TV program director, at the American Television Society last Tuesday. The ATS was holding its first luncheon meeting of the season at the Astor Hotel, New York.

He also told the group to schedule for the good of the industry rather than for the individual station or network, "with thought to preceding and following shows," offering viewers a free choice in a varied field.

Other speakers were Actor Walter Abel, television chairman of the Screen Actors Guild; Alexander Stromach, ABC-TV Eastern television program manager; Harvey Marlowe, program director, WPX (TV) New York; George Greene, WATV- (TV) New York program manager; James Caddigan, DuMont program director. The tracing of history of other entertainment media, Mr. Abel led television a "free pass to entertainment, with the biggest bankroll in show business history behind it." He scoffed at predictions of Television Research Inst. that movie theatres will be empty by 1955, pointing out that movies didn't kill the theatre, nor radio the movies.

Each of the speakers outlined his television plans. Mr. Caddigan gave a fairly detailed synopsis of the full daytime television schedule of DuMont, which, he said, is at present a form of "television research," thus subject to many changes.

The meeting closed with appointment of new committees, chairman of which follow:

David Halpern, Owen & Chapell, programs; Emerson Yorke, Emerson Yorke Assoc., films; James L. Caddigan, DuMont, and Samuel Tabak, Film Guide, programming; Ernest Marx, DuMont, allied arts; George Shupert, Paramount Pictures, membership; A. U. Brauneid, treasurer of ATS, finance; Dan Halpin, RCA, affiliates; Edwin F. England, NBC, research; E. Strickey, AT&T, technical; Jack Glenn, "March of Time," publicity; Halsey Barrett, DuMont, ATS vice president, membership.

Britain's TV Bid

CLAIMING to have the world's best and most economical television system, Britain's radio industry is preparing to bid for business in overseas countries, it was announced at a recent London press conference. The first step will be to ship transmitters abroad, upon request, for demonstrations. Lord Trefgarne, chairman of Britain's Television Advisory Committee, told newswomen that "any country pinning its faith to the British system (405-line) will be putting itself in the most favorable position to take advantage of future development."

LAST CHANCE to...
RECEIVE FREE
BROADCASTING
MARKETBOOK
Offer expires week of Oct. 11

If you are a Broadcasting subscriber on Oct. 11, or if your subscription is received during this week of Oct. 11 you will receive as a bonus, a free copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

SELLS SEPARATELY FOR $1.00

NOW... and until the end of this week a regular subscription to BROADCASTING includes:

- $5.00 Yearbook-1949
- $1.00 MARKETBOOK
- 52 weekly issues

all for $7

MAIL COUPON TODAY
TO LAUNCH "New York Philharmonic" series (starting Oct. 10, 3-4:30 p.m.) WTOP Washington is scheduling the local program that lead directly into CBS network broadcasts, and is buying time on air. For "Windy" music station in Washington, to promote the WTOP program. Leading program will feature Paul Hume, music critic for "Washington Post," who will discuss musical forms, instruments (with recorded and live demonstrations), composers and the like. Language. In five minutes of 2:26-3:30 p.m. Paul Hume will annotate program to be placed that after afternoon "Philharmonic" WTOP also plans own schedule of promotion announcements.

Mike Might

MICROPHONES are appropriately enough, theme of WBT Charlotte, N. C. "Promotion" folder. Folder states that "WBT Blows Its Top" event occurred when station discovered its “Topper” rating just didn’t reach top 50. Four cases are to be offered each week for five weeks and top winner allowed $1,000 in cash. Other cash and merchandise prizes will be given.

"Grocery Modernization"

VERATABLE bible of grocery information, from placement of slow-moving merchandise to store layout, wire mail order, consumer hit-listing for KROD Colorado Springs, has been offered by wire mail order, consumer hit-listing for KROD Colorado Springs, resident their first year as new mobile studio, a converted city bus. "Bus" station contains control room, interview studio, power unit, remote pick-up transmitters and wire recorders. Initial broadcast from mobile studio was description of arrival of pony express riders into Colorado Springs. "Pikes Peak or Bust Rodeo". Newest development in cooperative plan between KROD and Colorado Springs Transit Co. Is installation of radios tuned to KROD in all transit Co. busses.

