WLEE not only sells merchandise—it can make people save money too!

A Richmond bank proved this fact recently with a schedule of two spot announcements every night. The number of savings accounts sharply increased, as well as the amount of money in the accounts.

This bank put more than 80% of its advertising appropriation in radio, and all its radio time was on WLEE.

More Richmond merchants use WLEE than any other station in town. On advertising budgets where every penny counts, WLEE gets the nod. More and more national advertisers are following their lead. If you’re not using WLEE in Richmond, call in your Forjoe man and get the full story.

WLEE Mutual in Richmond

TOM TINSLEY, President · IRVIN G. ABELLOFF, General Manager · FORJOE & CO., Representatives
What happens when a manufacturer or his agent comes to WLW with a sales problem? If it’s at all possible, he gets help. And help through time-on-the-air is by no means all.

At The Nation’s Station, this fact has long been recognized: advertising alone is seldom the complete answer to a sales problem. So WLW’s service to advertisers goes much deeper. With a “know-how” peculiar to the area—and with unrivaled facilities—WLW can help smooth out problems of distribution, selling appeal, packaging, dealer and consumer attitude and other factors which must be right if advertising is to be fully effective.

Here’s a case history: Several years ago, a small local manufacturer came to WLW. Distribution was limited in Cincinnati—light and spotty in WLW’s 4-state area. A distribution campaign, conducted by WLW’s Specialty Sales division, was followed by a modest schedule of spot announcements. Recommendations were made on packaging, selling appeal, display and supplemental media. WLW’s Merchandising Department helped secure dealer acceptance and store display.

The result? Sales increased and expansion followed. In this area, the product is now the largest seller in a highly competitive field. The manufacturer is also one of WLW’s largest and most consistent advertisers... the reason, we believe, why “radio advertising” was given as the factor which influenced purchases among nearly 70% of the product users, in a recent survey of WLW’s consumer panel.

Further, this advertiser has followed the same basic formula in other sections of the country... so successfully that two additional plants have been established to supply the sales demand.

The lessons and experience you may learn in WLW-Land will apply for all the nation. For the WLW Merchandise-Able Area is a true cross-section of America, an ideal proving ground for new ideas, products packages and techniques.

Yes, the nearly 14 million people who live in WLW-Land mirror America. And with its unequalled facilities—its man power and “know-how”, WLW can help you learn how to reach them... and sell them.
Statisticians credit the "average American family" with a purchasing power of $3,613 per annum.

In New England the figure is $4,085. That's $472 extra, per family, per year for golf clubs and gasoline, for food and furniture, cars and cookies. For your product too, perhaps?

Remember: the rich New England market is as compact as it is productive. Almost all New England can be reached by the persuasive voice of WBZ in Boston Town . . . fifty thousand watts . . . plus WBZA, 1,000 watts, Springfield. NBC affiliate. Millions of listeners. Good programs. Is yours one of them?

WBZ BOSTON

WBZA: SPRINGFIELD
NON-RADIO-USING set makers, noting full dealer shelves, show new interest in medium's advertising prowess, with good chance that RMA-NAB joint committee will be revived. Committee was set up shortly after war when stations complained manufacturers used little air time but bought heavily in other media.

LACONIC but meaningful telegram went to Harry M. Plotkin, FCC's ardently Democratic assistant general counsel in acting charge of broadcasting, when President Truman's election was conceded. One-word message: "Unpack." From: Segal, Smith & Hennessey, radio law firm.

BY COINCIDENCE, at same time same message was sent by ex-FCC Chairman Paul A. Foster to Clark M. Clifford, Presidential special counsel, who'd had lucrative pre-election offer from private firm.

GENERAL MILLS, through its agency, Dancer-Fitzgerald-Sample, New York, to put Betty Crocker Show, currently on ABC, Monday through Friday, on TV. Starting time and network not yet set although agency has been negotiating with ABC-TV.

DEFEAT of Rolf Kaltenborn, H. V.'s son, in Florida Congressional race revives talk that he wants to exhume wired radio project.


UPKEEP of All-Radio Presentation film may be bigger problem than original cost. NAB board next week will face by-passed headache of how to finance thousands of showings around nation.

JOHN G. PATTON Co., New York, manufacturers of Golden Blossom Honey, will start one-minute television spot announcement campaign on New York video stations Nov. 15. Contract will be 20 weeks. Peter Hilton Adv., New York, is agency.

WILL Defender Hour transcribed program by Rev. Gerald B. Winrod, one of loudest commercial exhorters, meet religious requirements of NAB code? This question submitted to NAB by worried stations. Rev. Winrod, ex-Huey Long follower, sent time requests from Del Rio, Tex., on Mexican border.

IF THERE'S to be radio braintrust in Senate surrounding Sen. Edwin C. (Big Ed) Johnson of Colorado, who assumes Interstate & Foreign Commerce Committee chairmanship, you can peg them as: former Sen. Burton K. (Continued on page 86)

Page 4 • November 8, 1948

Upcoming

Nov. 8-10: RMA-IRE Fall Meeting, Hotel Sheraton, Rochester, N. Y.

Nov. 11-12: NAB Program Executive Committee, NAB Hqrs., Washington.

Nov. 11-13: National Assn. of Radio News Directors, annual convention, Hotel DeSoto, St. Louis.


(Other Upcomings on page 63)

Bulletins

DEPT. of Justice ruling on legality of formula to end recording ban as proposed by AFM and accepted by recording industry will be sought in Washington, Nov. 10, when Milton Diamond, AFM general counsel, will present details of agreement to Attorney General's office. Recording officials will accompany him. Application for Washington approval marks second step to end recording statement (early story page 28).

FIRST line of metal cathode ray receiver tubes shown by Allen B. DuMont Labs. Friday after several weeks research by Stanley Koch, Robert E. Rutherford and Gerald Wright. Glass blanks continue main source of supply. Metal tube prices about same as glass. They are made of chrome steel alloy and spun into cone shape, with glass face and neck sealed by special process. Four new TV sets shown, all with 15-inch tubes.

ABC acknowledged Friday receipt of telegram from Radio & Television Directors Guild and in wire to them stated network felt program assistants entitled to be represented by union for collective bargaining purposes (early story page 28). ABC suggested such bargaining agent should be certified by NRLB.

AFFILIATION of KRSC-TV Seattle, which begins commercial programming Nov. 25 with NBC television network announced Friday. Affiliation is on interim basis pending construction of video sister station of KOMO, present NBC sound broadcasting affiliate in Seattle.

AM, FM ON TV

WJBK Detroit Friday claimed to be first station to duplicate AM and FM programs on TV audio. Richard E. Jones, general manager of Fort Industry Co.'s Detroit operations, announced that news and musical shows are presented. WJBK-TV programming is broadcast daily 6:30-10 p.m. on Channel 2 (54-60 me).

Business Briefly

LUCKY STRIKE CAMPAIGN • American Tobacco Co. (Lucky Strike cigarettes), New York, has bought 4:30-5 p.m. across board on CBS for Your Lucky Strike, talent show to start about Jan. 1. Don Ameche will in e. Program to replace Winner Take All, CBS sustainer. Agency, BBDO New York.

CONSUMER TEST • Initial consumer time activity is be started Nov. 16 over WCVS and WTAX Springfield, Ill., by Amino Products Div., International Minerals & Chemical Corp., Chicago. Agency, J. Walter Thompson Co., Chicago.


GODFREY ON TV • Effective Dec. 6, Arthur Godfrey's Talent Scouts sponsored by Lipton tea and soup, New York, Mondays on CBS, 8:30-9 p.m., will be televised simultaneously on CBS-TV and fed to New York, Boston, Philadelphia, Baltimore and Washington. Agency, Young & Rubicam, New York.

TONI RENEWS • Toni Co., Chicago (permanent wave) renews This Is Nora Drake strip on CBS 2:30 p.m. and NBC 11 a.m. Agency, Foote, Cone & Belding, Chicago.

NAMES REPRESENTATIVE • KFNF Shenandoah Ia. names Taylor-Borroff Co. as national representative.

HOUSING GROUP WITHDRAWS OBJECTION TO SET COUNT

OBJECTION to inclusion of radio set question in 1950 decennial census withdrawn by Housing Census Advisory Committee. Technical group had opposed inclusion of question last spring but now has no objection if other advisory committees see need for set count. At same meeting, census Advisory Committee, consisting of housing technicians, did not recommend tabulation.

Last week American Marketing Assn.'s Census Advisory Committee withdrew its objection to inclusion of set question in housing census. Committee said that putting it in population of decennial count. Census Advisory group of American Statistical Assn. meets Nov. 12-13 to review overall census plans, including status of radio question.

HOUSING FINANCE IN TV

HOUSEHOLD FINANCE Corp. late Friday purchased 30 Detroit Red wing hockey games on WWJ-TV Detroit to start Nov. 7 and end March 17, with playoffs, games expected to total 36, more than 70 hours. This is first Household Finance venture into television. Le Valley Inc. is agency.
PHILCO SALES

PHILCO CORP.'s sales in the first nine months of 1948 set a new high record of $194,156,000—$2,100,000 more than the $192,056,000 of last year. The new figure is a 23% gain.

Although the sales figures represent all phases of Philco operations, including refrigerators, radio unit sales were built up toward a jackpot. An even bigger fourth quarter was predicted. Stockholders were told by William Balderston, president, that earnings, after appropriations of $2,100,000 for inventory reserve and $586,000 for a research reserve, amounted to $6,631,000. After payment of preferred dividends, the 1,502,462 common shares outstanding would each be entitled to $4.23 dividend.

In the corresponding period last year, earnings after appropriations of $1,500,000 for an inventory reserve and $586,000 for a research reserve, were $5,852,000, equivalent after preferred dividends to $3.90 per common share on the 1,372,143 shares outstanding.

Third Quarter
Analysis of the figures shows that the third quarter topped all sales in the company's history. In the three-month period, $69,589,000 of Philco products were sold—41% more than the $49,267,000 sales in the third quarter of 1947.

Earnings in the third quarter of 1947, after appropriations, were $2,416,000, equivalent after preferred dividends to $1.55 per common share on the 1,502,462 shares outstanding.

Mr. Balderston: “New production and sales records were established in the third quarter and first nine months of 1948. Our radio unit volume continued to run ahead of last year, in the face of a general industry decline.

TV Production
Television unit production has steadily increased and so far in 1948 is 860% ahead of last year. Television is the fastest-growing industry in the history of America, and Philco's leading position in this field affords great opportunities for further growth in the years just ahead. . . .”

“Present indications are that our volumes of business in the fourth quarter, which is usually the largest of the year, will run well ahead of that in the third quarter and reach new high goals.”

Operating Results for first nine months of 1948 and 1947:

<table>
<thead>
<tr>
<th></th>
<th>Nine Months 1948</th>
<th>Nine Months 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$194,156,000</td>
<td>$157,209,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>16,366,000</td>
<td>13,006,000</td>
</tr>
<tr>
<td>Taxes</td>
<td>7,051,000</td>
<td>6,976,000</td>
</tr>
<tr>
<td>Net non recurring income</td>
<td>9,315,000</td>
<td>6,030,000</td>
</tr>
<tr>
<td>Earnings, before appropr.</td>
<td>25,677,000</td>
<td>19,936,000</td>
</tr>
<tr>
<td>Earnings, after appropr.</td>
<td>23,170,000</td>
<td>19,106,000</td>
</tr>
<tr>
<td>Earnings per common share</td>
<td>1.55</td>
<td>1.27</td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>1,502,462</td>
<td>1,372,143</td>
</tr>
</tbody>
</table>

Operating Results third quarter, 1948, and comparison with second quarter of 1948 and third quarter of 1947:

<table>
<thead>
<tr>
<th></th>
<th>Third Quarter 1948</th>
<th>Second Quarter 1948</th>
<th>Third Quarter 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$69,589,000</td>
<td>$69,267,000</td>
<td>$49,267,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>5,595,000</td>
<td>5,537,000</td>
<td>4,380,000</td>
</tr>
<tr>
<td>Taxes</td>
<td>3,425,000</td>
<td>3,489,000</td>
<td>2,773,000</td>
</tr>
<tr>
<td>Earnings before appropr.</td>
<td>2,170,000</td>
<td>2,048,000</td>
<td>1,597,000</td>
</tr>
<tr>
<td>Earnings after appropr.</td>
<td>2,161,000</td>
<td>2,048,000</td>
<td>1,597,000</td>
</tr>
<tr>
<td>Preferred dividend requ.</td>
<td>95,750</td>
<td>95,750</td>
<td>97,750</td>
</tr>
<tr>
<td>Common shares outstanding</td>
<td>1,502,462</td>
<td>1,372,143</td>
<td>1,372,143</td>
</tr>
</tbody>
</table>

Wherever time is bought, the YEARBOOK sells it.
Westinghouse Firm In Capital Enlarged

Legal, Engineering Services Are Transferred by Evans

EXPANDED operations have been set up in Washington by Westinghouse Radio Stations Inc., with legal and engineering services included in greatly enlarged quarters in the Commerce Building, 1201 K St. NW. National headquarters of the Westinghouse station group remain in Philadelphia, according to WRS President Walter Evans.

The project is designed to meet increasing government contact activities, licensing, patent and research demands involved in the operation of the WRS AM, FM, TV and international sho stations as well as Stratorvision.

Ralph N. Harmon, chief engineer of the former Industrial Electronics Division, has been appointed engineering manager of Westinghouse stations, with headquarters in Washington. The engineering department will augment its Commonwealth Ridge headquarters with an outside laboratory for installation studies, equipment research and other experimental work.

With Mr. Harmon will be a staff of engineers, including George Hagerty and D. A. Myer. The office will handle all headquarters engineering work formerly located in Philadelphia. John W. Steen, head of the local office, now headquarters in Washington instead of Baltimore. F. P. Nelson, who has been Washington representative of Westinghouse stations since early 1946, will continue in that position.

Sales and Advertising Experts to Attend AMC

EIGHT advertising and sales specialists were invited last week by the American Music Conference to participate in panel discussions at the group's Chicago and New York sales workshops meetings Dec. 1 and 8.

Chicago discussion on sales and advertising, scheduled for the LaSalle Hotel, will include Harry Schwartz, general advertising manager of C. G. Conn Ltd.; Robert Keyworth, sales manager of Kay Musical Instrument Co., and F. Strother Cary, account executive at Leo Burnett Agency, which handles the Rudolph Wurlitzer Co. account.

RMA Tube Sales Up

SALES of radio receiving tubes in September totaled 18,444,588, an increase of 1 million over August and 2 million over September 1947, according to Radio Mfrs. Assn. RMA member company September sales consisted of 12,722,848 tubes for new sets, 5,119,665 for replacements; 564,662 for export; and 27,513 for government agencies. Tube sales for the first nine months of 1948 totaled 144,809,972.

FCC Approves Sale, KSPA Realignment

SALES of KKin Varsity, Calif. and WSLN Fort Lauderdale, Fla., and a realignment of the ownership of KSPA Santa Paula, Calif., were approved by FCC last Wednesday.

In the KKin case General Manager Albert F. Blain, a partnership, acquire 5% from D. O. Kinnie for $230,000 [.BROADCASTING, Aug. 29]. The station, KKin, established in 1946, is on 1400 kc with 250 w.

The construction permit for WSLN (1580 kc, 250 w) is from Southland Broadcasting Corp. to George D. Gartland, Pennsylvania theatre operator and minority stockholder of WARD Johnstown and WVAM Altoona, Pa. [BROADCASTING, Aug. 16]. Consideration: $5,507, representing expenses in the station to date.

Sellers (25% each) are Joseph W. Yates, funeral home operator; Claude C. and Orille H. Timman, Fort Pierce businessmen; and Robert Watson, minority stockholder of WLOW Norfolk, Va.

The permit for KSPA (1400 kc, 250 w) is assigned by Town Talk Broadcasting Co. to a new corporation, Ventu County Radio Center. The three Town Talk owners will also control Ventura County but will be joined by two new stockholders.

Robert W. Lemond and F. Clinton Jones, who had 40% each in Town Talk, will have 28.1 and 26.4%, respectively, in Ventura County. Clarence Fisher, who had 20%, will have 7.8%. New stockholders are Montague Everett, farm director, 22.1%, and J. Mayo Argabrite Jr., an agency man, 17.8%.

Of 3,400 shares of stock ($10 par) which the company is issuing, 1,250 ($12,500) go to the three owners as consideration, plus 150 ($1,500) for services rendered; 1,650 ($16,500) are issued to cancel liabilities assumed by the assignee, and 350 ($3,500) will be offered for sale, FCC authorities reported.

Going Higher Every Year!

The last three Hooper Station Listening Index surveys made in Roanoke show an increasing preference for WDBJ, the Pioneer radio station in this wealthy market. Here are the daily average share-of-audience figures:

1947 (Winter) 50.1%—1947 (Summer) 53.3% — 1948 (Winter) 54.2%

Ask FREE & PETERS

Samsung KIN, WSLN

FCC APPROVES SALE, KSPA REALIGNMENT

The last three Hooper Station Listening Index surveys made in Roanoke show an increasing preference for WDBJ, the Pioneer radio station in this wealthy market. Here are the daily average share-of-audience figures:

1947 (Winter) 50.1%—1947 (Summer) 53.3% — 1948 (Winter) 54.2%

Ask FREE & PETERS
PICTURESQUE FM

Two New Class B FM stations were authorized in construction permits issued last Wednesday by FCC. The commission also gave regular permits to 11 conditional grantees and approved a new non-commercial FM station for Los Angeles.

Twenty-one authorized commercial FM stations and two non-commercial outlets meanwhile received new permits "in lieu of previous conditions," mostly for changes in power.

The Pittsburgh stations went to Matta Broadcasting Co., licensee of WLOA Bradock, and to Pittsburgh Broadcasting Co., licensee of WPXI, Pittsburgh.

The WLOA grant was for Channel 245 (96.9 mc) with 20 kw and 500-foot antenna height, above average terrain, and was conditioned upon submission of plans for modification of the AM tower to accommodate the FM antenna at an overall height of 307 feet above ground.

The WPXI authorization was for Channel 273 (102.5 mc) with 22 kw and 490-foot antenna height, also subject to approval of changes in power and antenna, as well as the FM antenna, and to the filing of "adequate information as to details of construction and operation during construction."

The non-commercial new-station grant went to Los Angeles County Superintendent of Schools, for Channel 206 (89.1 mc) with 1.5 kw and antenna height of 2,900 feet.

Conditionally authorized stations for which regular construction permits were issued:

KROE—Richmond, Calif.—Class B; Channel 231 (104.5 mc); 9.4 kw; 500 feet.

KKDK—Baldwin City, Kan.—Class A; No. 232 (83.2 mc); 4 kw; 490 feet.

KDFH—Duluth, Ga.—Antenna Approval No. 280 (101.9 mc) 370 w; minus 300 feet.

KWEI-FM Waverly, Iowa Class A; No. 265 (100.9 mc); 1 kw; minus 80 feet. (Grant subject to filing and approval of application to modify radiator of KWEI by the addition of the FM antenna.)

WDWA-FM New Orleans—Class B; No. 281 (89.7 mc) 5 kw; 520 feet.

KOIL-FM Omaha—Class B; No. 281 (89.7 mc); 15 kw; 390 feet. (Grant subject to applicant's "taking the necessary and reasonable precautions for the protection of those using co-channel AM stations and for insuring protection to those using co-channel AM stations and for insuring protection to those using co-channel AM stations.

Jencks Joins NAB Staff as Attorney

RICHARD W. JENCKS, of San Francisco, last week joined the NAB headquarters staff as an attorney in the office of General Counsel Don Petty. He replaces Bryce Rea Jr., who left NAB in September to join the law school faculty at Mercer U., Macon, Ga.

Mr. Jencks recently received his LL.B. at Stanford U., School of Law. He is a native of Oakland, where he received his early education. In 1938 he entered U. of California, entering the Navy in 1941 as a reserve midshipman, and leaving in 1945 as commander of a small naval vessel.

CAPITOL CONTRACTS WITH ENGLISH DECCA

CAPITOL Records, Hollywood, made its dip into the international field last week with the signing of a long-term contract with English Decca.

Contract, according to Glenn E. Wallach, Capitol president, calls for manufacture and distribution of Capitol records throughout the British Isles and Africa. First shipment of records was made last week to England.

Previous contracts have been made by record company with German Telefunken recording firm (BROADCASTING Oct. 25) and Mexican Articulos Dominicos and Pan American De Discos. Contracts call for reciprocal transfer of records between the companies.

Wylie Fund Mounts SIXTY-FOUR members of Chicago's Radio Management Club have contributed $892 to the Margaret Wylie Memorial Fund, honoring the J. Walter Thompson Co. timebuyer who died three weeks ago. President William A. McGuiness, in announcing the collection at last Wednesday's meeting, explained that the money will establish a scholarship at some Chicago-area college. Harlow F. Roberts, vice president and general manager of Goodkind, Joice & Morgan, is planning details of the student award.

Ben Harrover has joined WBAP Fort Worth, Tex., as newscaster. He also does news commentary on WBAP-TV.

URGENT

If you have not yet returned your 1949 YEARBOOK QUESTIONNAIRE, please do so without delay.

COPY DEADLINE IS NOVEMBER 15

ACT NOW to assure the most complete listing of your firm in the YEARBOOK Directories.
“to hold, as ’twere, the mirror up to nature”

John Kieran ... a man who knows his Hamlet as well as anything else you can name...would spot that quotation before you could say “Ophelia”.

