IT'S AS OBVIOUS AS...

A NAIL that WOR nails down an advertiser's problem in record time and produces results that leave him joyously bewildered. For instance, one WOR show sent 11,985 people trotting into showrooms to see a car a man wanted to sell. After only 13 weeks, a man who makes a cooling drink found that his business had increased 100%. Isn't that nice?

A MATCH that WOR — which is only a quarter-century old — is a match for any media anywhere when it comes to keeping its advertisers. Dugan Bros., for instance, has been with us 21 years; Hawaiian Pineapple, 18 years; Fischer Baking Co., 14 years; Breyer Ice Cream, 12 years. And so the list goes — and grows and grows!

A PIPE that it's a pipe if you want results fast at a ridiculously low cost. One WOR sponsor is spreading his fine product profitably for the thimble-sized sum of 1/6th of one cent per impact per home. Call WOR now, today. You'll be more than merely amazed at the picked and proven list of shows and personalities that can be had at such low cost.

coming!

WOR — heard by the most people where the most people are

TWO GREAT TELEVISION STATIONS

WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D. C.
United for Freedom!

Never before have our freedoms been so imperiled. The Goodwill Stations have ... and always will fight to keep our American Freedoms.

50,000 Watts 50,000 Watts 50,000 Watts (Days)

WJR—W GAR—K MPC

Detroit Cleveland Los Angeles

The Goodwill Stations

G. A. Richards
Chairman of the Board

Frank E. Mullen
President

Harry Wismer
Asst. to the President
Intermountain Network Delivers:

- Primary merchandiseable coverage of 1,633,400 people or 85% of the population of Utah, Idaho, Wyoming, Montana and eastern Nevada.
- 36.0% of morning audience
- 40.4% of afternoon audience
- 24.5% of evening audience

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

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

**HOOPER STATION LISTENING INDEX**

*Winter 1947 - 14 Intermountain Network Cities*

<table>
<thead>
<tr>
<th>Time &amp; Day</th>
<th>Sets in Use</th>
<th>INTERMOUNTAIN* Network</th>
<th>Ax Network</th>
<th>By Network</th>
<th>Cx Network</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 Noon, Mon. thru Fri.</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
<td>18.9</td>
<td>25.2</td>
<td>2.8</td>
</tr>
<tr>
<td>12 Noon to 6 p.m., Mon. thru Fri.</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
<td>10.4</td>
<td>31.6</td>
<td>6.0</td>
</tr>
<tr>
<td>6 p.m. to 10 p.m., Sun. thru Sat.</td>
<td>37.0</td>
<td>24.5</td>
<td>10.8</td>
<td>23.1</td>
<td>39.0</td>
<td>2.6</td>
</tr>
</tbody>
</table>

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

Comprised of 15 A network stations.

Comprised of 15 B network stations.

Comprised of 10 C network stations.

**THE INTERMOUNTAIN NETWORK Inc.**

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
ANNOUNCEMENT by Emerson of outlets priced units.

TANNERS COUNCIL OF AMERICA has appointed Hirschon-Garfild, New York, to handle advertising campaign which includes test spot announcement schedule in three cities, Rochester, Des Moines, and Hartford, starting early in November. If test proves successful, national spot campaign will follow.

FIRST contracts about to be signed for nationwide FM network built around tape-recorded programs to be exchanged by Continental and other regional FM hookups.

ALTHOUGH FCC Commissioner George E. Sterling has been designated vice chairman of U. S. delegation to International High Frequency Conference which got under way at Mexico City last Friday to run possibly until Christmas, he'll make intermittent trips back to Washington to participate in major actions. These could include television standards and allocations and long-pending clear channel case.

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IN RE Mexico City conference, last-minute instructions issued U. S. delegates specifically prohibit even informal consideration of broadcast allocations falling under jurisdiction of NARBA and having to do with division of facilities among North American nations.

TOP-LEVEL diplomatic rank planned by GOP for R. Henry Norweb, career envoy holding U. S. delegation to Mexico City conference, according to pre-election talk. He now has title of Special Ambassador.

ANNOUNCEMENT by Emerson of its new $20,000 exclusive FM set is being watched throughout FM and manufacturing circles. Held under wraps in planning stage, new set is designed to be competitor of AM lowest priced units. If it takes hold, it's expected (Continued on page 86)

**Business Briefly**


**'SUN' SPONSORS SOKOLSKY**

STARTING yesterday (Oct. 24) New York Sun sponsors its columnist, George E. Sokolsky, on WJZ New York, Sundays 11:15 p.m. Program is aired on ABC on cooperative basis. Sundays 10:45 p.m., with local key station re-broadcasting at later time. Beginning Dec. 19, program is scheduled for 10:45 p.m. both local and network.

**MEXICO CITY KEYNOTER CALLS FOR COOPERATION**

COOPERATION among nations of world called for in keynote speech of Augustin Garcia, Secretary of Communications & Public Works of Mexico, as Second Session of International Conference on High-Frequency Broadcasting opened Tuesday in Mexico City (early story page 25).

Shortwaves provide "only uninhibited method for nations to speak peace unto nations," said H. Paulkner, of United Kingdom, in reply to opening address.

**Political Time Clause Narrowed by FCC**

EQUAL-TIME requirement of political broadcast law applies "only to candidates competing with each other in the same contest," FCC ruled Friday. It does not mean candidate in general election is entitled to same time granted another candidate in primary election, FCC held.

Commission said primary and general elections are "separate and distinct" but that, aside from equal-time law (Sec. 315, Communications Act), "elementary principles of fairness may dictate that a station which has afforded considerable time during the primary to candidates for nomination . . . for a particular office should make a reasonable amount of time available to candidates for that office in the general election."

Statement was in response to questions raised by KWFT Wichita Falls, Tex., and KLRL Dallas as result of time requests of Rev. Sam Morris, National Protection Party candidate for U. S. Senate from Texas [Broadcasting, Oct. 4, 18]. Mr. Morris had asked FCC for show-case order against KLRL, charging station had violated Sec. 315. FCC found no basis for granting petition.

Mr. Morris wanted time on KWFT and KLRL during general election campaign on same basis as Candidate George Paddy's use of these stations in Democratic primary campaign. Mr. Paddy lost primary election.

In each case FCC held station is not required to grant Mr. Morris' request on strength of primary-campaign broadcasts by Mr. Paddy. But each, FCC added, must accord Mr. Morris opportunities equal to those granted to any other candidate for U. S. Senate in general election campaign.

FCC also held that "the fact that primary and general elections must be separately considered for purposes of Sec. 315 . . . is, of course, no justification for any judgment or determination by a licensee which, in the context of particular facts or circumstances, may involve discrimination or partisanship."
Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

Ever hear about our special brand of winter weather—how it descends upon us—converging in a burst of fury—striking without warning, day or night. Sharp biting, ruthless wind. Sometimes accompanied with ravaging ice—sometimes with blinding unmerciful snow. Hell out of the north dealing destruction to the unprotected and unprepared!

It's a "BLUE NORTHER"—a legend with folks of the Great Panhandle.

Hours—even days before a "Blue Norther" strikes KGNC is busy broadcasting warnings to cattle raisers: to school superintendents and teachers; to utility employees, bus drivers, operators of businesses and anxious parents.

Winter weather in the Panhandle! It concerns every individual because of the great distances involved and the violence with which storms strike. The Panhandle needs a quick reliable medium through which warnings and instructions can be given out.

KGNC regularly schedules five pick-ups daily direct from the United States Weather Bureau at English Field, and more when necessary. The service reaches far beyond KGNC's primary area—54 counties in Texas; 16 in New Mexico; 18 in Oklahoma, and 6 in Kansas. This is just another service feature which makes KGNC the "tuned-in" station of the fabulous Panhandle.
It Happened in Flint

Hooper Summer Listening Index
Gives All Three Firsts! to WFDF!!!

The C. E. Hooper 1948 Summer Listening Index—just off the press—hands all three "firsts" to WFDF, Flint's oldest radio station.

That means WFDF tops all local stations AND all outside stations at all measured times of the broadcast day in the Flint City zone.

Moral: It PAYS to advertise to the lush Flint market via its own favorite listening post. Preference for WFDF, incidentally, is no accident. Bus cards, taxi posters, joke box inserts, station announcements, newspaper ads, movie trailers, trade mailing pieces, and personal calls are important factors in keeping WFDF first.

Remember—$200,000,000 are spent annually in Flint in retail stores. Catch your share the way Flint's own merchants do—over WFDF, the station that's "firstest with the mostest."

Any Katz salesman can give you the complete story!

910 Kilocycles

WFDF

MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • October 25, 1948
KEEP IN TUNE WITH THE Local MARKETS

WFAU—Augusta, Me.  WONS—Hartford, Ct.  WMTW—Portland, Me.
WJOR—Bangor, Me.  WHYN—Holyoke, Mass.  WHEB—Portsmouth-Dover, N.H.
WICC—Bridgeport, Ct.  WNKH—Laconia, N. H.  WEAU—Providence, R. I.
WTSV—Claremont, N. H.  WCOU—Lewiston-Auburn, Me.  WSYB—Rutland, Vt.

A local station is not only important — it’s a necessity wherever you want to concentrate your forces to do a complete selling job in a New England market.

The sure way to do this is through the Yankee home-town station. By taking advantage of Yankee listening habits you can be certain your message will get through to consumers in city and suburban trading zones in each station area.

Every Yankee home-town station is habit listening in its area. It has acceptance both with its audience and with local business. It gives you the impact — the close-up, hard-hitting effectiveness you need.

Yankee’s 24 home-town stations assure complete flexibility. It puts Yankee influence to work for you locally in any single market or combination, or throughout the entire Yankee area.

“This is The Yankee Network”

Member Mutual Broadcasting System
These are the reasons why Columbia Pacific is the West’s complete Regional Network.

Columbia Pacific Network
The West’s Complete Regional Network
Most effective in

coverage

programming

news reporting

program promotion

music and sound

Represented by
RADIO SALES,
Radio and
Television Stations
Representative, CBS;
New York, Chicago,
Los Angeles, Detroit,
San Francisco,
and Memphis
Greater Coverage
Greater Audience
Lower Cost

The radio buyer's dream, greater coverage, greater audience, lower cost.

Get all three in Knoxville on WROL, NBC for East Tennessee. Your Blair or Cummings Representative can give you complete details and availabilities.

John Blair & Co.,
National Rep.
Harry Cummings,
Jacksonville, Fla.
Southeastern Rep.

620 KILOCYCLES
5,000 WATTS

FOR EAST TENNESSEE
WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247
East Tennessee's Most Powerful Station

Agencies

ROBERT S. CONGDON elected a vice president of McCann-Erickson, New York. He is a group head on food and drug accounts; among his accounts are Schenley liquor, Beverwyck Beer and Boscoe food drink.

JOHN M. ALDEN resigns as executive vice president of Bow Co., New York. He has been with agency for three years and prior to that was with J. Walter Thompson Co., New York. His future plans have not been announced. F. KENNETH BEIRN is the new executive vice president of Bow (Broadcasting, Sept. 20).

JACK Berman Co., New York, advertising and public relations, announces formation of a television Department. HENRY HOWARD appointed television director.

GEORGE KONDOLF, for past five years head of radio script division at BBDO, New York, and producer of agency's Cavalcade of America and Theatre Guild on the Air, has been granted leave of absence to devote time to several personal projects in entertainment field. He will continue as agency's productions supervisor of weekly Theatre Guild broadcast.

JEAN MEREDITH, assistant director of press information at CBS Hollywood, resigns, effective Nov. 1, to join Benton & Bowles, Hollywood, as radio publicity manager.

W. C. GEORGE, Jr., joins Compton Adv., New York, to work in merchandising and promotion fields.

GRANT ANTHONY, formerly with Hoefler, Dieterich & Brown, San Francisco, joins staff of L. C. Cole Co., same city, as production manager.

JOHN E. CRAIN, formerly with Buchen Co., Chicago, joins Chas. R. Stuart Agency, San Francisco, replacing GEORGE OLCOTT, resigned.

Miss Meredith
HERB REYNOLDS, formerly in Chicago and New York offices of Foote, Cone & Belding, transferred to San Francisco office, in charge of creative planning.

NORMAN B. NORMAN joins executive staff of William H. Weintraub & Co., New York, as client supervisor. Mr. Norman was formerly with Norman A. Mac & Co. and the Bow Co., both New York.

RUSSELL PIERCE of Pierce, Johnson & Thralkeld, San Francisco, appointed public relations director for Abbott Kimball Co., San Francisco and Los Angeles. Mr. Pierce continues as an active partner in his present firm, maintaining offices in San Francisco.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood, and SAM PIERCE, agency producer, left Oct. 22 for Paris where they will set up new audience participation show, This Is Paris, to originate at Cafe de la Paix there. Programs will be tape-recorded and flown to the U. S. for distribution. Mr. Pierce will remain in Paris to produce the show.

EDWARD MILLESTADT, MARGERY KENDALL and WILLIAM LEARY join staff of Botsford, Constantine & Gardner, Portland, Ore. Mr. Millestadt joins as art director; Mr. Leary as account executive, and Miss Kendall on copy staff.

MORT POSNER, formerly with Friend Adv., New York, opened advertising offices under his own name in Spreckels Bldg., San Francisco.

TED PITTENGER, Young & Rubicam, Hollywood, copywriter, and GERRY CARSON, assistant to Ned Tollinger, MBS Hollywood representative, have announced their engagement.


(Continued on page 71)
We don’t like to crow about it, but some of our advertisers have discovered that WSAV’s beamed programs can produce mail orders in a volume that even the biggest stations can’t equal. For instance—a series of one-minute announcements on our early morning “Country Cousin” program sold over 41,000 baby chicks for a large hatchery. And these orders came from 125 counties in 6 states. No wonder. The combination of WSAV’s power and long-range frequency of 630 kilocycles is equivalent to 140,000 watts at the other end of the dial . . . provides coverage to 3 1/2 times more people (over a million), 4 times more area than any other medium in this big $557,206,000 retail sales market!
At the Sign of Friendly Service*

Service is what you buy when you place spots or programs.

WHHM is noted for its service to advertisers—local, sectional and national.

WHHM is also known for those happy, happy Hoopers and for the fact that WHHM-advertised products usually ring the bell at the cash register.

WHHM DELIVERS MORE LISTENERS Per Dollar IN MEMPHIS

WHHM
At Your Service 24 Hours Daily M E M P H I S , T E N N.

PATT MCDONALD, manager FORJOE & CO., representatives

* Mobilgas

Member of Association of Independent Metropolitan Stations

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New Business

UNITED MILLS Corp., New York (Jubilee bras, No-hike slips, Realcraft lingseries), appoints Brisacher, Wheeler & Staff, New York, to handle advertising.

LUCIEN ARDEN Inc., New York (wines), appoints William von Zehle Agency, New York, to handle advertising for Arden Sweet and Dry Vermouths, along with the vintner's full line of wines. Radio will be used.

CONNECTICUT REPUBLICAN STATE CENTRAL Committee appoints Charles Keats Adv. Agency of Hartford to handle radio advertising. Programs and spot announcements will be used.

THE READING CLOTHING Co., of Reading, Pa., purchased a half-hour program Monday through Saturday on WNOW York, Pa., 7:30-8 a.m. Contract, for 52 weeks, was placed direct.

GRAND AUS SUPPLY Co., San Leandro, Calif. (Northern California chain), and WARCO REFRIGERATION OIL Co., Oakland, appoint Ad Fried Agency of Oakland to handle advertising. Radio will be used.

PUBLIC SERVICE Co. of Indiana contracted for six spot announcements per week on WCSI-FM Columbus, Ind. Agency: Bozell & Jacobs, Indianapolis.

HOUSEHOLD FINANCE CORP. of Toronto, Canada, starts in November quarter-hour Canadian transcribed program, Reflections, twice weekly on 40 Canadian stations. Program is also being distributed in U. S. by NBC. Account placed direct through All-Canada Program Facilities Ltd., Toronto, program producer.


Network Accounts • • •

GILLETTE SAFETY RAZOR Co., Boston, sponsoring Monday evening boxing matches from St. Nicholas Arena, New York, over NBC's television network. Gillette also sponsors Friday night telecasts of fights from Madison Square Garden over NBC-TV. Agency: Maxon Inc., New York.


NURSERYTIME PRODUCTS, Brooklyn, N. Y. (baby mattresses), sponsoring Doorway to Fame, variety show, over DuMont's television network, 7-7:30 p.m. Agency: Jules, Mirel, New York.


Adpeople • • •

ROBERT J. MAYER appointed director of public relations for National Retail Dry Goods Assn.

OLIN A. SAUNDERS appointed advertising manager of the Nestle Co., New York. He was formerly with the Borden Co. and Young & Rubicam.
FOR two years, now, we of Free & Peters have been studying the commercial use of television, and its progress in every market as each has developed. We've learned something, believe us!

As a result, we believe we know more about the effective use of television than any other sales organization in the Nation. Now that television is becoming a national reality, our F & P Colonels from coast to coast are qualified to discuss TV with a very considerable degree of authority and exactitude, because we know most of the answers as to how, when and where advertisers are using television most profitably.

We of Free & Peters sincerely invite your inquiries about any aspect of television as well as of national spot radio. We know—or know how to get—any facts you want or need!

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

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

NEW YORK CHICAGO

On the Air
KSD-TV St. Louis .......... Feb., '47
WPIX New York ............ June, '48
WBAP-TV Fort Worth-Dallas . Sept., '48
WAVE-TV Louisville ......... Oct., '48
WAAM Baltimore .......... Oct., '48
WTCN-TV Minneapolis-St. Paul Dec., '48
WOC-TV Davenport .......... 1949
WMBD-TV Peoria .......... 1949
Mail on Marketbook

EDITOR, Broadcasting:
Congratulations on your 1948 MARKETBOOK. I think it does all it promises to do exceedingly well. It has been on my desk two days and already it's dog-eared. This kind of service endears Broadcasting to my agency.

Howard G. Barnes
Director, Radio & Television
Dorland Inc.
New York

EDITOR, Broadcasting:
...Previous to the publication of your MARKETBOOK, we found it necessary to use several sources for our market information. The MARKETBOOK gives us all the market data we require, and in one "fell swoop."

Let me express the sincere hope that we may look forward to receiving such a publication each year... It is a real service to the industry... You'll be receiving our check for additional copies, which I hope will be available to us...

Dean Schafer
Unusual Features Syndicate
Chicago

EDITOR, Broadcasting:
Congratulations! To you and to everyone in your organization who had anything to do with the compilation of the BROADCASTING MARKETBOOK. It's a real slickeroo!

Ivan E. Myers
Wheeling, W. Va.

EDITOR, Broadcasting:
With publication of your BROADCASTING MARKETBOOK, we now have two very valuable books put out by your company, which we would have difficulty doing without. The other, of course, is your annual YEARBOOK.

I am wondering how we got along without all the basic data in the MARKETBOOK before BROADCASTING got the bright idea.

A. S. Gourfain Jr.
President
Gourfain-Cobb Adv. Agency
Chicago

Story Stirs Interest
EDITOR, Broadcasting:
I think you might be interested in knowing that the story which you ran in BROADCASTING on the recent survey "Milwaukee Television Audience Viewing Habits" stirred up a great deal of interest among stations and agencies. We had a supply on hand to meet anticipated requests but they came in a larger quantity than we ever expected.

It would appear that the trade interest in television has no precedent...

J. S. Stoloff
Radio-Television Dir.
The Cramer-Krassell Co.
Milwaukee

Storm in Rochester
EDITOR, Broadcasting:
I read with great interest your very nice item concerning "You Can Be a Star" in your current issue. However, you referred to the agency as the "Storm Advertising Agency of New York."

Your magazine being the important medium that it is, I would very much like to have your readers know that it was this agency that placed the account.

Mary Storm
Storm Advertising
Rochester, N. Y.

Welcomes Market Data
EDITOR, Broadcasting:
I just received your BROADCASTING magazine 1948 MARKETBOOK and I think it is a swell job—a market guidebook which undoubtedly will be in continuous use throughout the year by agencies and advertisers.

John D. Hymes
Asst. Manager
WLAN Lancaster, Pa.

EDITOR'S NOTE: Thanks, Mr. Hymes. As business manager of the Bow Co.'s radio department, and as former head time buyer of Ponce, Cole & Belkin, you certainly should know whereof you speak.

Reader Candidates
EDITOR, Broadcasting:
Just a line to express our appreciation again for the news release concerning our desire need for radio control officers and radio program directors in the European and Far Eastern Commands. Your reading public must have quite a wide range state-side. We are still receiving inquiries from well qualified candidates from Ann Arbor, Mich.; Atlanta, Ga.; New York, and various other areas.

Jeanne C. Nelson,
Overseas Affairs Branch
Civilian Personnel Div.
Dept. of the Army

Wants Special Section
EDITOR, Broadcasting:
I enjoy your magazine very much. It is the only magazine that keeps a person up to date on the broadcasting industry. There is only one improvement I would like to see. Since I am an engineer, I would like to see a companion (Continued on page 68)

Know how they do it in Monroe?

It's often said that Louisiana folks are the coffee drinkingest people in the country. Maybe — and maybe not! Some drink it out of saucers — some from cups. It depends on how you like it. But one thing sure — when it comes to radio listening, KMLB is the TUNED-IN station in these parts. Just try KMLB and see for yourself!

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED
Important Television News!

WBAL-TV

NOW ON THE AIR

60 HOURS WEEKLY!

Daytime Programs Begin at 12:00 Noon — Monday thru Friday

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.
This director's console puts

1. Preview of studio cameras
2. Control room outgoing line
3. Preview of network and remote
4. Inter-com microphone
5. Inter-com switching
6. Camera and remote signal switching
At last program directors can watch monitoring pictures and studio operations—simultaneously

NOW it is possible to sit before your studio window—and see everything that's going on. No high-built equipment to obstruct your view of the studio. No need to play peek-a-boo with the video operators up front. You see large, bright pictures of what the cameras see... right before your eyes.

In this new director's console—only 37 inches high and 72 inches wide—the program monitors are mounted below the desk... and viewed indirectly from light-shielded mirrors. The advantages: A console of low height that enables the program director to see the entire studio from the director's position; daylight-bright monitor pictures that can be seen in a fully-lighted control room.

Using anywhere from two to five monitors—with a 10-inch kinescope of high brilliance in each—this console displays (1) preview pictures of the local cameras, (2) network or other remote signals, (3) the picture going to the transmitter room. All fading, dissolving, and video signal switching is under "push-button" control through a switching panel right in the console. Tally lights indicate the camera that is on the air and the camera that has been selected for preview. Order-wire microphones and order-wire switching provide maximum operating efficiency.

Here, we believe, is a director's console that is years ahead in programming facilities and operating conveniences. It is styled to match all other RCA television and audio equipment and requires a minimum of room. Plenty of desk space, too, for scripts, schedules, and other programming material.

For more information on this new console... now in regular production... call your RCA Television Specialist. Or write Dept.19KD, RCA Engineering Products Division, Camden, N. J.
Feature of the Week

A "COLLEGE BY RADIO" project, to be conducted jointly by the State College of Washington, KHQ Spokane and NBC, has been announced by Robert Sandberg, executive assistant to Dr. Wilson Compton, president of the college. The series, to begin the first week in November, will be aired over KHQ and KWSC Pullman, Wash., the college station.

The idea was originated by Ken Dyke, NBC administrative vice president, and Sterling Fisher, NBC manager of public affairs, who will supervise the national aspects of the undertaking. Glenn Jones, director of the college general extension service, will handle participation by the college faculty as appointed by Dr. Lewis Buchanan, chairman of the English department. Programming arrangements at KHQ for network feeds will be handled by Wallace Brazeal. Robert Concic, senior producer at KWSC, will produce the supplementary programs for both stations.

The project outlines three pro-

cedures to be followed by listeners: The first is to listen to a specially selected NBC program as presented by KHQ and KWSC; second, to listen to a discussion or special supplementary guidance broadcast a few minutes later over either of the stations. The third procedure is to use the study materials especially prepared or selected for the course by the college extension service. These materials include study texts, supplemented with specific directions from the radio instructor, and written reports.

The course is designed to last (Continued on page 42)

On All Accounts

I

T is said that in the code-book of

many agency executives

the client is inscribed as King.

But if George Chatfield, vice

president of Kenyon & Eckhardt, New

York, should seem to exhibit less

than subjugative regard for the

royal breed it should be interpreted

not as treason but rather as mod-
esty. For the larger part of 19

years, Mr. Chatfield was himself a

client.

One year ago, after nearly two

decades with Lever Bros., George Chat-

field left his job as assistant

advertising manager for Rinso

and Lifebuoy to be-

come Kenyon & Eck-

hardt account man

for the Borden Co.

Behind the move

lies 43 years of un-

planned grooming

for the job. Born in

Minneapolis, May 1,

1905, he collided

with adolescence and

radio at the same

time. A fervid ham

operator at 17, George crossed wires

with a band of wire-

less zealots and

helped to build—with spit and

copper coil—a commercial radio

station in Minneapolis that came

to be known as WDGY. With the

station launched he stayed on as

part-time engineer, salesman and

announcer.

After a year at the U. of Minne-
sota, George transferred to the

Massachusetts Institute of Tech-
nology, majoring in engineering

and business administration. In

recalling his four-year stay at M.

I. T., he recollects that he "worked"

on the school newspaper, The

Trench. The record identifies that

"work" as managing editor.

Intrigued—partly as a result of

research on a senior thesis—with

the prospects of an advertising

career, George joined Lever Bros.

immediately upon graduation. Here

his serious education really began.

Serving as alternate for now one man

then another, he learned every facet

of his new setting until, by the time he

departed, he was one of the principal

advertising executives of this well-known

firm.

His radio experience at Lever Bros.

included the Aunt Jenny and Big Sister
daytime programs, Rinso, Lifebuoy and

Spry spots, and Big Town, Bob Burns,

Grand Central Station and Amos n' Andy

programs.

Six months after joining Kenyon

& Eckhardt—on Dec. 3, 1947—he

was appointed vice president of

the agency, and in October 1948

he was named to the plants board.

Borden currently sponsors Coun-

ty Fair and Your Song and Mine

(Continued on page 38)
The BIG nationally known Ak-Sar-Ben, home of the world's largest baby beef show, is the pride of the Middle West. And the BIG Ak-Sar-Ben serves the BIG Middle West in a BIG way; BIG racing seasons, BIG livestock expositions, BIG rodeos, BIG colorful coronations. For BIG coverage in the same BIG territory, use the BIG station KFAB, for BIGGER results.

50,000 WATTS
KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.
General Manager, HARRY BURKE
If we should try to operate a station in, say, New England—we'd make a terrific flop. We don't "know" New England.

But for 23 years we native Southerners at KW KH have worked hard to know everything about our listeners' preferences, in this area. We've built a near-perfect KNOW-HOW in this area. The result is that KW KH is TOPS in this area.

Of all CBS stations covered by the Hooper Station Listening Indexes in the U. S., for example, KW KH rates 10th in the morning, 9th in the evening. May we send you the rest of the evidence?

50,000 Watts • CBS •

KWKH

The Branham Company
Representatives

Henry Clay, General Manager
ULTRAFAX DEBUT

By ED KEYS

IN THE SHADOW of the site where its great grandfather, telegraphy, flashed the historic message “What hath God wrought?”, Ultrafax, an incredibly high-speed radio television transmission and receiving system, last Thursday day in its world debut furnished an answer to the 104-year-old question.

Television’s offspring, capable of transmitting and receiving written or printed messages at the fabulous rate of a million words a minute [Broadcasting, Sept. 8, 1947], holds promise of revolutionizing the communications industry.

Ultrafax combines the elements of television with the latest techniques in radio relay and high-speed photography. It was developed by the laboratories of Radio Corp. of America in cooperation with the Eastman Kodak Co. and National Broadcasting Co.

Fittingly enough, the world premiere of Ultrafax was staged Thursday, with a repeat performance Friday, on the same Capitol Hill where Samuel F. B. Morse announced telegraphy to the world on May 24, 1844.

Witnessing the unveiling at the Library of Congress were Cabinet members, high-ranking officials of the armed forces, government and industry executives and radio and press.

Potential applications of the system stagger the imagination.

Sarnoff Explains

Television’s prodigy was explained by Brig. Gen. David Sarnoff, president and chairman of the board of RCA. Gen. Sarnoff, who was the guiding spirit behind Ultrafax, told his more than 300 guests that the time-defying development “is as significant a milestone in communications as was the splitting of the atom in the world of energy.”

In the words of Gen. Sarnoff, “Television is a very young parent, indeed. And as often happens, the offspring is often more promising than its parent.”

A demonstration of Ultrafax made it evident that those still rubbing their eyes in disbelief that video is already here, would have an infinitely more difficult task believing the world might be Ultrafaxed.

Gen. Sarnoff saw these possible developments, and many others, in an Ultrafaxed world:

- A nation-wide system of graphic communications, using modified television facilities.
- The exchange of international

ULTRAFAX

TRANSMISSION SPEED ELECTRIFIES AUDIENCE

By IRV MARDER

RADIO Writers Guild has set Oct. 26 for the beginning of a nation-wide strike against advertising agencies and package producers. The strike will cut off at the source most of the story and gag material which is the lifeblood of many of the top-ranking programs.

Owners of the shows who have not yet agreed to terms of the minimum base agreement in effect between the RWG and the networks were given until midnight last Friday to come into the fold. The guild warned that missing the deadline would mean stiffer terms—i.e., higher minimum scales and revision of the exclusivity clause in the network agreement.

At meetings to be held tonight in New York and Los Angeles, the guild membership—which includes virtually all established radio writers—will get its strike orders and information on the extent of the strike. This will consist of two lists, one of shows which have agreed to terms of the network pact and the other of the remaining shows which had not signed by the Friday deadline.

The first group of programs will remain in good standing and continue to get material from RWG members. The strike will be directed against the “holdouts”—shows which have not signed the “letters of adherence” sent out by the guild some time ago.

The guild has released a partial list of shows involved in the dispute. Among those which were to be struck, providing they had not yet met the Friday deadline: Jack Benny, Fibber McGee and Molly, Fred Allen, Bing Crosby, Duffy’s Tavern, Cavalcade of America, Theatre Guild, Jimmy Durante, Great Gildersleeve, Life of Riley, Ford Theater, Red Skelton, FBI In Peace and War, Roy Rogers, Harvest of Stars, Hallmark Playhouse, Adventures of

Continued on page 64
RUBIN'S PLUNGE

By JANE PINKERTON

AFTER 15 years of plucking advertising plums, Rubin's women's apparel shop in Chicago is adventuring into the previously never-never land of simultaneous broadcasting in AM, FM and TV.

Programs and commercials in standard broadcast format have been spotted on Chicago stations continuously since 1933 to foster feminine fashion interest, and the three-story store at 1314 Milwaukee Ave. was built slowly and steadily on a foundation of broadcast advertising. The owner is A. S. Rubin, a leader in Windy City merchandising although still in his early forties, whose father 92 years ago founded a small dry goods store. In succeeding decades it has burst its seams and became the largest specialty shop of its kind outside of the city's teeming "loop." Major ingredient in the store's radio foundation has been its ambitious show, "Stars of Tomorrow," which was first aired in 1935 on WCFL, the Chicago Federation of Labor station, as "Hour of Opportunity." In 1941 the program was transferred to WGN, Chicago Tribune's station, where it now originates on Sunday evenings. It automatically went on WGNB, the Tribune's FM station, when the entire AM schedule was duplicated about four months ago. At that time, Art Holland, owner of Malcolm-Howard agency and operator of the account, began investigating television's potential.

Lindquist Named

Realizing that selection of talent must be more discriminating with utilization of the double-edged tool, tool, and video, Mr. Holland appointed his new television director, Norman Lindquist, and his assistant radio director, Alan Sweetow, to conduct both TV and AM auditions. The casting, now more selective, called for both ear and eye appeal. Acts previously turned down became of no audio and video, such as tap dancers and variety groups, were now drawn into the talent fold.

Four weeks of duplication on WGN-TV, video sister of the Tribune outlets, were contracted for as a test period. After this experimentation, Malcolm-Howard learned "there was enough of a response, the cumulative rather than the overwhelming kind, to warrant a longer contract." As a result, Rubin's began sponsorship of Chicago's first studio show in all three phases of broadcasting for 13 weeks, continuous to Jan. 1. Because a slow, sure, repetitive appeal is projected, the agency anticipates an increased radio budget in 1949.

Rubin's now allocates approximately $100,000 yearly to advertising in radio, television, newspapers, direct mail, transportation and outdoor media. More than 60% of this sum, about $60,000, is being devoted this year to broadcasting. Most of this has been used in AM. The store's entry into video has been comparatively recent. The 1948 allocation is about 20% greater for AM and TV than last year, and next year the jump will be even greater, Mr. Holland says. Mr. Rubin, who dictates a policy of strict local programming, has sponsored spots and shows on as many as five Chicago stations at one time. At present, he and agency personnel are contemplating national television shows for next year, "but plans are still in the formative stage. We do feel that television response is becoming more competitive, and that steady increases in stations and spasmatic results will sell the merchandise."