"CAMPUS Caper"

CAMPUS Caper is program idea that combines entertainment, public service and commercial value, has been developed by KTOP Toppena, Wash. Program is built around Washburn U. Each week, a fraternity or sorority is saluted on program. Organization is solicited several times a week for fund-raising, and five cards are to be offered each week for five weeks and top winner allowed $1,000 in cash. Other cash and merchandise prizes will be given.

"Welcome Home"

BROADCAST to welcome home Lancaster, Pa.'s Olympics star. Barney Ewell, was recently featured over WLAF that city. Station not only broadcast complete parade in honor of Bar- ney, who placed second in the 100 and 200-meter races and won in winning U.S. relay team, but also aired interview with his wife, Barney and Barney Jr. sat in on the interview, conducted by Adel Esholm, WLAF's "women's editor.

Pike's Peak

COLORADO SPRINGS Transit Co. Has joined with KROD Colorado Springs, Colo., to give Pike's Peak Rodeo more complete coverage of local events of this week. Few weeks ago KROD gave Colorado Springs residents their first chance to view mobile studio, a converted city bus. "Bus" station contains control room, interview studio, power unit, remote pick-up transmitters and wire recorders. Initial broadcast from mobile studio was description of arrival of pony express riders into Colorado Springs. "Pikes Peak or Bust Rodeo". Newest development in cooperative plan between KROD and Colorado Springs Transit Co. Is installation of radios tuned to KROD in all transit Co. busses.

Talent Contest sponsored by WNYR Rochester. Program idea that combines entertainment, public service and commercial value, has been developed by KTOP Toppena, Wash. Program is built around Washburn U. Each week, a fraternity or sorority is saluted on program. Organization is solicited several times a week for fund-raising, and five cards are to be offered each week for five weeks and top winner allowed $1,000 in cash. Other cash and merchandise prizes will be given.

This is A WINDMILL

A primary essential to the farmer of the rich High Plains region, the windmill is the reliable means for a consistent water supply... just as K-TPL-T-X is the reliable media for you in getting your share of the Big Farmer Dollar in the High Plains wheat empire... coverage of the Kansas, Nebraska, and Colorado Wheat Belt in ONE purchase.

TWO MILLION VIDEO SET SALES SEEN FOR 1949

The sale of television receivers may reach 2,000,000 during 1949 if the supply of picture tubes is adequate, Ernest H. Vogel, manager of marketing, Electronics Department, General Electric Co., said at a recent conference of radio and television distributors at Syracuse, N. Y.

Mr. Vogel predicted that sales of television receivers in 1949 would reach approximately 1,600,000 and possibly 2,000,000 if there was an ample supply of picture tubes. Industry-wide shipments in 1948 were about 1,250,000 receivers during the next year would amount to approximately $330,000,000 at the factory level, he said.

Walter M. Skillman, manager of sales for GE's Receiver Division, estimated that 70% of the company's radio-television dollar volume business next year will come from video sets.

Equipment for long-playing record phonographs will be installed in a number of models scheduled for production this month and these installations will be on dealer floors in November, Mr. Skillman said. He pointed out that a program is being developed to permit owners of some standard line combinations and all Musaphonics to have their record players converted for micro-groove reproduction at a relatively low price.

Denver U. Script Contest

Ties With Radio Price

A RADIO script contest, in conjunction with Radio Pricing Week, Nov. 16-20, is being held by the U. of Denver for writers of the Rocky Mountain region. R. Russell Porter, director of Denver U. radio activities, has announced that $50 will be awarded the writer of the 30-minute script which best typifies the radio plays in American life. The best 15-minute script will be awarded $25. Contest deadline is Oct. 16. Prize-winning scripts will be produced and recorded by the university for broadcast during National Radio Week. Judges are Hugh Terry, KLZ Denver manager; Ken White, radio editor of the Denver Post, and Edna Anne Taylor, publicity director of the May Co.

California Time

ALTHOUGH California is currently only two hours behind East Coast time—it remained on Daylight Time because of the power shortage—network executives are confident that a return to Standard Time will come in January when the present California time law expires.
FCC Actions
(Continued from page 73)

Applications Cont.: WNGC Jacksonville, N. C.—Consents to assignment to and increases to L. Houd. 

A. 10-100 kc.

WEAS Decatur, Ga.—CP increase pending. From 1,000 to 1,500 kw.

APPLICATION RETURNED

A-540 kc.

