SUGAR MANUFACTURING — At this time of year in Colorado the sugar mills are working day and night turning the sugar beet crop just harvested into sugar. The sugar beet industry, an ideal example of industry and agriculture integrated into a common purpose, has been an established part of the economy of the state for almost 50 years. Colorado today is leader in sugar beet and beet sugar production in the U.S., and the sugar industry forms another facet of the state's many-sided economic picture which is one of wide diversification and continuous stability.

SUE CARSON

and the

"BUDGET BRIGADE"

KLZ's popular afternoon participating program, "Budget Brigade", has long been a part of the listening habit of Colorado women. "Sue Carson", nom de mike of Palma Fuller, mixes recipes and household hints with in-the-flesh guests such as Lou McAllister, Donald Duck and Donald Woods. "Sue" is also a veteran on KLZ's writing staff.
Mr. Von Tobel, Mgr. (seated)
Mr. Vollmer, Asst.

"Most of my customers rely on WLS"

Harry Von Tobel
Von Tobel Lumber Co.
Remington, Indiana

For ten years Harry Von Tobel has been associated with the lumber business in Central Indiana. For the past four years he has been managing his own store in Remington, Jasper County, Indiana. Today, Von Tobel Lumber Company is the largest and most active business enterprise in Remington and surrounding areas. Serving both town and rural folks, the store features hardware, home appliances, and a complete line of building supplies, from lumber to electrical fixtures.

Through constant association in filling customers' needs, Von Tobel has developed a closeness to the people in his community. He knows, for example, that they listen to and rely on WLS for service, entertainment and advice. He knows, too, that this reliance has led to acceptance of WLS-advertised products—that advertising on WLS moves goods for him.

Mr. Von Tobel is typical of most small town merchants, and Remington is typical of the hundreds of small towns in the WLS area. Jasper County has 3,610 radio homes. WLS, according to BMB, is by far the leading station in the county—94% day and night. In 1947 WLS received an average of 1.55 letters from every radio home in the county!

Here is a thriving market, with retail sales amounting to more than $1 million dollars and an effective buying income of $14 1/2 million! Yet, it is only one county in WLS's 567 daytime BMB counties!

This one merchant—this one county is typical of the loyalty, acceptance and belief that WLS has nurtured for nearly a quarter of a century. Upon this type listener loyalty depend sound advertising results. For further details on selling this thriving Midwest America market ask any John Blair man.
Make a personal call to New England’s markets

Selling any market is a local problem. The closer you get to the market the more impact you get into your selling.

Talking to the people from their own home-town stations provides that closer, more personal approach, reaches more listeners effectively. That is where Yankee comes into the picture — with 24 home-town stations that form a ready-made sales pattern for all New England.

Yankee stations are an effective local medium everywhere because they have acceptance with the local merchants. These local merchants know it is profitable to push Yankee advertised products. In their own selling they use Yankee stations to reach the local mass audience.

Everywhere, Yankee gives you direct contact with your market. Yankee’s 24 home-town stations provide the best overall coverage, plus local impact, obtainable in New England.

Acceptance is The Yankee Network’s Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
**Upcoming**


Oct. 21: Wisconsin Radio News Clinic, Plankinton Hotel, Milwaukee.


(Other Upcomings on page 66)

**Bulletins**

**SPECIAL** unit to produce documentary, public affairs and educational programs created in NBC Program Dept. Wade Arnold, assistant manager of script division, to head unit, with James C. Harvey, NBC documentary director, taking over as his assistant. Other appointments: Van D. Woodward, associate editor of script division succeeds Mr. Arnold as assistant manager; Hugh Kemp, freelance radio writer, fills associate editor post.

**ROYAL V. HOWARD, NAB engineering director, named chairman of Committee A to study antenna problems by Five-Power Conference laying groundwork for High-Frequency Broadcasting Conference to open Oct. 22 in Mexico City. Five-power group started work Oct. 1 in Latin capital.

**WOR SIGNS KNICKERBOCKER**

WOR New York has signed H. R. Knickerbocker, Pulitzer prize-winner foreign correspondent, for 15-minute weekly news series effective Nov. 3, 7:30-7:45 p.m. Starting as sustainer, series will mark Mr. Knickerbocker’s radio debut.

**BAMBERGER SYMBOL**

WHILE Washington officialdom watch- ed, Wayne Coy, FCC chairman, foresaw important role for TV in public service as cornerstone of WOIC Washington was laid Friday afternoon. WOIC is capital TV outlet of Bamberger. Chairman Coy’s remarks follow:

The laying of this cornerstone is symbolic of the hopes, ambitions and dreams of the executives of the Bamberger Broadcasting Service to render a public service through television. It is my impression they will build a better broadcasting service than we realize. Television will impart information and entertainment to more people and provide an educational service than any other broadcasting service we know. That is what makes this cornerstone exercise important.
BASIC CBS

WCAO
Baltimore

5000 watts
600 kilocycles

PROMOTES YOUR SHOW*

*Just ask your Raymer representative
From one store to five since 1935 ... the gratifying record of Adams Clothes of Philadelphia.

During these 13 years the biggest advertising effort of Adams Clothes has been WIP's hour-long "C'mon 'n' Dance" program of popular music from 11 to 12 six nights weekly.

Traceable sales for men's clothing ... an eminently satisfied client!
Now, for the first time—all the salient facts about television in Southern California have been assembled in one study. In September KFI-TV commissioned a leading Western research organization to find answers for such questions as "Just how many sets does Los Angeles have?" and "What's the tune-in?". Here are some of the highlights of that report:

SET OWNERSHIP: Approximately 28,400 as of September 1. Of these about 10% are installed in public places, the remainder in homes.

SETS IN USE: About two-thirds of all sets are in use during the average evening quarter-hour. Nearly 9 in 10 Southern California set owners who are at home use their sets some time during the evening.

AVERAGE VIEWERS PER SET: About 3.5 persons.

These and many other important facts about TV audience and what's going on in the Southern California TV picture are contained in a presentation, "The TV Picture in Southern California." We will be happy to show it to you.

KFI-TV is the blood brother of KFI, Southern California's ranking station with listeners and advertisers for a quarter-century.

With its own complete and separate staff of TV experts, its all-new RCA equipment, KFI-TV has established new highs in picture clarity and entertainment during three months of experimental operation.

Now, KFI-TV is operating commercially five nights a week. Discriminating Southern California advertisers like Union Oil, Hoffman Radio, and Packard Bell have selected KFI-TV as the station on which to invest their program budget.

KFI-TV is squarely in the middle of Southern California's television picture—the best place to focus your television budget.
Nelson Carter, supervisor of Sunquist account for Foote, Cone & Belding, Los Angeles, and W. A. Wilkinson, account executive on Sunquist Lemons, appointed vice presidents of agency.

Vic Decker announces opening of his own advertising agency in Canton, Ohio, specializing in radio and television accounts. Mr. Decker was formerly commercial manager and sports director of WCMW Canton. New agency address is 718 McKinley Ave. N.W., phone: 5-8107.

Henry von Morpurgo Inc., San Francisco and Los Angeles, announces opening of a television department for consultation and production services in that field.

Sherwin P. Helms appointed manager of McCann-Erickson, San Juan, P. R., succeeding Leslie Segersten, who returns to U. S. on indefinite sick leave.

Charles O. (Chuck) Dabney joins Preba, Fellers & Preba, Chicago, to head radio and newly created television department.

Arthur Pardoll, formerly with Young & Rubicam, and Timothy Healy, formerly with Kenyon & Eckhardt, join Sullivan, Stauffer, Cowell & Bayles, New York, as radio time buyer and manager of the research department, respectively.

Carl D. Dennis Jr., appointed managing director of Erwin, Wasey of Canada Ltd., Toronto.

Gertrude Brows, formerly with Buchanan & Co., New York, joins executive staff of William H. Weintraub & Co., same city, as fashion merchandising director.

J. Walter Thompson, Chicago, moves its public relations, publicity and financial advertising offices to 619 N. Michigan Ave. from 410 N. Michigan Ave. New telephone number is Mohawk 4-2770. Other departments of agency remain at latter address.

Jack Cummings, former traffic manager for Honig-Cooper, San Francisco, joins Harrington, Whitney & Hurst, same city.

Gardner Adv., New York, adds five to staff to handle public relations end of U. S. Army and U. S. Air Force recruiting service account. They are: Alwyn W. Knight, head of operation in New York, Clayton G. Going, Gladys R. Scott, Edgard Swasey, overall head for the account, and Allan Paris, who will join Gardner's Washington office. All five were formerly associated with N. W. Ayer & Son.

Norman Gladney, former radio director and account executive with Huber, Hoge & Sons, New York, joins Casper Pinaker Adv., same city, in same capacity.


The Bixby Adv. Agency announces change of name to Bixby-Hanaway Adv. Agency Inc. After Oct. 15, agency will be located at 518 Hospital Trust Building, Providence, R. I.

Paul Martin, former program director of WKJW Buffalo, N. Y., appointed to staff of Bowman & Block, Buffalo advertising agency. He will specialize as account executive for radio and television accounts.

G. Alec Phare, radio director of R. C. Smith & Son, Toronto, promoted to managing director of agency.

Erwin, Wasey of Canada has opened an office at 1121 St. Catherine St. West, Montreal.

Paul Radin resigns as vice president in charge of motion picture operation of Buchanan & Co., Los Angeles, to join William Kester & Co., Los Angeles, as vice president. He is replaced at Buchanan & Co. by Frederick Polangel, former eastern advertising publicity director for Enterprise Studios, New York.

H. Charles Sieck Inc., Los Angeles, moved to new offices at 407 Commercial Center Street, Beverly Hills.

Harvey Orkin, formerly with The Orsatti Agency, Hollywood, has joined Arthur Jacobs agency, same city.

Broadcasting • Televasting
Mr. Martin Campbell  
Radio Station WFAA  
Dallas, Texas  

Dear Mr. Campbell:  

Can a manufacturer of building blocks toss a few bouquets to the Early Birds and to other members of your staff for their fine cooperation these past two years? As you know, November marks the beginning of our third year as a sponsor of the Early Birds.

When we first decided to try reaching architects, contractors and home owners by radio, there were those who shook their heads... particularly since our product is sold under two names. Our budget called for a 15-minute spot (7:30 to 7:45 a.m.) just once a week. We elected to tell an Institutional story built around case histories or specific jobs utilizing our product.

We are pleased with results. We have succeeded in building an acceptance for our two brand names -- Worthcrete and Dalcrete, especially named building products for the two markets of Fort Worth and Dallas. This program enables us to tell a comprehensive selling story on both our products and our service in these two markets.

We have been congratulated by the National Concrete Masonry Association as the first member in the United States to have used a full time radio program.

Radio now takes our major advertising expenditure. Since last year the Early Birds are heard twice a week under our sponsorship. We can't praise too highly the cooperation of your staff or the sales results of this program. Since the Early Birds can and do sell concrete building blocks, it would seem they can sell any product with equal effectiveness.

Sincerely yours,  
CHASE BUILDING PRODUCTS  

October 1, 1948  

Mr. Chase  

There is little to add to your story except that the WFAA staff has worked hard to make WFAA the leading station in the Dallas-Fort Worth area. It has regional coverage, top talent, programming "know-how" and a loyal audience... We're proud of the WFAA Early Birds... the Southwest's oldest breakfast-type show now in its 18th year. And the Birds is only one of the many fine shows custom-built by WFAA to sell for their sponsors.
THE BOLLING Co. is really rolling—in a combination office and hotel room trailer. The station representative firm, with headquarters in New York, has added the trailer as a means of covering markets throughout the country.

George W. Bolling, president, attributes the rapid growth of the two-year-old firm to the Bolling policy of knowing markets "inside out." The trailer, working out of New York in a spider-web fashion, is an extension of that policy.

The mobile office idea was the brain-child of George W. and Robert Bolling, brothers who run the company, and E. Schuyler Ensell, vice president of the firm.

As he started on the trailer's initial trip—to Binghamton, N. Y.—Mr. Ensell outlined the general aim in three points: (1) To probe first-hand into all phases of the commercial picture; (2) to effect, through thorough knowledge of markets and methods, successful advertiser-station alliances; and (3) to neighborize the relationship between the Bolling Co. and the stations it represents.

Stations represented by the Bolling Co. are: WHP Harrisburg, Pa.; WBNF Binghamton, N. Y.; WHOT South Bend, Ind.; WCFL Chicago; KSFD San Francisco; and WOV New York.

On All Accounts

A DOLF N. HULT, vice president of Mutual's Midwestern division, emitted a low, soft chuckle.

Nothing could be finer than to have a salesman of Mac Ward's ilk representing MBS in the wide open spaces. Mac was an Iowa farm boy, graduate of a Midwestern state university, a salesman for 20 years, and a family man with three daughters—a credit to suburban Hinsdale, III.

But could this "hunk of man," who last April parked his six-foot-one, 218-pound frame into an easy chair in "Ade" Hult's Tribune Tower office, really sell in a manner acceptable to the "world's largest network?"

John Mackenzie Ward answered this question in just four months. By August, he had earned the title of MBS Midwestern sales manager.

Mac was born on a 360-acre farm near Guthrie Center, Iowa, Jan. 4, 1906. He went to high school in Des Moines, but chose the U. of Wisconsin instead of Iowa U. When he signed up for an English course instead of agriculture, his Iowa neighbors were certain he had lost his mind. Proceeding according to plan, however, he worked on the editorial staff of the Wisconsin, in a literary magazine, and ran just enough 440's on the Badger track team to convince the folks back home he hadn't gone "completely soft."

Graduating in 1927, and in love with one Barbara Skelly of Oak Park, Ill., Mac hied himself to Chicago for a job. He got on the Tribune as a classified ad salesman and a year later took Miss Skelly as his bride. After nine years on the Tribune, during which he progressed from classified to the business survey and merchandising departments, he was lured into station representative work at War-
NEW ORLEANS

1st in the Deep South
---Based on Latest
Listener Diary Study!*

1. Biggest audience for every part of both day and night.

2. Biggest audience for the week as a whole—WWL wins by almost 3 to 1.

3. Biggest percentage of wins in all quarter-hours—WWL wins 87%—89.5% in daytime.

4. Biggest net audience for strip programs.

... and WWL's locally produced shows win virtually as large shares-of-audience as CBS and transcribed programs.

This is definite proof folks turn to

WWL

A Department of Loyola University

WWL... 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

October 18, 1948 • Page 11
Your *product* may blanket the area.. *but*

Your product may be available to most of your prospective customers. Is your advertising? Are you using the medium that reaches the largest percentage of families in *every county* of your major distribution areas? Does your advertising pene-
does your advertising?

trate those areas as thoroughly as your product? 
... Here are three maps of the New York area. Which map coincides best with the area where your product can be bought? Which medium blankets that area ... like your product?

**WNBC** is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You’ll be amazed at how thoroughly these stations penetrate your own distribution areas.

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

**LEGEND**

- □ 50 to 100% of total families reached
- □ 25 to 49% of total families reached
- □ 10 to 24% of total families reached

**SPOT SALES**

*NEW YORK* • *CHICAGO* • *HOLLYWOOD* • *CLEVELAND* • *WASHINGTON* • *BOSTON* • *SAN FRANCISCO* • *DENVER*
We didn't write this advertisement

It was written for us by just two among many national advertisers who have done business with us for years...

"What secrets do you possess? As we attempt to analyze the trends of listening across the nation we are at a loss to understand such an appreciable increase in the size of our audience in your area."

"KDYL does a wonderful job for clients and I it is noticed and ap-

We think these excerpts from unsolicited letters from agencies and sponsors, tell you very plainly why—in Utah, KDYL is your best buy!

"We'll be happy to send photostatic copies on request."

K D Y L
SALT LAKE CITY
UTAH'S NBC STATION

Page 14 • October 18, 1948

New Business

BORDEN CHEESE Co., New York, through Young & Rubicam, signs three New York City TV stations for series of ten spot announcements a week for 13 weeks. Company will boost Liederkranz and Military Band Camembert cheeses over WCBS-TV, WABD and WPIX.

RUBIN'S Department Store, Chicago, after four weeks trial period with simultaneous broadcasting on AM, FM and TV of Stars of Tomorrow, has contracted for 13-week schedule on WGN, WGNB and WGN-TV Chicago. Agency: Malcolm-Howard, Chicago.

WINSTON & NEWELL Co., Minneapolis (wholesale food distributors in Minneapolis and Super-Valu stores in four Midwestern states), appoints Bruce B. Brewer & Co., Minneapolis, to handle advertising. Radio will be used.

GRUEN WATCH Co., Cincinnati, contracts for one-minute time spots Monday, Thursday, and Saturday on WBKB (TV) Chicago. Contract is for 13 weeks beginning Oct. 25.


SEALY Inc., Chicago (mattresses), appoints Robert W. Orr & Assoc., New York, to handle its advertising. Spot radio will be used.


FIRST WISCONSIN NATIONAL BANK OF MILWAUKEE sponsoring three home games of Marquette U. over WTMJ-TV Milwaukee. This is first time bank has entered television. Agency: Marvin Lemkuhl, Milwaukee.

TAYLOR-REED Corp., Glenbrook, Conn., appoints St. Georges & Keys, New York, to handle advertising for Cocoa-Marsh and Tumbo Puddings. Campaign plans include radio.


HUDSON'S BAY Co., Winnipeg (chain department stores), starts transcribed program Eddy Arnold Show on CFAC Calgary, CFRN Edmonton, CKBI Prince Albert, CKRM Regina, and CKRC Winnipeg. Placement was by Cockfield Brown & Co. Ltd., Winnipeg.

SHIRRIFF'S Ltd., Toronto (food products), starts French program Rigolade on CKAC Montreal, CHRC Quebec, CHLT Sherbrooke, Fri. 8:30-9:30 p.m. Agency: Cockfield, Brown & Co., Toronto.

WILLIAM WRIGLEY Jr. Ltd., Toronto (gums), from Oct. 5 to April 26, Tues., 10-10:30 p.m., sponsors French-language program Il y a du Soleil on CKAC Montreal, and CHRC Quebec. Account was placed by Walsh Adv. Co., Montreal.

ORANGE EMPIRE STORES, Riverside, Calif. (grocery chain), planning three weekly quarter-hour interview programs to run on four as yet undecided upon stations in area, starting about Nov. 15, on behalf of its 760 stores. Agency: Edward S. Kellogg Co., Los Angeles.

(Continued on page 82)
WNJR
NEWARK
announces
the appointment of
Avery-Knodel, Inc.
New York Atlanta San Francisco Los Angeles Chicago
as their national representatives effective immediately.

WNJR
Newark, New Jersey
5000 Watts 1430 Kilocycles
Radio Station of the Newark News
The revolutionary new 10-KW
FM transmitter —
that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run

**Reason No. 1... It Uses Smaller, Less-Expensive Tubes.**
Because Grounded-Grid circuits are used throughout... in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power—and smaller, less-expensive tubes can be used in it.

**Reason No. 2... It Uses Fewer Tubes.** Because "Direct-FM" circuits are used in the exciter... and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

**Reason No. 3... It Takes Less Power.** Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, *the power consumption of the BTF-10B is only 22.5 kilowatts.*

**Reason No. 4... It Requires Fewer Spares.** Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total number of tube types required is only 14. This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims

**In Canada:** RCA VICTOR Company Limited, Montreal

---

*NEW YORK 20, New York
36 W. 49th Street,
Telephone: Circle 8-6030*

*Cleveland 15, Ohio
718 Keith Building,
Telephone: Cherry 3450*

*Chicago 11, Illinois
440 N. Lake Shore Drive,
Telephone: Delaware 0700*

*Atlanta 3, Georgia
303 Citizens & Southern Bank Bldg.,
Telephone: Walnut 5946*

**Washington 6, D.C.
1625 K. Street, NW,
Telephone: District 1360**

**Dallas I, Texas
1907-11 McKinney Ave.,
Tel.: Riverside 1-72-73**

**Hollywood 2B, California
1507 North Vine Street,
Telephone: Hollywood 2154**

**San Francisco 3, California
333 Market Street,
Telephone: Hanover 1-8300**

**Kansas City 8, Missouri
221 W. 18th Street,
Telephone: Victor 6410**
By DR. PETER LANGHOFF

FOR BOTH radio and television entertainment the American public expect the advertiser to pick up the check. In radio the advertiser fights for the privilege. Will he in television? That depends on whether or not he is convinced or has a reasonable degree of belief that television produces results commensurate with its cost. ... We will get a measure of cost if we can assign values to the variables: (a) Sets owned, (b) sets-in-use, (c) viewers-per-set and (d) expenditures for time and program.

Sets Owned:
Over 19,000 television sets have been manufactured. Probably 650,000 have been installed. The others are in the supply pipeline—in the hands of distributors and retailers. Geographically these sets have, of course, clustered in areas which have TV broadcast coverage. The competitive situation among manufacturers has restricted the release of distribution figures. Even where such figures are available the sales areas do not necessarily correspond to the telecasting areas. Consequently, the data we have on the location of sets is necessarily rough. I have found no authoritative set of distribution figures although there are many sources releasing monthly figures. I am using a composite of several sources.

For areas with more than 10,000 sets:

<table>
<thead>
<tr>
<th>City</th>
<th>Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>235,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>70,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>40,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>22,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>22,000</td>
</tr>
<tr>
<td>Washington</td>
<td>30,000</td>
</tr>
<tr>
<td>Boston</td>
<td>15,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>7,000</td>
</tr>
</tbody>
</table>

Television needs for reliable circulation figures in competitive media buying is obvious.

In addition to estimates of present ownership, numerous predictions of television set production and sales have been made. Take any one you like and you will not be too far from a figure of 550,000 sets owned by the end of 1948 and 3,000,000 by the end of 1949. This means the present number of sets will nearly quadruple during the next 15 months. These estimates are not at all inconsistent with present production trends, but to achieve the increasing rate of sales necessary to reach these goals we need better programming and smart merchandising.

Sets-In-Use:

Hooper surveys made in the New York area show a very high level of set use if we exclude the summer months. Evening levels, when average programs are available from two or more stations, are found for the most part between 45% and 70% with the median at about 60%. This is all the more remarkable when we consider that from 15% to 20% of the families are reported as not at home. Comparable figures for radio are 15% to 45% sets-in-use with a median at about 30%. In other words, television gets about 100% higher set usage during evening hours than does radio. We find a marked slump in July and August. Our television measure...

YOUNG & RUBICAM'S director of research, Dr. Peter Langhoff, sets out here-with to arrive at a measure of television costs. His conclusions present a strong case in behalf of the medium. The piece is excerpted from a well-received talk Dr. Langhoff gave Oct. 12, at the Pacific Council AAAA convention, Arrowhead Springs, Calif.

dian drops to 40%; radio hits a median of 20%. Even here, television maintains its two to one superiority.

Is this high level of television set use a temporary product of newness and novelty of the medium? Many think so. For the first time here today, I believe, we have some factual views on this point about which we have all been curious and perhaps a little worried.

From a special [Hooper] tabulation of coincidental telephone checks made in New York... we have found the level of set usage by the groups of set owners.

These three groups were matched as closely as possible in all respects but one—the length of time the set had been installed. Each group was a sample of between 500 and 600 homes. The first group were the "new" sets—those sets had been installed for three months or less. The second group had their sets from 4 to 12 months. The third group were the pioneers—they had had their sets for one year or more.

The standard telephone checks were made by Hooper interviewers between 8:30 and 9:15 p.m. ... between Sept. 8 and 14. Of the television homes that had had their sets 3 months or less, 60% were using them at the time the calls were made. This 60% level was maintained by the group that had had sets more than 3 months but less than one year. While for the old timers, who had had sets for a year or more, the level dropped to 54% or only six points below the younger groups. There is a novelty factor initially in television. Interest soon wears down to a hard surface—what now appears to be a high level surface.

Opposing forces will develop to influence the level of set usage. Forces tending to increase set use will be better studio programming, better techniques for handling special events, greater diversity of programs. In the other direction tending to decrease set usage for any specified hour, will be the increasing numbers of telecasting hours from which the family may select its television fare.

Viewers-Per-Set:

This variable has been unduly inflated in past reckoning because of the large proportion of earlier sets which appeared in public places and which weighed very heavily in the computations a year ago. Discounting these set owners and grill audiences... the average viewers-per-set for evening programs is now about four. It seems reasonable to expect this average to drop further as TV grows. The most obvious factor acting to decrease the number of viewers-per-set is the increasing number of sets. With more sets the audience will be spread thinner. The increasing number of program hours on the air operates on the...viewers-per-set in the same way as on the viewing family or sets-in-use. We assume the new members of the set-owning family become subscribers to programs... For the men, present indications are that this means sports; for the women the films and studio shows, and for the kids their own special favorites. In this process they thin out their viewing habits relative to the total programs available. This reduces average viewers-per-set.

Expenditures for time and program:

The remaining variable is the cost of producing and delivering television shows to our audience... I have limited the area geographically to Metropolitan New York. I have taken a hypothetical one-half hour and assumed five stations are telecasting. I have estimated the total cost of the five television programs on the air during this half-hour time and talent. The costs are based on a variety of program types which might be found in a typical evening half-hour.

If we assemble the estimates made for the four variables we can produce an average cost per thousand viewers for TV broad-casting under average conditions in Metropolitan New York.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Quiz</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>B</td>
<td>Soaps</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>C</td>
<td>Dramatic</td>
<td>$5,600.00</td>
</tr>
<tr>
<td>D</td>
<td>News</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>E</td>
<td>Film</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Total</td>
<td>$12,600.00</td>
<td></td>
</tr>
</tbody>
</table>

If you want to cut this figure in half... assume two commercials in the program and we get 77.70 per 1,000 viewers per commercial.

Cost per thousand exposures is only one blade of the shears; the other is impact and penetration of the advertising message. Recently, considerable evidence has been coming to light on this pay-off side of the problem. Telephone coincidental checks have turned up accurate ad viewer identification percentages in the 70's and 80's. These are for shows which have been on the air a relatively short time.

Outstanding is the sponsor (Continued on page 78)
Ask any stranger to Baltimore what he considers most typical of the city and he will probably say, "Those white marble steps." Baltimoreans are proud of those white stone steps. White steps are a Baltimore tradition.

Television is still too young to have any real traditions of its own, but a responsible television station can capture the flavor and personality of a city. That respect for traditions—shown by WMAR-TV through selective programming—has been reflected in widespread public acceptance.

Marylanders see themselves, the things they know and love, and the things they respect, through the eyes of their "own" station, WMAR-TV.

Only WMAR-TV gives Maryland such typically Maryland programs as: a daily television newsreel of Maryland news; every day of the fall race meets at Laurel and Pimlico; the Baltimore Colts, professional football team; the Baltimore Bullets, professional basketball team; high school and college sports of Maryland schools; the Baltimore Orioles baseball games; a weekly visit to The Baltimore Museum of Art.

In Maryland, it's WMAR-TV for Traditions
A furniture store in Richmond advertised radio sets over WLEE for a year. They sold more radios that year than in the previous two years combined. And radio sales were off in other stores all over town!

After this successful campaign, these smart merchants concentrated one-half of their entire advertising budget with WLEE. They say station WLEE produces the best results they ever had from any advertising media.

More and more national advertisers are following the lead of local Richmond merchants by using WLEE. They're doing this because WLEE gives advertisers the kind of quick, immediate results that really count. Call in your Forjoe man and get the full WLEE story.
ALL-RADIO PROMOTION

AN AVERAGE of 19 out of 20 station managers favor an industry-wide, all-radio promotion campaign. Almost half (45%) of those favoring such a campaign believe it should embrace television and FM as well as AM. Seven out of ten managers believe either NAB or a subsidiary organization should handle the promotion, with assessment by NAB mentioned as the most popular fund-raising method.

These were among the facts brought out in the eleventh survey of station manager opinion (11th in the Broadcasting Trends series) conducted for Broadcasting magazine by Audience Surveys Inc. The research firm polled a representative cross-section* of managers of commercial AM stations in September and asked:

1. Whether the broadcasting industry should launch an all-radio promotional campaign.
2. By whom it should be administered.
3. How the funds should be raised—and how much should be raised.
4. Which projects should be included.
5. Their reaction to the NAB radio promotion film.

The questionnaire was prefaced with the statement: "Printed media allocate over $2,000,000 annually for general promotion. The radio industry has as yet no such comprehensive plans for promoting broadcasting as an advertising medium. This questionnaire explores the feasibility and techniques of such all-radio promotion."

The survey follows:

"Should the broadcasting industry launch a major all-radio promotional campaign?" (See Table I)

Nineteen out of 20 station managers would like to see an industry-wide promotional campaign launched. Of the few who did not want a campaign, some thought the idea was premature; the others believed the individual stations could do a better job. Almost half (45%) of the station managers favoring a promotional campaign thought it should embrace TV and FM as well as AM broadcasting. About one-fourth (24%) wanted it restricted to AM only. The AM and FM combination was favored by 17%, and AM and TV by only 9% of the respondents.

"By whom should the campaign be administered?" (See Table II)

Seven out of ten station managers wanted either the NAB or a subsidiary organization to handle the campaign; among these the NAB itself was favored two to one over a subsidiary group. One-fourth (26%) of the broadcasters voted for a separate organization set up specifically for the campaign.

(Continued on page 68)

Table I
"Should the broadcasting industry launch a major all-radio promotional campaign?"

<table>
<thead>
<tr>
<th></th>
<th>% of stations</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>95</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

If yes, it should include:

<table>
<thead>
<tr>
<th></th>
<th>% of stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM only</td>
<td>24</td>
</tr>
<tr>
<td>AM and TV</td>
<td>9</td>
</tr>
<tr>
<td>AM and FM</td>
<td>4</td>
</tr>
<tr>
<td>All three</td>
<td>5</td>
</tr>
<tr>
<td>Indefinite and unanswered</td>
<td>100%</td>
</tr>
</tbody>
</table>

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WOODSHELD FOR FCC

By ED KEYS

STILL SMARTING from its two previous thrashings, FCC is desirous for a post-election trip to the Congressional woodshed for a prolonged session with a House committee seeking an explanation for the Commission's Blue Book and other controversial activities.

There is little likelihood that the Commission will enjoy a carefree recess until the House Select Committee to Investigate the FCC reopens its public hearings in mid-November.

Frank T. Bow, general counsel of the committee headed by Rep. Forest A. Harness (R-Ind.), told Broadcasting late Thursday that he and the two other committee investigators have made arrangements to leave Oct. 21 for Puerto Rico, where they will look into complaints of private broadcasters there over the grant of a commercial station to the insular government [Broadcasting, Oct. 17].

'Continuous' Hearings

Mid-November hearings of the committee will be "continuous," Counsel Bow revealed. From these and previous hearings will stem the committee's recommendations for remedial legislation. Other committee members are Reps. J. Percy Priest (D-Tenn.), Oren Harris (D-Ark.), Leonard W. Hall (R-N.Y.), and Charles H. Elston (R-Ohio).

Although the agenda has not been announced, the Blue Book, reportedly, will be one of the chief targets. It is mandated by Congress to learn if the Commission had the authority to promulgate and issue its so-called Blue Book and if it is being used, directly or indirectly, by the Commission to impose program censorship on the industry, in violation of Sec. 326.

(Continued on page 69)
McElroy Is Named President of P&G

NEIL H. McELROY, vice president and general manager of Procter and Gamble Co., Cincinnati, was elected president of the firm by the board of directors last Wednesday, Richard R. Deupree, whom Mr. McElroy succeeds as president, made the announcement. Mr. Deupree was elected chairman of the board at the same meeting, a position which was last held by William Cooper Procter.

The board of directors also re-elected the other officers of the company and elected three additional vice presidents, to be in charge of manufacturing, advertising and overseas operations. John G. Pleasants, who has been director of manufacture, now becomes vice president in charge of manufacture; Howard J. Morgens, formerly manager of the advertising department, becomes vice president in charge of advertising; Walter L. Lingle Jr., who has been manager of the overseas division, is vice president of the overseas operations.

All directors of the company were re-elected, and Reuben B. Robertson Jr., executive vice president of the Osmomil Paper and Fibre Co., Hamilton, Ohio, was elected director to succeed George Dent Crabbas, deceased.

GANNETT New York

Mr. Wiig

The six stations of the Gannett Newspapers have been officially named the Gannett Radio Group, according to Frank E. Tripp, general manager, with Gunnar O. Wiig appointed group counsel. Mr. Wiig continues as general manager of WHEC Rochester and Bernard C. O'Brien continues as WHEC chief engineer while serving a similar post for the station group.

Messrs. Wiig and O'Brien were named to the consulting posts by Paul Miller, under whose general executive supervision the radio group will function.

In announcing the group designation, Mr. Tripp said:

"The aim is to facilitate cooperation among group stations and to establish the Gannett Radio Group as a specially considered entity in the radio-televisi on industry. All of our radio and televisi on operations will continue under the general executive supervision of Paul Miller, who assumed this responsibility in addition to other duties some time back."

Commenting on the group consultant functions, Mr. Tripp said:

"The purpose of having years made their experience available to all of our stations. The arrangement Mr. Miller is making for them rightly recognizes and regularizes their contribution."

Mr. Wiig said he had long felt that the radio division should be developed as a separate Gannett group, "The interchange of relationships," he explained, "will help to promote a better all-around presentation and greater recognition of the Gannett Group in the radio industry."

Mr. O'Brien said that viewed technically, the group operation should bring into the company a group of radio men through pooling of engineering experience. He anticipates advantages in channeling problems and plans of radio."

Mr. Wiig, a native Norwegian, entered radio in 1927, joining WHEC as a continuity writer and public relations man. He accepted a position as a baseball broadcaster and handled the 1933 World Series over a network. Mr. O'Brien is a native of Rochester and joined WHEC in 1929.

The six Gannett stations are BABY Albany, WENY Elmira, WHDL Olean and WHEC Rochester, all in New York State; WHTF Hartford, Conn., and WDAN Danville, Ill.

"Both Wiig and O'Brien have made years experience and service available to all of our stations. The arrangement Mr. Miller is making for them rightly recognizes and regularizes their contribution," explained Mr. Tripp.

TV-FM TIMETABLE

Engineering Conference Dates, Agenda Set

TV-FM TIMETABLE for review and revision of both television and FM technical standards was announced by FCC last Friday, providing for a series of engineering conferences to be held "on or about" Nov. 30 and Dec. 1 and 2.

The schedule calls for the Commission to release data on tropospheric transmission and collateral problems about Oct. 20 and to issue TV and FM channel studies about Nov. 15, so industry engineers may study them in preparing for the conferences.