CIO Airs Murray

PHILLIP MURRAY, CIO president, will broadcast a political address over CBS tonight (Oct. 25) 7:15-7:30 p.m., with transcribed rebroadcast over the full network at 11:15-11:30 p.m. Time was purchased by the CIO Political Action Committee.

NETWORK BILLINGS

THE FOUR nation-wide networks in August had combined gross billings of $14,233,502, more than a million dollars ahead of the July figure of $13,223,466, according to data released to Broadcasting last week by Publishers Information Bureau. While not up to the $15,631,141 combined net within the network gross for June, the August figure indicates a definite improvement.

Of the 29 industry categories into which PIB classifies the network billings, 18 showed higher totals in August than in July, with the following increases: Automobiles, Furniture, Appliances, Books, Clothing, Motor Oil, Home Equipment, Athletic Equipment, Tobacco, Cathedrals, Food, Toys, and Books.

For the eight-month period, July through August, the same food-toys-drugs sequence is maintained, with the following categories rank fourth, fourth, and third, respectively:

- Automotive, radio, television, and film
- Food, tobacco, and cigarettes
- Clothing, furniture, and home equipment

Network combined gross billings, by product groups, for August were:

<table>
<thead>
<tr>
<th>Category</th>
<th>August Gross Value</th>
<th>Jan-Aug Gross Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. Insurance</td>
<td>$352,027</td>
<td>2,874,417</td>
</tr>
<tr>
<td>19. Office Equipment, Stationery &amp; Writing Supplies</td>
<td>211,738</td>
<td>1,747,529</td>
</tr>
<tr>
<td>20. Political</td>
<td>598,340</td>
<td>2,548,295</td>
</tr>
<tr>
<td>21. Publishing &amp; Media</td>
<td>130,398</td>
<td>1,087,470</td>
</tr>
<tr>
<td>22. Radios, Phonographs, Musical Instruments &amp; Accessories</td>
<td>60,125</td>
<td>1,074,283</td>
</tr>
<tr>
<td>23. Retail Stores &amp; Shops</td>
<td>30,140</td>
<td>1,045,233</td>
</tr>
<tr>
<td>24. Advertising Materials</td>
<td>1,556,058</td>
<td>13,431,583</td>
</tr>
<tr>
<td>25. Soaps, Cleansers &amp; Polishes</td>
<td>1,630,374</td>
<td>13,034,937</td>
</tr>
<tr>
<td>26. Sporting Goods &amp; Toys</td>
<td>59,089</td>
<td>59,089</td>
</tr>
<tr>
<td>27. Toiletries &amp; Toilet Goods</td>
<td>2,104,020</td>
<td>21,370,238</td>
</tr>
<tr>
<td>28. Transportation, Travel &amp; Resorts</td>
<td>595,616</td>
<td>1,754,938</td>
</tr>
</tbody>
</table>

Total | $15,210,307 | $129,616,607 |
GIVEAWAY RULES

By RUFUS CRATER

FCC MET almost unanimous opposition to its proposed rules against giveaway programs [BROADCASTING, Aug. 9] in an all-day session of oral argument last Tuesday, but appeared unpersuaded.

Ten of the eleven attorneys who found fault with the proposed regulations, which were designed to set up standards for application of the law against lotteries.

Most of the attorneys argued either that FCC lacks authority to issue such rules, or that the rules do not properly interpret the anti-lottery law (Sec. 1304 of the U. S. Criminal Code, formerly Sec. 316 of Communications Act).

Suggested alternatives, aside from the proposal that FCC abandon the project completely, included: (1) that the Commission refer questionable programs to the Justice Dept. for prosecution; (2) that FCC, if it feels it must take some action, apply to Congress for permissive legislation; (3) that FCC drop its proposed rules but supply opinions on the legality of specific programs, whenever asked.

The only industry spokesman who gave unqualified support to the FCC proposal, former FCC Chairman Paul A. Porter, appearing for WITH Baltimore, maintained that lottery-like giveaways are "bad broadcasting" and said that unless they are stopped he could envision a program which would justify the title, You Ain't Seen Nothing Yet.

Mr. Porter argued that FCC has ample authority to issue the rules but said it should proceed with them even if it has doubts concerning its power.

If the Commission is "intimidated" and fails to act, he told his former colleagues, then those who support the proposed rules will have no other recourse—except to "unleash our righteous rage to the audience." If FCC acts, he declared, opponents can still have their "day in court." NABC Proposes Changes

NABC recommended changes or clarifications but said it "welcomes the action of the Commission in making known its interpretation of the law," because of the uncertainty which heretofore has existed. Gustav B. Margraf, NABC vice president and general counsel, said he could not decide definitely whether FCC had authority for the rules but that, if it intends to apply the lottery law in its licensing function, then the issuance of rules will permit a test of authority and provide broadcasters a yardstick if the Commission is upheld.

Flat denial of FCC authority to set up such rules was voiced by Bruce Bromley of the New York City law firm of Cravath, Swaine & Moore. Arguing for ABC, Mr. Bromley claimed that FCC not only lacks authority but also failed to interpret the lottery law correctly.

Under questioning from the bench, he said he thought that in acting upon renewals the Commission might consider the fact that an applicant had broadcast programs which it regarded as violation of the law. But the proposed rules, he said, would constitute a restraint upon radio program material and an impairment of freedom of speech.

Coy, Bromley Differ

Chairman Wayne Coy said it was "perfectly clear" that he didn't agree with Mr. Bromley that FCC can take the lottery law into consideration in passing upon renewals, yet cannot issue rules to define the law.

Mr. Bromley insisted that "the proposed rules overly enlarge the statutory and judicial definition of lotteries by providing that chance need no longer be the dominant factor but need only be present in a preliminary or minor role and that consideration need no longer be substantial but may be merely technical."

Mr. Bromley quoted from the brief of Louis G. Cowan Inc., producer of the ABC Stop the Music show, most popular of the big giveaways, to point out that 29½ million people listened to the "Miss Hush" and "Walking Man" contests even though they knew they had no chance of winning because they hadn't submitted qualifying letters.

Chairman Coy wanted to know whether the "skill" involved sometimes isn't the "skill of being able to read." Mr. Coy pointed out that several columnists and commentators had given the answers to quiz shows while the contests were still pending.

"That is not a part of the plan," replied Mr. Bromley. "And I don't know what we're going to do with this fellow Winchell." He claimed that ABC should be considered a lottery simply because somebody discovers the answer to the key question and makes it public before a contestant does. The program involves skill and knowledge, he declared, and the factor of "chance" is not dominant.

If FCC thinks giveaways should be suppressed, Mr. Bromley insisted, the Commission should ask Congress for authority.

Don Petty, NAB general counsel said the former Sec. 316 of the Communications Act was designed to put radio on the same footing as the press with regard to lotteries. The proposed rules, he argued, would give the press an advantage because they are more stringent than the policies applied by the Post Office Dept.

He said the Justice Dept. has sole jurisdiction over radio in "skill" cases. The proposed rules, he contended, might lead broadcasters to take refuge in the Fifth Amendment to the Constitution and refuse to testify (in hearings on alleged violations of the lottery law) on grounds that their testimony might incriminate them.

Chairman Coy read from an issue of NAB Reports quoting FCC President Justin Miller as saying, at the time FCC's proposed rules were announced, that the FCC was performing a "duty" in its move against giveaway programs. Mr. Coy asked why NAB apparently changed its mind. Mr. Petty said Judge Miller's approval referred to FCC's procedure in giving industry a chance to make known its objection before it acted.

"Acknowledged Evils"

Former Chairman Porter contended that giveaways are "acknowledged evils" and that the argument that such programs do not involve true "consideration" is "a red herring." He said "mass participation" meets the test of "consideration."

Mr. Porter spoke for WITH Baltimore, which conceded it carried giveaways but said it does so only for competitive reasons.

John B. Moser, counsel for Radio Features Inc. (Tello Test, Passing Parade, Get Rich Quick), (Continued on page 56)
Hooper to Employ Electronic Method
Proper Device Is Being Sought To Use in Measurements
C. E. HOOPER Inc. has "determined a practical means of utilizing "electronics-produced audience measurements in conjunction with those furnished by currently accepted methods." Hooper has appointed John V. L. Hogan, president of WQXR New York and of Radio Inventions and Fankim Inc., to serve as technical consultant in its search for the proper electronic device. The research organization has also retained the firm of Morgan, Finnegans & Durham as patent consultants. In addition, Thomas H. Brown Jr., president of the Radio Council of National Advertisers, and Kenneth Baker, NAB research director, agreed to serve with a group of observers representing the buyers and sellers of radio time.

Announcement of the Hooper plan to investigate the use of electronic measurements in simultaneous telephone interviews was made in a letter sent to the makers of several different electronic devices which, Mr. Hooper wrote, "have come to our attention."

Voluntary Reaction
The sponsors of four of them have approached us voluntarily," the letter stated. "The fifth react- ed favorably when indicated, but the letter said that it "holds promise of fitting directly into the established format of audience measurement without disturbing three basic considerations: Comparability with present and past measurements, low cost per audience report, and joint participation in the revelation to buyer and seller."

Gross Time Sales Of ABC Show Rise
GROSS SALES of radio time by the American Broadcasting Co. for the first nine months of 1948 amounted to $31,576,031. Figure reflects in part a 39.6% increase in new business for the third quarter of the year. This compares with $31,549,006 in gross time sales reported for the comparable period one year ago.

The new business picture was particularly bright for ABC's third quarter, when the company wrote $1,456,996 in gross new business, an increase of 59.5% over gross new business of $1,044,035 reported for the same three months of 1947.

"We won't move a step until Gene Krupa finishes playing 'Drumboogie.'"

ANA CONVENTION
Video to Outshine Radio at Meet
TODAY marks the opening of the 38th annual meeting of the Assn. of National Advertisers at New York's Waldorf Astoria. The three-day session, with an anticipated attendance of 1,200 on Wednesday and 1,000 on Tuesday, will feature prominent speakers touching on every phase of advertising, including appropriations, follow-throughs, evaluations and legislation.

Radio per se will not consume as much of this year's conclave time as in previous sessions, because of the soaring growth of television as an advertising medium. Tuesday evening's session, to be held at the CBS Radio Theatre No. 4, at 54th St., west of Broadway, will be devoted exclusively to a television round-up, with discussions by: Niles Trammell, NBC president; Frank Stanton, CBS president; Pat Weaver, vice president in charge of radio and television, Young & Rubicam, New York; Dr. Thomas Coffin, Hofstra College; J. R. Poppele, WOR New York vice president and TBA president; Frederick A. Krugel, publisher of Television; Howard Chapin, General Foods Corp., New York, director of advertising, and Sam Cuff, consultant on radio and television to Allied Stores, New York.

Agenda for Today
Today's session, which is divided into discussions on "Advertising Management," "How Do You Determine the Advertising Appropriation?" and "Advertising Follow-Through," is expected to touch on radio, as will a portion of Tuesday's "Evaluating Advertising" forum.

"New Dimensions of Advertising," the theme for Wednesday's ANA conclave, will include a film showing of the Buchanan, Ga., promotion of the Cluette, Peabody

CAAB's Nov. Meet To Feature Video
TELEVISION will occupy a prominent spot on the agenda for the second 1948 meeting of the CBS Affiliates Board, to be held in New York Nov. 10 and 11, the network said last week.

Growth of the CBS video network and future development plans are on the meeting calendar. Meeting will be attended by CAAB members representing 171 CBS affiliates, and network officials.

Members of the board are:
I. R. Lounsberry, WOB Buffalo, chairman, representing District 2; E. P. Hill, WTMJ Milwaukee, vice chairman, District 1; C. T. Lucy, WBZA Richmond, secretary, District 2; Glenn Marshalls Jr., WMFF Jackson, Fla., District 3; Howard Summerville, WTVW, New Orleans, District 4; Richard Borel, WBNS Columbus, Ohio, District 5; William Quarto, WMF Cedar Rapids, Iowa, District 6; Kenneth Brown, WWPW, Wichita Falls, Tex., District 7; and Clyde Coombs, KARM Fresno, Calif., District 8.

Network Registration
CBS executives expected to attend include:
Frank Stanton, president; Joseph H. Beane, executive vice president; Howard M. McElhaney, vice president and general counsel; Lawrence G. Lowe, vice president and general counsel; Herbert H. Schirmer, vice president and director of station administration; William Ott, executive vice president in charge of sales; Rubell Robinson Jr., vice president of programs; Vincent Taylor, vice president and director of sales; Victor M. Haines, vice president in charge of advertising and sales promotion; Earl Grandmaison, vice president and director of CBS Washington office; J. L. Van Volkenburg, president of C. B. Co., and director of public relations; William B. Lodge, vice president and director of operations; Erwin M. Reiswig, director of research; and William A. Schultz Jr., director of station relations.

Economists, industrialists and others on "The Economic Outlook for Broadcast Advertising: Job Today" from the viewpoint of management, the advertising manager, the agency and a leading citizen to be announced.

STOP-LOOK!
WARNING that clients should be more careful in the selection of their advertising agencies, W. Arthur Lee, sounded the keynote for the annual Agency Group, Oct. 10-21 at Ponte Vedra Beach, Fla. Mr. Lee, retiring president of the group, during round table talks on the betterment of agencies, admonished clients to study the agency's background, credit, talent, standards and other vital points before making their selection.

Mayers' Address
Henry Mayers of the Henry Mayers Co., Los Angeles, echoed the sentiments of Mr. Lee, adding that inasmuch as there is no licensing of advertising agencies by law, that an advertiser cannot be certain of the proper disposition of his appropriations.

E. W. (Ted) Conner of the Conner Co., San Francisco, was elected president of the organization and Parker Holden of Holden, Clifford & Flint, Detroit, was named vice president, succeeding M. Thayer Newman of Newman, Landis & Associates, Jacksonville, Fla. W. E. Featherstone of W. E. Featherstone Agency, Salt Lake City, was elected secretary-treasurer. New regional directors and their areas are: Milton Simon, South; Mr. Lee, East; Lee Donnelly, Central, and Mr. Lee, West.

The next convention will be held at a city in either Michigan or Wisconsin, to be selected later.
By J. FRANK BEATTY

THE SCRAMBLE for high-frequency broadcast channels opened Fri-
day in Mexico City with full diplomatic trappings. According to
what were observed, 500 representatives of 78 nations already were
engaged in scores of strategic maneuvers to grab the choice spots
for their propaganda broadcasts. U. S. spokesmen will endeavor to
disable the high-channelists to keep the resonant "Voice of America"
from being suppressed to a whisper.

Formally known as the Second Session of the International Con-
ference on High-frequency Broadcasting, the meeting had taken on
an aspect of suspicion and uncertain-
tainty during preliminary maneu-
vers, such as the Five-Power Con-
ference that convened Oct. 7.

Rumbles of international intrigue have been heard in the Mexican
capital since preliminary sessions
started in mid-September [BROAD-
CASTING, Sept. 27, Oct. 11].

So frequent have been the be-
hind-scenes bickerings that the conference has been tagged a "cold
electronic war" [BROADCASTING,
Nov. 7, p. 30].

Interest of the United States in high-frequency allocations centers
around availability of 540 kc for
standard broadcast use and the "Voice of America" broadcasts beamed
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The conference assumed added
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tation representing this country.

At the department's invitation,
Sen. Charles W. Tobey (R.N. H.),
acting chairman of the Senate In-
terstate & Foreign Commerce Com-
mittee, and Sen. Ernest W. Mc-
Farland (D-Ark.), will serve as
delegates.

Norweb Is Chairman

Chairman of the delegation is
R. Henry Norwell, Special Ambas-
dador [CLOSED CIRCUIT, Aug. 16],
with the FCC Commissioner George
Sterling as vice chairman.

Both Senators hope to take part
in the conference proceedings after
the elections but will not have de-
finite plans to do so for a few days.
Accompanying them will be
Edward Cooper, communications
specialist of the Senate committee.

As the plenary session opened
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engineering director, submitted a
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covered frequency assignments for
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drafted at a spring meeting in Geddes; effective uses of beams through time-sharing as well as
directive antennas, and power
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transmission.

Russian delegates are at Mexi-
co.

NATIONS JOCKEY FOR CHANNELS AT MEXICO CITY

VOICE IN PERIL

By FRANK BEATTY

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Norweb Is Chairman

Chairman of the delegation is R. Henry Norwell, Special Ambassador [CLOSED CIRCUIT, Aug. 16], with the FCC Commissioner George Sterling as vice chairman.

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Russian delegates are at Mexico.

MEXICO DEFERS

Holds Plans for 150 kw on 540

By FRANK BEATTY

Mexico was reported last week to have deferred, "at least temporarily," its plans for 150 kw use of the new 540 kc broadcast frequency at San Luis Potosi, 350 miles south of the U. S. border [BROADCASTING, April 26].

Releasing copies of letters it sent to the State Dept. voicing "vigorous objection" to the Mexican proposal, the FCC declared:

"... it is the understanding of the Commission and the State Dept.
that Mexico has agreed to defer, at least temporarily, its plans for use of the controversial frequency, pending clarification of the issues raised by the U. S. objections."

The subject of utilization of the 540 kc channel, which was added to the broadcast band by the International Radio Conference at Atlantic City in 1947, "is expected to be one of the major items to be considered at the next North American Regional Broadcasting Conference, to be held in Canada in September 1949," FCC said. The Atlantic City conference made it available, subject to agreement among the interested countries.

The FCC reportedly feels that in the U. S. it should be used primarily for low-powered stations, in view of its wide-coverage characteristics [BROADCASTING, Sept. 20].

Mexico originally indicated that the 150 kw San Luis Potosi station would begin operation by Dec. 1.

In its letters protesting Mexico's proposed use of 540 kc, which were transmitted to the Mexican government via the State Dept. and the Office of Inter-American Radio, the Commission noted that the channel is not yet within the scope of NARBA and, under the Atlantic City agreement, may be used only "after proper agreements of the interested countries have been ef-

Proposal Circulated

The Commission said "proposals looking toward such special ar-
rangement have been made and circu-
lated between the countries of the North American Region ... but no agreement has been reached."

FCC also asserted that "hun-
dreds of government and non-gov-
ernment stations" operating just below 540 kc would be affected by the Mexican station and that the Commission's entire 415-540 kc allocation plan, currently in preparation, might be jeopardized.

The Commission's first letter, sent May 6, brought a reply in which Mexico argued that the San Luis Potosi station would not be inconsistent with either the Cairo Radio Regulations (1938) or NARBA. The Mexican Government also asked FCC to withdraw its objections.

In reply, FCC wrote on Sept. 9 that it considered the Mexican views to be "erroneous." Further, the Commission stated that the proposed use of 540 kc would cause no interference to the broadcast service of the RF in no way justifies such an assignment by Mexico. The U. S. has refrained from making assignments on that fre-
cuency only in order to comply with the Cairo Regulations and the provi-
sions of NARBA and the Interim Agreement.

At the pre-NARBA technical conference in Havana in 1947, FCC noted, "it was the unanimous view of the parties present, including Mexico, that the decision with respect to the use to be made of 540 kc should be determined at a later date in conference between the various interested countries."

The Commission did not feel its argument was weakened by the fact that CBK Watrous, Sask., operates on 540 kc with 50 kw. CBK, it was pointed out, was on 540 because it had been authorized "as soon as the matter was permitted to continue such op-
eration primarily because of the difficulty of finding a different suitable frequency for it at that time."
MORE THAN half a million dollars is being spent on sponsorship of election returns Nov. 2, with full scale coverage of balloting being carried on all major AM and FM networks. All but one (DuMont) of the video networks, and all of the audio chains, have been purchased at healthy prices for varying lengths of time.

Mutual's coverage, on a "global" scale, and sponsored by the Curtis Publishing Co., Philadelphia, will emanate from the ballroom of New York's Ritz Carlton Hotel. Full coast-to-coast facilities, plus 16,000 miles of additional circuits will be controlled from that point, and 500 MBS affiliates will present local vote counts by special cut-in signals. Representatives of the British Broadcasting Corp., the Canadian Broadcasting Corp., and the French Broadcasting System will be stationed at MBS headquarters, and will use the Mutual Network facilities for flashing election results overseas.

Curtis Pays $76,000

It is estimated that Curtis paid approximately $76,000 for the MBS tabulation, to start at 9:15 p.m.

"For upwards of $125,000," according to an informant's "rough guess," Nash Motors, Detroit, has purchased both CBS networks, TV and AM. Television coverage will be carried by video affiliates in Philadelphia, Baltimore, Boston and New York and will be coordinated by Edmund A. Chester, director of news, special events and sports for CBS-TV. Activities will begin at 8 p.m.

Life and the NBC-TV East Coast network will collaborate one more election night, utilizing the publication's full news-covering facilities for minute-to-minute reports on voting. In addition, the network's news and TV staffs, and Life journalists will present interviews, pick-ups from party headquarters, resumes and sidelights.

Ben Grauer and John Cameron Sweeney will be commentators on the program which represents an expenditure by Life of "somewhere between $75,000 and $100,000."

The East Coast network is comprised of TV affiliates in New York, Philadelphia, Boston, Baltimore, Washington, Richmond, Providence and Schenectady. Telecast is scheduled from 8 p.m. till conclusion.

NBC-TV's Midwest network, affiliates in Toledo, St. Louis, Milwaukee, Detroit and Buffalo, is telecasting the same general coverage presentation under sponsorship of RCA, at an approximate cost of $50,000, it was believed.

Sponsored by Kaiser-Frazer Corp., Willow Run, at an estimated price of over $125,000, ABC election night activities will embrace both the coast-to-coast radio network, and the Eastern and Midwestern video chains. Walter Winceh and Drew Pearson, debuting on video, and Dr. George Gallup, will head the East Coast group of ABC commentators and political analysts covering the network's election jamboire.

Seven Cameras Used

Emanating from two huge studios, and requiring seven television cameras, the Eastern TV show will be carried in New York, Philadelphia, Washington, Baltimore and Boston. Both AM and TV presentations will also feature Elmer Davis, Earl Godwin and others. The Midwest telecast, originating from Chicago, and featuring Buhkage, Tris Coffin and George Hicks, will also be carried in St. Louis, Detroit, Milwaukee, Toledo, Cleveland and Buffalo.

The entire radio network of NBC was purchased for election night news and tabulation by the Chevrolet Motors Division, General Motors Corp., Detroit. Comprehensive coverage, comparable to the NBC video presentation, will begin at 8 p.m., continue 'til outcome is known. Cost for the election night "package" was said to be slightly more than $100,000.

In a tie-in between the DuMont Television Network and Newsweek, involving, apparently, no exchange of money, election night coverage will originate from WABD New York's Studio A, which will serve as clearing house for all news. Pick-ups will also be made from the Democratic headquarters in the Biltmore Hotel and the Roosevelt Hotel Republican headquarters, both New York. The coaxial cable from Washington will not be available to DuMont on election evening.

In addition, DuMont and Newsweek have planned half-hour election video shows, scheduled for the trio of Sundays preceding election Tuesday.

Continental Plans

Continental FM Network has about completed election coverage plans for more than a score of FM stations on its wire-air hook-up. FM member stations having AM affiliates will be permitted to make the service available to them, according to Larry Carl, Continental program manager.

The Continental election service will be built around half-hour rundowns, with musical interludes during which stations can give local results and sell local announcements.

Coverage will start at 8 p.m. election night and continue until a decision is reached. Special attention will be given senatorial contests. The WASH Washington newswroom will receive service from INS and Transradio Press and serve as network headquarters.

WASH is Continental's key station.

Joe McCaffrey will direct the coverage, assisted by Paul Green. They handled Continental's coverage of the political conventions in Philadelphia last summer when the network carried entire proceedings.

Time for Truman

DEMOCRATIC National Committee has purchased time on the full CBS and Mutual networks as well as the Midwest television network of ABC for a major campaign speech by President Truman tonight (Oct. 25), 9:30-9:30 p.m. (EST). Emanating from Chicago Stadium, the speech will be carried on all Chicago television stations, plus WSPD-TV Toledo, WBEN-TV Buffalo, WXVY-TV Detroit, WENS Cleveland, KSD-TV St. Louis, and WTMJ-TV Milwaukee.

Dewey on NBC, CBS

GOV. THOMAS E. DEWEY'S Presidential campaign address from Boston on Thursday, Oct. 28, 9:30-9:30 p.m., originally scheduled for NBC only, will also be carried on CBS. Time on CBS was purchased by the Dewey-Warren Clubs.

Cournand Sponsors TV

E. L. COURAND CO., New York (Walco Tele-vue lens), on Oct. 24 started "Greatest Fights of the Century" on the DuMont Television Network, Sunday, 8-8:30 p.m. Program, film clips of jungle battles, is on WABD New York Sunday, repeated the next Sunday on other DuMont outlets by Teletranscription. Series is also aired on NBC-TV network Fridays following Gillette's fight telecasts. Cayon Inc., New York, is the agency.
VIDEO MUSIC RIGHTS

By BRUCE ROBERTSON

LAST WEEK as ASCAP reported assignments of video rights from members "snowballing" into the society's headquarters, television broadcasters were comparing the short-term deal they might expect from ASCAP with BMI's offer of full video rights on exactly the same basis as BMI's.

When ASCAP has secured the signatures of writer and publisher members representing 80% of the 1947 distribution of royalties, it will be required by law to pay broadcasters blanket or per-program rates up to Dec. 31, 1950. Rates will cover the use of its material by instrumentalists, by vocal groups of not more than five members, or by a chorus not in costume whose singing is not accompanied by dialogue, dancing or scenery. Video use of dramatic-musical numbers, originally used in musical stage or motion picture performances, is limited to two numbers from the same work on the same broadcast.

If the singers are costumed and working before scenery appropriately to the song, or if a dancing routine or dialogue is used, such performances cannot be covered by the general blanket or per-program license. They will be separately licensed by ASCAP at special rates.

One Program Stipulation

If one dramatic-musical number is used on a TV program under the broadcaster's general license, the broadcaster cannot get a special license to use a second number from the same work on that program; nor, if he uses one such number under a special license, can he use a second under his general license with ASCAP.

ASCAP is not asking its members for any licensing rights for the video use of dramatic-musical numbers in the same way as they were asked in their original production. Such rights are retained by the individual copyright owners and must be secured individually from them. The copyright owners may also restrict the use of any musical numbers from television.

In contrast to these limited two-year licenses which television broadcasters will be able to get from ASCAP—provided ASCAP gets the licensing rights from enough members to make up the 80% required—BMI is offering full video rights for the full period of its sound broadcasting contracts, a period of more than ten years.

"This from BMI's inception," Carl Haverlin, BMI president, said last week, "we have defined television as a form of radio broadcasting.

Our contracts with writers and publishers on the one hand, and with our station and network members on the other, have always covered all television use of our music, whether by AM, FM or TV.

'Music Heard, Not Seen'

That means, Mr. Haverlin explained, that a television broadcaster may use BMI music on exactly the same basis as an AM or FM broadcaster. He will pay the same percentage of receipts from advertisers and be permitted the same deductions, with no distinctions between live talent, transcribed or film performances. "Music is heard, not seen," he stated, "and our position is that the right to perform music is an airwave right, a radio right. You do not consider the use of costume, scenery or introductory dialogue as subject to special restriction.

BMI's position that there is no difference between live, transcribed or filmed performances, so far as musical rights for television are concerned, is an important one for TV broadcasters. Much of the program material is on film. BMI holds that a video recording for delayed broadcast purposes (kinescopic recording) is the same as a transcription of a network program in sound broadcast made for use by an affiliate station which cannot broadcast the program at the time of its network origination. In other words, BMI feels that such use should be regarded as a normal incident of the performing right the broadcaster gets in his license from BMI.

ASCAP makes no mention of any use of film for television in the ASCAP license, and it is up to its members to assign to the society for the purpose of licensing TV stations to use ASCAP music.

Video networks are now attempting to secure the right to use such television transcriptions in network programs from individual ASCAP members, largely through Harry Fox, agent and trustee for many major music publishing houses. Some publishers have granted these TV delayed broadcast rights without extra charge. Others have taken the stand that they are actually synchronizing rights such as are granted to motion picture producers and should be paid for in addition to the live broadcast fees.

Parallel to AM

Arguing that no extra fee should be charged for television transcriptions, whether for broadcast or video use or both, both ASCAP and BMI have pointed out: (1) These are the video analogue of the delayed broadcast recordings in sound broadcasting; (2) they are recorded at the time of the live broadcast off a receiver tube and not motion pictures of the performers directly; (3) they are distributed only to stations which were affiliated with the network at the time of the live broadcast; (4) they are broadcast within a reasonable time, usually within a month of the live broadcast; (5) they are shown once only by a station and destroyed after such use except for a file copy.

In the case of straight motion pictures, whether made for television or video use or both, each synchronization right for music is reserved by the individual copyright owner and is the subject of individual bargaining for rights. The broadcast rights to such filmed music are covered by the general BMI performance license and presumably that would be true for ASCAP licenses as well.

KINESCOPE 'RIGHT'

By FLORENCE SMALL

A DISPUTE which may lead to knotty legal entanglements was brewing last week over ownership of rights to kinescopic recordings of dramatic shows on television. Those involved are television broadcasters, motion picture companies, agencies and advertisers.

As yet none of the parties has taken action which could precipitate immediate resolution of the issue. But in several instances plays which advertisers had scheduled for telecast by kinescopic recordings were abandoned because of inability to clear the rights with film studios.

Subjects of the controversy are plays to which film companies own motion picture rights.

The kinescope process entails recording of a live program off a television kinescope tube onto film for re-telecast on stations not connected by relay or coaxial cable. Interpreting this as an "on-the-film" process, many motion picture producers have maintained that, since they own all picture rights to the plays, it is requesting kinescoping should also fall within their compass.

Says It's Same as ET

Networks, advertising agencies and advertisers, however, maintain that the kinescope process is similar to radio's electrically transcribed repeat programs and the network should have the kinescope right as a part of the live telecasting right. In addition, networks point out that contracts made between playwrights and the film companies for their plays do not specifically mention the terms "kinescope rights" or "television transcription." Therefore technical-
House Unit Gives WIPR Probe Plans

Three-Man Group Leaves U. S. To Examine P. R. Grant

THREE staff investigators of the House Select Committee to Investigate the FCC left last Wednesday for Puerto Rico to probe complaints of private broadcasters on the island over the grant of a commercial station to the insular government [Broadcasting, Oct. 18].

Group includes Frank T. Bow, general counsel of the committee, Oscar Hume and Thomas Simpson, committee investigators. An informal reception for the trio was planned for last Friday by government officials and executives of radio outlets on the island.

Mr. Bow, in announcing plans to conduct an on-the-scene probe, had indicated that it would probably be seven to ten days’ duration. An “overall investigation” was contemplated but heaviest attention will be given to the 15-month-old grant of a construction permit to WIPR, 10-kw commercial station on 940 kc in Puerto Rico, Mr. Bow said.

Private broadcasters have contended that the grant jeopardizes their operations. Their complaints were carried to the five-man committee during a recent Washington visit by Thomas Muniz, president of the Puerto Rico Broadcasters Assn. [Broadcasting, Sept. 27]. Lack of organization, they maintained, prevented them from registering their complaints with the FCC at the time of the grant. WIPR officials claim the private operators were fully aware of FCC proceedings and knew the commercial character of the station when it was proposed.

The Committee, headed by Rep. Forrest A. Harness (R-Ind.), is currently in its second phase of an FCC administration preparatory to opening mid-November hearings [Broadcasting, Oct. 18].

Hearings have previously been held by the Select Committee on the FCC’s Port Huron decision on political broadcasts, and the Scott case dealing with atheists’ rights to equal radio time.

‘Studio One’ on TV

CBS on Nov. 7 is starting a new network-built television series, Studio One, which will resemble the network’s sound broadcasts under the same title. The series will present dramatic adaptations of famous novels, short stories and plays and will be broadcast twice monthly on the Sunday evening 7:30-8:30 period occupied once a month by the Ford Theatre video program.

The new series, Studio One will star Margaret Sullavan in “The Storm,” taken from a short story in Good Housekeeping. Worthington C. Miner, manager of CBS television program development, will adapt and direct the program.

RMA Plan

Wins Applause Of Military

A PLAN developed by the Radio Mfrs. Assn. for the rapid conversion of the electronics industry to emergency production, last week won the applause of the National Military Establishment.

Charges that such an emergency transition were being jeopardized by “speculative hazards,” were contained in the plan submitted by the RMA’s Industry Mobilization Policy Committee a fortnight ago [Broadcasting, Oct. 18].

The remedy prescribed by the RMA committee, headed by Fred R. Lack, Western Electric Co., was a “leader” type of operation, such as was used in shipbuilding and some phases of electronics in World War II and featured a fully-coordinated participation by the industry as a whole.

Maj. Gen. P. W. Timberlake of the Air Force, director of the military requirements and facilities division of the Munitions Board, praised the plan last week in a letter to Mr. Lack.

Gen. Timberlake revealed that the plan would be studied and submitted to the Munitions Board’s Committee on Communications and Electronics. This committee, he said, would then pass the plan on for coordination among the three services.

“The plan, in itself,” Gen. Timberlake wrote, “seems sound, clear, concise and it reflects good judgment in the planning by the committee.”