Now Mr. Kieran holds the mirror up to nature in another way. He hasn’t been studying everything under the sun these many years for nothing. And just as you’d expect, he’s as witty and universal an authority on the bee, the bison and the flying buttress as on Shakespearian tragedy.

His new show: Kieran’s Kaleidoscope.
His new medium: Television.
His method: Running commentary on a fascinating series of 52 quarter-hour programs on film... selected and written by Mr. Kieran and specially produced for the television screen.
His producer: International Tele-Film’s Paul F. Moss.
His subject: Nature...and everything from grub to graphite connected with it.

His audience: The millions of old friends Mr. Kieran has made through his writings and radio appearances...The millions of new friends he will make with a top television show aimed at the entire family.

His TV Sponsor: You perhaps?
His market: Exclusive in each area.

Kieran’s Kaleidoscope captures permanently on TV film the infinite variety of nature and all its processes.

Kieran’s Kaleidoscope records in permanent transcription all the warmth, informality and enormous erudition of its star writer-narrator.

Kieran’s Kaleidoscope puts a new light in both moon and meteor...and more glamor in the common mink in its natural habitat than that animal receives on the back of your favorite movie star.

INTERNATIONAL TELE-FILM PRODUCTIONS, INC.
331 Madison Avenue,
New York 17, N.Y.
Cast in 'America's Best' Video Productions in Operation

"AMERICA'S Best Television Productions Inc., New York," Oct. 27 started shooting on the first of a series of 13 half-hour, open-end musical film productions. Co-stars were Nancy Donovan and Michael O'Duffy. Filming was done at Movietone Studios, New York.

The occasion marked the first filming venture of the new firm, which is headed by J. Louis Geller, former banker and part-owner of Consolidated Theatres, Canada. Ira H. Simmons is vice president and general manager in charge of production. Charles O'Kelly, board chairman, is also president of the ABC Vending Corp., New York, and vice president of the Loaf Candy Co., Long Island City.

**Soviet Shortwave**

The Russian Embassy in Washington has released a bulletin giving information on additional English-language broadcasts to the U. S. by the Soviet Union. The information was issued, the Embassy said, "in response to inquiries" on Russia's added schedule of late evening broadcasts. [BROADCASTING, Oct. 18], now aired "for the convenience of American short-wave listeners."

**Nature Boy**

DULUTH, MINN.—"I'm makin' like Dan'l Boone," whoops Otto Mattick. "There's nothing like a quiet day in the woods to relax from the hustle of the booming Duluth-Superior Metropolitan District."

Otto's day may not be so peaceful if he doesn't protect himself with a bit of red...but ducking wild bullets should be a matter of history. After shopping experiences in the Duluth-Superior Market. With effective buying income up 27.6% and retail sales soaring 83.2% since 1945, Duluth-Superior residents are on a buying spree such as never before recorded in the area's history. And the guide to buying in the Duluth-Superior Market is KDAI, favorite radio station of a tremendous and loyal listening audience.

**WMCA Hits Taboo**

**Homosexuality Is Discussed - On Sponsored Show**

Continuing its crusade for the airing of public health issues previously taboo on the airwaves, WMCA New York last Sunday tackled the problem of homosexuality. The forum, Something Out of the Way, was sponsored by Sachs Quality Stores, New York.

The problem, cause each year for some 3,000 arrests in New York, was discussed by the city's chief psychiatrist; Dr. Frederick W. Welton; prominent psychiatrist; Josiah P. Marvel, chairman, Society of Friends Emergency Service; New York State Sen. MacNeil Mitchell, and Howard Whitman, author of Let's Tell the Truth About Sex.

Dr. J. Raymond Walsch was moderator. Dr. Walsch, a former member of the executive board of the American Association for Sex Education, said in an interview later, pointed out that Sachs Quality Stores (William Warren Agency, New York) was extremely liberal in allowing the station to select programs subject. Previous forums have discussed social diseases, racial discrimination and the kinsey report. The program was inspired by letters from a group of homosexuals seeking help and the "thousands more" faced with the problem.

Immediately following the forum, Dr. Welton received telephone calls from the televisions seeking aid. He arranged for appointments with all of them.
How many towers in your array?

The more towers in your array, the more important Q becomes.
You can't afford to lose power in the coils of your branching, phasing and matching networks... and you won't, if you use Westinghouse coils because:
1. They are designed and constructed for high Q
2. All current-carrying parts are silver-plated
3. Low loss, glazed ceramic insulator bars are used
4. Positive contact is assured by a coil spring shielded from rf

These coils are made in three types... continuously variable, vernier and fixed. They are used in conjunction with other dependable components in stable circuits... providing efficient, reliable equipment which is easy to operate.

Ask or write for Bulletin 81-180 which gives you the full details of this and other Westinghouse branching and coupling components.

For complete information, call your local Westinghouse representative today or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.
H. GRANT THEIS, formerly of the WTOP Washington sales staff, has joined CBS-TV in charge of film syndication. Mr. Theis went to WTOP July 1 from promotion vice-president of CBS Radio Sales.

PAUL E. WILSON has been appointed vice president and general sales manager of Adam J. Yodz, Jr., Inc., New York, station representative. Mr. Wilson has been a salesman in the Young firm since its formation and has been connected with station representative business for 30 years.

W. E. DANFORD has been appointed commercial staff for KCNO Kansas City, Mo. He was formerly with WZUM Lansing, Mich.

BERT JULIAN has joined sales staff of WANG New York as sales director of WANG Rich- va. He was formerly with WKKO Kokomo, Ind., in sales capacity.

ROGER B. READ has joined sales department of WSAI Cincinnati.

Mr. Danford

MORTON K. (Kusty) PARKER, former advertising manager of Columbus (Ohio) TV Stations, has joined sales staff of WYKO-FM. Columbus station scheduled to go on air Nov. 18.

BILL BAXLEY, KECA Hollywood sales executive, is recuperating at home after an operation for appendicitis.

CLARENCE MCDONALD has joined commercial staff of WKBC Fort Worth as salesman.

PUNCH WYLIE, sales manager of WXYZ Detroit, is the father of a girl, Norah Margaret.

MARY LAZOT, assistant to the station representative of WANN Schenectady, N. Y., has been named to the position of assistant to Harry Averill, sales manager.

WAYNE RICHARDS, assistant director of public affairs at KSL Salt Lake City, has been appointed traffic supervisor.

WILLIAM REED, former salesman for WINS New York, has been appointed as sales assistant of WCBS New York.

ADAM J. YOUNG Jr., New York, station representative, has moved offices from 11 West 42nd St., to 22 East 40th St., New York.

Marschall & Pratt Shifts Radio Staff Assignment

MARSCHALL & PRATT, New York, has realigned personnel in its radio department. Sidney F. R. Smith, previously assistant promotion manager of Popular Publications, has joined the department where he will serve in one of two newly created promotion capacities on the Standard Oil Co. (New Jersey) Philharmonic broadcasts.

John T. Dunford, head of the agency's traffic department for four years, has been named for the second post. Vita Rimi, of the radio department, will perform special duties for both men.

Robert McLaughlin, assistant traffic manager, takes over Mr. Dunford's former position. Dick Perry, until recently with the U. S. Navy, will be his assistant.

KECA-TV Antenna

KECA-TV Los Angeles has erected a 303-foot antenna on Mt. Wilson. The station expects to be operating after the first of next year.

ACA MEET

GEORGE S. BERTRAM, advertising manager of Swift Canadian Co., Toronto, an important user of radio time, was elected president for 1948-49 of the Assn. of Canadian Advertisers at its 34th annual meeting at Toronto, Oct. 27-29.

Other officers elected were Lee Trenholme, Provincial Paper Ltd., Toronto, executive vice-president; J. W. Lawrence, Borden Co., Toronto; J. G. Hagey, B. F. Goodrich Rubber Co. of Canada, Kit- chener; H. T. Venning, Shirliff's Ltd., Toronto, and A. Usher, RCA Victor Co., Montreal, all vice-presidents. C. H. Willis, Apple- ford Paper Products Co., Hamilton, was elected treasurer.


Award to Phare

Of the four medals awarded annually by the ACA, the gold medal, highest award, went to Alec Phare, general manager and radio director of R. C. Smith & Son, Toronto advertising agency, for the outstanding contribution to Canadian advertising during the year.

A. R. MacKenzie, of All Canada Radio Facilities, Calgary, addressed a forum on "How to Use Radio Effectively."

"You should maintain a con- structive attitude toward radio, keeping your mind clear of prejudice and negative thoughts, and taking steps to simplify your general approach," he said.

Mr. MacKenzie recommended that advertisers study the attributes of radio so that they can use it with full effect and capitalize on all its strengths.

Some advertisers tend to handi- cap themselves in their usage of radio, he said. "They handicap themselves by regarding the application of radio as being more complicated than it really is. By maintaining a hyper-critical atti- tude and letting personal prejudices influence better judgments."

The best way to reach the market in Newfoundland is by radio, Ewart Young, Newfound- land publisher, told the convention in discussing the Newfoundland market, important now to Can- dians since Newfoundland joins Canada as a tenth province next March 31.

"When you realize that there are 1,300 settlements scattered around 6,000 miles of coastline, with not more than 10 among them having more than 5,000 population," Mr. Young said, "it is easy to see just what the radio means to the islanders."

But he pointed out that batteries are too costly and too care- fully nourished by Newfoundland- ers to allow listening to long and repetitious commercials. Keep commercials short, he advised, or New- foundlanders will tune out your program.

FM HOOKUP INSTALLS DUBBING EQUIPMENT

CONTINENTAL FM Network last week started the first phase of its new project designed to link FM regions via tape recording into a nationwide hookup. The East Coast network completed installation of multiple-unit Ranger-tone tape recording equipment [BROADCASTING, Nov. 1].

With plans in the works for a number of network programs, Con- tinental is working out processing of multiple copies of tape to feed key outlets of regional networks. Methods for rapid preparation of copies are in the experimental stage. They require equipment of extremely high fidelity if quality is to be retained.

Continental will record half-hour programs at 30-inch-per-second speed, with 15,000-cycle fidelity. Hour programs will be run at 15 inches with 12,000-cycle reproduction. In the case of two-hour speech-only programs, equipment can be run at 71/2 inches with 7,500-cycle reproduction.

Everett L. Dillard, Continental president, said the tape system was adopted because of its frequency range, low noise level and greater dynamic volume range as well as the ease of handling and shipping tape air express. Another advantage of tape, he said, is ease of editing and erasure along with ability to re-process spoils.
To the PRESS and RADIO:

Subject: Railroads and Research

A railroad is a combination of ideas at work. There is the idea of track, the idea of the train of cars on the track, the idea of mechanical locomotive power to move the train, and finally the idea of common carriage of persons and goods for all.

Combine these ideas and you have a railroad. Improve these ideas and their working together. Smooth and strengthen the track. Increase the capacity and serviceability of the cars. Add to the power and efficiency of the locomotive. Broaden the service—and keep on doing these things year after year for more than a century, and you have the American railroads as we know them.

The latest step in this long history of progress and development is the completion of arrangements by which the Association of American Railroads is to erect on the campus of the Illinois Institute of Technology in Chicago a laboratory and center for much of the research of the railroad industry. This new development is fully in line with the long-time practice of the industry in making use of the laboratories of universities and of manufacturers of railroad supplies and equipment, while the railroads themselves serve as a great laboratory for the testing and proving of ideas, no matter where developed.

Two things are to be kept in mind about railroad research. One is that railroads don't make things to sell. They buy things from manufacturers, and use them to produce transportation service. As a service industry, therefore, railroads partake of the research done by almost every manufacturing industry.

The other thing to remember is that railroads can never shut down to retool for next year's models. Everything new on a railroad must fit in and work right along with what is already there, during a necessary period of transition.

The test of railroad research is results. One measure of what has been accomplished—one among many—is the fact that this year the average freight train is turning out two and one-half times as much transportation service per hour as the average in the years just after the first World War.

And the same sort of research in improved plant and equipment and improved operating methods which have helped to produce this and like results, is going forward today more extensively and more intensively than ever before, with every promise of still better results for the future.

Sincerely,

William T. Faricy
G ENE MILNER has been appointed general manager of WCAP, and Radio Television Park, New York. He will continue to direct activities of WCAP and the program Home Town, America, of which he is the founder.

CHARLES N. EVANS has been appointed manager of WIZE Springfield, Ohio. He was formerly account executive of WIZE and WIBN, Nashville, Tenn., Ohio. WIZE affiliates, Mr. Evans joined stations in 1935 as assistant and production manager for WING.

NATHAN STEEL, president of WMCA New York, who is now in Tel Aviv, will start series of broadcasts from Israel's capital to be carried by WMCA Monday through Thursday. Broadcasts will be the first such series originated, are to be relaxed and transmitted in New York the RCA for broadcast later in the day by WMCA.

ALFRED H. HILL, publisher of the Chester (Pa.) Times, who has sole service contracts has sold WILM Wilmington, Del., to the Advertising Age, Sept. 27, will publish a new paper at Newark, N.J., on Jan. 1. Agreement to publish the new paper was entered into with the Atomic Energy Commission.

BOYCE A. COLLIER has been appointed assistant manager and manager of WAPB Boston, Mass.

OSCAR MASSA, program director of LAM Radio in Buenos Aires, is in the United States for a visit. Mr. Massa will make his office visits with his U.S. representatives, Melcher Guzman Co., New York.

JOHNSON APPOINTED TO CBS RADIO SALES

SOULARD JOHNSON, former assistant to the general manager of KMOX St. Louis, has been appointed Western Division manager of Radio Sales-Television for CBS. Mr. Johnson will make his headquarters in the Chicago office of Radio Sales. Joining KMOX in 1937 as sales promotion manager, he was named sales manager three years later, and assistant to the general manager, Wendell B. Campbell, in 1947.

Communications Forum Is Scheduled by NCCJ

"COMMUNICATIONS and Human Relations" will be the theme of a panel discussion Thursday, Nov. 16, at the National Conference of Christians and Jews twentieth anniversary celebration. Marking the occasion, a two-day institute of human relations is planned at Columbia U.'s Institute of Human Relations, New York, on Nov. 17 and 18.

Speakers on the Thursday forum will be Dr. Lyman Bryson, CBS counsel on public affairs; Neil MacNeil, New York Times; Dore Schary, M-G-M executive producer; Robert Sherwood, author and playwright, and Robert D. Sterwey, MBS executive vice president.

Berle to Local 802

ADOLPH A. BERLE Jr., who has served the government as Assistant Secretary of State and later Ambassador to Brazil, has been named counsel to Local 802, American Federation of Musicians. The key New York local recently dropped as counsel Harry Sacher, who had been accused of having strong leftist sympathies.

Financials

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough vari-colored heifers in Crawford County to make it THE leading dairy producing county in Pennsylvania. That's why retail sales in Meadville (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
YOU DON'T HAVE TO JUMP TO CONCLUSIONS. Audited Audiences, WOV's new and more intelligent approach to radio gives you specific market information that will help you "TAKE THE GUESS OUT OF BUYING!"

VOV knows and wants you to know who its listeners are; where they live and shop; what they earn, spend and buy; what they like and dislike. This is the basis of Audited Audiences. This is the dope the advertising business wants from radio. Audited Audiences means keying your advertising to known individuals rather than trying to reach an unknown mass audience.

This vital, statistical inside information together with WOV's continuing Pantry Survey showing the sales acceptance of 365 items in 37 different classifications are available now without obligation. Get the facts...a WOV salesman will give you specific market information so that you, too, can

TAKE THE GUESS OUT OF BUYING.

Ralph N. Weil, General Manager • The Rolling Company, Inc., National Representative

★ WAKE UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.

WOV
NEW YORK
Here are some of the **RESULTS** WCKY produced for its advertisers in the first 9 months of 1948:

GAYLORD PRODUCTS sold over $85,161.00 worth of automobile seat covers.

SOUTHERN FARMER secured over $166,101.00 in subscriptions to its magazine.

WILLIAM WISE & COMPANY sold over $78,272.00 worth of the Modern Home Physician Book.

SISK NURSERIES sold over $30,952.00 worth of fruit trees in four months.

ARTHUR HIRSCH COMPANY sold $6,200.90 worth of dolls in the last four weeks.

DUKE DELANY COMPANY sold $2,905.11 worth of toy guns in the last three weeks.

**IN CINCINNATI, YOUR BEST BUY IS WCKY.**

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

**L.B. Wilson  
WCKY  
CINCINNATI  
FIFTY THOUSAND WATTS OF SELLING POWER**
Radiowether: Unchanged

NOW THAT a giddy America is groping its way out of the fog of alibis and second-guessing if it was wise for Truman to triumph, radio (which has no apologies to make for its job of handling the biggest news since V-J Day) can sit back and take stock.

Next January there will be a Democratic Administration, 100% pure. It will extend from the White House to both sides of Capitol Hill. Harry Truman is boss. He was the greatest personal victory ever achieved by a Presidential aspirant. He does not have to deal with a hostile Congress.

What about the state of the nation for radio? Mr. Truman has repeatedly gone on record for a free radio... "as free as the press." That's all-encompassing.

The FCC goes on as is. Chairman Coy, we feel sure, can remain as long as he wishes at the FCC helm. He has the absolute confidence of the President, who drafted him ten months ago, and when the signs of the political zodiac were none-too-enticing. In those ten months he has given excellent administration. It would not be going afield to say he has been the most efficient and effective chairman that maligned agency has ever had.

It is in the Congress that the order changes. Sen. Edward C. Johnson, Colorado Democrat, takes over the chairmanship of the Interstate Commerce Committee. He was in the thick of the White Bill fight last session. He is opposed to the FCC and has been. He would rule all alcoholic beverage advertising off the air, and from the printed pages.

The House picture isn't clear. Rep. Robert Craig, Oregon Democrat, is out of the running for the Interstate Commerce Committee chairmanship. He has not been active in communicating his force is transportation.

The fate of the House Select Committee to investigate the FCC also is uncertain. With the shift in power balance, a Democrat will become chairman—if the Committee is continued. We doubt whether it will be. Its present chairman, Rep. Forrest A. Harmon, lost out in the Indiana elections. A final report will be filed. The file probably will be its tomb.

On other fronts that affect radio, Labor's hand is strengthened by a durable Taft-Hartley Bill revisions can be expected. The Hoover Commission report on reorganization of Government, while a bi-partisan project, nevertheless was G.O.P.-dominated. Government reorganization will be as Mr. Truman wants it. We doubt whether it will touch the FCC.

There may be a return of inflationary controls, such as price regulation. It will come if business itself doesn't take hold. There will be a modified New Deal philosophy for the next four years.

Pollsters (Archaic)?

RADIO, along with the newspapers and the political wiseacres, learned a harsh lesson in the stunning upset that swept into office a strongly Democratic Congress on Harry Truman's Presidential coat-tails.

Next elections made a blow of every public opinion pollster. The political poll now can be expected to go the way of the Literary Digest, which died an anguished death after its straw- vote of 1936, predicting an Alf Landon victory over F.D.R.

Radio's lesson isn't learned because it went wrong on the predictions. Radio had no editorial opinion in this election. It conducted no straw votes. It simply reported what others had done.

It is the secondary, or delayed action that we have in mind: What about advertising's polls of consumer purchases and brand preference? What about consumer panels? What about radio's own polls of program ratings?

Does the aberral flop of the political pollsters damn the radio researchers to the limbo of forgotten failures?

The questions being asked on all sides, stem in part from confusion about techniques. The political pollsters, asking people how they intended to vote, were engaging in "predictive research." Radio audience are measured usually while people are in the act of listening.

Certainly, all techniques of audience measurement, and particularly the predictive research, will receive a thorough examination and perhaps a considerable revision in the months ahead. Harry Bannister, WWJ Detroit, a member of the NAB board, pointedly raises the radio issue elsewhere in a letter to this journal.

Thus, inadvertently, fuel is added to what has been a smouldering program-rating fire. We suspect it will be at white heat by NAB convention-time next April.

Block That Hiatus

THAT WHEEZE about everything changes in radio except programs, performers and programming techniques, isn't long for this new radio world. It used to be that fluctuations could shake the foundations of the business, ownerships could shift and codes could be deceived, but the same programs would issue from the same microphones, using the same formats—but not so much anymore. In hiatuses and daylight saving time shuffles.

This year saw more revising of network schedules than at any time in a decade. Television is influencing it; the malignant giveaway has had an effect. First steps toward daytime TV programming have been taken and will bring more changes.

Underscoring this trend is the concrete move of CBS—shortly to be followed by NBC—toward lifting of the ban on transcribed shows. The CBS policy is toward eliminating the summer hiatus, by permitting the re-use—transcribed—of "specific programs of unusual merit" during the vacation periods.

NBC President Niles Trammell told his affiliates last September that his network was exploring a plan to transcribe top programs for use during vacation periods. Thus, when its policy is promulgated, all four major networks will have aligned themselves. ABC and Mutual have not had inhibitions against recordings for several years. The ABC Bing Crosby show is an outstanding example.

Advertisers and affiliates alike will welcome this innovation, which is bound to spread from network to local schedules. It eliminates additional programming costs of doubtless value during the six- or eight-week summer hiatuses. It should check the giddy drop of ratings during the summer. It will help stabilize revenues for stations and networks alike, through solid year-round programming. It will take the "season" misnomer out of radio's lexicon.

And it will encourage local and regional advertisers to maintain 52-week schedules, because they follow the national leaders.

The summer hiatus problem—child has a twin brother—the daylight saving brat. The pair have ravaged radio's summer. They can be rehabilitated toward the goal of better listening, better radio and better business.