The agenda for the various conferences also were revealed—the one "on or about" Nov. 30 to deal with propagation standards for the VHF region; the one about Dec. 1 to consider television standards, and the one about Dec. 2 to deal with FM standards.

The conferences are an outgrowth of the Commission's decision to review existing standards with an eye to making changes "in order to assure that the Commission's national television allocation plan should be based on the soundest engineering foundation." Pending a decision on standards, FCC has imposed a freeze on video [BROADCASTING, Oct. 4].

Although discussions heretofore have centered on changes in the TV standards, that attention will be divided for view those for FM was not unexpected [BROADCASTING, Sept. 13].

FCC explained: "Since the FM broadcasting service is directly affected by any action taken with respect to propagation in the VHF band, revision of the Rules, Regulations and Standards of that service is made a part of this proceeding."

Text of FCC's announcement:

In order to facilitate and expedite the promulgation of rules and regulations consistent with standards herein, the following schedule will be followed:

(A) On or about October 20, 1948, the Commission will make public:

(1) A report containing (a) a summary of available measurements of tropospheric fields, (b) empirical methods of creating measurement fields to formulate field intensity vs distance curves for various frequencies, (c) expressions of the measured values of percentages of the time and (c) representative tropospheric field curves for antenna heights of 500 feet and 30 feet, and percentages of time and percentage of time derived by the foregoing methods.

(B) A study of the effects on service of the instantaneous fading of both the desired and undesired fields from tropospheric causes.

(2) A report on measurements made at Priceton, Southampton and Laurel on frequencies of 47.1, 106.5 and 700 mc, radiated from transmitters in New York City.

(3) A study of the effects of terrain upon the field strengths as a function of smooth earth values and upon the various earth surfaces as a function of the level regions.

(4) On or about November 15, 1948, the Commission will make public:

(1) A channel study showing the effects of ground wave and tropospheric interference on representative service areas of stations in accordance with the Commission's Notice herein of May 5, 1948, as amended in the Commission's Supplemental Notice of July 15, 1948.

(2) A TV channel study in a representative area showing the effects of ground wave and tropospheric interference on the service areas of presently operating stations and CP's, but with other allotments spaced so as to ensure the 500 mc contours 90% of the time. (All allotments to be based on 50 kw/500 ft. in the center of the principal city.)

(3) Channel study for FM showing the percentage of time wave strength in a representative service area for the frequency band, and percentage of the time and percentage of the time derived by the foregoing methods.

(4) A study of the effects of terrain upon the field strengths as a function of uniform variation in intensity and of the desired and undesired signal.

(D) Shadows—relation of the average field intensity to the level or to the limited section of a radial to calculated values as a function of the profile between the area and the transmitter.

(E) Range of diurnal variations.

(F) Effects of service of the simulcasting of the desired and undesired signal.

(G) Range of seasonal variations.

(H) Effects of service of the simultaneous fades on the desired and undesired signal.

All of the above (Continued on page 71)
RMA MOBILIZATION

Weak Spot Is Military Bidding

SWIFT conversion of the vast electronics industry to emergency production is being jeopardized by "speculative hazards," the military's bidding system, Radio Mfrs. Assn. charged last week.

In releasing its mobilization plan, RMA's Industry Mobilization Policy Committee, working with a program designed to spread the military load throughout the electronics industry.

The plan, presented to the Munitions Board, is entitled "The RMA Plan for Utilization of Industrial Resources for Military Purposes as Applied to the Radio Division of the Electronics Industry."

It is offered as a model for all American industries.

Weak spot in the present competitive bidding system used by the military, according to the RMA committee, is the fact that only a small portion of the industry is now engaged in government work, despite the sharp increase in military requirements.

In radio transmitters alone, a production of $27,238,800 for the second quarter of 1948 was double that of the first quarter last year, indicating the speedup in military requirements.

With mobilization becoming an increasingly critical issue, problems of overloading the country are "immensely more difficult" now than prior to World War II, according to R. E. Gillmore, vice chairman of the National Security Resources Board in an address Oct. 12 to the Controllers Institute of America, meeting in New York.

Mr. Gillmore said that in its few months of life the board has made good progress in setting up a complete emergency program. It will include legislation, organization plans, control procedures, reports of key-man, balance sheet of resources and requirements, and a program for economic stabilization.

With the economy "fully loaded," Mr. Gillmore added, diversion of farm and industrial capacity to war purposes would bring a drastic cut in the general level of public consumption, much more rigid than in World War II.

In its industry mobilization plan, the RMA committee insists that "as many prime contractors as possible" be created to get the industry as a whole back into government business. Recalling electrical production in the last war, the committee reminded that present volume of military output may soon equal the entire billion-dollar production of the industry in 1947.

This business it is being done by competitive bidding "with all of the speculative hazards for both the government and the contractor of that method of doing business."

This problem is so serious, it is stated, that the committee believes "the radio industry cannot be induced to participate wholeheartedly in current procurement under this method of procuring, nor are we convinced that this method will result in lower costs to the government in the long run."

Coordinated Plan

Coordinated, closely-regulated plan would bring industrial stability which would be reflected in better apparatus and reduced costs, the committee continues. "By developing a plan that embraces the industry rather than a selected few large companies on the one hand and unknown quantities, sometimes dredged up by competitive bidding, on the other, the accumulated design and manufacturing knowledge of an industry is available for expanding production of equipment sufficient for peacetime use to great mass production for war use."

Starting point for the committee's project was a plan prepared last spring by W. A. MacDonald, Hazeltine Electronics Corp. The Munitions Board has been studying this plan, along with proposals such as one by Leighton H. Peebles, consultant to the National Security Resources Board. Mr. Peebles was head of the WBP's wartime communications division. He presented his plan last June.

RMA's committee decided the MacDonald plan was "the plan" with some changes, "would best serve the government by securing the whole-hearted cooperation of industry which is the basic aim of industrial preparedness."

In submitting the RMA plan, Fred R. Lack, Western Electric Co., committee chairman, said it "serves as a sound foundation for other necessary government planning" in that it offers a fully-coordinated participation by the industry as a whole.

Describing the electronics World War II job as "second to none," the committee noted that the present industry comprises some 200 manufacturing members and 150 parts suppliers. The bulk of these units must take part in military production, it is stated, "if rapid all-out mobilization is ever to be accomplished with success, and this participation must be along the lines of good business procedure."

An "adequate" military department could be supported by backbone companies if they had a minimum of 25% of current billings in military work at a reasonable profit, in the committee's opinion. Specialists would thus be doing the work. Where a 25% minimum would not justify setting up a special department, a subcontractor relationship with prime contractors could be developed.

RMA advocated that the "leader" type of operation that was successful in shipbuilding and some phases of electronics in the last war. This would provide for a four-man company组成, having one civilian and three service members, to coordinate procurement to leader companies. An industry advisory committee would act as consultant and technical advisor to the four-man group. Leader companies would take responsibility of educating and would bring along other companies by subcontractors. Qualified service officers, ready for retirement, would serve as consultants.

The committee opposes government suggestion that productive capacity be allocated among the three military agencies. It also opposes letting of contingent contracts and appointment to each producer of a military procurement planning officer. This three-fold setup would become a "straitjacket" hampering production, it is stated. The committee feels the end product should be allocated, leaving individual industry units free to produce items they can handle.

Further study of the parts supply problem was advocated, since the main wartime radio bottleneck was supply of some critical parts.

Ruppert Beer Account

Is Dropped by L. & M.

LENKEN & MITCHELL, New York, has resigned the Ruppert Brewery account, it was announced by Ray Vir Den, president of L&M.

The agency will continue to handle the account pending the appointment of a new agency.

L&M was reappointed advertising representative for Ruppert in October 1946, after having previously served the same capacity in 1938 and 1939.

AD COUNCIL

All-Media Drive to Plug U. S.

IN WHAT is expected to be one of the latest campaigns to hit the air, the Advertisers Council last week laid plans for its "program for a better understanding of the American economic system," to be launched next month. Geared to furnish the American people with "the soundest information campaign against communism yet conceived," the campaign will utilize every media known to advertising, involving probably hundreds of thousands of dollars.

In a meeting last week between the four major networks, a committee to plot radio participation in the drive was formed. It is composed of Robert Saudek, ABC vice president; Charles S. Tapp, CBS vice president and director of public affairs; Phillips Carlin, MBS vice president in charge of programs; Ken R. Dyke, NBC administrative vice president, and Harold Fair, NAB Program Department director. The committee will meet with George P. L牖iam, council vice president, and Gordon Jones, radio director, to devise plans to reach a goal of 180-million "listener impressions" per month.

"Definite radio and television advertising will support the year-long campaign, which has been shaping for two years, will be made at a later date. At present spot announce ment on regional and national networks are planned, for use on commercial and sustaining shows. Networks will prepare full-length radio spots explaining dramatically the American system. NAB will work with non-affiliated stations in shaping their participation."

Contributions Made

To aid the council in its fight against "ignorance—the graviest threat to the American economic system," General Electric Corp., Schenectady, and General Foods Corp., New York, have each contributed $100,000 in space. Four agencies—Benton & Bowles; Foote, Cone & Belding; J. Walter Thomp son Co., and Young & Rubicam—have planned to run ads over their own networks.

The campaign was prepared by a joint committee of the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Don Belding of Foote, Cone & Belding, president; Charles G. Mortimer Jr., General Foods Corp. vice president and Advertising Council chairman, says the project is the "soundest information campaign against communism yet devised, and I think it noteworthy that it scarcely mentions the word."
COMING into the election day homestretch both major political parties were milking their national budgets for every available cent to meet highly-intensified radio activities.

With preliminary radio appeals to the voters already in the past, the Democratic party has squeezed an aggregate sum of over one-half-million dollars from their treasuries for national network times.

Fortunes are being offered, likewise, by local, state and regional party groups and other sponsors as backing for national speakers—sums not reflected in the national expenditures. Paid local, state and regional stump time lifts the spending rate millions of dollars. Although no ABC announce has been purchased by local and state political groups and candidates, infatuates the political kitty to a sum more nearly resembling a Congessional appropriation.

POLITICAL MENACE

Demon's "Secret Radio Weapon"—Pokes Fun at GOF

THE WOMAN'S division, Democratic National Committee, pulled its pre-ballyhooed [CLOSED CIRCUIT, Oct. 11] secret radio weapon out of its collective hat last Tuesday at a luncheon—unveiling it for the press at New York's Biltmore Hotel. Not a radar-guided, Dewey-delivering epiphany, the much maligned lethal weapon turned out to be a disk jockey.

A record program, produced by Douglas Gibbons, announcer New York agency for the show, and dreamed up to boost the Democratic record, evolved into the Democratic Record Show. It is aired on the full ABC network Mondays, Wednesdays and Fridays, (3:46 p.m.). Record and gags, eunced by a personality, but herein nameless announcer, constitutes the lion's share of the program. A short speech by a member of the woman's division rounds out the show. According to Mr. Gibbons, the most difficult technical problem involved keeping a woman speaker to a minute-and-a-half.

Utilizing radio's full bag of tricks to woo female listeners from daytime TV operas, the program employs giveaways, testimonials, nursery rhymes, recipes (Dewey double-cross dumplings, for one) and other such gimmicks.

Dewey's secret radio program at the 80th Congress, with the help of an old Eddie Cantor recording of "Potatoes Are Cheaper, etc.", and also carried a hitch-like routine with the host of Carols, hurrying away to haunt Candidat Dewey. The giveaway was something that "makes you the most important person in the country"—The Vote!

GOP headquarters revealed that up to Oct. 22 a total of 22 half-hour, coast-to-coast network period were booked for radio attacks to local and regional times. It was unofficially estimated that the national time had drained approximately $300,000 from the coffers, exclusive of time arranged by local, state or regional sponsors. All the time the Republicans scheduled was during the high-priced evening periods.

The Democrats were believed already to have siphoned off an estimated $161,000 in national time alone. The Democratic National Committee has scheduled nine half-hour coast-to-coast network time periods. In addition it has spent an estimated $16,000 for its four quarter-hour women's programs, plus three half hour regional broadcasts and local time.

Democratic Committee officials have announced (broadcasting, Sept. 27) that the Democrats have a radio campaign chest from $700,000 to $900,000. During the 1944 campaign the Democrats spent $714,000 for radio time. It is expected, this year, that more than $800,000 of the Democrats' national allocation for radio will be expended during October.

A last minute spurt, on the part of both parties, is already in evidence. Political "giveaway" promotion will be permitted to be emitted at practically every turn of the dial from now to Nov. 2.

Late last week there were already clear indications of the promiscuity of political wooing that could be expected via the air waves for the remainder of the month. President Truman was scheduled to speak over the full MBS network 10:10:30 p.m. Oct. 25 from Soldiers Field, Chicago, and 9:30-10 p.m., Oct. 29 from the Pennsylvania Hospital Medical Center in Philadelphia. The Political Action Committee of the GIO has purchased time for an address by the President Oct. 29 from the Waldorf-Astoria Hotel, over 17 MBS New York stations. WMCA New York will be the local outlet.

Forthcoming speeches by GOP representatives on nationwide networks include the following:

Oct. 27—Gov. Dewey from Cleveland, NBC, 7-8 p.m. (EST).
Oct. 28—Gov. Dewey from Boston, W accents, 10-10:55 p.m. (EST).

In addition, CBS announced last Thursday that both major parties have scheduled campaign "round-up" broadcasts over the full network for the night of Nov. 1, election eve.

The GOP Presidential candidate has also scheduled a speech over the ABC Midwest television network for 10 p.m., Oct. 26, as part of a 30-minute program, sponsored by the Dewey-Whelen Clubs of America. He will be seen on WENR-TV Chicago, WXYZ-TV Detroit, W SPTD-TV Toledo, WEWS (TV) Cleveland, WBEN-TV Buffalo and KSD-TV St. Louis.

A new emphasis has been placed on radio campaigning by Henry Wallace, former Progressive party, Mr. Wallace, before Nov. 2, will make 12 campaign speeches over the four major networks. C. E. Baldwin, manager of Mr. Wallace's Presidential campaign, revealed that between $60,000 and $70,000 will be spent on additional broadcasts. This, he said, would not raise the originally planned radio budget of $200,000. On Monday nights the Progressive candidate will appear on NBC; on Wednesdays, CBS; Thursdays and Sundays, ABC, and Fridays on MBS.

ELECTIONS TO GET MBS WORLDWIDE COVERAGE

MUTUAL'S worldwide presentation of national, state and local election results will emanate from the balcony of New York's Ritz Carlton Hotel. According to A. A. Schechter, MBS vice president in charge of news and special events, the broadcast will be based on one of the most comprehensive patterns of radio coverage ever attempted in network history.

The full coast-to-coast facilities of MBS, plus 16,000 miles of additional circuits, will be controlled from the balcony, hub for the enormous. Results are to be presented in cooperation with The Curtis Publishing Co. Philadelphia.

A special sign to allow the 500 stations of MBS to cut into the network broadcast for presentation of local vote counts has been designed by Mutual engineers.

The British Broadcasting Corp., the Canadian Broadcasting Corp. and the French Broadcasting System will use MBS facilities in broadcasting U. S. election results. Representatives of the three foreign networks will be at the MBS headquarters.

PLACE of television in the media orbit and the rising costs of advertising agency operation were the prime concern of the Pacific Coast Council of the American Association of Advertising Agencies at Arrowhead Springs Hotel, Calif., Oct. 11, 12, 13.

J. C. Cornelius, BBDO executive vice president in charge of Western offices, pointed to the "how" of meeting the problem when he advised that it had been his agency's experience that no client expected its agency to lose money in handling the account. Accordingly, he felt that a cost accounting breakdown of the account shown to the client would produce the necessary adjustment.

Client Adjustment

Where it is necessary, Mr. Cornelius emphasized that the client always has been willing to make an adjustment. He suggested extra fees and/or special service charges.

Gripe and counter-gripe was the order of the media vs. agencies panels. Letters from both camps were obtained and summarized by

(For TV keynote address of the convention, by Dr. Peter Lashof, Young & Rubicam, research director, see page 13.)

an independent research firm.

Among the key gripes was that stations and other media failed to supply agencies with sufficient data. By the same token, advertis-

representatives pointed out that agencies seldom give them the facts for intelligent presentation of their stations.

Selling in the dark is forced upon representatives, it was agreed. Also it was pointed out that time and space buyers were too frequently inaccessible.

Charles Ferguson, BBDO vice president, and outgoing chairman of the board of governors, was replaced by C. Burt Oliver, Foot, Cone & Belding Hollywood manager. C. J. Tester, vice president of Philip J. Meany Co., Los Angeles, was elected secretary-treasurer.

Television as a medium at present, was generally accepted as an uneconomical buy for the advertiser as well as uneconomical activity for the advertising agency concerned, according to Dana Jones, head of Los Angeles agency branch.

The factor of low circulation coupled with high production cost proved out the lack of economy, he said. But TV's selling impact was cited as the justification for entry into the medium despite negative elements.

Page 24 • October 18, 1948
AN industry-wide strike of freelance radio writers, possibly this week, was virtually guaranteed when the Radio Writers Guild on Oct. 15 overwhelmingly reaffirmed its strike vote against the advertising agencies.

The actual vote was 614 for the strike and 10 against. These figures represent a polling of RWG members in New York, Chicago and Los Angeles, the principal production centers. According to Roy Langham, RWG national executive secretary, the final strike strategy will be set on Wednesday, Oct. 20, when the union's national council meets in New York.

Pointing out that the strike vote reaffirmation was virtually unanimous, Mr. Langham said that not a shadow of doubt existed among the RWG leaders as to the wisdom of strike action at this time. All that remained to be discussed, he said, were methods of implementing the union's decision. He added that the big-name radio writers are solidly arrayed behind the brated rank-and-file in their determination to hit the agencies where it hurts.

Two-Year Old Crisis

The reaffirmed strike vote culminates a long, involved dispute between the RWG and the agencies which began in December 1947. It was then that the union first approached the agencies with a request for negotiations for a union contract covering all freelance radio writers.

Two stumbling blocks loom largest among the many issues which have led to the present impasse between the two sides: Definition of "freelance writer," and NLRB certification of the RWG as bargaining agent for freelance writers. A committee representing the agencies has steadfastly maintained that such certification is necessary before actual contract talks can begin. The union on the other hand doesn't feel that NLRB certification must come first, and has indicated its belief that the agencies insistence on this score is a stall.

Similarly, the guild says it can't see why the agencies won't settle on the basis outlined in the Minimum Base Agreement recently negotiated between the RWG and its agencies.

The agency committee says this is out of the question, since its dealings with freelancers are much different from those of the networks.

Chain Reaction Possible

A freelance writers strike could lead to a devastating chain-reaction throughout the radio and entertainment industries, but the extent of this reaction was not readily predictable last week. While the Two-Year Old Dispute and Affiliated Unions to take parallel strike action which would constitute a secondary boycott, it is well known that the RWG's sister unions within the parent Author's League are sympathetic and undoubtedly are planning to cooperate to the extent the law will allow. While an affiliated union may not order members out in a sympathy strike, those members may individually take a stand of their own choosing.

Thus, a member of the Radio and Television Directors Guild, for instance, might decide not to cross a RWG picket line to get into a studio building. Or, even if the studio was not picketed, he might decide not to direct a show which was based on a script from a back-log of material by a striking RWG member.

The guild estimated that about 650 radio writers will quit work when the strike order is issued. The total represents, according to Mr. Langham, all of the radio writers not covered by network contracts.

WNYC ELECTION NEED IS CITED BY O'DWYER

NEW YORK's Mayor William O'Dwyer, in a letter released last week, that FCC should consider the broadcasting of election returns as "sufficiently important" to warrant the suspension of its ban on after-hours operation by daytime and limited-time stations.

The letter was directed to the Commission in protest against its refusal to consider—for the first time in 24 years—the municipally-owned WNYC New York's AM flagship, for special temporary authority to operate beyond 10 p.m. to carry local election returns the night of Nov. 2 [Broadcasting, Oct. 11].

Mayor O'Dwyer wrote the Commission:

I am fully aware of the problems confronting the Commission concerning the allocation of radio facilities throughout the country. I am also fully aware of the fact that some daytime stations must be limited in their operation to prevent objectionable interference to fulltime stations on the same channel.

In the past 24 years, however, when WNYC has operated on election night under special temporary authority of your Commission, I know of no single instance of any objection or complaint by any radio listener in the U. S. I know of no reason why the situation should be different Election Night, 1948.

The rules of the administrative agency, such as the FCC, might well provide for a degree of flexibility which would recognize the fact that there are many occasions when the public interest demands operation of a broadcasting station such as WNYC in a manner not provided for under the terms of its regular license.

The broadcasting of election returns is, I believe, the greatest example of a public service that can be performed by a broadcasting station in a democratic society. The public interest would seem to depend upon the Commission's ability to serve the public interest and to establish a franken rule of such rigidity as to prevent the individual merits of an application of this type from being considered.
By J. FRANK BEATTY

STRATOVISION pitched well enough to win but came out of the sixth game of the World Series with one more win than the Cleveland Indians. Once again the Westinghouse trick of relaying television programs from a high-flying plane was successfully performed, as it had been many times in the last several months. Unfortunately most of the eager viewers in the Midwest had to watch test patterns while the Cleveland Indians went about their diamond assignment with a minimum of interference from the Boston Braves.

A maximum of interference from several stations prevented Westinghouse from linking East and Midwest television networks for the first time in history. The Stratovision plane, with its maze of electronic gear, did its own special job and did it well, judging by 100 or more reports from viewers in six states and over 50 cities. As usual, though, to overcome interference with the station it was picking up; interference on the channel it was using was worst of all, a weak East Coast relay into the station whose signal it was retransmitting.

Nobles on the Job

Despite lack of time for advance tests, Chili Nobles, youthful Stratovision receiver of WEWS Cleveland were hopeful last Monday morning as they undertook their separate assignments. The WEWS (WEWS) crew in Cleveland, serving as catcher for Stratovision, was to pick up the signal of WMAR-TV Baltimore from the plane, flying high over Pennsylvania, and feed the Midwest TV network all the way from Buffalo to St. Louis.

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By mid-afternoon the two crews had valiantly demonstrated that not even a World Series can defy what appears to be a basic engineering axiom—two families can't live at peace in the same electronic house, not if they are within pick-up or transmitting range of a Stratovision installation. Only Stratovision can't pluck a distant signal from the air and deliver it to another point far away if there is interference going and coming.

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ASCAP TV RIGHTS

By BRUCE ROBERTSON

IGNORING the request of the Broadcasters Music Committee for a prior discussion of the whole question of television uses of music, ASCAP in its own right has regularized its members with a request that they assign to ASCAP their video rights. New arrangement would run from Oct. 1 of this year to Dec. 31, 1950, two years past the expiration of the present agreement between the society and its members.

Recognizing the newness of television and the fact that it presents new problems in the music rights field, the broadcasters' committee had asked ASCAP not to approach its members until the broadcasters had presented their ideas on what rights they wanted and some satisfactory plan of satisfying those wants had been worked out.

ASCAP's action in asking for TV rights from its members without consulting the broadcasters was received by members of the industry committee with annoyance bordering on indignation.

This annoyance was not abated last week when the new president, Theodore C. Streibert, president of WOR New York and chairman of the committee, was met by President Fred E. Ahlert of ASCAP with the assurance that he could not divulge the terms without first consulting his board. This same attitude of mystery extended to the society's press release covering the letter to its members. The release quoted the letter up to the terms of the agreement but did not include them.

A call to ASCAP for the terms was officially rejected, the spokesman saying that his refusal to outline the terms was in accordance with the board's policy.

Why an organization with a membership numbered in the thousands, many of them with close radio affiliations, should attempt to shroud the terms of its proposed membership video agreement in secrecy is an even bigger mystery than the contract itself.

President Ahlert's letter states:

Our present license agreements with the telecasters provides for a gratuitous license subject to a 30 day cancellation notice on our part. The progress of commercial television within the past year can only be described in terms of leaps and bounds and the telecasters are not desirous of entering into license agreements for a fixed period.

In the interests of good customer and public relations, it has become imperative for us to arrive at a license agreement with them, commensurate with our contribution, as quickly as possible.

It is understood that the new agreements divide video rights to the music of ASCAP members into two classes. The first covers what might be described as background use of music, without costumes, scenery, dialogue or even dancing which might be interpreted of the numerical musical. Such use of ASCAP music would be available to telecasters under blanket license contracts.

The second class of use, involving dialogue, costumes or scenery in connection with the music, would be licensed for television use only on the basis of individual negotiations.

Dramatic-musical rights to music from theatrical or motion picture productions are reserved, and would not be covered by any ASCAP contract with a video broadcaster, who presumably would have to bargain for such rights directly with the individual copyright owners.

These rights add up to considerably less than those granted by ASCAP to broadcasters under their blanket license contracts from ASCAP, and if they constitute the total of what ASCAP has to offer for television, the video fees may be expected to run well under those paid by the standard broadcasters.

One TV broadcaster told BROADCASTING that what he needs in the way of musical rights is permission to use a musical number by an orchestra, chorus, vocal or instrumental soloist with sufficient picturesque accompaniment to make it acceptable video entertainment. Admitting that this is far from a legal description of his needs, and that to draft such a definition would take him and his staff work, he said that by and large his needs are comparable to those of the vaudeville theatre of former days, and that if ASCAP cannot give him the results he is willing to pay the value of dealing with ASCAP rather than with each copyright owner is largely dissipated.

In addition to the TV network organizations want the right to record live performances on film off the face of the receiver tube. Such kinescopic recordings would be used to send the programs to affiliated TV stations not connected with the originating station by coaxial cable or radio relay. Also, on occasion the TV broadcaster will want the right to present full length musical productions.

SMPE to Discuss Large - Screen TV

Advances Made in Recent Months

On Oct. 25-29 Meeting Agenda

MAJOR advances in recent research and equipment engineering in large-screen television will be reviewed at the 64th semi-annual convention of the Society of Motion Picture Engineers Oct. 25-29 at Washington's Hotel Statler.

Papers on the subject are to be presented at the opening session next Monday afternoon, Loren L. Ryder, president of the society, announced.

Ralph B. Austrian will discuss "Effects of Television on Motion Picture Theatre Attendance." Roy Wilcox, RCA Victor, and H. J. Schaffy, 20th Century-Fox, will give a report on the showing of TV pictures of the Louis-Walcott fight in Philadelphia's Fox Theatre last June.


TBA to Give Awards

AWARDS of merit for "outstanding contributions toward the development of commercial television" will be made this year by the Television Broadcasters Assn. at its annual television clinic Dec. 8.

Robert E. Kintner, ABC executive vice president and a director of TBA, is awards chairman.
FMA Acts to Force FM CPs on the Air

Group Petitions for Hearing
On Re-Filed Regulations

FM ASSN. last Friday moved to force holders of FM CPs to get on the air instead of sitting by while pioneers develop the market.

The action took the form of a petition filed by Leonard B. Marks, FMA general counsel, asking FCC to hold a public hearing to determine if its rules governing re-filing for FM facilities should be amended.

FMA proposes that FCC rules be changed to prohibit holders of an FM station CP from re-filing for FM CPs two years after surrendering an original permit.

Source of the petition was a resolution adopted Sept. 29 at FMA's convention.

"The provisions of Section 3.222 do not clearly and unmistakably define the Commission's policy with respect to the issuance of CPs to applicants who have previously surrendered the same," Mr. Marks stated. "Accordingly, the petition is presented because it would be for the best interests of all persons engaged in FM broadcasting if the Commission's policy on this subject could be clarified.

"FMA considers it unfair to permittees and licensees who have expended funds and built stations for FCC to permit easy reassumption by those who have forfeited permits."

FMA asks FCC to add the following to Section 3.222 as sub-part C:

Where an applicant has been granted a construction permit or has received a construction permit for FM broadcasting facilities and has surrendered such permit or conditional grant, the Commission will not consider another application for such facilities by the applicant (to serve in whole or in part the same area) by reason of its prior application, lapses or re-issues or on behalf of or for the benefit of the original permittee.

IBA, U. OF ILLINOIS TO HOLD NEWS CLINIC

ILLINOIS Broadcasters Assn. will take part in a radio news clinic to be held Oct. 19 at the U. of Illinois, Urbana, in cooperation with the university's school of journalism, Frederick S. Siebert, director of the school, announced last Wednesday.

Merrill Lindsay, IBA president and general manager of WSOY Decatur, and Frank E. Schooley, assistant director of WILL Urbana, will present seminars after noon sessions, respectively. All Illinois stations have been invited to send representatives.

Speakers scheduled to address the clinic include Erwin Lewis, WLS Chicago, who will speak on "What Is News?", and Prof. Wilbur Schramm, director of the Institute of Communications, who will discuss content of the radio news cast.

LOUISIANA broadcasters, angered by enactment of a new state law forbidding premium time charges for political broadcasts, are planning to test its constitutionality.

Meeting in Biloxi, Miss., last week during the NAB District 6 meeting, broadcasters unanimously approved a resolution calling upon station managers to violate the new law as a demonstration of its unconstitutionality.

Inferentially crediting editors and writers with omniscience beyond that of the radio audience—a premise which some might debate—Ralph Edwards, m. of Truth or Consequences, has appealed to them not to let his million-dollar cat out of the bag.

Mr. Edwards is conducting another "hush" contest—tho a support of the mental health drive—on his program, Saturdays 8:30-9 p.m. on NBC. Former "hush" contests have been tipped by columnists who guessed the identities of the new winners. Mr. Edwards has now sent letters to radio editors, news writers and disc jockeys asking them this time to keep quiet.

Mr. Edwards, whose program is sponsored by Procter & Gamble (Duz Soap), appealed for cooperation on humanitarian grounds. The longer the contest goes unwon, the more the money will collect. Mr. Edwards believes the mental health drive, he said. It is also historical that the longer his "hush" contests have run, the higher his Hooperating has climbed.

World Series Listeners in 1948 Less Than 1947

A CROSLEY Inc. survey for MBS shows fewer persons listened to the World Series this year than last.

The Crosley figures:

Six-game average, 1948...34.9%
Seven-game average, 1948...44.0%
Three-weekdays average, 1948...27.7
Three-weekdays average, 1947...28.1
Saturday and Sunday average, 1948...44.4
Saturday and Sunday average, 1947...38.3
Sunday alone, 1948...69.6
Sunday alone, 1947...72.1
Percentage of people hearing one or more games, 1948...63.4 Percentage of people watching one or more games, 1947...72.2

* Record high.

Mutual spokesmen offered an explanation for the decline in this year's listening the fact that many viewers, who previously relied on the survey has yet been made of this year's Series video rating.

Spots Sales Probe Delayed to Nov. 29

NABR and 10 Others File Notices They Plan to Participate

FCC'S INVESTIGATION of the wholesale practice of radio station representation in the sale of national spot advertising, last week was continued to Nov. 29 by the Commission, its duration. It was originally scheduled for Oct. 25. No reason for the postponement was given.

The hearing, based upon the year-end report of the National Assn. of Radio Station Representatives against the policy of CBS to take over non-network time sales of its stations will now be held at a time when it had been ordered by the FCC last July [BROADCASTING, July 25]. At that time the Commission indicated the probe would be directed at the networks to determine whether network representation of affiliates in non-network time sales violates its chain broadcasting regulations and would be heightened in this respect even if there is no violation. All fields of the broadcast service—AM, FM and TV—will be covered.

By the Sent 30 deadline set for the filing of appearances in the proceeding, ten parties in addition to NABR had given notice of intent to participate. These are ABC, CBS, NBC, ABC, Allen B. DuMont Labs., WAPI Birmingham, KSL Salt Lake City, WCAU Philadelphia, WGN Chicago, WCBS, WRRA Richmond, Va., and WSAY Rochester, N. Y. In its order designating the hearing the Commission had named NABR, DuMont and all of the four national networks parties to the proceeding. A late appearance has been filed by Edward Petry & Co. station representatives and NABR member, for individual participation, also.

The NABR protest contends that if a network is permitted to act as sales agent for its affiliates it obtains an effective operating control over all hours of the broadcast day. The organization at the same time filed its complaint with the Justice Dept., charging the practices were in violation of the antitrust laws and unfair competition, but Justice Dept. has taken no formal action in the matter.

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BROADCASTING • Telecasting
BMB held the spotlight at the NAB District 6 meeting in Atlanta last week as Henry P. Johnston, NAB district director and executive director of WSGN Birmingham, brought up the famed "Cullman County Case." In addressing the opening day's session at the Biltmore Hotel, Mr. Johnston said he had once feared errors had been made in the 1946 BMB surveys for rural Cullman County, Alabama. He had feared BMB findings were "entirely incorrect," in that they showed excessive nighttime coverage for three major Birmingham stations. It was considered an engineering impossibility for any of the stations to be heard regularly after sundown, he said, in pointing to the discrepancy between engineering and BMB surveys. Hugh Feltis, BMB president, investigated the Johnston accusation last summer, sending Cord Langley, director of subscription service, to Cullman County. Ballots were mailed to Cullman residents who had received the 1946 ballots. Mr. Langley reported the same findings as to which Mr. Johnston had objected. Further inquiry made with cooperation of Tennessee Coal, Iron & Railroad Co. showed presence of iron ore deposits capable of causing the difference between BMB and engineering measurements. The presence of ore deposits, Mr. Langley stated, reversed previous conclusions drawn from all available engineering data on signal strength and BMB reports were correct in giving Birmingham stations better than 60% coverage. Mr. Johnston satisfied. Mr. Johnston then said, "So far as I am concerned the whole BMB matter has been cleared up to my complete satisfaction." He felt the whole situation will contribute to future success of BMB and to better understanding of engineering data which many have felt for a long time "might be inadequate." BMB Used Constantly William Neal of Liller, Neil & Battle, Atlanta agency, pointed out that BMB was used constantly in selecting markets for Brooks Candy Co., which used over 120 stations. BMB was especially used in selecting smaller markets for supplementary and complementary coverage even though higher-powered stations were reaching these local areas, he said. Charles A. Batson, NAB information director, opened the session with his talk, "TV, the Blue Chip Decision." Leonard Reinsch, managing director of the Cox Stations, said that AM and FM stations with TV affiliations will have to do "a little better job on both" in order to take care of the TV expenditure. Don Petry, NAB general counsel, discussed legal aspects of music copyright. Mr. Petry discussed the suit against Walter Has, of WDRC Hartford, incurred by playing a piece of music which appeared both in the BMI catalogue and the ASCAP list. On this suit BMI is paying the entire cost but it has sent a list of stations which are questionable to station managers and on these the offending managers will have to fight their own battles, he implied. Harwood Hull, of WAPA San Juan, Puerto Rico, invited District 5 to hold its next meeting on the island. Judge Justin Miller, NAB president spoke on "NAB—Your Association." The meeting ad'ourned for a cocktail party in the foyer of the Atlanta Biltmore's Empire Room, followed by a banquet in the hotel's Crystal Ballroom.