A study of the plan will be made by the military in the hopes that a comprehensive mobilization plan will result, Gen. Timberlake declared.

Described as a program to spread the military load throughout the entire electronics industry, the plan was offered to the Munitions Board as a model for all American industries.

In its plan the RMA committee

Video Production Reaches New High

RMA Latest Figures Also Show AM-FM Over One Million

PRODUCTION of TV sets neared the half-million mark for 1948 as AM-FM output topped a million, according to Radio Mfrs. Assn., representing 90% of the industry.

Total set production for September (a five-week working month) was 1,288,446 units, bringing the year’s overall figure to 11,644,300, according to RMA. This is expected to bring the total 1948 production to 16,000,000 sets.

TV output since the war has reached 675,180 sets. August TV output was 64,953 sets.

AM-FM sets totaled 171,753 for September—an all-time record—with 357,620 sets turned out in the third quarter and 1,052,933 since Jan. 1.

Production of AM models totaled 1,020,408 in September, 2,888,881 in the third quarter and 8,342,684 since Jan. 1.

man of the National Security Resources Board, and a group of top industrialists in Washington last Friday.

The industrial group consisted of members of the National Industry Production Board’s industry council, headed by A. W. Robertson, chairman of Westinghouse Electric Corp.

KRSC - TV JOINS CBS TELEVISION NETWORK

KRSC-TV Seattle last week joined the CBS video network.

The signing of a primary affiliation contract gives CBS-TV affiliates in 15 major cities. Contract was signed by Palmer K. Leberman, president of Radio Sales Corp. Seattle, station owner, and William A. Schudt Jr., CBS director of station relations.

Telecast debut is set for late November or early December. KRSC-TV has been assigned Channel 5.
By LARRY CHRISTOPHER

COMPLETE LINE of new tele-
vision receivers—which can re-
cieve both black-and-white and
475-890 mc television and "high band"
475-890 mc TV yet to be as-
signed—will be announced by Zen-
th Radio Corp. next month. Un-
veiling will take place at Zenith's
annual distributors' meeting Nov.
18-19 in Chicago.

At that time the new sets will
begin to flow to distributors and will
be available for sale to the public at prices competitive with
present low band sets, a Zenith
spokesman said last Thursday. De-
tails of the accompanying advertis-
ing and promotion campaign still
are being worked out.

Some facts on the readiness of
the new receiver were divulged last
week. It was learned that one of
the sets was called in the home of
FCC Chairman Wayne Coy. Also Zenith President Eugene F. McDonald Jr. confirmed testi-
mony of Mr. Brown that his firm was developing a
commercial television operation,
posed on a nomimal mission his firm was developing
money of F. McDonald Coy.

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Radio Corp.

COMPLETE

HIGH-LOW TV

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bands, a Zenith as-

"Conqueror.

THE advent of true "FM for the masses" took a big step toward reality last week when the Emerson
Radio & Phonograph Corp. intro-
duced its "Conqueror."

The new set answers the contention of industry leaders that the high
cost of receivers has been the de-
taining factor in making FM a
"people's radio." Although manu-
facturers throughout the country have been making a constant effort to
improve the quality and decrease the price of their FM sets, the in-
troduction of the "Conqueror," priced at $29.95, retail, has proba-
ably led the way in offering a com-
petitive-priced FM set. Emerson's
officials state that the set is genu-
ine FM, not a makeshift or "su-
perregen" FM receiver.

Model Described

The "Conqueror." Model 602, is housed in an acoustically construc-
ted cabinet. This cabinet features a new application of maroon plastic in combination with a new style
translucent gold-backed slide-rule
dial, integrated control knobs and
two dimensional grille. The com-
plete FM band is covered with an
improved superheterodyne circuit which incorporates advanced Em-
erson electronic engineering fea-
tures to what is termed "AGC" or
DC operation. An internal FM powerline antenna is included to eliminate the necessity of an external antenna for local
reception. Provision has been made for connection of an external FM antenna if desired.

Emerson radio distributors are
slated to receive the sets on an al-
location basis, the firm stated for
months to come, company offi-
cials feel, because of the expected
demand for an FM set of this type
new simplified design. Neither did
he commit himself on the recep-
tion of color transmission as mono-
ochrome or color. He said all the
facts will be made public at the
November meeting of distributors.

The Zenith official stated that
the new receiver is being produced
in a number of models, from table
to console, and the price would be
"competitive" to the comparable
range of present day low band
sets.

November Meeting

Another Zenith representative
said that none of the new sets
would be shipped to distributors
for several months and that no large number of
receivers would be sent out by
the end of the year. He said consumer
advertising would not begin until
after the November distributors' meeting.

Regarding what Zenith might
have to pay in its advertising about the new set and the current
high band television situation, the
spokesman said, "We do not want
to in any way embarrass the FCC
or embarrass the industry and
pointed out that Zenith has made
no statements about the new sets
besides from the testimony of Mr.
Brown before FCC.

The official said he believed
there were no new high band sets
farmed out yet, other than the one
which has been installed in Chair-
man Coy's home in Washington.

When asked about this set and
how it might be picking up the
NBC experimental transmissions on
450-460 mc of the net-
work's WNBW (TV) Washington, Chairman Coy declined comment.

'I Have a Receiver'

A fortnight ago during oral ar-
gement on the allocation of the
mobile and fixed services, Chair-
man Coy said, "I have been telling
as long as I will take to get the equip-
ment. . . . I am having a recei-
ver installed in my home the end
of this week or early next week to receive television in the
450-460 mc band. Not a converter."

The point was brought out in a discussion with CBS Counsel James H. Harris as to the amount of
time required to develop equipment for
remote broadcasting in the
450-460 mc band.

Notice of the new Zenith sets
was given pointedly by Mr. Brown
during his testimony before FCC
on the high band issue. He told the
Commission:

We have been engaged in research and development on television receivers
both for color and black and white
television in the 475-890 mc band for
some years. We have found it en-
tirely practical to build receivers for
this band both for color and for black
and white transmission. We have de-
lected and are now producing for sale
to the public, television receivers which
have been designed both for the
54-216 mc band and the 475-890 mc
band. These receivers are strictly com-
petitive in price, with the television
receivers on today's market.

For these reasons we have no hesi-
tancy in saying that black and white
receivers in this band are entirely practical and their design

(Continued on page 87)
High Court Denies
WADC Review Plea

FCC Decision on Lack of Local
Programming Tactily Upheld

FCC'S RIGHT to refuse to li-
cense an applicant who proposes
to carry a complete daily network
program schedule w.a.s tactily up-
held by the U. S. Supreme Court
last week.

The Court refused to review the
case in which, for that reason, the
Commission denied WADC Akron's
application for 1220 kc with 50
kw in lieu of its present 1350 kc
with 5 kw [BROADCASTING,
May 24, 1947].

With WADC claiming FCC's ac-
cion involved censorship, the case
has been widely regarded as a test
for the eminent domain's Blue book
program principles.

FCC, however, contended the ques-
tion was not one of censorship but
of a licensee's right to delegate
to other persons "the entire respon-
sibility for the daily operation"
of the station [BROADCASTING,
Aug. 23, Oct. 4]. The U. S. Court of
Appeals for the District of Columbia
upheld FCC last May [BROADCASTING,
May 31].

FCC Decision in Effect

Though not strictly an affirma-
tion of FCC's decision, the Su-
preme Court's refusal to review
the case leaves the Commission
decision in effect. According to its
custom, the Court assigned no
reasons for its refusal. The Com-
mmission had claimed its own de-
cision was merely an application of
its Network Regulations, which the
Court previously had upheld.

The court's action presumably
removes the last threat to the grant
for 50 kw on 1220 kc, which WADC
Cleveland was at the same time
WADC's application was denied.

The two applications originally
were considered on a comparative
basis. But in its final decision
FCC denied WADC's without re-
gard to WGAR's, which it then
granted. WGAR has been operat-
ing with 50 kw for more than a
year.

WADC, owned by Allen T. Sim-
mon Jr. in the FCC
and court cases by Paul M. Segal
of the Washington law firm of
Segal, Smith & Hennessey, pro-
pored to carry the complete CBS
program scheduled without excep-
tion if its 50 kw application were
granted. WGAR, one of the G. A.
Richards stations, is represented
by Louis G. Caldwell, Donald C.
Boozer and Percy H. Russell Jr.
Washington attorneys. Both
WGAR and WADC are affiliated
with CBS.

CBS, MCA Near Deal

WITH BOXING OUTFIT

ACQUISITION by CBS and Music
Corp. of America of an interest in
the Tournament of Champions, a
boxing promotion company which
has lately been challenging the
more venerable 20th Century Sport-
ning Club for dominance of the east-
ern fight scene, is expected to be
completed this week.

Although CBS was officially ref-
using to confirm the news, it was understood that Lawrence W. Lowman, CBS
vice president, would represent the
network in the boxing combine
which will exchange control of the
CBS-MCA-Tournament of Champions
negotiations.

George Klets, present majority
owner of Tournament of Cham-
ions, will retain an interest in the
new organization, and MCA also
will be represented by an as yet un-
identified executive.

All parties were silent as to the
nature of the operations intended
by the new organization, but it was
clear that not only ordinary televising of fights promoted by
Tournament of Champions was in-
volved but also the distribution of
telecast fights to theatres.

Coy at NCAB

FCC CHAIRMAN Wayne Coy
will address a dinner meeting of
the North Carolina Assn. of Broad-
casters tonight (Monday) at South-
ern Pines, N. C. The meeting is a
part of the association's full ses-
sion costumed as a vacation day and
Tuesday. NCAB is headed by Harold
Eves, vice president and general
manager of WJSJ Winston-Salem.

WTOP, KQW

FCC Grants Approval
For CBS Deal

THE $1,280,000-plus transactions
by which CBS sells 55% of its
WTOP to the Washington Post and
acquires full ownership of KQW were
granted FCC approval last Wednes-
day [CLOSED CIRCUIT, Oct. 4].

Consummation of both trans-
fers hinges on the Post's dispo-
sition of its 250 kc WIXN Wash-
inigan and WIXN-FM, for which
the Commission allowed 120 days
instead of the customary 30. Before
CBS takes over KQW it must
transfer WIXN-FM; this cannot
be accomplished until the Post
relinquishes WIXN.

Several prospective bidders for
WIXN have approached the Post
since its plans to acquire control-
ing interest in WTOP were reveal-
ed along with the CBS-KQW trans-
action last spring [BROADCASTING,
Aug. 23], but formal negotia-
tions have been reported. Asking
price is understood to be around
$300,000. Post Owner Eugene Mey-
er acquired WIXN in 1943 for
high on a record price for a local
station.

The WTOP license (1500 kc,
50 kw) and conditional grant
for WTOP-FM will be assigned to
a new corporation, WTOP Inc.,
which the Post owns 55% and CBS
45%. But under a voting trust
agreement the CBS stock as well
as the newspaper's will be voted by
Post Publisher Philip G. Gra-
ham. For its 55% interest the Post
pays $855,470 cash.

In the KQW transaction the
network, which already owns a
majority of the station and its associ-
ated FM operation, acquires the
remaining 55% from Ralph R. Mott,
and Dorothy M. Brunton for $425-
000 May 30, 55% of net quick assets
in addition to which ever of the
following is less: $66,000, or 55% of
capital expenditures to be applied
to change in frequency or installation of new fac-
cilities. KQW is on 740 kc with 5
kw but, since the sales contract
was signed, has won a grant for a
license on 5 kw [BROADCASTING,
Aug. 23].

CBS acquired its initial 45% in-
terest in KQW from the Brus-
tons several months ago for $300-
000.

Meanwhile last week the Com-
mision also took action in 12 other
transfer cases, including $275,000
sale of KSDJ San Diego, Calif., to
Clinton D. McKinnon, and his
son, E. McKinnon, Jr.; WNNC
KXMP of San Francisco operations.
When CBS takes over KQW, and that Richard
Swift, now assistant manager of
KQW, becomes manager of the New
York key [CLOSED CIRCUIT,
Aug. 9].

WTOP is on 1340 kc with 250
kw fulltime and operates two 250 w
boosts.

Post officials said negotiations
for sale of the station are being
handled by Smith Davis Corp.

FCC Chairman Wayne Coy, for-
er radio director of the Post, dis-
tanced himself from the Commission's action on either WTOP or KQW.

Comm. Robert F. Jones did not vote on the WTOP case.

Dealers for popular transfers:

KSDJ San Diego, Calif.—Granted vol-
untary assignment of license from
William V. S. Keeling to Charles E.
Salik for $720,000 [BROADCASTING,
June 7]. Salik, son of Mr. and Mrs.
Salik, San Antonio clothing manufac-
turer, has been manager of Armed
Forces Radio Service. He will be
president and chief executive manager of KSDJ, which is
assigned kc 1350 days in Los An-
geles.

WNBK and WNBK-FM Birmingham,
Ala.—Granted assignment of license for
WNBK-FM to Broadcasting Corp. of
N. Beach, individual, to Radio Station
WNBK, Birmingham, owned by Mr.
Beach and Roy M. Hofheinz. Latter
company owns WNBK [BROADCASTING,
Aug. 16]. Mr. Hofheinz is 75% owner of
WNBK and is permitted of KSOX
Harlingen, Texas WNBK is assigned
kc night, 5 kw day on 850.

WTOP-FM, WNNC-FM—Granted as-
ignment of license of copartnership
ownership of WTTAIN to the succes-
sor partnership of Messrs. Hinder
and Turner [BROADCASTING,
May 27].

WOOD Grand Rapids, Mich.—Granted
renewal of temporary construction
permit for WFBOT Inc. through sale of 30 of its
CBS stations [BROADCASTING,
July 10]. Treasurer WFRM Inc., licensee of WFPS Inc. and Mr. Traweek who
own each own 35% of WYDF Flint. WOOD
is assigned kc 1390.

WBLS Kedeau, Ill.—Granted assign-
ment of license from present partner-
ship to new corporation in which one
of the assignor partners Theodore A.
Lanes, will hold 52% and balance will
be held by two new partners.

Consideration is $41,000.

KAVR, San Jose, Calif.—Granted
amplification of construction permit
for KAVR-AM-FM to Broadcasting
Corp., when the Post relinquishes
KSEM-AM-FM, 9%; in addition, the
Permittee is permitted to acquire the
permits for eight additional stations:
KAVRAM, 9%; KAVR-FM, 9%;
KAVR-AM-FM, 9%; KAVR-AM, 9%;
KAVR-FM, 9%; KAVR-KAVR, 9%;
KAVR-AM, 9%; KAVR-FM, 9%.

KAVR has been assigned kw 1310
days in San Jose.

KWMK Los Angeles—Granted ampli-
fied construction permit for
KWMK-FM to Broadcasting Corp.
when the Post relinquishes KWMK-
AM-FM.

KAVR has 9% of KWMK-FM on
1310 days.

KAVR-AM-FM, 9%; KAVR-FM,
9%; KAVR-AM, 9%; KAVR-FM, 9%;
KAVR-KAVR, 9%; KAVR-AM,
9%; KAVR-FM, 9%.

KAVR has been assigned kw 1310
days in San Jose.
The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the money from the audience.

Not so very different from radio advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's one station that consistently pays off with more listeners-per-dollar than any other station in town. It's W-I-T-H, the BIG

independent with the BIG audience that really delivers for its advertisers.

W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.
ABC SETS FAST

A SMASH HIT IN CHICAGO!

"WENR-TV put on a great show," raved the Chicago Sunday Times. "Jampacked with outstanding entertainment," said the Chicago Sunday Tribune. A great cast—including Victor Borge, Lou Holtz, Jerry Colonna, Don McNeill and the Breakfast Club gang, Ginny Simms, Paul Whiteman, Ladies Be Seated, Candid Microphone and Hollywood Screen Test—put on a whale of an inaugural show. The audience, believe it or not, was five times greater than all other Chicago television stations combined (and against the competition of baseball and pro football, at that!)
A WOW IN DETROIT!

Another opening night that made television history! It was WXYZ-TV's première in the Motor City... a World Series game, two football games, and an all-star variety show featuring Frances Langford, Paul Whiteman, the Hartmans, Georgie Price and other headliners. WXYZ-TV's antenna, high atop the Maccabees Building, gave great reception for the opening program—assures Detroit continuing fine television.

PACE IN NETWORK TELEVISION

ABC WAS THE FIRST to put network television on the air in the Mid-West. Already connected are ABC stations WENR-TV, Chicago; WXYZ-TV, Detroit; WEWS, Cleveland; WTMJ-TV, Milwaukee; WBEN-TV, Buffalo; WSPD-TV, Toledo.

ABC's Eastern regional network has been telecasting for some time:

WJZ-TV New York - WNAC-TV Boston - WFIL-TV Philadelphia
WAAM Baltimore - WMAL-TV Washington

By the end of '48, the Mid-West and Eastern networks will be linked! And on the West Coast, another great ABC regional network will go on the air soon. KECA-TV, Los Angeles; KGO-TV, San Francisco; and KFMB-TV, San Diego, should all be telecasting this year. Completing the current ABC line-up, WBAP-TV, Ft. Worth, is now on the air.

Coming Soon: WAVE-TV, Louisville; WTCN-TV, Minneapolis; WDSU-TV, New Orleans; WSEE, St. Petersburg-Tampa; WAGE-TV, Syracuse, and many other leading cities. ABC-TV is rapidly spanning the nation... from border to border, from coast to coast. When you look into television, be sure to take a good look at ABC-TV!

ABC-TV The Living Image of America
American Broadcasting Company
AVCO RULE END?  FCBA Recommends Abolition

ABOLITION of FCC's Aveo Rule requiring advertisement for competitive bids in station sales was recommended to the Commission last week by the Federal Communications Bar Assn.

The FCBA Executive Committee approved and transmitted to FCC a report of the Practice & Procedure Committee declaring the rule apparently has not fulfilled its purpose and that the delays occasioned by the procedure give licensees "considerable difficulty from a business standpoint."

For some time reports have circulated that FCC is considering abandoning the public-bidding phase of the rule but requiring local advertising not only of proposed sales but of new-station applications. [CLOSED CIRCUIT, Oct. 11]

The rule, as it now stands, requires that transfer applications be advertised locally and sets aside a 60-day period in which would-be purchasers may file competing bids "on the same terms and conditions" as the purchaser named in the application.

Text of the Practice & Procedure Committee's report:

At the present time Sec. 1.321 of the Commission's Rules and Regulations provides for "competitive bidding" on transfer applications and the advertisement of such transfers during a 60-day period following the filing of the application.

During the past two years that this system has been in effect, relatively few competitive applications have been filed. Accordingly, it appears that the original purpose of the Aveo procedure has not been fulfilled. Moreover, where the transferor does not wish to sell to the competitive applicant despite the Commission's decision favoring it, it appears that the Aveo procedure is futile.

Finally, as a result of the Aveo procedure and the consequent delay during the initial waiting period of 60 days subsequent to the filing of the application, broadcast licensees encounter considerable difficulty from a business standpoint. Station personnel are left in a state of uncertainty regarding their ultimate employment by the prospective purchaser and advertisers are similarly uncertain regarding the continuance of the management with which they have been dealing.

For the foregoing reasons, the Committee on Practice & Procedure unanimously recommends that the FCC Bar Assn., request the Commission to abolish the provisions of Sec. 1.321 [Aveo Rule].

The Practice & Procedure Committee is composed of Leonard H. Marks, chairman; David Tolman, Philip Bergson, and Ralph Walker.

Ruling on AT&T To Precede Rates

Philco, DuMont Say Intercity Policy Threatens Video

FCC RULED last week that it will pass upon American Telephone & Telegraph's intercity television interconnection policy before it decides whether the network video rates of AT&T and Western Union are reasonable and lawful.

The ruling was on a motion of Philco Corp. and Allen B. DuMont Labs., which claimed the policy is "a very serious threat to the whole television broadcasting industry." [BROADCASTING, Oct. 4]. Under the policy AT&T will not connect its own intercity facilities with those of others except to cover areas where it has no facilities of its own.

Western Union counsel orally supported the motion but AT&T attorneys argued that the interconnection issue cannot be decided without regard to the other issues.

FCC's hearing on the rates of the two companies already has consumed two "eves" [BROADCASTING, Oct. 4, Oct. 11]. It resumes Nov. 3. Authorities estimated approximately one more week would be needed to complete the phase dealing with interconnection.

Ruling on the Philco-DuMont motion, FCC ordered Hearing Examiner J. Fred Johnson to "proceed forthwith to complete the taking of evidence with respect to the matter of the regulations of the AT&T and the Western Union Telegraph Co. applicable to the interconnection of their television transmission facilities with those of others." Then, FCC said, the record on interconnection will be closed and certified to the Commission for decision.

Subsequent procedure has not been determined. It was considered likely that the hearing on rates will await the decision on interconnection.

NEW DEVICE BY RCA SEEN AS VIDEO AID

A NEW RCA technical development which, it is hoped, will give added realism to television, motion pictures and still photography was described to members of the American Optical Society in Detroit, Oct. 23.

The innovation is described as "a new method of measuring contrast characteristics of both optical and electrical lenses." It was developed by Otto H. Schade, advanced development engineer of the RCA tube department.

It is said to employ a television pick-up and reproduction system providing the television, optical, and photographic industries with "the first known practical method of analyzing and rating the ability of various types of lenses to show picture detail."
All America is becoming increasingly aware of the MAGIC CIRCLE. A recent article in Fortune Magazine discusses this favored section of a favored land. Other discussion in executive offices across the nation pave the way for new factories, new business and new opportunities of many kinds for this great area!
Mr. Roger Babson who defined the "Magic Circle", as here shown, declares that in this part of America lies the nation's greatest future development and security!

Tremendous development is in urgent process today! Markets are expanding, people are earning more money than ever before and they are buying!

Tell them about your products and tell them quickly, effectively and at lowest per listener cost over KVOO, Oklahoma's Greatest Station!
ACCOMPANIED by party violinist, Eddie Cantor’s 18th radio birthday is melodiously marked by this quartet (1 to r): Irv Staundinger, Warwick & Legler account executive; Mr. Cantor; Nate Perlstein, Palst Sales Co. advertising director; Lewis S. Frost, assistant to NBC Western Division v. p.

THE HARMONICATS swing out with James C. Petillo (r), AFM president, as Mr. Petillo accepts the famed trio into the union. A long controversy over the legitimacy of a harmonica as a musical instrument had barred the team from union membership. Harmonicats are (1 to r) Dan Les, Jerry Murad and Al Fiore.

PREPARING for premiere of the Prudential Insurance Co. of America’s new show, “The Family Hour of Stars” (CBS, Sundays), are (1 to r) Carroll M. Shanks, Prudential Insurance Co. president; Clarence Goshorn, Benton & Bowles president; Gregory Peck; Ginger Rogers, Jack Johnstone, director.

Dr. LEE DE FOREST (r), vacuum tube inventor, inspects one of his old hand-blown tubes with U. of Wisconsin President E. B. Fred. Dr. De Forest spoke at Second Annual U. of Wisconsin Radio Executives’ Conference at Madison.

WALLACE BRAZEAL (center), vice president of KHQ Spokane, Wash., was more than happy when he took this seven-pound Dolly Varden trout from Lake Pend Oreille, Idaho. On hand to congratulate him are Joe Bates Jr. (1), nationally-known fishing authority, and Jennings Pearce, manager of station relations for NBC Hollywood.

OVERALL sales plan for new 24-hour schedule of KMOX St. Louis is discussed by Gil Johnston (r) who returns to KMOX from CBS Radio Sales, Chicago, as national sales manager and P. S. Anderson, new local sales manager.

RITA HAYWORTH, first of a series of “Stars of the Week” to be heard on Thursday NBC “Chesterfield Supper Club,” is shown with Winsor Watson, Newell-Emmett public relations man on the Liggett & Myers account. Contestants attempt to identify the voice for a $500 Bond.

EVEYONE is happy as Edward Lamb (r), publisher of “The Erie (Pa.) Dispatch” and permittee of WICU (TV), Erie, joins in the conversation with Gov. and Mrs. Dewey. Meeting took place when the Presidential nominee visited Erie on his campaign tour.

ATTENDING the CBS affiliates meeting in Dallas, Oct. 11-12, are (1 to r) Clyde Rembert, general manager, KRLD Dallas; Kenyon Brown, president-general manager, KWFT Wichita Falls; John Koral, CBS sales manager; Joseph Ream, executive v. p., CBS; H. V. Akersberg, CBS v. p. in charge of station relations, and William Lodge, CBS v. p.

FULL NBC facilities for “Fibber McGee and Molly” are discussed by (1 to r) W. H. Ohle, Needham, Louis & Sharby v. p.; W. N. Cannolly, advertising manager S. C. Johnson & Son, sponsor, and Rudi Neubauer and Paul McCluer, NBC.

HOFFMAN Radio Corp. sports series on KFI-TV Los Angeles prompts huddle by (1 to r): H. Leslie Hoffman, sponsor president; Andy Carpenter, Don B. Miner Co. account executive; Hilly Soners, agency radio and television director; Dan Larson, Hoffman advertising director.
COMICS ON PARADE... mimic-comedian Danny Webb reads the funnies five nights a week.

PIXIE PLAYTIME... pert puppet Peter W. Pixie in a bright children's show... three nights a week.

For TV selectivity... check channel 11 first!... With the widest range of television programs... best coverage of news, special events, sports... drama, beauty, homemaking... children's shows, religion for all creeds, public service... WPIX offers enough video variety to attract the attention of any viewer—or advertiser!... can make more sales, create conversation among customers, build better business in a new major market well worth the effort now... and from now on!

Get data, details and costs on programs available for sponsorship or syndication!... just write or phone WPIX, 220 E. 42nd St., New York 17... or WPIX representatives out of New York City, Free & Peters, 444 Madison Ave., New York 22.
ON ALL ACCOUNTS

(Continued from page 18)

on CBS. In addition the firm has sponsored several television shows, most recent of which was one featuring Al Schacht before the Giants baseball games on WNBT (TV) New York.

The Chatfields—his wife was the former Marie Walters—were married April 28, 1934. They have two children, Donald, 14, and Susan, 10. The family has a home in Larchmont, New York. George's vocations read like a hobby book index and include golf, badminton, bowling, amateur movies, photography, puppets and, of course, radio.

U. S. JUNIOR CHAMBER OF COM- MERCe has commended ABC's "American Farmer" (Sat., 11:30 to 12 noon, CST) "for great service rendered to rural America."

WASHINGTON REPORTING SAI d Overplayed

UNLESS the major news services "make an effort to see through the camouflage of Washington handouts and news conferences," it will be up to the smaller wire services or pro rata special services to do the Washington job for radio, editor, declared Tuesday at the U. of Illinois.

In an address at the First Annual Radio News Clinic, sponsored by the university's school of journalism and the Illinois Broadcasters Assn., Mr. Lewis observed that the major services comb foreign news carefully, but usually "swallow everything out of Washington whole." Fifty news editors, announcers, and station managers attended the all-day meeting.

Results of a survey by the Institute of Communications, showing that 50% of the nation's lis-

NEwS CRITIQUE

SPECIAL TV SECTIONS

since the opening of WBAP-TV Fort Worth, special television sections have been published by the Fort Worth Press, Dallas News and Dallas Times Herald. All newspapers in the area are printing WBAP-TV's program schedule. Station is owned by the Fort Worth Star-Telegram.

A suggestion that local news-
men be "full time or none" was made by Prof. Basket Meuse, who teaches radio journalism at Northwestern U. Advocating more concentration on local coverage, he asserted this calls for "one of the most capable men on the station staff." Charles F. Harrison, WHBF Rock Island, suggested that the "daybook" or "assignment book" practice be adopted by radio newsrooms. He urged news editors to enlist everyone on the station's roster, including engineers and maintenance personnel, as "legmen for spot news coverage."

Lindsay, Schooley Preside

Merrill Lindsay, president of the Illinois Broadcasters Assn. and general manager of WSOY Decatur, presided at the morning session, and Frank E. Schooley, assistant director of WLL Urbana, in the afternoon. Arthur C. Stang er, director of NAB's FM department, attended the sessions.

In San Francisco*

Almost Everyone's a Plutocrat

AND ONE COLUMBIA STATION SERVES THEM ALL


KQW
San Francisco Studios
Palace Hotel

Represented Nationally by Edward Petty & Co., Inc.

San Francisco, California

Page 38 • October 25, 1948
...in the Deep South—Based on Latest Listener Diary Study!* 

1. WEEK AS A WHOLE . . . .
   WWL 1st by almost 3½ to 1:  

2. ALL QUARTER HOURS . . .
   WWL 1st —wins 87% of them:  
   89.5% in daytime  

3. PARTS OF DAY . . . . .
   WWL 1st in every one  

4. STRIP PROGRAMS . . . .
   WWL 1st in net weekly audiences  

This is definite proof  
FOLKS TURN TO . . . . .

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

CBS AFFILIATE • • • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Fill 'er up -
WHY is it that motorists and farm gasoline users in the big WSM region feel there's something extra about gasoline that is advertised over WSM — that bears the invisible stamp of WSM approval? What is it that makes the invisible WSM label a vital sales factor?

The answer is confidence. Confidence that WSM has carefully and consistently built since 1925.

This WSM power can be put to work to help sell your product.
'LISTENER-OWNED' FM OUTLET OPENS IN D. C.

WCFM (FM) Washington, licensed to Cooperative Broadcasting Assn., began commercial operation Oct. 20, according to H. F. Kern, general manager. The station is on Channel 258 (99.5 mc) with 20 kw.

Forty-thousand residents of Washington hold common stock and 2,000 preferred stock in the new enterprise. The station's program policies will be determined largely by a "listener council" representing its owner-listeners.

Major control of the station will lie in the hands of cooperatives in the Washington area. Seven of the 12 board members are elected by the organizations who are common stockholders, while the remaining five are elected by preferred stockholders, whose stock subscriptions range from $10 to $1,000. Investors can realize a profit of up to only 6% cumulative dividends, with other earnings to be plowed back into facilities.

Programming will be about 25% live at the outset, covering such types of public interest programs as discussions, news and commentaries. Commentaries will be by Marquis Childs, Mrs. Raymond Clappier, Leon Henderson and others. WCFM will program from 3 to 11 p.m. seven days a week. Station's tower is located at West Falls Church, Va., and studios at 1120 Connecticut Ave.

Mr. Kern is a former newspaper executive and foreign correspondent. Other top staff personnel includes Carl R. Taylor, former co-owner and business manager of WSK1 Montpelier, Vt., commercial manager, and Syd Byrne, former program director of WNHC New Haven and WCPS Tarboro, N.C., program director.

KFWO Addition

KFWO St. Louis held dedication ceremonies Oct. 17 for a new addition to its radio facilities. Included in the construction is a large auditorium, according to Rev. H. H. Hohenstein, director of the station. KFWO is owned and operated by the Evangelical Lutheran Church-Missouri Synod, and has a television application pending.

NAB, TBA UNITS MEET AGAIN ON VIDEO PLAN

GENERAL agreement that NAB and Television Broadcasters Assn. should cooperate as fully as possible in guiding the development of video broadcasting was reiterated last week by committees of both trade organizations. It was learned following a meeting of the committees at New York's Waldorf Astoria Hotel. There are still many details to be worked out, however, before the proposed plan of cooperation can be put into effect, it was said.

Last week's session continued the discussion begun at the Sept. 1 meeting of the committee and reported on the reaction of the NAB and TBA boards to the tentative cooperative format suggested at that time [BROADCASTING, Sept. 6, 13]. Each committee will similarly report back to its board on the results of this month's deliberations, with future meetings of the two committees to follow the next board sessions.

Attending last week's meeting for NAB were Clair McCollough, WGAL Lancaster, and A. D. Willard Jr., NAB executive vice president. For TBA were J. B. Popp, WOR New York and TBA president; G. Emerson Markham, WRGB Schenectady; Lawrence Phillips, DuMont network; Will Buitin, TBA. Paul Rauborn of Paramount Pictures sat in as an observer.

KGO-TV Has Preview

KGO-TV Oakland, Calif., held a T-day preview Oct. 14-21 at Jackson's Furniture Co., Oakland, with a store television demonstration. With field cameras set up on the first and third floors, special acts were televised on receivers in the first floor "Television Theatre" and elsewhere throughout the store.

Dove Derby

KXXO El Centro, Calif., is cooperating with Rogers & Pinney, El Centro Dodge dealer, in staging a dove derby being held during the 30-day deer hunting season in the Imperial Valley. Before the opening day of the season, Oct. 1, a number of doves which had been trapped and identified by bands were released from various points in the valley. El Centro's mayor, Jerry High, officiated at the releasing ceremony, which was broadcast by KXXO. Any hunter who bags a dove bearing the identifying band will be eligible for one of the prizes Rogers & Pinney is offering. Sets of tires, an automobile paint job, car radios and engine overhauls are among the items in the prize list.

WMAW Milwaukee Blaze Causes $10,000 Loss

AN ESTIMATED $10,000 damage was caused last Monday to WMAW Milwaukee, when fire swept through the unattended control room about an hour after signoff. The station signed on at its regular time the following morning after engineers labored throughout the night putting an alternate control system into operation.