WTPF Charleston, W. Va.—CP change frequency from 1,300 to 1,500 kw, subject to increase from 250 to 1,000 kw. Retransmit license to Sept. 18.

October 6 Decisions

DOCKET CASE ACTIONS

A. 1490 kc.


Argummt Contended

Adopted order continuing oral argument of Oct. 3, on application of changes in ownership of WSGR-FM, Northfield, Minn., pending since 1945.

October 7 Applications

ACCEPTED FOR FILING

License for CP WHRO Decatur, Ala.—License to cover CP new station standard.

WTBC Tuscumbia, Ala.—License to cover CP channel 3, which is being increased, subject to increase from 560 to 1,112-113 E. Green St.

A. 978 kc.

WMOD Brunswick, Ga.—CP change frequency from 1,490 to 1,740 kc, increase in power, etc., for extension of completion date, conditional.

KFDM Beaumont, Tex.—Mod. CP increase power, etc., for extension of completion date.

License Renewal

Applications filed for renewal of license of WTHA-TV, WSHB-TV, WMTV-TV, WPXG-TV, WTBN-TV, KTVN-TV, NTSN-TV,合伙-Edwin, Ind., to repeat KOPP-FM Ogden, Utah—CP to reissue CP which authorized new station which expired Sept. 12.

WHSB-FM Huntsville, Ala.—License to cover CP for changes in FM station.

WQEX-FM Ft. Pierce, Fla.—Same.

KFSD-FM San Diego, Calif.—Same.

KFMD-FM San Diego, Calif.—Same.

Rothman, Michael—CP for new station.

KFMD-FM San Diego, Calif.—CP for new station.

KWDF-FM San Diego, Calif.—Same.

KXDF-FM San Diego, Calif.—Same.

KXQ-FM San Diego, Calif.—Same.

KWZ-FM San Diego, Calif.—Same.

BROADCASTING • Teletcasting

WIRE-FM Indianapolis.—Same.

WNY-FM Elmira, N. Y.—Same.

WHHE-FM Rochester, N. Y.—Same.

WJMI-FM Philadelphia.—Same.

WCMC-FM Ashland, Ky.—Same.

WMIV Milwaukee.—Same.

WANM-FM Neenah, Wis.—Same.

T 20-204 mc.

TOPEKA Bestg., Assn. Inc. Topeka, Kan.—CP new commercial TV station on Channel 7 (155-156 mc). ERP via. 21.1 kw, air. 10.6 kw, unam. (15.5 kw, 147 ft.splice). W. Harry L. Hunt 111 (198-204 mc), increase ERP to 21.1 kw, air. 10.6 kw, unam. served by FCC from notice of July 8.

FM STATIONS

APPLICATIONS

WMOB 1170 kc.

Stations.

ARGUMENT CONTINUED

Major stations of Buffalo were represented at the dinner given by executives of Sottie's Dept. Store, in connection with the Food Fair held by that Buffalo, organization. Guests and hosts included 500 guests, Mr. L. R. Loombernd, Nor Cohen, WGR; Hon. Kelly, WBEN; R. A. Cornelius, Sottie's; Robert Thompson, WB,51 Kings, WBBR; Rev. Dr. Churchill, WKBW; Charles Hohn Jr., Sottie's; Roger Baker, WKBW; Dick Robins, WHDL Niqorg Folias; Aaron Robow, Sottie's, and Bill Doer, WBEQ.

WMQJ-STS

The FM operation of WMQJ Mobile, Ala., ABC affiliate, was scheduled to get under way last Thursday. WMQJ officials have decided to duplicate the entire AM schedule from 6 a.m. to 12 midnight on Channel 248, 77.5 mc with 8.8 kw. WMQJ, a new station, owned and operated by Gilmore N. Nunn and J. Lindsay Nunn. Station manager is D. H. Long.

 Eight Ask Video Stations of FCC

Requests Filed After Freeze in Television

Despite the freeze imposed by the FCC to pending or new video station applications [BROADCASTING, Oct. 4], eight requests for new TV facilities were filed last week with the FCC. Three are for film or movie star Harry L. (Bing) Crosby Jr., and four for Leland Holzer, Los Angeles used car dealer.