DISTRICT 6

ACTION to halt the latest surge of per inquiry business in its tracks was taken last week by NAB District 6 (Ark., La., Miss., Tenn.), meeting Monday and Tuesday at Biloxi, Miss.

Following revelation of the spreading effort of agencies and sponsors to place business on a p. i. basis [Broadcasting, Oct. 4, Sept. 13, 27], stations of the district unanimously adopted a resolution condemning the practice as "in-\ similal to the rate structures and sound operation of radio stations." This action conforms to the NAB anti-p. i. policy adopted in 1946 at the Chicago convention.

NAB's interest in the subject has become more active with assumption by Maurice B. Mitchell of the Broadcast Advertising position, vac-\ ant since last winter. He is former WTOP Washington manager. The subject comes up again when the NAB Sales Managers Executive Committee meets Monday and Tuesday of next week.

Text of the p. i. resolution follows:

Whereas cost per-inquiry business has been on the increase, and whereas this type of business has proven inimical to the rate structures and sound operation of radio stations; therefore, be it resolved that the members of the 8th District meeting of the NAB reaffirm their condemnation of such practice and pledge their cooperation by refusing all business offered to them on any type of per-inquiry basis.

Another resolution called on the NAB to urge candidates for political office to state their positions publicly on the question of free radio. A similar resolution, introduced by Arthur Hull Hayes, WCBS New York, was adopted Aug. 6 at the District 2 meeting in Rochester, N. Y.

Library Endorsement "Unqualified" endorsement was given transcription library companies in their efforts to serve stations in the face of the AFP recording ban.

Other resolutions endorsed NAB President Justin Miller in his fight for radio's freedom; lauded work of NAB staff officers who took part in the meeting; supported BMI; favored program and blanket license privileges and clearance at the sources from SESAC; urged naming of a code observance committee; asked the Census Bureau to include a radio question in 1950; recommended support of the All-Radio Presentation; endorsed a proposed inquiry into uniform audience measurement, similar to that adopted by District 15 [Broadcasting, Oct. 11], and thanked district officers for their part in arranging the meeting.

Resolutions Committee Members of the Resolutions Com-\ mittee were Harold Wheelahan, WSBM New Orleans, chairman; Wiley P. Harris, WDJX Jackson, Miss., and Tom Baker, WKDA Nashville. Presiding at the meetings, at-\ tended by 119 members, was Henry W. Slavick, WMC Memphis. NAB staff executives, headed by Presi-\dent Miller, took part along with Hugh Feltis, BMB; Carl Haverlin, BMI; Kolin Hager, SESAC; Wade Barnes, NBC Radio-Recording; Pierre Weiss, Lang-Worth; Alex Sherwood, Standard Radio; Walter Davison, Capitol Transcriptions. Gene Tibbet, WLOX Biloxi, was host.

Discussion of dealer co-ops was led by Mr. Mitchell. Bob McRaney, WCBi Columbus, Miss., head of Mid-South Network, led a small markets meeting. Taking part were Earl Smith, WLCS Baton Rouge; Hal Falter, WCRK Morristown, Tenn.; Paul Goldman, KYSI Alexandria, La.; Hugh Smith, WLAU Laurel, Miss.; Roy Dabadie, WJBO Baton Rouge; Sam Anderson, KFFA Helena, Ark.

Guest speaker at the Tuesday luncheon was Rep. Hoke Boggs (D-\La.), who urged broadcasters to protect their rights and keep radio as free as the press without undue government interference. Rep. Boggs won praise from the broad-\casters for his understanding of (Continued on page 59)

BROADCASTING  October 16, 1948  Issue 52  Page 29
CONCRETE evidence that both the United States and Soviet Russia are stepping up their international broadcasting operations was seen last week in the enlargement of program schedules and realignment of program contents.

The State Dept.'s Office of International Information confirmed the fact that its International Broadcasting Division is changing program formats of Russian-language broadcasts to include more news and editorial content. Ten days ago the Russian Radio announced an increase of 55 minutes daily in its English-language broadcasts, according to U. S. monitoring services. The new schedule went into effect Oct. 10. Previously the Soviet had aired two hours of programs daily.

The "Voice of America" has also been airing two hours daily of Russian-language programs, but a roughly quarter of the time was devoted to repeats of earlier broadcasts. According to Lloyd Lehrbas, OII director, the "Voice" hopes to step up to 90 minutes in the near future as personnel becomes available to handle the broadcasts. The process is a slow one, as news and clearance by FBI and Civil Service of personnel who are conversant with the Russian language, he explained. About 70 employees, formerly with the networks when they handled certain "Voice" programs, already have been cleared. [BROADCASTING, Oct. 4]

The "Voice" currently is programming 24 hours per day—16 to Europe, 2 hours to Latin America and 54 hours to the Far East. Radio Moscow has been airing 46 hours of news a day.

Will Increase Hours

Mr. Lehrbas indicated that the hour content, which had been decreased twice in recent months—from 34 to 27 hours and from 27 to 24 hours—will be increased when the personnel becomes available. A staff of 350 is presently employed by IBD in New York. The problem of acquiring personnel has been directly, on other language phases of "Voice" operation. Mr. Lehrbas said that if the need existed for other language broadcasts and the personnel were available, they would be added to the schedule. Arabic and Swedish, and possibly Ukrainian, were believed to be possibilities. IBD currently is broadcasting in 20 languages.

It was also learned from the State Dept. last week that the "Voice" currently is reaching between 10-12 million listeners in the Russian broadcast area. IBD is preparing to revise its estimates of available receiver sets (excluding shortwave), as well as those of potential audience and total population, an IBD spokes-
man said. Data is expected to be ready in about a month. Previous estimates, covering the European, Latin American and Asianic countries, were for 1947.

At present programs are beamed to areas having an estimated 30-40 national shortwave receivers a potential radio audience of more than 150 million persons, IBD believes.

The amount of time the "Voice" allot to news and editorial commentaries and analyses in the Russian language is being increased to over 80% with a resultant drop in music fare, Mr. Lehrbas said. The length of news programs has been stepped up from 13 to 16 or 17 minutes. Schedules for all international shortwave broadcasts have hewed close to this proportion:

News 28%, editorial and information 47% and music and entertainment 27%.

IBD also plans to devote adequate coverage to the national election results, with particular emphasis on the candidates and the background. It was asserted. The "Voice" already has given listeners a taste of American politics with reports on the campaign to date. (A four part series in recent weeks told listeners that Gov. Dewey "holds a substantial lead over the President according to the consensus of professional public opinion samplers." It added pointedly: "But nothing is certain—least of all an election in a democratic country." ) It has since reported daily on the candidates' speeches with an eye to impartiality, Mr. Lehrbas pointed out.

The "Voice" has also been active with simply-worded reports on the various diplomatic exchanges, particularly during the Baghdad conference. Notable case in point was the recent Russian stand on atomic energy, a State Dept. official said. The French Radio had characterized the maneuver as a "retreat" and a basis for discussions. The "Voice" however, "debunked" by stepping in and airing the American interpretation to foreign listeners, he pointed out.

Teacher Incident

Importance of the "Voice" was demonstrated again, he reminded, when IBD put the Russian school teacher, Oksana Kassenkina, on the air during a Russian-language broadcast to tell her version of her much-publicized leap. The broadcast went to points all over Russia, according to the official.

Evidence that the Soviet has become increasing fit to sort out American "Voice" broadcasts in the past two weeks has mounted to a point where Russia feels compelled to counteract their effective ness, officials point out. Aside from stepping up their English-language schedule, they have attempted by their broadcasts to capture the attention of foreign listeners, especially European, and to the Americans. Such characterizations as "amazing lies" and slanderous statements have been frequent, according to government monitoring sources.

Atlantic City

In an English broadcast Oct. 7, piping up to North America, the Soviet Overseas Service reported: "...It's an established fact that slander and threats about the people of the New Democracies...constitute both wool and warp of American radio propaganda..."...

The working people of these countries all look to the moratorium as a future, facts and the slanderers on the 'Voice of America' who are trying to mislead public opinion in America and the rest of the world."

few people put any trust in the 'Voice.'... The aim behind (their)

slenderous statements is evident—to distort the achievements of the New Democracies, which are successfully developing their economy with the help of the Soviet Union...The 'Voice of America' and its bosses would like to distract public attention from the heavy deterioration in the conditions of the American people."

NAB'S FM

Fulltime Department Urged

OPERATION of a fulltime FM Dept. within the NAB, augmented by the formation of NAB-FM Executive Committee at a meeting held in Washington last Tuesday and Wednesday.

Convinced that FM is over the hump and headed toward a big year in 1949, committee members adopted a series of resolutions for submission to the NAB board at its Nov. 16-18 meeting.

Several basic activities are desired for FM member stations within NAB. They found that some of the association's skeleton FM board had been replaced, especially the management studies conducted by Arthur C. Stringer, NAB FM director.

Broader Operation

But they want a much broader operation to help FM stations in attaining sound economic operations. They feel that advertising agencies fail to appreciate the coverage of FM transmitters or the rapidly increasing circulation as manufacturers produce receivers in constantly growing numbers.

The committee agreed that NAB could not be expected to do a promotion job for FM, a function they conceded was up to FM Assn. The idea of forming a FM-Publicity Committee was not directly discussed in any length, it is understood, though the functioning of the two associations was mentioned frequently.

Committee members opposed action by the board to ask the FCC to forbid dual AM-FM station break identifications. Such action was asked by the RMB board because of confusion in research operations [BROADCASTING, Sept. 27].

The committee foresaw 1949 as "FM Year." Speaking for the committee, Chairman Leonard L. Asch, WBCT Schenectady, said:

"Our meeting was conducted in an atmosphere of great enthusiasm than has been evidenced ever before at the sessions. We foresee 1949 as an FM year. The manufacture of receivers—one of the physical problems which has held up development of the medium—seems to be rapidly evaporating sharply in factories throughout the nation.

"Those who listen to and read the promotional efforts of receiver manufacturers will have noticed that this basis now placed on FM sets. FM stations during 1949, as a result, will be able to deliver a much larger audience to advertisers."

"Our committee has adopted recommendations urging a parallel increase in NAB activities, consistent with this development. These proposals, which envision wider diversity, hope that FM broadcaster attain a sound economic base for his operation, have been forwarded to the association's board of directors for consideration and action."

Attending Meeting

Attending the meeting besides Chairman Asch were committee members Matthew H. Bencebrake, KOCY-FM Oklahoma City; Martin Leitch, WMML Boston; Frank B. D. Mathews, WMBF-FM Binghamton, N. Y.; Lester H. Nafzger, WECL Columbus; Ernest L. Spencer, KYWV-San Ana, Calif.; Edward A. Wheeler, WEAW Evanston, II.; members present were Willard D. EgoI, WRCF-FM Bethesda, Md., and Everett Dillard, WASH (FM) Washington. Representing the West Coast were A. D. Willard Jr., ex executive vice president; C. E. Arney Jr., secretary-treasurer, and Mr. Stringer.
OPENING COMMERCIALS ARE REMEMBERED BY IOWA LISTENERS!

The 1948 Iowa Radio Audience Survey ★ proves that Iowa listeners remember the opening commercial of the first program heard each day, and can later identify the product.

48.3% of Iowa women and 47.3% of Iowa men report they hear the first commercial of the day's first program. 70.7% of the women and 65.3% of the men could definitely identify the product advertised . . .

Conclusion: Iowa radio listeners give extraordinary listenership to radio!

The 1948 Iowa Radio Audience Survey is full of just such “new information not previously gathered about listening habits in Iowa,” as well as the newest and most up-to-date revisions of standard information on station and program preferences, etc.

Send for your complimentary copy today! Write us or 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, is 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
BROADCASTING—"The Newsweekly of radio and television"—announces still another new feature... still another BROADCASTING "First"... still another reason why the best way to keep your eye on television is to keep your eye on BROADCASTING.

In the issue of October 25, BROADCASTING publishes the first "TELECASTING Network Showsheet". Scheduled as a regular monthly feature, this easy-to-check chart provides you with the telecasting time and title of every television show—sustaining and sponsored—carried by NBC, CBS, ABC and DuMont throughout the entire video week. And that's not all. Each box also gives you the number of television outlets carrying the show and whether the program is live or on film. It all adds up to data you need to keep pace with America's fastest growing advertising medium.

BROADCASTING has always been first in the field of television—with more television news and more television advertising than any other publication in the country. Now, with "The Telecasting Network Showsheet" BROADCASTING leads the field by an even wider margin. With still another example of how BROADCASTING looks ahead—to help you get ahead.
We give full measure

If you're weighing the relative value of markets and radio stations, call your Radio Sales Account Executive. He'll give you a full measure of accurate information on sales-effective radio advertising in 12 of your richest markets. For he has exclusive information gathered by spot radio's most resourceful research department: a staff which in the past six months alone—through its Listener Diary Studies—has compiled 356,645 individual measurements of audience size, composition and flow throughout the entire broadcast day and throughout the entire audience area of individual stations! With these accumulated facts, Radio Sales can tip the scales in your favor.

RADIO AND TELEVISION  Radio Sales
STATIONS REPRESENTATIVE...CBS
WHAS SALE

FORMAL application for FCC consent to sale of WHAS Louisville by Courier-Journal and Louisville Times Co. to Crosley Broadcasting Corp., AVCO Mfg. Corp. subsidiary, and licensee of WLW Cincinnati and WINS New York, was tendered for filing last week at the Commission [BROADCASTING, Sept. 27]. Cash consideration is $1,925,000, subject to adjustments.

Meanwhile, applications also have been filed for consent to changes in ownership of KORC Mineral Wells, Tex.; KPRA (FM) Portland, Ore., and WTUX and WTUX-FM Wilmington, Del.

The WHAS transaction, which includes affiliated television and FM properties, also provides that Crosley Broadcasting will continue the lease of quarters in the new newspaper building now under construction. Annual rental of $75,000 is specified. All 1,500 shares of common stock ($100 par) in WHAS Inc., licensee of the 50 kw clear-channel station on 840 kc., transferred from the newspaper firm to Crosley Broadcasting. The Bingham family owns the Courier-Journal and Louisville Times and Barry Bingham is president of both WHAS Inc. and the publishing firm.

The sale is subject to the Commission's AVCO rule, requiring advertising of such transactions to permit open competitive bidding. First notice was published in the Bingham papers Oct. 12. The sale contract was signed Sept. 27 and is valid for one year. After that time, if FCC has not approved the sale, either party by notifying the other may drop the pact.

The Bingham group, in its application, told the Commission: "Consideration of long-term business policy, and particularly the desirability, under present conditions of postwar expansion, of concentrating in a single type enterprise—the publishing business—has led transferor to the conclusion that it is appropriate to sell its radio interests."

Crosley Broadcasting explained the request for the transfer "grew out of the assignee's considered belief that the collective skill and experience of its broadcasting organization of 550 fulltime people can be profitably applied to the operation of a station in Louisville."

Crosley said it believes "that by virtue of its financial resources and its concentration in the field of broadcasting, and the collateral field of television, that it is particularly in a position not only to make all possible improvements in the present service being supplied by WHAS to the public, but to insure the maintenance of WHAS as a part of the system, together with its FM license and television construction permit to properly expand its field of activity even though the assignee recognizes that the present broadcasting structure may encounter serious stresses occasioned by the advent of FM and television."

Crosley, while it does not purport to have an "intimate knowledge of local affairs in the Louisville market," by virtue of its long operation of WLW "it has a most intimate knowledge of the needs and requirements of the small-town and rural people in Ohio, Indiana and Kentucky."

Crosley, in addition to WINS and WLW, holds construction permits for television stations WLWT Cincinnati, WLWC Columbus, Ohio, and WLWD Dayton, Ohio, and construction permits for FM stations WLWA Cincinnati, WLWF Columbus, and WLWB Dayton. Television application is pending at Indianapolis and FM request is pending for New York.

Details of new applications:

WHAR, WHAS-FM and WHAS-TV Louisville, Ky.—Transfer of control of WHAR Inc., licensee of AM and permits of FM and TV stations, from Courier-Journal and Louisville Times Co., to Crosley Broadcasting Corp. Publishing firm sells all 1,500 shares common stock ($100 par) in WHAS Inc. to Crosley, wholly-owned subsidiary of AVCO Mfr. Corp., for $1,925,000. Crosley is licensee of WLW Cincinnati and WINS New York; permittee of FM stations WLWA Cincinnati, WLWF Columbus, and WLWD Dayton, and permittee of TV stations WLWT Cincinnati, WLWC Columbus, and WLWD Dayton. Firm is FM applicant in New York, and TV applicant in Indianapolis. WHAS is assigned 58 kw fulltime on 1090 kc. and is CBS affiliate. WHAS-TV is assigned Channel 9 (186-192 me).

KORC Mineral Wells, Tex.—Assignment of license from Radio Station KORC, partnership of Raymond W. River and Herman S. Bole, to Mr. River individually. Request states "incompatibility of partnership" as reason for Mr. River's acquisition of the one-third interest held by Mr. Bole. In consideration Mr. River assumes current liabilities, not identified. Pair were granted purchase of station in July by FCC. Mr. Bole was granted for $15,000 [Broadasting, July 12]. KORC is assigned 250 w, day, 1200 w at night.

KPRA Portland, Ore.—Assignment of CP for FM station from John C. Evans and Wilbur J. Jerman, partners doing business as Pacific Radio Advertising Service, to KWIJ Broadcast, Inc., operator of AM station KWJQ Portland. Moore, Evans and Jerman are 42.5% and 50% owners respectively of KWIJ. Total consideration for FM outlet is $26,310.77 with KWIJ assuming note of $3,290 and crediting sellers with paid in surplus totaling difference, $23,020.77. Mr. Jerman is president and Mr. Evans treasurer of KWIJ. Merger would effect economy of operation and better service, application said. KPRA is assigned Channel 238 (525 mc) with 3 kw.

WTUX and WTUX-FM Wilmington, Del.—Transfer of control through sale of 20 shares common stock (10%) by J. M. Frere in Port Frere Broadcasting Co. Inc., AM licensee and FM permittee, to Gordon Kenneth Macintosh and Howard B. Robinson who become 50% owner each. Mr. Frere sold his 20 shares, receiving his $200 down payment on stock, in October 1948, application said. Transfer request evaluated. Mr. Frere wished to retire. WTUX is assigned 300 w day and 1200 kw.

WHAS SALE

Total of Four Ask Approval

WHAS, WHAS-FM and WHAS-TV Louisville, Ky.—Transfer of control of WHAR Inc., licensee of AM and permits of FM and TV stations, from Courier-Journal and Louisville Times Co., to Crosley Broadcasting Corp. Publishing firm sells all 1,500 shares common stock ($100 par) in WHAS Inc. to Crosley, wholly-owned subsidiary of AVCO Mfr. Corp., for $1,925,000. Crosley is licensee of WLW Cincinnati and WINS New York; permittee of FM stations WLWA Cincinnati, WLWF Columbus, and WLWD Dayton, and permittee of TV stations WLWT Cincinnati, WLWC Columbus, and WLWD Dayton. Firm is FM applicant in New York, and TV applicant in Indianapolis. WHAS is assigned 58 kw fulltime on 1090 kc. and is CBS affiliate. WHAS-TV is assigned Channel 9 (186-192 mc).

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WAIT

CHICAGO

Announces the Appointment of RADIO REPRESENTATIVES, Inc.

As Their National Representatives EFFECTIVE IMMEDIATELY

WAIlT

5000 WATTS

Page 36 * October 18, 1948

BROADCASTING * TELECASTING
The only thing the Minneapolis Tribune missed... **KFYR's terrific coverage!**

**KFYR**

510 KC  5000 WATTS

NBC AFFILIATE

BISMARCK  NO. DAKOTA

---

**MINNEAPOLIS SUNDAY TRIBUNE**

**N. D. FACES ROSY FUTURE**

_Agricultural Output to Exceed Billion_

*By ED SHAVE_  
_BISMARCK, N. D.—An immense golden flood completely covers and sparkles on the vast farms and ranches of the booming Bismarck state. Total agricultural products being produced this year will be nearly $1,000,000,000. The 70,000 farms which make up the state will be well over $2,000,000,000.*

**EVERYONE OPTIMISTIC**

North Dakota's population is 545,000 and 270,000 live directly off the soil, with 90,000 of these less than 14 years of age. Yet the total purchasing power for 1947 was nearly $200,000,000 and income per farm unit was $12,500. North Dakota's per capita income is $1,678 which is almost tops for the United States. It is the highest of any agricultural state.

Income from wheat will total more than $300,000,000, barley and flax will bring $200,000,000, durum will be over $100,000,000, corn, rye, hay, sugar beets, and soy beans, will add an additional $125,000,000, with approximately $45,000,000 from potatoes.

From the green lush ranches to the markets will come livestock—beef, sheep, hogs, poultry—with a total value of more than $300,000,000.

Modern mechanized farming methods have made it possible for the Dakota soil to achieve this remarkable record.

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**October 18, 1948 • Page 37**
BIG BLOW is occasioned by eighth anniversary and renewal of Shell Oil Co.'s "Jack Horner's Corner" on KSTP Minneapolis-St. Paul and Northwest Network. Puckered up are (l to r) Roy Ruyle, Shell; Jack Horner, sportscaster, and Millar Robertson, KSTP sales manager.

EXCHANGING notes after premiere of American Assn. of Railroad's "Railroad Hour" on ABC are (l to r): Ken Burton, director; Clarence Goshorn, president of Benton & Bowles, agency handling account; Dinah Shore, guest star; Col. Robert S. Henry, AAR vice president and public relations director, and Jane Powell, guest star.

IT WAS A JOYFUL occasion when WMOB-FM Mobile, Ala. went on the air Oct. 7, with a broadcast headed by Dewey Long (l), general manager, and Mobile's Mayor Ernest McGinnis. WMOB is an ABC affiliate and a Nunn station. WMOB-FM is on Channel 248 (97.5 mc) with 8.8 kw.

SPONSOR Ted Koppleman (second from r), president of Lackawanna Pants Co., greets his talent, Maestro Guy Lombardo (second from l), with Jack Nedell (l), WGBI Scranton, and Herb Gordon (2r), Frederick W. Zir Co. Lackawanna sponsors Zir's Lombardo package show on WGBI.

CLASSIC Spanish tradition dominates the architecture of KDB Santa Barbara's new home. Formal opening of the new headquarters of the Don Lee station was held Oct. 16. KGB Chief Engineer Forrest Choate supervised work.
An alert Station needs lots of remote amplifiers

... not only that, but several types of remote amplifiers. The Collins line of remote amplifiers includes models to meet all requirements of AM and FM stations.

Collins 212Y Remote Amplifier

The Collins 212Y single channel a-c operated remote combines small size and light weight with high fidelity. Careful engineering design has produced an extremely compact, completely accessible unit suitable for dance orchestra and newsroom pickups, sports broadcasts, and other applications where fast set-up is necessary. The low cost of the 212Y suggests its permanent installation at points where pickups are made regularly. One high fidelity channel is incorporated, which operates from a low level velocity, dynamic or other self-generating microphone. Because of its simple installation and operation, the 212Y can be handled by non-technical personnel. Provision is made for battery operation in conjunction with a Collins 412C-2 battery box, available at extra cost.

Five WMT engineers and the Collins remote equipment with which they covered the Iowa Dairy Congress. Left to right, M. Pawliko, Frank Maxmter, WMT Chief Engineer George Hixenbaugh, Edwin Updegraff, and Dean Harger. The remote equipment consists of 3 Collins 122’s, 3 Collins 212Y’s, one Collins 212U, Western Electric microphones, and batteries.

Collins 212U Remote Amplifier

The Collins 212U two-channel a-c operated remote consists of a 212Y and a Collins 60H mixer. Both units are mounted in a single aluminum cabinet furnished with a carrying case with handle and shoulder strap. The mixing controls are ladder type attenuators, having db calibrations on the front panel. The master gain is the volume control on the 212Y. Because it has two high fidelity channels, the 212U provides opportunity for the services of a separate technician. It also can be battery operated with a 412C-2 battery box and interconnecting cable.

Collins 60H Remote Mixer

The Collins 60H two-channel remote mixer is available for stations already owning Collins 212Y remote amplifiers which they wish to convert into 212U’s. It consists of a mixer chassis in an aluminum cabinet which has an opening for the insertion of the 212Y amplifier, and is supplied with a convenient canvas carrying case with handle and shoulder strap. The 212Y slides into the 60H case exactly as it does into its own case. A built-in plug and socket make the connection as the amplifier is installed in the mixer case.

The 12Z is a prime example of Collins design ingenuity, quality and efficiency. Advanced engineering has combined four input channels with individual controls, a master control, an a-c power supply, and a self-contained battery power supply in one easily carried unit. The program is protected against a-c failure by automatic, instantaneous change-over to battery operation. When a-c power is restored, the 12Z may be put back, also instantaneously, on a-c. Input impedance of 122-2, 30/50 ohms; 122-3, 200/250 ohms. Otherwise the two are identical.

These remote amplifiers are pictured and described in greater detail on pages 17 to 24 of your Collins Broadcast Speech Equipment and Accessories book. If you haven’t a copy, buy it means write us for one.

FOR BROADCAST QUALITY, IT’S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 16, N. Y. 458 South Spring Street, Los Angeles 13, California

BROADCASTING • Telecasting

October 18, 1948 • Page 39
KOWL GETS WISE TO LISTENERS

New Station Caters to Minority Groups

- Of Coast's Tremendous listenership

THERE may be little new under the radio sun, but programming for audience appeal is still a good bet for a new station in a well established market.

KOWL Santa Monica, Calif., went on the air just about a year ago, already confronted by many older and well established stations. After study, Art Croghan, president and commercial manager, decided there was only one doing any foreign language programming and none aiming at Negro listeners.

Starting first with an appeal aimed at those who spoke Spanish, Italian and Yiddish, he established daily programs for those groups; for the German and Scandinavian segments weekly programming was set in motion. In about six months, he decided to do something for the city's 380,000 Negroes.

Music seemed a likely format, but the question of who should do it remained. One of the station's salesmen brought up the name of a Joe Adams. He had been assistant to Al Jarvis, disc m.c. on KLAC Hollywood, for 15 monhs. Joe Adams had also been working with Bill Anson, another jockey on KFWB Los Angeles, and had been connected with Wings Over Jordan.

Mr. Adams was the first Negro man to mount the disc microphone in Los Angeles with his own program. Negro newspapers in Los Angeles heralded the event with considerable publicity for KOWL and Disc Jockey Adams.

Starting with an hour six days a week, he played live, sweet and hot plus bebop, with guest appearances of musicians, white and Negro. After a couple of months on the air, Mr. Adams asked his listeners to call in and advise whether they wanted more sweet or more hot. The switchboard clocked over 400 calls.

To prove the commercial pull the program had, the station obtained three $4 packets of cosmetics and three albums for prizes. Only women called "Name That Tune" sung by a male vocalist. Only men could answer the mystery tune sung by a female vocalist. After three days and 2,800 phone calls the phone company interceded, with regret, because of the burden caused on the exchange.

Commercially, the program has enjoyed the support of several sponsors, the most prominent of whom is "The Smiling Irishman," used car dealer. He reported an increase of 45% in his sales immediately following start of one quarter-hour across the board. Of this number 16% were white customers.

Other advertisers have included Milani Foods, PDQ gasoline, Hollywood Race Track and Los Angeles Dons, professional football team.

HABITS OF FARMERS STUDIED IN SURVEY

AN INDEX to habits of Iowa farmers has been provided in a survey by the Iowa Poll of Des Moines, indicating that 62% retire by 10 p.m. during winter and 71% by that hour during the remainder of the year. Henry J. Kroeger is director of research for the poll.

It was revealed that 97% of the farmers arise by 6 a.m. during spring, summer and early fall. During these seasons 68% of them get to bed between 8:30 and 10 p.m. During the winter months, 85% get up between 5 and 7 a.m.; only 1% are up before 5 a.m. Seventy-two percent are in bed during the cold weather between 8 and 10:30 p.m. Only 4% retire in the 7-8:30 p.m. period during winter.

Breakfast is served for 90% of the farmers, during the spring, summer and early fall, between 5 and 7 a.m. Only 1% have their breakfasts before 5 a.m. During the winter, 85% eat breakfast during the 6-8 a.m. period; 7% between 5 and 6 a.m.

FOR COVERAGE

- Over a million people in 79 counties of Georgia, South Carolina and Florida.
- 3½ times more people than any other station in this market.
- A $557,206,000 retail sales area.

WSAV

BROADCASTING  Telecasting

It's 630 in Savannah

630 kc. 2,000 watts full time

Rebroadcasted by Hollingsworth

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TWICE the nighttime coverage and 20% greater daytime coverage...the result of WMBD's new AM transmitting equipment and new transmitter location, plus increased power to 5000 watts at night.

NEW! 20,000 Watt FM Facilities

Tremendous listenership bonus for advertisers beyond the new AM coverage at NO EXTRA COST. New FM equipment and a 20,000 watt power give WMBD listeners complete duplication of every AM broadcast.

Dominant Voice in One of America's Top Markets

Sales Management's Survey of Buying Power (May, 1948) shows PEORIAAREA even RICHER than ever before...with effective buying power at a new all-time high.

WMBD alone keeps pace! Newest, tallest structure in Peoria is the 450 ft. AM-FM tower. Also ready are 3 new 175 ft. AM towers and new AM and FM transmitters. Practically completed are WMBD's new theatre, studios and offices — the most modern in the Mid-West.
Your advertising over CFRB now broadcast on 50,000 watts!

On September 1st Radio Station CFRB, Toronto, increased its power fivefold—bringing a new high in good listening to CFRB's vast audience—presenting a new high in potential radio homes to CFRB's advertisers.

CFRB, broadcasting over its completely new high-powered 50,000 watt transmitter, is now the most powerful independently owned station in the British Commonwealth.

Now more than ever before CFRB is your No. 1 buy in Canada's No. 1 market.

Representatives:

UNITED STATES: Adam J. Young Jr., Incorporated
CANADA: All-Canada Radio Facilities Limited
THE REPRODUCTION of television broadcasts in theatres, hotels, dance halls, taverns and other public places can be legally stopped, according to an article in the September issue of Columbia Law Review.

Titled, "Unauthorized Use of Telecasts," and written by David M. Solinger, New York attorney representing a variety of interests in radio and advertising, the article presents a thorough analysis of the rights of TV broadcasters in the material they broadcast and the legal methods by which those rights may be protected.

"To obtain relief from a court of equity, a litigant must demonstrate that he has some sort of a right which the court will recognize," Mr. Solinger writes. "Where such a right exists, the unauthorized use of a television broadcast can be restrained."

"With few exceptions," the article states, "television programs consist of material in which the telecaster has an absolute property right, such as statutory or common law copyright. The exceptions are news events and material in the public domain. (Even such programs are not exceptions if they include any copyrighted songs or commercials.)" Where the program is a news event or contains only material in the public domain, the telecaster may, nevertheless, have an absolute property right in the telecast itself, resulting from the blending of various skills and intellectual efforts.

INS Case

"It is only where the telecaster has no one of these absolute property rights," Mr. Solinger continued, "that recourse must be had to the kind of quasi-property right recognized in the International News Service case. [In this case, the Supreme Court joined INS from transmitting to its Western papers news collected by AP and published earlier by AP members in the East.] Where he has lost his property right by publication or dedication, but seeks to limit its effect by attempting to impose a restriction on the use of the telecast, the equitable servitude doctrine is available. [An example of "equitable servitude" is the opening and closing announcement of some telecasts that the programs broadcast over their facilities are for home reception only.]

Despite the appeal of such slogans as "freedom of the air" and "no property right in the news," Mr. Solinger points out that "it is difficult not to react with sympathy to the claim of a promoter of an event or of the parties who create a television broadcast that, since they are responsible for originating it, they alone should control its use—subject only to the general supervision of the courts to make sure that no vital interest of the listening public is injured."

While "untraditional," this approach is in line with "a growing tendency in the courts, particularly with respect to the broad field of so-called 'trade relations,' to ignore the standard labels and to grant relief where it seems warranted, regardless of whether the facts fit some recognized legal cubbyhole," Mr. Solinger says.

Protection Means

Television broadcasts may be protected against unauthorized use by legal devices, such as copyrighting a piece of music and using it on all news and public domain programs, or by special legislation, he points out. But, he adds, "neither devices nor legislation should be necessary. The courts have at their disposal the tools necessary to resolve whatever conflicts of interest may arise and, without injury to the public, to protect and foster the new and growing television industry, which already promises so much to the economic and social development of the nation."

UNESCO Elevates Hanna To New Paris Assignment

ELEVATION of Michael R. Hanna, general manager of WHCU Ithaca, N. Y., to the post of public relations consultant to the United Nations Educational, Scientific and Cultural Organization's Radio Program Committee, was announced in Washington last week. Announcement came after Mr. Hanna had confered with Julian Huxley, UNESCO director general, and State Dept. officials.

Mr. Hanna, originally named to represent American broadcasters in Paris Oct. 23-Nov. 3 at a meeting of a special mass communications group set up by UNESCO [Broadcasting, Oct. 11], will leave for the French capital late this month. In his new capacity he will advise representatives of radio from 18 member nations in their planning for a world-wide, free flow of information as a basic international movement for world peace.

Harry B. Read, Partner in KWRO Coquille, Dies

HARRY B. READ, 66, founder of KOIN and KXL Portland, and a partner in the new KWRO Coquille, Ore., died Oct. 9 of a heart attack. KWRO will start service within a month, according to Walter L. Read, son of Mr. Read and partner in the station.

Harry Read originally moved KQP from Hood River, Ore., to Portland and changed the call letters to KOIN. Relinquishing KOIN in 1926, he founded KKL the same year. Messrs. Read opened KSLM Salinas in 1934 and also controlled KGOs Coos Bay. In 1936 Harry Read gained control of KSLM and Walter Read gained control of KGOs. Glenn E. McCormick now is chief owner of KSLM while Sheldon F. Sackett heads KGOs.