The blaze, which was believed to have been started in a waste basket by a smouldering cigarette, was brought under control within a half hour after its discovery. The control-room equipment was less than a year old. WMAW took the air last March 24. Damage, according to Station Manager Jack Bundy, was covered by insurance.

Feature of Week

(Continued from page 18)

for 15 weeks. At the end of the period a certificate of successful competition will be awarded to students who pass the course. Study material is sent in packets to listeners who register by mail with the college.

The listening area of the two 5-kw stations covers all of eastern Washington, parts of northern Oregon, western Montana, southern British Columbia, and northern and central Idaho, the college reports. Only 14% of the adults in this area have a formal college education, according to a survey made by Frederick Hayward, former KWSC manager who undertook the "College by Radio" project negotiations.

Feature articles, news items, leaflets, posters, letters to libraries and spot announcements have been used to promote the project.
Three basic elements of design determine how easy your transmitter is to inspect . . . safety, accessibility and visibility.

Here's how these features stack up in the new Westinghouse FM transmitters.

Safety . . . All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

Accessibility . . . All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

Visibility . . . All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

It's these important elements . . . found in advanced form in Westinghouse FM transmitters . . . that protect your investment and forestall obsolescence . . . simplify maintenance and inspection . . . and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features . . .
- replace tubes in a matter of seconds.
- "fingertip reach" for all tubes from FRONT of transmitter.
- only one control to adjust output power.
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

First of all . . .
By DANIEL F. LINCOLN
Public Relations Director and Secretary, Retail Merchants Assn., Jamestown, N. Y.

ALWAYS a difficult problem for retail associations is the choice of medium and method by which good public relations can be obtained successfully. An excellent example is the present five-year old radio program of the Retail Merchants Assn. of Jamestown, N. Y.

With the realization that the sole objective of such an association’s program was to get more business for the retail community, the program was designed for marginal listeners who might direct their buying thoughts to other nearby communities. It was felt that if we could direct their favorable thinking toward us, with a homey, friendly approach in their own homes in the morning hours, we could achieve this objective.

Radio was chosen because the nature of the approach could be secured more easily by the proper approach of voice rather than by the printed word—particularly in the morning when the housewife wants to be entertained; rather than by reading some philosophy that took valuable time.

The means approach, too, was considered as being possible only by radio.

The period of 7:45-8 a.m. was selected after careful appraisal of the fact that the housewife (who was our goal) would be up, looking for a bright spot to begin her day, probably getting the kids ready for school, and receptive to our type of approach.

The production manager of WJTN Jamestown, N. Y., J. Ralph Carlson, was chosen to handle the program which was called The Retail Scrapbook. The whole program is based on homey, everyday events and experiences, interspersed with friendly philosophy and chosen poetry and prose. Back-

R E T A I L  A S S N.

SIGHT AND SOUND
WCAU, Newspapers Combine On Promotion Gimmick

RECIPROCAL radio and newspaper promotion series has been completed by WCAU ‘Philadelphia, demonstrating that press and radio can work together to mutual advantage.

Using Cinderella Week, daily quiz show, as the peg for the promotion, the station gave a different community newspaper a chance to be a ch program. WCAU announced an opening and closing salute to the “honored community” with a minute history on the newspaper midway through the program. Thirty community newspapers handled all pre-program promotion.

WCAU aired an announced, unequaled publicity by the deal, with the newspapers running eight-column streamers announcing the event. Response among the editors was favorable, as was their willingness to cooperate with WCAU on similar promotions.

Chapter on Radio, Video Advertising in New Book


A CHAPTER dealing with laws affecting radio advertising and television is included in the new book by Isaac W. Diggles, a member of the New York Bar Assn. and counsel to the Assn. of National Advertisers and other advertisers.

The volume is described by its publishers as “the first overall treatment of the legal and legislative aspects of advertising and marketing regulations.” The foreword was written by Paul Brown West, president of ANA.

In addition to the chapter on radio and TV, there are chapters on these topics: “General Contract Relationships in Advertising”; “The Federal Government and Advertising”; “State Laws and Advertising Trade Marks Today and Tomorrow”; “Fair Trade”; “Property Rights in Ideas and Copyrights”; “Cooperative Advertising”; “Copy Claims”; “Right of Privacy”; “Libel and Slander” and “Advertising Art Directors and the Law.”

W R E L Nears Its Start With Half Wave Tower

WREL Lexington, Va., 250-w station employing a half wave, Ideco tower, is approaching the operational stage, according to R. G. Walter, general manager of radio for the owner, Rockbridge Broadcasting Corp. of Lexington.

Mr. Walter, who is supervising the operations with Philip B. Hirsch, station manager, announced last week that the tower will have a height of 375 feet. WREL will serve Lexington and Buena Vista in Rockbridge County. Lexington’s two local studios and remote studios will be housed at Buena Vista.

B R O A D C A S T I N G  •  T e l e c a s t i n g
tell you what I'm gonna do...

Through the courtesy and kind permission of the Texas Company, I'm gonna offer something all you men will like... something no one's had before... something that's the thrill of a lifetime. It's the genuine highest Sponsor Identification ever distilled by Hooper—95.5 proof.

Now, friends, just a minute. You say, how can he do it... what's the catch. You say you're still not satisfied.

It's simple, kid. Dazzle your tip with fun and frivolity like on the Texaco Star Theater...

Hit 'em with Kudner's tremendous commercials for Sky Chief and Fire Chief Gasoline, Marfak Chassis Lubrication and Havoline Motor Oil—and shove your pitch on NBC Television, of course.

America's No. 1 Television Network

N A T I O N A L   B R O A D C A S T I N G   C O M P A N Y

N B C

Television
WHY CBS-TV IS

Here are the programs with the biggest audiences* in Television:

TOAST OF THE TOWN (CBS-TV) with a 40.7 rating in its top quarter-hour, tops all other Television ratings.

CBS-TV NEWS is the highest-rated news show in all TELEVISION, with 10.8.

CBS-TV has all three of the top “strip” variety and musical shows: FACE THE MUSIC, with a 12.7 rating;
PLACES, PLEASE, with a 10.9 rating; BOB HOWARD, with a 10.1 rating.

CBS-TV has the two top “audience participation” shows: WHAT'S IT WORTH?, with a 14.7 rating; WINNER TAKE ALL, with a 19.0 rating.

And...

WCBS-TV leads all other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8:30 and 11:00 p.m.


"Face the Music," CBS-TV's 15-minute across-the-board airtier, continues as one of the most consistent high-quality shows on the air. Web has recently added much more production value by providing songsters Johnny Desmond and Sandra Deel with a different set each night. While the format is always the same, the different background gives the show a new look each time. Thursday night CBS, for example, Desmond and Miss Deel featured Latin songs against a Mexican backdrop, while the following night they sang romantic ditties against a simulated seashore.

Two vocalists demonstrated complete ease before the cameras, protecting their ingratiating personalities as niftily as their songs. Tony Mottola's trio backed them excellently, and the idea of giving Mottola some comedy "business" has boosted the show considerably. It all remains freshest, youthful presentation and a highly-promising investment for a few categories of advertisers. VARIETY

What's it Worth? is prime television programming. It has visual and auditory appeal, by way of matinée and coterie. Its content is intriguing, its format is pleasanter invention.

Human Interest

There's a tremendous wealth of anecdote and human interest in the program. Each of the folks who bring their dreams on this show is brought to their guests tell how they came to own the object up for appraisal. There's a goodly amount of suspense as the appraisal is going on — and this suspense, reinforced by the camera's point of view, is kept to a minimum. There's also a memorable amount of humor — a kind that grows up in good conversation among Indians and other curious.

Fastes Good M. C.

Two factors seem to remain the same about this program. First, Desmond did a splendid job as emcee. He was completely at ease before the cameras, and what is perhaps even more important, he was able to transmit this ease to the guests. Secondly, this program was done in such a facile, natural manner in such a facile, natural manner that one was scarcely conscious of the absence of technique which are still present in the TV. The reviewer had no better accolade to the cameramen and production staff.

RADIO DAILY
Why do more people watch CBS-TV? The answer can be given simply.

**It's because CBS-TV gets better pictures on the screen.**

That takes more, in television, than great entertainers (CBS-TV has them!). More than great entertainment (CBS-TV has that!).

It takes what Ben Gross of New York’s *Daily News*, writing about CBS-TV, calls: “The New Look...top quality effects...that are the talk of the industry.” These “top quality effects,” sensitively synchronized with sound, come directly from CBS-TV’s unmatched skill in lighting, in camera-movement, in the selection and composition of each image fluidly moving into the next, to please both the eye and the ear.

It’s such top television skills, based on hours and hours of intensive research that are making CBS-TV audiences so large.

Come and see for yourself.

CBS-TV

—first in audience!
For your interest here are TelePulse ratings of Network Programs in the New York and Philadelphia areas

<table>
<thead>
<tr>
<th>Day</th>
<th>Program</th>
<th>Network</th>
<th>Rating</th>
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<tr>
<td>MONDAY</td>
<td>Americana</td>
<td>NBC</td>
<td>12.0</td>
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<tr>
<td>TUESDAY</td>
<td>Singing Lady</td>
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<td>Nature of Things</td>
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<td>Club Noon</td>
<td>ABC</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>Boll Smith Program</td>
<td>NBC</td>
<td>15.6</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>Cartoon Teletales</td>
<td>ABC</td>
<td>2.9</td>
</tr>
<tr>
<td></td>
<td>Gap 90's Review</td>
<td>ABC</td>
<td>15.9</td>
</tr>
<tr>
<td></td>
<td>Girl About Town</td>
<td>NBC</td>
<td>7.9</td>
</tr>
<tr>
<td></td>
<td>Wrestling</td>
<td>ABC</td>
<td>15.6</td>
</tr>
<tr>
<td></td>
<td>Kraft TV Theatre</td>
<td>NBC</td>
<td>17.6</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>Howdy-Doody</td>
<td>NBC</td>
<td>12.9</td>
</tr>
<tr>
<td></td>
<td>Nature of Things</td>
<td>NBC</td>
<td>11.6</td>
</tr>
<tr>
<td></td>
<td>Singing Lady</td>
<td>NBC</td>
<td>15.1</td>
</tr>
<tr>
<td></td>
<td>Film Shorts</td>
<td>ABC</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>Boll Smith Program</td>
<td>NBC</td>
<td>15.6</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>Film Shorts</td>
<td>ABC</td>
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<tr>
<td></td>
<td>NBC Presents</td>
<td>NBC</td>
<td>14.0</td>
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<tr>
<td></td>
<td>Boating</td>
<td>NBC</td>
<td>29.3</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>News and Views</td>
<td>ABC</td>
<td>7.3</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>Jr. Scrapbook</td>
<td>CBS</td>
<td>7.6</td>
</tr>
<tr>
<td></td>
<td>Key to the Missing</td>
<td>Dumont</td>
<td>9.2</td>
</tr>
<tr>
<td></td>
<td>Original Amateur Hour</td>
<td>Dumont</td>
<td>24.8</td>
</tr>
<tr>
<td></td>
<td>Author Meets Critics</td>
<td>NBC</td>
<td>12.6</td>
</tr>
<tr>
<td></td>
<td>Candid Microphone</td>
<td>ABC</td>
<td>11.1</td>
</tr>
<tr>
<td></td>
<td>Meet The Press</td>
<td>NBC</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td>Toast of the Town</td>
<td>CBS</td>
<td>30.8</td>
</tr>
</tbody>
</table>

* New aired Wednesday at 8:30 PM

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK 7, N.Y.
### Telecasting Network Showsheet

<table>
<thead>
<tr>
<th>Time</th>
<th>Film Shorts</th>
<th>Hollywood Screen Teste</th>
<th>Actor's Studio</th>
<th>Southerners</th>
<th>Feature Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:45</td>
<td>Ford Motor Co.</td>
<td>Emerson Radio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Ford Theater</td>
<td>Toast of the Town</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Shorts</th>
<th>300 Original Amateur Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:45</td>
<td>Submit</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Admiral Corp. Welcome aboard</th>
<th>General Foods Corp. Author Meets Critics</th>
<th>General Foods Corp. Meet the Press</th>
<th>Philip Corp. TV Playhouse</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:55</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Kiernan's Corner</th>
<th>Quirkying the News</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15</td>
<td></td>
<td>F. Ballarday Co.---Boxing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>CBS TV News L/F</th>
<th>Face the Music</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:25</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Camera Headlines L/F</th>
<th>Champagne &amp; Orchids</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:35</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>American Song 7:50 Reynolds News 12F</th>
<th>Cher. Dealers Amn.'s Playhouse</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Musical Miniature 7:50 Reynolds News 12F</th>
<th>Texas Co. Star Theater</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:55</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Critic at Large</th>
<th>Gay Nineties Reuse</th>
<th>Contest Microphone L/F</th>
<th>Three About Town</th>
<th>Fights</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:05</td>
<td></td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>CBS TV News L/F</th>
<th>Face the Music</th>
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<tr>
<td>12:15</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Camera Headlines L/F</th>
<th>Photographic Horizon</th>
<th>Greaswing Paynes</th>
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<tbody>
<tr>
<td>12:25</td>
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<td>12:35</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Shorts</th>
<th>Feature Film</th>
</tr>
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<tbody>
<tr>
<td>12:45</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Shorts</th>
<th>CBS TV News L/F</th>
<th>Face the Music</th>
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<tbody>
<tr>
<td>1:00</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Camera Headlines L/F</th>
<th>J. Egan Show</th>
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<tbody>
<tr>
<td>1:05</td>
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</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Ria Side Headlines L/F</th>
<th>Kayser 7:50 Reynolds News 12F</th>
<th>NBC Presents</th>
<th>Mutoscope, Nature of Things 7L</th>
<th>Swift &amp; Co. Swift Show 7L</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:05</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Lionel Red Caboose Film Shorts</th>
<th>Teen Age Book Club</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:05</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>CBS TV News L/F</th>
<th>Face the Music</th>
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<tbody>
<tr>
<td>1:05</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Camera Headlines L/F</th>
<th>Fashions on Parade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:10</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Mt. Merry Go-Round 7:50 Reynolds News 12F</th>
<th>NBC Presents</th>
</tr>
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<tbody>
<tr>
<td>1:15</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>J. Hanel Shorts</th>
<th>Three About Town L</th>
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<tr>
<td>1:20</td>
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</tbody>
</table>

### Telecasting Network Showsheet (No TV Network Programs on Saturday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Feature Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45</td>
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</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>TV Screen Magazine</th>
<th>Feature Film</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00</td>
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</tbody>
</table>

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**Questions:**

1. Have you seen the monthly New York TelePulse?
2. Have you seen the monthly Philadelphia TelePulse?
3. Do you want to see the Chicago TelePulse—first report in December?

**Ask the Pulse for Television Audience Ratings.**

---

**THE PULSE INCORPORATED**

**ONE TEN FULTON STREET**

**NEW YORK 7, N.Y.**
It won't be long now—until anxiously waiting TV set owners in Dayton, Ohio, and the Miami Valley will thrill to the daily spectacle of WHIO-TV. Our tower is up for all to see. We're even using it to broadcast WHIO-FM.

WATCH FOR OUR OPENING ANNOUNCEMENT!
I WOULD like to get in touch with a retired fire-engine horse. I would like to ask him what he thinks about when he sees the motorized fire-trucks going roaring by. Then if he's a sympathetic beast, I'd like to tell him my feelings as I watch my business, radio, go through the conversion convulsions from AM to TV.

Glittering, glamorous pictures of the future of video fill the trade papers, the dailies, the slicks. Airplanes carry transmitters aloft in noble experimental flights; politicians submit to make-up; TV stocks rise in value as investors show their faith in the prophets of sight-and-sound; but down in the lower left-hand corner of the teeming mural stands a forlorn figure, one about whom little has been written: The man of microphones who must be converted to the man of image-orthicons. The little man looks up at TV from the lower level. What he sees is a future having very little relationship to a past.

Having spent some twenty years in AM broadcasting production I realize, now, that radio might have strangled at birth had it not been for one very fortunate factor: The public had no comparison-medium for radio when the industry first started. The tinny, squeaky phonograph was the nearest approach to any mechanical sound-making apparatus. Radio could afford to be strictly hit-or-miss, was often miss.

With video, the story is entirely different. Any way you twist or turn it, TV, to the viewer, will be a form of movies and will be judged by the standards of the theatre screen. To the man who has labored long in sound-broadcasting and now must be reconverted to video, this presents a knotty problem... The manager of a successful AM station who has applied for a TV permit realizes that the radio-dol lar will have to be fed into the hungry mouth of his video operation for a long time. In Texas radio, the cowboy song, "When My Blue Moon Turns to Gold Again," (Copyright, Peer, International, BMI), will be replaced by the Author's Lament, "When That Red Ink Turns to Black Again." The manager will look at his first team, his program manager, his produce theorist, his manager, his chief engineer. He knows that their combined team-work is necessary to keep the AM cash-register jingling.

Yet, it would be totally unfair to them to keep their noses to the kilocyte-grindstone and take on new people for the future, the video future. Being a capable and fair-minded manager, he will then call his department heads into his office and tell them that they are about to spend a great deal of time and money on the stations orientation trips and that they should start grooming people in their respective departments to take over their duties, both while they are away from time to time in the immediate future and permanently, after the TV operation starts. The old subordinate gray-beards convey these thoughts to their younger underlings.

What happens?

Need for Planning

They find, to their chagrin, that the people who work for them are as eager as they are to get into the new medium. Over-publicizing, over-promoting of video has already made audio broadcasting look a little seedy and ragged around the edges. It is inconceivable to any thinking person in the industry that AM radio will be out-moded, go out of existence. Yet, to the average employe of the radio-station, the word "future" is no longer spelled f-u-t-u-r-e. Its new spelling is v-i-d-e-o.

This situation calls for some down-the-road thinking, talking and planning. In laying out his personnel-plan for the dual AM-TV operation, the manager will have to inaugurate a long-range conversion policy, extending from the top to the bottom layers of his staff....

...I have been more fortunate than most radio-men in my quest for TV knowledge. But I know, now, that many of the roads I travelled are closed.

In August 1945, I was lucky enough to be stationed at an Army post near New York. For several months during the summer and fall of that year I haunted the operating TV stations in the big city. At the time, while my presence did not cause spasms of joy in the TV workers whose necks I breathed on, neither did they seem unduly annoyed by a nose-sticker-inner. I learned a great deal by merely observing and occasionally lending an unpaid hand in the work.

Then, upon my return to my pre-war job, I was again hit with a horse-shoe in the form of a station manager who let me roam the country looking into my end of our projected video operation.... Each TV operation in the country was using its own ideas.

From cameras, dolly's and lighting down to heights of control-room floors and make-up, opinions varied. Only by seeing a great many of the stations, plying executives with hundreds of questions, could I start forming a picture of a logical operation for my own station.

But those roads, as I said, are closed. At a luncheon with top NBC brass in 1947 we discussed the problem of what to do, in the future, about teaching TV to personnel from affiliate stations. More and more requests were coming in from these stations to have their personnel trained by NBC.

Obviously, it would soon become impractical to have sundry characters going around asking questions and making notes. I was used as a sort of guinea-pig, for test-reactions. Now, NBC has started a regular series of orientation courses, the germ of the idea having been born, I believe, at that luncheon. But the problem of supplying a new industry with trained, competent personnel should not be on the station or network level. It is an industry-problem that should be solved by the industry as a whole....

Surely an organization of television stations can promote a thorough, reliable school which can be self-sustaining. Most of the networks and large manufacturers are going in for orientation courses. But these must necessarily be limited to people with whom they are connected in some way. Also, the teachings of each will differ because of the different types of equipment and techniques which each employs.

Nationwide Scope

But a school run by a nationwide organization could give a thorough comprehensive course.

Best feature of this could be that courses could be given at different cities, or to further assist the radio-employe, teaching teams could be sent to stations, or groups of stations, to give interested people on-the-spot training.

The success of television will depend upon the human factor as much as upon the electronic factor.

Every business organization in television should be aware of this and should be interested in seeing that TV personnel are thoroughly familiar with their medium. If all these organizations could pool their resources for human-advancement, as they often do for technical-advancement, they would help to answer the great radio-industry employe question: "What's going to happen to me in the future when video needs me.... I need video.... but I'm still an AM man?"
Texaco Star Theatre with a Rating of 54.5 in the September New York City Teleratings establishes an all-time high in both radio and television for any continuously broadcast commercial program checked by us since 1934.

Texaco Star Theatre also establishes an all-time high for Sponsor Identification with an Index of 95.5. This is up 0.3 from its August Sponsor Identification Index of 95.2, which was a record.

Produced by

Kudner Agency, Inc.

*From Hooperatings “High”-Lights September 30, 1948
Rigby per cent of the respondents in the U. of Wichita's 1948 study of the radio listening habits and preferences of adult Kansans like to listen to programs on which money or prizes are given to members of the studio audience, an analysis of the replies shows, according to Dr. F. L. Whan, chairman of the university's Committee on Radio.

The attitude of adult Kansans towards quiz programs giving prizes to listeners called on the phone is similarly favorable, the study indicated. More than 75% of those questioned listen to quiz shows, with farm women constituting the highest percentage of listeners.

Representatives of 6,033 Kansas families were reached by personal interview in their homes during the study, the twelfth made by the university, Dr. Whan reported.

The latest study, now on the press, is expected to be available in printed form within the next few weeks.

Little difference was found in the attitude of men or women, living in farm, village or urban home, toward programs on which money or prizes are given to members of the studio audience (See Table I).

Listeners also were asked whether they thought quiz questions are usually "too hard, about right, or too easy." Replies indicated that most listeners believe the questions are "about right."

"However," says the report on the survey, "those who said they do not like to listen to such programs [quiz shows] were more likely than others to believe the questions too easy.

Each respondent also was asked the following two questions regarding their attitude toward quiz programs giving prizes to listeners called on the phone:

"Do you ever listen to programs which give prizes or money to radio listeners called on the phone?"

"Do you think there should be more of these programs, fewer of them, or are there about the right number now?"

Table II analyzes replies to the first of the two questions on a basis of sex and residence of respondent, and indicates that a heavy majority of adult Kansans listen to the telephone-call type of quiz show and that farm women are the most consistent listeners.

20% Want More

Nearly 20% of those who listen to such programs believe there should be more of them, while only 4% who do not listen believe there should be more (See Table III). Approximately 11% of those who listen to the telephone-call quiz programs believe there should be fewer of them, while approximately 45% of those who do not listen believe the airwaves are crowded with too many of these programs.

Table I

<table>
<thead>
<tr>
<th>(Percentages based on all questioned in each classification)</th>
<th>Women—</th>
<th>State</th>
<th>Farm</th>
<th>Village</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Yes, I like to listen to them&quot;</td>
<td>86.6%</td>
<td>88.9%</td>
<td>86.7%</td>
<td>84.7%</td>
<td></td>
</tr>
<tr>
<td>&quot;No, I don't like to listen to them&quot;</td>
<td>13.4%</td>
<td>11.1%</td>
<td>13.3%</td>
<td>15.3%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Men—</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Yes, I like to listen to them&quot;</td>
<td>79.6%</td>
<td>80.7%</td>
<td>77.6%</td>
<td>80.0%</td>
<td></td>
</tr>
<tr>
<td>&quot;No, I don't like to listen to them&quot;</td>
<td>20.4%</td>
<td>19.3%</td>
<td>22.4%</td>
<td>20.0%</td>
<td></td>
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</table>

Table II

<table>
<thead>
<tr>
<th>(Percentages based on all questioned in each classification)</th>
<th>Women—</th>
<th>State</th>
<th>Farm</th>
<th>Village</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Yes, I listen to them&quot;</td>
<td>79.5%</td>
<td>84.6%</td>
<td>78.0%</td>
<td>76.4%</td>
<td></td>
</tr>
<tr>
<td>&quot;No, I don't listen to them&quot;</td>
<td>20.5%</td>
<td>15.4%</td>
<td>22.0%</td>
<td>23.6%</td>
<td></td>
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<td></td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
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<tr>
<td>Men—</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Yes, I listen to them&quot;</td>
<td>74.4%</td>
<td>73.7%</td>
<td>75.2%</td>
<td>74.6%</td>
<td></td>
</tr>
<tr>
<td>&quot;No, I don't listen to them&quot;</td>
<td>25.6%</td>
<td>26.3%</td>
<td>24.8%</td>
<td>25.4%</td>
<td></td>
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</tbody>
</table>

Table III

<table>
<thead>
<tr>
<th>(Percentages based on all questioned in each classification)</th>
<th>Listeners to Quiz Programs</th>
<th>Non-listeners to Quiz Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Have Right &quot;Need More&quot; &quot;Want More&quot; &quot;Have Right &quot;Need Number &quot;Want Number &quot;Want More&quot; &quot;Now&quot; &quot;Fewer&quot; &quot;More&quot; &quot;Now&quot; &quot;Fewer&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All women</td>
<td>18.3%</td>
<td>79.9%</td>
</tr>
<tr>
<td>Farm women</td>
<td>17.5%</td>
<td>74.5%</td>
</tr>
<tr>
<td>Village women</td>
<td>17.0%</td>
<td>72.1%</td>
</tr>
<tr>
<td>Urban women</td>
<td>21.0%</td>
<td>67.4%</td>
</tr>
<tr>
<td>All men</td>
<td>20.3%</td>
<td>68.5%</td>
</tr>
<tr>
<td>Farm men</td>
<td>16.7%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Village men</td>
<td>18.8%</td>
<td>65.5%</td>
</tr>
<tr>
<td>Urban men</td>
<td>24.1%</td>
<td>61.1%</td>
</tr>
</tbody>
</table>
Justifiable Homicide

THE GIVEAWAY CRAZE, which we have always contended is a threat to constructive radio programming and sound business principles as well as to the hopes of some of our rival comedians, now takes on new and horrendous proportions as a menace to life and property.

While the FCC was hearing arguments on its proposed rules against giveaways (see story this issue), a tenant farmer out in Ohio was shot and killed last week after an argument with his employer over whether they should listen to a giveaway show or a comedienne. The giveaway fan won the argument but lost his life.

Happily, the arguments before the Commission produced only forensic fireworks, and, in fact, not much of that. Mostly, the disputants pointed things out and let others have the fun. Ir-reconcilable disagreements abounded.

There was one new point, however, which seems significant. Not particularly startling in the light of recent regulatory history, perhaps, but significant all the same. Paul A. Porter, former FCC chairman and the broadast spokesman who argued flatly for the Commission's proposed rules. His point: Even if the Commission has doubts about the power to act, it should go ahead and act anyway.

This is a philosophy that has run rampant among governmental agencies for 15 years. It is the philosophy of the Blue Book, the Mayflower Decision, the Scott Decision, and the Port Huron Decision, to name some notable examples. It is obviously the philosophy which guided Mr. Porter as chairman, and which the public has been inclined to think was more than just a bit in the air. We would like to think it has been abandoned; that the philosophy of "fairness" so frequently enuncated by the present Commission has replaced it.

In any event, regardless of FCC's action on its proposed rules, the Ohio shooting incident points up again the need to clear out the current glut of audience-buying giveaways.

In a prophetic letter a few weeks ago, David Randolph Milsten, a Tulsa attorney, told this journal that "the book is just beginning. We will have blood stains on their hands" if the giveaway madness continues [Broadcasting, Oct. 11]. Other tragedies may well develop. It is our contention there are no right solutions to this problem. We take to clean radio's house on this score; but that broadcasters themselves, in the name of public service and common business sense, have no right not to.

It's Still Greek

THE GREEK GOVERNMENT, after five months of investigation and continual threats from an aroused U. S. public, has announced its "solution" of the brutal murder of George Polk, chief CBS correspondent in the Middle East.

The authorities in Athens say that Mr. Polk was murdered by Communists. The murderer and an accomplice got away, the Athens police said, but two other accomplices—who allegedly confessed—are being held.

This announcement, we venture, will surprise no one who has followed the case, and satisfy no one, except presumably, the killer.

The Greek Government, from the time Mr. Polk's body was found floating in Salonika Bay on May 16, has insisted that the newsman was murdered by Communists seeking to discredit the Athens government and thus cut off U. S. economic aid to Greece. This may indeed be true, but the Greek Government has not proved it, and by its own proclamation, the killer is still at large. The Overseas Writers Committee, whose chairman is Walter Lippmann, and who sent William J. Donovan to Greece on an independent investigation, obviously is not satisfied with the Athens "solution." If it were, the $10,000 reward posted for a solution to the murder would have been collected.

CBS has withheld comment, but announces it will be represented at the scheduled trial. As Davidson Taylor, CBS vice president and director of public affairs, puts it, the issue remains the same: An American newsman of undoubted integrity has been coldly, contemptuously slain in pursuit of news.

There appears to be one ray of light and of truth in the murk of the Greek episode—George Polk met his death while pursuing the victim of Balkan power politics. The killer or killers must be brought to justice, and a solution that rings true must be found. Until and unless these things happen our cherished freedoms will be lost, that the Blue Book go the way of the dodo. The issue of program censorship is resurrected by the House Select Committee to Investigate the FCC. Public hearings are indicated in mid-November.

Based on all outward appearances, the Blue Book is dead. The FCC now seldom resorts to its flaming passages in opinions in docket cases. There are too many recent cases wherein trial examiners, presumably on the basis of the Blue Book dicta, have recommended grants in adversary proceedings only to have the Commission reverse them.

But now Blue Book has been promulgated on March 7, 1946. Six of the seven members then comprising FCC have departed from the public scene. Only one—Vice Chairman Paul A. Walker—remains. His interests always have resided in the area of the reading public. Even though a preponderantly new FCC sits, it must answer for the actions of its predecessors. It appears clear that the present membership of the Commission would promulgate a Blue Book. But the Blue Book remains a threat to radio's freedom.

It is equally clear that the House Select Committee will ask for more than an explanation of the whys and wherefores of the Blue Book. The temper of that five-man group was made crystal clear in its interim report of last month. The committee charged the FCC with judicial law-making in its Port Huron action on uncensored political broadcasts, and in its so-called Scott Decision where-in aesthies in effect were held entitled to time on a footing with theirs.

The FCC was told to expunge the controversial language from the records. Because we feel the Blue Book is incapable of defense, it seems obvious that a similar edict will issue from the Senate Committee.

In the Port Huron and the Scott cases, the House Committee stated that unless the FCC acts affirmatively, corrective legislation will be initiated.

FCC would save itself and the taxpayers a lot of time and money if, on its own motion, it interred the Blue Book forevermore, along with Port Huron and Scott.

Page 66 • October 25, 1948

BROADCASTING • Telemarking

Our Respects to——

JOHN FOLDBERG THORWALD

MUSIC was the first love of John Foldberg Thorwald, who as a young man graced concert, theatre and opera stages in Texas, California and Chicago with his booming and promising baritone voice.

Mr. Thorwald is now general manager of Snowden Radio and Television, Dallas. During a 16-month stint at KRIG Odessa, Tex., he helped organize the station and put it on the air. He is also an applicant for a new fulltime local at Beatrice, Neb. Since the early pioneering days of radio when he began as a singer and announcer, he has run the gauntlet of broadcasting experience in almost every phase—production, sales, technical and management.

Radio proved to be an irresistible magnet even while he was continuing his music studies in California in 1921. So John Thorwald took a part time singing job on a 50-w station and thus began for himself a new lifetime career in broadcasting. That same year he appeared in the Hollywood Bowl production of "Carmen."

It wasn't easy to cut down on his music activities and devote fulltime to radio, and for a while he tried to keep a finger in each pie. But gradually, he moved on to the big stations and dedicated his time between theatre and radio work.

The following year, 1923, he returned to his home town of Dallas for more theatre appearances plus some work on WFAA Dallas.

In 1924 he joined a group of leading Dallas businessmen in the task of reconstructing WRR as a city-owned station. Their efforts were successful and in 1926 the station took the air with studios located in the Adolphus Hotel.

For the next 14 years, as director of radio for the city of Dallas, Mr. Thorwald was responsible for a number of programming "firsts" in the Southwest.

He was one of the originators of the idea of carrying police broadcasts for stolen cars, missing persons, etc. It proved to be such a public service that the station was allowed to air the information even on "silent Wednesdays." He also helped the police get started with a broadcasting set-up for squad cars.

Under Mr. Thorwald's direction, WRR went in for sports coverage in a big way, carrying almost every event that was available. In this connection one of his favorite stories concerns the time in 1925 when he was (Continued on page 48)
"Little Jack Horner
Sat in the corner,
Eating his Christmas pie;
He put in his thumb,
And pulled out a plum . . ."

Plums waiting for You!

Advertisers have some mighty rich plums waiting for them in their market "pie" of the WOAI Daytime Primary Area*. Taken as a whole, there's a billion and a half - plus - in Net Effective Buying Income** ready to be tapped by alert merchandising.

But that's only part of the picture. The "Jack Horner plum" is WOAI's home town—the nation's 28th market—a wholesome mouthful for any advertiser's choosing.

Add Austin, Laredo, Victoria and scores of thriving Central and South Texas communities and you've got a choice dish indeed, neatly packaged in WOAI's single-station coverage.

Place your order with your Petry man, today.