WALTER BOLLES DAVISON

ALTHOUGH not currently in station sales, Walt Davison will never forget first the sweat and next the reassurance which comes from living up to your rate card.

It seems that he came to the office one morning and found one agency seeking the bulk rate for one year on behalf of four unrelated accounts. Taking the order in hand, Walt Davison visited the agency, advised them it was no dice and left. By the time he returned to the office a call was already awaiting him from the agency concerned seeking to do business on the basis of the rate card.

That firmness is the very real essence of the gentleman who heads the Capitol Transcription Division with the three-way responsibility of manager, sales manager and advertising manager.

Most stories of young men, who followed Greclees's advice about going west, went west once and that was that. But Walt Davison made the trek three times and seems convinced it will stick this time. And his record bespeaks confidence. He started with Capital transcriptions and 12 subscribers in September 1946. Now two years later he can show over 400 contracts.

Born Walter Bolles Davison at Hightstown, N. J., April 8, 1912, he attended Peddie School, graduating in 1930. Aiming to become an artist, he next attended Pratt Institute for a year. The depression was in full bloom, but he found a job with a small coal company in Orange, N. J.

Convinced that he lacked top-flight talent as an artist, he enrolled next at Rutgers for 1932-34, studying advertising and business administration.

When summer vacation rolled around, a brother Chi Psi landed a job as page at NBC New York; at the same time he convinced the young Davison that he too could do the NBC page uniform. And he did get a job on the staff.

By fall, he had decided to continue working and studying more advertising at New York U.'s night school. From page boy, he advanced to guide and eventually to night manager of the guest relations division, in full charge of all pages and guides.

Early in 1936, Mr. Davison was named as special representative of guest relations division for contact with railroad, airlines, steamships, hotels, travel bureaus, to develop better

(Continued on page 48)
THE LATEST WCKY STORY

MAIL plus RATINGS mean SALES

In the first 9 months of 1948 over

ONE MILLION DOLLARS

IN DIRECT SALES ON ONE PROGRAM

WCKY'S Jamboree program pulled over 647,400
orders for merchandise in 9 months, 1948.

WCKY'S Jamboree program sold $1,058,552.00
worth of merchandise for its direct mail adver-
tisers, in 9 months, 1948,

WHEN THEY LISTEN TO WCKY, THEY BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY
23C SPEECH INPUT EQUIPMENT
for AM and FM Stations

HERE is a complete, compact, high-quality Amplifier and Control Assembly—available at minimum cost!

The Western Electric 23C Speech Input Equipment serves either one or two studio layouts, in either AM or FM stations—can be used as part of a larger system, with outputs switched in a master control room.

The 23C incorporates four microphone input circuits with pre-mixing amplifiers and one input circuit for incoming program lines—all combined in a 5-channel mixer. Three-stage amplifier boosts signals to level needed for outgoing program lines or output switching systems. Also includes independent monitoring amplifier.

The 23C will handle 8 studio microphones or low-output-level transcription turntables; 4 remote lines or other medium-level inputs; control room announce and talkback mike. Controls are conveniently arranged, easily operated.

Get the full facts on the 23C from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS—
Western Electric
FCC HAS ADOPTED a "prove it first" approach to the growing problem of complicated directional-antenna installations (Closed Circuit, Nov. 1).

Under this new and stricter policy, an applicant who proposes a complex directional array may be required to demonstrate its workability before he gets a construction permit authorizing its installation.

The policy, to be invoked in all "doubtful" cases, is designed to save the time and money of applicants, the time of the Commission and the sanction of its engineering standards—which concededly have sometimes suffered in the past.

FCC authorities said they have had several cases in which proposed directional installations looked good on paper but proved faulty when completed and put into operation. There have been instances where the signal delivered to the business district didn't come up to the minimum specified by FCC's standards, for example, or where the station failed to deliver an interference-free signal into the city it was supposed to serve.

In such circumstances, and in view of the high cost of directionals, authorities said that in the past they sometimes have "bent over backwards" and accepted adjustments which did not wholly satisfy the requirements of the standards. These problems can be avoided and the element of risk can be removed from applicants' investments, it was pointed out, if the installation is required to be proved in advance.

This, authorities said, can be accomplished by use of a test transmitter before construction is started, or by measurements made upon completion of the first tower of those involved in the proposed array.

The applicant may be required to submit such proof before the construction permit is issued, or the requirement of proof may be written into the CP as one of the conditions upon which it is based.

The permittee may also be required to take frequent measurements after the installation is put into use, to assure its proper operation.

Heretofore the Commission has required only that the applicant specify a definite site and submit details relating to design, and that, before he starts operation, he submit proof of performance taken during equipment tests.

Tip-off on the new policy was seen in the conditions which FCC specified in granting KTKC Fresno's application for modification of its 50 kw construction permit (940 kc) to permit changes in the directional patterns. FCC set three requirements:

1) Prior to the commencement of construction, permittee will make such measurements of a test transmitter as are necessary to establish the suitability of the proposed transmitter site; Commission approval of transmitter site will be necessary before issuance of a CP; (2) after operation is commenced, permittee is to provide means whereby field measurements can be made weekly at a sufficient number of points to indicate whether proper operation of the directional system is being maintained; measurements are to be appropriately recorded; (3) permittee shall be required to correct all legitimate complaints arising out of interference occasioned by the so-called blanketing effect of strong signals within the 250 millivolt-per-meter contour.

CROSS IS APPOINTED TO WEINTRAUB POST
CHRISTOPHER CROSS, who has just returned from Geneva where he attended the United Nations Freedom of Information Conference as a public information specialist, has joined William H. Weintraub Co., New York, as publicity director in charge of radio accounts.

Mr. Cross handles the Kaiser - Frasers account sponsoring Walter Winchell; and Lee Hats with Drew Pearson, among others.

Mr. Cross was with the United Nations from its inception as chief of U. S. radio for UN. After attending the Geneva Conference Mr. Cross stayed on as a public information specialist for the First World Health Assembly.

Prior to his association with the United Nations, Mr. Cross was North American public relations director for the BBC.

FM Network Show
EIGHT-STATION Midwest FM Network presented its first program, Voting Trends, last Monday, 8-8:30 p.m. The show, a roundtable discussion from Purdue U., originated at WFAM Lafayette, Ind. Members of the network, besides WFAM, are WXLW Indianapolis, WPTW Fort Wayne, WKY Evansville, WKO MO Kokomo and WCSI Columbus, all Indiana, WCTS Cincinnati and WEAW Evanston, Ill. WWNT Wabash, Ind., will be ready to join the network Jan. 1, according to Graeme Zimmer, WCSI station manager.
...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 1st

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 558,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

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.
4-H Recorders

U. S. DEPT. OF AGRICULTURE, through its Office of Information,

Page 40 • November 8, 1948

has advised radio farm directors that two or more tape recorders will be available for their use during the annual 4-H Congress in Chicago Nov. 29. Recorders, to be supplied by a radio committee, will be located in the Stevens Hotel only and directors desiring to cover the International Livestock show and other agricultural meetings should bring their own recorders, the Department's RDF newsletter urges. No wire recorders will be furnished "because of the many different types," the letter added.
Represented for 15 years by JOHN BLAIR AND COMPANY

RAY BRIGHT
Director of National Sales

RAY HERNDON
Assistant Manager

GEORGE ROESNER
Editor, "Farm Front"

TED NABORS
Program Director

JOHN BLAIR’S business is building
business for fine stations like KTRH!

Today, after 15 years of John Blair
representation, KTRH is doing the big-
gest Spot Radio business in its history!
Credit goes to the John Blair men who
keep advertisers constantly supplied with
fresh facts and figures on markets and
merchandising ... as well as with valu-
able station information.

This kind of representation builds
big Spot Radio billings for the stations on
John Blair’s fine list. It also builds big, profitable business
for a lot of advertisers everywhere. Ask your John Blair
man about it today!

...Fine Representation...

Offices in Chicago • New York • Detroit • St Louis • Los Angeles • San Francisco

BROADCASTING • Telecasting

November 8, 1948 • Page 39
in HOUSTON, the ears of Texans are upon KTRH!

KTRH... only 50,000 watt station in Houston... only major CBS outlet along the rich Texas Gulf region!

Care to get a share of the $1,065,480,000 spent in the Houston area each year? Then ask your John Blair man about KTRH! With 50,000 watts, KTRH covers Houston and 82 big Texas counties... reaching and selling the ranchers, industrial workers and countless other prosperous Texans who keep their radios tuned to 740 KC.

B. F. Orr, General Manager, knows what Texas folks like, and he gives them plenty of good local entertainment along with the popular CBS shows they all enjoy. That's why KTRH has big, loyal audiences... not only in Houston but way up and down the Gulf coast from Baton Rouge, La., to old Mexico!

Your John Blair man has helped KTRH help advertisers for the past 15 years. He can help you now. Ask him.

A Fine Radio Station...

Page 38 * November 8, 1948
EDDIE CONDON’S FLOOR SHOW...jazz by collector’s-item-combinations. Tuesday-nights.

THE DRAWING GAME...Pulitzer Prize cartoonist Ruben Goldberg in a charade-quiz game. Sundays.

TV Table of Contents

...on WPIX includes a wide variety of studio presentations and remote pickups...practical help for the homemaker, beauty, cooking, fashion...teen-age entertainment, children’s shows...fast, comprehensive coverage of the news...special events, sports, football, hockey...movies, music, public service programs...every kind of presentation for every kind of viewer—or sponsor!...in a major mass market, big enough now to make TV a mandatory medium and growing fast in New York!

And WPIX, with extensive facilities for producing programs, and the most modern TV equipment...offers any advertiser the best opportunity to grow with market and medium! For rates and costs...just call or write...

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. • MUrray Hill 2-1234
Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22
FINAL arrangements are made for Jack Sterling (second from r) to replace Arthur Godfrey (l) on the latter's early morning programs over WCBS New York. Others participating are (l to r) Leonard Shultz, advertising manager, Interwoven Stocking Co.; G. Richard Swift, assistant general manager of WCBS, and John Mettler, president, Interwoven Stocking Co.


STATION-REPRESENTATIVE huddle on television in Boston included (l to r) C. Herbert Masse, WBZ sales manager; W. Gordon Swan, WBZ program director; James P. Gillis, NBC Spot Sales; WBZ Station Manager W. C. Swartley; James V. McConnell, NBC Spot Sales director; Lucian Self, WBZ-TV program supervisor; John Dodge, Spot Sales' New England representative; W. H. Hauser, WBZ chief engineer. (Also see picture, page 84)

MARK WOODS (l) ABC president, congratulates E. F. Kalkhof (r), advertising manager of American Oil Co., on the response to company's Carnegie Hall program, heard Sundays, 7:30 p.m. on ABC. Narrator Gene Hamilton is center.

Which one has the Toni may have been the question of Toni Co. President R. N. W. Sherman (c) to Johnny Wayne (l) and Frank Shuster as the Wayne and Shuster program marked its debut on the full CBS Trans-Canada Network.

Identification slide to be used by NBC's Hollywood TV station, KNBH, when it starts in early 1949 is discussed by (l to r) Robert V. Brown, KNBH program manager; Edward Sobol, executive producer; Hal Bock, NBC Western Division television manager, and Robert Clark, television operations supervisor. The station will operate on Channel 4.

SMILE OF BEAUTY' at TV debut of ABC's Break The Bank is given by Chester McCracken, Doherty, Clifford & Sheffield; Wallace Draw, Bristol-McCoy, sponsor; Donald K. Clifford, DC&S; Bert Parks, m. c.; Joseph M. Allen, B-M, Slocum Chapin, ABC.


RECEIVING line at October meeting of Nashville Advertising Federation included (l to r): Tom Baker, WKDA, program chairman; Lee Hart, NAB, guest speaker; F. C. Sewell, WLAC, NAF president; Eugene Tanner, WSIX, attendance chairman.
"Towerling Strength" would be a true title for this picture, because Blaw-Knox vertical radiators combine calculated structural stamina with maximum radiating efficiency. (Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers!) Both guyed and self-supporting towers are available through your near-by Graybar "service station.'

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements - to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

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

NEW YORK - BOSTON
F. C. Sweeney, Watkins 4-3000 J. P. Lynch, Kenmore 6-4567
RICHMOND - ATLANTA
E. C. Toms, Richmond 2-5833 E. W. Stone, Cypress 1751
CLEVELAND - PITTSBURGH
W. S. Rockwell, Cherry 1360 R. F. Grossett, Court 4000

PHILADELPHIA - JACKSONVILLE
G. J. Jones, Walnut 2-5403 W. C. Winstead, Jacksonville 5-7180

CINCINNATI - ST. LOUIS
J. R. Thompson, Main 0600 J. P. Lienker, Neustad 4700
SAN FRANCISCO - LOS ANGELES
R. R. Cole, Market 5131 B. R. Thompson, Trinity 3321

CHICAGO - MINNEAPOLIS
E. H. Taylor, Canal 4104 W. O. Shaw, Geneva 1621
KANSAS CITY, MO. - DALLAS
R. B. Uhrig, Grand 0524 C. C. Russ, Central 6454
SEATTLE
D. I. Craig, Main 4635

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turnstables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

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

via Graybar

DISTRIBUTION  •  Telecasting

November 8, 1948  •  Page 35
TBA Lists Speakers For Annual TV Meet

Group to Air 'Down to Earth' Problems at Clinic Dec. 8

ANNUAL television clinic of the Television Broadcasters Assn., will be a "strictly down-to-earth, problem- airing session for those who are already active in TV, or who expect to be active in the near future." It was so described by E. P. H. James, MBS vice president and chairman of the clinic to be held at the Waldorf-Astoria Hotel, New York.

Robert P. Myers, assistant general attorney of NBC, will discuss video legal problems, stripping, performance rights, union agreements and related subjects.

Robert L. Coe, vice president and station manager of WPIX (TV) New York, will speak on reception problems as they affect the TV broadcaster. Another station manager, Leonard H. Hole of WABD (TV) New York, will report on that station's first month's experience in daylong video programming.

Mr. Ken Kirk, radio and video director of the Kudner Agency, will speak on "Television Advertising Showmanship," Hugh M. Beville, NBC director of research, will discuss "Finding the Facts for TV Selling."

Doty Edourde, radio and TV timebuyer for Badger, Browning & Herhey, New York, and Eugene Katz of the Katz Agency will participate in a panel session on TV station representation, sales policies, network affiliations and similar subjects.

Speakers will shortly be announced to talk on "Controlling Costs in Local TV Programming," "Station Management Do's and Don'ts," and "Problems of Multi- Network Affiliation," Mr. James said.

Annual TBA business session, at which directors will be chosen to succeed those whose terms have expired, will precede the clinic. TBA President J. P. Poppele, vice president of WOR New York, will also present his annual report at that session. TBA awards of merit for outstanding contributions to TV progress will be presented at the luncheon session.

PROMOTION WORK HONORED BY ABC

ABC has awarded certificates to 12 of its stations for outstanding promotion of network programs.

The following stations will be honored in ABC's fifth annual affiliate awards: WCBS Boston, WJW Cleveland; WCAE Pittsburgh; KCMD Kansas City; KNRT Des Moines; WPXJ Jacksonville; WRJN Racine; WNAX Sioux City; WCVS Springfield, Ill.; WJBC Bloomington, Ind.; KYOS Bellingham, Wash., and KMA Shenandoah, Iowa.

Winners were selected by judges representing sponsors of ABC programs, and agency account executives.

FCC OCTOBER REPORT

FCC MONTHLY report for October shows that as of October 31 the status of broadcast station authorization and applications were as follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,103</td>
<td>996</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,644</td>
<td>662*</td>
</tr>
<tr>
<td>Licensed (All on the air)</td>
<td>1,613</td>
<td>194</td>
</tr>
<tr>
<td>Construction permits</td>
<td>49</td>
<td>5</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,260</td>
<td>464</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>507</td>
<td>164</td>
</tr>
<tr>
<td>Requests to Gannett and facilities</td>
<td>297</td>
<td>9</td>
</tr>
<tr>
<td>Deletion of licensed stations in October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Includes 22 conditional grants and 466 construction permits.


GAYNOR SHIFT

SYDNEY B. GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, has resigned effective Nov. 15 to become executive vice-president in charge of new business for Raymond R. Morgan Co. Robert C. Temple, the agency's executive vice-president, made the announcement.

Active in advertising for 20 years, Mr. Gaynor joined United Men in 1935 as an account executive. He was subsequently elevated to assistant commercial manager, commercial manager, and for the past six years has been general sales manager for the network.

For four years prior to that affiliation, he was assistant public service and advertising manager of Southern Counties Gas Co. and the first time headed his own sales agency. In his new capacity he will be active in the creative as well as selling side of advertising.

Mr. Gaynor, a graduate of the U. of Washington, Seattle, is a member of the Los Angeles Sales Managers Assn., Los Angeles Advertising Club and the National Federation of Sales Executives.

Mr. GAYNOR

Firms Signed by RRA;

First Survey Is Issued


Firm's first survey for its clients showed that 80% of women's programs are commercial. Fashion and food run neck and neck for first place, each accounting for 33 1/3% of the time purchased. Also 25% of the programs have department store accounts and the same number have furniture accounts.

Neil Daugherty of WSTC Stamford, Conn., president of RRA, and Mildred Bailey of WCOP Boston, is secretary and June Hynd Eloy, treasurer.

Mexican Conference Picks Committees

Norton, Stone Arrive At Scene Of High-Frequency Sessions

THREE technical committees were named last week by the High-Frequency Broadcasting Conference to examine propagation curves and other data on the airworld, along with power required, directional antennas, signal-to-noise ratio and adjacent channel ratios. The conference opened Oct. 22 in Mexico City [BROADCASTING, Oct. 25, Nov. 1.]

Other committees will be established to examine other phases of high-frequency broadcasting. The conference last week settled down to these routine committee studies.

Isreal refused to accept recommendation of the credentials committee that it attend as an observer attached to the United Nations. United Kingdom had protested seating of the Israelis.

Caracas Session

Holding of the next Telecommunications Conference at Caracas, Venezuela, was approved.

Kenneth A. Norton, Bureau of Standards, and William Stone, chairman of the advisory committee to the U. S. delegation, arrived in Mexico City last week. Over the weekend the delegation was flown to Acapulco as guests of the Mexican government.

No indication was heard as to present plans for the high-frequency conference. Progress has been made in preliminary work, with priorities and general principles discussed.

$2 million in time given Cancer Fund

MORE THAN $2 million in broadcasting time was donated to the 1948 radio campaign of the American Cancer Society, New York, according to the society's published radio reports.

Material used was based on a kit distributed to networks, local stations and ad agencies, containing scripts and transcriptions of every type. Of 1,038 local stations receiving the kit, 1,038 reported usages amounting to $1,008,934.94, based on B time rate. In addition, network shows covering 1,062 stations and featuring top name talent, contributed $885,061.70 worth of time.

The society estimated that at least 250 local stations neglected to report donations of time amounting to approximately $250,

more, the cancer group said, makes the $2 million figure a conservative one.

The report also pointed out that much of the donated time was donated by local stations representing only 30% of time, which are 50% higher than the B time rates on which the published figures were based.

HUGH JONES, WBBM Chicago newswriter, and Billie Marie Hamilton were married Oct. 21.

BROADCASTING • Telecasting

Page 34 • November 8, 1948

Page 34 • November 8, 1948
EVEN where scatter-gun media are used intensively and well, they rarely can finish the job. How can they tell the name and location of your local dealer? What can they do to help him offset competitive activities in any individual market? What are the special local reasons why people in any given market would prefer your product—if your advertising could tell the local facts? Isn’t it true that consumers in widely different markets may react very differently to the type of copy or program you use in scatter-gun advertising?

Bull’s-Eye Radio—“national spot” radio—is a direct-hit medium. Whether used alone or to reinforce other media, it can get in and mop up where the going is tough and competitive.

We of Free & Peters have specialized in this working radio for over sixteen years. We have worked intimately with literally hundreds of agencies and advertisers who want direct-hit results from their advertising. We’d like to give you some case histories that prove the effectiveness of Bull’s-Eye Radio. Just name the place, date and time!

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

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB</td>
<td>NBC</td>
</tr>
<tr>
<td>Beaumont</td>
<td>KFDM</td>
<td>ABC</td>
</tr>
<tr>
<td>Boise</td>
<td>KDSH</td>
<td>CBS</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WGR</td>
<td>CBS</td>
</tr>
<tr>
<td>Charleston, S. C.</td>
<td>WCSC</td>
<td>CBS</td>
</tr>
<tr>
<td>Columbia, S. C.</td>
<td>WIS</td>
<td>NBC</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>KFDM</td>
<td>CBS</td>
</tr>
<tr>
<td>Davenport</td>
<td>WHO</td>
<td>NBC</td>
</tr>
<tr>
<td>Des Moines</td>
<td>KVOD</td>
<td>ABC</td>
</tr>
<tr>
<td>Denver</td>
<td>WDSM</td>
<td>ABC</td>
</tr>
<tr>
<td>Duluth</td>
<td>WDAY</td>
<td>NBC</td>
</tr>
<tr>
<td>Fargo</td>
<td>WBAP</td>
<td>ABC-NBC</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
<td>KGMB-KHBC</td>
<td>CBS</td>
</tr>
<tr>
<td>Honolulu-Hilo</td>
<td>KXYZ</td>
<td>ABC</td>
</tr>
<tr>
<td>Houston</td>
<td>WISH</td>
<td>ABC</td>
</tr>
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<td>Indianapolis</td>
<td>KMBC-KFRM</td>
<td>CBS</td>
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<td>Kansas City</td>
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<td>NBC</td>
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<td>ABC</td>
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<tr>
<td>Milwaukee</td>
<td>WTCN</td>
<td>ABC</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>WMCA</td>
<td>IND</td>
</tr>
<tr>
<td>New York</td>
<td>WGCH</td>
<td>ABC</td>
</tr>
<tr>
<td>Norfolk</td>
<td>KFAB</td>
<td>CBS</td>
</tr>
<tr>
<td>Omaha</td>
<td>WMBD-WDZ</td>
<td>CBS</td>
</tr>
<tr>
<td>Peoria-Tuscola</td>
<td>KEX</td>
<td>ABC</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>WPTF</td>
<td>NBC</td>
</tr>
<tr>
<td>Raleigh</td>
<td>WDBJ</td>
<td>CBS</td>
</tr>
<tr>
<td>Roanoke</td>
<td>KSDJ</td>
<td>CBS</td>
</tr>
<tr>
<td>San Diego</td>
<td>KSD</td>
<td>NBC</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KIRO</td>
<td>CBS</td>
</tr>
<tr>
<td>Seattle</td>
<td>WFBK</td>
<td>CBS</td>
</tr>
<tr>
<td>Syracuse</td>
<td>WTHI</td>
<td>ABC</td>
</tr>
<tr>
<td>Terre Haute</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Television**

- Baltimore: WAAM
- Fort Worth-Dallas: WBAP-TV
- Louisville: WAVE-TV
- New York: WPIX
- Peoria: WMPT
- St. Louis: KSD-TV
They turn on the ignition—then the radio!