French TV Tube

A NEW television tube of extremely high sensitivity and very low grain has been developed in France, according to Volney D. Hurd, Paris correspondent of the Christian Science Monitor. Developed by Henri de France, the tube, under the name of Enoscope, separates the phot-electric and secondary emissions of the mosaic by using a special plate with metal on one side and mica on the other. The tube is reported to weigh only six pounds and costs $600 to make. With the tube, 1,000-line video is reportedly possible due to the low grain.
How is Your Sales Picture in Nashville?

Just pretty good? Then let WSIX pep it up. Dozens of national, regional and local sponsors, who buy WSIX year after year, have proved that WSIX does a real sales job in its 60 BMB counties. Here 1,321,400* people, spending $654,888,000* in retail stores, make a rich potential market for your products. That's where WSIX can help your sales picture!

* Projected from Sales Management, May '48

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

National Representative: THE KATZ AGENCY, INC.
Television Heads Agenda
For CBC Board Meeting

TELEVISION will be major subject at meeting of board of governors of Canadian Broadcasting Corp. Oct. 27-29 at Ottawa. At its May meeting the CBC board announced, after denying a TV license to CHML Hamilton, that it would hear applicants and be prepared to make recommendations for TV licenses at its first meeting after Oct. 7.

License to CHML was denied because Hamilton has had one TV channel assigned to it, and CBC wants to retain this for its own station. There are three channels assigned to Toronto, one of which will be retained by CBC, and there are at least four applicants for the other two, including CFBB and CKEY, both Toronto, Al Leary, former part-owner of CHUM Toronto, and the Rank Theatre interests.

In Montreal there are four channels assigned, of which CBC is expected to take two, one for French and one for English programs. CKAC and CFCC, Montreal stations, are applying for the other two channels.

ARRANGEMENTS for third year of sponsorship of Western Kentucky State College football games by Barnard & Walk er Real Estate Agency over WLIB Bowling Green, Ky., are completed by Ken Given III, station manager, who play-by-play, and Mr. Barnard, president of Barnard & Walk er. Games also will be carried on WSQ, FM affiliate of WLIB.

WIBAT Lake Worth, Fla., received a Distinguished Service Award "for meritorious service during the storm emergency of Sept. 21 and 22, 1948," from the American Red Cross and the American Legion Disaster Organization. Award was presented to staffers at special luncheon meeting by Lake Worth Kiwanis Club.

Lottridge Is Partner
In Production Firm

Former WOC Head Also Named To Staff of KSTT Davenport
HERENDEN-LOTTRIDGE Productions Inc., a Chicago-New York firm specializing in installation and operational plans for television as well as radio and FM, has been formed, according to Burry Lottridge, former vice president and general manager of WOC Davenport, Iowa.

At the same time A. M. McGregor and Hugh Norman, owners of KSTT Davenport, announced that Mr. Lottridge, a resident of Davenport, had been named to the executive staff of the station. He will assist in supervision of programming, sales and general station operations. Mr. Lottridge plans to retain his residence in Davenport for the present.

Chicago office of Herenden-Lottridge Productions at 37 W. Van Buren St. will be in charge of Mr. Lottridge, who has been in radio since 1924. He had held the WOC vice presidency and general managership for nine years before his resignation.

Mr. Herenden, who has been identified with AM production and operations since 1927, will direct the firm's New York office at 113 W. 42nd St. He entered the field of TV direction and production in 1947, following a career as play-wright, composer and lyricist since 1914.

NBC Stresses UN Theme
In Programs This Week

THE THIRD annual observance of United Nations Week, sponsored by NBC and the American Assn. for the United Nations, was launched yesterday. A six-day celebration, part of which will be broadcast, is scheduled for Rockefeller Plaza, New York.

Band and choral concerts, folk dancing and other programs concerning the work of the UN will be featured. Ceremonies will be broadcast Monday through Friday by NBC (excluding WNBC New York) from 12:15 to 12:30 p.m.

In addition to carrying these broadcasts of the New York celebration, NBC will devote all sustaining programs in public affairs and education to UN themes. Also many top entertainment shows on the network will insert UN messages.

Yes Campaign

A HIGHLY intensive local advertising campaign will be launched this month in 15 markets east of the Mississippi for Yes facial tissues, according to Robert Mon teth, vice president of Personal Products Corp., Milltown, N. J. (Yes tissues). The radio spot campaign began Oct. 15 on approximately 46 stations in 13 markets. The 26-week contracts were placed by BBDO, New York.
Beginning Monday, October 11th, WBAL-TV added an afternoon schedule, Monday thru Friday, beginning at 12:00 Noon, consisting of live broadcasts, news and transcribed programs with appropriate pictures.

"Hi-Jinks", all star noontime variety show is now broadcasting simultaneously on WBAL and WBAL-TV on Monday, Tuesday and Thursday. Wednesday and Friday telecasts will be added soon. "Television Matinee" continues Monday thru Friday from 4:00 to 5:00 p.m.

Other afternoon features include "Calvalcade of Hits", "Melody Matinee", "Cathedral Hour" and "Rendezvous with Rhythm".

On Saturday afternoons WBAL-TV telecasts the NBC football game of the week, and on Sunday afternoon, the Washington Redskins games.

In addition to NBC programs WBAL-TV telecasts local live studio features including "Song Shop", "Album Review", "Television Talent Hunt", "It Pays to Look", "Paul's Puppets", "Look and Cook", "Know Your Symphony", "Baltimore's Opportunities", "Fixit Shop", "Listen Motorists", "America's Songs", "Silhouettes in Song", "Let's Look at the News", "Looking at Sports", "Open House" and "Photography Can Be Fun". Film features include "Sports Album", "Touchdown" and "Wild West Theatre". Comment programs are conducted by Dr. David E. Weglein, and former Mayors Theodore R. McKeldin and Howard Jackson.

IN BALTIMORE

WBAL and only WBAL
OFFERS BOTH!

The Greatest Shows in Radio and Television are on WBAL and WBAL-TV

NBC AFFILIATE—Nationally Represented By Edward Petry Co.
IN BALTIMORE

WBAL

and only WBAL

OFFERS BOTH!

The Greatest Shows
in Radio
are on WBAL

1090 Kilocycles • 50,000 Watts
NBC Affiliate

The Greatest Shows
in Television
are on WBAL-TV

32,600 Watts (Effective Power)
Channel 11 • NBC Affiliate

WBAL and WBAL-TV • 2610 North Charles Street • Baltimore 18, Md.
Some of the Growing List of
LOCAL and NATIONAL Advertisers who use

BOTH WBAL and WBAL-TV

ARROW BEER
Globe Brewery, Inc., Baltimore, Md.

MAXWELL HOUSE

Chesterfield

REM

S. N. Katz
JEWELRY STORES

Martin J. Barry
LINCOLN & MERCURY DEALERS

KOESTER'S BAKERY

JELLO

BULOVA

Swift & Company

Lucky Strike

Hutzler Brothers Co.

KRAFT

Athey's PAINTS

The University Motor Co.

Burke-Savage Tire Co.

Arrow Beer

General Electric

Firestone

Esso

Jelly

Maxwell House

Bulova

Swift & Company

Lucky Strike

Hutzler Brothers Co.

Kraft

Athey's Paints

The University Motor Co.

Burke-Savage Tire Co.

Broadcasting • Telecasting

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The '49-ers

SHOULD radio launch an all-inclusive exploitation campaign to combat the hard-hitting sales activity of the printed media?

When the idea was pushed by Murray Carpenter, WPOR Portland, and former chief time-buyer of Compton, we got on it fast. There was spontaneous approval at several subsequent first-stating meetings of the NAB, too.

Because broadcasters, like most mortals, are gregarious, and usually vote together when together, we thought a more penetrating study should be made. In this issue we publish the first segment of a Broadcasting Trends study on an all-radio promotion campaign.

In a phrase, the answer amounts to a rousing: "Hell, yes!"

Only 5% of the panel of broadcasters (and it's a cross-section, by station class and geographically) voted no. Nearly half want the campaign to cover all three media—AM, TV and FM. Most want funds raised through NAB assessment, or a part of NAB's budget.

The survey yields answers within answers. There are clues for the NAB itself and how it might best revise its functions. But, most important, there's proof that broadcasters are thinking with wider sales objectives.

Mr. Carpenter, who is not one to dilly-dally, made his own survey among advertisers. He found that radio ran a poor third in soliciting small local advertisers [Broadcasting, Oct. 11].

It's clear to us, based on the Broadcasting Trends survey, that radio can raise a million-dollar budget, which would amount to about 0.2% of time sales last year, and about 0.001% of the time given away to free-ride advertisers on the razzle-dazzle telephone quizzes.

The NAB board meets next month in Washington. Most of the evidence is in, as the lawyers say. The machinery is a matter of mechanics. The bonanza days are over. It takes hard-rock digging. '49 can be made a big banner year for radio. One million judiciously spent in exploitation will get you a hundred million in business.

It's the Law

IN EFFECT, if not in fact, the Supreme Court's refusal to intervene at this stage of WSYA Rochester's anti-trust suit against the networks (see story this issue) is an affirmation of network radio's business way of life. Aside from the other phases of the suit, it seems reasonable to believe that interminable dickering and confusion would result—and that no one would gain—if every affiliate should have the right to fix the rate which network advertisers shall pay.

Whatever trial of the full case may show, the U. S. Second Circuit Court of Appeals seems to be in sound business grounds in holding, in the decision which the Supreme Court refused to upset, that a station has "no inherent right to set its own rate to an advertiser as a matter of respect to use the facilities of the network." Indeed, the Court said, such control by a network "would seem to be at least desirable" for several reasons, including "a more reasonable distribution to every station of the income which the network as a whole may receive."

In any event, until modified or reversed, that is the law of the land.

If Elected, I'll . . .

THE ELECTIONS have two weeks to go. The ether waves have sagged under the weight of the political oratory. The dire forebodings about liberal and slanted local networks and stations happily haven't developed. There have been desultory complaints here and there.

We suspect the action of the House Select Committee to investigate the FCC has had much to do with changing the political radio scene. For the timely action of the Harness Committee neutralized the mischief that could have been provoked by the so-called Fort Huron decision.

So far, the national electioneering has been on an unusually high plane. More ingenuity has been used in the programming. The American Federation of Labor program last Thursday on WCAC, the local cut-ins in more than 100 cities, is an innovation that can be expected to be emulated in future national campaigns. A practical broadcaster—Morris Novik—devised the plan. Dramatizations on the air, which caused pandemonium in the elections of other years, are being conducted without reccrimination—and without violation of the NAB code.

Some rather strange things are happening. At Cincinnati a week ago, President Truman said, in shutting off an oath: "I would of course like to have it continued but you know this radio time is paid for—we want the full benefit from our investment."

That broadcast was sustaining on WRC (TDK full-time), WRC and WCPO.

Why was it carried free, when it was an out-and-out political broadcast? We're told that WRC first approached local labor groups to buy the broadcast. They said they had no money. WRC then decided to carry it as a public service. The other stations followed suit, and the Democrats got a nice free ride.

That's a vibrant, wholesale example of the meaning of a free, competitive radio.

Ubiquitous TV

ON LAND, on sea, and in the air! That epitomizes television's rapid advance.

All within one week—last week—TV hit the rail, when the B & O installed a receiver on one of its crack trains (and telegenic Commissioner Frieda Hennock did the dedicatory speech). We also learned that a receiver was installed on one of its Chicago-Washington non-stop planes, and Westinghouse Stratovision sprayed the last and decisive game of the World Series from its "sky hook" plane.

The preceding week national publicity was given to an enterprising Milwaukee motorist who installed a TV receiver in his car. To the accompaniment of imagined crushed fenders, head-on collisions, and traffic nightmares, newspapers editorially pleaded that the manufacturers perish the thought.

These developments indicate the manner in which TV has captured the fancy of the public—and the press agents. It was 1930—a decade after standard broadcasting started—before automobile receivers were developed. The railroads took another ten years before they installed sets in club cars. There was talk of "sky hook" aerial radio in those early days, but it took Stratovision to prove its technical feasibility. Now that Westinghouse and the Martin airplane people have Stratovision, the only question that remains is how to apply it practically to the public's benefit.

We cite these developments in TV as further proof that—freeze or thaw—television can't be stopped.

Our Respects To—

VICTOR CHRISTIAN DIEHM

URING the 1947 NAB Convention in Atlantic City, Vic Diehm rose gingerly from his seat and proceeded to give NAB President Miller and delegates his views on the pressing code issue. He had been in radio 19 years and he spoke, he said, as a 250-watt—"the kind of station the Commission evidently loved because, like the Lord and poor people, they made so many of them."

"I am at WRAW Reading, Pa.," he added: "I realize it is as hard to fit a code to the entire industry as it is for a tailor to fit my 240 pounds into a suit."

For the past 10 years Mr. Diehm has been in demand as a toastmaster and raconteur. Harry Bannister, WWJ Detroit manager, reportedly calls him the best story-teller in radio, which is not to detract in any measure from NAB's own Harold Fait.

There is every evidence, too, that Mr. Diehm's colleagues in the industry, and particularly at WAZL Hazleton, Pa., of which he is general manager, hold him in equally lofty business esteem. In fact, last Aug. 9 the station, his many friends and the city's department stores set aside a week to tell him so. They saluted Mr. Diehm on the occasion of his 29th year in Pennsylvania radio (16 of them at WAZL) with a deluge of congratulatory wires, letters and store placards.

The tribute was literally fitting. Victor Christian Diehm was born of Pennsylvania Dutch extraction at Sparrows Point, Md. His mother and father both were born in Pennsylvania, and his mother's people came over from Germany prior to the Revolutionary War.

Mr. Diehm was graduated from Sparrows Point High School in 1920. He entered the U. of Maryland Law School, finding time also to study violin at the Peabody Conservatory.

Mr. Diehm's first taste of radio was uneventful—he did some programs on WCAO Baltimore, but soon left to travel with a vaudeville circuit for about a year. In 1927 he returned to Baltimore where he directed his own dance band on WCAO. He also made a series of stage appearances in Baltimore and vicinity.

The beginning of his two decades in radio found Diehm was not being facetious. He said, "I would not be likely to forget his initial experiments in radio even if time could blot out that anniversary phase today. He recalls that at WRAW he sold the Musical Clock, which was the first permanent program, arranged musical selections for air use and even collected the money.

Another 1928 experience is still fresh in his (Continued on page 50)

BROADCASTING • Teletcasting
You'd think John Milton had us in mind when he wrote "such sweet compulsion doth in music lie." For in their constant programming of the music people love is the sweet compulsion that keeps more than half a million New York families pretty constantly tuned to WQXR and WQXR-FM. No other station reaches them so compellingly. And because they are families that love good things as they love good music and can afford them . . . advertisers find them a most inviting segment of this biggest and richest of all markets. Can we help you to something sweet in the way of more sales compulsion?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES
Mr. Diehm's hobbies are fishing and pinochle—flavored with a yarn or two, of course.

Syracuse, U., 1928, is a Reading girl. The Diehms have two children, Elizabeth Anne, age 8, and Victor C. (Buddy) Jr., age 4.

First because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock. BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.

affiliated with AMERICAN BROADCASTING CO., INC.

LONE STAR CHAIN

Represented by TAYLOR-BORKOFF & CO., INC.

Respects (Continued from page 48)

memory. He reconstructed from Western Union ticker reports on the Hazelton-Reading basketball championship game. Mr. Diehm managed to play the first quarter in about five of the required eight minutes and WRAW's telephone began to jingle incessantly. Irate fans were screaming. Reading was behind and it appeared the local boys were being cheated. Thereafter Mr. Diehm kept an eye on the clock to maintain a semblance of correct timing. Where the visiting team might have stalled, Mr. Diehm himself ad-libbed through the remaining three quarters.

The fact that the telegrapher was not too familiar with his duties and therefore furnished few details, was small balm to the harassed Pennsylvania Dutchman. Nor would he be likely today to claim a distinction—that of doing one of the first ticker recreations on sports events.

Mr. Diehm later left WRAW but not Pennsylvania. From 1928 to 1932 he was associated with WQAL, Lancaster; and with WDRK, York, Pa. He assumed the managership of WAZL in December 1932 and has been its manager ever since it went on the air.

Mr. Diehm became associated in ownership of WAZL in 1946 and in that of WMGW Meadville, Pa., in 1947. He is also vice president of Meadville Broadcasting Service Inc., WMGW licensee.

Ardent Civic Worker

There is still another side to the amazing Mr. Diehm. During the past 20 years he has been an outstanding civic worker—and has proven a successful one, too, when money matters arose. He is the only person to have been elected three successive times as president of Hazelton's Chamber of Commerce; he has headed community Chest, Red Cross and YMCA drives with repeated success; and last year he spearheaded a civic campaign to raise $10,000 in cold cash within three weeks. Its purpose was to house the newest local industry—The Electric Auto Lite Co.

During the war years Mr. Diehm served as a member of the Pennsylvania State War Bond Speakers Committee. Recently he was chosen a member of the radio committee for "Pennsylvania Week."

Some of Mr. Diehm's other distinctions are noteworthy. He has served as exalted ruler of the Elks Lodge, trustee of the state's Northeastern District Elks Assn., president of the Kiwanis Club, lieutenant governor and governor of the Pennsylvania District's 120 Kiwanis clubs. In addition, he belongs to the I. O. O. F., and P. O. S. of A., and Masonic lodges.

Mr. Diehm was married in 1936 to Hazel V. Loose at the Little Church Around the Corner in New York. Mrs. Diehm, a graduate of

TV Policy of CBS Outlined at Dallas

TELEVISION took top place in discussions of CBS executives with network affiliates at Dallas Oct. 10 and 11.

Joseph Ram, CBS executive vice president, clarified the network position with respect to contractual relations with stations as they acquire television construction permits. CBS plans to supply kinescope recordings to affiliates until coaxial cable can feed Southwestern outlets direct, he said.

Others from CBS who flew to Dallas from New York for the meeting, covering CBS District 8 (Texas, Oklahoma and part of Louisiana), were: Herbert Akerberg, vice president in charge of station relations; John Karol, sales manager, and William Lodge, vice president and director of engineering.

Kenyon Brown, president and general manager of KWFT Wichita Falls and CBS director for the district, presided. Affiliate representatives included: Clyde W. Rembert, KRLD Dallas; B. F. Orr, KTRH Houston; Troy McDaniel, KGBS Harlingen; George Johnson, KTSB San Antonio; Joe Bernard, KOMA Oklahoma City; John Essau, KTUL Tulsa; J. C. Kellam, KTBC Austin; Henry Clay, KWKH Shreveport, La.; Bill Hughes, KEYS Corpus Christi, and H. V. Anderson, KLOU Lake Charles, La.

The New York group visited the State Fair of Texas Tuesday afternoon before flying back.

Alaska Sportscasts

TIDE WATER Assoc. Oil Co. completed arrangements last Tuesday for Alaska Broadcasting Co. to air the top Pacific Coast football games over five Alaskan stations, Harold R. Deal, manager of advertising and sales promotion for Tide Water, announced. The live broadcasts will be carried by KFQD Anchorage, K F R B Fairbanks, KINY Juneau, KIBH Seward and KTKN Ketchikan.

Get in the Know - Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales goes are the result of your WAZL spent advertising dollar. For further information contact Vic Diehm, sft. WAZL or Robt. Meeker Assoc., 521 Fifth Ave. New York City.
CAAB Hears Top Executives of CBS
Video on Agenda of Board's Minneapolis Meeting

ADDRESSES by network executives featured the meeting last Wednesday of District 7 of the CBS affiliates advisory board at the Radisson Hotel, Minneapolis. William B. Quarton, general manager of WMT Cedar Rapids, Iowa, and director of District 7, presided at the meeting at which a general discussion of radio and television was held.

CBS executives who attended the meeting were Howard S. Meighan, vice president and general executive; Hubbell Robinson Jr., vice president and director of programs; William B. Lodge, vice president and director of engineering; Earl Gammons, vice president and director of CBS Washington office, and William Schudt, director of station relations.

The 17 stations of District No. 7, CAAB, represented at the meeting included: KDAL Duluth, Dalton LeMaurier, general manager, and Odin Ramsland, commercial manager; KFAB Lincoln, Neb., Harry Burke, general manager; KEF Wichita, Frank Webb, general manager; KGO Mason City, Iowa, Herbert Ohr, general manager; KILO Grand Forks, N. D., Elmer Hanson, general manager, Robert Ritter, owner; KLZ Denver, Hugh Terry, general manager; KMBC Kansas City, Mo., Arthur Church, president; KOLT Scottsbuff, Neb., Les Hilliard, owner; KOTA Rapid City, S. D., Robert Dean, president and general manager; WMT Cedar Rapids, Iowa, William B. Quarton, general manager; KSCJ Sioux City, Iowa, Gene Flaherty, manager; KSJB Jamestown, N. D., John Boer, president; KSO Des Moines, Kingsley Murphy, owner; KSDM Sioux Falls, Austin Harrison, owner; KTTS Springfield, Mo., G. Pearson Ward, general manager; KVOR Colorado Springs, Everest Shupe, station manager; WIBW Topeka, Ben Ludy, general manager.

FM Network in Michigan Has 4 FM, 7 AM Outlets
THE MICHIGAN FM Network has been expanded to include four FM and seven AM stations. Move is part of a general expansion plan designed to link most of the state's major cities, Edward F. Baughn, vice president and general manager of WPAG and WPAG-FM Ann Arbor, key network station, announced.

Included in the network are WUOM-FM Ann Arbor, U. of Michigan station; WBCK Battle Creek, WIFB and WHFB-FM Benton Harbor, WGRD Grand Rapids, WMUS and WMUS-FM Muskegon, WILS Lansing, WKNX Saginaw and WPAG-FM Ann Arbor.

If you're a Democrat, a Republican, or a radio advertiser, you won't be much interested in the returns from Ballot (Ky.)! Like so many others, this little Kentucky community doesn't carry much weight — politically or economically.

But, Gentlemen, down here we do have one superb constituency—the Louisville Trading Area. Here in one concentrated district there's more business than in all the Ballots (stuffed or otherwise!) in the State put together! Hence this is where WAVE does its exclusive, year-round campaigning.

Yessir, if you want a landslide of sales in Kentucky, you'd better mark a big X for WAVE. It's the people's choice, and it ought to be yours!
KT LA BREAKS DOWN ITS RATE STRUCTURE

BREAKING down its rate structure to include three types of time, KT LA Hollywood outlet of Everest Television Productions Inc., will start new card effective Nov. 1, according to Klaus Landsberg, firm's West Coast director.

Class A time will be from 6 p.m.-11 p.m. except Saturdays and Sundays when it will start at 12 noon. Class B covers 5-6 p.m. period Monday through Friday; all other time is Class C.

Although new rates start Nov. 1, present clients are protected for 26 weeks. New clients signing for 13 or 26-week periods prior to deadline will be similarly protected.

Station's first rate card issued in early 1947 called for basic hourly rate of $400. New card has basic hourly rate of $500 for an hour of programming in Class A, basic rate for an hour of live programming under Class B is $387.50, while C calls for $300 per hour. Added frequency discounts are extended to clients sponsoring more than 52 time periods in a consecutive 12-month period.

U. of Tulsa Initiates Radio Practices Course

PROFESSIONAL radio practices were stressed in a symposium of five special lectures offered Oct. 6-18 for radio majors at the U. of Tulsa, John T. Keown, production manager of the university station, KWGS Tulsa announced.


CAB to Ottawa

CANADIAN Assn. of Broadcasters will move its headquarters from Toronto to Ottawa on Jan. 1, it was decided following the meeting of the CAB board of directors held at Toronto Oct. 9-10. A small office will be maintained at 80 Richmond St. West, Toronto, for the advertiser service operation of CAB. Secretarial offices will move to Ottawa to 108 Sparks St., where General Manager Jim Allard and CAB's Radio Bureau are located.

THOMAS R. (Ran) WATKINS has been appointed sales manager of MBS as account executive.

JOYCE BURCHIMER has been appointed sales manager for the Inter-collegiate Scout. System. Her headquarters will be at organization's Columbia, U. of New York.

BARTY MOLY, commercial manager of CKRM Timmins, Ont., has joined Northern Broadcast Sales, Toronto, as an executive. He was formerly with CRK Winnipeg, CJIC Sauls St. Marie, CKVR Kingston, and CHBC Peterborough, Ont.

DOUG MANNING, formerly of CJDL Kirkland Lake, Ont., has joined commercial department of CKGM Timmins. Keith THOR has joined sales staff of CKM.

STU LOYST, formerly of CHEX Peterborough, has joined sales staff of CKWS Kingston, Ont.

DON OAKES, formerly of sales staff of CFCF Calgary, has been appointed sales manager of CKRM Regina, succeeding BRUCE PIRIE who has become sales manager of CRKC Winnipeg.

DAN HOOD, formerly with KROC Rochester, Minn., has joined staff of KCMJ Palm Springs, Calif.

FRANK G. KING, for past two years Western division sales manager, has been appointed sales manager of KTVY (TV) Los Angeles. Prior to joining CBS Mr. King was with N. W. Ayer & Son, Detroit, on Plymouth Motors account.

G. W. BURROWS, former time buyer of McGlin Adv. Ltd., Montreal, has joined All-Canada Radio Facilities, Ltd., as representative of program division.

JOE MORRIS, former announcee of WMAK New York, S. C., and KBWE for WTNDR Orangeburg, S. C., has been appointed commercial manager of WBLY Hartley, Ga.

WEED & Co., New York, has been appointed to service WATT and WATV (TV) Newark, N. J.

C. GILMAN JOHNSTON, Chicago Radio Sales account executive, has been transferred to KMOX St. Louis as national sales manager.

GEORGE ISAAC, former commercial manager of WICN Chicago, has been appointed commercial manager of WICN Chicago. Isaac was former radio director of Lord & Thomas.

GLEN W. TRAVIS, former commercial manager of KTIM Hayworth, Tex., was resigned to join KMUS Muskogee, Okla., as commercial manager. ROBERT T. NOLAN, also member of sales staff of KMUS, will assist Mr. Travis in his new duties at KMUS.

LEW VAN NOSTRAND has been appointed sales manager of WTMX Chicago, replacing DONALD SULLIVAN, who has joined WNAK Youngstown, O. Mr. Van Nostrand has been with WTMX for eight years.

MAX UMLIG, formerly with sales department of CBS and Columbus Recorder Studios, New York, has joined sales staff of Empire Seating Corp., New York.

MILES REED has been appointed commercial manager of KOOL Phoenix, Ariz.

WILL UNION has been appointed commercial manager of WGBB Rochester, N. Y., replacing JACK KELLY, resigned.

ROBERT D. O. PERRY has been appointed commercial manager of WCLA Radio Huntington, Ia. Mr. Perry was formerly with KNZU Houston.

C. WALLACE MARTIN has been appointed local sales manager of WIB Columbus, S. C.

IMPORTANCE OF RADIO CITED BY MILES LABS.

THE BIGGEST campaign in the 80-year history of Miles Labs (Alka-Seltzer and One-a-Day Brand Vitamins), Elkhart, Ind., including its expanded radio advertising program, reaches nine out of ten radio homes in every community in the country, according to chairman of the board, believes. A million and a half radio homes are now hearing Miles programs, the company feels.

The firm this season has added two new national radio shows, Herb Shriner show and Hilltop House, both on CBS, in addition to its five other radio programs on the air—Queen for a Day, Morgan Beatty and the News of the World, Quiz Kids, the Alka-Seltzer Newspaper of the Air and Fred Beck's Columns of Humor and News. Wade Adv., Chicago and New York, is the agency.
5000 Reasons Why You Should Do Business with Gates

5000 Reasons—That’s a lot of them. But they’re here in the Gates stockrooms, over 5000 different items ranging from tiny resistors to 5 and 10 kilowatt transmitters, —tailored, for broadcasters’ needs, —every item a reason to buy from Gates.

Gates has always served the broadcaster everything. Small or large orders receive equal attention. Take advantage of this large parts stock, the large inventory of completed apparatus. Your order will show you why more broadcasters buy more equipment from Gates.
CLEVELAND TV OWNERS LIKE SETS' RECEPTION

A TELEVISION survey of the Greater Cleveland area indicates that 98% of the owners are satisfied with the performance of their sets and 78% listen less frequently to their audio sets.

The survey, conducted by the Advertising Agency of Cleveland, and analyzed by the Reserve Research Bureau, revealed that 27% of the 1,000 video set owners questioned still continue to use their audio sets as often as before. The size of the screen is satisfactory at 85%, while 10% required the use of a magnifier.

Ninety percent of the sets were located in homes and the remainder in public places. In the homes, 88% were placed in the living room and less than 12% of the owners had changed the location of their sets since they were originally installed. Outside antennae were used by 95% of the owners.

A study of purchase prices showed the sets were 26% in the $400 to $500 class; 19%, $300-$400; 19%, $500-$600; 11%, $200-$300; 8%, $500-$700; 5%, under $200; 6%, $700-$800, and 7%, more than $800.

Set servicing was required once for 44%; twice, 5%, and 4% more than twice. A total of 47% of the sets had required no service. Of the owners whose sets had required service, 93% reported the work had been very satisfactory, the agency.

Viewers preferred programs in the following order: Sports, news events, variety shows, feature films, children's programs, stage plays, and activity participation programs and women's programs.

Average listeners during the day were six per set; in the evening, ten.

IER EXHIBITS JUDGING PROCEDURES CHANGED

JUDGING procedure for the 18th Annual Exhibitions of Educational Radio Programs, sponsored by Ohio State U.'s Institute for Education by Radio, will be altered this year, Dr. I. Keith Tyler, director of the institute, announced last Thursday.

Programs heard on U. S. and Canadian networks again will be judged "live" by committees in the New York area, but other entries will be handled by cooperative evaluation centers throughout the country, Dr. Tyler said. There will be no local preliminary screening.

Awards will be made for 14 programs types in four classifications: National networks; regional networks, organizations and stations; local organizations and stations; and organizations preparing transcribed series for broadcast over individual stations. Deadline for entries is Jan. 15, and awards will be announced at the IER sessions in Columbus May 5-8.

Cleveland vs Boston

DEBTORS were kept informed and entertained during World Series while watching a Cleveland Indian and a Boston Brave keeping score on a large bulletin on top of WHA Detroit mobile studio. Each Indian kept score for his own team and set out to get the crowd when his team scored or played bril-

lantly.

Rural Canada

A BOOKLET on "CBC Programs for Rural Canada" has been distributed by Canadian Broadcasting Corp., To-

ceto, and gives full data on various farm programs and programs of in-

terest to farming communities aired on CBC transcontinental networks. Numerous photos show personalities on the rural audience programs. Booklet also schedules all rural programs for the fall, winter and spring season.

Personnel

RUSSEL L. LOWE Sr., has been appoint-

ted as promotion manager of KFPI and KFPH-FM Wichita, Kan. Mr. Lowe has been with sta-

tion since 1949 and during this time served sales de-

partment, program direction and musical director. For past several years he has handled lo-

cal publicity and promotion for sta-

tion.

FOREST CLOUGH, promotion manager of WEED, Wichita, Kan., has been re-

ter treasury of Port Worth chapter of Sigma Delta Chi Journalism Fraternity.

STEVE LIBBY, promotion-publicity manager of WIS Columbus, S. C., is the father of a boy.

ANNE JACK has been appointed pub-

clicity and promotion director at

WJNR Newark, N. J. JAMES RYALL will continue as director of advertising and promotion.

BICYCLE CARNIVAL

WBBC Offers Prizes

— IN SAFETY CONTEST

BOYS and girls between 7 and 14

are being given an opportunity to

win 112 prizes by WBBC Flint, Mich., in its safety campaign con-

test.

Contest entitled "Safety on Wheels" offers prizes to those children with the best decorated bikes, floats, or who come in costume themselves, all with the safety theme in mind.

Prizes consist of a girl's and a boy's bicycle for the best deco-

rated bike carrying a safety theme, a portable radio for the boy and
girl with the highest score in the field events, plus 108 other prizes for other classifications, including
costumed riders, decorated bikes, bike floats, and various racing events.

Contest is being held in co-

operation with Flint Junior Cham-

ber of Commerce.

JOHN D. RIEO, treasurer of Mis-

sionary Reserve Research

and Promotion, KETC, has been

awarded President's Certifi-

cate of Merit for outstanding work on programs and promotion.

KQV PITTSBURGH'S AGGRESSIVE

RADIO STATION

Basic Mutual Network · Nat'l. Reps. WEED & CO.

Washington Press Group
To Present Radio Awards

AWARDS for excellence in radio
writing, production, announcing, and other classifications will be presented next summer by the Washington State Press Club.

Deadline for entries in the com-

petition, covering the period of

Oct. 1, 1948 to July 1, 1949, will be July 15, 1949.

Purpose of the awards is to recog-
nize exceptional contribu-
tions or performances of writers, announcers, producers and artists of radio stations, local in the western region of the State of Washington." Eligibility presently is confined to program personnel performing on KXRO Aberdeen, KPUG and KWOS Bellingham, KBRO Bremerton, KELA Centralia-
Chenalis, KRKO Everett, KRLK Kirkland, KFLK Longview, KBRC Mt. Vernon, KGY Olympia, KONP Port Angeles, KXRN Renton, KING KJR KTW KXK KIRO KOL KOMO Sea-
ttle, KTBK KVI KMO Tacoma, and KVAN Vancouver.

KTSL (TV) Power Boost

QUADRUPLE hike in power has been
effected by KTSL (TV) Hol-

dewood with increase from 4 kw to 16 kw, according to announce-

ment last week by Harry R. Lubcke, director of television.

Increase is expected to give clearer definition and wider cover-

age to station's Channel 2. Total cost for "power up" was approximately $15,000, involving doubled size of the transmitter.

KQV's terrific daytime audience goes right on setting response records that amaze even the experts. Take our new give-away show sponsored locally, 9:45 to 10 a.m. three days a week, with plenty of sock competition like the Breakfast Club. Yet, during the first few days, over 7,000 listeners flocked into the sponsor's store to register their telephone numbers. Proves once again that nothing in the Pittsburgh market can touch the results you get from KQV's Aggressive promotion!

ANOTHER RECORD!

KQV's terrific daytime audience goes right on setting response records that amaze even the experts. Take our new give-away show sponsored locally, 9:45 to 10 a.m. three days a week, with plenty of sock competition like the Breakfast Club. Yet, during the first few days, over 7,000 listeners flocked into the sponsor's store to register their telephone numbers. Proves once again that nothing in the Pittsburgh market can touch the results you get from KQV's Aggressive promotion!