* BMB 50%-100% Counties.
** Net E. B. f. $1,282,729,000
respects

(Continued from page 46)

re-enacting the World's Series by means of wire reports. After the game a gentleman entered the studio and asked if he were the one who announced the game. Young Mr. Thorwald hesitatingly said yes and awaited the expected criticism. Instead, the gentleman, a visiting New Yorker, put out his hand and slipped the bewildered announcer a $100 bill.

One of the highlights of Mr. Thorwald's career at WRR occurred in 1927, when Gov. Moody of Texas named him as a special goodwill ambassador to publicize a special broadcast Mr. Thorwald was to do from Mexico.

In this capacity, he toured 16 states and called on 35 stations pointing out details of the coming broadcast. The show itself, carried by a hookup of seven Texas stations, gave away $60,000 in Texas products and was considered one of the most successful goodwill gestures of that time.

Another unusual success was scored by WRR in 1928. Participating in the dedication of an underground cavern near Austin, the station broadcast the ceremony from 600 ft. underground stretching its lines one and a half miles.

One of the early-day children's series broadcast direct from a Dallas theatre stage was begun by WRR and is now in its fifth season. Movie actress Linda Darnell was one who got her start on the program.

WRR's Pioneering

WRR was one of the first stations to sell time, according to Mr. Thorwald. The price was $19 an hour, with 25% to ASCAP.

In 1939, Mr. Thorwald went into business for himself, doing specialized radio work. As a consultant, he analyzed station problems and assisted in working out operational difficulties.

He joined the Army Air Corps in 1942 and in the ensuing three years was assigned to various bases in the Southwest. His duty was mostly on staffs handling special services and supervising radio shows of bases in the area. He was returned to inactive status as a major. He was a sergeant in World War I.

In early 1946 he established KRIQ Odessa for the Oil Center Broadcasting Co. He stayed for 16 months, leaving the station with a successful black-ink operation.

He then began a personal survey of communities of about 15,000 population without radio service and selected the town of Beatrice, Neb., about 40 miles south of Lincoln, as the perfect spot. His application for a station (250 W, 1450 kc) is now pending before the FCC. According to the terms Mr. Thorwald would hold controlling interest with the remainder held by local businessmen.

The philosophy under which he has always operated is to give the people the kinds of programs they can understand and enjoy in a way that's understandable to them. He has always tried to give the public the unusual instead of the run of the mill type of fare.

Homer Snowden, of Snowden Radio and Television, has four television applications on file. They are for Shreveport, Wichita, Oklahoma City and Denver. He also is considering the purchase of several AM stations. His nephew, W. S. Snowden, recently received AM grants for Midland, Tex.; Jenks, Okla., and Belen, N. M. [BROADCASTING, Aug. 30]. He has several other AM applications pending.

John Thorwald is a Texan through and through. He was born and raised in Dallas some 40 years ago, attending the Dallas high schools and then spending one year at Southern Methodist U. His major was music and his repertoire includes songs in Spanish, French and Italian as well as English.

One of the things he's mighty proud of is his middle name and what it stands for. For the name of Foldberg is also the name of two famous young men in the sports world, both nephews of his. Hank Foldberg, former great Army end, is slated to play pro football this season, while Hank's younger brother is now a cadet at West Point and due to follow his illustrious brother's footsteps in the football world.

CALVIN J. SMITH, general manager of KFAC Los Angeles and NAB District 16 director, has been named a member of the Los Angeles County Advisory Commission on Music.

A BABY CHICK

Usually the chore of the rural High Plains wife, care of chickens is supplemental to the present day farmer, for either the market or his own use. The baby chick is common-place to the High Plains farm... just as K-Triple-X is common-place to the everyday listening of thousands of families in Kansas, Nebraska, and Colorado.

This is

Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

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

Age is against this young man. Just as mountains are against you, if you count on outside radio to cover the Bonanza Beeline. Because this part of California and Nevada is ringed by mountains that hinder outside radio signals.

And the Beeline is a bonanza! In gross buying power it exceeds San Francisco and Portland combined. In annual retail sales it tops the whole State of Connecticut.†

So remember that the way to sell the Bonanza Beeline is from the inside... with on-the-spot radio. With the five BEELINE stations you blanket the whole area. Individually, they do a top job for you. KFBK Sacramento—now 50,000 watts—delivers solid coverage of the whole 21-county Sacramento market.

†Sales Management’s 1948 Copyrighted Survey
**New ‘Articulated Joint’ Tower Planned by KNBC**

A NEW type vertical radiator for KNBC San Francisco is now being fabricated by Lehigh Structural Steel Co., according to an announcement by John Elwood, general manager of the station.

The new mechanical feature of the radiator is called an “articulated joint” type of structure and consists basically of an upper guyed tower, mounted on top of a lower guyed tower with an insulator cone between the two. The complete structure will be 560 feet high. Design and construction of the foundation for the new antenna is now in process, according to H. Raymond F. Guy, manager of radio facilities engineering for NBC.

**New NTFC Chairman**

JACK GLENN, executive director of the “March of Time,” New York, was elected board chairman of the National Television Film Council Oct. 14, at the board’s first meeting. Plans were discussed for speeding ratification of the proposed standard exhibition contract, the projected television-film clearance bureau, catalogue of films and yearly television film awards.

**WHNY (FM) Hempstead, N. Y., will change its call letters to WHLI-FM Jan. 1, to conform with those of parent station, WHIL. WHNY duplicates WHLI programs.**

**SoON 56**

First on Your Radio

Memphis, Tenn.

Packing in a million more listeners on your Mutual station is Memphis — A Mighty Market

CONTRACTS made now at present rates receive full year’s protection

CALL OR WIRE

THE WALKER CO.

**CONSTRUCTION of the home for WMEV Marion, Va., gets under way with laying of the cornerstone. Participating are (l. to r.) Lieutenant Governor of Virginia and vice president of Mountain Empire Broadcasting Corp., licensee; Bob Wolfenden, station manager, and Marion’s Mayor Robert Lane Anderson, president of the licensee firm. Station is daytime only on 1010 kc with 1 kw.**
SEVEN ELECTIONS AGO, a tiny station near Pittsburgh broadcast the returns of the Harding-Cox contest. It was the world's first regularly scheduled radio program.

The station was KDKA. The year was 1920. And what a tremendous change has taken place since then... in radio, in KDKA, and in Pittsburgh!

Radio, in 1920, was hardly more than a stepchild of science, practically unknown to the public. Only a handful of crystal-set listeners heard that original program, broadcast from a transmitter which radiated less power than is consumed in your 100-watt table lamp.

Now, of course, radio is a major industry... a source of entertainment and information for uncounted millions.

Pittsburgh, in 1920, was a city of 589,000. Today more than 700,000 dwell within the city limits alone. And in the KDKA-Pittsburgh trading area... a tri-state region famous for its agriculture as well as its industry, both of which are expanding even further today... live more than 7,000,000 men, women, and children.

For these people, of course, radio has become a part of everyday life. And for most of them, KDKA... more than any other station... means radio. They listen to KDKA for educational and farm programs. They listen for local musical and variety programs. They listen for ever-popular NBC network programs. They listen frequently and they hear well... and KDKA will be part of it... bringing to all the people of this great area the best that radio offers.

Westinghouse Radio Stations Inc owns and operates KDKA—and KEX, KYW, WBB, WBO, WBO, and WBO-TV. National representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.
Columbia Records Makes Staff Changes for Four

BEN SELVIN has been appointed manager of popular artists and repertoire, Hollywood, for Columbia Records Inc., New York. He remains director of children's records.

Joe Higgins, moving from Hollywood to New York, will act as Eastern manager of artists and repertoire for the firm.

George Avakian, manager of hot jazz classics, will also become manager of the foreign language division, replacing Mitchell Ayres in that capacity. Mr. Ayres will continue as musical director, popular artists and repertoire department.

KYA Move Expected

KYA San Francisco, Warner Bros. station, is looking for new studio space. Its present lease in the Hearst Bldg. in downtown San Francisco expires next May and is not being renewed. The management had been negotiating with the Park Hotel, which also houses KQW, CBS San Francisco outlet, for space on the roof, but negotiations proved unsuccessful.

BILLY SOUTHWORTH, manager of the Boston Braves, National League pennant winners, is interviewed on WHOB Gardner, Mass., by Duke Savitt, WHOB sports director. Station broadcast all Braves' Red Sox games sponsored by Atlantic Refining and Narragansett Beer this season.

SERIES SPECTATOR

Son of Ex-Boston Braves

GEORGE STALLINGS Jr., son of George Stallings, manager of the Boston Braves when they won their first National League pennant in 1914, saw the Braves battle in the World Series again this year, thanks to Lockwood Doty, new director of WCON, Atlanta.

Mr. Stallings Jr. had followed in his father's footsteps, becoming an infielder for the Chattanooga ball club before the war. Young Stallings was badly wounded during the war; however, and his baseball days were over. Since then he has managed his family's farm in Georgia and followed the exploits of his favorite team—the Braves—from afar.

When the Braves won the pennant again, Mr. Stallings Jr. wrote to Manager Billy Southworth for tickets. His request fell in with the thousands of other such requests, and the reply came back: "Sorry, no more tickets."

Mr. Doty saw the story on the news wire and got in touch with the new department at WCOB Boston, where he had worked. WCOB's sports director, Chuck Crosby, contacted the Braves' owners and told them the story.

An invitation went to young Mr. Stallings and his mother, asking them to see the series as guests of the Braves. Mrs. Stallings couldn't go because of ill health, but her son was there, cheering for his father's old team.

‘Lone Ranger’ Wins

U. S. DISTRICT Judge Theodore Levin dismissed action filed against The Lone Ranger Inc. and General Mills by Earl W. Curry, termed a "self-styled Lone Ranger," in Detroit last Monday. Case was the 16th won by the ABC "Lone Ranger" show. Mr. Curry was classed as an "impostor" in an injunction brought against him in Scranton, Pa., Federal district court.
If you want to be among the first aggressive television advertisers to tell your story to this major market—better make your plans now!

**The time is now!**
The stage is set—WMCT will be on the air in December! Our equipment (RCA throughout) has been installed and tested—complete engineering and operating personnel for studio, remote, and film service are on the job.

**We'll be ready!**
It's your move—make your wishes known now, if you want to get in on the ground floor. The same folks who have made WMC and WMCF your best buy in the Memphis market, will be running the show on WMCT—and we'll be ready!

**What about facilities?**
Only the best. No expense has been spared to bring you the finest Television service to be found anywhere. Here is some of the equipment that will work for you: two studio cameras; two field cameras; one film camera; three movie cameras—one with sound; two 16 mm. slide projectors; balopticon; an RCA unit complete with micro-wave relay equipment; to say nothing of two studios—one 28 x 34 ft. and an auditorium seating 1,050 people, complete with large stage, dressing rooms, and scenery storage. Time is short—It's later than you think! Make your plans now!
The 1304 is TOPS!

**REPRODUCTION QUALITY?** The Western Electric 1304 Set combines the 109 Type Reproducer Group with its extremely low intermodulation distortion and a unique new driving mechanism (shown in Fig. 1) that cuts flutter to a value lower than many standard recording equipments.

Even the small amount of flutter originating in the mechanism's simple gearing is damped in the novel filter of Fig. 2. Result: a flutter level, including wow, of less than 1/10 of 1% at both 78 and 33-1/3 rpm.

The platter has been isolated from the sources of rumble by means of the drive isolation coupling (Fig. 4), the fabric belt, and by mounting the entire drive mechanism on rubber vibration mounts (Fig. 3). The large drive pulleys, the use of large belt wrap around, and an adjustable spring loaded idler pulley prevent belt slippage problems.

**OPERATING CONVENIENCE?** Speed change-over at the throw of a switch. Acceleration to 33-1/3 rpm in 1/9 revolution—to 78 rpm in less than 1/2 revolution. Rapid slowdown — no overdrive — convenient flange on platter for quick stopping.

And playing time variation is less than ±2 seconds in 15 minutes!

Scientific placement of elements facilitates operation. An annular groove in the platter makes it easy to grasp edge of 10- or 12-inch records. 706A Guard provides automatic arm rest, keeps stylus from dropping on panel, catching in turntable felt, or striking edge of revolving platter.

---

**FIG. 1**

A single helical ring gear (a), is permanently meshed with two pinion gears (b), each driven by an overriding clutch (c). Reversing direction of motor rotation disengages one overriding clutch, engages the other to change platter speed. Permanently meshed gears eliminate possibility of flutter caused by wear of engaging and disengaging.

**FIG. 2**

As shown in cut-away view, a coupling (e) allows each pinion and associated shaft to move a short distance along its axis. The bottom of each pinion shaft projects into an oil-filled chamber (d) for damping axial motion. Because of the helical gearing and the high inertia of the turntable platter, irregularities in the drive tending to cause flutter are taken up and damped in axial motion of the driving pinion.

**FIG. 3**

The entire mechanism, including motor, floats separately from frame and platter shaft on three large rubber mountings (f). Motor, in turn, is isolated from the gear system by smaller rubber mountings (g) and the use of belt drive.

**FIG. 4**

Drive isolation coupling (h), provides the only connection between driving gear (i), platter shaft (j), and platter support (k), completing the separation of drive mechanism from platter. This coupling — very rigid in rotational plane, highly flexible in all others — transmits the driving motion, but isolates the rumble-causing motion. Platter and support ride on a hardened single ball thrust bearing (m).
THE WESTERN ELECTRIC 1304 Type Reproducer Set is a single compact unit, readily adaptable to a wide range of installation requirements. It is available in a variety of cabinet arrangements to permit the greatest possible flexibility in installation.

![Fig. 5](image1)

*FIG. 5*  
The 1304 Reproducer Set, includes a floor type cabinet with or without a removable door. The 701A Shelf is available which provides record storage space (Fig. 5), or the cabinet may be arranged for mounting standard amplifying equipment (Fig. 6). In either case, additional space for equipment is available at the rear of the cabinet.

![Fig. 6](image2)

*FIG. 6*  

![Fig. 7](image3)

*FIG. 7*  
If you want the superb reproduction and the operating convenience of the 1304—but prefer to use an existing table or a specially built cabinet—just specify the 304 Type Reproducer Panel. This is a complete panel unit, all ready to install, with exactly the same drive mechanism used in the 1304. The 109 Group with 706A Guard, on-off and speed-change switches and platter are all included.

![Fig. 8](image4)

*FIG. 8*  
You can also use the drive mechanism of the 1304 with your own reproducer group. The 305A Panel is drilled to take the 109 Type Group, and is furnished with 706A Guard, equalizer knob and the required hardware for mounting the 109 Type Group. The 305B Panel can be drilled in the field to mount reproducer groups other than the 109. (706A Guard and equalizer knob not included.)

For complete information on the 1304 Reproducer Set, 109 Type Group—or on the 304, 305A or 305B Panels—call your nearest Graybar Broadcast Representative. Or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
Giveaway Rules  
(Continued from page 23)

said FCC should not be influenced by claims that failure to adopt rules would be an open invitation to the industry to "shoot the works." But he conceded there are some "undesirable" programs. He suggested that contests in which the winners are decided by "a spin of the wheel," or where the questions are exceptionally easy or exceptionally hard, might be considered a violation of the lottery law. He said FCC should go to Congress, refer specific programs to the Justice Dept., or depend upon the findings of the courts.

Isaac W. Digges, speaking for Radio Council of National Advertisers, argued that the "sole question" is whether FCC can declare a program to be illegal when it is not illegal. He said FCC's proposal to ban giveaway programs where the winner is required to supply money or a thing of value is a correct interpretation of the lottery law; otherwise, he said, the rules would describe programs which are not illegal.

He said Mr. Porter advocates "trial by error" which would let a station "sit by in purgatory, and perhaps suffer the loss of his license," while the question of FCC authority is being decided.

Julius Brauner, CBS general attorney, said he was "shocked" at former Chairman Porter's belief that giveaways are "evil" and for that reason should be eliminated by FCC. The proposed rules, Mr. Brauner asserted, would prohibit programs which are not illegal. He said FCC should call upon the Justice Dept. to prosecute any cases it considers against the lottery law.

Chairman Coy assured him "we would be very diligent" about referring cases to the Justice Dept. "if that were the only way to do it."

Mr. Margraf, for NBC, particularly urged that FCC not ban "quiz and contest programs which are limited to members of studio and theatre audiences, or which exclude from participation members of the listening audience."

Such programs, he said, do not "buy" audiences and have never before been seriously questioned.

Pierson's Views

W. Theodore Pierson, Washington radio attorney appearing for some 22 broadcasters, felt it would be impossible for FCC to write rules covering all lottery programs without covering some that are not lotteries. Trying to draw the line, he said, involves "a bigger game of chance" than any at which the proposed rules are directed.

He felt it would be better for FCC to undertake to decide, upon request, whether it considered specific programs to be lotteries. Under his plan, the Commission would refuse authorizations for any station which planned to operate in violation of the statute against lottery programs.

Attorney Arthur W. Scharfeld, also of Washington, suggested that FCC ask Congress for authority to issue cease-and-desist orders against programs which it regards as violations of the lottery law. The present law, he said, is "penal only, and was intended by Congress to be so." He maintained that FCC, in acting on renewals, could not consider "violation" of the lottery statute unless the violation was proven in a court trial.

Edward K. Wheeler, Washington counsel for KXLY Spokane and the other "XL" stations of the Northwest, argued that the proposed rules would still permit studio-participation giveaways and therefore would discriminate against smaller independent and network-affiliated stations which could not afford studio shows of major scope. He claimed FCC, the Post Office Dept. and the Justice Dept. should "get together" on a uniform interpretation of the lottery law.

Richard Paul, representing Louis G. Cowan Inc., argued that shows like the Cowan-produced Stop the Music are both educational and entertaining, are not lotteries, and attract listeners who have no expectation of becoming winners.

He said he hoped the day's arguments would convince the Commission that giveaways are not lotteries. If FCC is not convinced, he said he hoped it would continue to act "through civil channels, not criminal channels." His client, he noted, naturally is "not particularly anxious to be indicted."

Fletcher for WARL

Frank U. Fletcher, defending his WARL Burlington, Conn. against an FCC hearing examiner's recommendation that a former WARL program be found a violation of the lottery law, maintained that the show clearly was not a lottery and "obviously" had none of the evils attributable to lotteries. He said that statistics on the contest demonstrated that it was at least 97% a contest of skill.

The program Dollars for An- nounces is currently on the air because of cancellation by the sponsor and "our inability to sell it to anybody else," Mr. Fletcher declared.

Do or Die for Benny

THE CONTROVERSY over giveaway programs evidently has become more serious than even the most excitable gloom-spreaders ever guessed.

In Ravenna, Ohio, Oct. 19, a farmer who prefers Comed- ian Jack Benny to giveaway programs shot and killed a tenant, holding dissenting views. According to Sheriff George Shields the trouble began last Oct. 10 when the landlord wanted to tune in the Jack Benny show and the tenant disagreed, demanding that giveaway programs were superior entertainment.

Harbored resentment flared again last Tuesday over the same issue and the fatal acci- dent resulted.

WALLOU

DULUTH, MINN.—Don't expect Otto Mattick at your next house party ... his social life is nil. He's keeping his nose to the grindstone 24 hours a day in order to keep up in the booming Duluth-Superior Market.

And no wonder ... this is Otto's chance to make his mint and retire for life. Business in the Duluth-Superior Metropolitan District is terrific ... in just two years, effective buying income has jumped 27.6%; and retail sales have zoomed 83.2%. These money-happy, eager-to-buy Duluth-Superior residents are guided in their buying by their pet radio station, KDAL.

Here is a wealthy and swiftly-growing market that you can't afford to miss ... and KDAL will see that you don't. Contact Avery-Knodel and learn why.
Miss Linnea Nelson  
J. Walter Thompson Co.  
420 Lexington Avenue  
New York 17, N. Y.

Dear Linnea:

Our morning programs have just been given a treatment. You might not guess it from simply seeing a schedule. That's why this letter seems indicated.

We haven't gone berserk, either. Ed W. Mitchell and Charles John Stevenson are still taking turns with "Chanticleer" between 6:15 and 7:00. Martha and David Brooks have been in such demand we've had to extend their show. It currently runs from 9:05 to 9:50. These people are just plain solid with our public and our clients as you well know.

But between these shows we have inserted a red-headed youngster named Vern Cook. He has air charm -- but plenty. To make more room for him, we dropped "Tillie Lou" which drew 43,000 letters last year. That lets you know what we think of Cook.

All the old program wedges -- the spots with special group appeals which drove some of the customers to other wavelengths -- are gone. It's all smooth listening now from 6:00 AM right on into network time. That means something to your clients, and, as I say, you might not sense how important all this is from our printed schedule.

The foregoing is to tell you -- not sell you -- but just in case you want to get some really special results in the WGY area for one of your accounts, Jim McConnell and his NBC Spot Sales crew are still taking orders. There really isn't much morning commercial time left at WGY and some late starters are going to be disappointed. Check Jim if you don't believe me.

Sincerely,

G. Emerson Markham  
STATIONS MANAGER
'Voice' in Peril
(Continued from page 22)
Atlantic City last year. Mexico already has filed intent to put a 150 kw station on 540, with the U. S. on record as opposed to such use of the channel.
Should the Mexico City conference fail, the present orderly system of allocations would break down, the Atlantic City convention would be in jeopardy and the Cairo agreement of 1938 would remain in effect. Cairo did not allocate 540 kc to broadcasting.
Jointly opposed to priorities allocation are the U. S. and Great Britain. They contend that any allocation should be based on propagation characteristics of the frequencies as well as ability of each nation to utilize the channels they request and finally their broadcasting and activity.
When the main U. S. delegation left for Mexico City earlier in the week members carried instructions drawn up after a series of conferences at the State Dept.
Invitation to Sena. Tobey and McFarland to attend as delegates was construed as a healthy sign in telecommunication activities. Sen. Tobey has long felt the Senate committee should participate in world conferences because such treaties clear through it before reaching the Senate for ratification.
The State Dept. announcement of the conference cited these objectives:
The aim of the forthcoming Conference is two-fold: the first is to work out a plan of frequency allocations within the bands of the radio spectrum set aside for high frequency broadcasting by the International Radio Conference at Atlantic City in 1937, and the second is to agree upon a Convention which would establish an international organization to have control of high frequency broadcasting. The plan drawn up by the Conference will be forwarded to the Provisional Frequency Board of the International Telecommunication Union for inclusion in a Special Administrative Conference which will consider these recommendations and complete the reallocation of the entire radio frequency spectrum.
Nominations of Ambassador Norweb and Commissioner Sterling were approved last Tuesday by President Truman.
Named by the President to serve as delegates, bestowing, in effect, the Senate's own blessing, were Francis Colt de Wolf, chief, Telecommunications Division, Dept. of State; A. Gael Simon, consultant, Communications Liaison Branch, Dept. of the Army; Fred H. Trimmer, chief, Facilities Planning Branch, Division of International Broadcasting, Dept. of State.
Other members of the U. S. delegation serving as advisers are: Edward Cooper, secretary, Senate Committee on Interstate and Foreign Commerce, 8 E. De L. Pleur, assistant chief, Frequency Allocation and Method of Utilization Section, Mexico; Percy G. McFarland, chief, Radio Program Branch, Div. of International Broadcasting; State Dept.; Raymond L. Harrel, telecommunications attaché, American Embassy, Havana; Perry Harten, assistant to the chief, Programming Section, Div. of International Broadcasting, State Dept.; Frank B. Herbstreit, assistant chief, Frequency Utilization Research Section, Central Radio Propagation Labs, National Bureau of Standards; Jack D. Hatcher, deputy chief, Language Section, Div. of International Broadcasting, State Dept.; Joseph M. Kittner, assistant to the general counsel, FCC; Roger C. Legge Jr., propagation analyst, Div. of International Broadcasting, State Dept.; J. B. Smiley, chief, Legal Division, State Dept.; Donald B. Walker, assistant, Sections Division, Television Broadcast Div., FCC.
Road Show Troupes Formed by Godfrey
Plan Has CBS Approval; Purpose Is to Aid Young Performers
FORMATION of road-show entertainment troupes, reminiscent of the famed Major Bowes' U. S. A. Talent Scouts units, was announced last week by Arthur Godfrey Productions Inc.
Mr. Godfrey's company has been licensed by CBS to organize the travelling troupes as "Arthur Godfrey's Talent Scouts Units." Effective today (Oct. 25) Larry Puck, veteran showman, joins the company as general manager of the Talent Scouts units.
Each show to be put on by Mr. Godfrey's organization will be a "self-contained, one-hour, streamlined stage revue," according to the announcement.
Mr. Godfrey explained that he hoped to give young performers a chance "to build their reputations and lead them to other advantageous engagements in theatres, radio, movies and night clubs."
Mr. Puck, who is the head of the director of Arthur Godfrey Productions are Frank White, president of Columbia Records Inc.; James M. Seward, CBS vice president in charge of operations; Arthur Hull Hayes, general manager of WCBS New York; C. Leo de Orsey, Washington attorney; Arthur F. Driscoll, chief, Radio Program Branch, and Newman Lawler of the law firm of O'Brien, Driscoll, Raftery and Lawler.
Sixton for Godfrey
Jack Sexton, announcer and conductor of an informal chatter program for WBBM Chicago, last week was hired by WCBS to replace Mr. Godfrey's last early morning broadcasts starting Nov. 1 [BROADCASTING, Oct. 18].
Mr. Sexton will broadcast in Mr. Godfrey's spot, Monday through Thursday mornings from 6:30 until noon under the name of Jack Sterling, which is the property of CBS.
Mr. Sexton, or Mr. Sterling, as he will henceforth be called, "has been in radio for 10 years. Before joining WBBM he was with KMOX St. Louis, WTAD Quincy and WMDB Peoria."
Eddie Gallagher, WTOP Washington disc jockey, will replace Mr. Godfrey in the 7:45-9:25 a.m. slot on that station. Stint, six-days a week, is broken only by a quarter-hour newscast at 8 a.m. and five minutes of news at 9 a.m. Mr. Gallagher, who takes over new duties Nov. 1, will continue with his National Moondial, 11:30 p.m.-12:30 a.m. each weekday night on WTOP.
REORGANIZATION of Canadian Amst. of Broadcasters was discussed by James E. S. Gird, executive director of CABC at his luncheon meeting of Radio Executives Club of Toronto, Oct. 13, at King Edward Hotel, Toronto.

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TWO NARND BOOKLETS ISSUED ON TV, NEWS

Publication of two booklets, "Tips for the Small Station Newsletter and Getting Ready for Television," was announced yesterday (Sunday) by the National Assn. of Radio News Directors. The booklets comprise articles by 19 members of the association, and are to be distributed free to NARND members.

Initial distribution will be at NARND's convention in St. Louis Nov. 12-14, and a system probably will be devised to make the booklets available to non-member stations and journalism schools, John F. Hogan, NARND president and WCHS Portland, Me., news director, said. Mr. Hogan wrote the forewords for both booklets.

Tips for the Small Station Newsletter was edited by Fred M. Hines, WLBC Muncie, Ind., chairman of NARND's small stations committee, and the contributors included:
- Paul Wagner, WSGU Columbus, Ohio;
- Tim O'Sullivan, WGL Fort Wayne, Ind.; Dick Doty, WCON Atlanta, Robert Hadro, WPG Fort Worth, Tex.;
- Bill Tompkins, WROW Albany, N.Y.;
- Bob Lindsey, WROW Madison, Wis.;
- Jim Bormann, WNT Cedar Rapids, Iowa;
- Fred Garrett, WSGS Winston-Salem, N.C.; Dick Faler, WTPD Quincy, Ill.; Paul Ziemen, WRFB La Crosse, Wis.; Mort Linder, WBTB South Bend, Ind.

Television newsmen contributing to Getting Ready for Television, which was edited by Jack Krueger, WTMJ-TV Milwaukee, chairman of NARND's new TV committee, were:

- Adolph Schneider, WRC, New York;
- Allen Martin, WPXI New York;
- Edward Ziemer, WGN-TV Chicago;
- Jonathan Rice, WGN-TV Chicago.

WILLIAM D. MURDOCK
WOW (TV) SALES HEAD

William D. Murdock has been appointed sales manager of WOW (TV), the new Washington television station owned by WOR New York and scheduled to go on the air on Channel 9 in Jan. 1949. His appointment was announced by Eugene S. Thomas, general manager for WOW. The position becomes effective Nov. 15.

Since 1946 Mr. Murdock has been sales manager and assistant general manager of WOL, the MBS outlet in the Nation's Capital. He was previously sales manager and assistant general manager from 1932 to 1946 of WTOP-CBS Washington, where he helped to develop Arthur Godfrey as a radio personality.

A native of Washington, Mr. Murdock is a member of the District Advertising Club, Sales Executive Club, Lion Club and Crocker Manufacturers Representative Assn. He resides in Washington with his wife, Ethel, and son, Michael.

NARND Sessions

WEATHER NEWS broadcasts will be featured discussion when National Assn. of Radio News Directors meets Nov. 12-14 at Hotel De Soto, St. Louis. Appearing on the small stations panel Friday afternoon, Nov. 12, James C. Fidler, training officer in charge of broadcasting, U.S. Weather Bureau, Washington, D.C., will talk on weather news as broadcast by AM stations. He will also appear on the television panel Sunday morning, Nov. 14, to discuss weather news telecasts, according to Senator H. Munkoff, new director of WOW Omaha and program chairman for the convention.

BMI's Librarian Seminar Scheduled for Nov. 1-2

More than a score of registrations have been received last week for BMI's first course for station librarians, to be held at BMI headquarters in New York, Nov. 1-2. During the illness of Roy Harlow, BMI director of station relations, the course will be supervised by Ken Sparnon, field representative and a former NBC musical director.

Designed to demonstrate modern methods of practical operation of a station music library with the goal of achieving better programming at lower costs, the two-day seminar will include sessions on organizing and maintaining the library, with details of cataloging and indexing, on copyrights, on television, program building, and similar topics. Guest speakers from the networks and New York independent stations will augment the faculty of BMI executives. BMI plans to repeat the course at frequent intervals.

Miller on ABC

Justin Miller, NAB president, will appear on ABC's Youth Asks the Government Oct. 25, 8:15 p.m., appearing as representative of the U.S. Commission for UNESCO. He will also represent NAB.
Lima Gets Grant; Sky Way Is Denied

IN ITS SECOND final decision in the case, FCC last week granted Northwestern Ohio Broadcasting Corp.'s application for 1150 kc with 1 kw fulltime at Lima, Ohio, and denied Sky Way Broadcasting Corp.'s request for the same frequency with 5 kw day and 1 kw night at Columbus.

The original "final" decision, which also favored Northwestern, was subsequently set aside on grounds that it contained an "erroneous" finding of fact. FCC held that a new oral argument was desirable since a quorum of the Commissioners who heard the first argument was no longer available [Broadcasting, Sept. 27]. The new argument was held Oct. 15.

In its new decision the Commission amplified the explanation of its preference for Northwestern, but still based the choice on the equitable-distribution provisions of the Communications Act. It was pointed out that Lima has one fulltime station while Columbus has three fulltime outlets and one daytime noncommercial educational station.

Choice Factor
"In our opinion," FCC said, "the decisive point in favor of Lima, unlike Columbus, is the fact that the listening public of Lima has no choice of locally originated programs."

Comr. Robert F. Jones, who owned a minority interest in Northwestern before he joined the Commission, and Chairman Wayne Coy did not vote on the case.

Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.5%. The rest of the stock is owned (27.27% each) by William L. Richman and Robert W. Mack, local businessmen. The company anticipates affiliation with Mutual. Sky Way is headed by Gustav Hirsch, Columbus businessman, and is owned by 28 persons, none of whom has more than 8%.

Ohio News Editors Now Include Video

OHIO television news editors are now eligible for membership in the Ohio Assn. of Radio News Editors. The necessary change in the association's constitution was made Oct. 16 during a meeting of the group at Cleveland's Hotel Statler. The news editors also voted to hold for at least one year a program of annual awards to Ohio stations for outstanding news coverage.

New officers for the coming year include Charles R. Day, news director of WQAR Cleveland, president; Don Brice, WKBN Youngstown, vice president; and Bill Crooks, WFMJ Youngstown, secretary-treasurer.

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The Rangertone Magnetic Tape Recorder has the remarkable range of 40 to 15,000 cycles. Enables you to record the full frequency range required by any type of program. You can switch at will instantly to any of three ranges. You will need this feature. Be sure you get it.

Less than 4% intermodulation distortion in the overall system. Other specifications supplied promptly on request.

TV WRITERS' SCRIPTS SOUGHT BY CHEVROLET


Winslow H. Case, vice president in charge of television of Campbell-Ewald Co., New York, stated "it is imperative that we look to fresh talent for the major part of the creative side of television." Pointing out that "everyone is starting from scratch in this new medium," he added, "we feel the awards will help develop the writers to meet the constantly-increasing demand for scripts."