The 1948 Iowa Radio Audience Survey shows that 41% of Iowa car owners have radios in their cars—that these extra ("non-Hooper") radio listeners provide a very substantial bonus audience!

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

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

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

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

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

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.
ALL RADIO will hold open house next week, fourth annual celebration of National Radio Week.

For the first time the seven-day event (Nov. 14-20) will be conducted with full participation by all industry elements in a joint campaign. The momentum and experience of past years have been blended into a promotion of national importance.

All along the line the campaign is far ahead of past years. The "Voice of Democracy" contest, for example, appears assured of more than 100,000 high school entrants, compared to 20,000 a year ago, with possibility that it may greatly exceed that figure, according to Robert K. Burton, executive vice-president and chairman of the "Voice of Democracy" subcommittee.

Participation by radio dealers is enthusiastic for the first time. Several thousand dealers have completed open house ceremonies designed to acquaint the public with the qualities of new models and the advantages of a radio in every room.

Nearly a thousand newspapers have obtained mats and reproductions from Radio Mfrs. Assn. for cooperative dealer advertising, according to W. H. McIlvaine, managing editor of Radio Stations advertising director, chairman of the Joint National Radio Week Committee.

Well over a score of trade and retail associations are co-operating in the week's events. A number of dealer groups will take part in "saturation test" projects in which intensive NAB campaigns are conducted to carry out the radio-in-every-room idea. These will be patterned after the test conducted last spring in Hartford by the RMA Advertising Committee.

Special Programs

Broadcasting stations and networks will carry special programming and announcements during the week, with stations tying into local dealer activities and the "Voice of Democracy" contest.

Networks were completing their program plans last week. NAB sent out special material for stations' use.

NAB President Justin Miller last week sent telegrams to a list of leading radio artists urging them to build programs around Radio Week and to weave the theme into other productions.

First winner of a local "Voice of Democracy" contest will be announced this week by NAB headquarters. The contest was staged in early October at Wichita to promote material for a special section in the Nov. 14 issue of Parade, newspaper magazine supplement. The Wichita Junior Chamber staged the advance contest. Pictures of contestants and presentation of a radio set to the

MUSIC LIBRARY

BMI's model library course got off to a good start last Monday and Tuesday despite last minute withdrawals due to election day duties.

Course is a two-day seminar in station library procedures, [BROADCASTING, Oct. 25]. It is offered weekly to station personnel by the industry owned music rights organization.

Following a welcome from BMI President Carl Haverlin, the students heard an address on the place of a performing rights society in radio by Robert Burton, BMI vice president. Catherine K. Miller, music librarian of Columbia U., spoke on "The Music Library and the Librarian," and a prominent radio announcer, in charge of recordings for the New York Public Library, discussed the bibliography of recordings.

Monday afternoon, Israel Diamond, director of the BMI logging department, talked on the importance of keeping accurate records. He conducted the class on a tour of his department. Burt Wayne, disc jockey with WNEW New York, spoke on "The Disc Jockey and the Librarian."

The group visited the music libraries of ABC and WINS New York, and in the evening saw two television programs produced in the studios of WABD (TV) New York.

The second day's program included talks by Bob Loewi, program producer at WABD, on "Program Building and the Music Library"; Miriam Brunner, director of BMI's research department, which the

Annual Event Next Week

BMI Course Held In New York

How to organize and maintain a station library was discussed by this group attending first of BMI series of special courses. L to r: Dorsey Owings, BMI; Ted Cott, WNEW New York; Arnold Davis (rear), Juilliard School of Music; Mrs. Burke Pond and Mr. Pond, WWDC Washington; Mrs. Catherine K. Miller, Columbia U.; Ed Lally, WBAP Fort Worth; Philip L. Miller, New York Public Library; Robert K. Burton, Carl Haverlin, Charles A. Well, Ken Sparron, Bob, William H. Dunn, WKBW Buffalo; Youngstown, Ohio; Robert Womack; and Mr. Charles Calton, WNEW New York; Conn.; Kelloett, BMI; Florence Robinson, WICC Bridgeport, Conn., and Norman E. Herrington, CFBC St. John, N. B.
**LONGER CONVENTION**

By J. FRANK BEATTY

EXPANSION of the 1949 NAB Management Conference from a two-day to three-day meeting will be taken up by the board of directors at its Nov. 15-17 meeting at Washington headquarters. Convention week runs April 6-13.

Option for a third day is provided in a convention agreement reached Thursday between C. E. Arney Jr., NAB secretary-treasurer, and Robert F. Quin, manager of the Stevens Hotel, one of the hotels of the Hilton chain.

A three-day meeting also will be considered for the Engineering Conference.

The Management Conference in 1949 will open Sunday, April 10, with registration at the Stevens. Meetings will be held Monday and Tuesday, the status of Wednesday being up to the board.

Unlike the Los Angeles Management Conference last May, the 1949 meetings will not be limited in total attendance. The limit was kept down in 1948 because of limited facilities in Los Angeles. Management meetings will be held in the Eight St. Theatre, where WLS has long held its Barn Dance. The theatre seats 1,200 and is being re-modelled. It is close to the Stevens.

Registration for the Engineering Conference will open Wednesday, April 1, with meetings starting Thursday and continuing into Saturday. All will be held at the Stevens. Request for a three-day conference was made at Los Angeles last May by the Engineering Executive Committee and again asked at the committee's August meeting.

Display facilities at the Stevens are excellent, with heavy equipment to be shown on the ground floor Exhibit Hall. NAB has opted ample space for the display.

In addition it has 100 rooms on the fifth and sixth floor of the Stevens for light exhibits such as transcriptions, program displays, etc. As usual, only associate members will be assigned exhibit space. The Exhibit Hall will be available April 6 to start setting up equipment. At least 1,000 rooms will be available for delegates at the Hilton hotels, Stevens and Palmer House, with additional facilities promised at other hotels.

The board meeting next week will cover the gamut of association problems, ranging from the Standards of Practice [BROADCASTING, Nov. 1] to proposed changes in the by-laws.

A petition signed by 300 members calling for referendum on a proposal to take away code-writing powers from the board will be considered. The petition was submitted in Los Angeles by Edemer, K endanger Port Dodge, Is., elected an NAB director for small stations during the Management Conference. Since it was filed too late for the board action, it comes up at next week's meeting.

Another proposal to change the by-laws was adopted at the District 15 meeting held in San Francisco last September. The district favored a consecutive two-term limit on board service but no formal petition has been submitted to NAB headquarters by Oct. 18, last day for filing.

Two committees will meet in advance of the main session. The NAB program executive committee meets Thursday and Friday of this week, with the Standards of Practice one of the main topics. A special board committee will take up education and interpretation phases of the code prior to the board meeting and the board's finance committee was expected on Monday. The employer-employee relations committee meets next Monday and the board opens Tuesday the 16th.

**IRE**

STUART L. BAILEY, partner in the consulting engineering firm of Jansky & Bailey, Washington, D. C., has been elected president of the Institute of Radio Engineers for 1949. Arthur S. McDonald, chief engineer of the Overseas Telecommunications Commission, Sydney, Australia, was elected vice president.

Mr. Bailey succeeds Dr. Shackford, who did not run for re-election.

Two IRE members were elected directors-at-large for the 1949-1951 term: Dr. William L. Everett, professor and chairman of the Department of Electrical Engineering, U. of Illinois, and Donald G. Fink, editor of Electronics, a McGraw-Hill publication.

John V. L. Hogan, president of WQXR and WQXQ (FM) New York, and head of Radio Inventions Inc. and Faximile Inc., was elected director of IRE Region 2, North Central district, for 1949 and 1950. George R. Town, manager of engineering and research for Stromberg-Carlson, was elected director of Region 4, Eastern Central region for 1949 and 1950.

Ben Kacker, chief engineer of WGST Atlanta, was named regional director of Region 6 (southern). Frank H. R. Pousett, chief engineer of Stromberg-Carlson Co., Toronto, was elected regional director of Region 8, the Canadian region.

The IRE president-elect, Stuart Bailey, has been a fellow of the Institute since 1943. Born in 1905, he took engineering and science degrees at the U. of Minnesota and in 1937 joined the south division of the U. S. Dept. of Commerce as assistant radio engineer. He is credited with having initiated and supervised the lighthouse service on radio-controlled lights, and having helped develop the visual radio range for U. S. airways, while with the Commerce Dept.

Mr. Bailey joined forces with C. M. Jansky Jr. in September 1930 to form the firm of Jansky & Bailey. He has handled all of the

**CO-OP MILLIONS**

DEALER co-op radio advertising, at a low point during the war, has bounced back. It now runs into millions of dollars a year and is still climbing.

With many new stations as well as new sales executives now in radio, NAB's Dept. of Broadcast Advertising will soon publish a study of the whole dealer-cooperation situation.

List of manufacturers known to use this form of advertising has been compiled by Dr. Kenneth H. W. NAB's secretary-treasurer, from member stations. The study has been completed by Maurice B. Mitchell, director of Broadcast Advertising. It is the first roundup of the subject since 1942.

Main users of co-op radio are retailers, distributors and whole-salers, the pamphlet will explain, with brokers in some fields also offering allowances to dealers. NAB suggests that radio salesmen contact dealers to keep them informed of manufacturer support of advertising and points out that many manufacturers likewise have learned of radio's value from dealers.

Techniques to be used by stations in obtaining dealer co-op business will be described in general terms, including contacts with all elements from the retailer through the manufacturer. The pamphlet will propose methods of combining co-op campaigns into single programs.

Such problems as rates to be charged, distribution of advertising costs and what to do about rate advantages will be dealt with at length. Payment methods will be discussed, along with agency relationships.

NAB emphasizes that dealer co-op advertising can provide new business for stations and that manufacturers often can be developed into important users of the air medium.

The study will cite examples, such as the successful effort by a station to persuade a manufacturer to match radio spending by a group of dealers.

Newspaper and regional manufacturers buying cooperative-ly will be listed by NAB, which explains that the list is not by any means complete. The study will include a bibliography and reference to a careful reading of trade publications to keep abreast of developments in the field.
By IRV MARDER

RADlO WRITERS Guild has sus-

pended its strike against the agen-
cies until next Sunday, Nov. 14,
while mediation efforts continue.

The outlook for a permanent set-

tlement during the truce period

appeared to be good, with meet-
ing time between the guild and a

combined agency and sponsor group—

with Federal Mediator J. R. Man-
delbaum refereeing—scheduled to

resume tomorrow (Nov. 1).

The guild agreed Thursday, at

the suggestion of Mr. Mandelbaum,
to remove all agency-produced
radio shows from its “unfair” list for

a ten-day period, during which time
it was hoped that differences
between the union and the agencies

could be reconciled.

In addition to agency men, the

Thursday conclave, held in New

York’s Waldorf-Astoria, was atten-
ded by sponsor members of the

ANA Radio Council, including rep-

resentatives of Campbell Soup Co.,

Lever Bros., Procter & Gamble,

General Foods, General Mills,

American Home Products, and S.

C. Johnson & Son. Mr. Mandelbaum
acted as chairman.

Temporary removal of the aca-
dy shows from the RWG “unfair” list
means that the material with-
holding order to all RWG and

Author’s League members, which

was sent out when the strike began

officially Oct. 26, has also been

lifted for the ten-day period.

Thus, no tangible effects of the
strike will be felt during that time,
since RWG has held picketing
in abeyance, again at the medi-
ator’s request.

Stipulations Involved

The proposal drafted by Mr.

Mandelbaum and approved by both

sides at Thursday’s meeting also

included these stipulations:

(1) That the guild shall seek

NLRB certification when a mu-

tually-satisfactory agreement is
reached, and that the group re-

presenting agencies and sponsors

shall offer no objection to this pro-


cedure.

(2) That the guild shall presume

that all agencies and clients in-

volved will go along with the basic
proposals, including those not re-

presented at Thursday’s meeting.

However, if the principals of shows

not represented at the meeting do

not accept the lead of the others

by the Nov. 14 deadline, they will

not be covered by this presump-

tion.

(3) That any RWG members

assigned to shows after Nov. 4 shall

be afforded all benefits achieved as

a result of any agreement which

may be reached.

Industry observers are of the

opinion that the ANA Radio Coun-
cil sponsor members who attended

Thursday’s joint meeting should

carry great weight in effecting a

quick settlement of the dispute.

Many of the shows involved are
daytime serials sponsored by such
big-budge advertisers as General

Foods, General Mills, Lever Bros.,
and other council members.

CBS Gross Climbs
In 39-Week Period

CBS last Thursday issued a con-

solidated income statement for the

network and its domestic subsidi-
aries for 39 weeks ending Oct. 2,
1948. Figures showed a gross in-

come of $60,535,189, compared with

$54,655,424 for a 40-week period

Net income for 39-week period
this year was $3,010,446, equal to

$1.75 a share, compared with $3,
560,860 or $2.13 a share net for the

40-week period in 1947.

The board of directors of CBS
Inc. last Wednesday declared a cash
 dividend of 50c per share on Class
A and B stock of $2.50 par value,


Tonsils vs. Brains

THE HEARST-OWNED Al-

bany, N. Y., Times-Union

in an editorial Nov. 2 declared

that radio as a news vehicle

is "the answer" that makes

radio newsmen have "good

tonsils but poor news judg-

ment." The editorial blast

followed a "flash" by Walter

Winchell on his weekly

broadcast Oct. 31 that a

three-alarm fire was raging

out of control in Albany.

Albany’s fire chief, Michael

Fleming, pointed out that the

fire was declared out at 7:35
p.m., almost an hour and a

half before M. Winchell came

on the air. Declaring that Albany

stations had reported facts

regarding the fire correctly,

Eugene F. Weil, sales and

promotion manager of WABY

Albany, said the Times-Union in-

correctly placed all radio news-
ments in some category and

implied—also incorrectly—

that local stations did a poor
job of handling the fire story.

Resumption of AFM
Negotiations Seen

TRANSCRIPTION companies

were reported last week to have

received informal assurances from

the American Federation of Musi-

cians that negotiations to settle

the union’s long-standing ban

would be resumed soon.

The negotiations will be contin-
guished upon acceptance by govern-

ment agencies of the formula pro-

posed by the AFM and recording

companies (Broadcasting, Nov. 1),

restoring royalty payments from

the companies to the union.

Although no formal exchange

was reported between transcription

firms and the AFM, it was reported

that the union had indicated it

would be ready to talk terms to

them as soon as it resolved its set-

tlement with the record makers.

Final Details

Attorneys for major record con-

cerns and the union were putting

the final commas and whereas

into the legal wording of the agree-

ment reached a fortnight ago.

They hoped to present their con-

tract for government approval

within a few days.

It was understood that the par-

ties would solicit the approval

of government agencies at their

Washington headquarters when the

agreement had been finally pre-

pared.

The record makers and James C.

Petrillo, AFM president, reached a

settlement nine months and 28 days

after the imposition by the union

chief of a ban against all recording

and transcription work.

Page 28 • November 8, 1948

BROADCASTING • Telecasting
INTERCITY TV LINKS

PLANS for nine new intercity television links tentatively slated for completion by the end of 1950 were disclosed by American Telephone & Telegraph Co. last week.

The disclosure came as FCC nears the end of the first phase of its probe of AT&T's activities in Western Union video network rates.

In addition to facilities included in the 1948-50 program outlined by AT&T at earlier sessions of the rate hearing, a maritime hearing (Oct. 4, 11), Frank A. Cowan, transmission engineer, said the following were planned:

Three channels between Toledo and Detroit; three between Toledo and Cincinnati, with intermediate terminals at Dayton; three between Dayton and Columbus; two between New York and Buffalo, and with intermediate terminals at Indianapolis; one between New York and Boston, with intermediate terminals at Salem; one between New York-New Haven, Philadelphia-Wilmington, Buffalo-Rochester, and Boston-Providence.

Meanwhile, in an application covering a television cable network for a construction program for 1949, AT&T indicated plans for an intercity video link extending to Lancaster, Pa. (connecting with the Philadelphia-Chicago circuit) and to Erie (connecting with Cleveland-Buffalo circuit). Most of the overall construction program related to telephone service.

End of First Phase

The rate investigation, resumed last Wednesday through Friday, is expected to reach the end of the first phase this week. This phase deals with the telephone company's policy against inter-connecting its intercity television facilities with those of other companies except in two areas where AT&T has no facilities of its own.

The question of the legality and reasonableness of that policy—which industry spokesmen denounced as an attempt to develop and maintain the monopoly of television—will go to the Commission for decision at the end of the current sessions. The hearing on the rates themselves, it was decided last week, will not be undertaken until FCC has decided the interconnection question.

Meanwhile, Rodney Chipp, engineer for Allen B. DuMont Labs, testified on DuMont's estimate that video relay facilities could be built for $600,750 (on two-year amortization) to link Washington, New York, Pittsburgh, Philadelphia, Baltimore, New Haven, and the intermediate points between New York and Pittsburgh and between New York and New Haven.


He estimated that on a four-year amortization plan the New York-Boston link, for example, would cost about $44,000 to be paid off in $11,000 per month if there were few intermediate terminals. With a number of intermediate terminals, it is expected that the cost might approach $25 per airline mile per month for four hours daily.

With the rate (or AT&T's estimate of $25 per airline mile per month for four hours daily) DuMont, counsel for the company, said the cost might approach $35 per airline mile per month. He estimated that the figures are more than a year old. He added that he didn't think the rates might be considered in competition with the telephone company's rates.

John J. Hanselman, AT&T assistant vice president, said that on reconsideration he didn't think "interconnection" would be involved if a program sent over AT&T facilities were fast-filmed at Philadelphia, for example, and then retransmitted over private relay facilities.

At an earlier session he had indicated it might be considered. If the film were transmitted within about five minutes of the time the program was received at Philadelphia.

Baltimore's WAAM (TV) Opens as DuMont Outlet

WAAM (TV) Baltimore, licensed by Radio-Television of Baltimore last Monday began telecast operations on Channel 12 (210-216 Mc) as an affiliate to DuMont Television Network. The announcement was made jointly by Lawrence Phillips, DuMont director, and Fred L. Allman, WAAM vice president in charge of operations. Officers of WAAM include Ben Cohen, president, and Herman Cohen, Sam Carliner and Norman Kal, vice presidents in addition to Mr. Allman. Mr. Kal is general manager. Studios are located at 217 E. Baltimore St. They reported a $750,000 investment. WAAM telecasts nightly to 11 p.m. (EST).

An estimated 26,000 video sets are in the city area, according to the Baltimore Television Circulation Committee.

EAST-MIDWEST CO-AX

Service Ready Jan. 12

AMERICAN Telephone & Telegraph Co. last week advised television broadcasters that the coaxial cable linking the East with the Midwest would be ready for network operations Jan. 12.

The historic joining of television stations from the East Coast to the Midwest will add 13 metropolitan areas to the total population of 114,410,000 families.

Two other cities, connected to networks by privately operated relays—Schenectady and New Haven—bring the total families in metropolitan areas to be served by interconnected television stations after Jan. 12, to over 126,000,000.

ABC, CBS, DuMont and NBC television executives were known to be planning extensive celebrations of the linking of the East and Midwest, but plans were not yet crystallized.

Schedule to Be Worked Out

A meeting of broadcasters and AT&T representatives has been scheduled for Nov. 15 to discuss the schedules of use of the new cable link. Facilities will not permit indiscriminate use by individual broadcasters, and a schedule of sharing time will have to be worked out among all networks.

Although as yet no network has more than tentatively approached the planning of special programs in celebration of the network expansion, it seems certain that the inauguration of President Truman Jan. 20 will figure prominently in all program plans.

It was recalled that the opening of the Washington-New York coaxial cable television service was celebrated with the telecast of Lincoln Day ceremonies in Washington Feb. 12, 1946.

The new cable between Philadelphia and Pittsburgh was put into television service last Thursday and is expected to be ready for television use around the first of the year, when installation of terminal facilities is completed. Work is proceeding on the Pittsburgh-Cleveland cable, which will be the connecting link between East and Midwest.

First call on the Philadelphia-Pittsburgh cable, designed primarily for telephone service, was a conversation between the mayors of the two cities. The line is capable of handling about 600 telephone conversations, or two television programs, in each pair of its eight coaxial cables.