SIX beauties, headed by Miss Atlanta for 1948, Jerry Long, gave Atlantans

introduction to programs of MBS when the 5 kw WGST Atlanta, Ga., joined network. Wearing WGST-MUTUAL sweaters, and carrying RCA-Victor portables, tuned to WGST-Mutual, station's line-up of beauties visited leading department stores, and Southeastern World's Fair at

nearby Lakewood Park. Interested shoppers, passersby and fair-goers were given samples of WGST sponsor products, and station program schedules.

KQV PITTSBURGH'S AGGRESSIVE

RADIO STATION

Basic Mutual Network · Nat'l. Reps. WEED & CO.

BROADCASTING · Telecasting
SPEECH FORMULA

By A. D. WILLARD Jr.
Executive Vice President, NAB

IS your hat in the ring?
The first principle of good radio speech is recognition and understanding of the architecture of the radio audience.

While it is composed of thousands, hundreds of thousands or even millions of listeners, these are separated into segments of family size in their own homes and you, the speaker, are an invited guest. Visualize yourself as a guest, speaking to a family in its living room and observe the rules of conduct and courtesy which properly apply.

Remember, there is no bunting, no crowd; your gestures or changes of facial expression cannot be seen, and only what you say and how you say it count.

Your Radio Voice

The quality of your voice is important—though not nearly as ominous as many people seem to think. Many top-flight radio personalities are popular and effective despite the lack of grandiloquent vocal equipment—Elmer Davis and Albert Warner are two good examples. Sincerity, conviction, authoritative delivery and well prepared speech material can more than offset empty resonance.

However, you will want to make the very best use of the voice you have. Here are a few simple tips:

Sometimes you are alone in your office, or at home, sit down in your most comfortable easy chair. Drop your arms, take a deep breath and exhale a time or two. Relax as completely as possible. Continuing in your relaxed position, speak or recite or read a few lines in the lowest pitch which you can comfortably sustain at conversational volume. You will thus discover your best radio voice. Practice relaxing and reading aloud in this range. The results may surprise you.

One more thing—be yourself—beware of excessive coaching which is in any sense directed toward making over your voice or your personality. Some of the most tragic and ludicrous incidents in political history have occurred as a result of well-meaning but misguided efforts to create a new character for a candidate.

On Approaching a Microphone

When you speak from a studio, you usually may choose to stand or to sit before the microphone. Unless you are more comfortable standing, it’s nearly always easier to relax and achieve an intimate, conversational style if you are seated. There is less tendency to gesticulate or ovate and less likelihood of waving your head toward and away from the mike—actions which can produce an uneven and unpleasant result in the loudspeaker.

When speaking to an assembly of persons and to the radio audience simultaneously, some compromise is necessary. Even here it is well to remember that no meeting ever approximates in size the number of listeners—even to a single radio station. Now that public address systems are almost universally available, it’s no longer necessary to shout to be heard at public gatherings, and good microphone technique is just as applicable to a P.A. system as to radio.

Extraneous noises are disconcerting and irritating when picked up and magnified by the sensitive microphone. Rattling paper sounds like a forest fire in a loudspeaker. As you finish each page of your manuscript, slide it noiselessly aside—away from the mike—and allow it to drop on the floor.

Clearing the throat, coughing or sucking the lips reproduce with sandpapering effect on listeners’ nerves. If you must cough or sneeze, or clear your throat, turn away from the microphone and muffle the sound inside the breast of your coat.

Timing

Only you can determine your best speed of delivery. Obviously, you must speak clearly and distinctly. If you speak too rapidly, listeners may have difficulty understanding you and following your thought. If you are too deliberate you may produce absolute ennui at the listener level. Get your family or colleagues to help you select your best speech speed.

Time is the principle element of radio and your talks must be delivered within the allotted segment. Don’t forget that a quarter hour provides 14 minutes and 30 seconds of broadcasting time, and a half-hour 29 minutes and 30 seconds, because radio stations must have 30 seconds at the conclusion of each program for the required station identification.

It’s a good idea to read each page and mark down the time it takes—page by page—at the bottom. For example, if it takes you two minutes to read a full-sized, double spaced typewritten page, mark “2” at the bottom of that page. By looking at the studio clock and the bottom of each page as you go along, you can easily check to determine if you are or are not reading at your normal speed.

(Continued on page 56)

KANSAS PRODUCES LOTS OF OIL

A leading oil state, Kansas produces over 4 billion gallons a year. And everyone knows that oil means money, spending, and an eager-to-buy market.

In making your sales plans, add these fast-flowing oil dollars to Kansas’ dependable farm income—again swollen by still another staggering small grain crop.

WIBW offers you the listener loyalty of all families throughout Kansas and adjoining states...a loyalty that’s demonstrated by the purchase of WIBW-advertised products.
In less than one year
940

AP Radio Members!
Speech Formula
(Continued from page 55)
rate. You can then make adjustments to fit the time exactly.

Writing for Radio
Writing for radio is extremely important. Many persons listen to radio who infrequently or never read a magazine or a daily newspaper. Remember the radio is the most universal instrument in America. Indeed, radio is available to every person in the United States and her possessions.

For broadcasting, the simplest language is best. Use familiar, easily pronounced and readily understandable words. Use short, uninvolved sentences. Write as nearly as you can in the rhythm of your own conversational style. Many good radio speakers purposely dictate their talks to achieve this effect. Try to be interesting and entertaining, as well as enlightening. You can't educate or inform a listener who's tuned out.

Don't attempt to get across too many ideas in one broadcast. You will only confuse the listener. Make one or two or a few points clearly and convincingly.

Ralph Powers
now conducts his morning show
6:45 to 10:00 on
WBMD
(750 on the Dial)
Baltimore
Mr. Powers, who for 11½ years conducted the "Morning in Maryland" Show for WFBR--Baltimore moved to
WBMD
OCTOBER 4th

Joseph Hershey McGillivray, Inc.
National Representative
New York, Chicago, Los Angeles
San Francisco

The Communications Act and Regulations General Requirements
Section 315 of the Communications Act does not require broadcast stations to permit the use of their facilities for public office. As the FCC regulations do not limit the exercise of their discretion, to refuse to carry any broadcast for any candidate or for any political party.

Who are Qualified Candidates?
Rule 3.290 of the FCC defines a legally qualified candidate as one who is eligible to hold office and has announced that he is a candidate for nomination or election by a political party.

What Are the Terms and Conditions?
Rule 3.290 (c) of the FCC Rules provides that the rates charged candidates are to be made available to the public in the station's rate cards and are to be displayed in the station's offices.

What Is Censorship?
The fact that broadcasters are forbidden to broadcast obscenity does not mean that they must permit the broadcast of obscenity, indecency, profanity, raunchy utterances, or otherwise language which is forbidden by law. While there has been some confusion on whether stations are required to permit the broadcast of libelous and slanderous statements by political candidates, it is now clear, as a result of a discussion between the Chairman of the FCC and a select committee of Congress, that stations may delete such statements from political broadcast without the threat of censorship provision of the Act, so long as they act fairly and conscientiously.

Sponsorship
Rule 3.289 of the FCC Rules requires that where political broadcasts or controversial issue broadcasts are directly or indirectly paid for by money, services, or other value, or where records, transcriptions, scripts, or other materials are furnished directly or indirectly for such broadcasts, the station must inform the audience that the broadcast is sponsored and fully and fairly disclose the true identity of the person or persons from whom, or whose behalf, payment or services were received or given. If payment or services are made or furnished by a corporation, company, association or other unincorporated group, the announcement must disclose the name and the station must have available for publication a list of its chief executive officers.

In carrying out the obligations of this Rule, a station must take reasonable measures to determine who is, in fact, paying for broadcasts by political candidates. Depending on the circumstances of the case, the station may rely on the statement of the person making the broadcast or contracting for the time. However, in some circumstances, the station may seek to make an independent investiture as to the source of payment. If the station desires to purchase time at a rate which exceeds the actual cost, it may do so or pay. The fact that a station makes a differential rate charge for time in connection with a broadcast of political character, even though the advertising group in connection with some candidates does not, does not violate the Rule requiring equal terms and conditions as to all candidates for the same office.

Keepin Records
Rule 3.290 (d) of the FCC Rules require every licensee to keep and make public inspection of a complete record of all arrangements for time devoted to political campaigns or with a notation showing the action taken on all requests and the charges made for time used.

Army Recruiting Show
Talent Supplied by ANTA
THE U. S. Army and Air Force Recruiting Service, through its agency, Gardner Adv. Co., St. Louis and New York, has signed a contract with the American National Television Theatre to supply talent for a new show to be presented on a variety show sponsored by the recruiting services on ABC, Thursdays, 7:30-8 p.m.

Budget is said to be $10,000 weekly with a minimum of $2,500 a week guaranteed to ANTA. First show is scheduled for Nov. 1, Arnistle Day. Howard Telemann will write and produce the program.

ABC DEMONSTRATION OF UHF TV IS HELD

RCA last Monday presented a practical demonstration in UHF television transmission in Washington. The display was given for the local chapter of the Institute of Radio Engineers and lasted approximately an hour and a quarter.

Transmitters, originated at NBC's WNJW (TV) Washington, and utilized the station's experimental video transmitters at the high and low ends of the UHF band. IRBM and for the demonstration were assembled in the auditorium of the Potomac Electric Power Co., several miles from the Wardman Park Hotel studios, where the program originated.

RCA used commercial receivers equipped with converters for the UHF bands. Reception was reported as very good.

Several representatives of RCA, headed by Dr. George H. Brown of the RCA research laboratories at Princeton, N. J., presented data on the RCA UHF experimentation. In addition, special equipment was displayed during the telecast.

Drive Promoting Use Of Soft Coal is Resumed
ADVERTISING program to promote use of bituminous coal has been resumed for the third year by National Coal Assn. Through its Coal Heating Service Division, the association provides financial support and trained personnel to aid coal merchants taking part in the program.

Generally non-advertisers, the dealers are modernizing their methods, according to the NAB Dept. of Broadcast Advertising, with 1,400 of 50,000 dealers already enrolled in the advertising campaign. A kit provided dealers contains spot announcements and material for use of other media. NAB has cooperated with the association by providing material for effective use of radio. Coal association members are believed to be spending more money on local advertising than are competitive fuel organizations.

MEMO to: Lillian Selb, Footo, Cone & Belding
Cincinnati housewives have a habit of relaxing to WCKY's afternoon WALTZ TIME, 1:05-2:00 PM. With an average rating of 6.1* Monday thru Friday, it leads all competition at this time except one network.

* Peabody July-August 1948.
District 6
(Continued from page 29)

broadcast problems. He is a heavy user of radio for campaigning and conducted his last campaign by transcription while on a European mission.

Leonard Gessner, vice president and radio director of Fitzgerald

**NAB DISTRICT 6 REGISTRATION**

A

B

C

D

E
Bob Evans, WCNO Tupelo, Miss.; P. E. Ewing, WGRM Greenwood, Miss.; P. E. Ewing Jr., WMBQ Natchez, Miss.

F

G

J
W. E. Jones, WLOLO Opelousas, La.; Hugh O. Jones, WOCM Gulfport, Miss.

K
Jerry Kerns, WMGQ Meridian, Miss.; H. R. Kreisler, WPMF Memphis.

L
W. H. Lancaster Jr., WJHL Johnson City, Tenn.; G. E. Lofthus, WERB Nashville; H. L. Logan, WYLM Shreveport, La.; Maury Long, WBCX Nashville; E. H. S. Lycan, KFWT Nashville, Tenn.; W. N. McKinley, KEIL El Dorado, Ark.; Don McManus, WUBO Columbus, Miss.; Emmett H. McMurry, WJPR Greenbriar, Miss.; Maurice B. Michel, Justin Miller, NAB.

N
Sid L. Nichols, Branson Co., Memphis.

O
Paul Oliphant, WLAC Nashville; Modern Ortings, BMY, New York.

R
Ralph H. Putt, WFDO Chattanooga; Don Petty, NAB; Marshall H. Fox, WATO Oak Ridge, Tenn.; Carl L. Hulman, KSEC Nashville, La.; E. O. Pulley, WBMB Memphis.

S

T

U
Carl Upchurch, WLOX Biloxi, Miss.

V
C. E. Vann, WCGM Gulfport, Miss.

W

J
BROADCASTING • Telecasting

EACH of the four states included in District 6 (La., Miss., Tenn., Ark.) is represented by this group of the Biloxi meeting. Front row (l. to r.): Harold Wheelan, WSMW New Orleans; Fred Weber, WDSU New Orleans; Douglas Mansh, WBO Baton Rouge, La.; Gene Tibbett, WLOX Biloxi, Miss.; back row—Maurice Mitchell, NAB; Jack Wolfever, KTHS Hot Springs, Ark.; Tom Baker, WDWA Nashville; Marshall Pongo, WATO Oak Ridge, Tenn.

In outdoor media, Traffic Bureau was formed to give advertisers factual evidence which was instrumental in helping outdoor advertising increase its revenue. ABC does the same function for publications and newspapers. BBM will do the comparable job for radio.

"Down here [in New Orleans] in our own backyard we know our stations pretty well. But in other parts of the country we don't have that personal knowledge. We must rely on BBM. For instance, recently we were buying spots for Wesson Oil in two important Northern markets. We went to our client's office, armed with three standard classifications—Hooperatings, power and frequency, plus BBM figures. Our client almost immediately tossed aside three stations that didn't have BBM. We bought on the basis of ratings multiplied by circulation (BBM). So my advice to you District 6 broadcasters is, 'Go BBM—if you want more of those good Yankee dollars'."

Edward Reed, advertising manager of American Brewing Co., New Orleans, big regional spot user, said: "Regional advertisers more than national need dependable, unbiased data . . . and BBM is the answer. The sales honeymoon is over. Selling is tougher. Personal buying is on the wane. Factual statistics are needed to prove station circulation. BBM is the solution and money invested in its support today will pay you dividends in the future."

we've got news for you

18 times a day direct from our studio in the City Room of The Newark News. WNJR is the only New Jersey station offering complete national and local news coverage.

Another exclusive availability on . . .

the radio station of the Newark Evening News

WNJR

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

October 18, 1948 • Page 59
BLAMING high costs of construction and installation, the International Ladies Garment Workers Union (AFL) last week asked FCC to cancel its FM grants for Boston, Philadelphia, and St. Louis.

Acting through its broadcasting subsidiaries, the union pointed out that construction costs were estimated at $26,200 but have turned out to be $119,121 plus approximately $50,000 still necessary to complete permanent studios. Even yet, ILGWU said, the station "is operating without any revenue."

The union is retaining the Chattanooga station and outlet in Los Angeles (expected to be completed in 30 days) and in New York (60 to 90 days).

Another union permittee, Amalgamated Broadcasting System Inc. (subsidiary of Amalgamated Clothing Workers), meanwhile reported it was impossible to proceed with construction of its authorized Chicago station, while three other permits were to be completed in their grants. They were: Telair Co., (WTVZ), Cleveland; KERR-FM San Antonio, and WEGO-FM Concord, N. C.

Amalgamated previously had received a grant for Rochester and an appeal for New York and Philadelphia, but subsequently had both the grant and the applications dismissed.

The union said developments had indicated that construction of the St. Louis station would involve an investment of more than $390,000, aside from other complications. In Boston and Philadelphia, zoning problems "caused delay" in addition to the cost factor.

As to St. Louis, ILGWU said proceedings looking toward condemnation of their site for slum clearance, and that the union has stood solidly behind such projects.

Complications as to the New

Geiger, Eldred Named

FRED I. GEIGER and Harry Eldred have been appointed field representatives of the Frederic W. Ziv Co., Cincinnati, New York, Hollywood and Chicago.

Mr. Geiger, formerly with the Keith, Orpheum and Pantages circuit, has for the past nine years been associated with the beverage industry in sales, sales promotion, sales management and advertising capacities. He will represent Ziv in eastern New York state.

Mr. Eldred, who has been in radio since 1935, has managed several network programs while associated with WBBM Chicago. He will represent Ziv in Illinois, with the exception of Chicago.
Godfrey Will Quit Early Morn Shows

CBS last week was anxiously searching for a successor to its early morning star, Arthur Godfrey.

Mr. Godfrey, who has been arising regularly before the birds for 19 years, had decided to quit his early shows in order to get some sleep. He will abandon 11½ hours per week of broadcasting which has produced handsome revenue for two of the network's stations, WCBS New York and WTOP Washington. At times, it is reported, his weekly shows alone have paid the total overhead of the two stations.

Mr. Godfrey will continue his 10:30-11:30 a.m. Monday-through-Friday network program, sponsored by Gold Seal, National Biscuit Co. and Liggett & Myers, and his 8:30-9 p.m. Monday Talent Scouts for Lipton's Tea, both heard on CBS.

He has been doing early shows on CBS stations for 19 years. His current schedule is 6-7:45 a.m. weekdays on WCBS and 7:45-8 and 8:15-8:30 a.m. weekdays on WTOP. All these shows have numerous participating sponsors.

Ponders Video

Simultaneously with the report that Mr. Godfrey is quitting his early shows it became known that he is being considered as a television prospect.

Preliminary discussions have been held with Liggett & Myers, sponsors of half an hour of his mid-morning network program, looking toward the possible construction of a video program built around the star.

At the same time, it was learned, Lipton's Tea has been considering duplicating the Talent Scouts program on television.

The exact date of Mr. Godfrey's departure from his early shows was not set, but it was believed he hoped to quit them within a month. Although CBS was far from settled on his replacement, it was believed that Harry Marble, a CBS announcer who has occasionally substituted for Mr. Godfrey, was under consideration, as was Robert Q. Lewis, CBS comedian.

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Nationwide Video Meeting Planned

Conference Will Be Sponsored By Chicago TV Council

PLANs for a nationwide video conference to be sponsored by the Chicago Television Council early in February were outlined by President James L. Storton, general manager of ABO's Central Division, before council members at a luncheon meeting last Wednesday.

Such a TV conference has been under consideration by the council several months, but final decision was made only last week by the executive board committee, Mr. Storton said. More than 100 members in the Chicago group will cooperate in an effort to attract a minimum of 100, and a possible 200, persons from video centers throughout the country. A three-day session, with panel discussions introducing TV leaders, is expected to cost council members $20 and others $25. The convention may be held at the Edgewater Beach Hotel.

At the same luncheon meeting, Robert A. Kubicek, editor of Television Forecast, Chicago, video weekly, listed complaints from TV set owners in the area.

Commercials Too Long

Interpreting statistics compiled the previous weekend after a telephone check among 500 television owners, he said that, in general, they think commercials are too long and poorly executed, some religious programs should be telecast on Sundays, daytime coverage should be increased, and video stations and newspapers should encourage landlords to give roof privileges.

Most of the respondents believed that writers underestimate the intelligence of the average set owner, and that this does not advance program standards.

Despite numerous gripes, he explained that televiewers are enthusiastic video fans. "Television, more than any other form of entertainment, has been a direct force in uniting the family," he concluded.

---

Committee for National Adv. Hall of Fame Named

A COMMITTEE of 24, headed by the New York Sun's Gilbert T. Hodges, has been appointed to direct plans for the National Advertising Hall of Fame, it was announced last week by the Advertising Federation of America.

Among those on the committee are Harold Fellows, WEEI Boston, and Gustav K. Brandborg, KVOO Tulsa.

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All-Radio Promotion
(Continued from page 21)

campaign. Several commented that they would like to see the NAB involved, but not controlling the project.

"How should funds for the campaign be raised?" (See Table III).

The most popular fund raising method mentioned (by 38%) was through assessment by NAB. One third of the broadcasters would want the funds to come out of the current NAB budget. About one out of five (21%) believe voluntary contributions should be the source of funds, while one in seven (14%) lean in the direction of assessment by a separate organization.

"If part of the current NAB budget, which NAB activities should be curtailed?" (see Table IV).

Of those who would have campaign funds come out of the current NAB budget, two out of three suggest that the women's activities unit be curtailed in order to provide for such funds. Roughly, one of three (33%) mentioned radio news, and almost as many indicated that program aids (35%) and FM activities (32%) should be minimized.

Next in the list according to number of mentions was "sales aids" (20%), followed by engineering (15%), legal (14%), and public relations (11%). The activities mentioned least frequently were labor relations (8%) and legislative (6%).

State Preference

The average station manager suggesting that campaign funds be obtained from the current NAB budget, named 2 to 3 activities for curtailment.

"Should contributions be based on gross revenue of each station?" (See Table V).

Some three-quarters of the station managers would prefer that contributions to an all-radio promotion campaign be based on the gross revenue of each station. Of these, one out of three (33%) believe that 0.5% of gross revenue should be contributed. Eight percent feel that less than 0.5% would suffice, while 22% would like to see more than that percentage contributed. About one third of these respondents (35%) are undecided or non-committal on what share of gross revenue should be allocated.

Second portion of the trends survey on the industry promotion plan is scheduled for broadcasting, Nov. 15. It will deal further with the financing possibilities of the plan.

Table III

"How should the funds be raised?"

<table>
<thead>
<tr>
<th>Method</th>
<th>% of all stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment by NAB</td>
<td>38</td>
</tr>
<tr>
<td>Part of current NAB budget</td>
<td>33</td>
</tr>
<tr>
<td>Through voluntary contributions</td>
<td>21</td>
</tr>
<tr>
<td>Assessment by separate organization</td>
<td>14</td>
</tr>
<tr>
<td>Indefinite and unanswered</td>
<td>5</td>
</tr>
</tbody>
</table>

Percent adds to more than 100 because some respondents mentioned more than one source of funds.

should be contributed. Eight percent feel that less than 0.5% would suffice, while 22% would like to see more than that percentage contributed. About one third of these respondents (35%) are undecided or non-committal on what share of gross revenue should be allocated.

Table IV

"If part of the current NAB budget, which NAB activities should be curtailed?"

<table>
<thead>
<tr>
<th>Activities</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women's activities</td>
<td>62</td>
</tr>
<tr>
<td>Radio news</td>
<td>36</td>
</tr>
<tr>
<td>Program aids</td>
<td>35</td>
</tr>
<tr>
<td>FM</td>
<td>32</td>
</tr>
<tr>
<td>Sales aids</td>
<td>20</td>
</tr>
<tr>
<td>Engineering</td>
<td>15</td>
</tr>
<tr>
<td>Legal</td>
<td>14</td>
</tr>
<tr>
<td>Standards of practice</td>
<td>12</td>
</tr>
<tr>
<td>Public relations</td>
<td>11</td>
</tr>
<tr>
<td>Labor relations</td>
<td>8</td>
</tr>
<tr>
<td>Legislative</td>
<td>6</td>
</tr>
<tr>
<td>Other and indefinite</td>
<td>6</td>
</tr>
</tbody>
</table>

Multiple answers cause percent to total more than 100.

Margaret Wylie, Chicago
Agency Timebuyer, Dies
MARGARET WYLIE, 42, with J. Walter Thompson Co. 17 years and as radio timebuyer since 1941, died Thursday morning at Chicago's Walther Memorial Hospital of heart disease. Funeral services are being conducted today (Monday) in Chicago.

She was a member and former officer of the Chicago Radio Management Club, which will contribute money to its charity or scholarship fund rather than toward flowers. There are no close survivors.
Woodshed for FCC
(Continued from page 81)
of the Communications Act.

FCC was assailed by the Harness committee in its interim report to Congress late last September for the careless language it had "indulged in for some time" in its decisions and intimated it had originated with the Commission's law department.

In the scathing report, the committee charged that FCC had invaded the legislative field and "embarked upon a dangerous and mischievous line of reasoning" in its Port Huron and Scott decisions.

The committee, which had earlier held hearings on the Port Huron decision, dealing with political broadcasts, and the Scott case, on atheists' rights to free radio time, demanded that the Commission expunge the controversial language in the opinions or face remedial legislation.

Accompanying Mr. Bow to Puerto Rico will be Thomas Simpson and Oscar Hume, both investigators for the committee.

WIPR Incident

Mr. Bow explained that the trio will conduct an "overall investigation," but that will concentrate the bulk of their energies in probing FCC's 15-month-old grant of a construction permit to WIPR for a 10-kw commercial station on 940 kc in Puerto Rico.

"Other general matters in which the committee is interested will also be investigated in the course of examination," Mr. Bow added.

The committee's on-the-scene probe is expected to last from one week to ten days, Mr. Bow asserted. He did not indicate whether hearings on the insular grant were contemplated by the Committee.

Thomas Muniz, president of the Puerto Rico Broadcasters Association during a recent Washington visit, personally carried complaints of 20 of the 22 private broadcasters on the island to the Harness committee [Broadcasting, Sept. 20].

Private broadcasters charge that WIPR's operation poses a serious threat to private broadcasting. They contend that it forces private broadcasters to compete with a government-controlled commercial station that pays no taxes and is supported by tax funds.

Mr. Muniz attributes the original apathy of private broadcasters to a lack of organization. WIPR officials maintain the private operators were fully aware of FCC proceedings and had ample opportunity to protest then. The commercial character of the proposed station was also public knowledge, WIPR claims.

The Puerto Rican association plans to file a statement with the Commission, explaining the whole situation and an argument why the government station should not be granted.

Other matters which will arise at committee hearings include FCC's licensing and license renewal policies, and its general organization, personnel and activities.

The committee will also seek to determine if there has been any concerted movement to procure the concentration of AM, FM and TV licenses in the hands of a limited class of persons or concerns rather than a distribution of the licenses on a geographical and equitable basis.

In addition, the inquiry will cover an investigation to ascertain if grants have been made to any communists or any person affiliated with communist-front organizations. Some observers believe that, since the committee was given such broad powers, it might also take a look at the Mayflower case, involving the right of stations to editorialize.

WABD Delays Launching Full Daytime Schedule

WABD New York, DuMont TV station, has postponed inauguration of full daytime programming [Broadcasting, Sept. 20, 27] until Nov. 1. Purpose, DuMont explained, is to allow adequate time for getting Studio A, at the company's headquarters at 515 Madison Ave., in shape for testing equipment and for a week's "dry run" of the 7 a.m.-6 p.m. schedule.

Terminating fulltime video operation "an economic necessity" for TV stations, Leonard Hole, WABD general manager, said that the all-day operation also will dispel the notion that television is an advertising medium reserved for only the high-budget national advertisers. "WABD's daytime schedule," he said, "will offer all advertisers, regardless of budget, the opportunity to use television."

Bus Line Radio

AMERICAN Burlington Bus Lines Inc., Chicago, is now carrying radio in New York, Cleveland, Chicago, St. Louis, Omaha, Denver, Cheyenne, Memphis, Tulsa, Oklahoma City, Dallas, Ft. Worth, Los Angeles, San Diego, San Francisco, Shenandoah, Iowa; Rock Island, Ill.; Corinth, Miss.; Muscle Shoals, Ala., and 12 cities on the Inter-Mountain Network. Agency is Grant Adv., Chicago.

... no reds, but plenty of greenbacks, according to what we hear about the Iowa variety of Muscovites. We hear they hear us, loud and clear. BMB measurements bear this out (84% day, 78% night).

Like 1058 other towns in WMT's listening area, Moscow is well-fed, well-clothed, well-radiated, and well-heeled. It's another post in the fence you build around Eastern Iowa when you use WMT.

Get inside the prosperous farm-and-industry market that listens regularly to Eastern Iowa's only CBS outlet. Ask the Katz man for details.
TV Pitches Curve
(Continued from page 26)
the race. He added that the Stratovision signal was the only non-
 fading one he could get during the game.
An Indiana, Pa., radio dealer had a crowd of 2,500 waiting
the game despite the rain. He was 30 or 40 miles from the plane. The
B-29's signal was so strong in
Front Royal, Va., that the viewer
picked up more than he needed
over a 60-degree antenna field. It
wavered a couple of times, he re-
ported.
Other reception points, to men-
tion a few, included Wilkes-Barre,
Pa.; State College, Pa.; Buffalo
(fair to good signal); Bentley, W.
Va.; Newark, Ohio; Youngstown,
Ohio; Shamokin, Pa.; Dover, Ohio,
and Sharon, Pa.
One viewer told Westinghouse
he would get up a petition if that
would help the FCC find a channel
for Stratovision. Westinghouse has
asked for the right to stratovise
on the same channel sought by its
Pittsburgh station, KDKA.

The Monday test demonstrated
that Stratovision and interference
don't mix—not even with Chili
Nobles aloft at the dials. But it
also demonstrated that, given
a good signal, Stratovision can de-
\nder, just as Chili keeps telling
them down at the office.

WQUA PROTEST
Claims CBS Reneged
On Affiliation

A CHARGE that CBS refused to
be a part of the opposition of another
CBS affiliate—WMT Cedar Rapids,
Iowa—was filed with FCC last week by WQUA President Bruff W.
Olin Jr.

Mr. Olin claimed that a viola-
tion of the "territorial exclusivity"
provisions of FCC's network regu-
lations is involved and asked for
an investigation.

Neither CBS nor WMT had been
formally served with copies of Mr.
Olin's letter late last week and
both reserved comment. FCC's cus-
tomary procedure is to analyze
complaints and then, if it decides
the question is within its jurisdic-
tion, to write the parties named in
the protest and ask for statements
of their side of the case.

Mr. Olin said that he discussed
CBS affiliation with Herbert V.
Akerberg, CBS vice president in
charge of station relations, before
he and Howard P. Ecker man
formed the Moline Broadcasting
Co. and filed their application for
WQUA in August 1944. Program
plans presented to the Commission,
he said, were based on assumption
that the station would affiliate with
CBS.

The grant (1230 kc, 250 w) was
issued in April 1946, but Mr. Olin
contended that by this time "some
pressure had, meanwhile, been
exerted upon [CBS] to refuse the
affiliation." He conceded that CBS
affiliation with WQUA Moline, Ill.,
because of the opposition of another
CBS affiliate—WMT Cedar Rapids
was "right from a strictly legal view"
when it said Mr. Akerberg had
made no commitment to WQUA.
But he felt that CBS offi-
cials originally "had every in-
tention" of affiliating with the
M-line station.

He said he had several subse-
quent conversations with Mr.
Akerberg and that in one the CBS ex-
ecutive told him that he (Mr. Olin)
"must satisfy Bill Dolph," execu-
tive vice president of WMT. He
said Mr. Dolph's name was injected
several times into further discus-
sions. When he was notified that
Mr. Dolph would talk with him, he
said, "the pressure of getting the
Moline station on the air" made it
impossible for him to go to Wash-
ington, where Mr. Dolph has head-
quarters.

Renewed Talks

The unshot, Mr. Olin said, was
that in late August 1946, WQUA
affiliated with Mutual. But he said
he renewed discussions with CBS
in July 1947, and again a year later
and, also, in July 1948, discussed
the question with Mr. Dolph.

"He seemed to agree that
WMT's business would not be seri-
ously affected by a WQUA-
CBS affiliation, but said he could
not think of no good reason why he
should agree to a shrinkage of
their CBS listening territory. His
final statement was that he would
continue to oppose such an affilia-
tion," Mr. Olin asserted.

He quoted Mr. Akerberg as say-
ing that he told Mr. Dolph that
CBS "definitely does" want to af-
filiate with WQUA. But he said
Mr. Akerberg refused to ask the
WMT executive point-blank what
WMT "would do if CBS should
affiliate WQUA without his
(Dolph's) approval." He said Mr.
Akerberg explained he already had
"too much pressure" on Mr. Dolph.

Come Rain or TV

EVIDENTLY TV doesn't cut
down attendance at sports events. In a letter to
Charles de Looiser, WNABW
(TV) Washington, an adver-
tising representative wrote
that despite the fact that it
was raining during a recent
televised Baltimore Colt-
Cleveland Brown football
game, "attendance exceeded
25,000." Which fact proves, he
wrote, that "they will go
to see them, regardless of
whether they are being tele-
vised or not."

Sec. 3.102 of FCC's Rules, Mr.
Olin pointed out, provides that
"No license shall be granted to a
standard broadcast station having
any contract, arrangement, or un-
derstanding, express or implied,
with a network organization . . .
which prevents or hinders another
station serving substantially a dif-
ferent area from broadcasting any
program of the network organiza-
tion. This regulation shall not be
construed to prohibit any contract,
arrangement or understanding be-
tween a station and a network or-
ganization pursuant to which the
station is granted the first call in its
primary service area upon the
programs of the network organiza-
tion.

Mr. Olin contended that "WMT
cannot be considered as rendering
a primary service to the immediate
area served by WQUA."

Canadian Meeting

MEETING of managers of sta-
tions of Northern Broadcasting
Co., was held at Toronto Oct. 9,
to discuss problems of the group
for the fall and winter season.
Meeting was in charge of Jack
Davidson, manager of Northern
Broadcasting Co. and National
Broadcast Sales. Attending
were Russ Baer, CHEX Peter-
borough; Harry Edgar, CKL
Kirkland Lake; H. C. Freeman,
CKOB Timmins; Cliff Pickrem,
CPCH North Bay, and Roy Hof-
stetter, CKWS Kingston.

Now It's

WMOB-FM
• Another coverage service and a
"bonus" for advertisers in Mobile,
Alabama.
• Complete duplication of the WMOB
AM schedule on FM—6 A.M. to 12
Midnight.
• For statistics—ask a Branham man
—or write D. H. Long, Manager.

WMOB-FM
97.5 Megacycles
Represented by The Branham Co.

D. H. LONG, Manager
Mobile, Alabama

COMPLETE SCHEDULE SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Page 64 • October 18, 1948
Jennings Gets Top Honor

By BILL THOMPSON

ANNUAL AWARD of Merit in Educational Radio was voted last Wednesday to George Jennings at the awards luncheon meeting of the School Broadcast Conference at Chicago's Sherman Hotel. Mr. Jennings is radio director for the Chicago Public Schools and Chicago Board of Education, WBEZ, and president of the Assn. for Educational Broadcasting.

Thirty-three other commendations and citations were made by the executive committee of the conference to stations for their educational programs and to teachers and schools for classroom projects.

Mr. Jennings was selected because of his outstanding contribution to education through radio, and to the radio medium in interpreting the community to schools and schools to the community—because of his effective leadership as director of the Chicago Radio Council and all educational radio, and because of his progressive vision in pioneering the medium of educational television.

Special awards were voted for William B. Levenson, assistant superintendent of Cleveland Public Schools, for his "pioneering in educational radio at WBOE, by which all educational radio has benefitted," and to Gertrude G. Broderick, secretary of the Federal Radio Education Committee, for her work in organizing the nationwide script and transcription exchange operated through the U. S. Office of Education.

Other Awards

Other awards and citations:

Mal Hansen and WOW Omaha, first award and special commendation for "Regimented Rainmaking," soil conservation project; KNBC San Francisco, "Signposts for Young Scientists," narrative science broadcast; WLOG Lima, Ohio, "Your Public Library," naturescience broadcast; TUNL, "Investment in the Future" and "High School White," respectively, students from each city high school have an opportunity to operate a commercial station on a full-day schedule, and talented youngsters compete for a four-year scholarship in radio.