Scripts for use on the program and eligible for the award should be sent to Owen Davis Jr., producer of the series, at NBC, 30 Rockefeller Plaza, New York. He urged writers not to let the "hoocus-pocus of television" bother them. "What we want and look for," he said, "is a good story. We'll help with the TV technique. The Chevrolet award should prove a strong impetus to a large number of writers hesitating about television."
AM ARGUMENTS

ORAL ARGUMENT was held before the FCC en banc last Monday on proposed decisions concerning requests for new AM stations in Erie, Pa.; Cumberland, Md.; Cambridge and Annapolis, Md.; and Beeville, Tex.

Argument in the Erie case involved Erie Broadcasting Co., whose request for 250 w fulltime on 1490 kc was favored by the Commission in its proposed finding [Broadcasting, July 25], and Times Pub. Co., seeking same assignment and proposed to be denied. The Cumberland argument involved Richard Aubrey Raese, whose request for 250 w fulltime on 1290 kc was proposed to be granted by the Commission at the same time as the Erie finding, and Tri-State Broadcasting Co., proposed to be denied.

The other Maryland case, also reported with the Erie finding, concerned application of John F. Kramer for 1 kw daytime on 1430 kc at Cambridge and request of Capital Broadcasting Co. for same frequency at Annapolis with 500 w fulltime, directional night. FCC proposed to deny the Cambridge request and grant Annapolis application. In separate finding the Commission also proposed to deny application of Bee Broadcasting Co. for 250 w fulltime on 1490 kc at Beeville, Tex. [Broadcasting, Aug. 9].

HITS POLICY

Times Pub. Co., publisher daily Erie Times, held FCC's policy to favor non-newspaper applicants ineffective in its situation since the city had other papers and stations, and control of means of communication would not be concentrated. Firm further charged Erie Broadcasting has no agreements with CBS although stationing in its application it would be an affiliate of that network. The Times station would be 100% local, it was said. Erie Broadcasting, supporting FCC's ruling in its favor, contended Times Pub. had employed "boiler plate" program exhibits in its application while Erie did extensive local contact job nearly a year before the hearing.

John W. Downing, president and majority stockholder in WBOC Salisbury, Md., figured in arguments concerning both Annapolis and Cumberland as counsel for opposing parties in both cases held Mr. Downing to be the dominating figure in Capital Broadcasting and Tri-State. Both applicants denied the claims vigorously and said the WBOC executive merely had been helpful in organizing the firms. Capital defended its proposed grant by pointing out growing importance of Annapolis and need for fulltime station. Counsel for Mr. Kramer said the Capital grant involved the "serious" violations of FCC's technical standards.

In the Cumberland proceeding, Tri-State contended the proposed grant to Mr. Raese was actually giving the facility to a "stranger" to the city and pointed out the extent of its own local ownership among many prominent citizens. Counsel for Mr. Raese, son-in-law of Mrs. A. J. R. Greer, owner of WAJR Morgantown and WDNQ Elkins, W. Va., and WJEP (FM) Pittsburgh, denied "stranger" argument by saying Mr. Raese has spent considerable time in Cumberland and would devote full time to operation of proposed outlet.

Proposed denial to Bee Broadcasting, based on grounds of interference to existing stations, was requested to be reconsidered in view of firm's willingness to operate with only 100 w fulltime. Need for local outlet was supported by Rep. John E. Lytle Jr. (D.-Tex.) who related numerous pleas from his constituents. Most of the stations which said 250 w operation would interfere with their service offered no objection to the 100 w proposal.

GLOOM had no place in informal discussions of the NAB District 5 meeting in Atlanta Oct. 14-15. Group comprised (front row, r. to l.) William Heolin, Louis Rend, WABB Mobile; Mrs. Ross Miller; Mr. Hull, WAPA San Juan; Kolin Hager, SESAC, New York, and (back row) Forney Rokkin, NAB; Claude Pursley, WKAB Mobile and Dewey Long, WMOS Mobile.

1870 Ethel L. Rogers 1948

ELEVEN TRANSFERRED TO WNBQ ENGINEERING

ELEVEN engineers were transferred from NBC's Midwest AM operation, WMAQ, Chicago to its new television outlet, WNBQ, last week in preparation for the latter's opening early in December. Howard C. Luttgens, chief engineer for the division, in announcing the transfers said that three regularly employed AM engineers are now in TV and that eight temporary workers and one newcomer are being assigned as video traine.

Vern D. Mills, new division transmission engineer, replaces Paul Moore, who has been temporarily assigned to NBC New York for video training. Clark F. Lonie and Donald J. Wilson are on the transmitter staff of WNBQ, while Lester L. Washburn has been named TV studio engineer. Television engineering students include Eugene Cartwright, Gene Lukowski, Robert G. Rahnert, Fred W. Roden, Frank Baird-Smith Jr., Thomas J. Bowles, John J. Natale, Stanley G. Strasburg, Herbert W. Dover Jr. is the new staff member.

Among AM engineers to receive promotions are C. Vernon Corliss, who succeeds Mr. Mills as junior control supervisor in master control, and Fred Shidell and Harold D. Royston, both to master control. Temporary employees appointed to regular positions on the AM engineering staff are Harold W. Caudill and Morton A. Clarke, WMAQ; transmitter Robert M. Daly, William Easley Jr., Don R. Pitch, Walter V. Lester, Aloysis Osterhoff and Huel G. Powell, studio engineers. Richard Riedle has been added as a studio engineer.

MRS. ETHEL LYNN ROGERS, 78, widow of Alexander H. Rogers, founder of WLAW Lawrence, Mass., died Oct. 17 at a Lawrence hospital. Funeral services were held last Tuesday in Lawrence.

Mrs. Rogers was vice president and director of the Hildreth & Rogers Co., owner and operator of WLAW and WLAW-FM, the Eagle-Tribune Publishing Co., publisher of the Lawrence Daily Eagle, the Evening Tribune, the Eagle-Tribune and the Eagle Tribune Realty Co. Her husband died in August 1942.

Surviving are one son, Irving E. Rogers, president and treasurer of the three corporations, and three grandchildren, Irving E. Jr., Allan B., and Alexander H. Rogers II.

From Tele-Tips from WLV-T

MIDWESTERN HAYRIDE

WITH BILL THALL

A hit on the tele-screen as it has long been on WWL, this Saturday night show features the folk artists so popular on The Nation's Station. Comedian instrumentalist Bill Thall emcees the troupe in the Saturday sessions of singin' and pickin' that packs 'em in the studio and glued them to their sets in WWL-T land.

AMERICAN Bird Products Inc., Chicago, has bought the "American Radio Transmitters" rights to the 12-20 to 5:30 p.m. (CST) on WGN Chicago, for 28 weeks from Oct. 31. Agency is Weston-Barrett, Chicago.

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Ultrafax Debut
(Continued from page 21)

extensive tests, has proven itself ready for practical commercial use.

Speakers credited Donald S. Bond of the RCA Labs, staff, who participated in the demonstration, with directing the advanced engineering and development work. Early suggestions as to how Ultrafax could employ radio relay and television techniques were attributed to C. W. Hansell of the RCA Labs, a pioneer in developing radio relaying systems.

Oct. 21 was heralded by Dr. Mees as “the beginning of a new era in communications.” After trading photographic developments making Ultrafax possible, Dr. Mees added: “If electronics is the father of Ultrafax, photography is the mother.”

An RCA film was shown to depict the various steps involved in the transmission of millions of words through the air in scant minutes.

The demonstration proved the ability of Ultrafax to transmit at the speed of light—186,000 miles a second—a wide variety of graphic material including charts, fingerprints, news, advertising layouts and items ranging from ancient and modern battle maps to historical documents.

The cascade of messages flashed across a monitoring screen of the receiver at the Library of Congress after being beamed from WNBW, NBC’s TV out-

GEN. SARNOFF

let at the Wardman Park Hotel, three miles away. It had been pointed out earlier that there was no noticeable difference in reception, regardless of the distance the signal was carried. Mr. Engstrom had explained that the “speed of Ultrafax depends on the width of the radio highway it travels.”

A few seconds after volumes of material had been received at the terminal point, the material had been recorded on film and 45 seconds later had been passed through a special processing and was being shown to the observers.

The first message ever publicly transmitted was displayed on the screen. It was a message of congratulations from Gen. Sarnoff to the RCA scientists and engineers who created Ultrafax. It read: “May Ultrafax, as swift as light, open a new and useful service for mankind everywhere.”

This was followed by messages from Defense Secretary James Forrestal and FCC Chairman Wayne Coy.

Chairman Coy’s message to Gen. Sarnoff said: “The advance in communications represented by Ultrafax reflects a spirit of research and pioneering of positive benefit to our nation and the world.”

An impressive feature of the demonstration was the word-for-word transmission of the 1,047 page novel Gone With the Wind in 2 minutes, 21 seconds. Ultrafax was operating on a 5 mc channel in the 7,000 mc (microwave) region, with only 1/10 w power. If it had been operating on a 10 mc channel, for which it is intended, the transmission would have been completed in 1 minute, 10 ½ seconds, just half the time, officials pointed out.

The Ultrafax system combines the elements of television with those of high frequency radio relaying and high-speed photography.

Its speed results from each of the three key factors of the invention: (1) the great velocity of radio transmission; (2) the ability of television to transform pages of information for transmission as television pictures at the rate of thirty a second; (3) high-speed film processing or “hot photography,” which delivers single frame of film ready for printing and projecting in 45 seconds, as compared with forty minutes by conventional processes.

Principal steps in transmitting and receiving Ultrafax include: Preparation of information to be serviced to assure a continuous flow at high speed; scanning of this material by what is known as a “flying-spot” television scanner at the sending terminal; transmission of the television image as ultra-high frequency radio signals over a microwave relay system; reception on projection-type television kinescope or picture tube from which incoming images are recorded on motion picture film or on full-width sensitized paper. Film or paper moves at a constant speed through the camera, at a rate corresponding to the speed of the speed of the original film at the sending end.

At the end of the transmission the exposed film can be quickly transferred to a special processing unit. It is passed through a miniature developing tank, rinsed and fixed in less than 15 seconds and dried in 25 seconds more. It is then ready for transformation back to its original form, for showing on a screen, or for space-saving storage.

The ceremony was televised from Washington to viewers on the NBC East Coast network. It was pointed out during the demonstration that, as a regular Ultrafax service, transmissions could be radio-relayed any distance across the country, using the commercial radio relay system towers which now are being erected to establish national video networks.

Gen. Sarnoff foresaw the day when through television and Ultrafax a radio newspaper would be delivered directly to a home equipped with a television set. It would be possible, he explained, to have the same transmitter that broadcasts the television program simultaneously broadcast the radio newspaper. The same

Held on Theft Charge

TWO persons charged with being principals in the fleecing of cattle breeders in connection with sale of cattle time were arrested on Oct. 21. The two—Nathan J. Waxman, alias Nathan Warren, and W. Stevens, alias W. Steuer—were held in San Francisco on a grand theft charge, by the city’s Better Business Bureau announced. They are listed in the complaint as operators of General Broadcasting Co., 46 Belden St., San Francisco.

The bureau said it is probing reports that the company sold time on NBC’s National Farm & Home Hour to cattlemen in Oregon and Nevada. A complaint was originally filed by Hyman Miahaels Steel Co. Trial was set for Oct. 25.

C. J. YOUNG of RCA Labs, adjusts the receiving camera which copies film television images on the kinescopic tube in the cylinder above it. Both units are mounted on the master receiving terminal, which receives messages transmitted as radio waves via the Ultrafax system.

home receiver, he said, with proper attachments, could print the newspaper even without interrupting the program being viewed. It would take only a few seconds to transmit the equivalent of a newspaper by any Ultrafax process, Gen. Sarnoff declared.

RCA’s president felt it reasonable to expect, as the present system progresses, that it may be possible to transmit full-length motion pictures from a single negative in the production studio simultaneously to the screens of thousands of theatres.

As a radio-mail system, he pointed out, Ultrafax has the potential of delivering the equivalent of 40 tons of mail coast-to-coast in a single day at a relatively low cost.

The military value of Ultrafax appears to be tremendous. Gen. Sarnoff acknowledged that some military potentialities are secret and will be demonstrated only during subsequent private showings to armed forces officials.

“The busiest days of the war,” Gen. Sarnoff said, “the signal center at the Pentagon Building handled as many as ten million words in 24 hours. And that was an extraordinarily heavy load as message traffic goes. . . . Ultrafax, this load could be handled in ten minutes with one transmitter, in one minute using ten transmitters.”

He emphasized that in any future atomic war that might temporarily destroy communication centers, it might prove vital to have facilities that could move mail ultrafast, message traffic, V-Mail and other mail across

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"We can expect the ultrafax . . ."

Gen. Sarnoff continued, "when Ultrafax . . . can provide us with a new service of international television."

Although not mentioning any particular system, he suggested that the military ""immediately"" provide an airborne radio relay system between the United States and Europe that would provide not only an exchange of television programs, but would also handle the equivalent of tons of mail, news and other services. A total of 30 planes would be required to keep the Atlantic relay in continuous operation, Gen. Sarnoff estimated.

It was evident that it might also drastically alter the world's economy and social and political structure.

RCA recognized that the future course of the dynamic Ultrafax was to be charted by the American people, or their representatives, as a whole. The Ultrafax, if wisely handled, could be highly beneficial to the world; carelessly it might bring economic chaos.

"How to guide the future of Ultrafax and to translate its potentialities into services," Gen. Sarnoff said, "is the job not only for the scientist and engineer, but also for the business and industrialist and for Congress and the Federal Communications Commission."

"So many political and social problems are raised by these and other recent scientific developments," Gen. Sarnoff conceded, "that a new national communications policy must be considered and established by Congress. In any consideration of such a comprehensive national policy, the legitimate interests of private industry and of state and local government departments concerned with such activities, as well as the needs of our armed forces, must be given the careful study that they deserve."

Gen. Sarnoff admitted that "no one knows all the possible answers to the problems which this new art poses." Ultrafax presents a particularly tough problem for the FCC, he said.

An "early study" of the problems was made by the RCA officials.

"We must study these questions today if we are to find the answers tomorrow," he warned.

In closing the demonstration, the narrator, Mr. Batchelder, the executive vice president, and Samuel Morse: "What hath God wrought?"

**BROADCASTING**

**Telecasting**

**WRG**

(Continued from page 61)

Sherlock Holmes, Behind the Front Page, and Bob Hawk.

The following are shows which have been scheduled for the guild, in most cases because they have signed "letters of adherence" to the network agreement, and in the rest because they are operating under the rules of the network that already covered by the agreement.

**Guild-Approved Shows**

My Friend Irma, Amos 'n Andy, Mr. and Mrs. Big Sister, This Is Your FBI, People Are Funny, Mr. Chameleon, Stella Dallas, contestant. I Can't Go Round, Mr. Keen, Superman, Arthur Godfrey, Album of Familiar Music, Young Widder Brown, Our Gal Sunday, Lorenzo Jones, Just Plain Bill, Front Page Farrell, Mr. and Mrs. North, My True Story, Our Miss Brooks, Suspense, Who's the Favorite Husband, Mrs. Clark and Langley, Milton Berle, General Electric Houseparty, and Groucho Marx.

The long-threatened strike action was touched off at a meeting of the executive council of the Authors League, parent union of the guild. At this meeting, presided over by Oscar Hammerstein II, league president, the council members, unitedly and unanimously upholding the guild's strike decision and strategy, and calling on the other Authors Guild, the Dramatists Guild, and the Dramatists Guild—to support the strike by refusing henceforth to write or contribute any material for the struck shows. (The Screen Writers Guild, which is not a member of the Authors League, also has pledged its support, guild spokesmen said.)

The "letters of adherence" were secured throughout the network by the agencies and network companies handling radio shows—about 40 agencies and 70 network companies. In some of the agencies whose joint committee had been negotiating with the RWG in an attempt to evolve a contract. At this writing, according to Roy Lamehan, RWG national executive secretary, none of the 18 firms had yet broken the unified front by signing.

A report published Thursday that the agency committee was preparing another proposal to the guild in an attempt to stave off a strike was denied by Bush of Compton Advertising committee chairman. Mr. Bush said that while his committee was "still meeting," he knew of no plan forthcoming to the RWG.

The agency committee's last contract with the guild was its letter of Oct. 11 to Mr. Langham and Erik Barmouy, RWG president, which was signed by Mr. Bush. In this letter the agency committee re-stated its insistence that the RWG seek National Labor Relations Board certification of the guild, and that the radio writers before actual contract talks began. The RWG has voiced its belief that the agencies' insistence on prior certification is delaying the strike and that it was not made in good faith.

**Guild's Demands Outlined**

According to Peter Lyon, secretary of the Authors League and chairman of the RWG national strategy committee, money is not an issue in this dispute. The guild, simply wants a contract covering freelance writers—it has never had one with agencies and packagers—to correct what Mr. Lyon calls "inadequate and deplorable conditions" now covering the employment of such writers.

The real issues, the guild says, are material rights and air credits.

The freelance writers are seeking the same protection for their material now enjoyed by magazine writers, novelists, and playwrights, according to Mr. Lyon. The sore point here is subsidiary rights—compensation for a radio writer for repeating his material on the air. If not in the present situation, in another form, such as publication, or production on Broadway or in Hollywood.

The present situation stems from the breakdown of negotiations by the agencies with the RWG in 1942. The guild's present feelings in the matter were summed up by its vice president, Welburn Kelley. "As far as we're concerned there is going to be a strike. However, the guild is always open to reasonable offers for settlement," Mr. Kelley said.

Tonight's guild membership meeting will be held in New York at Holland House, Rockefeller Center, and in Los Angeles at a place not disclosed at this writing.

The strike order itself consists of a letter sent out to the full Authors League membership, under the signature of Mr. Hammerstein, ordering all members to refrain from giving material to or writing for radio shows produced by agencies or independent producers who had not met the RWG terms by last Friday night.

**BAN ON ALIEN RADIO OPERATORS PROPOSED**

FACED with "numerous" requests from aliens seeking commercial radio operator licenses, FCC last week proposed a new rule providing that "U.S. citizens who are found qualified by the Commission are the only persons" to whom such license may be issued.

The Commission also proposed to give "persons whose official radio operator licenses are suspended, persons involved in license-suspension proceedings, persons involved in pending litigation, persons holding an alleged violation of the Communications Act . . . temporarily ineligible to apply for commercial radio operator licenses of any class."

Comments on the proposal will be accepted until Nov. 19 and oral argument will then be scheduled if it appears warranted.

**WTOP-KQW**

(Continued from page 50)

sanger, Edgar T. Sheppard and E. K. Smith, equal owners, to Mr. Sheppard. Consideration is $15,000.

KRTY Tyler, Tex.—Granted consent to transfer of 49% interest collectively held by Bernard Wolf (37.8 shares), Warren McDonald (14 shares), Gran C. Hagen (10.25 shares), Jake Wolf (27.3 shares) and Fewy Andrews (31.75 shares) to Lonnie Preston, Alice How- ett and V. D. Preston who presently own or control collectively 50% interest.

Sellers Investment of $5,000 transferred for consideration of $5,000 and other payments. The transfer is reported to KRST is assigned 1 kw day on 1320 kc.

**KWSJ** Kennewick, Wash.—Granted assignment of permit from co-partner- ship of Frank Krsko, Joseph Pattes- sburg and Edith Jensen to new co-part- nership of Harold A. Clark, Donald E. Seeley, Mr. Sarnoff and Clarence J. McCreidie, doing business as Mid-Columbia Broadcasting. Considera- tion is $800, amount of investment to date. Transfer approval is conditioned upon Mr. Clark's divestiture of his interest in Three Rivers Broadcasting Co., new station applicant there. Mr. Clark is employee of Civil Service, pen- derage. Mr. Seeley is with local con- struction firm, Mr. Johnston is chief engineer of KWJK Burban, Calif., and Mr. McCreidie is operator of KEX Port- land.

**KBTY** (TV) Dallas, Tex.—Granted involuntary assignment of permit from Ray O. Johnson, Des Moines, and Tom Tomp- ter to Mr. Potter and Lawson Lacy, owners and operator of a station.

Coincident with the KBTY transfer granted to Mr. Johnson, extended to Feb. 11, 1949, time within which to complete construction of the outlet.

**KDFH** Dallas, Texas—Granted applications for local station license for co- partners Frank Krshka, Joseph Patter- sburg and Harold A. Johnson and Clar- ence J. McCreidie, doing business as Mid-Columbia Broadcasting. Considera- tion is $800, amount of investment to date. Transfer approval is conditioned upon Mr. Clark's divestiture of his interest in Three Rivers Broadcasting Co., new station applicant there. Mr. Clark is employee of Civil Service, pen- derage. Mr. Seeley is with local con- struction firm, Mr. Johnston is chief engineer of KWJK Burban, Calif., and Mr. McCreidie is operator of KEX Port- land.

**KDFH** (FM) Dallas, Texas—Given preliminary assignment of permit from Frank Krsko and Joseph Patterson for KDFH (FM) to be operated at 942 kc on 1320 kc.

ABC has inaugurated a weekly television workshop for its television stations in Los Angeles, Hollywood, and San Francisco.

If Selling Is Your Problem, BUY— **KRTY**

THE STATION THAT LEADS

**MORNING**

**AFTERNOON**

**NIGHT-TIME, TOO**

IN DES MOINES*

To Penetrate . . . Saturate . . .

One of the Nation's Richest Markets, Buy a Highly Audible of

**KRTY**

**DES MOINES**

The Register & Tribune Station

—ASK A KATZ MAN—

C. E. Hooper—Shore-of-Audience
June—July, 1948—Des Moines City.

October 25, 1948 • Page 65
KOZY

National Agencies desiring to test the impact of exclusive FM Broadcasting may use KOZY with the knowledge that this station will provide an accurate index of FM Results—At Fair FM Rates.

No Interim Operation
Fully Licensed Power

In operation since August 1942

Robt. F. Wolfkirk, Bus., Mgr.

“A Dillard Station”

Kinescope Fight

(Continued from page 27)

siderable extent on works controlled by motion pictures. Philco, in its first use of kinescoping on its 17 NBC-TV telecast, selected Elmer Rice’s “Counselor at Law” wherein complete clearance rights are apparently held by the author. The program is to be retelecast on Oct. 11 in the following 12 major cities: Cincinnati, Atlanta, Los Angeles, Cleveland, Milwaukee, St. Louis, St. Paul, Fort Worth, Chicago, Salt Lake City, Toledo, and Detroit.

The first show kinescoped by Ford Theatre, CBS-TV, also on Oct. 17, was “Years Ago.” The production, which was re-telecast on Oct. 24 in five cities (Detroit, Milwaukee, Los Angeles, Boston and Chicago) has never come under a Hollywood contract.

One significant detail of the controversy is the fact that the picture companies have maintained no firm line on the issue and several companies already have waived their rights under kinescoping.

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TUNE-IN

Increased Listeners Is NAB Project

INDUSTRY-WIDE project to increase radio’s tune-in was set in motion last week by the NAB Public Relations Executive Committee.

Still in the early planning stage, the idea was given over in detail by the committee at its Thursday meeting held in the NAB board room at Washington headquarters.

First step will be to survey stations, with all ideas to be analyzed. Out of this study will come a master plan, including a list of successful tune-in projects and cooperative promotions by groups of stations. In addition, NAB departments will provide ideas and participate in the advance planning.

Dr. Kenneth H. Baker, NAB research director, reviewed the whole project, which has been proposed at many NAB conventions and district meetings.

The NAB tune-in, which will emphasize both number of listeners and tune-in hours, will be related to the All-Radio Presentation film project designed to sell radio as the pre-eminent advertising medium. Maurice B. Mitchem, NAB Broadcast Advertising director, reviewed the film project for the committee.

Though national tune-in has been increasing, the audience is spread thinner as the number of stations increases, the committee was told during its discussion.

Proposals to change some of the framework of the Assn. of Women Broadcasters were discussed. A proposed revised by-laws was submitted by C. E. Arney Jr., NAB secretary-treasurer. Under the new setup, the NAB director of women’s activities would be given more power and the duties of member-officers curtailed, as proposed at one of the recent NAB district meetings.

Pat Griffith, NAB women’s director, reviewed work of the association, including three recent district meetings.


The committee voted to continue the contest in 1949.

Attending the meeting were Frank King, WMBR Jacksonville, Fla., chairman; Hugh A. L. Half, WOAI San Antonio; Walter Wastaff, WMT Des Moines, Ia.; William B. Quariton, WMT Cedar Rapids, Iowa, took part as board liaison member. Attending as network advisory members were William S. Hedges, NBC, and A. A. Schechter, MBS.

Absent were Michael R. Hanna, WBRCI Ithaca, N. Y., board liaison member now at the Paris UNESCO meeting; Herbert Hollister, KBOE Boulder, Colo.; Harry Maisel, KFWE Hollywood; James W. Woodruff Jr., WIBJ Columbus, Ga.; George Graf, CBS; Robert Saudek, ABC; Charles Griscted, WBT Charlotte.

Participating for NAB were A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Messrs. Richards, Baker, and Mitchell, and Miss Griffith.

E X S A Y CONTEST DISCS for Johnstown, Pa., stations are picked up in Washington by Frank Cummins, Johnstown Junior C. of C. chairman for “Voice of Democracy” contest. He is receiving the discs from Lyda Cotton, NAB receptionist, a Uniontown, Pa., native. Mr. Cummins, a wartime B-17 navigator, flew to Washington in his own plane.

High-Low TV

(Continued from page 29)

can be economical enough to be competitive with current black and white television receivers production. Our experience with color television in a 6 mc channel indicates to us that very satisfactory color television can be provided in such a channel and this makes possible the economical design of commercial television receivers which would receive either black and white television using current standards or color television reproduced at black and white with appropriate standards, and finally complete color.

At the time he had been asked by Chairman Coy where he got his opinion that sufficient color data was available. He replied, “I have seen the newest improvements in the Columbia system in New York, and I have seen their most satisfactory picture. In my opinion it is the only color television system available to us to the foreseeable future.” He said Zenith had considerable 6 mc color experience even “before the war.”

Commissioner George E. Sterling during the same proceeding asked Mr. Brown what he meant when he said the new sets “can be made to operate” in the high band. He was told the “receivers are so designed that if channels are assigned in the 475-880 me band they can be installed in the receiver.”

Commissioner Sterling inquired further if the sets incorporated only the low band frequency rather than both, qualifying his question that he did not wish Mr. Brown to “disclose anything you don’t wish to disclose.”

The Zenith witness replied, “That is my problem. We have not released these television receivers.” He said he could not reply because of the firm’s distribution policy.

In a letter from Mr. Brown to the Joint Technical Advisory Committee, made public in the same hearing, it was stated the two-band receivers “would use components and tubes which are in common use and available widely today.”

THE LOCAL TOUCH

ABC’s FINEST

= The most listened-to station in the ROCKFORD, ILLINOIS area

$483,000,000 market

WROK

Represented by Headley-Reed

October 25, 1948 • Page 67
Milestones

WMAR-TV Baltimore, Md., first television station in Maryland, Oct. 27 observed its first anniversary. In honor of birthday the Sunpapers station will present an evening of special programs, marked by greetings from Baltimore's Mayor D'Alessandro. CBS will calculate affiliate during evening. History of important events televised by station is also slated. WMAR-TV claims 3,700 air hours in year and a weekly average of 72½ hours.

ABC Club Time began its fourth year on Oct. 19 with a special anniversary musical show.

Filers observing first anniversary: KFIL-FM Los Angeles, Oct. 20, and KCVN Stockton, Calif., Sept. 22. AM outlets in the same category are WHRV Ann Arbor, Mich., and WROW Albany, N. Y., both celebrating one year last month.

Arturo Toscanini Oct. 23 began his 11th year season as director of NBC Symphony.

Special luncheon for Chester Nygren, assistant production manager for Kudner Inc., New York, was held Oct. 15 in recognition of his 26 years in advertising, half of which have been with Kudner.

FORTIETH wedding anniversary of Dr. and Mrs. John W. Holland is marked by WLS Chicago staff in honor of station's fulltime pastor for 15 years, Arthur C. Page (l), form program director, and Glenn Snyder, (r) general manager, watch the couple's cake-cutting.

NAB Offers Latest Record Standards

PROGRESS report on work of the NAB Recording & Reproducing Standards Committee will be submitted to the NAB board at its Nov. meeting by Reel McNaughten, NAB assistant director of engineering. The vast project, undertaken just before the war and then delayed several years, is being brought up to date in view of technical developments.

The top committee's executive group will meet in about six weeks to review achievements of the separate project groups. Next project group to meet will be the one handling magnetic tape standards. It is stated to resume work Dec. 8 at offices of the Minnesota Mining & Mfg. Co., St. Paul.

Tape standards were reviewed at meetings held last week by the project group and the executive committee [BROADCASTING, Oct. 18]. Proposed standards call for a tape thickness of not over .0022 inches, width of 250 plus 6, minus .0001 inches and breaking strength of four pounds. Test conditions were studied.

Inside hub diameter of 4 inches was proposed for standard reels. A subcommittee is studying size of center hole, outside dimensions of reel and other factors. Another subcommittee was named to take up methods of distortion and noise measurement.

Work is about complete on coordinating of terms and definitions with the American Standards Assn.

Further study will be made of standards for fine-groove recordings, though groove and stylus dimensions have been proposed for vertical and lateral transcriptions.

Open Mike

(Continued from page 14)

issue or a section of BROADCASTING devoted to the technical side of broadcasting on such news as new equipment, various station layouts, etc.

Patrick S. Finnegan
WRIO Rochester, Pa.

Newcomer's Thanks

EDITOR, BROADCASTING:

I would like to take this opportunity of expressing my appreciation to BROADCASTING for not only carrying the "newsp" side of radio but also articles that are educational to "youngsters" like myself who have only been in radio a short time...

Forrest H. Repess
WHOK Lancaster, Ohio

Dewey Aderhold
DEWEY ADERHOLD, 24, known in radio circles as Slim Idaho of WYR Richmond's Old Dominion Barn Dance cast, was killed instantly on Oct. 17 when the motorcycle he was riding collided with an automobile near Fredericksville, Va.

Lexington 630 kc Permit Set Aside

FCC last week set aside its seven-month-old 630 kc grant to WLAP Lexington, Ky., and called for further hearings on the case in which WCP0 Cincinnati and Queen City Broadcasting Inc., also of Cincinnati, are vying with WLAP for the regional channel.

The Commission said "the record in this proceeding does not contain sufficient evidence of the areas and populations served by the applicants herein, the other services available to such areas and populations, and the interference problems involved." Hearing was set for Nov. 22.

In another proceeding FCC refused to back down from its decision granting Lawrence W. Harry's application for 1510 kc with 250 w, daytime only, at Fortora, Ohio, and denying applications of the commonly owned Mansfield (Ohio) Journal Co. and Lorain (Ohio) Journal Co. [BROADCASTING, July 19].

In the Lexington-Cincinnati case, both WCP0 and Queen City had requested a rehearing. Queen City asked that the grant be reopened to receive "full, complete and accurate evidence" on the radio service available in Lexington and Cincinnati specifically and in Kentucky and Ohio generally, and on Queen City's proposal to protect the primary service area of co-channel WSAV Savannah, Ga.

Queen City is owned by J. Leonard Reinisch, managing director of the Cox stations (WSB Atlanta, WHIO Dayton, WIOD Miami) and Mrs. Reinisch, and by Frank H. McIntosh, Washington consulting radio engineer, and Mrs. McIntosh. The Reinischs own 50%, the McIntoshes 50%.

All three applications are for 630 kc with 5 kw day and 1 kw night. WLAP is on 1450 kc with 250 w, and Scripps-Howard's WCP0 1230 kc, 250 w. St. Louis radio channel was issued, Scripps-Howard has bought A. B. (Happy) Chandler's WLKV Versailles, Ky., subject to FCC approval and plans to move it to Cincinnati.

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

You just can't beat experience in tower construction and maintenance services. When we've had such a successful experience as we've enjoyed over the past ten years. Operating many skilled crews throughout the country, place our superior services at your command for any scheduled or emergency jobs.

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

TOWER CONSTRUCTION COMPANY
402 COMMERCIAL BLVD., SIOUX CITY, IOWA PHONE 8-6745

Radio Tower Erectors Maintenance-General Systems TV Antennas and Control Transmission Lines

BROADCASTING • Telecasting
K MUS Muskogee, Okla., is earning goodwill from townpeople by inserting dimes in expired parking meters, and then hanging a card on the doorknobs which reads: "While you were about, the meter ran out. But no parking fine will you pay. A nickel inserted, Policeoman diverted. Goodwill from us this day." At bottom of card on which poem is printed, a reminder to listen to a specific K MUS program is tagged.

Bartered Kisses
Kisses were bartered for an auction feature of second anniversary celebration staged by KTUC Des Moines for its morning "Don Bell Show." The kiss auction was featured as a take-off on Don Bell's good-morning kiss, which he airs daily for benefit of housewives whose husbands neglect the kiss. Bids were Don's auction merchandise. High bid was 99 kisses.

Opera Dolls
"CARMEN" dolls were given away by W YAG Knoxville, in conjunction with showing of "The Loves of Carmen" at local movie houses. Dolls went to listeners sending in best opera question to "Question of Music," feature on W YAG's "Julie 'n Johnny." Runners-up received tickets to the program.

Information File
NEW file information is being distributed by KSTP and KSTP-TV Minneapolis-St. Paul. File material covering concerns, market data, schedules, new programs, etc., File will be distributed to trade at regular intervals.