All seven applications list Bernard Assor, as the engineering firm responsible for the new video engineer. One exhibit, listed as 4-A and regarding Sec. 4, page 3, question 11 of FCC's form, on programming plan and policies is the same in all seven applications. It is headed "Experimentation in Program Techniques and Technical Development."

Harbenio Broadcast Co., applicant for Channel 9 (186-192 mc) at Harlingen and operating KGBS there, requested, through its attorney, that the application be dismissed, without prejudice, to refiling after the Commission has made its determinations as a result of a sale of application hearings involving the proposed KGBS station and high band. The application had been filed Aug. 19. [BROADCASTING, Aug. 23.]

Cleveland 1300-kc Oral Argument Is Postponed

ORAL ARGUMENT on Cleveland 1300-kc case, scheduled for Oct. 15, was continued last week by FCC to Nov. 5, after another applicant for 1300 kc are Scripps-Howard Radio Inc., which operates W E W S (T V) Cleveland and other radio stations, and Cleveland Broadcasting Inc., locally-owned firm which is FM permittee there. FCC has proposed to grant 5 kw fulltime, directional, on 1300 kc to Cleveland Broadcasting [BROADCASTING, July 19].

Meanwhile, the Commission also has scheduled oral argument for Oct. 26, 11 a.m., on requests of the Steinman interests — Keystone Broadcasting Corp. (WKBO), Harrisburg, York Broadcasting Co. (WORK), York, and Reading Broadcasting Co. (RAW), Reading. Pa.—for new Class B FM facilities at the site of the WKBO request but deny the others on dupoply grounds involving other Steinman stations [BROADCASTING, July 56]. The arguments are contended, as involving an AM proceeding at York in Broadcastong, Oct. 4.
At Deadline...

SPECIAL BMB REPORTS FOR 69 STATIONS COMPLETED
BMB's 1948 Interim Area Report showing day and night audiences of 69 stations in some 300 counties and cities, is now being distributed to all BMB subscribers and AAAA and AMA members, with copies available to others at $2.50 each.
Made in March at request of 69 BMB subscribers who did not want to wait for next year's national BMB survey, including number of stations not on air when first national study was made in 1946, interim study was made only in counties and cities which participants asked to have measured and does not claim to report on full coverage of these stations everywhere.

It is intended for use in conjunction with 1946 study. Interim report was paid for by participating stations and not out of general BMB funds.

AT&T QUERIED ON VIEWS OF STRATOVISION LINKAGE
FCC's PROBE of AT&T and Western Union rates for television network relays (earlier story, page 27) recessed Friday to Nov. 3. Under cross-examination, AT&T Assistant Vice President John J. Hanselman said he did not feel its rates would not permit Stratovision relay linkage of AT&T eastern and midwestern networks for Westinghouse series from Boston if telephone company had its own distributing facilities available. Since it has no such link now, he said, interconnection of Stratovision and two networks would be allowed (see bulletin page 4).

MBS GIVEAWAY STAND
CLARIFICATION of MBS' interpretation of what constitutes "audience buying" program stations was made by Edgar Kohak, president. He regarded as completely acceptable programs awarding prizes to studio audience participants or to those submitting material through mail at no cost. Programs that "bribe" listeners to listen to said program rather than for entertainment, regarded by network as "not good radio and in long run not good for radio," Mr. Kohak said.

KTAN SALE COMPLETED
SALE of KTAN Sherman, Tex., to newly-formed Sherman Broadcasting Corp. by Denison Broadcast Corp. completed subject to FCC approval. Price not divulged. Eucild T. Fant and Tony Anthony principal stockholders in bidding firm. Present owners are Homer Scarborough and Joel Carroll, Fort Worth, and Mrs. Mary Stewart, Los Angeles. Otis McKenzie is manager of station, which began operation last December.

WIBK HEARING DEFERRED

RMA BOARD OKAYS PROMOTING U. S. TV STANDARDS ABDROAD
RADIO Mfrs. Assn. board meeting Friday approved proposal by joint committee of set, tube and transmitter manufacturers to work with export committee in promotion of U.S. standards for TV equipment in foreign markets. Board okayed invitation to NAB and TBA to cooperate with RMA in contesting legality of Pennsylvania license tax against takers operating TV sets on grounds TV is interstate commerce (see story page 56).
Board also set up committee to offer Wayne Coy, FCC chairman, RMA cooperation in expediting FCC decision in TV case involving ultra high frequencies.