WTOP Washington, "The Undiscovered," which informed listeners on venereal disease; WCAU Philadelphia, "The Career Forum," which attempts to answer the student's question, "What Shall I Do With My Life?"; WDKA Pittsburgh, the "Air" series, produced in cooperation with public schools and other community agencies; WWL Cincom-ti, "Builders of Destiny," documentaries on cities and towns in the listening area.

WMAS Chicago, "Our Town," program on the city's highlights; division of audio-visual education of the St. Louis Board of Education, for its series "What's It All About?" on WTVW (St. Louis) explaining commercial newspapers and newspaper material to upper elementary grades.

Clifton Utley, NBC commentator, who spoke at the awards luncheon on "Current Affairs as a Tool for Dynamic Education," said that basic objectives of high schools should be to equip the student to earn a living and to meet problems of reality. Training in current affairs will benefit students, he said, by giving them an interest in the world and by offering them criteria to analyze propaganda.

The 12th annual three-day conference, which started Wednesday, featured the following panel discussions and speakers:

"Radio—a Challenge to Education"—Dr. Belmont Parley, director of radio and press relations, National Education Assn.; Richard Hull, president, National Assn. of Educational Broadcasters; William B. Levenson, past president, AER; Dr. J. Keith Tyler, director of the Institute for Education by Radio.

"Radio Around the World"—United States, Sterling Fisher, public affairs director, NBC; France, Edward Gruskis, French Broadcasting System in North America; England, Thomas Baird, British Information Service; occupied areas, Richard Condon, Radio Section, U. S. Army; Canada, O. C. Wilson, assistant supervisor of educational broadcasts, CBC; Australia, Edmund G. Honnay, Australia News and Information Bureau; United Nations, Dorothy Lewis, Coordinator of Women's Broadcasts, UN; Latin America, Gabriel Martinez Montes de Oca, Dept. of Radio Education, Mexico.

"Radio and Family Living"—Manford Kuhn, sociology department. Iowa U.; Harold B. McCarty, national chairman, PTA; Leslie Spencer, education chairman, Wisconsin Better Radio Listening Committee; Abe Sowers, director, Family Life Institute, U. of Oklahoma; Mrs. Arch Tawrick, organizer, Radio Council of Middle Tennessee.

"Trends in Education and Public Broadcasting"—Sterling Fisher, NBC; Robert Hudson, director of education, CBS; Robert White, public service director, Central Division, ABC; Russell R. Perrey, radio director, U. of Denver; Frederick Havard, manager, KWSC, Washington State College.

"Television—the Teacher's New Assistant"—James L. Stilton, president, Chicago Television Council; Benoth Zach-ry, producer, WBKB Chicago; Elizabeth E. Marshall, national television chairman, AFRT; Ted Mills, program manager, WNBQ (TV) Chicago; the Rev. R. C. Williams, television coordinator, Creighton U., Omaha, and James Robertson, WTMJ-TV Milwaukee.

New Subsidiary Formed By Decca Records Inc.

DECCA Records Inc., New York, last week announced formation of a subsidiary, Coral Records Inc. The new firm is to utilize all recording, manufacturing, promotional and credit facilities of the parent organization.

Michael Ross has been named general sales manager of Coral, with offices at 48 West 57th St., New York. According to Mr. Ross, 25 independent distributors already have contracted, tentatively, to handle the Coral record line.
GIVEAWAY FATE

THE FATE of radio's million-dollar giveaway craze will be argued before the FCC tomorrow (Tuesday).

The arguments will focus on the preorying the law against "lottery". One full day and perhaps longer will be needed, according to estimates late last week.

Oral argument on an FCC examiner's recommendation that a money giveaway campaign carried by WARL Atlanta, Va., be found in violation of the lottery law is slated to follow argument on the general rules.

ABC, which among the major networks probably would be most affected by the proposed rules, was given lead-off position in FCC's schedule of appearances and will be allowed 45 minutes for its argument, compared to the general rule of 30 minutes maximum for each participant.

Others wishing to take more than 30 minutes were advised to "communicate with the Commission in writing stating the amount of time" they need.

Opponents in Majority

Numerically, opponents of the proposed rules—which are designed to break the giveaway habit—will outnumber the advocates. Opponents will argue that FCC has no authority to issue such rules, to the submission of alternative proposals, according to briefs already filed by the participants [BROADCASTING, Sept. 27, Oct. 4].

One of the principal proponents of the giveaway ban will be WITH Baltimore. The Premium Advertising Assn. has no objection if it is clear that programs offering premiums for coupons, bootops, etc., are not banned so long as lot or numbers are not involved. NRC claims stations could solve the problem by self-regulation, but says it "would welcome" a definite rule by which to determine the legality of programs in advance.

Among the others slated to be represented at the argument, these views have been expressed:

NAB and CBS contend FCC has no authority to issue the proposed rules.

Louis G. Cowan Inc., producer of the ABC "Stop the Music" show, most popular of the big giveaways, maintains that such programs do not have an element of "consideration," essential to a lottery—that listeners run no risk of financial loss.

Radio Features Inc. (Tello Test) claims FCC's proposal reflects an erroneous interpretation of the law, and suggests changes to sanction prize programs in which "generously used by those 'knowledge or skill' are employed.

Attorney W. Theodore Pierson advances an alternative plan, contending the Commission's proposal would be ineffective both as a legal and a practical standpoint.

Attorney W. Scharfeld, Commission's proposed rules inter-

programs [BROADCASTING, Aug. 9].

maintains that giveaways are not lotteries and cannot be banned as such.

The Radio Council of National Advertisers oppose the proposed rules except as they apply to shows which involve chance and require the winner to buy a product or furnish money.

KXLY Spokane, Wash., suggests that the FCC, the Post Office Dept., and the Dept. of Justice should reach agreement on the definition of lottery, to avoid discrimination.

The list of participants for the oral argument, showing the order in which they are to appear, was announced by FCC last week as follows:


The hearing will start at 9:30 Tuesday and will be held before the Commission en banc.

The proposed rules provide that a program will be considered in violation of the lottery law if the selection of a winner is "dependent in any manner upon lot or chance," and if any one of the following conditions exists:

1. If the winner is required to furnish "any money or thing of value, or to possess any product made or handled by any advertiser on the station;" (2) if the winner is required to be listened to the program in question, or watching it on television; (3) if the winner is required to answer any written question whose answer (or aid in answering) is given on a program which is not opposite the station; (4) if the winner is required "to answer the phone or write a letter (or hang up the telephone conversation or contents of the conversation, if any) are broadcast by the station."
Sweet Hope!

PRINCIPALS in this sponsor success story are Mrs. Hope Slaughter of the WTRF Wheeling, W. Va., sales staff and Walter Ware, owner of Elm Buick Sales and Service, Martins Ferry, Ohio. Mrs. Slaughter said Mr. Ware a 52-week contract. Impressed by the lady salesman, the sponsor, attending races at Wheeling Downs, placed a hunch bet on Sweet Hope, a 30-to-1 shot. Sweet Hope won and paid $61.60 for $2.00. This, WTRF reports, was the exact amount of Mr. Ware's first month's advertising bill with the station.

Publishing Co. is withdrawing, leaving Paramount with 50%; story page 68).

If FCC rules that Paramount controls DuMont—as it once ruled, before calling for another exploration of the question in the current proceeding—then Paramount will already have reached the five-station maximum permitted under FCC's current multiple-ownership rule.

During the hearing Paul Raibourn, Paramount vice president in charge of television, said in answer to a direct question that, in his opinion, Paramount would be willing to accept grants to its subsidiaries on condition that it dispose of its 29% in DuMont. But the question had not been discussed by the board, he said. [BROADCASTING, May 17].

Mr. Raibourn contended that Paramount neither controls DuMont nor takes any part in its day-to-day operations. He said the film company had encountered difficulty in past efforts to sell its interest in DuMont, because prospective purchasers looked upon the 29% as being of a non-control investment nature only.

WHMT (TV) BUILDING WORK IS UNDER WAY

DR. RAY H. MANSON, president of Stromberg-Carlson Co., Rochester, broke ground for Rochester's first television station, WHMT, last week. The new transmitter building and antenna will be atop Rochester's Pinnacle Hill.

Since the close of the war Stromberg-Carlson has undertaken four broadcasting projects. Others were completion of the million-dollar Rochester Radio City housing the firm's AM and FM stations, relocation of WHAM's 50-kw transmitter and installation of WHFM's transmitter for a higher band.

The new television tower, Dr. Manson said, also will hold an FM antenna and will be sturdy enough to support one other FM and two more TV antennas.

The 20-kw television station expects to be operating by June 1949.

AN ENTIRELY NEW
Dependable AUTOMATIC DEHYDRATOR
BY ANDREW

For pressurizing coaxial systems with dry air

Now, for the first time, there is an automatic dehydrator that operates at line pressure! This means, (1) longer life, and (2) less maintenance and replacement costs than any other automatic dehydrator.

Longer life because the compressor diaphragm operates at only 1/3 the pressure used in comparable units, vastly increasing the life of this vulnerable key part.

Reduced maintenance and replacement costs because new low pressure design eliminates many components.

Operation is completely automatic. Dehydrator delivers dry air to line when pressure drops to 10 PSI and stops when pressure reaches 15 PSI. After a total of 4 hours' running time on intermittent operation, the dry air supply is turned off and reactivation begins, continuing for 2 consecutive hours. Absorbed moisture is driven off at steam. Indicators show at a glance which operation the dehydrator is currently performing.

Output is 1 1/4 cubic feet per minute, enough to serve 700 feet of 6 1/2" line; 2500 feet of 3 1/2" line; 10,000 feet of 1 1/2" line or 45000 feet of 3/4" line. Installation is simple, requiring only a few moments.

Important! Not only is this new differently designed Andrew Automatic Dehydrator completely reliable, but it is available at a surprisingly low price.
Remote Pickup Service Defended

By LARRY CHRISTOPHER

DEFENSE of the remote pickup broadcast service as necessary to public interest highlighted further sessions last week of FCC's oral argument in the proposed allocations for general mobile and fixed services.

Recommendations advanced earlier for retention of the channels in the 152-162 mc band, in view of their high quality characteristics suitable for program relay, were further supported. Witnesses also gave weight to previous contentions that other assigned bands would not meet all remote pickup requirements [BROADCASTING, Oct. 11].

Consensus is that if FCC deletes remote pickup channels in 152-162 mc band, broadcasters will be left only with plenty of cue channels and practically no program channels. Certain participants also suggested Commission at least provide a transition period of several years to allow amortization of equipment should the FCC proposal be adopted.

Most all broadcasters expressed agreement that the 25-mc band channels are susceptible to considerable interference. Hence they are good mostly for cue channels—with use for program relay only when high signal level may be present. It was also agreed that the ultra-high frequency channels proposed in the 450-460 mc band need further development before full use even for short-range relay.

The argument, involving many industrial, public utility, common carrier, land transportation, maritime and other interests, has been before the Commission on band since Oct. 6. Session was held last a night session Thursday in the effort to hear all presentations. The proceeding was expected to be concluded on Friday.

McNaughten Protest

Neal McNaughten, assistant director of NAB Engineering Dept., appeared for a second time and protested proposed divestiture of remote pickup from 152-162 mc band. He told FCC in many cases remote facilities are not only as an operating expense and are not treated as an income-producing investment. He cited vital use of such facilities for national defense and law enforcement. In addition to serving public interest through news and other special events programming.

In defense of the intermittent use of remote facilities, Mr. McNaughten cited the signing of a fire plug and said there is definite need for a "sufficient" number of interference-free channels to which the broadcaster can turn at such a moment. He urged that the need be "for providing public service to thousands and perhaps millions of people for a relatively short period of time, rather than furnishing service to a few people on a continuous basis such as is the case of some of the other services involved in these proceedings."

NAB has received comments from broadcasters, Mr. McNaughten said, who have pointed out remote pickup facilities have been held in abeyance because of uncertainty of earlier channels. However, for the year ending June 30, FCC reported 581 authorizations outstanding for remote facilities, he explained. He added that 168 licenses, representing 286 stations, during the year were issued or transferred to remote equipment. He said 3,010 times for a total of 6,020 hours of remote equipment, a significant investment group in remote equipment is $45,230 and does not include investments of the public utility, common carriers, which would double the figure.

McNaughten also agreed that 12 channels in 152-162 mc band be provided on an interim basis for television remote audio channels, until microwave relays which are available, can be used. Both visual and aural signals are available.

152-162 mc Band Needed

William S. Duttera, staff allocations engineer for NBC, also appearing for a second time, protested deletion of the 152-162 mc band remote facilities. He pointed out commercial equipment has been developed and put in use for remote band on strength of FCC policy and therefore, if deletion proposal is adopted, FCC should permit operation for amortization of equipment over five-year period.

Concurring protest also was made by William Fingerle, assistant chief engineer for Link Radio Corp., who said:

"It seems unfair, after forcing this service to move from its previous assignments in the 26-40 mc band during the last three years and encouraging the development and purchase of equipment for the 152-162 mc band, that the Commission should now invaliant efforts and expense of manufacturers and users in making this shift. The prospects of such rapid reversals in policy cannot help but discourage development programs on newly assigned bands for fear of another change in a few years."

James H. Neu, CBS counsel, attested the practicability of the 152-162 mc band channels for program pickup and pointed out that immediate displacement of this service would render present equipment in the band development useless. He estimated an "extended period of time"—up to five years—would be required to develop 450-460 mc band channels to the stage where they would be effectively useful as replacements.

Challenged by Chairman Wayne Coy on this time lag, Mr. Neu said he figured an estimate the job could possibly be done in less time. He urged the 152-162 mc facilities be allowed at least on a shared basis and if this were contrary to FCC's intent, to eliminate the band through a long evolution rather than make a "upstairs" development. He also defended remote programming, although intermittent, as constituting coverage "predominantly of a public service classification."

His argument was supported substantially by Vernon L. Wilkinson, a former ABC, and R. Russel Eagan, attorney for MBS, WSM Nashville, WJR Detroit, WGAR Cleveland and WEBS Buffalo. Similar stand was taken by WPTG Sharn, Pa., whose statement was entered in the record as read.

W. Barrett McDonnell, counsel for Rural Radio Network, entered the statement of Donald K. de Neuf, RRN chief engineer, explaining the network system and the need for continued use of in-competition link on 153.59 mc to keep the network's six FM outlets functioning. Lack of phone facilities in various station areas and inadequacy of such method of control was stressed.

American Newspaper Publishers Assn. and related groups presented extensive argument for some provision of press radio facilities. William K. Van Allen, attorney for ANPA, scanned developments in use of press radio and said the service, because of the public's "vital interest in receiving news at the earliest possible moment," should be ranked next after public safety users and ahead of "those purely commercial or industrial users."

Radio Also Gathers News

Chairman Coy interjected: "You would have us believe that the only gatherers of news are the newspapers of the country. Thousands of radio stations... have news staffs which gather news and often pick up by news services and made available to newspapers." Through questioning by Comr. Frieda B. Hennock it was shown that only 5 of 800 ANPA member papers hold authorizations, but Mr. Van Allen said he expected demand to snowball now that the service has been proven.

C. M. Jansky Jr., Washington consulting engineer, appearing for newly formed Assn. of Federal Communications Consulting Engineers, related use of low power radiotelephone circuits for field work such as adjusting directional antennas and asked opportunity to discuss details of such use with FCC.

Another Broadcasting Service For Ashland, Ky., And Tri-State Listeners

Now...

WCMY-FM

- A "bonus" coverage for advertisers.
- Complete duplication of the WCMY AM schedule on FM—from sign-on to sign-off.
- For data—ask a John E. Pearson representative—or write Charles C. Warren, Manager.

"CBS FOR THE TRI-STATE" WCMY-FM 93.7 Megacycles ASHLAND, KY. HUNTINGTON, W. VA.

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BROADCASTING • Telecasting
Newbern Smith Named Radio Propagation Chief

DR. NEWBERN SMITH has been named chief of the Central Radio Propagation Laboratory, National Bureau of Standards, heading the world-wide network of radio propagation observatories and development of radio measurement standards. He succeeds Dr. J. Howard Dellingar, who retired last May.

During the war Dr. Smith was technical head of the Interservice Radio Propagation Laboratory set up by the Joint Chiefs of Staff, collecting, analyzing and disseminating propagation data for coordination of global radio activities. He joined the bureau in 1936 as a physicist and was named assistant chief when the laboratory was formed in 1946. He received degrees in electrical engineering and a doctorate in physics at the U. of Pennsylvania, where he later became an instructor.

Seek School FM

NEW LOW-POWER educational FM station is requested by Ithaca College, Ithaca, N. Y., in application filed at FCC. Proposed outlet would operate three or four hours each evening with power of 10 w on Channel 219 (91.7 mc) and could be heard within a radius of about five miles. Educational and cultural programs would be stressed. Station is to be under direction of Prof. John Groller, who has been in radio 12 years, as part of the college's expanding radio training program. School presently has 55 students majoring in radio, with total of 70 students participating.

Wallace Time Sale

THE PROGRESSIVE Party is sponsoring a series of talks by Henry A. Wallace, NBC, Mondays, 10:30-10:45 p.m. Talks will continue through Oct. 25th. No agency is involved, as time was purchased direct.

Free Ride for Demos

PRESIDENT TRUMAN thought the Democrats were paying for radio time at a breakfast tendered him in Cincinnati last Monday. As the crowd applauded him he said: "I would of course like to have it [the applause] continued, but you know this radio time is paid for, and we want the full benefit from our investment." The President later learned that the broadcast was carried free by four Cincinnati stations, WLW, WHO, WOY and WER, and after one of the stations, WKRC, which had tried unsuccessfully to sell time to labor groups, decided the Democrats should have a free ride. The other stations followed suit.

ILGWU IS SPONSORING THURSDAY NIGHT SHOW

THE CAMPAIGN COMMITTEE of ILGWU (AFL), not to be outdone by the disc jockey show sponsored by The Woman's Division, Democratic National Committee (see story page 24), is sponsoring a series of Thursday evening programs on ABC full network, 10-10:15 p.m. Truman and Labor is featuring such screen stars as Humphrey Bogart, Ronald Reagan, Alexis Smith and Talullah Bankhead, in company with straight political speakers.

Opening program, Oct. 7, featured Maurice Tobin, Secretary of Labor, while Mayor Hubert H. Humphrey of Minneapolis, candidate for Minnesota senatorship, spoke Oct. 14. On succeeding Thursdays President Truman and Sen. Alben W. Barkley (D-Ky.) will be heard, with Miss Bankhead introducing the President on his Oct. 21 broadcast.

Music for the series is by Jack Lawrence. Morris Novik, technical consultant for ILGWU, is supervising the presentations, and the agency is Farman and Feiner, New York.

Gillette Sponsors TV-AM CBS New Year's Games

GILLETTE Safety Razor Co., Boston, will sponsor both radio and television coverage of the Rose Bowl and radio coverage of the Orange Bowl football classics on New Year's Day over CBS and CBS-TV; it was reported reliably last week. The overall billing is said to be close to $200,000. Maxon Inc., Detroit, is the Gillette agency.

The deal includes only AM rights to the Orange Bowl game at Miami. This event is not being televised owing to the absence of facilities. In all, Gillette's buy represents about six hours of network air time.

A lot of speaker in a little space

Western Electric

755A

Try listening to the 755A first...then look at its size! You'll be amazed that so much performance can be packed into so little space.

Covering the frequency range from 70 to 13,000 cycles, the 755A gives brilliant tonal quality, faithful reproduction. Its 8-watt continuous capacity is ample for the general run of applications. And you get all this in a speaker only 8% in diameter—only 4% pounds in weight!

Use the 755A for control room monitoring, studio cue and talkback, audition rooms, visitors' lounges, studio viewing rooms, executive offices.

You can get 755A's from stock in quantity. Call your nearest Graybar Representative—or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

QUALITY COUNTS

DISTRIBUTORS: IN THE U.S.A. 
Graybar Electric Company, Inc.
CANADA AND NEWFOUNDLAND 
Northern Electric Company, Ltd.
valley (NBC-Affiliates Convention Sept. 22-25)
Harold Wheelahan
Manager
WSMB New Orleans

How’s your TV station doing, B. J.? Wonderful! Last week we only lost $5,000.

Ad Claims Hit
EDITOR, BROADCASTING:
Isn’t it about time to call to the attention of the radio and television men the gross errors being set forth in a lot of television ads these days?

Using RMA and FCC standards of aspect ratio high three and four wide the following table is the MAXIMUM picture area possible on any tube shown, regardless of how the manufacturer may round off the corners of the picture aperture.

<table>
<thead>
<tr>
<th>Tube Diameter</th>
<th>Maximum Possible Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Inch</td>
<td>4.3 Square Inches</td>
</tr>
<tr>
<td>4”</td>
<td>8.09 “</td>
</tr>
<tr>
<td>6”</td>
<td>10.12 “</td>
</tr>
</tbody>
</table>

I have seen as high as 27 square inches claimed for a 7-inch tube and 55 square inches for a 10-inch tube. There have been claims as high as 76 square inches for a 12-inch tube at times. That means an error, in some instances, of as high as 16%. One set with a 15-inch tube even claimed an area of 132 square inches and that is better than 22% error. Such exaggerated claims are eventually going to land the manufacturers, or retailers, behind the eightball, both with the PTC and the National Better Business Bureau. That sort of thing gives the entire industry a black eye with the public.

It concerns all broadcasters to some degree, so let’s get busy.

Hilton Remley
Transmitter Engineer
WON Chicago

Giving Radio Away
EDITOR, BROADCASTING:
May I urge your continuing war against giveaway programs. I am sure that there are hundreds of examples—here is mine: A manufacturer from Tennessee, who visited my home here this summer, proudly told me that he purchased 2,000 stations at a manufacturing cost to him of $10,000 per year for the items given away by radio stations and networks. An analysis of the three CBS stations in South Carolina and WBT in Charlotte indicated that to buy 6 announcements a week for 52 weeks would have cost this man approximately $12,000. In other words, the radio industry is giving itself away for 20% less to buy 2,000 stations, than four fairly representative stations in South and North Carolina can be bought for money. If this is good business, then you show me some other major industry that is quite as big suckers as we are in radio.

John M. Rivers
Owner
WCSC Charleston, S. C.

Premature Promotion?
EDITOR, BROADCASTING:
The accuracy of BROADCASTING magazine is especially valued as it serves as a beacon to warn one against the constant rumor and alleged happenings that are published in so many other places.

I would like to see an all-out campaign directed at warning the radio industry of the danger it is bringing on itself by too full some promotion and too-soon promotion of the television medium. While there is no doubt that television will be a prime medium for the dissemination of advertising, it will be years before television can deliver the number of “viewers” per dollar that radio does now—and on which the success of radio is based, i.e. “low-cost-per-inquiry.”

Of course, your magazine must do all it can to push every branch of the radio industry, and it does a good job of it, but radio broadcasting still is—and will be for a long time—the one prime method of reaching the mass audience of America.

Ford Bond
Ford Bond Radio Prod.
New York

Short [CLOSED] Circuit
EDITOR, BROADCASTING:
I enjoyed reading the article with regard to tube blowing in the WCBS television camera at the time of Gypsy Rose Lee’s act.

I happen to have a copy of your July 19th issue on the shelf in my office and a visitor happened to be thumbing through it and noticed the cartoon on page 25. How in the world do you mainstream these things so far in advance?

A. E. Joscelyn
Director KNX Operations
CBS Hollywood.

"But there must be something in the fair practices section to cover her."

Studio A Goes TV
WORK is underway in Chicago to transfer NBC’s largest audience studio, Studio A at the Merchandise Mart, into a television theatre for presentation of WNBQ (TV) video programs. Network’s key Midwest TV station is scheduled to take the air at year’s end. NBC has leased an additional 20,000 square feet on the first and second floors.

A HAMMERMILL

Turning at several hundred revolutions per minute the hammermill grinds all types of feeds for use on the farm. Obviously a valuable machine, the hammermill is indispensable to the high plains farmer... just as K-Triple-X is indispensable to the big business farmer of the rich, High Plains region of Kansas, Nebraska, and Colorado.

Your
High Plains Station
Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

BROADCASTING • Telecasting

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TV-VS. MOVIES

SECON D SIMULCAST of Town Meeting of the Air, ABC’s co-operative, sponsored in New York by Modern Industrial Bank, tackled the problem “How Will Television Affect the Motion Pictures?” on Tuesday, Oct. 12. Speakers were Mark Woods, ABC president; Rouben Mamoulian, stage and motion picture director; Walter Abel, actor and chairman of the television committee, Screen Actors Guild; Paul Raibourn, vice president in charge of planning, Paramount Pictures Inc., and president and director, Television Productions Inc., and James H. Carmichael, executive vice president, Philco Corp.

“Cooperation” was the word of the discussion with most participants agreeing that both television and motion pictures were here to stay.

“Since television has all that radio has and more,” said Mr. Mamoulian, “it will hurt radio vitally, but will not affect motion pictures adversely. Rather, it will depend on movies for material.”

Because of man’s gregarious nature movies will live, according to Mr. Mamoulian, television bringing movies into the living room, won’t keep people home any more than modern kitchens keep them out of the kitchen.

“All revolutions threaten the old and offer opportunity to the new,” warned Mr. Abel, only skeptic among the group. He pointed out that eventually television will show one print of film to 40 million people at once, whereas it takes three years and 25,000 box offices to show 25-million people one motion picture. A hit play, showing to 1,600 people a night, runs three years to a healthy office. Television, according to the actor, threatens employment of talent.

Mr. Abel disclosed that to minimize this threat, the Screen Actors Guild and AFRA will deal with new producers to regulate new conditions, with all actors sharing in its rules and regulations.

Paramount’s Paul Raibourn indicated that television films at home would prove an inducement for making people want to see motion pictures. “In fact,” he pointed out, “one wonders sometimes if it wasn’t just devised for that purpose.” Pictures on the motion picture screen are larger, and more detailed, bringing balcony-sitters to within 40 feet of a ringside in the case of a sporting event, he said.

AMERICA’S VISITING FARMERS

WOW-Sponsored European Tour to Enable Farmers
To Observe Agricultural Conditions

A FARMERS’ tour of Europe, designed to give 25 Midwest farmers a chance to view, first-hand, agricultural conditions in eight countries, will be sponsored by WOW Omaha’s farm service department. The tour, under the personal direction of Mal Hansen, WOW farm director, will cover France, England, Denmark, Holland, Belgium, Luxemburg, Switzerland and Italy. The party will leave New York Nov. 16 and return a month later.

Members of the entourage will study the Marshall Plan in action, visit agricultural colleges and experimental stations and observe European farm production and prices.

The visitors will submit reports to Midwest farm groups when they return. First stops are scheduled in Paris and London, with two days in each capital. Then the visitors will spend several days with English farmers.

Schedule calls for stops in Esbjerg, Denmark, Nov. 24; Amsterdam and Holland farms, Nov. 28; Switzerland, Dec. 3; Italy, Dec. 8. The itinerary also includes visits along the French Riviera, with the group returning to Paris Dec. 15. They will sail for the U. S. the following day.

Farmers are encouraged to “see the Marshall Plan in action and decide for yourselves how European needs and production will affect your own production and the prices you receive during the next decade.”

Cost of the entire trip will be $1,600, which includes all expenses, farmers are advised.
Ohio's Broadcasters to Hold Sales Clinic

Ohio Assn. of Broadcasters will hold its fall meeting and sales clinic Nov. 4 and 5 at the Deshler-Wallick Hotel, Columbus, Fred C. Beek, WADC Akron, association secretary-treasurer, announced last Thursday.

Speakers already engaged, and their topics, are: Edward R. Borroff, of Taylor-Borroff, station representative, "The Economics of Radio Advertising"; Kenneth Baker, NAB, "Radio Advertising Research"; Robert Foreman, BBDO vice president, who will tell how to get better results from radio advertising. Several panel discussions are also planned.

Independent TV Producer Group Retains J. L. Fly

The INDEPENDENT Television Producers Assn. has retained James Lawrence Fly, former FCC chairman and radio attorney, as its legal counsel.

The new organization, formed to protect the interests of independent producers in their dealing with networks and advertising agencies, will have its next meeting Wednesday (Oct. 20) at New York's Savoy-Plaza. The gathering will be addressed by Mr. Fly, and the steering committee will report on progress with new members, code of practices, proposed constitution, and other matters.

ABC's Hinckley, Saudak Back; Bring German Data

ROBERT H. HINCKLEY and Robert Saudak, both ABC vice presidents, returned last week from a month's trip to Germany where they collected material for preparation of a future documentary broadcast on the Berlin crisis and the German peace settlement.

Mr. Hinckley, who is in charge of ABC's New York office, and Mr. Saudak, who is the network's director of public affairs, interviewed the highest-ranking American and other government representatives in Germany as well as leading Germans.

WBAL-TV's Schedule Stepped Up to 60 Hours

WBAL-TV Baltimore has stepped up its programming schedule to more than 60 hours a week, the station announced last week. An afternoon schedule starting at 12 noon was added Oct. 11. It consists of live broadcasts, news and transmitted programs.

TV receiver sales in Baltimore held up surprisingly well during the summer months, according to WBAL officials. In July the total was 2,700 and in August approximately the same, while in September the figure climbed to 3,400, WBAL reported.

Kaiser-Frazer Buys Two Weekly 1/2 Hours on MBS

Kaiser-Frazer Corp., Detroit (automobiles), has contracted for two weekly half-hours on the full Mutual network in a fall-winter campaign. Emphasis will be on the local dealer, and cut-in announcements will permit the use of the dealer or distributor name on the air.

Robert Foreman, BBDO representative, "Another "Video Lane" Leading into the Main Studio of WBAP-TV," conceived by Harold Haugh, station director.

WOR Promotion

WOR Promotion Large Scale Campaign Run

FOR WORLD SERIES

EVERYTHING from suites to sweeties was used in the large-scale WOR New York promotion of the MBS key outlet station's 1948 World Series broadcasts, sponsored by the Gillette Safety Razor Co.

Opening the all-out campaign, "The Babe Ruth Symphonic Suite," by Sylvania Levin, WOR's music director, was presented Sunday, Oct. 3, with music and narration highlighting Mr. Ruth's career.

At Series time, WOR sent to radio editors a "baseball kit" containing scorecards, pencil, crying towel, sandwich, soft drink, can of cola, cigarettes and peanuts.

A limerick contest with a television set as prize was promoted on most WOR programs, and by a tie-in with A. G. Spalding, New York sporting goods store. Winning limerick will contain the Series outstanding star.

Three models wearing blazers and baseball caps and carrying portable radios tuned to WOR circulate busy areas of the city, offering game scores to pedestrians.

A full page ad in The New York Herald Tribune, more than 3,000 paper score cards distributed to air and rail passengers and recorded announcements by Al Schacht, former pitcher and "Clown Prince of Baseball" helped step up the promotion.

This is the tenth year that WOR and MBS have carried the World Series on an exclusive basis. This year's games were described by Mel Allen and Jim Brit.

Faught Launches Division On Community Relations

FORMATION of a new division specializing in "community relations service" was announced last week by Dr. Millard C. Faught, head of the Faught Co., New York, and president of the publicity station's firm of Young & Faught. Offices are at 342 Madison Ave., New York.

Clients already signed by the new division include a bank, a utility company, an unnamed radio station, a business association, two communities, and several industrial firms. Prospectus mailed last week said.

New Name for Agency

BRISACHER, Van Norden & Staff, New York, has changed its name to Brisacher, Wheeler & Staff. New officers are Emil Brisacher, president; Franklin C. Wheeler, executive vice president; Robert Brisacher, secretary and treasurer. M. Donovan and Walston Purdom have been elected vice presidents. Robert T. Van Norden, vice president, will transfer to San Francisco as head of business development activities. The agency has offices in New York, Seattle, Los Angeles and San Francisco.

Elephant-Size Television Studio was the scene for this WBAP-TV Dallas-Fort Worth telecast which brought the "biggest show on earth" into viewers' living rooms. Video version of Ringling Bros. and Barnum & Bailey Circus was made possible by a special "video lane" leading into the main studio of WBAP-TV, conceived by Harold Haugh, station director.

WBAL Cornerstone Laid by Wayne Coy

WAYNE COY, FCC chairman, last Friday laid the cornerstone of the transmitter building of WOIC (TV) Bamberg Broadcasting Corp.'s Washington television station.

Mr. Coy was assisted in the ceremonies by Maj. Gen. U. S. Grant III, chairman of the National Capital Park and Planning Commission; George Kindley, president of the Sales Executives Club of Washington; Theodore C. Streibert, president, Columbia Broadcasting; Eugene S. Thomas, general manager of WOIC; J. R. Poppele, vice president of Bamberg, and District of Columbia officials.

Inside the cornerstone was placed a sealed copper box containing what was described as the smallest television tube ever manufactured, a cathode ray tube with a three-inch screen made by Allen B. DuMont Labs; a scroll stating WOIC's aims, and copies of current issues of Broadcast and other radio and television publications.

WOIC will be a member of CBS's television networks as well as Washington Daily Mutual. With Bamberg's WOR-TV New York, also under construction, it will form the nucleus of Mutual's Eastern regional network. It is slated to begin operations in January, on Channel 9.

Before the cornerstone ceremonies, Secretary John W. Snyder and other civic and national leaders welcomed WOIC to the capital during a luncheon at Mayflower Hotel.

broadcasting • telecasting
ONE-MONTH series of hour-long "Ford Theatre" programs will be televised by WBBK Chicago, once monthly beginning Oct. 24, at 6:30 p.m. CST. Programs will parallel the skit-broadcast "Ford Theatre" production, and will be shown in Chicago area via Paramount Pictures. Series is produced at CBS New York, and stars Brady and Hollywood actors. Agency is Kenyon & Eckhardt, New York.

Two Way Exchange

SPECIAL two way exchange of greetings between Bernstadt, England, and Barnstable, Mass., was engineered for Lever Bros. by WOCB Boston, Oct. 1. The 45 minute trans-Atlantic conversation was arranged as a gesture of friendship by Cecil W. Rodd, chairman of the Twin & Sons Ltd., visiting English businessman, whose company is associated with Lever Bros., and climaxd a company convention in England. Highlights of private broadcast was conversation exchanged between two aged women residents, one a 92-year-old Cape Codder and the other a 92-year-old Englishwoman.