The project was commenced in October 1947 and cost approximately $8 million. Cost of the Pittsburgh-Cleveland segment is about $4.5 million.

Cities which will be interconnected by the AT&T system after Jan. 12 are New York, Boston, Philadelphia, Baltimore, Washington, and St. Louis, Buffalo and Milwaukee, now served by DuMont.

In addition, Allen B. DuMont Labs is slated to have its WDTV (TV) Pittsburgh on the air before the two networks are joined, which would add Pittsburgh to the cities actually served by AT&T system.

The AT&T's Jan. 12 notification to networks last week exceeded by not less than two weeks the date estimated by the company for the completion of East Coast to Mississippi network service early last summer (Broadcasting, July 19).

At that time AT&T predicted its completion of the East with the Midwest could be ready by the end of the year.

Provisions as to the dates of completion of network links to other areas still vary widely. AT&T has said that its coaxial cable equipped for telephone service will extend from New York to Los Angeles by the spring of 1949. The equipment of this cable for television use, however, would take an as yet unspecified time. The completion of AT&T's plan was in Broadcasting's Teletype Status July 19.

November 8, 1948 • Page 27
Swezey Quits

THE establishment of a top-level MBS vice presidency responsible for programs and sales and reporting directly to President Edgar Kobak [Broadcasting, Oct. 4], last week threatened to shatter the highest echelons of the network.

Robert D. Swezey, vice president and general manager, submitted his resignation when it became known that Linus Travers, Mr. Kobak's selection for the new executive post, would report directly to the president. Mr. Travers is executive vice president and general manager of the Yankee network which is a major stockholder in Mutual.

Mr. Swezey, who has been No. 2 at Mutual for four years, believed his position had been made untenable by the policy directive which ordered Mr. Travers to by-pass the general manager and report directly to Mr. Kobak.

In the face of the very strong threat that Mr. Swezey would leave Mutual, Mr. Travers resigned the job he had not yet assumed. An official announcement by the network said only that Mr. Travers had elected to remain at Yankee headquarters in Boston because of Yankee plans for expansion.

It was known, however, that Mr. Travers had decided to withdraw from the Mutual job because of Mr. Swezey's objections to its establishment.

Mr. Swezey did not tender his resignation until long after it was decided to add a vice president with overall supervision of programs and sales. According to the original plan, which was approved by Mr. Swezey, the new executive would report to the general manager.

A subsequent memorandum from the president, however, amended the original plan to direct the new executive to report to Mr. Kobak.

With programs and sales thus removed from his sphere of influence, Mr. Swezey believed that the job of vice president and general manager had been considerably degraded, it was understood.

Mr. Swezey's resignation was resisted by Mr. Kobak who, it was said, was endeavoring to persuade his long-time second in command to remain. At week's end, however, he reportedly had not given Mr. Swezey the assurances that would enable him to change his mind.

Although Mr. Travers had resigned, Mr. Swezey had been given no indication that the job for which Mr. Travers had been selected had been abandoned. It was not a question of personalities, according to informed sources, but only the establishment of the new position compensating his that had led Mr. Swezey to make his decision.

Mr. Swezey himself said that "the situation is not clarified yet." Mr. Kobak issued only a flat "no comment." It was known, however, that by last Thursday night nothing had developed to change Mr. Swezey's mind.

Brolly Leaves WBKB

A. H. BROLLY has joined Television Assoc., Chicago, as chief engineer, from Eddy, PA president, announced last week. Mr. Brolly has been chief engineer at WBKB Chicago, Balaban & Katz television station, since 1940. Capt. Eddy was formerly WBKB's director. A former radio engineer with Federal Telegraph, Mr. Brolly has also been with Farnsworth Television as chief engineer in charge of development and with Philco as project engineer in the TV laboratory.

Hearing Continued

PRELIMINARY hearing in San Francisco for Nathan J. Warren and William B. Steuer [Broadcasting, Nov. 1] has been continued until today (Nov. 8). The pair, reportedly operating as "United and General Broadcasting Companies," is alleged to have fleeced livestock breeders in the West through the fraudulent sale of radio time.

It was pointed out that most network union contracts embrace clauses covering repeat broadcasts. Whether such provisions would apply to a procedure as extensive as contemplated by the two networks was undetermined.

Lower Cost to Sponsor

The cost of maintaining their time through the summer and using it to rebroadcast by record the more popular shows of other seasons would be appreciably less to any sponsor than to fill such time with replacement programs, the networks have reportedly pointed out.

No precise time has yet been set for adoption of the new policy. But the networks obviously are preparing for the next summer season and announcing it now to give advertisers a chance to give it full consideration.

Although responses of advertisers and agencies to the proposals by CBS and NBC were not as yet definite, it was known that preliminary discussions between the networks and their sponsors had encouraged the broadcasters to believe their summer policy would be adopted by at least some of their clients.

The virtues of recorded repeats during summer months, as far as the networks themselves are concerned, are several. The maintenance of high levels of listening during summer months, when in the past the audience has sharply dwindled, could probably be assured by the retention through the slump months of the more popular shows and stars, even in recorded form.

Additionally, the networks would be saved the expense of programming sustaining to fill the hiatus periods left by advertisers who indulge in summer lapses from the air.

It is expected that the network proposals will be favorably regarded by many of the big-time stars, some of whom have publicly indulged in the chance to be rebroadcast throughout the year providing they could do it by record and thus insure their vacations.

Summer Repeats

IN AN EFFORT to install props beneath sagging summer ratings, CBS and NBC will lift their longstanding prohibition against widespread use of recorded programs. They will also encourage advertisers to rebroadcast in the summer their better fall, winter and spring shows.

CBS announced its policy reversal last week, and although NBC was withholding public announcement, it was known that Hal C. Kieck, NBC advertising vice president, had privately advised several leading advertisers that NBC would also open the door to recorded repeats.

According to the CBS announcement, advertisers will henceforth be able to broadcast 52 weeks without the usual summer hiatus or program replacement. The here-tofore uninhibited hot weather time can be filled with recorded repeats of shows broadcast in other seasons.

In a letter which William C. Gittinger, CBS vice president in charge of sales, sent to advertisers and agencies, the purpose of the policy revision was said to be to "advance the quality and interest in radio throughout the year, and in so doing benefit the advertiser, the talent and the audience alike."

The policy, said Mr. Gittinger, makes possible "complete continuity of popular programming, and does away with the task of 'rebuilding' the audience to your program each fall, thus getting a maximum return from your time-franchise."

Advertisers, he pointed out, may take advantage of the full rate discount for 52-week sponsorship and continue through the summer at "significantly lower costs" than those here-tofore prevailing.

The use of recorded repeats, of course, will require no creative or production effort in the summer months and hence will appreciably diminish the program costs in that period.

NBC Announcement to Come

NBC was said to be withholding its announcement of a somewhat similar plan until it had obtained assurances from various unions that it would be acceptable.

Whether CBS had obtained such assurances could not be learned officially. But it was understood that CBS believed the revised policy in principle be acceptable to unions and that union problems on individual shows could be resolved at the proper time.

It was pointed out that most network union contracts embrace clauses covering repeat broadcasts. Whether such provisions would apply to a procedure as extensive as contemplated by the two networks was undetermined.

CBS, NBC to Lift Ban

BROADCASTING • Telecasting
SUMMARY OF BROADCAST REVENUES AND INCOME OF 4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1464 STANDARD BROADCAST STATIONS

**1947**

<table>
<thead>
<tr>
<th>Item</th>
<th>Total Broadcast Revenues</th>
<th>Amount of total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networks and their 11 key stations and 16 other network owned and operated stations</td>
<td>$267,706,766</td>
<td>25.48%</td>
<td></td>
</tr>
<tr>
<td>971 stations serving as nation-wide network outlets</td>
<td>$250,300,666</td>
<td>23.47%</td>
<td></td>
</tr>
<tr>
<td>466 stations not serving as nation-wide network outlets</td>
<td>$208,469,683</td>
<td>19.74%</td>
<td></td>
</tr>
<tr>
<td>Total Industry Broadcast Revenues</td>
<td>$363,714,387</td>
<td>100.00%</td>
<td></td>
</tr>
</tbody>
</table>

**Broadcast Income (Before Federal Income Tax)**

| Networks and their 27 owned and operated stations                    | $13,873,721             | 14.71%         |         |
| Networks and their 11 key stations and 16 other network owned and operated stations | $10,407,721             | 11.66%         |         |
| 971 stations serving as nation-wide network outlets                  | $8,522,367              | 9.73%          |         |
| 466 stations not serving as nation-wide network outlets              | $4,027,131              | 4.47%          |         |
| Total Industry Broadcast Income                                      | $26,771,954             | 29.37%         |         |

**Time Sales Up 11.98%, Station Costs 18.6%**

**Non-network (spot) time sales to national and regional advertisers and sponsors increased 10.45% to reach a total of $91.6 million in 1947.**

Local sales increased most of all—29.9% to register a total of $147.8 million.

**FCC's report includes a series of tables, showing comparisons of network and station revenues and expenses; percentage totals of revenues and income received by networks, affiliates and independents; average station income by classes of stations with 1946 comparisons; a summary of revenues and expenses by class and authorized power; and another breakdown of the material by network affiliates and independent stations.**

The survey includes 1,453 AM stations. Comparisons are made for 814 identical stations in 1946 and 1947.

In addition to the total revenues from time sales, broadcasting increased its revenues from the sale of talent by 16.92%, receiving a total of 19.6 million from that source. This compares with Broadcasting's Annual Business Index estimate of 20 million.

Networks and their key stations increased revenues in this category by 22.09%; while networks' other owned and operated stations showed a 19.16% decrease from 1946. All other stations increased their revenues from sale of talent by 16.61%.

On the revenue side, networks have held their own in the post-

(Continued on page 57)
CROSSER IS NAMED TO 17TH CONGRESS

Probable House Commerce Head Sponsored Railroad Bills

Rep. ROBERT CROSSER, 64, has been named to the 17th Congress to take up the helm of the House Interstate and Foreign Commerce Committee, which helps shape radio legislation, is no stranger to the halls of Congress.

A Democrat from Ohio, the 74-year-old Congressman is one of the oldest legislators, from point of service, under the Capitol dome. The 81st Congress, to which he was re-elected, will be his seventeenth.

His first experience as a Congressman was during the 65th. He was also there during the 64th and 65th. After missing two Congresses he served straight through from the 68th to the present Congress.

A Scotsman

Rep. Crosser, born June 7, 1874 in Holytown, Lanarkshire, Scotland, emigrated to this country with his parents and for about three months resided in Cleveland before the family settled in Salineville, Ohio, in 1881. Here he attended the public schools, graduating from Salineville High School in June 1890.

He graduated from Kenyon College, Gambier, Ohio, in 1897 with an A.B. degree then studied law at Columbia U. in New York City. Subsequently, he was graduated from the Cincinnati Law School in 1901 with an LLD degree. In the same year, he was admitted to the bar and commenced practice in September 1901 in Cleveland.

He was professor of Law of Torts at Baldwin-Wallace Law School from 1904 to 1905 and received an LLD degree from Kenyon College in 1942. In 1929 the latter college conferred on him the honorary degree of MCL.

He began grappling with legislation in 1911 when he was elected to a term in the Ohio House of Representatives. In 1912 he beat...

(Continued on page 59)

Still in the Saddle!

FCC CHAIRMAN Wayne Coy today still holds the reins of radio, patrolling night and day. Like many another Democratic chieftain, the Indianian appeared destined for the last roundup Tuesday night, but the powerful medicine of Big Chief Truman decreed otherwise. (Horse, saddle and Stetson by KYAK Yakima, Wash.)

FCC PROBE

Fate of Harness(ed) Group Uncertain

ONE OF the many question marks hanging over the reshuffled 81st Congress will be the course of the House Select Committee to Investigate the FCC.

Since the number of pleasantly surprised Democrats correspondingly roughly to the ranks of shocked Republicans, the answer will undoubtedly go unanswered until America's poll-buster President calls a huddle of the 81st Congress' majority leaders.

Three courses are open:

1. The committee might be perpetuated, under Democratic leadership, long enough to remove from the FCC any blemishes which might have cropped out during the current investigation by the committee under the leadership of Rep. Forest A. Harness (R-Ind.).

2. It might be continued, to permit the Democrats to introduce legislation more in line with the wishes of FCC Chairman Wayne Coy, who reportedly enjoys the unwavering support of President Truman.

3. The committee may be permitted to die a natural death by refusal of the 81st Congress to renew its lease on life. If there were any betting men left in Washington this would probably be their guess.

Should the committee get renewed life from the 81st Congress either Rep. J. Percy Priest (D-Tenn.), the logical successor, or Congressman Oren Harris (D-Ark.), would be in the driver's seat. Although both men have the same seniority, Rep. Priest's name appeared first on the list of appointees to the committee and custom would dictate he should get the reins.

However, Congressman Priest's name also appears on the scathing interim report on the FCC filed by the committee. Rep. Harris did not subscribe to the views contained in the report but he has not, thus far, furnished the Congress with a minority report, as is his privilege.

Chairman Harness went down in defeat before the Democratic party in Indiana, but all other members of the five-man committee were given an extension of their Congressional leases. These others were: Reps. Leonard W. Hall (R-N.Y.), Charles H. Elton (R-Ohio), and the aforementioned Democratic members.

If the present committee leadership decides to continue in active pursuit of its mandate, it is highly doubtful that, seated in a broken...

(Continued on page 59)

Johnson Held Job As a Telegrapher

Likely Senate Commerce Chief Interested in Railroads

SEN. EDWIN CARL JOHNSON, 64, who is expected to be the chairman of the Interstate and Foreign Commerce Committee of the 81st Congress upper chamber, has more than a nodding acquaintance with radio, but his chief interest commerce-wise rests with railroads.

His parents welcomed him to the world on New Year's Day, 1884, in their Kansas state cabin, which the pioneer father had pieced together with his own strong hands.

In search of more abundant grazing land for their herd of cattle, the Johnsons moved, four years after the birth of their son, Edwin, near the Colorado state line in western Nebraska. In a sod house there, Edwin C. Johnson grew to manhood.

Punching cattle was viewed by the young Johnson as a dull lifetime pursuit and he specialized in railroad daydreams. For ten years his ambition mounted as he watched the "Iron Horse" of the High Line Division of the Chicago, Burlington & Quincy Railroad spew its black smoke across the prairies.

Became Section Hand

Finally his urge to grasp the throttle overwhelmed him and at the age of 17 he went to beg "Old Man" McFarland, superintendent of the railroad, for a job. There was an abundance of brakemen, switchmen and engine wipers, but the superintendent let the leisured farm youth take a crack at a section hand's job.

Two years later he was a baggage man. Then he learned telegraphy and got a job as night operator. Later he became station agent and at 23 he had risen to the post of train dispatcher at Green River, Wyo. for the Union Pacific and later at Lincoln, Neb. for the CB & Q railroad.

He defied warnings against...

(Continued on page 59)
RADIO AND TV’S BIG STORY

Election Coverage Sparkled

U.S. RADIO and television rose last week to the most dramatic occasion in recent domestic history.

Together they provided hitherto unmatched coverage of a national election which confronted millions and kept Americans listening and looking throughout an entire night.

At unprecedented expense and effort, the major AM, FM and TV networks and independents produced a nation-wide coverage of the enormous political upset that left all other media lagging hours behind.

Morning newspapers in New York Wednesday carried election returns that had been broadcast the night before.

Impact Hits Home

The major networks could not have picked a more dramatic year to sell, for the first time in their history, spot pickups of election returns. Advertisers who had bought the returns in anticipation of a quick decision were suddenly presented with triple their money's worth as the returns went on and on without reaching a decision.

COVERAGE

With every U.S. station turning in an outstanding performance in coverage of the national election it is impossible to select those which did the best. The short capsule reports presented here, therefore, are intended merely as a cross-section of the way American radio handled the 1948 returns rather than any attempt to spotlight particular stations.

These programs were aired in addition to network coverage which is reported in a separate story on this page.

• WPAY WPAY-FM Portsmouth, Ohio... and Portsmouth Times, all local and regional returns from 8 p.m. Tuesday to 5 a.m. Wednesday and 6:15, 7 and 8 a.m. roundups on Wednesday.

• WNHJ NWHJ-FM New Haven... local shows featuring members of station's news and southern Connecticut political personalities, and pickup from local campaign headquarters.

• WBAP TV Fort Worth... 1 hr. 45 min. election eve program featuring cavalcade of American presidents and political backgrounds of President Truman and Gov. Dewey.

• KTLA (TV) Hollywood... remote broadcasts from two locations which featured interviews with California political figures and man on the street and crowd reactions.

• KNX Los Angeles... announcements of local and regional returns.

• WTMJ WTMJ-TV Milwaukee... remote pickups from The Milwaukee Journal Bldg., showing all vote gathering arrangements.

• WMAR TV Baltimore... showed televiewers how extra edi-

Nor could television broadcasters have picked a more dramatic occasion to inaugurate network video coverage of a national political bout.

All major networks stayed on the air until Wednesday morning, continuing throughout Tuesday night to broadcast on-the-spot developments and nation-wide returns as the race grew hotter and hotter.

Gruelling Stretch

For hundreds of commentators, analysts, reporters, engineers and the general staffs, it was a gruelling stretch.

A special C. E. Hooper audience survey of the four major networks in 36 cities showed that between 8 and 11 p.m. Tuesday sets in use were 54.7. There were no measurements after that hour, but authorities surmised that high audience levels were maintained long after 11 p.m. owing to the uncertainty of the election outcome.

A network-by-network showing in Hooperatings for the Tuesday evening period showed:

NBC's Hooperating was 15.8; its share of audience 28.0. CBS's Hooperating was 14.1; its share of audience 25.8. ABC's Hooperating was 11.4; its share of audience 20.8. Mutual's Hooperating was 7.0; its share of audience 12.8.

A special Hooper survey of television viewing in New York showed video sets in use as 74.1 between 9 and 11 p.m. Tuesday.

Ratings for individual stations in the television survey were:

WNBT's Telerating was 32.3; its share of audience 43.6. WJZ-TV's Telerating was 15.0; its share of audience 20.2. WABD's Telerating was 13.8; its share of audience 18.4. WCBS-TV's Telerating was 8.2; its share of audience 11.1. WPIX's Telerating was 5.0; its share of audience 6.7.

Record Time for NBC

NBC radio and television, utilizing what is said to be a record amount of time, facilities and man-

(Continued on page 61)

Individual Stations

Report Elections

New York headquarters of the CBS news staff during the all-night reporting of the Presidential race.

Combined radio-television newsroom of ABC in New York at the height of reporting the election returns.

(Continued on page 60)
RADIO IN CONGRESS

By ED KEYS

THERE WILL be many names familiar to radio circles on the rolls of the 81st Congress when it convenes in January. Conversely, some identified with radio, will not re-occupy their seats, or will have been deprived seats in their initial attempts.

Congressional radio figures treated favorably in the past election include Sens. Robert Taft (R-Ohio), Homer E. Capehart (R-Ind.), Chan Gurney (R-S.D.), Glen H. Taylor (D-Idaho), William F. Knowland (R-Calif.), Reps. John Phillips (R-Calif.), Alvin E. O’Konski (R-Wis.), Harris Ellsworth (R-Ohio), Lyndon B. Johnson (D-Tex.), W. Kingsley Maeve (R-N.Y.) and Karl Stefan (R-Neb.).

Political aspirants and others, connected in some way with radio, upon whom the voters smiled Nov. 2 included Matthew M. Neely, Chester Bowles, Robert S. Kerr, Secretary of the Army Kenneth C. Royall, Assistant Secretary of the Army Gordon Gray, H. H. Gross, Iowa newscaster, and Beauford Jester, Texas Governor.

Those less fortunate included Tyrrell Krum, NBC veterans editor, Roy Acuff, radio entertainer, and Eot Kalsenborn.

WKRC Ownership

Sen. Taft’s family is included in the ownership of the Cincinnati Times Star and WKRC Cincinnati. He was reelected but loses his position as head of the majority party’s policy committee.

Also winning reelection was Sen. Gurney, who will not return, however, as chairman of the powerful Senate Armed Forces Committee. The Gurney family formerly operated WNAX Yankton, S. D., which Sen. Gurney managed.

Sen. Capehart, whose family formerly owned the Capehart radio manufacturing firm, and who is presently active in a commercial phonograph-producing firm, also won re-election.

The former radio hillbilly cowboy, Sen. Taylor, will be back in January, but having bolted his party and lacking seniority on any committee will play no important role where bills are drafted.

Sen. Knowland, who with other members of his family owns the Oakland (Calif.) Tribune and KLO Oakland, will be returning. He is a member of the newspaper’s board of directors and is its assistant publisher.

Among the survivors also was Rep. Phillips, who has an interest in KPAS Benning, Calif.

The owner of WLIN Merrill, Wis., Rep. O’Konski, was also ordered back to Washington by voters in that state.


Johnson Returns

Rep. Lyndon B. Johnson, whose wife, Claudia, owns KTBG Austin, will return this coming year as one of the Texas Senators. He will take the seat vacated by W. Lee (Pass-the-Biscuits) O’Daniel, a former radio entertainer.

Elected as a Senator from West Virginia was Matthew M. Neely, whose initials were given to WMMN Fairmont, W. Va.

Rep. Stefan, who has served in the House continuously since the 74th Congress, got a return ticket to the Capital. He formerly was a news commentator on WJAG Norfolk, Neb.