KOB ASKS GRANT
PETITION filed Friday at FCC by KOB Albuquerque seeking removal from pending filing of its 19-year old consolidated request for permit on 770 kc, 50 kw fulltime, in such manner that it and WJZ New York would be established as Class I-B stations each with 50 kw directional array in one common facility. KOB now on 770 kc with 50 kw day, 25 kw night under special service authorization first granted in 1941. Licensed for 10 kw on 1030 kc and holder of permit for 50 kw on 1180 kc, KOB received SSA as result of international conflict problems arising with adoption of North American Regional Broadcasting Agreement. WJZ is licensed on 770 kc with 50 kw fulltime.

KSL TOP REALIGNMENT
C. RICHARD EVANS, assistant manager of KSL Salt Lake City since last January, appointed station manager, replacing Ivor Sharp, named executive vice president. Other appointments, announced by KSL board of directors, were: Ralph W. Hardy as assistant manager and D. Lennox Murdoch as executive assistant, Mr. Sharp joined KSL in 1938, later was president and general manager. Mr. Evans with station since 1927, was chief engineer for several years. Mr. Hardy was executive assistant in charge of publicity and sales. Evans is now 42, has been station manager, with a total of 18 years of service. Priorly, was director of station relations.

DETROIT TV MOTION
MOTION filed Friday by FCC to dismiss appeal of United Detroit Theatres Corp. from Commission's order of Feb. 12 denying movie firm's request that its Detroit video application be put into comparative hearing with request of King Trendle Broadcasting Co. for extension of time to complete construction of WXYZ-TV Detroit [BROADCASTING, March 1]. FCC held U. S. Court of Appeals for D. C., where case pending, is without jurisdiction. Case should go before special three judge District Court. Appeal also termed invalid since 20-day period within which to act had long passed.

NINETY-FIVE million U. S. citizens will be of voting age by Nov. 2, U. S. Census Bureau estimates in breakdown of population above and below age 21. Bureau released tables covering voting population in recent Presidential years, with breakdowns by states.

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lar WSB-TV Atlanta. His chief, ex-Gov. James M. Cox, understood to have advised White House it would be impossible to re-lease him for campaign.

RADIO HAS its own inside Whodunit. Number of broadcasters in recent negotiations have been set back on their heels by union spokesmen who have quoted actual income and earning figures. Central source is that potential files of FCC. Idea advanced that recent separations from FCC might eliminate possible leaks.

TURN-ABOUT on so-called Avco procedure under consideration by FCC may run this way: Rescind regulation requiring competitive bidding on station sales (since FCC can't force seller to close with anyone). Require advertising of all station transfers and all new station authorizations in local papers on "speak now or forever hold your peace" basis. Proposed regulation subject to comment and argument, may be forthcoming this month.

UNIVERSAL International is ready to consider all contract-production of television film programs. Mrs. Belding, in the know, thus rescinding no-editorializing rule and with no hard and fast formula on balancing pros and cons.

PLEAS of broadcasters during round of NAB district meetings for per-piece privilege in SESAC contracts were not uttered in vain. NAB general counsel, Don Petty, expected to meet in New York with SESAC officials. NAB Music Committee also will tackle problem.

TAGGING of approaching Mexico City high-frequency conference as continuation of "cold electronic war aimed at U. S." gains credence as states is seeking programming in nation below border. Latest rumble: British and French want to postpone session or bring early adjournment before any action can be taken.

FURTHER argument by broadcasters in FCC's general allocation proceeding on fixed and mobile service (see story page 29) may show that Commission's proposed provisions for broadcast remote pickup facilities would seriously hamper outside-studio programming. Broadcasters might have enough cue channels but insufficient program channels.


IN PLANNING stage at famed Cornell U. is project for TV production unit, probably to be separately incorporated, which would specialize in public interest TV filming of Cornell laboratory, research and agricultural activities. Mike Hanna, general manager of WSB-TV said AM station operation is sparking project which also encompasses operation of TV station by Cornell, for which application is pending.
RADIO'S TOUGHEST AUDIENCE CHECK

KMBC-KFRM Team Pioneers in Serving Vast Trade Area

When KFRM went on the air last December 7, it was the first time in history that the government had permitted the operation of a broadcast transmitter a greater distance from the main studios. Over 200 miles of special circuits connect the transmitter, 10 miles south of Concordia, in Cloud County, Kansas, with the KMBC-KFRM studios in Kansas City.