Show Business!
"SHOW BUSINESS," weekly program of W C A D - TV Philadelphia devoted to show people and their doings, has joined the Variety Club's "Heart Fund" campaign. During the campaign, show will be heard periodically. "Personality" contest, with a new Studebaker going to winner, also will be held. Letters are being solicited.

By Western Union
UNIFORMED Western Union messengers have distributed more than 7,000,000 quarter tickets on behalf of First National Bank of New York City, New York. Listeners believe this to be a unique service to listeners.

BET of Industry award for radio in annual direct mail campaign contest of the Direct Mail Adv. Assn. was given to WMVA Chicago, earlier this month. Award was received by Harold A. Smith, promotion manager of station.

WISL Story
REACHING a new audience, Chamokin, Pa., WISL offers coverage to a potential audience of a radius of 30 miles. This is the theme of WISL's fall promotions. Silver covered booklet offers information on station's coverage area, WISL history, area buying power, reproductions of sponsors' response, programming, pictures, and future plans.

Seven on Ten
"SEVEN on Ten," seven days on Channel 7 (WCAU-TV) became motto for W N A C - TV Boston. New Yankee Network tele-
vision outlet, when station went on the air Oct. 15. Slogan is featured on W N A C - TV's stationery, "Seven Days on Ten," in white letters on red background, Channel 7, in white letters on blue background.

When the "Ford Theatre," sponsored by local Ford dealers, moved to CBS Oct. 8, KTUC Tucson moved it figuratively, that is, station had a stage built, set it on a truck, got a cast from the Little Theatre, and held a parade through the busiest part of town. KTUC broadcast a description of the moving.

Ducks-to Bucks
SINGING ducks hatched by W P E N Philadelphia proved to be a dollar-hatching enterprise. The ducks on Fred Bennett's 7 to 9 a.m. program got such a large audience response that timebuyers can't buy any more time on that program. At present, according to station's release, release features a large mama duck hatching little baby "dollar" ducks—sponsors' dollar results.

Aero Ads
CAMPAIGN of airplane tow-sleeve advertising has been inaugurated by K L E Denver, to highlight K L E programs and personalities at the region's top football games on Saturday afternoons. Campaign got underway Oct. 9, with a Denver area ad flying over the Nebraska-Colorado U. game at Boulder, Colo., advertising K L E 's Saturday afternoon sports show.

Award for Teachers
TEACHERS are finally realizing their fair share of the limelight. W B C C pigs, in conjunction with "School Days," portion of the "Jam for Breakfast" program, is sending certificates of award to teachers nominated by students for their noteworthy service.

Diary Study
FILE folder containing consisting a 30-page summary on WPTF Raleigh, N. C. "Diary Study" conducted by Audience Research Inc., has been mailed to advertisers and agents. Also included are B M B maps, R M B Work Projects on station audience market data and a program schedule.

Video Planning
BOOKLET summarizing problems of TV advertisers and supplying "dos" and "don'ts" for video programs and commercial planners, has been produced by W C A U - TV Philadelphia. Called "When It Comes to Television," the 20-page handbook supplies tips on preparations of slides, film footage, copy distribution, size of lettering, color schemes and art, plus suggestions. Cartoon illustrations highlight the various points.

Personnel
JAMES HANLON, public relations director at WON Chicago, has been elected second vice president of the Publicity Club of Chicago.

W N B M, director of women's programs at W C B C Charleston, S. C., has been appointed promotion manager of that station.

ED STERLING has been appointed promotion manager of K G L U Safford, Ariz.

FRANK JUNELL, Southwest network director of station relations, has resigned to become assistant to the president of Texas Technological College, Lubbock, Texas. ROBERT C AN VAY, news editor at K RG O in Paso, will assume most of Mr. J unell's duties.

W L O W - F M Norfolk, Va., Planning Nov. 15 Start
WHEN W L O W - F M Norfolk, Va., takes the air Nov. 15, its programming will emphasize sports, according to Robert Wasdon, general manager. The new FM outlet, operating on Channel 287 (105.3 mc.), will duplicate the programs of its AM affiliate, WLOW, a 1-kw day-timer on 1590 kc.

Program director of W LOW - F M is Lee Lively. Sports events will be handled by Mark Scott, sports director of W L O W and W LOW - F M. The new FM outlet is Collins-equipped. Installation was made by Jack Siegel, WLOW's chief engineer.

Remote Exhibit
CURIOSITY of listeners over the credit line of several remote broadcasts of K X Y Z Houston prompted station officials to stage a radio-transmission exhibit there Sept. 30. Show demonstrated how broadcasts originated through K X Y Z's mobile high-frequency transmission unit, KHOQ and came to listeners over K X Y Z and K X X Z-FM. Roll of the audience, in conjunction with the demonstration program, indicated that not one out of the total of 163 questioned could positively identify the time at which switches took place.

"FIRST station to establish exact timing for beginning and ending of all programs."
Mystery noise recorded in New Haven, Conn., is sure for preen- ning-minded residents of that city. Program, which is titled "What's The Noise!" aired from New Haven, makes six to ten calls each afternoon asking listeners to identify the "noise." Every person seems to have a phone call every week and is a part of theatre tickets, and the first person to correctly receive all the notes accumulates in the jackpot.

Cancer Benefit

WMAR-TV Baltimore presented the Damon Runyon Cancer Society Benefi- cal Polo Game from the Baltimore Stadium, Sun., Oct. 24. Polo teams were composed of some of the leading players in the industry, including George Oliver, Pete Boris, Del内部控制, and Juan Rodriguez. In addition to game, a presentation by over thirty bands and drum and bugle corps, an air display, and raffle tickets and raffle tickets with Hollywood celebrities were tele- cast. Program was sponsored by the National Brewing Co. of Baltimore.

Public Service

"The KGO Crime First!" originated by the San Francisco State Department of Agriculture and Market, was tele- cast over WSGC (TV) Schenectady, N. Y., Oct. 5, at 7:30 p.m. Program presented a light domestic comedy show that might take their freshness and therefore decline in grade if kept in temperature above 50 degrees. Copies of script are being sent as a public service to video stations throughout the country.

Safety Discussions

JUNIOR school police and deputy sheriffs in Ohio's Stark County are vying for opportunity to appear on the regional series of school safety discussions, "The Junior Safety Coun- selor on the Air," set up by WHB Canton, Ohio. Schools have set up a merit system with an award certificate as a public service on the program as an award. Participants are awarded a certificate of merit, and guests of WHB Canton will be a luncheon following the broadcast.

No 1’s End

"WIT's End," younger set quiz show, made its debut Oct. 10 over WCAU-TV Philadelphia. Show features Damon Bennett as m.c. over the 14 year old girls were chosen from junior parochial, private and suburban schools in the Philadelphia area. Children are given hints on objects suggested by listeners and unfortunately must complete within a prescribed number of questions. Program is sponsored by SCTV and appliance dealer, and Philco Corp. Agency is Ed Shapiro, Adv., Philadelphia.

Parade of Stars

KLOU (NBC) Safford, Ariz., Oct. 1, programed "The NBC Parade of Stars," Program presents news of the people and programs which are heard over NBC and KLOU, plus a recorded multiple hit of the week with one of NBC's musical stars, and voice tracks by four NBC stars, supplied by NBC New York. Program is written, pro- duced and narrated by Ed Stering, promotion manager and announcer at KLOU, and will be a weekly presentation on the station.

Folk Songs

PICK TEMPLE, folk song artist, began an informal series of folk song re- citals on WTOP Washington, Sun., Oct. 14, at 9:30. Show is "Temple's Drop- in Temple Show." Includes Mr. Temple's introductions to songs, and in many cases a story of how he discovered the song in his wanderings. He accom- panied himself on the guitar.

Touchdown Topics


Operation Hawaii

"DR. Q. Q. Series," another new series which is heard on CBS Network stations in U. S. KOI is broadcasting the "Dr. Q. Q. Junior Show." In Hawaii, only through Nov. 4 "Dr. Q. Q. Junior show" is being sold on a national basis through The Katz Agency, Chicago. Program is sponsored by the Hawaiian Audiences.

Harvest Moon Festival

FOR THIRD year WMAR Chicago and the "Chicago Sun-Times" are coop- erating in an annual Harvest Moon Festival production at Chicago's stadium Nov. 10. Festival is for benefit of persons wounded in war. As part of program, station will air four-weekly auditions beginning today (Oct. 25), 11:15-11:30 p.m. (CST) to select three girls vocalists to appear at benefit, which will also feature talent from stage, and radio. Winner will receive trip to Hol- land, and ABC guest appearance.

Voting Machine

INSTRUCTIONS for use of the voting machine are being featured in a series of "The Katz Agency," broadcast over WHBC Kansas City. Mrs. William Williams, nominating and vice president, city and selected from Hawaiian audiences.

Four New Members Have

FIVE new members have been added to Crosley Broadcasting Corp.'s WINS New York program department, Eldon Park, the firm's vice president, announced Wednesday.

Ray Green, formerly with NBC's international division, has been appointed production manager, as- sisting John Neal, program director.

Brad Phillips, who was with the station during the summer, has re- joined the announcing staff, while Bert Davis, script writer, and Lorraine Rosenfeld, junior writer, will work with the continuity di- rector, Dorothy Aden.

10560 BELLAGIO, LOS ANGELES, CA 04705

BROADCASTING • Telemarking

Howard J. McCallister

Radio Column Notice Asked

By irked Ickes

DISGRUNTLED over what he considered the inadequacy or ab-

sence of coverage of his remarks about Thomas Dewey, Harold L.

Ickes last week issued a memorandum to the press and radio re-

porters asking that the public be notified if they could hear

on the air.

The former Secretary of the In-

terior advised the press that he had "looked in vain through some of

the great American press" to find any reaction to a previous speech

in which he referred to the GOP Presidential candidate as "Thomas

Elusive Dewey." He said he found

"hardly any" reaction.

Mr. Ickes explained that the purpose of the memorandum was to

inform the press that he was speaking at Great Falls, Mont.,

Oct. 22 over more than 400 MBS

stations—again on the subject of Mr. Dewey.

"Would you, therefore," continued Mr. Ickes in a sarcastic tone,

"be kind enough to convey this news to the radio editors of your

newspapers? . . . I am thanking you for your cooperation. I do not expect

anything else. Should I receive any- thing else, I would be overcome

with shock!"

Program Dept. of WINS

Adds Four to Its Staff

FOUR NEW members have been added to Crosley Broadcasting Corp.'s WINS New York program department, Eldon Park, the firm's vice president, announced Wednesday.

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WHILE Chicago will be given special award at American Legion's national convention this week in Miami for "contributing more to the American Legion than any radio station in America."
October 15 Applications... ACCEPTED FOR FILING

Harrisonburg Bestco., Harrisonburg, Va.—New standard station WSHU 250 w uni. AMENDED to change frequency to 1320 kc.

San Diego, Calif.—License renewal.

KDFI Salt Lake City—License renewal.

KQFM Bakersfield, Mich.—License to cover CP change frequency, change hour.

WFCA Clearfield, Pa.—License to cover CP change power.

KMPN Mt. Pleasant, Tex.—License to cover new standard station.

KTLW Texas City, Tex.—Same.


Modification of CP

KKFQ Coffeyville, Kan.—Mod. CP increase power etc. AMENDED to change name of applicant from Hugh J. Powell to The Midwest Bestco., Inc.

KCXK Sidney, Mont.—Mod. CP increase power etc. to change power from 1 kw-N and 3 kw-D to 5 kw uni. DA-DN.

KRAI Craig, Idaho.—License.

WMBH-FM Chepachet, R.I.—License to cover CP new FM station.

KFSI-FM Stillwater, Minn.—Same.

Modification of CP

KDFM San Diego, Calif.—Mod. CP new FM station Clear Channel of station to Class A; specify 95.9 mc. ERP 2,500 kw.

WTLE Greensboro, N. C.—Mod. CP new commercial television station to change studio location, frequency from Channel 2 (34-40 mc) to Channel 10 (182-200 mc), increase ERP from 167.1 to 2.65 kw and aur. 0.84 to 1.33 kw.

TENDERED FOR FILING AM—898 kc

WSBT South Bend, Ind.—CP to make changes in DA-D.

Assignment of License

WEEK West Palm Beach, Fla.—Consent to assignment of license of WEEK-TV to Robert B. Kerr, T. W. Pentem, Dean Yerdell, Grayce B. Wilkerson, and Robert C. Wilkerson, partnership d/b/a West Central Bestco.

KJRJ Anniston, Ala.—Modification of CP

KQKJ Lufkin, Tex.—Consent to relinquishment of negative control.

October 18 Decisions... ACTIONS ON MOTIONS (By Commissioner Walter)

KVAK Atchison, Kan.—Granted petition for continuance of hearing on assignment of license scheduled Nov. 1 to Dec. 21.


Manistee Radio Corp., Manistee, Mich.—Granted petition for leave to amend application to show addition of three stockholders, etc.

WFTJ Reading, Pa.—Continued hearing presently scheduled Oct. 21 to Dec. 21, 1949, in Washington, re application.

Sidney H. Tinley Jr., Baltimore—Granted motion to dismiss on jurisdictional ground.

Edward Petry & Co.—Granted petition to accept late appearance in matter of net advertising.

Ari-Nex Bestco., Co., Clayton, N. M.— Granted petition for leave to amend application to show revised articles of incorporation; addition of new stockholders, directors and officers, etc. Amendment was accepted and Commission granted own motion continuing the definitely hearing presently scheduled Nov. 1 to Dec. 21.

KBLF Red Bluff, Calif.—Continued indefinitely hearing scheduled Nov. 8 at Red Bluff, in re application for assignment of license. MS-1 directional beam; ERP-effective radiated power 2 kw; studio-transmitter link; synchro. amp.; synchronous amplifier; SSA-special service authorization; CG—conditional Grant.

FM-1 CONSTRUCTION PERMIT

C-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

A GOOD BUY, DARLOR!

The Texas Rangers are a good buy! This versatile group of 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
AN ARTHUR B. CHURCH PRODUCTION KANSAS CITY 8-MO.

Page 72 • October 25, 1948

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough vari-colored bovines in Crawford County to make it the leading dairy and beef county in the state. When sales in Meadow- ville (our headquarters) were over $26,000,000 last year. For further information on this rich market write to...

WMGW Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

BROADCASTING • Telecasting
Japanese Radio

LEGISLATORS of Japan have before them a bill which would permit commercial radio to operate in competition with the publicly-financed networks of the Broadcasting Corp. of Japan, according to Kenneth Kantor, who is attached to Gen. Douglas MacArthur's headquarters in Tokyo.

WEB Allen County, Pa.—Mod. CP new standard station to specify 500 W and 1 kW-N, to change DA AMEND-RED, officers, directors and stockholders. Assignment of CP


License for CP

WLFF-AM Lowell, Mass.—License to cover CP new FM station.

Modification of CP

WHFM Rochester, N. Y.—Mod. CP changes in FM station for extension of completion date.

WONS-AM Hartford, Conn.—Mod. CP new FM station for extension of completion date.

WBGF-FM Atlanta, Ga.—Same.

KDIG-FM Des Moines, Iowa.—Same.

WNAC-FM Boston—Same.

WLOF-AM Asheville, N. C.—Same.

WWNR-AM Beckley, W. Va.—Same.

WNYE Brooklyn, N. Y.—Mod. CP new noncommercial educational FM station for extension of completion date.

KTHL Hollywood—Mod. CP new commercial television station for extension of completion date.

F.T. HEARS TESTIMONY IN TOBACCO AD CASES

FURTHER hearings on the six-year-old complaint against American Tobacco Co., and the five-year-old case of P. Lorillard Co., were held by the Federal Trade Commission in Washington within the past few days. Both firms were charged with alleged false and misleading advertising practices.

The P. Lorillard Co. is charged with "false and misleading advertising" in connection with its "false and misleading advertising of its Old Golds, Beech-Nut and Sensation cigarettes, and Friends smoking tobacco. The company was given until Oct. 15 to file its answer to the brief filed Oct. 11 by John R. Phillips Jr., government counsel. All testimony has been concluded.

American Tobacco Co., which last June began its defense against charges of misleading and deceptive advertising on behalf of Lucky Strike, (BCAST, 10-13), said William R. Harlan, its assistant director of research, at a hearing Oct. 15. Mr. Harlan stated that the firm kept no records on the experiments with cigarettes relative to irritation factors. Previous testimony, submitted last month on the experiments by Dr. Jesse H. Weatherby, of the Medical College of Virginia, was accepted as evidence over the objection of Commission counsel.

Hearing was adjourned to Nov. 16.

GE Taking Applications

For '49-'50 Fellowships

GENERAL ELECTRIC Co. is now accepting applications for research grants under its $1,000,000 education fund for the 1949-1950 scholastic year, William W. Trench, company secretary and GE education committee chairman, has announced.

Grants up to $1,500 will be awarded to college graduates who wish to continue study and research in scientific and industrial fields. Mr. Trench said a committee representing the National Academy of Sciences, American Chemical Society, American Physical Society, American Institute of Electrical Engineers, American Society of Mechanical Engineers, and the American Society of Engineering Education will pass upon all candidates.

Second Remote Studio

INSTALLATION of a second remote studio has been completed by KCNY San Marcos, Tex. Remote studios are now located in New Braunfels and Lockhart, giving tri-city service in South Central Texas. The home station originates half the programs and the remotes originate the other half. Meri Saxon is general manager of KCNY while Jim Bell is manager of New Braunfels and B. B. Hinkle is the Lockhart manager. Station is on 1470 kc with 250 w.

A Sponsor Gives a Reason Why

In Utah This is Your Best Buy!

"You are doing an exceptionally good job in promoting our program, which is greatly appreciated by both the sponsor and ourselves. You deserve a low bow!"

Excerpt from a letter from a national advertiser. Copy of entire letter on request.

National Representative
John Blair & Co.
FCC Actions
(Continued from page 73)

October 20 Decisions ... BY COMMISSION EN BANC

License Renewal

Following stations were granted renewal of license for period ending
Nov. 1, 1951: KFMB Great Falls, Mont.; KGBX Springfield, Mo.; KGFG Probo, Colo.; KGLO Mason City, Iowa; KGNO Missoula, Mont.; KHSB Chicago, Ill.; KJOL Omaha, Neb.; KSJF (and aux.) Sloux City, Idaho; KSBK Stuart, Conn.; KSWL Oakland, Calif.; KXWW Claymont, Del.; KXLH Fort Worth, WATF Waterbury, Conn.; WBBH Staten Island, N. Y.; WHBI Darrells, Va.; WDBC Hartford, Conn.; WDUK Durham, N. C.; WFLB (and aux.) Duluth, Minn.; WFBM (and aux.) Indianapolis, WFRB (and aux.) Baltimore; WHAZ Troy, N. Y.; WFGP (and aux.) Rock Island, Ill.; WHBI Newark, N. J.; WIVL Sheboy-
gan, WIOY Dayton; WIAS Pittsburgh, Pa.; WJSW Altoona; WKN Ankeney, III.; WKEE Keene, N. H.; WLBK Lebanon, Pa.; WLOL Minneapolis; WMLO Milwaukee; WAC (and aux.) Boston; WNAE Warren, Pa.; WNAM Neeham, Wis.; WNLW Hamilton, N. J.; WNBQ Syracuse; WSAF Cincinnati; WSMB New Orleans; WCTN Minneapolis; WTMTC Ocean, Fla.; WTOC Savannah; WTHF Fond du Lac, Mich.; WKCB Sacramento; KCSB San Bernadino, Calif.; KFCB Pascagoula, Miss.; KCSC Mandan, N. D.; KRLC Lewiston, Id.; KSMI Sem- lina, Okla.; KTFI Twin Falls, Idaho; KYOR Colorado Springs; KTFR Rock Springs, Wyo.; KYSF Santa Fe; WAVZ New Haven; WBRC Flint, Mich.; WCCQ Hartford, Conn.; WCRB Waltham, Mass.; KCOG Kalamazoo; WILF Cambridge, Ohio; WURL Peoria; WISH Indianapolis; WJDA Quincy, Ill.; WJYB (and aux. and alt.) Miamisburg, Ohio; WJZ Columbus, S. C.; WJSK New Castle, Pa.; WOL (and aux.) Washington; WTVQ Green Bay, Wis.

KCSU Provo, Utah.—Granted renewal of license for period ending Aug. 1, 1951.

KFMB Alexandria, La.—Same.

KXXJ Russellville, Ark.—Same.

WENA San Juan, P. R.—Granted renewal of license for period ending May 1, 1950.

WGNW St. Marys, Calif.—Granted renewal of license for FM station for period ending Sept. 1, 1949.

WJYX Rochester, N. Y.—Granted renewal of license for FM station for period ending June 1, 1950.

WJHJ San Antonio, Texas.—Hearing designated.

WJAZ-AM Des Moines, Iowa.—Same.

WGNC-FM Gastonia, N. C.—Same.

WSTC-FM Stamford, Conn.—Granted renewal of license for period ending June 1, 1950.

Hearing Designated

WJZ-AM Baltimore, Md.—Designated for hearing application for renewal of license.

Facsimile Extension

WGAX Jacksonville, Fla.—Continued extension of period for 90 days to transmit singles and multiple facsimile over cathode ray TV-FM on commercial basis.

October 20 Applications ... ACCEPTED FOR FILING

License Renewal

WXYT Detroit—License renewal.

License for CP

KNGH Hammler, Mo.—License to cover CP change frequency, increase power, etc.

WKYS Lancaster, Ohio—License to cover CP new standard station.

Modification of CP

WWN-J Newark, N. J.—Mod. CP new standard station for extension of completion date.

License for CP

KXOK-FM St. Louis—License to cover CP new FM station.

CANADIAN TV

SIX APPLICATIONS for television licenses will be presented at the Oct. 27-29 meeting of the board of governors of Canadian Broadcasting Corp. at Ottawa. Meetings are to be held in Room 375 of the Parliament Buildings. Recommendations will be the first TV license recom-

mendations to be made in Canada.

Four applications are from Toronto; two from Montreal. There are three channels assigned to Toronto and four to Montreal.

Toronto applications include: CFB; CKY; Al Leary, former part-owner of CHIM Toronto; and Famous Players Canadian Corp., theatre chain and distributing group. CFB requests 28.3 kw visual, 14.2 kw aural. CKY asks for 27.8 kw visual, 13.9 kw aural. Al Leary is applying for 26 kw visual, 13 kw aural. Famous Players requests 14.6 kw visual, 7.4 kw aural.

The two TV license requests

Modification of CP

WLSB-FM Ogdenburg, N. Y.—Mod. CP new FM station for extension of completion date.

WCTC-FM Greensville, N. C.—Same.

WERL-FM Cleveland, Ohio—Same.

WPRO-FM Providence, R. I.—Same.

WFAN-FM Providence, R. I.—Mod. CP new FM station to change ERP from 20 to 12.1 kw.

WHEC-FM Rochester, N. Y.—Mod. CP as reinstated which authorized new FM station to change ERP from 6.5 to 7.7 kw.

WINR-FM Jacksonsville, Fla.—Mod. CP new FM station to change studio location, ERP from 47 to 62.9 kw.

CFP to Reinstall

WCTF Chicago—CP to reinstall CP station.

WMHC-TV New Haven, Conn.—Mod. CP new commercial television station for extension of completion date.

WBHY Schenectady, N. Y.—Mod. CP new FM station to change ERP from 6.5 to 8.3 kw.

WMBR-FM Jacksonville, Fla.—Mod. CP new FM station to change studio location, ERP from 47 to 62.9 kw.

TENDERED FOR FILING

Assignment of License

KEPO El Paso, Tex.—Cont. to assign-

License to KEPO Inc.

WGNW Murfreesboro, Tenn.—Consent to assignment of license to WGN Inc.

Modification of CP

Plains Bros. Co. Inc., Seattle, Wash., N. M.—Mod. CP new AM station to change station and studio location from Cicero to Pontiac, Ill.

APPLICATION RETURNED

License for CP

WHW Bedford, Ind.—License to cover CP new standard station (1240 kc). RETURNED 10-14-48 as incomplete.

This HAPPY GROUP, including principals in the show, was on hand as "Ozzie and Harriet" program moved to NBC. L to r: Ozzie Nelson; Ted Bly, producer for Young & Rubicon; Ewart C. Stevens, president, International Silver Co., which sponsors the program; Harriet Hilliard; Warren Lewis, NBC producer, and Walter Bunker, vice president of radio for T&R, Hollywood. T&R is agency for International Silver.

6 Applications Slated For CBC Hearing

Freeze May Influence

FCC freeze on TV station applications will likely have bearing on Canadian recommendations, it was hinted unofficially by CBC Chairman A. D. Dunton.

Other Applications:

Transportation Advertising Ltd., Toronto, has applied for an FM transient operation with 10.5 kw, to be based on Toronto; FM pattern developed in the U. S. CBC-FMP Montreal has asked permission of the FCC to operate from the AM operation. Under CBC regulations, this temporary operation is not allowed, but the CBC board will hear the application in light of the regulations that FM requirements governing this point will be adopted. "In the light of future develop-

ments." Quebec has applied for an FM station of 956 kc, and L'Action Sociale Limites, Quebec, has asked for an FM station with 935 kw.

New AM stations have been requested by: George Randall for 1 kw daytime, 50 kw nighttime, on 1220 kc at Natic-

kam, B. C.; Gordon A. Henry, formerly manager of CJCA Edmonton, for a 250 kw station on 1230 kc at Red Deer, Alta.; CKVL Verdun has asked for power increase from 1 kw to 5 kw on 990 kc, and CKWN New Westminster, B. C., has asked for power increase from 250 kw on 1000 kc.

Share transfers are requested by CJFX Antigonish, N. S.; CHIN New Carlton, Ont., and large block of 21,090 shares, by CKY Toronto.

Harlow Recovering

ROY HARLOW, BMI station relations director, is recuperating from a heart attack attributed to overwork. His progress is reported as satisfactory.

Reaching

4,000,000 PEOPLE

K W K W

Pasadena - Los Angeles
TELEVISION VIEWING

Regular Use of Home Sets Shown in Survey
Of New Jersey Video Area

A STUDY of the television audience as it exists today in the New Jersey area shows one noticeable fact to remain constant—set owners turn on their sets to a fairly equal degree each week. This fact was determined by Advertest Research, New Brunswick, N. J., in a three week study of 150 television homes.

Advertest used panel questionnaires which were sent to the same 150 homes at the start of each test week. Respondents listed all programs watched, and the number watched, before returning the forms at the end of the week.

During the test period of Sept. 20 to Oct. 10 only four of the one time per week programs appeared on the listing of the top ten programs all three weeks. These were the Texaco Star Theatre, Toast of the Town, The Original Amateur Hour and CBS Film Theatre.

In the two to five times per week program listing, six of the first ten remained during the three-week period. Small Fry Club and Howdy Doody, both children's programs, placed one and two during the test. For two of the three weeks Lucky Pup and Junior Frolics were third and fourth, respectively.

Figures for the average daily listening audience—those who had their sets on at any time during the designated period—are as follows:

<table>
<thead>
<tr>
<th>Week of:</th>
<th>Before 6 p.m.</th>
<th>After 6 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 20</td>
<td>49.6%</td>
<td>79.6%</td>
</tr>
<tr>
<td>Sept. 27</td>
<td>51.9%</td>
<td>81.9%</td>
</tr>
<tr>
<td>Oct. 4</td>
<td>47.8%</td>
<td>81.3%</td>
</tr>
</tbody>
</table>

Time Change Announced For Three CBS Programs: CBS has announced time changes for three network shows, effective Sunday, Oct. 31.

Strike It Rich switches to 5:30-6 p.m. from its previous 10:30-11 p.m. spot; Cabin B-13 network's dramatic package, now aired 8:30-9 p.m., moves to 10:30-11 p.m., and Adventures of Philip Marlowe, now heard 5:30-6 p.m., changes to the 8:30-9 p.m. period. Remains, the CBS dramatic series starring Les Tremayne, returned to the network Saturday, Oct. 23, 10:30-11 p.m., originating in Hollywood.

Manhattan, Kansas

serving a potential audience of 5,000,000 with a Truscon Self-Supporting Radio Tower

On the broad, flat Kansas plains, this Truscon Radio Tower stands out as a monument of service dedicated to the people of a great area. This station is operated by the Kansas State College of Agriculture and Applied Science.

Truscon Radio Towers have a great record for service, strength and stability all over the United States and in foreign countries, operating in a wide range of wind, temperature and humidity conditions. The knowledge gained from such a diversity of installations assures you highly competent engineering service.

Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, for AM, FM and TV broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

Radio Station KSAC, Manhattan, Kansas, uses a Truscon Self-Supporting Tower 425 feet high.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

BROADCASTING • Telecasting

October 25, 1948 • Page 75
HOLLYWOOD'S TV FILM TOO HIGH—FAIRBANKS

"IT is now apparent that television today is unable to afford the cost of Hollywood visit films and all producers of such films and networks are taking a loss to get the new medium underway," according to Jerry Fairbanks, head of his own film production firm.

"There will be a chance for profits only after Hollywood guilds set up scales that television can afford," he concluded. This observation resulted from a story published this week in the Wall Street Journal that NBC and Jerry Fairbanks Production were seeking to realize 100% profit on the Public Prosecutor series.

In contrast to these allegations, Mr. Fairbanks insisted that each 20-minute program was running well over $10,000 in cost and neither NBC nor his organization could adapt to the low profit level, he said, represented 72% of total costs. He also indicated that NBC is now considering an even heavier loss as a series has been offered for several months at $8,500 per installment.

KDFN Now KSPR

KDFN Casper, Wyo., has changed its call letters to KSPR as one of its planned changes for the 1948-49 season. Earlier the station installed a new RCA 1-kw transmitter as part of the plan.

MILTON SAMUEL, publicity director of Young & Rubicam, Hollywood, and Bob McAndrews, agency promotion manager, have been named chairman and assistant chairman respectively of SCAAA 1948 Community Chest General Publicity Committee.

BIKES AND MIKES

Program of WMOH Hamilton Helps Cut Accidents

KILOCYCLES and bicycles have been blamed by WMOH Hamilton, Ohio, with highly gratifying results reflected in the city's records of rapidly declining bicycle accidents. In cooperation with local officials and the Hamilton Safety Council, WMOH, licensed to the Port Hamilton Broadcasting Co., agreed to regularly broadcast proceedings of a bicycle court, established under the supervision of the city's traffic division. Since the start of the broadcast last January, through more than 39 court sessions, automobile-bicycle accidents have been reduced 75%.

The half-hour programs, aired 9:30-10 a.m. Saturdays, when court is in session, have proved interesting as well as a valuable means of juvenile education, as the result of simplified court procedure, the station reports.

The council is generous in its praise of the station's work and recently advised the National Safety Council that WMOH "has been like a right arm to us in all safety council activities."

Production

JESS OPPENHEIMER, MADELYN PUGH and BOB CARROLL Jr., will write CBS "My Favorite Husband" show. Mr. Oppenheimer will also direct, succeeding GORDON HUGHES, who is withdrawing from the assignment because of other production commitments.

FRANK HART has been appointed commercial production manager of WTMJ, WTMJ-AM and WTMJ-TV Milwaukee. He formerly was chief continuing writer of these stations.

BILL HEDGEPETH has joined WCBS Charleston, S.C., as announcer.

PETER DOUGLAS, "long hair" disc jockey since 1949, has recently joined WDSU New Orleans, as disc jockey.

PRINCETON, N. J.—WABC's "All-Star Jamboree" will be heard on the Columbia Broadcasting System network Thursday night at 7:30 p.m. (EST) from the Albert Schweitzer Auditorium, Princeton University. Included in the broadcast will be the band of the U.S. Army Band, the Radio City Symphony under the direction of Dr. GEORGE RICHARDS, the orchestra of the New York Philharmonic under the direction of DMITRI SHOSTAKOVICH and the Jana Peters Trio, under the direction of JANA PETERS.

WASHINGTON, D.C.—The Radio Music Hall, New York, which has been booked by the National Broadcasting Co. for its "Theater Guild" series, will open March 15. The season will continue through May 20.

BRUCE KAMMAN has joined KMPC Hollywood as production manager. He was formerly NBC production manager in New York and Hollywood.

DAVE SWIFT has joined writing staff of CBS "Jack Pauley Show."

JEAN HOLLOWAY, has joined writing staff of ABC "Mr. President." show.

ALLAN BERG, formerly with KHUB Watsonville, Calif., has joined KSBW Salinas, Calif., as writer-announcer.

HAL DAVIS, KCJMJ Palm Springs, Calif., staff announcer, has been named director of news and special events.

WILLIS has joined announcing staff of CPCH North Bay, succeeding WALLY REWEGAN, who has moved to CGSB Timmins.

JOANNE LARSON has joined the continuing staff of WHB Rockford, Ill. KDJW Jamestown, N. D., has opened auxiliary studios and sales offices at 8020 Prest St., Fargo. N. D. New studio will serve as control point for program origination from Fargo-Moorhead area and for switching network programs to KJSD's January transmitter.