Chester Bowles, one of the founding

ers of Benton & Bowles agency and a prominent figure in early radio advertising, won the gubernatorial election in Connecticut.

Coming in on the Democratic sweep, as Governor of Texas, will be Beauford H. Jester, an owner of KWIT Waco, Tex.

Another Democratic triumph was the election of Robert S. Kerr as Senator from Oklahoma. Mr. Kerr chairman of the board of directors of the West Central Broadcasting Co., licensee of WEEJ Peculiar, Ill.

Looking secure in their near

(Continued on page 59)

In This Issue...

What Next in Radio? ........................ 21
Ratings Panned .......................... 21
Radio Faces in 61st Congress ............... 22
Radio and TV’s Big Story .................. 23
Individual Station Coverage ............... 23
Radio’s Net Income Declines ............... 25
Sweezy Quits MBS ........................ 26
CBS, NBC Alter Repeat Policy .......... 26
AT&T Readies Intercity Links .......... 27
East-Midwest Co-ax Ready Jan. 12 .... 27
RKG Strike Off Until Nov. 14 .......... 28
NAB Considers 3-Day Convention .... 29

“Radio... the Most Effective Means”

By KEN FRY

Radio Director, National Democratic Committee

“This campaign proved, if any proof were needed after the Roosevelt campaign, that outside of personal contact, radio is by far the most effective means of reaching the mass of the public.

"Obviously on personal contacts you can only do so much although the President did make some 300 speeches. Combined with radio, personal appearance speeches did the job.

"The campaign proved radio’s effectiveness more clearly and substantially by the fact that the victory was accomplished in spite of opposition by the entire press. Radio is the only way of getting the story through the people without going through the opposition. Material, thoughts and views are not sifted through other hands and minds.

"Radio’s use proved that a candidate doesn’t necessarily have to be a good radio actor to make effective use of the air.

"While Mr. Roosevelt’s radio performance doesn’t compare with Mr. Roosevelt in a dramatic sense, in the end it didn’t matter. Mr. Truman was an effective radio personality directly to the people in person and by radio, but no medium or combination of media will necessarily win an election for a candidate in whom the people do not believe.

"Vital factors in the victory were Mr. Truman himself, and his broadcasts, and his straight, simple story on issues and the sins of the 80th Congress. Result of that is proved by who the hell’s sitting in Congress next session.

"I’ve heard something to the effect that it was the housewives who licked Mr. Dewey. Well, we made a direct appeal to women with our disk jockey show (ABC, Mondays, Wednesdays and Fridays, 3:45-4 p.m.). It stressed issues important to them, and it was entertaining. However, at no time during the campaign did the committee go into ‘vaudeville.’ It was all straight selling on facts and issues.

"Another vital factor was the help of labor. ILGWU, AFL, and CIO spent nearly as much on radio to promote Mr. Truman as did the National Committee.

"One thing I want to bring up as a suggestion. The radio industry might well inspect their political broadcast policies. They are handicaps to the political parties and to the broadcasters themselves.

"For instance, the way political programs are signed on should be changed. The way they are handled is as if an announcer would say: ‘The following time has been purchased by the American Tobacco Co. so that Jack Benny can give a comedy show in behalf of Lucky Strike cigarettes.’ I think it drives listeners off the air.

"However, this is not a complaint. Radio has been good to us. I think that before the next election time rolls around, broadcasters should look into the matter.”

BROADCASTING • Telecasting
WHAT NEXT IN RADIO? Legislative Lineup Readied for Changes

By SOL TAISSHOFF

WHAT HAPPENS in radio, regulation wise, business wise, legislatively, now that Harry S. Truman takes over the reins of government in his own right?

(1) In a regulatory way, the status quo is indicated. The FCC, for the immediate future, should remain unchanged. Chairman Willoughby is expected to continue at the radio helm. (If the pay scale is raised to $15,000, already recommended, he and most of his colleagues will be happier.)

(2) The business of radio—including television—is interwoven with the national economy, and that takes in the legislative scene. Return to price controls could have an effect upon national advertising budgets. Restoration of higher corporate taxes, as advocated by Mr. Truman, hits every corporate pocketbook.

(3) Modification of the Taft-Hartley Law might create new labor problems for radio, particularly if the secondary boycott is legalized. (Example: Petrioli could again demand that networks or transmitters pull the plug on station on his "unfair" list.)

A shift in radio legislative activity from the House, where the GOP-created Select Committee has been functioning, to the Senate, where the Interstate & Foreign Commerce Committee will be headed by Sen. Edwin C. Johnson, a militant performer on the radio front, pressures some fire-works probably early in the next session.

Crosser for Commerce Committee

In the House, the veteran Rep. Robert Crosser of Ohio is slated for the chairmanship of the Interstate & Foreign Commerce Committee. Principally interested in railroads and railroad labor, it is doubted whether, if he assumes the chairmanship, he will interest himself too actively in radio.

Chances are, at this early date, that he would be disposed to reinstate standing subcommittees in specialized categories, with the next ranking Democrat, Rep. Alfred L. Bulwinkle of North Carolina as chairman—a post he held prior to Republican organization of the House two years ago.

The fate of the House Select Committee to Investigate the FCC is uncertain. It was created sud- denly at the close of the last session [BROADCASTING, June 21] under Republican auspices. An inter- sphere investigating the FCC has been filed. Another is due when the new Congress convenes. But, with absolute Democratic control of the lower body, the report is due in to find its fate in a pigpen.

Rep. Forest A. Harness of Indiana, chairman of the Select Committee, was defeated in the Tru- man sweep. Other members of the committee were re-elected. They are Leonard W. Hall of New York and Charles H. Elston of Ohio, Republi- cians; Oren Harris of Arkans- sas and J. Percy Priest of Ten- nessee, Democrats.

The complexion of the FCC is expected to remain unchaged privately because of Mr. Truman's su- preme confidence in Chairman Coy. Mr. Coy is likewise highly regarded on Capitol Hill both in the new Democratic majority as well as GOP quarters.

Mr. Coy, like several of his prede- cessors, is feeling the pinch of the $2000 annual pay scale. He left a vastly more remunerative position as executive vice president of the Washington Post radio sta- tions (WINX and WINX-FM) to accept President Truman's call to run the FCC helm last December.

Prior to the Truman upset, it was thought that Mr. Coy would leave the FCC to permit the Republican President to name his own chair- man. Commissioner Robert F. Jones, former Ohio Congressman, had been most prominently men- tioned for the successorship under Republican organization.

Next Vacancy

The next vacancy on the FCC, in the normal course, would be that of Commodore E. M. Webster, whose term expires next June 30. An extension politically of a nation- al of Washington, D. C., he is regarded as one of the world's fore- most experts in communications re- lated to marine and aviation serv- ices. Chairman Coy, it is known, will strongly urge his reappoint- ment and, as things stand now, that is viewed as tantamount to the action itself.

It is doubted whether Mr. Coy will be disposed to effect any far- reaching changes at the staff level. He has worked well with all de- partments, and with his fellow commissioners.

Prior to the elections, something approaching an exodus from the Law Bureau had been predicted. Now few, if any, changes are ex- pected other than the normal flow.

There is a vacancy in the post of chief engineer, created with the elevation of George E. Sterling to a commissionship last January. John A. Willoughby has been act- ing chief engineer. It is assumed that the permanent post will be filled shortly.

Thus, the FCC is expected to function in all of its multifarious operations without any noticeable hitch. Such fundamental matters as TV allocations, disposition of the long-pending clear channel case, policy on program giveaways and the editorializing issue will be han- dled in customary fashion.

Now pending before the FCC is a plan to reorganize the body along functional lines, separating the agency into three autonomous divi- sions—broadcast, common car- rier, and safety services.

Comr. Webster particularly has been pressing for action to permit

(Continued on page 58)

November 8, 1948 • Page 21
Fashion is big business in Greater Miami. Born a few short years ago, Miami's flourishing fashion industry is a recognized factor in the city's year-round economy. Today more than 100 manufacturing firms produce an annual volume of more than $25,000,000. And in retail sales, Greater Miami—the acknowledged proving ground for next year's fashions—is well up on the list of the nation's "high spot" cities.

Here is still another of the key industries which power Miami's diversified market,—with its annual spending bankroll of $500,000,000, and one of the highest per capita sales ratios in the country. Experience proves, the effective, low-cost way to reach this buying power is WQAM—Miami's First Station—whose clear signal blankets all of Greater Miami and offers profitable plus coverage of the 15 additional counties in its trading area.

Miami's First Station
WQAM
WQAM - FM

THE MIAMI HERALD STATION
WQAM-

A. B. C. IN MIAMI

★ OWEN F. URIDGE, General Manager  ★ JOHN BLAIR & CO., National Representatives
Mr. Frank Silvernail  
Batten, Barton, Durstine & Osborn, Inc.  
385 Madison Avenue  
New York 17, N. Y.

Dear Frank:

Someone down your way was admitting that the new WGY morning looked like the answer to a spot advertiser’s prayer. But, says he, how about those other commercial periods during the WGY day? Forgotten?

It’s a pleasure to nail that one, Frank. We’ve overlooked those other shows like Fred Allen overlooks Jack Benny.

First, the Heptet. Two arrangers for big-name bands have gone to work for us. Their stuff is being used by a new musical unit called The Heptet. The Heptet broadcasts twice daily -- at 12:15-12:30 PM, and at 6:15-6:30 PM. This orchestra supplying smooth background for local live commercial announce-ments and transcriptions at no extra cost to your clients makes spots in these shows rather remarkable buys. The programs are specially scripted and get finished production, too.

Then, between 1:05 and 1:45 PM, on weekdays except Saturday, there is a new show called "Two’s Company". Two established WGY personalities, Howard Reig and Mary Cherry, have teamed up for a disc show. These young people are not only mail pullers from way back, but have put together a stanza with gimmicks and ideas galore.

So, the local messages of your clients get the support of real showmanship all day long -- not just during the new WGY morning. Also, the support of 50,000 KW and NBC programming. If any details are lacking, Jim McConnell and his NBC Spot Sales laddies are ready to provide them.

Sincerely,

G. Emerson Markham:acs  
STATIONS MANAGER
Feature of the Week

WCAU-TV Philadelphia has stepped up its operating schedule to 85 hours a week by use of what it calls a "Flying Spot Scanner." Starting at 10 each morning, the scanner carries a running news report, continuous minute-by-minute time reports, hourly weather reports, and music via the new long-playing Columbia records. It is used when no studio or remote program is in progress.

The service was designed and perfected by Roy A. Meredith, station production supervisor, who is keeping actual working of the project a secret. Station officials have disclosed, however, that it requires a minimum of manpower to operate and does not tie up the services of a camera crew or a camera.

The project is almost fully automatic, thus freeing the WCAU-TV staff and equipment for rehearsals and other duties during the hours it is in use.

Mr. Meredith said the system employs transparencies and clock synchronization, but did not divulge further details.

WCAU-TV has not yet offered the "Flying Spot Scanner" service commercially, but the station now is studying rates, copy regulations, commercial length and other factors in preparation for selling time on it.

The viewer sees a moving news ticker which brings the latest news as quickly as the WCAU news room can condense it into fastcast form. Also on the screen is a minute-by-minute time slot, where the correct time is constantly fed. A system of bells, similar to those used by the national wire services, calls attention to important upcoming news. A bell system also is used for programs and special events about to be televised.

On All Accounts

An old-fashioned gal when it comes to cooking, Marion Reuter, timebuyer at Young & Rubicam, Chicago, sets a modern pace in business.

Trin and stylish, Marion compensates for the sedateness of her profession by wearing an assortment of giddy hats, preferably in bright colors, yellows and greens. Dressmaker suits and novel earings are "major passions" in her life, transcending even her enthusiasm for work.

A timebuyer with Y & R for two years, Marion previously was a "one-woman radio department" there. When Stu Dawson, radio director, resigned to go to Foot's after spending four years ago (he is now with Feature Productions, Chicago), she strained her neck muscles keeping her chin up, she recalls.

Marion was relieved of this multiple-barrage of agency activities in 1946 when Phil Bowman became Y & R's radio director.

Marion buys time for: Rath Packing Co., Waterloo, Iowa (Black Hawk meats); Joseph Schlitz Brewing Co., Milwaukee; John F. Jelke Co. (margarine, salad dressing); Purity Bakeries (Taystee bread, Grennan cakes); O' Cedar Corp. (mops, polishes); Truck Division of International Harvester Co., and the Hammond Instrument Co. (organs), all Chicago.

Purity, her major account, sponsors national spots, Bill Ring, Food Scout and Cedric Adams, popular Minneapolis commentator and writer, all for Taystee bread. Spots and the Texas Rangers are used for Grennan cakes. A farm news show and Talent Review sells Rath meats, while spots and a new show promote Jelke products. The Chicago dairy division of the Borden Co. uses spots and Tell Me a Story. Several of Miss Reuter's accounts are investigating TV shows.

Miss Reuter, in true timebuyer tradition, entered advertising through the back door, but with both feet in it. After graduation from Chicago's Immaculata High School, she landed a job as secretary in the creative department of Hellmer V. Swenson Co. advertising agency, which closed shop 11 years ago.

Rustling through all phases of agency routine, she migrated to WBBM Chicago (CBS) as secretary to Sales Manager Harry Mason Smith, former sales manager at WBBM Chicago (CBS) as secretary to Sales Manager Harry Mason Smith, former sales manager at

(Continued on page 70)
Dedicated

TO THE PRESERVATION
OF AMERICAN FREEDOMS

50,000 WATTS  50,000 WATTS  50,000 WATTS (DAYS)

WJRG - WGMAR - KMPG
DETROIT  CLEVELAND  LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board
FRANK E. MULLEN
President
HARRY WISMER
Asst to the President
Suggestion: List Sets

EDITOR, BROADCASTING:

Here's a suggestion... I get an awful lot of TV weekly schedules, and the thought occurs to me that if the station would put somewhere on their schedule, either on the top, or if it is a four-page folder, on the front, the number of sets in their area, it would be a real help to agencies, advertisers, etc. No charge. . . .

Adrian J. Flanter
Benrus Watch Co.
New York

* * *

Likes Condensed Data

EDITOR, BROADCASTING:

This is just by way of saying thanks for the 1948 MARKETBOOK. To me, the most important feature of it is the way the essential market information is laid out. It is extremely helpful to have all the dope condensed and contained in one book, rather than having to wade through three or four publications for the material I need. During these busy days, anything that saves me precious minutes of time is always welcome.

Lawrence B. Kramer
Pacific Coast Manager
For Joe & Co.
Los Angeles

* * *

‘Interesting Approach’

EDITOR, BROADCASTING:

Thank you very much for the 1948 MARKETBOOK which arrived yesterday. While I have not had much opportunity to study it carefully, I did skim through Dr. Andrew’s “Market Potential by Counties,” which appears to be a very interesting approach to this problem. . . . I am sure this MARKETBOOK will be of distinct value here.

William H. Scott
Market Research Dept.
Eastman Kodak Co.
Rochester, N. Y.

* * *

Borden’s Wants Data

EDITOR, BROADCASTING:

I am writing to inquire about the chances of obtaining copies of the inserts titled TELESTATUS which appear each week in BROADCASTING. I have report No. 30 but not the other 29 copies. I would appreciate whatever you may be able to do for me. . . .

Joseph W. Tammany
Television Dept.
Borden’s
New York

* * *

Handy for Timebuyers

EDITOR, BROADCASTING:

We have received your 1948 MARKETBOOK and I want to congratulate you on a fine job of compiling this pertinent data in handy form for the timebuyer.

Gene Duckwall
Business Manager
Foote, Cone & Belding
Los Angeles

RELIGIOUS RESULTS

Radio Increases Episcopal Fold, Says Jordan

NEWCOMERS to the Episcopal fold have increased by as much as 50% as a direct result of radio, according to Robert D. Jordan, promotion director for the National Council of the Protestant Episcopal Church. The church, in an experiment in “institutional advertising,” is currently sponsoring Great Scenes From Great Plays over 600 MBS stations (8-8:30 p.m., EST, Fridays). The series has just been renewed for a second 13 weeks, running into March.

“For a program that leans backward in an effort to avoid religious messages, or perhaps because it does, results have been remarkable,” said Mr. Jordan. “The response from those who haven’t been to church for years, from those who are Christmas and Easter worshipers, and from ‘church homeless,’ has been traced decidedly to the radio program.”

Asked whether converts from other denominations have been made, Mr. Jordan disclosed that the majority of “new faces” seen in the Episcopal churches have been of people formerly affiliated with other churches, if they have been religious at all.

Script Contest

EFFORTS are under way to secure sponsors of prizes to the college radio writers submitting best scripts for the National Radio Script Contest, launched a fortnight ago by the Assn. for Education by Radio. A strong attempt is being made to get stations as regional sponsors to permit a direct contest tie-in between stations and schools in their areas. Esquire and World Book Encyclopedia are expected to be among national sponsors in the 1948-49 contest. Rules are available from the National Radio Contest Office, U. of Oklahoma, Norman, Okla.
ANOTHER ANNIVERSARY UNDER OUR BELT.... Six FULL Weeks of Progressive Operation

WSB-TV
"Thé Eyes of the South"

Add Another Laurel to its Impressive List of "Firsts"!

National Election Results

Football Clinic

Religious Oratorio

Shrine Circus

Selected Schedule of Local Special Events

Set Sales Keep Climbing

.... Audience Interest

Keeps Mounting ....

Rates are Still constant -

But Not For Long.

Six weeks young and performing like a trooper - WSB-TV has caught the pioneer spirit of WSB-AM.... forging ahead with new, stimulating, productive ideas on entertainment, education and public service.

THE ATLANTA JOURNAL STATION

WSB-TV

ON PEACHTREE STREET

Represented by Ed Petry Co.
MORE THAN 100 advertisers joined the ranks of TV sponsors during September. This figure raised the total from 368 during the first week of that month to 482 which were active in TV during the first week of October, according to the Oct. 3-9 Rorbaugh Report on Television Advertising.

During that week, according to data sent in by 38 video stations in 21 markets, commercial TV time was used by 32 network advertisers, 18 spot advertisers (including 12 who were also in the network ranks) and 281 local advertisers. Broken down by type of business (Table I) they show the leading class to be advertising of radios, including TV sets, phonographs, etc., with 82 accounts, largely in the local dealer category. Automotive advertisers rank next with 61 accounts, again chiefly at the local level.

CLOTHING ranks third with 57 advertisers, foods fourth with 39 and beer and wines fifth with 38 advertisers using TV the week of Oct. 17.

**Market Analysis**

Analyzed by markets (Table II), the data shows Philadelphia still in the lead, with 119 active accounts, well ahead of second-place New York which has only 102 accounts, despite the fact that New York boasts six TV stations to Philadelphia's three.

Washington ranked third with 92, just one ahead of Baltimore, and Chicago, with 55 TV advertisers during the measured week, wound up fifth by a two-account margin over Boston.

A significant finding shown in this table is that no city had fewer TV advertisers in October than in the previous month; Detroit stayed even and all the others recorded a gain. Data on the new advertisers since the last report are tabulated in Table III.

Total commercial TV time used during the week of Oct. 3-9 was reported as 368 hours and 9 minutes, a gain of 35.8% over the total of 278 hours and 1 minute for the week of Sept. 5-11 (TELESTATUS, Oct. 11).

Analysis of these hours by types of programs (Table IV) shows sports well in the lead, with 190 hours and 3 minutes or 49.3% of the total time. Variety programs, with 55 hours, 46 minutes, or 14.4% of the total time, ranked second. News was third, announcements ranked fourth and dramatic programs ranked fifth in volume of commercial time. Rankings this month and last are compared in Table V.

Division of time between programs and announcements (Table VI) shows a 19 to 1 ratio in favor of programs. But when the comparison is made on the basis of advertisers rather than hours (Table VII) the picture changes. Here we find 293 advertisers sponsoring TV spots to 233 video program sponsors.

---

**Table I**

<table>
<thead>
<tr>
<th>TV Advertisers, Oct. 3-9</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Apparel</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Automotive, accessories</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Aviation, aviation</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Beer, wine, liquor</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Building materials, fixtures</td>
<td>6</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>7</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Consumer service</td>
<td>8</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>9</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>10</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>11</td>
<td>4</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; fuels</td>
<td>12</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Horticulture</td>
<td>13</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Household equipment</td>
<td>14</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>15</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Jewelry</td>
<td>16</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Insulation</td>
<td>17</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>18</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Office equipment,</td>
<td>19</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Publishing &amp; advertising</td>
<td>20</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Radios, phonographs, magical instruments</td>
<td>21</td>
<td>5</td>
<td>12</td>
<td>65</td>
</tr>
<tr>
<td>Retail stores &amp; shops</td>
<td>22</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Smocking materials</td>
<td>23</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Sports, gym &amp; pool</td>
<td>24</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Transportation &amp; travel</td>
<td>25</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>26</td>
<td>1</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>TOTAL</td>
<td>32</td>
<td>181</td>
<td>281</td>
<td>494</td>
</tr>
</tbody>
</table>

* Larger than the actual total as four network activities also use spot TV advertising.