British

BRITISH picture was premiered in Philadelphia via television — when WCAU-TV Philadelphia showed "The Courageous Mr. Penn." Oct. 3 as part of station's salute to Pennsylvania Week. Film, featuring Deborah Kerr and Clifford Evans, depicts life and history of William Penn, founder of Pennsylvania.

Industry Salute

NEW twist in commercials has been established by Irwin-Union Trust Co.

DENISTRY ON VIDEO

KSTP-TV Will Telecast Two Operations for Dentists

TWO DENTAL operations will be televised Dec. 1 by KSTP-TV Minneapolis-St. Paul. Announcements are being made to dentists attending the Minneapolis District Dental Society's annual clinic. In the first a patient will receive a new set of upper teeth, and in the second the operation will be cut to size to take a plastic or porcelain jacket crown.

Watching the operations on a battery of televisions in the ballroom of Minneapolis' Nicollet Hotel will be some 500 dentists. Operations will take place at Fairview Hospital, Minneapolis, and a microphone will transmit the sound from the hospital roof to a receiving antenna on the roof of the Nicollet.

The ordinary home television receiver will be unable to pick up the telecast, KSTP-TV engineers have assured several members of the dental society who felt the public would not appreciate the sight of a gaping mouth full of dentist tools.

New Periodical Designed As Ad Trade Press Index

A MONTHLY periodical to provide the advertising profession with an index of books and periodicals dealing with techniques of advertising, distribution and sales management is being planned.

"The Advertisers Index," it will appear early in February 1949 with an issue covering books and articles published during the preceding month. The publication will classify by subject all major articles appearing in Advertising Age, Advertising & Selling, Broadcasting, Editor & Publisher, Industrial Marketing, Journal of Marketing, Printers' Ink, Sales Management, Southern Advertising, Television, Tides and Western Advertising. The publication is designed to enable the profession to screen articles in the advertising trade press and furnish a permanent guide to these articles.

Offices of the publication are at 505 Fifth Ave, New York 17, N. Y.

New TV Producing Company Formed

FORMATION of a new television company, Telespots Inc., New York, was announced last week by Ralph Cohn, president of the firm. Activities will cover production, distribution and sales of live and film presentations. Package commercial announcements, however, will represent the bulk of the company's production schedule, Mr. Cohn said.

Jules Berman, formerly with David 0. Selznick, William I. Baron and others, will handle production, sales and distribution. Others associated with the firm are: Lewis Redi, former WOR New York program manager; David Eelman, creator of Hobby Lobby; Sam Dembow Jr., United Artists board of directors member and former executive vice president of Paramount Pictures; Arthur L. Mayer, former owner of New York's Rialto Theatre; Robert Gross, industrial and theatrical designer; Allan Robins of National Screen Service; and Samuel Saring, television and motion picture attorney.

Five 60-second films already have been produced by Telespots Inc. on the same basis as radio open-end transcriptions. Each utilizes the informative advertising format.

Spots already produced are Better Living, Easy Does It, Nifty Thrifties, Telexercises, and Minute Menus.

Telespot offices are at 18 East 48th St., New York. The firm produces on the West Coast through Samuel Goldwyn, Hal Roach and General Service Studios, Hollywood. New York production facilities are available through Fox and West Coast Sound Studios.
Set Makers' Group To Meet Coy Soon

To Discuss Effects of TV Freeze

On Manufacturing, Distribution

EARY meeting of radio manufacturers with FCC Chairman

Wayne Coy to discuss effects of the TV freeze on the manufacturing

and distribution industries will be asked by Bond Geddes, exec-

utive vice president of Radio Mfrs. Assn.

Seven-man committee headed by RMA President, Max F. Balcom,

Sylvania Electric Products, was named at the RMA fall confer-

ence in New York [BROADCAST-

ing, Oct. 11].

Manufacturers are not overly disturbed about the freeze, it was

indicated at the New York meet-

ing, though they are anxious to

know how long it will last and want

information to guide production

and developmental activity.

Actually, many of the TV equip-

ment and set makers feel the

freeze will give them a chance to

catch up on their backlogs.

As new stations take the air, they

have been forced to spread their

limited set output thinner and

thinner. The freeze will slow up in-

dustry expansion for a while and

enable factories to provide re-

ceivers as needed in areas having

TV service.

Among some manufacturers is a

belief that engineering testimony

has dominated FCC TV hearings.

They feel the views of those who

make and sell transmitting and re-

ceiving equipment must be given

full study before the FCC acts on its

high-band TV problem.

Named to serve with Mr. Bal-

com on the committee were: Dr.

W. R. G. Baker, General Electric

Co.; H. C. Brown, Zenith Radio

Corp.; Allen B. Dumont, Allen

B. DuMont Labs.; Frank M. Fos-

son, RCA Victor; Paul V. Galvin,

Motorola Inc.; L. F. Hardy, Philco

Corp.

Mr. DuMont was welcomed to the

RMA board as a new member at the

New York conference, as was

John W. Craig, Crocey Di-

Agency, Inc., Chicago. Mr. Craig

was elected to complete the term of A. Blumenkrantz, of

the same company.

WIRC, 1-kw Daytimer,

Due to Open in November

WIRC Hickory, N. C., new 1-kw
daylight station on 630 kc, is ex-

pected to be on the air in mid-

November, according to Edmund

H. Smith Jr., licensee and general

manager. Studios will be on the

second floor of the Duke Power

Bldg. Erection of the 300-ft.

tower is expected to begin soon

on a nine-acre tract southeast of

the city limits.

Elmer L. Brown, former station

manager and chief engineer of

WMNC Morgantown, N. C., has been

named chief engineer of WIRC. A radio technician during

World War II, Mr. Troutman was

with WHKY Hickory prior to the war.

NEW $11,000 TV mobile unit of WJBK-

TV Detroit, equipped with RCA two-
camera field chain, following WJBK-TV's Oct. 24 premiere, will be used in tele-

vising sports and special events. Remote broadcasts will be relayed to TV trans-

mitter by microwave transmitter.

IN BROADCASTING

SOUTHERN TELEVISION PRODUC-

TIONS, Louisville, Ky., new package

company, has moved into new studios at Television Center. Company plans to

provide sponsors with traveling shows, films, and commercials for up to 15 sta-

tions within a 500-mile radius of Louis-

ville. MARTIN C. FLYNN, associated

with video development and produc-

tion past 12 years, is president of the

company. JERRY FREEMAN, DICK

TROXEL and GENE STARKBECKER

are staff production and di-

recting assignments.

GROVE Labs., St. Louis, will sponsor

a comedy program, "Tom Hubbard

Show," on KLAC Hollywood. Show, run-

ning for 13 weeks, is sponsored by

Columbia Studios, Los Angeles.

G. W. BURROWS, former time buyer of

McKim Adv. Ltd., Montreal, has

joined All-Canada Radio Facilities, Toronto, as representative of program division.

Work Nearly Completed

On Expansion of WSAF

COMPLETE remodeling and ex-

pansion of studio and office fa-

cilities is almost complete at

WSAF and WSAF-FM Portsmouth,

Va., according to an an-

nouncement by Walter Huffington,

general manager. Tests also are

under way on FM equipment to

achieve power of 100 kw. Present

power is 49 kw.

Mr. Huffington announces that

new audio equipment has been in-

stalled, including a console, Preto
dual micro-motion sound recorder, port-

able Brush tape recorder and new

input equipment for studios and

control room. Additional studio and

office space has been added and air

conditioning installed.

"DR. I.Q." (Mondays, 8:30 p.m. CST,

NRC, Mars Inc.) opened six-week en-

tertainment cycle Oct. 4, with simul-

casting broadcasts for first time from

outside city. In Grant Advertising, Chi-

gago, is agency.

Turntable

The standard of comparison in FM

- The RCA 7C24 and 5592 "metal

header" tubes... used in the latest

RCA FM transmitters... are striking

examples of RCA's leadership in

modern tube development. In ad-

dition to increased ruggedness and

operating economy, these tubes re-

quire no neutralization, give stable

sideband performance and pro-

duce superior shielding of elements when

used in grounded-grid circuits.

RCA has a complete line of mod-

ern, more efficient power tubes for

FM transmitters. For your conve-

iency, these tubes are available

directly from RCA or from your

local RCA Tube Distributor.

For information on any RCA tube,

write RCA, Commercial Engineer-

ing, Sales and Engineering Div.,

N. J.

The Fountainhead

of Modern Tube Development is RCA

Page 74 • October 18, 1948

LIBEL and SLANDER

Invasion of Privacy

Violations of Copyright

Plagiarism

These daily hazards can be

INSURED.

We pioneered this field and now

serve Newspapers and Broad-

casting. Our EXCESS POLICY is ade-
quate, effective boost to your in-

surance. Write for de-

tails and quotations.

EMPLOYERS

REINSURANCE

CORPORATION

INSURANCE EXCHANGE BLDG.

KANSAS CITY, MISSOURI

BROADCASTING • Telecasting
On All Accounts
(Continued from page 10)

Marshall, Mo., Will Get
500-w Daytimer, 1300 kc
NEW STANDARD station on 1300 kc, 500 w daytime, has been granted by FCC to Missouri Valley Broadcasting Co., Marshall, Mo. Estimated cost of the new outlet is $14,600. Engineering conditions are attached to the authorization.

Missouri Valley is a partnership, composed of Harold T. Fisher and his son, Carl T. Fisher. The father is employed as cashier at the Bank of Memphis, Memphis, Mo., and Carl T. Fisher is news editor and announcer at KIRX Kirkville, Mo., the application stated.

CHARLESTON, I. L. Development Board, which is under the direction of Arthur M. Fields, chief engineer at WOSC Charleston, has succeeded in bringing the major industries to that city since the wac's end. Board, which is under supervision of the citizens of that community, was formerly headed by John W. Verna, owner and manager of WOSC.

EVER IN THE LEAD
WAIR stands ready always to back up its claim that more people listen to its programs than listen to any other station in or out of its market. Listeners in this area like the way we play up to their interests . . . and they respond easily to WAIR commercials.

WAIR
Winston - Salem, North Carolina
Representatives: Avery-Knodel

Enthusiasm Whetted
DON'T tell prospective sponsors to “go jump in the lake”—throw them in. That is the unorthodox advice offered by Leo Howard, sales manager and Arndell Garretson, salesman for WRY Oklahoma City, who unconditionally tossed a prospective time-buyer to the fish and got the contract. Victim of the “refreshing” new sales technique was S. C. Orbach, Oklahoma City department store executive, who was on a recent business-pleasure fishing trip with the two salesmen. The technique was inadvertently developed when the trio returned from an unsuccessful day of fishing for bass and a contract. While tying up the boat Messrs. Orbach and Howard were thrown into the water. When he surfaced Mr. Orbach sputtered: “I would have signed anyway, fellow.”

RCA TUBE REFERENCE BOOK BEING READIED
RCA's 1949 edition of its Tube Reference and Calendar Notebook, expanded to include television service data, will soon be channelled to RCA tube distributors for issuance to radio dealers, servicemen and technicians, the company announced last week.

Now on the presses, the 19th annual edition of the notebook has been completely revised and expanded to accommodate up-to-date information on tubes and batteries. Television data for the book was prepared by John Mesgher, RCA Tube Department's television specialist. It includes information and charts on television channels and carrier frequencies, television signal data, test-pattern analysis, and air-path distance of reflected signals.

Information on batteries features a chart listing each RCA battery by type, size, description, and voltage.

R. Kaltenborn Talks
ROLF KALTERNBORN, Republican candidate for Congress from Florida's sixth district, has purchased 15 minutes per day, Monday through Friday on WSWN Belle Glade. The commentaries of Mr. Kaltenborn, son of Commentator H. V. Kaltenborn, are entitled Rolf Kaltenborn Reports to the Sixth District. The series will continue until the November general election.

GE Co., Technical Service Section. Receiver Division, will present its first two-day field course on television installation and service in Louisville, Ky., Oct. 19-21.
TUBE COSTS SLASHED: Lightweight, air-cooled triodes are used exclusively in the "Symmetron" FM amplifier.
The 50 kw "SYMMETRON" FM AMPLIFIER

...an exclusive Westinghouse development that makes possible a revolutionary, SIMPLIFIED 50-kw FM transmitter

Employing a radically different approach to the problems of attaining high power at FM frequencies, Westinghouse engineers have produced a 50-kw amplifier with outstanding advantages and performance characteristics...the "Symmetron". Employing concentric ring construction, this startlingly different Westinghouse FM development makes possible new operating convenience and circuit flexibility.

Here are just a few of the outstanding features of the Westinghouse "Symmetron" FM amplifier:

1. Only one amplifier stage. The Westinghouse "Symmetron" amplifier couples directly from a 10-kw transmitter, used as a driver, to the antenna.

2. Only 3 tuning adjustments—cathode, plate, and output coupling. The eight tubes used in the "Symmetron" amplifier function as ONE tube, no individual adjustments are necessary.

3. Concentric, symmetrical design. Tubes are integral with their associated circuit elements. The unique circuit arrangement of the "Symmetron" amplifier eliminates all the extra mechanical and electrical components required in other designs.

4. Air-cooled, plug-in, triode type tubes. No messy, complicated water cooling system. Any tube can be removed easily without special tools.

These features, and many more, have been incorporated in a design which meets all of the high standards required of any Westinghouse broadcast transmitter. They are your answer to the problem of increasing FM power. For full details, call your local Westinghouse representative today. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Westinghouse PLANTS IN 25 CITIES...OFFICES EVERYWHERE

FIRST IN BROADCASTING
Teletatus

(Continued from page 18)

identification Hooper reports for Texaco Star Theatre on TV. The August and September checks have given 96% correct identification. The radio version of Star Theatre gets 33%. Gulf's We The People usually gets above 80% on TV; 33% on the radio side.

At Young & Rubican we have used the Hooper Televote Machine to obtain profiles of audience reactions to television. The test audience is selected to be representative of the population. The We The People show which we produce for Gulf Oil Corp., was the first regularly sponsored show to appear simultaneously on both radio and television. So [we have] a radio profile and a television profile of the same show. In passing judgment remember that this was the first time We The People had been televised.

By playing back the film recording of the show against these profiles we learn a lot of do's and don'ts for television programming.

When we magnify the commercials alone we see the inevitable drop in audience interest. This was just as true for the television audience as for the radio audience. But the radio commercial dug a hole about twice as deep as the television commercial. With all the devices that suggest themselves for commercial techniques, we may even look forward to the day when the commercial will be a peak rather than a valley in the profile.

What About Budgets?

What will television do to advertising budgets? I do not believe that it will either be piled on top of existing budgets or act purely as a substitute for existing selling methods. It will do some of both. It offers a unique service in that it makes possible product demonstration in the home on a mass basis. It delivers the sales message with greater punch. But it will not completely replace any existing medium of communicating with the public.

From the March Telerating [Hooper] report I have taken as an example one of the better than average nights for television because... it comes closer to demonstrating what we may expect as average in the near future. The time was 9-9:30 p.m. Wednesday, March 10. The 3-sta- tion TV line-up was Milton Berle, Kraft Television Theatre and basketball. The radio network opposition was Abbott and Costello, The Borden Show, Dufty's Tavern and Gabriel Hatter. Hooper found three quarters of this TV sample at home and either listening to the radio or viewing television or both. If we judge these homes by their actions we find that 3% are on the fence: 3% favor radio, and 94% favor television.

I have tried to bring together into a meaningful pattern some of the available data pertaining to television's commercial opportunities and possibilities. Along with these the industry must also assume the responsibilities of providing the public with high quality reception and programs. Improvement and growth in these departments will come only as the result of tough thinking and bold action. This means intensified experimentation and investigation — electronic, audience and program research. This is a never ending search—but one which must move at top speed from now on.

P & G OFFICIAL GIVES HOLLYWOOD WARNING

UNLESS Hollywood film makers recognize that production of TV film marks a transition from distribution into manufacturing business, the city will lag as leader, Gil Ralston, Procter & Gamble radio-TV executive, told a television meeting sponsored by Screen Publicists Guild, Oct. 7. Mr. Ralston said many film men show total lack of understanding of advertisers' problems. Pat Weaver, Young & Rubican radio-TV vice president, said his agency's principal concern is meeting the TV problems of clients.

Other participants were: Frank Rhyllick, TV director, Botsford, Constantine & Gardner, Los Angeles; Leon Benson, TV director, J. Walter Thompson Co., Los Angeles; Frank Woodruff, former radio-TV head of Lennen & Mitchell, Hollywood; Ted Steele, Benton & Bowles, Hollywood, radio-TV vice president.

WABD (TV) New York DuMont station, will employ full facilities of INS and IPV Corp. in a demonstration, which transferred to Dominion Network.

State Dept. to Survey World News Blind Spots

A REQUEST by the newly organized U. S. Advisory Commission on Information that the State Dept. survey "news blind spots" throughout the world has been accepted by the Dept.'s International Press and Publication Division. Objective is to determine if American news services can develop radio and newspaper clients in these "blind" areas. The project will be started in the near future, according to Jack McDermott, head of the division.

The five-man Commission also began a study of the effect of security and civil service law restrictions on the problem of staffing the Dept.'s information operations — including the "Voice of America" — in view of the highly-trained specialists required. The Commission is headed by Mark Ethridge, publisher of the Louisville Courier-Journal, and includes NAB President Justin Miller.
Arthur C. Nielsen, president of A. C. Nielsen Co., Chicago, has, been ap-
pointed chairman of committee on distri-
bution of U. S. Assoc. of the Inter-
national Chamber of Commerce. He suc-
cceeds Thomas B. McCabe, president of Scott Paper Co., who resigned when he
became chairman of the Federal Re-
servation Board.

Andrew P. Massey has been appoint-
est to staff of Engineering Electronics
Section of the National Bureau of Stan-
ders. Washington, where he will head
the electronics standardization
group.

John J. O'Connell has been appoint-
est account executive in the station re-
lations department of Associated Pro-
gram Service, New York.

Alan Ward, former head of radio produc-
tion for Kudner Agency, New York, has joined the faculty of Ad-
vancement of Theatre Arts, New York.

Horace Stovin, president of H. N. Stovin
& Co., Toronto, station repre-
sentative, and a director of Bureau
Measurement, Toronto, will give BMM
presentation in annual meeting of Assn.
of Canadian Advertisers at Toronto.

Samuel Goldlyn Productions has appoint-
ed Mal Boyd, Los Angeles pub-
licity man, to handle radio and te-
levision exploitation for forthcoming
movie, "A Studio Is Born."

T. A. McDonald has been appointed
manager of the newly formed Market
Services Division in General Electric's
Electric Dept.

Daniel R. Creato has been appoint-
ed a vice president and general coun-
sel of the RCA Service Co. He has been
with the legal department of RCA Victo-
Division since 1935.

John H. Mitchell has been named
director of television sales for United
Arts Inc. and will head new distri-
bution set-up for release of films for
theatrical on a nationwide scale.

Incumbent officers of American
Music Conference were re-elected by
board of trustees at annual meeting
of group last week in Chicago. They
include: Louis G. Lamair, president;
Lucien Walsin and George M.
Bundy vice presidents; Jay Kraus,
secretary, and Max Yarg, treasurer.

Arthur Stoff, head of Yeast Adv. Serv-
New York, has been transferred to
firm's Los Angeles office.

Howard B. Thomas Jr., executive vice
president and general manager of
Packard-Bell Electric Corp. (radio-
phonograph and television set manu-
facturer), and W. Lowell Wood, di-
rector of sales for company, have
re-
signed their positions. Mr. Thomas
has announced no future plans as yet;

The Maine Combination
WGJW 1090
5000 Watts
GUY CANNETT
Broadcasting Services
WGJW-FM
National Representative
PAUL H. RAYMER

Mr. Wood will go into business for
himself. General manager's duties will
be absorbed by Herbert A. Bell,
president of firm, and those of the
sales manager will be taken over by
William H. Cies, formerly in that
position.

Equipment
Zenith Radio Corp., Chicago, an-
nounces releases of a record changer
with Twin Cobra Arms, for both stand-
ard and long-playing records. Dual-
spool turntable operates at either
33 1/3 or 78 revolutions per minute.
Retractable stylus is used instead of
needle or crystal, and new arm
exerts 2/3 ounce of pressure.

J. A. O'Connor has been appointed
Boston representative for Starrett Tele-
vision Corp., New York. Boston office
will be at 109 Lincoln St., Allston.

John T. Thompson has been ap-
pointed sales manager, replacement
parts, GE Tube Division. His head-
quartners will be in Schenectady, N. Y.
Also with headquarters in that
city is G. F. Cal-
lahan, newly ap-
pointed division sales
engineer, Cathode
Ray Tubes, GE Tube
Division.

Motorola Inc.,
Chicago, sales for
nine months ending
Aug. 28 totaled $38,-
015,236, 21% in-
crease over sales of
$32,060,236 in same
period last year.

Audio Equip., Chicago, a division of F.
Dumoulin Hall Inc., has been
removal of its executive offices from
952 Sth Ave., New York, to 153 W. 33rd
St., New York.

Research Bureau Starts
Program Idea Contests
Three Contests among all
member stations and their per-
rsonal are introduced last week by The
National Research Bureau Inc.,
Chicago.

A total of 25 cash prizes for
the category, Case History,
Program Idea and Special Prom-
on—being offered by the firm
in contests scheduled for Sept.
1-Oct. 31, 1948; Nov. 1-Dec. 31,
Prizes in each contest are: $25,
first prize; $15, second prize; $7.50,
third, and 22 prizes of $2.50 each.

Designed to stimulate the exchange
of ideas, the contest will furnish
material for a new service of NRB
for radio sales departments. Entry
blanks are available from the Speci-
cial Features Contest, Editor of
NRB at 415 North Dearborn, Chi-
cago 10, Ill.

For second successive year Donald
& Coo, New York, will serve as volun-
ettes advertising agency on the Ad-
vertising Council's Fight Tuberculosis
campaign. Jeremy Oury, vice presi-
dent of agency, will again supervise
preparation of advertising materials
for campaign.
October 7 Decisions...

**ACTION ON MOTIONS**

_by Commissioner Walker_  
Ari-Ne-Mex, Best Co., Excedindale, Calif.—Granted petition for continuance of hearing of Rockford application from Oct. 27 to Nov. 5 at Washington.


The Orange Belt Station, Redlands, Calif.—Denied petition for leave to amend application to specify 1,300 kw in lieu of 2,300 kw, as amended and accepted application removed from hearing docket.

Video Best Co., San Jose, Calif.—Granted petition to dismiss without prejudice application.

WRNY Rochester, N. Y.—Denied petition to dismiss without prejudice application.

Video Best Co., San Diego, Calif.—Granted petition for leave to amend application to show revised estimates of construction costs and proposed financing.

Williamson Better Corp., Phibsboro, and Big Sandy Best Co., Paintsville, Ky.—Granted petition of Williamson Best Co., Phibsboro, to dismiss without prejudice application; removed from hearing docket of application of Big Sandy Best Co.

WTOC Savannah, Ga.—Granted petition for leave to amend application to present revised engineering estimates showing minor changes in operating costs.

KFLY Canton Best Co., Inc., Waxahachie, Tex.—Denied petition for leave to amend application to specify 500 kw in lieu of 1 kw, and to show changes in estimated operating costs; amendment accepted and application removed from hearing docket.

The Highland Best Co., Sebring, Fla.—Denied petition for leave to amend application to specify 100 kw in lieu of 250 kw. Amendment was accepted and application removed from hearing docket.

WCSB Knoxville, Tenn.—Denied petition for re-determination of date of oral argument; date of oral argument in re-Docket 949 and 849, and said oral argument denied without oral argument.

KERN Bakersfield, Calif.—Granted petition to dismiss without prejudice application.

October 11 Applications...

_ACCEPTED FOR FILING_

KFRA Greeley, Colo.—License to cover CP.
KFRA Greeley, Colo.—License to cover FM.

KFSW Columbia, Mo.—License to cover FM.

**PUBLIC FILING**

KFRA Greeley, Colo.—License to cover CP.
KFSW Columbia, Mo.—License to cover FM.

KWTV Sioux City, Iowa.—Granted license covering change frequency, increased power.

WAPX Montgomery, Ala.—Granted license covering change frequency, increased power.

KWBT Louisiana, La.—Granted license covering change frequency, increased power.

WSBN Belle Glade, Fla.—Same—900 kw D.

KOCH Houston, Tex.—Same—1450 kw D.

KFDO Fort Worth, Tex.—Same—1250 kw D.

KWDT San Antonio, Tex.—Same—1000 kw D.

KFWY Fort Worth, Tex.—Same—1000 kw D.

KFWY Fort Worth, Tex.—Same—1000 kw D.

KCII Des Moines, Iowa.—Same—900 kw D.

KWTV Sioux City, Iowa.—Same—1450 kw D.

KFDO Fort Worth, Tex.—Same—1250 kw D.

KWNT San Antonio, Tex.—Same—1000 kw D.

KFWY Fort Worth, Tex.—Same—1000 kw D.

KWTV Sioux City, Iowa.—Same—1450 kw D.

October 12 Decisions...

**BY THE COMMISSION**

Upon petition of Paramount Pictures Inc., N.Y., A.R.A. to reduce rate of RHP from 24.2 kw to 12.1 kw to 23.38 kw, and 11.99 kw.

Oct. 8 to October 14

**CONSTRUCTION PERMITS**

HF directional antenna
All new facilities.

STL studio-transmitter link
Same, same.

SSA service authorization
Same, same.

WMPB

MEMPHIS

68

10,000 W Day Time
3000 W Night Time

On Your Radio

A 1 1/2 BILLION DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KFTF reaches 7 billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE
TEXAS-OKLAHOMA STATION

Wichita Falls 3,000 Watts 420 KC CBS
Represented by Paul N. Raymer Co., and KWFT, 891 Tower
Petroleum Bldg., Dallas
KRLD Dallas Asks Election Question

IS A STATION "obligated to clear and to sell a particular period to a political candidate during a general election campaign merely because the same period happened to be available and was sold to a candidate during a preceding primary election campaign?"

KRLD Dallas raised the question with FCC last week—and answered it emphatically in the negative—in replying to Rev. Sam Morris, National Prohibition Party nominee for the U. S. Senate from Texas, who had charged that KRLD sold time to a Democratic candidate, George Paddy, but refused to make equal time available [BROADCASTING, Oct. 4].

KRLD spokesmen said Rev. Mr. Morris made no request for time until the conclusion of the Democratic primary, which Paddy lost. Then, they said, Mr. Morris reserved a period on behalf of the National Prohibition Party. But the station said this was held available from Aug. 2 to Sept. 6, although he did not use it.

The time Mr. Paddy bought was from 6:45 to 7 p.m. in June and July, KRLD said. It was pointed out that this period is normally occupied by CBS News "Roundup," which was off the air at that time but returned Aug. 2. Since then, the station said, other periods in the same bracket have been offered to Mr. Morris and refused by him.

The station maintained that it has always afforded equal opportunity to all political candidates for use of its facilities but "has been advised and is convinced" that the sale of a specific period during the primary does not obligate the station to sell the same period to another candidate during a general election campaign.

KRLD’s reply was given by Eliot C. Lovett, Washington counsel.

30 OUTLETS PLANNED IN KROGER PROMOTION

THE KROGER Co., Cincinnati, midwest grocery distributor, has launched an eight-week promotion campaign during which $415,000 in cash and merchandise prizes will be given away.

The firm has scheduled a total of 1,944 commercials on 30 stations in the territory served by Kroger, in addition to extensive newspaper and point-of-sale advertising. Brand-name sponsors cooperating in the campaign include Procter & Gamble, Colgate-Palmolive-Per, Lipton Tea and Lever Bros.

Among hundreds of other prizes, Kroger will award a year’s food supply to three families during each of eight weekly jingle contests. Employees of Kroger’s 300 store locations are eligible to win watches, jewelry, electrical appliances and other prizes.

IN THERE PITCHIN’

IT WAS a busy week for WLA, Boston, during the World Series playoff in that city. In addition to its own programs, the CBS-owned station originated shows Oct. 5 for CBS affiliates WJAS Pittsburgh, WCAU Philadelphia, WGAR Cleveland and WTOP Washington. On Oct. 7, WEEI again originated shows for WGAR WJAS and two for WTOP.

Radio Features Syndicate, Laguna Beach, Calif.—CP new standard station 1520 kc 1 kw DA-1 unl. AMENDED TO change power to 250 w-N 1 kw D-DA-2.

License Renewal
WIRK West Palm Beach, Fla.—License renewal AM station.

License for CP
KRIC Corona, Calif.—License to cover CP new standard station KEVY Kerrville, Tex.—Same.

WGR Buffalo, N. Y.—License to cover CP increase power, etc.

Modification of CP
WJPS Terre Haute, Ind.—Mod. CP new standard station for extension of community license.

License for CP
WLLJ Fall River, Mass.—Mod. CP new station for extension of community license.

License for CP
WIRK West Palm Beach, Fla.—License renewal FM station.

License Renewal
WJMC-FM Bridgeport, Conn.—License renewal FM station.

License for CP
WRK-FM East Lansing, Mich.—License to cover CP new FM station (reestablished).

WJWL-FM Indianapolis, Ind.—License to cover CP new FM station.

WJFL Flint, Mich.—Same.

License Renewal
WPAM-FM Fort Wayne, Ind.—Same.

License Renewal
WJMC-FM Rice Lake, Wis.—License renewal FM station.

License for CP
WRAC-FM East Lansing, Mich.—CP to reinstate.

License Renewal
WTAL-TF Tallahassee, Fla.—CP to reinstate.

License for CP
WAGA-FM Atlanta, Ga.—CP new FM station for extension of completion date.

License for CP
WAGA-TV Atlanta, Ga.—CP new commercial TV station to designate studio location as 1002 Peachtree St. NW Atlanta, Ga., change ERP from 17,708 kw, 8.27 kw to vis. 56.4 kw, 14.9 kw.

License for CP
WOR-FM New York—CP new commercial TV station to increase ERP from 9.5 kw to 22 kw. AMENDED TO change vis. to 9.2 kw.

License for CP
WMAR-TV Baltimore—Mod. CP new commercial TV station for extension of completion date.

(Created on page 89)
New Business
(Continued from page 14)

RCA VICTOR Co. Ltd., Montreal (receivers), planning to start Dec. 5, for an unstated network, Boston Symphony Concert on about 20 Dominion Network stations from NBC, Sun., 9:30-10 p.m. Agency: Spitzer & Mills Ltd., Toronto.

LONDON LIFE INSURANCE, London, Ont. (insurance), on Oct. 9 started Intercollegiate Football Games to Nov. 13, Sat., 2-4 p.m. on four Ontario and Quebec stations. Agency: McConnell, Eastman & Co., Toronto.

MOTHER PARK'S TEA Co., Toronto, on Oct. 9 renewed to April 30, Musical Mysteries on nine Ontario stations, Sat., 7:30-8 p.m. Agency: A. J. Deene & Co., Toronto.

DAY & NIGHT MFG. Co., Monrovia, Calif. (water heaters, coolers), through Hixson & Jorgenson Inc., Los Angeles, running one television spot weekly on WBAR-TV Port Worth, with plans for later expansion to other Southern stations. Present contract for 52 weeks.


GANTNER & Mattern, San Francisco (swim suits manufacturer), appoints Ruthrauff & Ryan, same city, to handle advertising. EDWARD L. McDONALD, formerly with agency's New York office, transferred to San Francisco to serve as account executive.

KADOTA FIG Assn., Merced, Calif., appoints Brissacher, Wheeler & Staff, San Francisco, to handle advertising.


Network Accounts • • •


INTERNATIONAL MILLING Co., Greenville, Texas (Robin Hood Flour), renews Queen for a Day (Monday, Wednesday, Friday, 1-1:30 p.m. CST) for second year on 119 MBS Southern stations for 52 weeks. Agency: Crook Adv., Dallas.

SWIFT and Co., Chicago (Allsweat margarine), begins sponsorship of Meet the Meeks (Sat. 10 a.m. CST) Nov. 6 for second year. Show aired on full NBC network. Agency: J. Walter Thompson, Chicago.

MARS Inc., Chicago (candy bars), renews Dr. I. Q. Jr., quiz program, over NBC Jan. 9 (Sun., 4:30-5:30 p.m., CST), for 52 weeks. Agency: Grant Adv., Chicago.

Adpeople • • •
KEN PEARSON appointed general merchandising and advertising manager of CVA Corp., San Francisco, (Roma, Cresta Blanca and La Boheme Wines). Mr. Pearson, CVA merchandising manager for past three years, will supervise all advertising and merchandising activities for those wines.

MILDRED B. DUDLEY named radio timebuyer for John W. Shaw agency, Chicago. She was formerly associated with WDWS Champaign, Ill., as announcer and producer; with John Blair and Co., Chicago, radio representative, and with KTRH Houston as traffic manager.

EDWARD J. FORTMAN, former public relations executive with J. Walter Thompson Co., Los Angeles, named director of public relations and publicity for Greater Los Angeles Area Chapter of National Safety Council.

WALTER W. DAVIS Jr., advertising manager of Pacific Pathways Inc., Los Angeles, appointed director of advertising.

N. Calif. Dealers Form Promotional TV Council
TWENTY-TWO California distributors of television receiving sets have formed the Television Council of Northern California, for the general promotion of television. Headquarters for the council are in San Francisco. Al Meyer, president of Leo J. Meyer Company, RCA distributor, is acting chairman of the board.

Major project of the new council will be a pre-T-Day campaign to acquaint the general public with television. Donors to an advertising fund will be the distributors and manufacturers. Radio and press publicity will be started within the next few weeks.

[Image of KGW TV Station]
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
(202) Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 N. Hill Press Bldg., Essex Hotel
Washington 4, D. C.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

George C. Davis
501-514 Munsey Bldg.—District 8451
Washington 4, D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

Raymond M. Wilmotte
Paul A. deMars
Associate
1469 Church St., N.W.
Washington 5, D. C.

John J. Keel
Warner Bldg., Washington, D. C.
13th & E Sts., N. W.
National 6513

Lohnes & Culver
Munsey Building District 816
Washington 4, D. C.

Frank H. McIntosh
718 16th St., N.W.—Metropolitan 4077
Washington, D. C.

Russell P. May
1425 F St., N.W.
Kellogg Bldg.
Washington, D. C.
Republic 2904

Rothrock & BaIrey
Suite 604, 1735 K St., N. W.
National 0196
Washington 6, D. C.