PETE MEGGS, formerly of Canadian Press, has joined announcing staff of KGK Rapid Lake, Ont.

DON FORNES, former KWKJ Los Angeles program director, has joined KLAC-TV Hollywood as manager of studio programs.

MAURICE DARIES and DOUG WHELAN, the latter from GJJK Kirkland Lake have joined announcing staff of CKGB Timmins, Ont.

J. AUGUST LARSON, also a director of Radio City Symphony under the direction of Dr. GEORGE RICHARDS, the orchestra of the New York Philharmonic under the direction of DMITRI SHOSTAKOVICH and the Jana Peters Trio, under the direction of JANA PETERS.

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**GIFT BROADCASTING**

**What's in the Gift Chest with Pink Elephants and Stuffed Olives.**

Here's how to order:

Send your order now to ensure your gift is delivered in time for the holidays.

**Additional Gift Options:**

- **ROYAL RIVERA PEARS.**
- **ROYAL GROPEFRUIT.**
- **GOLDEN BEAR APPLES.**
- **WILD 'N RARE PRESERVES.**
- **ROYAL PLUMS OR QUETTA NECTARINES.**
- **SUMMER DELIGHT PEARLS.**
- **OREGOON PEACHES.**
- **ALPHEON LAVALLE GRAPES.**

**Harry and David**

at Bear Creek Orchards, Box 120, Medford, Oregon

**October 23, 1948 • Page 77**
ENJOYING hors d'oeuvres between sessions of the District 7 meeting of Columbia Affiliates Advisory Board in Minneapolis, Oct. 13-14, were featured CBS speakers, who included (1 to r) Howard Meighan, administrative vice president; Bill Lodge, engineering vice president; and Earl Gammons, vice president in charge of the Washington office, and Hubbell Robinson, program vice president.

WRK GOOD DEED
Station Reminds Community
-Of Debt to Hero-

Few stations can boast of launching operations, doing a humanitarian deed and stirring the public interest—in almost the same breath of radio air—but WRKE (FM) York, Pa., lays claim to such a distinction. It baptized its radio career in the following novel manner:

Saul David, station program director, and George Luckett, staff writer, heard of the plight of one Ben Sipe and resolved to help him. Within ten days they reached a half-hour radio play telling the Sipe story. Afterward, the mayor of York, Felix Bentzel, proclaimed Sept. 14 as "Ben Sipe Day." Action followed action, and the movement swelled into a tidal wave of responsive approval. York, it seemed, had not forgotten—it merely needed a forceful reminder about the man's heroism.

Mr. Sipe, a riverman who devoted his entire life to serving others, was a life-saver by avocation. In his time he had saved from drowning more than 100 men, women and children in the Susquehanna, or its tributaries. At time wore on and Mr. Sipe became older, he was barely able to care for his own basic needs—he had given his money to other needy. All that he possessed was a broken-down shack on the river bank—and privation.

Today Mr. Sipe is well provided for, and county residents have recognized their debt to the aging hero—thanks to WRKE. Said Mr. David: "... Offhand I can't think of a better way to begin our broadcasting career. I'm just surprised that nobody did anything about it before this."

George O'Neill ELECTED TO FELLOWSHIP IN IRE
The board of directors, Institute of Radio Engineers, has elected to fellowship George O'Neill, assistant to the manager of research, Sylvania Electric Products Inc., Flushing, N. Y. The IRE Fellowship Award will be given to him for his work in electron tube theory and design during the institute's national convention next year.

Among Mr. O'Neill's many contributions which are widely used in radio and electronic developments are: Twin element tubes, indirectly heated power output tubes, indirectly heated low voltage-drop rectifiers and microwave developments, restricted for security reasons. He has been granted twenty patents and has six applications pending.

WDSU TV-FM OPENING SLATED FOR DEC. 18
OFFICIAL OPENING of the TV and FM operations of WDSU New Orleans has been set for Dec. 18 by Fred Weber, executive general manager of the stations.

WDSU-TV and WDSU-FM are located in a penthouse on the 14th floor of the Hibernia Bank Bldg. in downtown New Orleans. Both stations share a five-section superturnstile antenna mounted on the tower of the 3,555-foot building.

WDSU-TV is assigned Channel 6 (82-88 mc) with effective radiated power of 31 kw visual and 15 kw audio and Channel 287 (105.3 mc) is the assigned frequency.

Clarence Jacobs Opening Studio Consulting Office
CLARENCE R. JACOBS, director of construction operations for CBS, has resigned to devote full time to studio consulting. His headquarters will be in Princeton, N. J. Mr. Jacobs is being retained by CBS as consultant for isolation and acoustical design.

He joined CBS in 1937 after seven years with the Johns Manville acoustical department. His work in broadcasting acoustical design began in 1925, when he planned the old NBC studios in the Drake Hotel, Chicago. The following year Mr. Jacobs designed the original NBC New York studios at 711 Fifth Ave., and later, that network's Radio City studios. In his association with CBS he has been responsible for designing all of its studios since the network was formed.

MEMO to FRANK SILVERNAI, BBDO:
When you buy in Cincinnati, BUY THE WHOLE CINCINNATI TRADING AREA. WCKY with 50,000 Watts is the only Cincinnati station, except one, that gives you as good or better ratings* in the whole trading area as in the Metropolitan area—AND AT NO EXTRA COST. (* Special Pulse Survey).
Sample Gets Commercial Manager Post at WNAM

FRED W. SAMPLE, who has been an NBC news and special events editor in Chicago since January, has been named commercial manager of WNAM, Neenah-Menasha, Wis., it was announced last week by Don C. Wirth, president. Mr. Sample, who headed Broadcasting's Chicago office for three years prior to joining NBC, entered radio as a continuity writer on WBNX Columbus. He later was continuity director and promotion manager for WHKX Columbus, after which he served three and one-half years with the Army. Before joining WBNS he was a member of the editorial staff of the Columbus Dispatch.

Sound Studios Realign Personnel at Key Level

SOUND STUDIOS Inc., Washington, has announced election of Leon Loeb, a pioneer in motion picture's development, as president and treasurer, and the appointment of Leo Orso, formerly with Associated Recording Services, as general manager. Mr. Loeb succeeds Robert J. Coar. Ethel W. Loeb was named secretary.

Simultaneously the company announced it will branch out into the preparation of packaged radio and television shows. The firm remains at the headquarters for the World Wide Broadcasting Foundation in Washington, D.C.

GE Video Show

GENERAL ELECTRIC, Schenectady, Lamp Division, effective Oct. 24, will sponsor a television show featuring Dennis James, announcer, on CBS-TV, Sundays, 8:30-9 p.m.; BBDO, New York, is agency.
**SERVICE DIRECTORY**

**FREQUENCY MEASURING SERVICE**

Exact Measurements at any time

RCA COMMUNICATIONS, INC.
54 Broad Street, New York 4, N. Y.

**TOWER SALES & ERECTING CO.**

Radio Towers
Erection, Lighting, Painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7303

**GEORGE P. ADAIR**
Radio Engineering Consultant
Executive 5951
1823 M Street, N. W.
Executive 1220
Washington 6, D. C.

**LEE E. BAKER**
Consulting Radio Engineer
FRITZ BAUER, Associate
826-28 Landers Bldg.-Ph. 3621
SPRINGFIELD, MISSOURI

**Architectural Engineering**

Electronic Tower Service Corp.
AM-FM-TV
Roofer—Ground system—transmission lines, painting, erection, dismantling
528 Hillcrest Terrace, Ellicott City, Md.
Phone 3-9869-Pearl, Ill.

**Reese Steel Erection Co., Inc.**

"Engineered Erection" of AM FM TV Towers & Antenna
Emergency Repair Service
419 Grand Traverse St.
Flint, Michigan

**Kwik Licensee Realigns Top Executive Personnel**

BURBANK Broadcasters Inc., licensee of Kwik and Kwik-AM, Burbank, Calif., has realigned its officers at a meeting of the board of directors. Alice J. Furns was elected president, treasurer and a member of board of directors, succeeding Carl E. Rose, resigned.

William J. Handelsman, in radio for a number of years, has been elected vice president in charge of sales and exploitation, succeeding Billy Gray, resigned.

Mrs. Furns is in California representing her interests and those of her husband, James H. Furns, an executive of Chrysler Corp., Detroit. He plans to retire from the automotive industry and will eventually become president of the stations when he moves to California early next year.

**TV TALK**

"Television as an Advertising Medium," was featured at this meeting sponsored by Screen Publicists Guild, Hollywood. Seated (l. to r.): Pat Weaver, Young & Rubicam vice president in charge of radio and television; Gil Rolston, Procter & Gamble radio and television executive; Frank Wooldruff, formerly television and radio head of Lennen & Mitchell, Hollywood; Ted Steele, Benton & Bowles vice president in charge of Hollywood office; (standing): Frank Rhyllick, television director of Ross, Gardner & White, Los Angeles; Mal Boyd, panel chairman; Leon Benson, J. Walter Thompson Co., Los Angeles television director.

**NEED OF CAB UNITY OUTLINED BY ALLARD**

HAD CANADIAN Assn. of Broadcasters existed 20 years ago, there might not have been a government report favoring nationalization of broadcasting in Canada, J. T. Allard, CAB general manager, told the luncheon meeting of the Toronto Radio Executives Club Oct. 13.

"No industry needs the strength of collective bargaining more than we do," Mr. Allard said. "No other industry has so many well-organized foes arrayed against it. . . . There is not even any guarantee now that establishment of CAB has completely prevented the complete nationalization of the broadcasting industry as originally planned by the Aird Report [1929]."

He also outlined the new five-year plan of CAB reorganization (BROADCASTING Oct. 11).

Speaker at November meeting of Toronto Radio Executives Club will be Carl Haverlin, president BMI, New York, and president of the New York Radio Executives Club.

**Capitol and German Firm Will Exchange Records**

CAPITOL RECORDS Inc., Los Angeles, has reached a reciprocal agreement with Telefunken, German recording firm, for an exchange of records. Capitol will acquire Telefunken's complete classical record catalog for distribution in the U. S., and the German firm will distribute Capitol Records' catalog in Europe.

The deal followed more than a year of negotiations, according to Glenn E. Wallerich, Capitol executive vice president. It is the first exchange agreement in the respective countries for either firm. No date is available at present for release of records on the American market; the first shipment was made from Germany last week.

**Allied Arts**

S. AMUEL E. EWING Jr. has been appointed general attorney for RCA Division, Camden, N. J.

D. W. GUNN, former special representative for the equipment tube sales department of Singer Machine Products, New York, has been appointed assistant to the general sales manager, Radio Tube Division.

JOHN A. CASMAN, formerly with Time Inc. and Otis Dunn & Co., has joined staff of Breen & Dornan, promotion specialists, as account executive.

ROBERT L. HUGHES, formerly in advertising department of Batten, Barton, Durstine & Osborn, has joined staff of Breen & Dornan, promotion specialists, as account executive.

The CROSLEY DIVISION of AVCO Mfg. Corp., Cincinnati, has appointed Video Audio Mfg. Co., New York, to develop a television program format.

HENRY RAWLE GREYDEL Jr. has been appointed advertising and sales promotion manager of the television receiver division of Allen B. DuMont Labs, New York. He was formerly an account executive with Abbott Kimball Adv., New York.

T. K. STEVENSON has resigned as president and director of the Westrex Corp., New York, a subsidiary of Eastern Electric Co. F. R. LACK, a member of the board of directors, will succeed Mr. Stevenson as president. G. L. BEST has been appointed executive vice director to fill Mr. Stevenson's post.

HEARV E. MERRILL has re-joined the sales staff of the RCA Engineering Products Corp., Dept., Camden, N. J., after a year's absence, and has been appointed sales engineer for Eastern U. S. with the Scientific Instrument Group.

**Equipment**

RCA, Camden, N. J., introduced a new experimental television program featuring 25 color television pictures at a demonstration in St. Louis.

The SPECIAL SECTION of the several television programs. RCA announces the availability of type BE720A, a subminiature diode having characteristics similar to those of type 1 5/8"-M. This tube is extremely small in size and the extremely small in size the equipment designed to permit operation at fairly high frequencies. The maximum frequency of the tube is over 120 mc.

**INDUSTRIAL TELEVISION INC.**

Cincinnati, Ohio, is in the business of producing television receivers. The company is developing remote control large screen direct view TV sets for taverns, restaurants and other public places and "guest television" systems for hotels and hospitals.

PROGRAM Predictometer, new electrical device for gauging minute-by-minute audience response to programs, is being used this month by WBBY Waterbury, Conn. Predictometer automatically tallies respondents voting "like" or "dislike" or indifference at specified moment. Studio sessions will be conducted by Charles H. Wolfe, predicctometer's inventor.

**Spared Time End**

PAUL F. WALKER, Eastern sales representative of the Andford Corp., has taken on additional duties. He's playing end for the New York Giants; professional football team. A Yale graduate in electrical engineering, Mr. Walker was All-American end in 1945.
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<th>Name</th>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>903 N. 15th St., Washington, D.C.</td>
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<td>JOHN K. KEEL</td>
<td>Warner Bldg., Washington, D.C.</td>
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*October 25, 1948 • Page 81*
Help Wanted

Manager

Commercial manager. Fulltime network affiliate in 2nd largest market on Ohio city’s independent network. Position in county, site position for construction, sales, and programming. Salary or salary required. Box 91, BROADCASTING.

Salemus

New 3-kw regional Mutual affiliation in major Oregon market. Experience in sales, continuity, programming. En- Frankee Mountain area independent KOCO, Salem, Oregon. Re- Box 68, BROADCASTING.

Salemus

Miami station needs two aggressive salesmen. Must be acquainted with local market, liberal commission. Write Room 110, 279 Northeast 79th St., Miami, Fla.

radio time salesmen

We need a top man who is fine in appearance and a ball of fire in ability. He must have qualifying experience in the art of radio time sales. The right man can carve a prosperous future for himself from the one write to Box 69, BROADCASTING.

PRODUCT MANAGER

50,000 watt network station in midwest million market offers production opportunity to qualified individual—include details of experience with emphasis on music. Envelope please references, salary expected.

BOX 82, BROADCASTING.

Situations Wanted

Manager

Young successful 250 manager desires change. Twelve years successful sta- tion management. Aids. Familiar with local pro- Box 656, BROADCASTING.

Mr. New Station Owner

Small city, $50 weekly, 2,000 mill, market, needs a second man for new station. Aids. Desires man for growth. Box 72, BROADCASTING.

STATION MANAGER

20 radio years in large eastern city. Thoroughly acquainted with every phase of the business. National knowledge among agency timebuyers. Interested in making switch to western part of country. Box 76, Broadcasting.

General manager available, sober, fam- ly man. Fifteen years experience con- struction and operation. Top record, financial records. Box 84, BROAD- CASTING.

General Manager or Sales Manager 1st, 3, 1, 5, 9, 7, 0.

Salemus

I sold a cold market—$4,000.00 in 8 months. Looking for permanency and advancement, prefer major western market. Available on reasonable notice. Send details and salary. Box 955, BROADCASTING.

Advertises

Can help you land that job. Copywriter, one year experience. Single, 22 years college. Good references. Prefer job in large city. Box 79, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. All other classes—5¢ per word; 25¢ per line. Add $2.00 to change of address. Each insertion number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Classified Press Bldg., Washington 4, D. C.

Help Wanted (Cont’d)

Sportscaster, play-by-play. Salary plus talent. 250 eastern network sta- tion is looking for experienced announcer. Send letter. Audition box 42, BROAD- CASTING.

Announcer, progressive midwestern sta- tion needs you. Must be experienced announcer. Must have extensive news experience, good commercial man. Can pay salaries to fit, plenty opportunity for advancement. Box 40, BROADCASTING.

Combination announcer, first class license. New Miami station. Send complete resume and salary requirements. Reply to Manager, KOCO, Salem, Oregon.

Help Wanted (Cont’d)


Announcer, progressive midwestern sta- tion needs you. Must be experienced announcer. Must have extensive news experience, good commercial man. Can pay salaries to fit, plenty opportunity for advancement. Box 40, BROADCASTING.

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Advertises

Can help you land that job. Copywriter, one year experience. Single, 22 years college. Good references. Prefer job in large city. Box 79, BROADCASTING.
Situation Wanted (Cont'd)

I'm your man. If your station needs an announcer or an all-rounder, please give me a pull. Single, 23, versatile with excellent voice, and proven mail pull. Single, 23, versatile with excellent voice. 100% available for permanency. Box 51, BROADCASTING.

Young announcer, two years experience. Versatile, NBC training. Production experience. WOR, N. Y. Staff announcer. New York, N. Y. Have just left leading station in city of 350,000. Have worked in political area as staff and disc jockey. Robert Murd, 236 W. 130th St., New York, N. Y.

Announcer, experienced in all phases and 3 kc operation, independent and network. Sales, continuity, TV, periodicals. Box 156, BROADCASTING.

Sports caster or staff announcer. I can offer you ability, experience, knowledge, good-natured conscientiousness and a selling voice for either sports-caster or news announcer, or general staff work. What can you offer me? Waiting to hear from you. Box 54, BROADCASTING.

Situation Wanted (Cont'd)

WANTED

Jobs for graduates of "California's Finest School of Broadcasting. Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO & TELEVISION
8800 W. Sunset Blvd.
Beverly Hills, Calif.

NOTE: Station Managers and Program Directors are satisfied with personal we furnish.

I have written over 2,700,000 words of commercial radio copy. Now, sir, what can you do for me? Write Box 35, BROADCASTING.

College graduate, twelve years experience. Can supply any type play-by-play, program director, idea man, special continuity writer. Disc for proven dependability. References for proven dependability. Box 38, BROADCASTING.

Sports director of 5 kw net station rounding out eighth year as play-by-play man covering Big Mine. Experience includes football, baseball, basketball, track, auto and horse racing. Veteran with college degree. Information on request available. Box 45, BROADCASTING.

Musical director—Girl, single, three years radio experience, two years with present employer, desires opportunity to work in outlets in south. Box 67, BROADCASTING.

News editor-writer-announcer. Thorough, versatile, single, woman's program. Sharon Station. Box 905, BROADCASTING.

Elegant, dependable, ambitious. Excellent references. Thoroughly grounded agency details. Box 33, BROADCASTING.

All-round good radio gal, now continuity chief, director of women's program, 1 kw, major AM station. Wants change. Single, 30, journalist, graduate, efficient, reliable. Desires in-house assignments. Box 97, BROADCASTING.

Writer—Seven years radio experience, current Washington location. Position with station minimum 3 kw or metropolitan area. Box 61, BROADCASTING.

For Sale

FOR SALE

5000 watt independent
Located on the west coast
Price $345,000.00

BOX 77, BROADCASTING

Southern Major Market Regional

An outstanding opportunity for good management in a position to make a commitment in the next few days.

This position is in an excellent technical position. Its primary coverage exceeds 255,000 persons that buy at retail more than 250 million dollars yearly. Total price for quick action, $65,000.00.

PHONE OR WIRE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
Clarence E. Wilson and
Philip D. Jackson
Washington Bldg.
Sterling 4314-5

BROADCASTING • Telecasting

October 25, 1948 • Page 83
Telenews Productions Inc.
Reshuffles Its Personnel

PERSONNEL changes at Telenews Productions Inc., New York, were announced last week by John H. Tobin, general manager. Changes were as follows:

William P. Montague Jr. has been appointed news editor of Telenews Newswires. Mr. Montague was formerly news editor of Paramount News, OWI editor of European newspapers during the war and most recently editor of Metro News of London and Metro Journal of Paris. He replaces Newton Meltzer who has been promoted to program development director. Other promotions include Robert Kingsley to production director. Fritz Kahlenberg to editorial director, Marshall Davidson to production manager and Jerry Weller to sports editor. Marnie Fahn, formerly of Newsweek, New York, has joined Telenews as head of the research department.

IN RECORD DAY WPYZ SIGNS UP 11 ACCOUNTS

LAST DAY of September was jackpot day at WPYZ (TV) Philadelphia. Eleven new accounts and one renewal were run up.

Local accounts added include: Corn Exchange National Bank and Trust Co., sponsoring a half-hour program, The Corn Exchange Open House, through the Welsh agency; Snellenberg's department store, which bought pre-game interviews at Franklin Field before U. of Pennsylvania games, through Robert Enders, and Democratic City Committee, for President Truman speech Oct. 6, through Thomas LeBrun.

Network accounts include a renewal of the Dr. Roy K. Marshall show, The Nature of Things, for Motorola, and new shows to be sponsored by Procter & Gamble, Colgate, Vicks Chemical Co., Time and Life, Cluett Peabody, The Admiral Corp. and Gillette Safety Razor Co.

Boy of the Year

WHBB Selma, Ala., has announced plans to award annually to Selma's "Boy of the Year" a sterling silver trophy, donated by the station's manager, Julian Smith, in honor of Paul Grist, general secretary of the Selma Y.M.C.A. and longtime friend and guide to youth. The trophy will be presented at the community's father- and-son banquet each spring to the boy who makes an outstanding record in school, church and school, or in any other field in which a boy can serve, WHBB announced. In addition to the large trophy, which will bear the name of each winner through the years and will be kept on display at the Y.M.C.A., there will be a small sterling replica of the trophy for each annual recipient.

ABC soon will take over the old Warner Bros. 20-acre site in Hollywood for production of television programs, and among the buildings to be converted for TV use is one housing a sound stage (above) used in the late 20's by such celebrities as Norma Talmadge, John Barrymore and Al Jolson for their first talking pictures.

CAPITOLIZED TV?

Magazine Reporters Seek Set

For Their Press Room

MEMBERS of the Periodical Correspondents Assn. in Washington are convinced that video has won a place in at least one of the rooms of the historic edifice on Capitol Hill—the Periodical Press Room.

The proposal to acquire the first set in the Capitol was advanced by the executive committee of the association in its biennial report to 185 correspondent members of the galleries, representing 108 magazines with a combined circulation of approximately 90 million per month.

Submitted by Frank McNamnoff, chairman of the executive committee, the report recalled that "the 1948 conventions (political) demonstrated beyond doubt that television is opening up a great new field of news and picture interviews." Mr. McNamnoff, an author and Congressional correspondent for Time, indicated that the committee believed arrangements could be made to secure authorization for installation.

"The committee," he said, "believes it would be worth the investment merely to enhance the prestige of the Periodical Galleries."

Commenting on the project, Mr. McNamnoff added, "it took 160 years to get a printer into the Capitol. But it won't take that long to get a television set in here."

KWOC-FM Duplicating

KWOC-FM Poplar Bluff, Mo., is now duplicating the programming of its affiliated KWOC, according to William R. Tedrick, station manager for both operations. Operating on Channel 233 (94.5 mc), KWOC-FM took the air Oct. 1. It is licensed for 6 kw but has an application pending to increase to 15.8 kw.
Censoring Charged
In Mass. Decision

A CHARGE that FCC was guilty of censorship in its decision on three AM applicants for Brockton, Mass. [BROADCASTING, Jan. 19] was presented to the Circuit Court of Appeals for commercial of Columbus last week by Bay State Beacon Inc., one of the losers in the decision.

Philip J. Hennessey Jr., representing Bay State, told the Court that the real issue was whether the one is whether FCC, without regard to other considerations, can issue a grant in a competitive grant. The post's arguments involve the FCC's ability to devote the least amount of time to commercial programming. He pointed out that a major consideration in the Brockton decision was the question of whether the Bay State, while anticipating only about 40% commercial time, indicated that up to 95% might be sold.

There is no basis for an assumption that the programs will be bad and that sustaining programs are good, he declared. Actually, he added, the most popular programs are those of WRITV, Richmond, Virginia, and WINSW, New York, which are commercial.

Richard A. Solomon, chief of FCC's Litigation Section, replied that the Commission's decision did not say that Bay State's programs were "bad," but rather, those of the station that were granted (WBKA), were "better." He contended another important factor figured in the choice of Cur-Nan—those stations which provide participation in station affairs.

It would be "abused," he declared, to hold that sustaining programs serve public interest and that commercial programs do not. But, he said, this doesn't mean that all commercial programs are good. He argued that a "reasonable" amount of sustaining time is "essential" to service the public interest.

Joseph L. Rauh, Cur-Nan attorney, supported the Commission's decision.

The case involved the applications of Cur-Nan, Cur-Nan, and Plymouth County Broadcasting Co. for 1450  with 260 at Brockton. Plymouth County did not participate in the appeal. The Court of Appeals for Commercial, cann. February 1, 1948, and Charles F. Curran.

The arguments were heard by Justices E. Barrett, Presiding, Robert M. Noonan and Charles F. Curran.

(October 25, 1948 • Page 85)
COY SEES 1,000 TV OUTLETS WITHIN SEVEN YEARS

PROBABILITY of 1,000 TV stations operating in next seven years foreseen by Wayne Coy, FCC chairman, in address before New York Radio Executives Club Friday. Mr. Coy predicted terrific impact of TV on aural broadcasting, but said latter would continue "through your lifetime and mine." Coy believes broadcast would eventually find themselves in one medium or the other, as incompatibility of visual and aural broadcasting makes common management of both unfeasible, he said. Broadcasters, whom he termed "frustrated disk jockeys, crooners and farm journal producers," nurtured TV, Mr. Coy asserted, and now face decision their dollars brought to pass.

FCC chairman predicted biggest AM and FM future in rural communities where TV signals won't penetrate for years, urged provision of aural broadcasting signals for those areas to allow for "local expression," inequitably in programming to meet needs of such communities.

New York's Mayor O'Dwyer, welcoming FCC decision to televise Tuesday, made plea for permission to broadcast election returns over city's WNYC, offered airways at 10 p.m. He also expressed hope for "a large scale visual education via television over WNYC" before end of term next June.

FCC group, including Comrs. Frieda Hen- nock, Rosel Hyde, E. M. Webster and a dozen sta- dard members, visited CBS for a look at sequential color TV, newer FCC members had not previously seen.

PROPAGATION STUDIES ARE ISSUED BY FCC

PROPAGATION studies looking to late-No- vember and early-December television and FM engineering conference [BROADCASTING, Oct. 18] were issued by FCC Friday.

Compiled by FCC's Technical Information Division for use by industry engineers in preparing for forthcoming conferences, changes in TV and FM standards, they include four documents: (1) "Summary of tropospheric propagation measurements and the deployment of empirical VHF propagation charts"; (2) "The log-normal distribution"; (3) "East Coast tropospheric and sporadic E field intensity measurements on 47.1, 106.5 and 700 mc"; (4) "Terrain effects evidenced by three sets of data in VHF band." Copies may be secured at FCC Office of Information or by writing FCC Technical Information Division, Washington.

FCC said documents include study indicating that from interference standpoint, the "variation of the desired signal from tropospheric effects cannot be relied upon to compensate even in part for an increase in the undesired signal from tropospheric effects. To the contrary, the variation of both the desired and the undesired signals contributes to the degradation of service." Method of evaluating these effects is developed.

BYRON GIVEN ABC TV POST

WARD BYRON, radio producer-writer, recently with Chesterfield Supper Club, today (Oct. 25) becomes ABC television executive. He will coordinate network's TV program and sales activities.

SIX NEW AM OUTLETS ARE GRANTED BY FCC

PERMITS for five daytime and one fulltime standard stations granted by FCC Friday. WILD Niagara Falls, N. Y., authorized to switch from 750 kc to 1,250 kw and increase power from 1 kw to 5 kw directional, daytime, while WBEL Beloit, Wis., granted license modification to boost power from 500 w to 1,500 kw, daytime. New station grants:


Helena, Mont.-Lewis & Clark Broadcasting Corp., 1,250 kc, 1 kw, daytime. Estimated cost $19,500. Owners: Lee Metcalf, associate justice, Montana Supreme Court, president 5%; Dr. James T. Mullin, vice-president, 11%; Dr. David T. Berg, director 11% of Fred V. Dougherty, State Capitol employe, secretary-treasurer 1%. There are 35 other stockholders.


FCC GRANTS APPROVAL TO WDSU NEW ORLEANS SALE

CONSENT to $675,000 sale of WDSU-AM- FM-TV New Orleans to Stern Family granted by FCC Friday. Sellers are Fred Weber (22.5%), H. C. Wall (37.5%) and E. A. Stephens (40%). Transfer conditioned upon Stern group withdrawing AM application of Mississippi Valley Broadcasting Co. for New Orleans. TV request would be dropped too. ABC affiliate, WDSU is assigned 5 kw on 1280 kc. WDSU-TV is assigned Channel 6 (82-88 mc).

INTERNATIONAL CITY BROADCASTING Service Inc., which acquires all stock of Stephens Broadcasting Co., WDSU licensee, is composed of following: Edgar B. Stern Sr., chairman, engineering of TV Navigation Co.; Secretary, Fred Weber, treasurer; Mr. Stephens; son, Edgar B. Stern Jr., holding extensive business interests in cotton, tim- ber and other fields, president; his wife, Edith B. Stern, 15%; Monte L. Lemann, attorney, direc- tor; Lester Lewacoll, executive assistant to the elder Stern, secretary; Audrey Stern Hess, daughter of Stern, and managing editor of "Art News Maga- zine." New York, 15%. Mr. Lemann is required to dispose of his interest in Times-Picayune Pub. Co., owner WTPS New Orleans.

FMA SURVEY TO PROVIDE DATA FOR AGENCIES

BUSINESS progress of FM industry to be shown in survey by FMA. Questionnaires sent out Friday by Bill Bailey, FM Assn. executive director. Results will be compiled to meet comment at recent FMA convention by Kenneth Goodrich of AAA, that agencies know little about FM.

Survey covers set distribution, promotion, sales methods, whether station is in red or black, source of business, spot policies, types of programs, FCC policies. Stations are asked if they would contribute to nationwide survey to determine FM coverage.

Closed Circuit

(Continued from page 4)

other manufacturers will follow suit and FM should get new wave of manufacturers and dealer exploitation. By same token, however, high-quality value would be lacking.

DIRE NEED for basic data on propagation characteristics of "closed circuit" band for TV may bring about fusion of interests in radio and manufacturing to pool technical knowl- edge. Latest developments to be divulged at Engineers Conference during mid-April con- vention of NAB in Chicago.

AFTER months of planning, formation of Assn. of Federal Communications Consulting Engineers, formalized in Washington last week. Engineering consultants will be circu- larized for membership with admission contin- ued upon compliance with standards proj- ected in by-laws. Organizers would be en- gineering counterpart of FCC Bar Assn.

RALPH ATLAST, general manager of WIND Chicago, expected to retire early next year and name his nephew, H. Leslie Atlass Jr., now supervisor in charge, as his successor. Ralph Atlass, who has midwestern sta- tion interests, expected to supervise them along with other investments.

ANNOUNCEMENT due soon of affiliation of WSB-TV with ABC television. Atlanta Journal station already has NBC affiliation, as does sister AM operation WSB.

MARKSMAN WOODS

MARK WOODS, ABC president, was one of 18 pheasant hunters fined $100 each for illegally pheasant hunting, according to a United Press dispatch from Wasington Springs, S. D. Forty-two hens were confiscated from party, accord- ing to dispatcher, with violations also lost their guns, paid costs and had hunting licenses revoked.
The fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.
WKY's slice
OF THE OKLAHOMA CITY AUDIENCE

gets BIGGER
and BIGGER

...WKY ADVERTISING COST
GETS LOWER AND LOWER

<table>
<thead>
<tr>
<th>WKY SHARE OF AUDIENCE</th>
<th>% Gain in WKY Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hooper Station Listening Index</td>
<td>July-August '47</td>
</tr>
<tr>
<td>WEKDAY MORNING</td>
<td>28.9</td>
</tr>
<tr>
<td>Mon. thru Fri. 8:00 a.m. — 12:00 Noon</td>
<td></td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON</td>
<td>41.6</td>
</tr>
<tr>
<td>Mon. thru Fri. 12:00 Noon — 6:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>EVENING</td>
<td>30.5</td>
</tr>
<tr>
<td>Sun., Mon, Sat. 6:00 p.m. — 10:00 p.m.</td>
<td></td>
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<tr>
<td>SUNDAY AFTERNOON</td>
<td>22.0</td>
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<tr>
<td>10:00 Noon — 6:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>SATURDAY DAYTIME</td>
<td>29.0</td>
</tr>
<tr>
<td>8:00 a.m. — 6:00 p.m.</td>
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</tbody>
</table>

As WKY continues to increase its share of audience in Oklahoma City, it keeps pushing down the cost of reaching Oklahoma City listeners lower and lower.

Both in Oklahoma City and beyond, in the 41 counties surrounding it, WKY delivers the biggest audience and the most listeners per dollar. During an average afternoon quarter-hour, for instance, WKY delivers from 2.4 to 12 times as many listeners as other Oklahoma City stations (1948 Listener Diary Study).

If NUMBERS and COST are important to you, WKY is your station. It delivers a far greater audience, and far more listeners per dollar, than any other Oklahoma City station.

WKY
OKLAHOMA CITY

AM Since November, 1928
FM Since June, 1947
TV Now Under Construction

Owned and operated by The Oklahoma Publishing Company: The Oklahoman and Times, The Farm-Stockman.
KVOR, Colorado Springs — KLT, Denver (Affiliated Management)
Represented by The Katz Agency, Inc.