**Table II**

<table>
<thead>
<tr>
<th>Markets &amp; Stations</th>
<th>Network Selective</th>
<th>Accys.</th>
<th>Local/Local-Retail</th>
<th>Total</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
<th>Gain or Loss</th>
</tr>
</thead>
</table>

**Table III**

<table>
<thead>
<tr>
<th>Newly Active Accounts Reported for First Time in October</th>
<th>Network</th>
<th>Selective</th>
<th>Local-Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Atlanta</strong></td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Baltimore</strong></td>
<td>12</td>
<td>14</td>
<td>13</td>
<td>29</td>
</tr>
<tr>
<td><strong>Boston</strong></td>
<td>12</td>
<td>14</td>
<td>13</td>
<td>29</td>
</tr>
<tr>
<td><strong>Buffalo</strong></td>
<td>2</td>
<td>11</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td><strong>Chicago</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Cincinnati</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Cleveland</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Detroit</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Fort Worth-Dallas</strong></td>
<td>6</td>
<td>5</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td><strong>Los Angeles</strong></td>
<td>16</td>
<td>15</td>
<td>31</td>
<td>52</td>
</tr>
<tr>
<td><strong>New Haven</strong></td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td><strong>New York</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Philadelphia</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Richmond</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Salt Lake City</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Shenectady</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>StLouis</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Toledo</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
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<tr>
<td><strong>Washington</strong></td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
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**Table IV**

<table>
<thead>
<tr>
<th>Video Service Analysis (Commercial Telecasts), Oct. 3-9</th>
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**Table V**

<table>
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<tr>
<th>Rank of Video Programs (Commercial) by Broadcast Hours</th>
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<tr>
<td>Oct. 3-9 Sept. 5-11</td>
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<tr>
<td>Audience Particip.</td>
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<td>Childrens</td>
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<tr>
<td>Drama</td>
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<tr>
<td>Education</td>
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<tr>
<td>Fashion</td>
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<td>Household Hints</td>
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<td>Music</td>
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<td>News</td>
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<td>Sports</td>
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<tr>
<td>Special Events</td>
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<tr>
<td>Variety</td>
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**Table VII**

<table>
<thead>
<tr>
<th>Breakdown of TV Advertisers by Sponsorship of Programs or Announcements, Oct. 3-9</th>
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<tr>
<td>Number Number</td>
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<tr>
<td>-----------------------------------------------------------------------------</td>
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</tbody>
</table>
The **SELLING POWER** of Your **SPOT ANNOUNCEMENT** Goes **UP** or **DOWN** with its **Program Association**

...the most important factor to be considered in **Buying Spot Time**!

For the 1948-1949 season, WOW has the finest line-up of programs ever aired on the station—the BEST of NBC—the BEST of local programs—the BEST of NEWS. That's why WOW will continue to be the station "most people listen to most" in this area . . .

That's why your SPOT ADVERTISING on WOW will reach the largest available audiences at all times.

For availabilities, see your nearest John Blair Man—or write, wire or phone Johnny Gillin.

The chameleon takes its color from its background . . . SPOT ADVERTISING gets its CIRCULATION from its PROGRAM ASSOCIATION.

TWENTY-FIFTH ANNIVERSARY YEAR

**RADIO STATION**

**WOW INC.**

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

**KODY AT NORTH PLATTE**

John J. Gillin, Jr., Pres. & Gen'l. Mgr.
John Blair & Co., Representatives
in a key spot

Paul Wilson

Entered radio in 1929 with N.B.C.
Made Western Sales Manager of C.B.S.
Radio Sales in 1937.
Appointed member of U.P.'s Special Service Bureau in 1940.
Made Sales Manager for Wm. G. Remseau Co., radio representatives, in 1942.
Joined Adam J. Young, Jr., Inc. in 1945.

Paul Wilson has been elected vice president of
Adam J. Young, Jr., Inc.
From now on he'll be Sales Manager in charge of all our AM and FM activities in the United States. We're proud to have a man with Mr. Wilson's experience and ability in this key spot.

CARTEER PRODUCTS, New York, appoints Raymond Spector Co., New York, to handle advertising for Natrasan, a new bulk-type jelly laxative. Radio will be used.

BEV CO. of AMERICA, Hoboken, N. J., appoints Robert Conahay & Assoc., New York, to handle advertising for Bev Cola and other soft drinks. Radio will be used.

BON AMI Co., New York, begins West Coast spot advertising campaign for "Glas Gloss." Product is being introduced on West Coast, and additional advertising will follow when it is introduced in other markets.

COLONIAL DAMES Inc., Los Angeles (cosmetics) appoints David S. Hillman Inc., same city, to handle advertising. Radio may be used.

REXALL DRUG Co., Los Angeles (Owl-Sonag drug stores), Oct. 25 started four additional quarter-hour five weekly programs on KMPC Hollywood, for 52 weeks. Programs are recorded musical A Song for You, and Club Time, Jeanne Gray Woman's Voice, and Call Again quiz show. Agency: BBDO, Los Angeles.

ANDREA RADIO Corp., Long Island City, N. Y., sponsoring Camera Headlines over WAVD (TV) New York, Mondays through Fridays 1:30-1:40 p.m.

JAYS POTATO CHIPS, Chicago, to sponsor Daffy Derby over WBKB (TV) Chicago, starting Nov. 10. Show is to be heard Wednesdays, 7:30 p.m. Agency: Kaufman & Assoc., Chicago.

ANHEUSER-BUSCH, St. Louis (brewery), begins sponsorship 116. of Snapshots From Hollywood over KSDK-TV St. Louis.

JOHN W. SHAW Agency, Chicago, for Beltone Hearing Aid Co., Chicago, is conducting local spot test campaign in 15 major markets, to end late this month. Cities are New York, Chicago, Albany, St. Louis, Milwaukee, Cleveland, San Francisco, Richmond, Boston, Pittsburgh, Tulsa, Birmingham, Springfield, Mo., Grand Rapids and Mobile. Ruthrauff & Ryan, Chicago, handles bulk of Beltone account.


ALUMA-LOCK Corp., Portland, Ore. (interlocking aluminum shingles) appoints Schults & Ritz, same city, to handle advertising. Radio will be used.


32ND DISTRICT AGRICULTURAL Assn., Long Beach, Calif, appoints Patch & Curtis, that city, to handle advertising for Orange County Fair. Radio will be used.

SOUTHEAST FURNITURE Co., Salt Lake City, sponsoring 20-mi-ute football television Sim Daffy Touchdown Program on KDYL-WXIS (TV) Salt Lake City.

RENUZIT HOME PRODUCTS Co., Philadelphia, maker of Renuzit and Super Renuzit Home Dry Cleaner, and Renuzit Self-Polishing Wax, appoints McCann-Erickson, New York, to handle its advertising effective Nov. 15.

J. N. CEAZAN, San Francisco (distributor for Capehart and Farnsworth Radios and Dayton Tires) appoints Russell, Harris and Wood, same city, to handle advertising. Radio will be used.


E. F. HUTTON & Co., Los Angeles (stock exchange) appoints Erwin, Wasey & Co., that city, as agency.

LORD'S department store, Evanston, Ill., tripled its radio budget on WNMP Evanston with addition of a 15-minute dinner music program across the board, an increase in the number of spot announcements to 25 weekly, plus special

(Continued on page 84)
...is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this $45 million Wenatchee industry get your program on ABC...92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

On the coast you can’t get away from

ABC

FULL COVERAGE...ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES...ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

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

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.
**The Highest Light In Washington . . .**

- **Power . . . Programs . . . Prestige**

- WMAL-TV is Washington's most powerful television station—a guarantee of a clear, steady signal far beyond the metropolitan area. Another reason for the popularity of WMAL-TV with the viewing audience, is that it was the first television station in the country to advertise and maintain a seven-night-a-week program schedule. Wherever things of top interest are taking place—whether Redskins football games, boxing, wrestling . . . top news events . . . WMAL-TV studio productions . . . or top attractions from New York—the best in television entertainment in Washington will be found on WMAL-TV. It's a happy combination of tops in signal, tops in programs, and tops in acceptance—for the Evening Star's 96 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

---

**WMAL**

**WMAL-TV**

**WMAL-FM**

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Page 10 • November 8, 1948
Hornung's "Beauty on Parade"

A Typical TV Station Studio—RCA Throughout

More than 50 television studios are being equipped by RCA in dozens of different combinations to fit individual station needs and budgets. Professional performance—with perfect picture-and-sound pick-ups every time.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Page 9
• Action in this TV studio is being covered by picture-and-sound pick-up units— all RCA. Just one combination, this, among dozens of different studio equipment arrangements now being delivered to more than 50 of the nation's leading television stations.

As workable and versatile, we believe, as the pick-up equipment in any motion-picture studio, this set-up has the electrical and mechanical facilities required to handle any show in the station—and with the same professional results. It includes two studio cameras using the new studio-type RCA image orthicon pick-up tube—with one camera mounted on a new crane-type dolly, and one camera mounted on a pedestal-type dolly. It includes a high-fidelity microphone, and a special-type microphone boom to follow the action swiftly.

Good reason why RCA studio equipment is tops with so many TV station men. RCA TV studio equipment is integrated to work together like the mechanism in a watch. RCA TV studio equipment is uniquely versatile. It can be used in any combination by any station, large or small. It can be supplemented by additional units—without doing away with the initial equipment. RCA TV studio equipment produces sharper picture contrast with great depth of focus—and with less expensive lighting. RCA TV studio equipment is designed and built by a company well-known in the industry for its continued interest in the performance of the equipment—after it's in your station.


The One Equipment Source for Everything in TV—is RCA

RCA Studio Microphone Boom, Type MI-26574. The same type of boom as used in motion-picture studios. A counterbalanced, telescoping arm... controlled from the base... extends the microphone to any desired position to keep it out of the camera's view. A manual control at the base rotates the microphone for the desired pick-up.

RCA Studio Dolly, Type MI-26040. This crane-type portable dolly enables the camera man to move in and out—add variety to otherwise static scenes. The camera is lowered and raised manually. The entire assembly rotates horizontally around its base. This dolly can be silently transported around the studio while the camera man focuses the scene.

RCA Studio Pedestal, Type MI-26035. Lowers and raises camera manually—rolls quietly, turns readily by means of a circular handle around the pedestal base. RCA Friction Head, type MI-26205, provides horizontal panning action and a vertical tilting movement—locks the camera in any position. The camera includes the intercommunication circuits.

Page 8 * November 8, 1948

BROADCASTING • Telecasting
WHAT’S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

In Philadelphia Homes

its

WPTZ...

Over 2nd Station by 23%

Over 3rd Station by 263%

During the second game of the World Series, a coincidental check* of the Philadelphia home television audience showed WPTZ to be “First in Television in Philadelphia” by a wide margin with—

23% greater audience than 2nd station
263% greater audience than 3rd station

All three Philadelphia television stations were carrying the same pooled broadcast of the baseball game, uninfluenced by preceding, following or replacement shows. Moreover, a separate survey of TV sets in public places indicated the same order of station preference.

A well established tuning habit is not all that WPTZ’s long experience in television offers you and your clients. With it goes thoroughly trained technical and program personnel, the most modern technical equipment and the reputation for professional television operation. For further information about WPTZ’s audience and facilities (or details on the survey) drop us a line.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

*Survey of Patterson, Korchin & Co., independent research organization.
MORNING
AFTERNOON
AND
NIGHT
WHHM
DELIVERS
MORE LISTENERS
PER DOLLAR
IN MEMPHIS
During 1947, Mid-Americans spent over 5% of the total amount spent for drug store items throughout the United States. Over 188 million dollars for toothpaste, prescriptions, and other drug lines!

Drug stores are popular with KCMO's Mid-America audience... not just in Mid-America's small town and suburban cities—but in the area's nine major cities. Of all cities in the United States, Kansas City ranks 8th in drug store sales (1st in cities under 500,000).

Mid-America's listener-buyers spend heavily at drug store counters. To reach them effectively, center your selling on KCMO, Mid-America's most powerful station.

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

National Representative: JOHN E. PEARSON COMPANY

Radio's Net

(Continued from page 25)

war competition, while local and spot sales have jumped consider-
ably. Only regional revenues have suffered some decline. Overall, the
industry caught up on its down-
ward income trends, halting any further percentage decline in 1947,
and gaining somewhat over 1946's 8.5% decline in income.

High Costs

Mounting costs in every depart-
ment, however, were the gremlins that plagued the industry from
start to finish.

Expenses increased among all
classes of stations. Local station
expenses increased 12.3% among
different categories, and clear channel
5-20 kw unlimited stations
showed an 11-12% increase in ex-
penditures.

Network expenditures, includ-
ing owned and operated stations,
were far below the average for all
other stations. The networks spent
only 2.67% more in 1947 than in
1946, while all other stations aver-
ged 26.9% greater expenditures in
1947. As a result of this attrac-
tive budgeting, networks and their
owned and operated stations in-
creased income by 1.19% while all
other outlets averaged an 8.58% decline from 1946.

Average station revenue for all
classes of stations increased 5.1%.
In 1947 the figure was $278,181 per
station and in 1946—$264,694.

Average income, however, declined
6.27% from $71,938 in 1946 to
$67,426 in 1948.

Nation-wide network affiliates
showed a 4.47% increase in reve-
ues and 7.71% decrease in in-
come. Independents showed a 9.82%
increase in revenues, and a 17% in-
crease in income, leading the other
two categories by a wide
margin.

In these groupings, expenditures
increased from 8.5% to 9.5%.

A preliminary FCC report
(BROADCASTING, March 15) showed
an increase in radio's net time sales
of only 5.8%, whereas the actual increase was 12.5% according to the
final accounting.

The 558 reporting regional sta-
tions accounted for $124,5 million
of broadcast revenues, and $28.3
million of income. The 806
local stations followed with $72.1
million in revenues and $10.6 million
income. The 9 clear channel sta-
tions grossed $74.5 million in reve-
ues and cleared $18.6 million in-
come before taxes.

Class Breakdown

Further breakdowns by class of
station show that only clear chan-
el stations (parttime and unlimited)
of less than 50 kw, and local
day and parttime stations showed
a percentage increase in average
income for 1947 over 1946. All
other classes of stations showed a
decline.

Regional parttime independent
stations showed a 12.09% decline; clear channel 50 kw stations
showed a 7.2% decline, and re-
gional unlimited stations showed a
6.5% decline in income.

Station revenues totalled $271,-
049,651, while broadcast expendi-
tures of all stations was $215,-
492,369. Income for all 1,453
stations was $55,651,282. (See
Table C).

Clear channel 50 kw unlimited
stations had revenues of $54,975,-
431; regional unlimited showed
$106,504,296; and local unlimited
$68,308,566. Income for these clas-
ses of stations was $15.3 million;
$2.2 million; and $.9 million, re-
spectively.

As of press time, the Canadian
Broadcasting Board of Governors
rejected regulations in the last two
months that would have approved
the freezing of rates and the
establishing of television
networks.

CBC Board of Governors
Rules No Immediate TV

CANADIAN Broadcasting Corp.
Board of Governors, Wednesday,
Nov. 3, ruled that Canada would
have no television in the imme-
diate future. Decision followed a
hearing of four Toronto and two
Montreal applications.

CBC offered the following rea-
sons for the freeze: (1) FCC
freeze; (2) to protect public from
buying receivers which may be
come obsolete; (3) lack of money
for CBC television development;
(4) lack of suitable programming
plans by applicants, except motion
picture interests, which independ-
ent Canadian broadcasters opposed
because of American capital in-
volved, and (5) necessity of estab-
lishing television networks.

Hotel TV Stock

HOTEL TELEVISION Inc., Long Is-
land, N. Y., which places TV in-
struments in hotels and other
buildings, plans to offer publicly
160,000 shares of Class A stock
at $5 per share to expand its
business.

Company utilizes multiple
screen device to bring original pro-
gram into hotels. It then moves
programs from central location to
dividual rooms, according to re-
gistration statement filed with Sec-
urities & Exchange Commission.

Installations have been made in
New York and Cleveland, with ad-
tional ones being made for other
hotels in New York and Chicago.

Hotel TV stock

Top selling power in their rich productive
area, kglo and KGLO-FM assure more
listeners. Use these dominant stations to
get more sales and profits!

kglo KGLO-FM

1200 EC 8500 Watts
101.1 M. Channel 294
CBS Affiliate
EFP 8500 Watts

1. High builds
2. Multi-coverage

kglw KGLO-FM

1200 EC 8000 Watts
101.3 MC Channel 294
CBS Affiliate
EFP 8500 Watts

kglo KGLO-FM

1200 EC 8500 Watts
101.1 M. Channel 294
CBS Affiliate
EFP 8500 Watts

kglo KGLO-FM

1200 EC 8000 Watts
101.3 MC Channel 294
CBS Affiliate
EFP 8500 Watts

kglo KGLO-FM

1200 EC 8500 Watts
101.1 M. Channel 294
CBS Affiliate
EFP 8500 Watts
him to devote his major energies to the safety services which he would head as chairman.

Original Plan
Under the original plan, each division would have its permanent chairman who would devote his major energies to that operation. Other commissioners would serve on two divisions and the chairman would serve on all divisions as well as chief executive officer of the Commission.

Another move which might have been in the direction of FCC reorganization also appears to have gone aglimmering by virtue of the Truman "miracle." There were indications that the Hoover Commission for reorganization of the government establishment would recommend creation of a Dept. of Transportation and Communications.

Created Under GOP
While this commission, which will submit its report next January to Congress, was bipartisan, it nevertheless was created under GOP auspices. Consequently, it is thought that if such a recommendation is forthcoming, it would not be accorded right of way unless Mr. Truman himself endorses it.

Generally it is felt that radio regulation will continue under a somewhat modified New Deal philosophy. Mr. Goy is disposed to favor new legislation.

A fortnight ago, in addressing the North Carolina Broadcasters Assn., he cited the possible need for a new 'national policy' for radio, pointing out that the Communications Act of 1934 needs redefinition in the light of "dynamic development" in the 14 years since enactment of the statute.

While the new chairman-elect of the Senate commerce committee, "Big Ed" Johnson, is well-known to broadcasters, his lower house counterpart, Rep. Crosser, is a newcomer in so far as radio is concerned. Mr. Crosser is described by colleagues as a conservative but a labor-minded one. He has had the unqualified support of the 21 standard brotherhoods among the railroad labor unions since he was first elected to Congress in 1912.

Mr. Crosser, who suffers from arthritis, is a familiar sight around Congress in his wheelchair. Committee attaches nevertheless believe that his health will permit him to accept the rigors of the chairmanship.

As a result of the elections, there will be seven vacancies on the House commerce committee. Five were created by Republican defeats and two by Democratic losses. Missing from the Republican side are Marion T. Bennett, Mo.; Edward J. Elsasser, New York; William J. Miller, Conn.; Henderson H. Carson, Ohio, and Fred E. Bushey, Ill.

Democrats lost to the committee are Clarence F. Lea of California, former chairman, who did not run for re-election. Virgil Chapman of Kentucky was elected to the Senate and Richard F. Harless dropped out to run futilely for Governor of Arizona. The minority leader of the committee will be former Chairman Chas. A. Weller of New Jersey.

There are four vacancies on the Senate commerce committee—three Republican and one Democratic. Former Chairman Wallace H. White Jr. of Maine, co-author of the Communications Act, voluntarily retired. E. H. Moore of Oklahoma did not run and Albert W. Hawkes, of New Jersey, well-known industrialist, was defeated in the primaries. So was the Tennessee Democrat Tom Stewart.

By virtue of the shift in power balance in the Senate, two of the vacancies will be filled by Democrats and two by Republicans.

Sen. John W. Bricker (R-Ohio) is believed interested in an assignment to this important committee. Unless Senators with seniority seek a place on the committee, it is expected that Estes Kefauver (D-Tenn.) who moves over from the House, would be interested in one of the assignments.

The "big three" on the Senate committee will continue to be Chairman Johnson, ranking Republican Chas. W. Tobey (who served as acting chairman last session) and Arizona Democrat Ernest W. McFarland. They were most active in radio affairs last session.

Sens. Homer Capehart (R-Ind.) the former radio manufacturer, and Warren G. Magnuson (D-Wash.) also have asserted more than cursory interest in radio regulation.

All things considered, it is felt that the makeup of the Senate committee is more conducive to writing of new radio legislation than at any time in recent years.

Sen. Johnson was co-author of the White-Johnson Bill, introduced at the tag end of the last session, which was strongly opposed by the NAB and other radio interests because of Section 320—dealing with censorship, which would not limit the Committee in considering program performance of stations at license renewal.

Shortly after the new session gets under way in January, it would not be surprising to see a request emanate from the Senate committee for recommendations for new legislation. The FCC as well as industry entities probably would be invited to submit briefs and perhaps to testify at subsequent hearings. In the past, the FCC has made what have amounted to routine annual reports to Congress, usually avoiding controversial aspects.

KGO-TV gives video preview in Oakland
ALL STORE traffic records were broken at the Jackson Furniture Co., Oakland, Calif., Oct. 14-21 as 25,000 persons watched KGO-TV San Francisco's experimental TV demonstration.

Forty television receivers were set up in a main floor "Television Theatre" and elsewhere in the store according to Gayle V. Grub, KGO-TV general manager. Two TV cameras, one on the main floor and the other on the third floor, where a stage had been built, were in operation daily, 11 a.m.-1 p.m. and 2-4 p.m., and on the opening and closing days of the demonstration from 6:30 to 8:30 p.m. Live talent was used.

KGO-TV is slated to take the air early in 1949 on Channel 7 (174-180 mc).

WKLO Names Blair
JOHN BLAIR & Co., New York and Chicago, has been appointed exclusive national representative of WKLO, Mid-America Broadcasting Corp., Louisville, Ky. Joe Eaton, general manager, in making the announcement last week, said the station expects to take the air within two weeks on 1080 kc, with 5 kw day, 1 kw night.

By every measurement WTIC dominates the prosperous Southern New England Market.