When Governor Carlson threw the switch a new radio voice for Kansas City's great trade territory was born - the KMBC-KFRM Team.

"The Team," an entirely new radio term, is a household word to millions who depend on it for the best rural program service. Many members of the advertising fraternity have tested and studied its effectiveness.

A dream of Arthur B. Church, founder and president, has become a reality. With the KMBC-KFRM Team he has accomplished what was heretofore thought unobtainable - primary trade area coverage otherwise unobtainable.

Phil Evans, director of KMBC-KFRM Service Farms, and associate Ken Parsons, are two of the best livestock and agricultural experts on radio today. They deliver practical information, as does Bob Riley, who broadcasts the livestock markets direct from the Livestock Exchange. Home economist Betty Parker and home-maker Caroline Ellis assist in providing a great home informational service. Erle Smith heads a great news department - 1006 on "hometown headlines," too. Sam Molen, sportscaster, author, is nationally recognized in his field.

The KMBC-KFRM Schoolhouse programs have repeatedly won national honors.

The entertainment field is not overlooked, and the KMBC-KFRM program staff of full-time professional talent is the finest in the entire middle west.

KFRM has doubled the potential listening audience of great program-building station KMBC. Together, "The Team" is enriching the lives of the Kansas City Trade Territory.

More Than 10,500 KFRM Listeners Respond as Mercury Hits 100°

Audience Loyalty Unprecedented

During the two week period from July 25 through August 7, Station KFRM conducted an audience contest, resulting in an avalanche of mail from loyal listeners totaling 10,800 pieces.

Despite flood conditions in the State of Kansas the first week of sufficient proportions to isolate many communities, and a heat wave the second week that sent the mercury up to 100 degrees, the letters poured in. The KFRM audience in their response demonstrated a loyalty that is unprecedented and this in the lowest audience response season of the year.

Listeners were invited to write 50 words or less on "My Favorite KFRM program is..." because.

Every single program on KFRM received numerous votes as the favorite. It is significant that the largest percentage of votes went to the KFRM features devoted to agricultural activities. The economic factor of receiving reliable, up-to-the-minute market and farm information (which aids farm families) was mentioned repeatedly by contest entrants. "Interesting presentation of facts" was praised.

Entertainment groups and personalities of the KMBC-KFRM Team received generous mention, too, indicating the popularity of the talent staff. Such outstanding entertainment programs as The Tex Ranger, Roundup, Brush Creek Follies, and Western Roundup, received hundreds of first place votes.

Quite surprising to the contest judges was the fact that several hundred entrants, although asked to name a single KFRM program, chose to write their letter about the station or the entire list of programs carried by KFRM. Many entrants stated quite frankly that it was somewhat difficult for them to select a particular favorite, since in their opinion, there were numerous programs they considered outstanding.

This splendid response to the contest, during a normally slow season for letter writing, made further slimmer by the handicap of flood and heat wave, proves clearly that KFRM, teamed with KMBC, has won the loyal attention of millions of listeners in the Kansas City Trade area and is performing a vital service for them.

KANSAS GOVERNOR REPORTS TO PEOPLE OVER STATION KFRM

Governor Frank Carlson of Kansas brings timely "Reports to the People" of the State each Sunday afternoon at 1:30 p.m. on KFRM. The Governor, at KFRM inaugural ceremonies, stated: "With KFRM, the farmers and stockmen of Kansas have reliable radio service from the great Trade capital, Kansas City."

KFRM Programs Link Rural Audience To Trade Center

The KMBC-KFRM Team brings millions of listeners in the territory, who look to Kansas City as their trade capital, valuable service in the form of market broadcasts, grain, poultry and produce quotations, news and informational features, and good entertainment.
AUDIENCE SIZE and composition by quarter-hours for all programs heard in 41 central and western Oklahoma counties were measured early this year in a Listener Dairy Study conducted by Audience Surveys, Inc. Details of this thorough-going study of radio listening are available from either WKY or Katz Agency representatives.

- **FAR MORE LISTENERS**  Morning - Afternoon - Night
- **far more listeners**  **PER DOLLAR**

**BEST BUY — WKY**  OKLAHOMA CITY

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