Herbert L. Wilson
1325 Connecticut Ave., N.W.
Washington 6, D. C.
Na. 7141

Holey & Hillegas
1146 Briarcliff Pl., N.E.
Atlanta, Ga.
A.T.wood 3328

Andrew Corporation
Consulting Radio Engineers
345 E. 75th St.
Triangle 4400
Chicago 19, Illinois

Weldon & Carr
Washington, D. C.
1603 Connecticut Ave., N. W.
Ml. 4181
Dallas, Texas
Texas 2260

E. C. Page
Consulting Radio Engineers
Bond Bldg., Executive 5670
Washington 5, D. C.

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

A. Earl Cullum, Jr.
Highland Park Village
Dallas 5, Texas
Justin 6-6108

Chambers & Garrison
1519 Connecticut Avenue
Washington 6, D. C.
Michigan 2261

Kear & Kennedy
1708 K St., N.W.
Sterling 7933
Washington, D. C.

William E. Benns, Jr.,
& Associates
3708 Kanawha St., N. W.
Ordway 8071
Washington, D. C.

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
925 16th St., N.W.
Republic 3883
Washington, D. C.

John Creutz
319 Bond Bldg., Republic 2181
Washington, D. C.

Gilbe Bros.
1108 Lillian Way
Glendale 6178
Hollywood, California

H. V. Anderson
Consulting Radio Engineers
Colt House, Box 7-257
Lake Charles, La.

Guy C. Hutcheson
1100 W. Abram St., Phone 1218
Arlington, Texas

Nathan Williams
Allocation & Field Engineering
20 Algoma Blvd., Ph. Blackhawk 22
Oshkosh, Wisc.

Preisman & Biser
AM, FM, Television
Allocation, Station Design
Management Training Associates
2300 16th St., N. W.
Washington 10, D. C.
Adams 7399

Mr. Saxon
203 W. Hutchison Stree
Telephone 888 or 211
San Marcos, Texas

A. R. Bitter
Consulting Radio Engineers
415 Monroe Street
Toledo 6, Ohio
Telephones—Kingwood 7631, 9541

Robert M. Silliman
Consulting Radio Engineer
Specializing in Antenna Problems
1011 New Hampshire Ave., BE. 6646
Washington, D. C.
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word; $1.00 minimum. Help Wanted 20c per word; $5.00 minimum. All other descriptions, 10c per word. Each insertion a minimum of 25 words. Minimum insertion 8 weeks. One inch ends, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Classified Department, Broadcasting Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of applied material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager: Good opportunity, experience necessary. Background and excellent sales ability. Letter. Box 979, BROADCASTING.

Salesmen


Salesman—1000 watt daytime independent. Must have well-rounded sales background. Suitable financial arrangements will be made. Box 981, BROADCASTING.

Salesman needed for progressive music-sports station. Mutual affiliate, located in one of south’s fastest growing cities of 200,000 metropolitan population. To air a full net of top talent. Experience necessary, salary open. Box 982, BROADCASTING.

Situations Wanted

Salesman—1000 watt daytime independent, listening area, New England market. Want experienced, well-educated, livei. Immediate opening. Box 966, BROADCASTING.

Sales position now open for experienced man. Operations, sales, and general business management. Salary $5000. Box 967, BROADCASTING.

WANTED: Several first class engineers for permanent fulltime positions in leading markets North and South Carolina. Write A. L. Chaney, Jr., 120 E. 3d St., Charlotte, N. C.

Technical

Combination man, first class ticket necessary, good announcing essential. Send full particulars. Box 857, BROADCASTING.

Young men with first or second class license for control board. No experience necessary. Want, Cantoh, Ohio.

WANTED: Several chief engineers for permanent fulltime positions in leading markets North and South Carolina. Write A. L. Chaney, Jr., 120 E. 3d St., Charlotte, N. C.

Combination engineer, 1 kW fulltime. Must be thoroughly experienced with sales and salary requirements. Box 959, BROADCASTING.

Chief engineer, 1 kW fulltime. Experiences and qualifications. Box 955, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, others

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professors. Highest references in industry. Available soon. Box 13, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professors. Highest references in industry. Available soon. Box 13, BROADCASTING.

Employment Service

WANTED

Station Manager! Need Trained Personnel!

SITUATIONS WANTED

BROADCASTERS!

Wanted a Refresher Course? BEGINNERS!

Wanted to be a broadcaster?

WANTED

WASHINGTON, D. C.

National Academy of Broadcasting, Inc.

Fifty-five West 46th Street

WANTED

WANTED

Situations Wanted (Cont'd)

Technical

Chief engineer—Excellent references, years' base experience, and TV. Box 880, BROADCASTING.

Position wanted in mid-northwest, first class engineer, one year experience in AM and FM. Television training. Write Robert W. Axton, Wbbos, Cross Rd., Ky.

Chief engineer of 1 kw FM desires position, with complete, with station having TV plans. Two years TV. Thoroughly experienced in all phases of operation AM, FM, equipment. Married. Box 989, BROADCASTING.

Engineer, thoroughly experienced, including construction. Excellent reference. Graduated RCA General Course. Married. Have cars. Desire 1 kw or better. Box 989, BROADCASTING.

Construction—chief engineer available. Highest qualifications including engineering degree, operating experience. 15 years experience. Possibility of stock purchase desired. Box 989, BROADCASTING.

Licensed studio supervisor, 50 kw, changing residence. Married. Job must form completely. Box 852, BROADCASTING.

Chief engineer with $5000 to invest. East coast. Presently chief of 250, experienced in operation. Box 989, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, others

Program director—Thirteen years experience programming, announcing, editing. Accomplished new station construction. Box 979, BROADCASTING.

Looking for well trained men?

For Sale

Stations

Fulltime metropolitan station 20,000 watts PM in city, deal will be made. Write Box 929, BROADCASTING.

Daytime 1000 watt with time sales over, looking for someone with experience to purchase. Box 957, BROADCASTING.

Midwest station daytime only but fulltime application filed for year and in operation, commercial. Box 28, BROADCASTING.

Equipment, etc.


Rhythm 220 watt transmitter complete, with spare set of tubes. This transmitter has been in operation for two years and it has not lost any air time. Also composite studio console. Reason for selling is increase in power. For details contact KCVS, Lodi, California.

Sell RCA TMV-129-B crystal and holder for sale. Great condition or trade for same 1340 kc KIVR, Salida, Colo.

APPLICANTS WANTED

1 RCA 7SB console complete with power supply, Inquire Selwyn Kirby, KEOQ, Adams, Minn.

(Continued on page 88)
We can handle three more applications this year. Why not let us convert your ideas into a complete station. A three-cent stamp will bring you the answers to your questions as to how it can be done. There is no substitute for exercise. L. W. Andrews, Inc., 219 Whiteaker Blvd., Davenport, Iowa.

LATE CLASSIFIED

Help Wanted

Salesmen

Network station in southwest city of 100,000 has an opening for an experienced salesman. Applicants can earn at excellence income and may become salesman-manager. Box 30, BROADCASTING.

Announcers

Progressive weekly in rich market needs topnotch announcing engineer. Starting salary $800 per week. No experience need apply. Write WBKO, El Centro, Calif.

Technical

Combination engineer-announcer position available at large city station 5000 watts, 400,000 people standard time. Young, ambitious engineer with complete knowledge of electronic and audio equipment needed. Establish starting salary, to General Manager. Box 24, BROADCASTING.

Production-Programming, others

Women's program director to help aggressive, progressive station in major city. Must be good on the air, able to write and have ideas, also assist program director in planning, promotion, etc. Send photo, disc and salary requirements, including desired starting salary, to General Manager, WQUA, Motline, Ill.

Situations Wanted

Managerial

Opportunity wanted by employed sales manager who can handle sales responsibilities and general sales management experience. Can qualify as general manager. 20-30 years of experience. Box 900, BROADCASTING.

Salesmen

Salesman, sales manager available in midwest. Combine sales and engineering background and record of achievement. No armchair executive but gets business by making plenty of calls. Salary-bonus of guaranteed draw. Box 17, BROADCASTING.

Announcers

Experienced in all phases and 3 kc operation. Salesmen, salesmen in management, announcers, sales personnel, entertainers. Box 25, BROADCASTING.

DIE JOEY - ANNOUNCER 28, eight years experience radio writing. Married, sober. Available for any type work. Box 26, BROADCASTING.

LATE CLASSIFIED (Cont'd)

CAMPANA SALES Co., Batavia, Ill., on Oct. 7 began its 19th year of sponsorship of First Nighter dramatic series for its Campiana Italian Balm. Program resumed on CBS on that date, Thurs. 10:30-11 p.m. Wallace-Ferry-Hanly Co., Chicago, is agency for Campiana.

With start of 1948 college football season, WSBT South Bend, Ind., has begun its 10th year of broadcasting the complete schedule of Notre Dame games under the continuous sponsorship of the American Trust Co., South Bend. WSBT has been giving Notre Dame play-by-play accounts for 26 years and claims to be one of first stations in country to air such programs. Ex-Notre Dame player, Joe Boland, handles series.

XXOK St. Louis, owned by St. Louis Times, Sept. 19 celebrated its 10th birthday. WBNB Beloit, Wis., FM outlet of the Beloit Daily News, has begun its second year of operation. Featuring heavy coverage of local sports activities, WBNB reports there are over 25,000 FM homes now within its coverage area.

So late in second year of operation is WCCM Lawrence, Mass., AM outlet. Special anniversary party at local theatre marked first birthday in early September of WCSI Columbus, Ind., FM station. Lieut. Gov. Rufe J. Alexander attended.

WDRC Hartford, Conn., has completed 150th consecutive wire record broadcast in its Community Chest series. Quarter-hour show originates weekly from different Chest agency... The Los Angeles Breakfast Club program of KFWP Los Angeles is now in its 23rd year. Art Baker has started his 11th year of Art Baker Notebook on KFI Los Angeles.

Harold Peery did his 300th

MILESTONES

ABC's Gift

IN A SKETCH on Senora Evita Peron, wife of the Argentine president, appearing in the Oct. 10 issue of the New York Times, Milton Bracker, that newspaper's bureau chief in Buenos Aires, describes as "a spectacular costume piece," the gift presented to her by the Inter-American Assn. of Broadcasters a few days before the dictator charged the Peron administration withiggling Argentine radio. The piece is an Argentine flag in diamonds and rubies. Mr. Bracker says that five of American correspondents recently muzzled, for a 12 hour period, by the Peron government [BROADCASTING, Oct. 11].

THREE STARS OF SUN Oil Co's. "Three Star Extra" cut the cake hourly on the Fabulous, Mr. the first announcer of the program, heard on NBC, Monday-Thursday, 6:15-7 p.m. (EST). Trio includes (l to r) Ray Henle, Ned Brooks and Felix Morley.

Shortwave Services

SHORTWAVE services of the United States, Canada, Radio Australia, and the BBC, were classified by a survey conducted in Sweden as the four leading services of their kind in the world. This information was pointed out to the Australian Parliament Oct. 7 by Arthur A. Calwell, Minister for Information, Dept. of Information, to which Radio Australia is attached. He said that in 1948 Australia's programs had been relayed by Mutual in the U.S., BBC, New Zealand's National Broadcasting Service, the Canadian and South African corporations as well as Singapore Radio and the All-India Radio.

"STARLETs ON PARADE," KDKA Pittsburgh's all-child half-hour radio special of eight six to eight on the air Oct. 9.
NEW POLITICAL GUIDE
PUBLISHED BY GALLUP
THE GALLUP POLITICAL ALMANAC FOR 1948

A VALUABLE reference for observers on the American political scene—The Gallup Political Almanac for 1948—has been compiled by the American Institute of Public Opinion, Princeton, N. J., and printed by The Clarke Press, Manchester, N. H.

The book contains all the material found in the first edition of Gallup’s political almanac, plus considerable new material. Results of the 1946 and 1947 elections for Congressmen, Senators and Governors and changes in these offices caused by deaths, resignations or special elections are included. Gubernatorial vote figures for each state back to 1928 are added. Information on the forthcoming 1948 elections, turn-out in this nation compared with other democracies, Presidential succession, the party conventions are other new features. To avoid misunderstandings this edition presents election results in terms of percentages rather than actual votes cast.

Complete figures on the last three Presidential elections for the 3,969 counties and 26 independent cities in the nation are found in the book. It also gives political trends over the last 20 years, some illustrated by charts. Breakdowns indicate how a particular state voted for President, Senators, Representatives and the majority given to a specific major party; how the nation’s farmers, white collar workers and labor union members voted in recent years; and other related information.

Margot Fortuna

MARGOT FORTUNA, 32, Women’s World editor and Story Lady of WAZL Hazleton, Pa., died Oct. 2 of a heart attack. For many years she was identified with New York productions and with summer stock theatres. She returned to Hazleton two years ago and joined the WAZL staff in January 1947.

‘Sound Effect’ Spot

SPOT announcements have been artfully interwoven in the pattern of background sound effects, with gratifying results, by KLIF Dallas. The technique was used by Sports Announcer Gordon McClendon and Al Turner, alternating at the mike, during simulated “on-the-spot” broadcasts of baseball games. In addition to the play-by-play account developed from decoded Western Union reports from the playing field, continuous crowd noise discs were used to provide a natural background. KLIF injected more color by dubbing in a “sound-effect” spot against the background noise. Intermittently, listeners could hear the familiar voice of the soft drink hawker crying “Izo cold—get your iced cold Dr. Pepper.”

Second French-Language Net Starts in Quebec

PERMISSION to develop a number of subsidiary commercial networks has been granted a second French-language network in Quebec province. Canadian Broadcasting Corp. has sanctioned five twenty-five-minute shows weekly, four of which originate at CKVL Verdun, and one at CKAC Montreal. These shows will start as sustaining programs going to two or more Quebec stations. They may be sponsored without further CBC permits, it is understood.

Programs are being routed on network lines from Sept. 20 to March 14. Stations taking all or some of the shows, in addition to the originating stations, are CHLN Three Rivers, CKCV Quebec, CHRC Quebec, CJSO Sorel and CHRF Granby. The development is new to Canadian broadcasting in some respects, and falls in with CBC plans to develop a second French-language network.

CAMPAIGN STARTING TO END PHONY POLLS

BECAUSE legitimate research survey canvassers are having doors slammed in their faces, the National Better Business Bureau has announced a nationwide campaign to stamp out the use of the phony research approach in door-to-door selling. The bureau reports that door-to-door salesmen frequently tell the housewife they are taking a “radio poll” or a “public opinion survey” to gain entry to the home—and then begin their sales talk for anything from books to dustmops.

Research organizations sending canvassing teams into a community are advised to contact the local Better Business Bureau, so the local organization can assist in certifying to the genuine nature of the organization’s work. Local radio stations, conducting listener research surveys, should do likewise, according to the Better Business Bureau spokesman. In the instance of a supposed “radio research poll” was discovered to be a high pressure campaign for selling encyclopedias to the unsuspecting housewife.

Three prominent marketing research officials will assist in the campaign to eliminate the deceptive door-to-door sales approach.

Hollywood Stars Honor Dedication of WPJB-FM

WPJB, new FM station of the Providence (R. I.) Journal Co., was dedicated Oct. 17. Frequency is 105.1 mc (Channel 299), with 20 kw power.

Eddie Dowling, Broadway star, as m.c., headed the list of Rhode Island natives returning to Providence to add their talents to the show, which was presented in the auditorium of the Rhode Island School of Design and carried by WPJB throughout the state. In addition to the live talent, the program carried a 30-minute transcription made by Hollywood people who are former Rhode Islanders.

KCMJ Transfer Data

KCMJ Palm Springs, Calif., is a CBS affiliate operating on 1340 kc with 250 w, fulltime, and is now licensed to Palm Springs Broadcasting Co., new corporation. KCMJ was incorrectly identified as operating daytime on 1370 kc with 250 w in Broadcasting, Sept. 20. KCMJ was granted assignment of license from equal partnership of Richard W. Joy and Donald C. McBain to the new firm which is composed of following: Mr. McBain, president and 37.31% owner; Mr. Joy, secretary-treasurer and general manager and 50% owner; his wife, Jean W. Joy, 18.655%; George W. Irwin, co-founder of Irwin-McHugh Adv., Hollywood, 18.655% and Roland Irwin, KCMJ announcer 12.593%. Messrs. Irwin and Valle each invest $6,250.

Only station saturating rich Western Washington market!

KIRO CBS SEATTLE TACOMA THE PIONEER 50,000 WATT STATION OF THE PACIFIC NORTHWEST 710 KC NATIONALY REPRESENTED BY FREE & PETERS, INC.

A GOOD BUY, PARSON!

The Texas Rangers are a good buy! This versatile group is America’s largest and finest group, featuring western music. They are veterans of stage, screen and radio.

The Texas Rangers transcriptions are America’s only vertical cut transcription service of western music.

You’ll find this high fidelity ideal for either AM or FM. AND, the price is right!

Wire, Write or Phone for Complete Details

THE TEXAS RANGERS
ARTHUR B. CHURCH PRODUCTION KANSAS CITY, MO.
KOIL delivers NEBRASKA'S NO. 1 MARKET—OMAHA plus Council Bluffs

BASIC ABC + 5000 WATTS Represented by EDWARD PETRY CO., INC.

IT'S A GREAT DAY on WLAV and WLAV-FM

WLAV leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

WLAV — 28.1% 
Station B — 22.6% 
Station C — 22.2% 

Contact the John E. Pearson Co. ABC for Grand Rapids

Power Plus Perfection

Production

JOHN GAUNT, program manager of WNWV Washington, and BUD COFFIN, assistant program manager, have joined KOIL Hollywood, and have joined KOIL Hollywood, and have been in charge of the\n
MICHAELO L. OSU has joined announcing staff at KOIL-Katonah, Westchester, Formerly with WXGM and WQPD (FM) Queen City, Cincinnati.

PATRICK PHILLIPS, picker writer at WQSD Terre Haute, Ind., has announced his marriage to Joseph Wink-\n
RICHARD LAWRENCE, program director at KDAL Duluth, Minn., is the father of Terence Kevin.

ARMAND LA POINTE of KOWL Santa Monica, Calif., has started his own daily column, titled "On ABC Show," on that station.

DICK RICHMOND has joined WLBK Lebanon, Pa., as announcer. He was formerly chief announcer at WJWB New Orleans.

HAZEL MAREK, director of public service, promotion and public relations at WTOP Washington, is chairman of the third annual "Planning of Educational Broadcasts," at the Oct. 13, 14 and 15 Columbia, N.Y., meeting of the School Broadcast Conference.

JOHN DUNHAM has been appointed WLBK Lebanon, Pa., as traffic manager. He is a former CBS announcer.

LOUISE NEWTON has been appointed traffic manager of WBIC Columbia, S. C.

WILSON SCOTT has been appointed head programmer at WREH, new 250 W station in Lex-\n
DICK PETTY, announcer at WLBK Lebanon, Pa., Oct. 4 married Lisa Haxton.

MARIE MURRAY, producer of "Family Theater" on WRS, has announced her marriage to WPaul W. AMOS.

"This Is Your FBI," replaces BY AVER- \n
JERRY LEWIS, radio writer on ABC "This Is Your FBI" is the father of a boy, David Mark.

MARVIN BECK, director of ABC "Bride and Groom" is the father of a girl, Shirly Marie.

BEVERLY HARRINGTON, 25, announcer at KDKA Pittsburgh, has announced marriage to EDDIE BRADY, 19, engineer of KDKA. West Virginia killed last month when plane crashed into "Desire." He was formerly with WLIB Roanoke, Va.

C. K. (Chuck) KOFNER has joined an-\n
Production

THE U.S. Supreme Court refused last week to review a Circuit Court decision which upheld the right of a network to fix the national advertising rate of an affiliate.

The request for a review had been filed by WSBY Rochester and was directed against the lower court's refusal to issue a prelimi-\n
SOTUS Upholds Ruling On Network's Right

THE U.S. Supreme Court refused last week to review a Circuit Court decision which upheld the right of a network to fix the national advertising rate of an affiliate.

The request for a review 1947 and 1948 was filed by WSBY Rochester and was directed against the lower court's refusal to issue a preliminary injunction to prevent ABC and Mutual from moving affiliations away from WSBY, pending trial of the station's $12 million suit charging all four national networks with violating the anti-trust laws [Broadcasting, May 3, July 19, Oct. 4].

WSBY claimed, and was supported by the FCC and the Justice Dept., that the decision of the lower court—the U.S. Second Circuit Court of Appeals, New York, affirming a decision of a U.S. district court—showed a "misconception" of FCC's network regulations and "does . . . violence to accepted principles of the anti-trust law."

Attorney for the station, owned by Gordon F. Brown, late last week had not decided that their next move would be. They may proceed with trial of the anti-trust suit, which is pending in the Southern District Court, New York. Among legal observers, however, there has been a feeling that the case would be materially weakened if the Supreme Court failed to set aside the denial of preliminary injunction.

Although the Supreme Court's refusal to review is not strictly an affirmation of the preliminary injunction decision, it does permit the decision to stand. But it does not preclude review of the entire case after trial, if review is then sought. Authorities pointed out that the Court generally is reluctant, in view of the workload of other cases, to review those that are still pending.

WSBY's suit charges that ABC and Mutual conspired to boycott the station, and that NBC and CBS, which have other Rochester affiliates, refused to make their programs available. Until 1947 WSBY had special non-affiliate arrangements with ABC and Mu-\n
WSBY refused

authorized in Rochester these two networks terminated their agreements with WSBY and signed up with new affiliates. It was this switch which WSBY sought to prevent by preliminary injunction.

In the decision which the Supreme Court refused to review, the Circuit Court upheld the Southern District Court's refusal to issue such an injunction. It declared that a network is not a common carrier and therefore can make, "in the absence of concurred action prohibited by the anti-trust law" to enter into contracts it wants for the distribution of its programs.

The Circuit Court held that "in the record now before us there is no persuasive evidence of a conspiracy to boycott or otherwise unlawfully exclude [WSBY] from obtaining defendants' programs, if later inserted the court would have been vested with this power." The decision, written by Circuit Judge Agustus Hand, also said: "[WSBY] had no inherent right to set its own rate to an advertiser and in all other respects to use the facilities of the radio network, not the radio court have the power to com-\n
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THE IDEA OF transferring television sound to regular FM channels, and permitting independent sound programming when the video is not in operation [BROADCASTING, Oct. 4], appeared to be gaining stature with partisans for and against.

The TV sound track should not be used for FM broadcasting during non-video hours.

We can all guess that a TV station will have to make a greater part of each day to show a profit," he declared. "This all adds up to the fact that TV operators will shortly be knocking at the door of the FCC for permission to run aural programs on TV stations part of the broadcast day. If such permission is granted, they will then be operating FM stations, because TV sound is FM.

"This would be confusing to the public, expensive duplication of equipment and detrimental to the building of a nationwide FM service," Mr. Price continued. "There is not a single technical reason why the plan advocated by Mr. Clough will not work.

"Video adapters could be added to existing FM receivers at less cost than a complete TV set. This combination would be even better in some cases than an expensive TV set, which might not tune the FM band. Future development of video, such as color, would not obsolete nearly so much equipment, either receiving or transmitting, if the sound were dependably fixed."

Views of Detractors

Detractors, however, viewed the plan as completely unfeasible. From the standpoint of spectrum economy—one of the grounds cited by Mr. Clough in support of his proposal—they contended that the gain would hardly be worth the effort. Video sound, they explained, takes up less than 200 kc of a 6-mc channel, apart from the guard band.

Further, they argued, the extent to which FM channels already assigned would be a big stumbling block and seemingly would require a reallocation of channels in many areas (since many stations now have TV stations, and vice versa).

They also anticipated propaganda difficulties and receiver design problems, and, additionally, felt the public would not tolerate TV stations part time as audio-only stations would result in a relaxation of efforts to promote the visual medium.

**TRAIN VIDEO SUCCESS IN B & O TRIAL RUN**

**TELEVISION on moving trains may become an accepted fact if tests now being conducted by Bendix Aviation Corp.'s radio division and Baltimore & Ohio railroad prove as successful as the original demonstration Oct. 7.

First test was successfully performed on a run from New York to New York, covering 227 miles in 2 hours and 17 minutes. Three Washington video outlets—WNBN (NBC), WTTG (DuMont) and WMAL-TV (ABC)—were received clearly in the Washington area. The receiver was tuned to WBAL-TV and WMAR-TV Baltimore, as the train neared that city. The signal of WCAU-TV Philadelphia was picked up near Newark, Del.

Bendix engineers use a commercial type radio television receiver, then add a non-directional receiving antenna and other special circuits to compensate for the change in direction of the train and "shadow effects" of obstructions. The antenna was developed by Dr. Frank Norton, TV engineer for Bendix. Audition reception was furnished through regular Bendix long-distance FM sound circuits.

New TV station, which is not yet to be operated by Mr. Taylor, also under construction, will become a new FCC commissioner, attended the inaugural trial.

Taylor Now With French in Washington Practice

SUTHERLAND G. TAYLOR has resigned from the law firm of Potter & Cutler to become associated with Ward M. French in operation of the Washington office of Saul, Ewing, Remick & Saul. The former firm continues as Potter & Cutler.

In his new connection, Mr. Taylor will engage in radio, tax, administrative, corporate and general practice. Offices are located in Dupont Circle Bldg., Washington 6, D. C. Mr. French at one time was an examiner for the Internal Revenue Service Administration and served in the Army Air Force as a lieutenant colonel.
FCC HEARS ARGUMENT IN LIMA-COLUMBUS CASE

REvised proposed decision favoring Northwestern Ohio Broadcasting Co. of Lima, O (1 kw, 1500 kc), over Sky Way Broadcasting Corp., Columbus, Ohio (5 kw day, 1 kw night, 1150 kc), argued orally before Commission en banc Friday. Final decision last March had set aside petition of Sky Way with FCC issuing new proposal still favoring Northwestern in September [Broadcasting, Sept. 27].

Marcus Cohn, Sky Way counsel, argued Commission failed to consider “efficient” factor of Sec. 307(b) in considering best use of frequency. He held FCC further ignored comparison of Lima and Columbus.

Herbert M. Bingham, Northwestern attorney, said exceptions in case were not in accord with rules and cited data used in Sky Way presentation which he claimed was not even in record.

TWO HEARINGS CALLED IN OWNERSHIP CASES

FCC called for hearings on two station sales—KYW, Philadelphia, to investigate a charge of concealed ownership; and WJXN Jackson, Miss., to determine whether transfer has already taken place without Commission consent. WJXN case involves application for approval of $35,000 transfer of the 250-w station (1450 kc) from P. K. Ewing Jr. and F. C. and Myrtle M. Ewing to Andalusia Broadcasting Co., licensee of WCTA Andalusia, Ala.

In San Diego case, KYOR is being sold to San Diego Broadcasting Co., licensee of KUSN, for approximately $87,500.

FCC WIDENS MIAMI ISSUES

HEAR on revocation of WTVJ (TV) Miami, ordered by FCC fortnight ago to be held before Comm. Paul A. Walker in Miami Oct. 25 [Broadcasting, Oct. 11], to include inquiry also into pending request for control of WTVJ by Wolfson-Meyer Theatre Enterprises Inc., Commission ruled Friday. Issues to determine whether permit granted Southern Radio and Television Equipment Co., “for the rights and responsibilities incident thereto”, have been transferred without FCC approval in violation of rules and whether all agreements are duly reported.

DUMONT ELECTION PICKUP

ANTICIPATING GOP victory, Dumont TV network has scheduled election night program pickups from Republican Party headquarters in New York and Washington. No such arrangements were made with other parties. Newsweek, which cooperated with Dumont in covering political conventions, is resuming relations with other TV stations for pre-election Sunday evening series, 6:30-7 p.m. Oct. 17, 24, 31, originating at WTTG Washington.

ALLIED RECORD PROJECT

ALLIED RECORD MFG. CO., Los Angeles, will renovate one of its plants at cost of $30,000 to make it available as leased studio site for production of television film.

HOOPER EXPANDS SERVICES FOR ADVERTISERS, AGENCIES

EXPANSION of C. E. Hooper Inc., services announced Monday, include two new agencies which now subscribe to both program Hoopertings and city Hoopertings may also obtain U. S. Hoopertings semi-annually, network audience analyses annually and station listening indexes bi-monthly for monthly subscription rates one-third above current price.

First U. S. report will be available April 15, 1949, second Jan. 15, 1950.

Hooper also offered two modified expansions of services to agencies and advertisers not now subscribing to both program and city Hoopertings.

To agencies placing one or more network programs without subscribing only to program Hoopertings, Hooper offers U. S. Hoopertings for one-third more than monthly subscription to program Hoopertings alone. To advertisers sponsoring one or more network programs and subscribing only to program Hoopertings, company offers, U. S. Hoopers and/or network audience analysis. Price for both additions is two-thirds more than present subscription for program Hoopertings alone and for either one of two additions one-third more.

DISTRICT 5 HITS GRANT TO PUERTO RICAN AGENCY

EFFORT to prevent setting of precedent by grant of commercial CP to Puerto Rican government (see page 21) urged by NAB District 5 at Atlanta Friday (early District 5 story page 20). District 5 in support of Federal-Congressional operation for independent network to be side by side with 23 existing stations.

In resolutions, district advocated naming of new code committee; supported transmitters in AFM gift; asked radio question in House; praised district director and his staff; and announced Atlanta stations for convention plans; advised wider use of BMI; proposed universal survey and measurement service; supported Judges in court in radio.

District asked manufacturers to allow dealer cooperative allowances for radio on equal basis with other media.

Maurice B. Mitchell, NAB broadcast advertising director, called for support of All-Radio Presentation. James M. LeGate, WIOD Miami, District 5 sales managers chairman, directed Friday sales clinic.

RECORDING GROUP STUDIES PROPOSED STANDARDS

TENTATIVE standards for fine-groove records submitted Friday at New York meeting of executive committee of NAB Recording & Reproducing Standards Committee. Committee took up work of project groups for submission to NAB board in November (see story page 60).

Progress made in adoption of glossary for magnetic and disc recording, with American Standards Assn. participating.

Committee also recommended standards covering width and thickness of magnetic tape as well as breaking strength, humidity and temperature factors. Work of subcommittee on noise and distortion approved but specifications for reels completed.

Attending Friday meeting were Robert M. Morris, ABC, chairman; T. J. Gallogly, American Standards Assn.; C. R. Sawyer, Western Electric; S. J. Begun, Brush Development Co.; C. J. LeBel, Associated Telecasting; H. A. Chinn, CBS; H. R. Reiskind, RCA Victor; R. A. Lynn, NBC; Mr. Dietz, Bell Labs.; Neil McNaughten, NAB.
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.
A STATEMENT OF MUTUAL’S POSITION ON “AUDIENCE BUYING” AND “GIVEAWAY” PROGRAMS

By EDGAR KOBAK, President, Mutual Broadcasting System

THERE has been widespread misunderstanding about the issues involved in "giveaway" programs on the air. The confusion may be traced to two principal factors: (1) incorrect and loose use of the term "giveaway" and its application to two distinctly different types of shows; and (2) the misunderstanding arising from the difference in the objectives of the FCC on the one hand and the NAB Code on the other.

This statement of Mutual Broadcasting System’s position is an attempt to clear the air.

* * *

First, then, let us consider the confusion in the term "give-aways." There are, as we said, two distinct types of programs involved—one which rewards the listener for listening (or which "buys" an audience) and the other which rewards participants in the show—someone selected from the studio audience or someone who submits material used in the program. To clarify this distinction, we suggest these definitions:

a. programs which give away prizes to the radio audience for the purpose of getting it to listen. Because the usual device by which this works is the telephone, these might be termed "telephone-call" shows;

b. programs which give away prizes to the studio audience for participation and to persons submitting material for the shows, and in which the reason for listening is program and not prizes. We might call these "giveaways"—more accurately, they are "audience participation" shows.

Now as to the difference in the aims and objectives of the NAB Code and the FCC. The Code (which becomes effective January 1, 1949) seeks to eliminate programs which "buy" an audience. Here is what it says on the subject:

"Any broadcasting designed to 'buy' the radio audience, by requiring it to listen in the hope of reward rather than for the quality of entertainment should be avoided."

Obviously, this language needs clarification, because there is still considerable disagreement as to what constitutes "buying" an audience. But we'll come back to this later.

The FCC's objection, on the other hand, is based on Section 316 of the Communications Act which was deleted as of September 1, 1948, and rewritten with no substantial change in Section 324 of the U.S. Criminal Code by the 80th Congress and became effective September 1. This section prohibits the broadcast of "...any lottery, gift enterprise, or similar scheme..."

* * *

After consideration of the entire problem, Mutual decided not to broadcast "audience buying" shows. We made our stand public and the general and trade press carried the story on September 1. Here's the way we look at it.

As members of the NAB, we have subscribed to the Code. We will live up to it. We think the provision about "buying an audience" does not need to be changed, but rather—clarified and strengthened.

And so, by January 1, we will eliminate from our network any program which we believe "buys" its audience. One of our programs has already been taken off the air.

On the other hand, shows like our "Queen For A Day", "True Or False", "Like A Number", "The Better Half", "Quick As A Flash" will be continued, because, as we see it, they come under the program type we defined as "audience participation."

In brief: we are going to discontinue "audience-buying" shows because we intend to live up to the Code of our industry; also, we feel that shows which depend on prizes and devices to gain listening are not good radio and, in the long run, not good for radio. (We think broadcasting is here to stay!)

* * *

Our action was not taken because of the FCC's "entirely interpretative" rules which "do not purport to add to or detract from the statutory prohibition" against lottery programs.

For one thing, a substantial body of legal opinion seems agreed, despite the FCC, that "telephone-call" shows as such cannot legally be stopped. There would seem to be confirmation of this in the fact that, although Section 316 had been in the Communications Act for years, the FCC apparently considered it necessary to write up new rules—just at the time when the NAB Code is beginning to take effect.

For another thing, we are convinced that we do not need the FCC to tell us broadcasters what is right or wrong with programming. And, it is our belief that once the Code is in operation the FCC may well have "lottery" rules—and no programs to use them on.

* * *

But now comes a danger to which we cannot close our eyes.

If the industry, reaching the decision that "audience-buying" programs are poor radio, should abandon them, there may well be no more "telephone-call" shows for the FCC to forbid. But it is conceivable that the FCC may use the new rules to move in on "studio giveaway" shows, even though broadcasters and listeners both want them.

"To put this in another way: if it is possible, today, for the FCC to say "away with giveaways"—it will be possible, tomorrow for the same or another body to say "away with mysteries, or symphonies, or comics, or drama or documentaries."

It will be possible, the day after tomorrow, for some group to say "away with freedom of the air."