WTIC's 50,000 watts represented nationally by Weed & Co.
Congress
(Continued from page 21)
Cabinet posts are Secretary of the Army Royall, principal stockholder in WGBR Goldboro, N. C., and Assistant Army Secretary Gordon Gray, president of Piedmont Publishing Co., licensee of WSJS Winston-Salem, N. C.
Charles Sawyer, Cincinnati businessman, gained the distinction of rising higher in government than anyone affiliated with radio, when he was appointed Secretary of Commerce last April 21. He has been a close friend of the President.
Mr. Sawyer, formerly vice president and president of Crosley Corp., is president of Radio Voice of Springfield, licensee of WIZE Springfield, Ohio, and Great Trails Broadcasting Corp., licensee of WING Dayton. He also owns controlling interest in the Lancaster (Ohio) Eagle-Gazette. His radio interests presently are managed by his son-in-law, J. P. Williams.
Re-election was won by Rep. Macy, who is said to hold an interest in WFP, White Plains, N. Y. His brother, Valentine E. Macy, Jr. is president of West Chester Broadcasting Corp., licensee of WFAS.
A Republican who scored in Iowa was H. R. Gross. Mr. Gross, elected to the House, was a former news editor of WHO Des Moines, KXEL Waterloo, and WSH Indianapals. He ran unsuccessfully for Governor of Iowa several years ago.
Mr. Krum was defeated by the Democratic incumbent, Rep. Howard Smith, in the race for one of Virginia's seats in the House. Mr. Acuff lost a bid in Tennessee for Governor.
Commentator H. V. Kaltenborn's son, Rolfe, was one of the Republicans who lost in Florida. The younger Kaltenborn, sponsor of a subscription radio plan, had his sights set on the Sixth District seat in the House.
One of the sternest taskmasters of the Republican party was Rep. R. B. Wigglesworth (R-Mass.), who had been a member of the Independent Offices Subcommittee on Appropriations, will return to the Washington scene.
Rep. Sam Rayburn (D-Tex.) is slated to move from his minority leader post back to the Speaker of the House row.
The health of Sen. Kenneth D. McKellar (D-Tenn.) may prevent him from taking the President pro tempore gavel in the Senate, now being swung by Sen. Arthur H. Vandenburg (R-Mich.). Sen Walter George (D-Ga.) would probably then get the job.
John Derr (r), CBS, talks with Charles W. Thayer, chief, International Broadcasting Division, "Voice of America." CBS provided news for "Voice" election coverage.

Crosser
(Continued from page 21)

came a member of the Fourth Constitutional Convention and was elected as a Democrat for Ohio at large to the 63rd Congress.
Rep. Crosser was chairman of the Initiative and Referendum Committee of the Fourth Constitutional Convention of Ohio, and is also the author of the Initiative and Referendum Section of Ohio's Constitution.
Railroad Lawmaker
Much better known in the railroad industry than he is to radio, Congressman Crosser is proud of his authorship of the Federal Railroad Retirement Law. He is also author of the Railroad Unemployment Insurance law and the present Railway Labor Act. Hearings of the Commerce Committee have always been given rapt and faithful attention by Rep. Crosser. Due to arthritis he must rely on his wheelchair to carry him to the many legislative chambers he must visit.
A member of the Democratic Steering Committee of the House since its inception, Rep. Crosser was its chairman during the first Congressional term of its existence and also during the 78th Congress.
Congressman Crosser is a member of the Phi Delta Phi law fraternity, the Cleveland City Club and president of the National Popular Government League.

John
Johnson
(Continued from page 24)
membership in the Order of Railroad Telegraphers. Convinced that the ruling was unjust, he became active in secretly organizing the ORT. One of his proudest possessions today is his paid-up ORT card.
Since his early schooling had been neglected, he began going to school during the day and working on the railroad by night. It proved too much for even a healthy, athletic country boy and he developed tuberculosis.
A year of sunshine at Colorado Springs put him on the road to recovery but his doctors warned him to stay from railroad work.
To resist the temptation he began ranching with his young bride in the northwestern corner of Colorado, 100 miles from the nearest railroad.

Organized Farm Co-op
When the farmers needed a man to run their grain elevator and organize a Farmers' Cooperative they called on Edwin Johnson. He handled the job for ten years.
In 1928 the voters put him in the Colorado legislature and then reelected him for four more terms. Later he became the state's lieutenant governor.
He credits his platform of "improved highways" for his election as Governor of Colorado in 1932. Reelected for a second term as Governor, he put through a $50 million highway project.
At the end of his second term as Governor in 1936, Edwin Johnson was elected as one of Colorado's U. S. Senators, with what is described as the largest plurality ever accorded a candidate for any office by the State of Colorado.
Sen. Johnson was reelected for another Senate term in 1942 and in January will start serving his third term.
The Johnsons have two married daughters. The Senator is a twice a grandfather.

Army Salutes Fort Bliss
In Centennial NBC Show
RADIO'S role as one of the "new wonders" in the changing picture of progress was cited by war secretary of the Army Kenneth C. Royall in an Army salute to Fort Bliss, Texas, which celebrated its 100th anniversary last week. The address was prepared for delivery on NBC's Centennial broadcast yesterday (Sunday) from 11:30 to 11:45 p.m. (EST).
Mr. Royall recalled a general order issued by the Army on Nov. 7, 1848, which took ten months to carry out. "Today," he said, "with distances obliterated by our new wonders of communication and transportation ... with the use of ever better wireless communications, an order from Washington can reach the Mexico border ... with the speed of light."
Harness

(Continued from page 24)

machine, it will be doing more than racing its engine. But, the possibility of further hearings to supplement those held on the Scott and Port Huron decisions of the FCC, still looms.

Bow Returns

Frank T. Bow, general counsel of the committee, and his two investigators, Thomas Simpson and Oscar Hume, returned last week from Puerto Rico, where they conducted an overall investigation of radio operations, including FCC's commercial grant to WIPR, government owned and operated in that island outlet [Broadcasting, Nov. 1]. Rep. Harness was expected to return to Washington soon, possibly late last week or early this week, for conferences with his staff.

Mr. Bow has prepared a detailed report for submission to Chairman Harness. There is a strong likelihood observers say, that it may contain recommendations for public hearings in Puerto Rico. Other revelations on island communications are also expected to be incorporated in the report.

Much of the testimony given the investigators while they were in Puerto Rico, was offered in private and on the strength of the anticipated Dewey victory. This, it is believed, will be a big factor weighed by the commission in deciding on the advisability of island hearings.

Another mute question was whether a full report with recommendations would be submitted to the Democratic Congress when it convenes in January. Since an interim report has already been prepared, it was felt in headquarters that the committee would follow through with specific recommendations.

Station Coverage

(Continued from page 23)

One Vote for Hooper

THE unexpected results of the election may have shaken public opinion pollsters to their shoes, but they failed to disturb C. E. Hooper's faith in Hoopertings. In a statement released Wednesday morning, Mr. Hooper pointed out that his company had never indulged in sampling public opinion, nor did it ask people "what they are going to do." "We ask what they are doing while they are doing it," said Mr. Hooper. "What we do is not analogous to a political poll. It is analogous to the vote."

WDBC Hartford, Conn. . . . rounds of local and state returns in cooperation with the Hartford Courant. A special election booth was set up in the paper's headquarters and returns were broadcast direct from there.

WSCF-FM Columbus, Ind. . . . local, regional and national returns and broadcast direct from state Democratic and Republican headquarters in Indianapolis. WSCF-FM cooperated with WTMJ Bloomington, and WXRI-Indianapolis, Ind., in bringing the returns.

WEWS (TV) Cleveland . . . local and regional returns.

KNBC San Francisco . . . local and regional returns.

WSB-TV Atlanta . . . used drop calls, one for each state, showing the popular vote totals received by the candidates; a large scoreboard, one for each candidate, on which were inscribed the electoral vote count by states; and also utilized a visual map of the U. S. showing how each state was going party-wise.

WMBG WTVR (TV) Richmond, Va. . . . direct links to candidate's headquarters, including Governor-elect Dever and Senator of the House Joe Manz. Broadcast direct Gov. Dever's victory statement, and recorded statements of Mr. Martin. Two studio units were in operation, one at the station and one at the Boston Globe, with which the station cooperated in bringing local, regional and national returns.

WNCN-TV Boston . . . interviewed Secretary of Labor Maurice J. Tobin and Mrs. Tobin, Congressman John W. McCormack, Democratic Whip in the House, and Governor-elect Paul A. Dever before the TV cameras while they were being carried local and regional returns.

WBT Charlotte, N. C. . . . on-the-air telephone interviews with major Carolina political figures, including Rep. Robert L. Doughton, Governor-elect Kerr Scott, and Hamilton C. Jones. Station also carried local and regional returns.

KDKA Pittsburgh . . . celebrated its 28th anniversary on the air with airing of election returns. Station carried remote broadcasts from campaign headquarters, county election headquarters and local, state and regional returns. Special newsmen for the event was L. H. Rosenberg, who was the announcer at KDKA in 1920, when he aired the content between Cox and Harding. Mr. Rosenberg is now vice president of KDKA and living in Chicago.

WJJK WJJK-TV are . . . on 24-hour schedule with full returns and pickups from Detroit Times editorial room. WJJK-TV extended its operations until 4:30 a.m. Wednesday.

Two-Hour Thanksgiving Day program, Holiday Star Time, over NBC will be sponsored for seventh consecutive year by the National Watch Co. Producer of the show, Earle Eri (r), and Don Amiche, who will m.c., compare notes. Hollywood talent will appear on program, to be heard 4-6 p.m. (EST).

Stitch in Time?

Denver Tailor Will Pay Off Radio Offer With Suits—

WINDFALLS on fabulous network giveaway shows have nothing on what a small independent business man and shop out for sponsoring weekly football contests on a local station. At least that's the contention of Harry Bitman, a Denver, Colo., tailor about seven suits daily, said "taken to the cleaners" for $22,248 worth of suits last week.

According to an AP dispatch, Mr. Bitman's firm has sponsored a weekly contest on a Denver station (undisclosed), offering free suits each week for naming the winners in ten close football games.

During the first five weeks, no one made a perfect guess but he still gave one suit to the most accurate prognosticator. Two weeks ago, however, nine suits were picked for the Denver teams. The unhappy tailor consulted Chet Nelson, the program's sports commentator, who told him: "Aw, go ahead and give them the nine suits. A thing like that couldn't happen in a lifetime."

Last week, though, it did happen. There were 412 fans who picked all ten winners. Mr. Bitman, who confessed he "didn't sleep for three nights," values the suits at $22,248. He contends it's the largest single week's payoff in giveaway history and "for a little businessman, that's a startling amount of dough."

Said the unhappy tailor ruefully: "I thought about cutting my throat . . . I talked with my attorney (about a legal loophole) . . . But I figured I'd have to close if they're all going to get the suits as fast as we can make them."

Mr. Bitman, whose factory produces about seven suits daily, said it would take three weeks to pay off.

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Network Coverage

(Continued from page 35)
powers were the only networks in America to give uninterrupted coverage from 8 p.m. Tuesday until the outcome was known, at noon on Wednesday.

Life sponsored the video portion of the proceedings until its conclusion, when the NBC-Life combination scooped with the only telecast of Sen. J. Howard McGrath's announcement of a Truman Victory.

Chevrolet, sponsoring the AM coverage, parted company with the program at 8 a.m., leaving NBC to complete its reporting on sustaining until noon. Even at that, the 8 a.m. sign-off time for Chevrolet was later than expected in its "until outcome known" package purchase.

NBC's radio headquarters in Radio City Studio 8-H disseminated ed annual flashes on the tight election's progress in terms of popular and electoral votes. The news staff was headed by William F. Brooks, NBC vice-president in charge of news and international relations.

Others giving running accounts and totals included Bob Trout, H. V. Kallman, Beatrice Johnson McVane and Kenneth Banghart covered the New York Democratic and Republican headquarters, while Dorothy Kelley was NBC Washington reporter.

Politics on TV

Operating with a record number of 11 television cameras in New York alone, NBC presented such high-ranking political figures as Norman Thomas, Henry Wallace (who made personal appearances at Radio City), Herbert Brownell, Sen. McGrath, William C. Bullitt, Agriculture Secretary Brannan, and Army Secretary Kenneth Royall.

Ben Grauer and John Cameron Swayze headed the NBC video reporting from NBC studios, with Sid Olson and Sid James covering for Life.

Seven stations were included in the East Coast, Life-sponsored network, with Andrew Heiskell, Life publisher, Adolph Schneider, director of NBC telecast news, and William Gardner, NBC television producer-director in overall charge of TV operations.

For its uninterrupted telecast NBC erected its RCA-Victor 15 by 20 foot television screen in New York's Rockefeller Plaza, bringing the night's proceedings to more than 200,000.

More than 150 television personnel were involved in NBC's New York operation alone. Cameras were operated in the studio, at the Democratic and Republican headquarters, and about 50 cameras were sent to the network from Washington, where NBC cameras were operating at its studio in the Wardman Park Hotel and at the Hotel Statler.

Philadelphia pickups were taken from WPTZ studios and City Hall.

COY CHAMPION
Doughton Hopes Chairman Will Stay at FCC

FCC Chairman Wayne Coy has a new highly placed champion in the House. Rep. L. Doughton (D-N.C.), who remains chairman of the important Ways & Means Committee under Democratic organization next January.

Interviewed by Grady Cole, WBT commentator, after the Truman victory last Tuesday, Mr. Doughton said: "I sincerely hope Mr. Coy will decide to remain with the Commission because he has had such a wonderful regime over there.

Mr. Coy, both as an administrative assistant to FDR and as assistant director of the Bureau of the Budget, had intimate dealings with the Ways & Means Committee.

Baltimore studios of WBAL-TV also covered on video.

Bob Stanton handled New York Republican headquarters interviews while Peter Roberts operated from the Democratic center.

NBC-TV's Midwest network covered the night's program under supervision of WMA, at an estimated cost of $50,000.

Cancelled Programs

Network radio programs on NBC cancelled for Tuesday night's election program were: Music You'll Remember (Philip Morris), Date With Judy (Lewis Howe Co., Tums), Bob Hope (Lever Bros., Swan Soap), Fiber McGee and Molly (S. C. Johnson Co., floor wax), Big Town (Lever Bros., Lifebuoy), People Are Funny (Brown & Williamson Tobacco Co., Raleigh cigarettes), news (Shell Oil, in New York only), and Morton Downey (Coca Cola Co.).

Wednesday morning cancellations, when NBC carried proceedings, included Fred Waring's show (S. C. Johnson Co.), Roadside Life (Prowler & Gammel Duz), Joyce Jordan, M. D. (P. & G. Dref), This Is Nora Drake (Toni Co.), We Live and Learn (Manhattan Soap Co.), Jack Berch (Prudential Life Insurance Co.), and Lora Lawton (B. T. Rabbitt Co., Bab-O).

Total cancellations on AM represented approximately $85,000 to NBC, whereas Chevrolet's purchase price for the time was said to be about $100,000.

NBC's Tuesday night program cancelled on Tuesday night were Mary Margaret McBride's shared-time cooperative show; wrestling from St. Nick's Arena, New York, sponsored by theemm's Beer, and a few spot announcements. Value of cancelled time was no more than $6,000, as the wrestling program was local only, and the other show just minutes long.

The entire coast-to-coast facilities of ABC and its eastern television network were on the air for 14 hours, 15 minutes, from 7 p.m. election night until 9 a.m. Wednesday. Instituting regular programing from 9 a.m. until 10:25 a.m., ABC returned its radio network to the "emergency election coverage status," remaining on until noon. Kaiser-Frazer Corp., sponsor of the combined AM and TV time "until conclusion," ended sponsorship at the time of interruption of the AM program, when election coverage concluded. The Midwest ABC video network election program was also Kaiser-Frazer sponsored, from 7 p.m. (CST) Tuesday until 5:15 a.m. Wednesday.

ABC's Velotta in Charge

Thomas Velotta, ABC vice president in charge of news and special events, was overall supervisor of the audio and video operations.

A staff of close to 500 across the country, with newsmen in New York, was utilized to keep pace with the gripping events of the election. Walter Winchell, ABC's top-ranking commentator, gave quarter-hour bulletins, followed immediately by Drew Pearson who predicted trends of both nation and states.

A total of 12 television cameras were utilized by ABC, and three studios were in operation. The 18 by 36 foot tally board, showing state-by-state vote, was visible to all four camera set-ups, operated under the direction of Burke Crotty, who also directed the night's television coverage under the supervision of Paul Mowrey, ABC national television director.

Other prominent commentators and analysts involved in the ABC coverage planning included Ward Scholisky, on color anecdotes; Pauline Frederick and Julian Anthony on features and sidelights. Walter Kierman concentrated on television, giving the lighter side of the news.

Bankhouse reported on the presidential race for ABC's Midwest TV program. Headquarters of each of the political candidates in several cities were staffed by ABC reporters.

ABC's Tuesday night commercial cancellations included: Headline Edition and Elmer Davis, both cooperative news shows; America's Town Meeting of the Air, another co-op on both AM and TV, and the Christian Science Monitor Views the News, sponsored by the publication.

Total value of cancelled time was said to be about $30,000, including time, talent re-imbursement and video show. Kaiser-Frazer, however, was estimated to have paid over $125,000 for the election coverage.

Nash Is CBS Sponsor

In another AM-TV package deal Nash Motors on CBS sponsored an extensive coverage for 11 ½ hours, starting at 6 a.m. Tuesday morning and ending at 5:30 Wednesday dawn. CBS, however, resumed radio reporting of the election at 8 a.m. continuing until 10:30 a.m., when it returned to its regular programing in part. As of 11 a.m. Tuesday, 51 minutes of every hour, on the hour,

(Continued on page 68)
Network Coverage

(Continued from page 61)
gave election news, while programs were interrupted for special bulletins.

CBS's television network returned its cameras to election highlights at 7 a.m., continuing unspo-
spered until 11:30 a.m., when Gov. Dewey admitted defeat.

Columbia’s network coverage was carried by the State Dept’s “Voice of America” and by the Armed Forces Radio Service covering the election news to countries and U. S. military installations all over the globe.

A staff of more than 200 were assigned to CBS headquarters in New York, while more than 80 scattered points all over the country were covered by Columbia reporters.

Wells Church, CBS director of news broadcasts, supervised CBS tabulations and election highlights, and well-known commentators on the job included John Daly, who reported trends as they showed on the giant tally boards; Edward R. Murrow, analyzing returns and their significance; Lowell Thomas, who dealt with campaign personalities; Eric Sevedeir, reporting on Senatorial situation; and Don Hal-
lenbeck, who followed the House returns.

Allen Jackson was at Dewey headquarters and Jack Waters covered Democratic headquarters in New York, while Norman Brod-\nihstein rode the “bubble”, plastic-
domed mobile unit, describing Times Square color.

Programs cancelled by CBS for the presentation of the election highlights included Mystery Theatre, (Sterling Drug Co.), Mr. & Mrs. North (Colgate-Palmolive-Peet), We, The People (Gulf Oil Corp.), which was on AM and TV, Hit the Jackpot (DeSoto-Plymouth dealers of America), and a number of spot announcements.

Amount of money involved in cancellations is quoted at approximately $100,000, including AM, TV and talent re-imbursements. Nash is said to have paid “upwards of $125,000 for the election package.”

Mutual’s claim to fame in this election night is an unmatched number of over 400 pick-ups from important pivotal areas across the country.

Featured were many intersec-
tional exchanges of opinion be-
tween key political centers. Spon-
sored by Curtis Publishing Co. (Saturday Evening Post, Ladies Home Journal, Holiday, etc.), the MBS coverage remained on the air from 7 p.m. Tuesday until 6 a.m. Wednesday. The network returned sustainably at 9 p.m. to continue its word pictures of the election.

At special election headquarters which Mutual set up at New York’s Roosevelt Hotel, New York, head-
quarters at the moment when James Hagerty stood, telegram in hand, prepared for announcement of the concession. Reportedly, MBS was first by “a couple of minutes.”

Continuing election activities throughout the day, Mutual aired President Truman’s first post-election news conference exclusively on Mutual Newsreel, Wednesday evening, 9:15-9:30 p.m. Broadcast was from Independence, Mo.

Other analysts and commentators at the Mutual election headquarters, included Gabriel Heatter, Fulton Lewis jr., Bill Slater, William L. Shirer, John B. Kennedy, Cecil Brown and Fred Van Deventer.

Only commercial cancellation for election reporting by MBS, was the American Forum of the Air, spon-
sored by Universal Carloadings and Distributing Co.

Other Tuesday evening sponsors, Johns-Manville, and Serutan, who regularly sponsor Bill Henry and Gabriel Heatter in news, “rode through” the evening, when those commentators broadcast at their scheduled times. Evidently Curtis Pub. Co. did not extend to mention of the commentators’ regular sponsors.

Cancellation of the Forum is reported to have lost only $13,000 for Mutual, while Curtis is said to have paid some $76,000 for the all-night package.

A full house audience at New York’s Paramount Theatre wit-
nessed the first advertised showing of large-screen television news, flashed within minutes of its oc-
currence, when WPIX (TV) New York, and the theatre cooperated in presenting election coverage and highlights.

York's direct wire broadcasts from the station, and relay facilities, the WPIX coverage encompassed tabulations from the New York Daily News room, interviews from Republican and Democratic headquarters, and talks with the “man on the street” by News inquiring photographer, Jimmy Jameson.

Events were film-recorded in Paramount’s projection booth, and edited segments were shown at 9:50 p.m., 12:20 p.m. and 12:47 a.m. be-
tween scheduled show breaks.

The entire WPIX election coverage, which was sponsored by Albert Ehlers Inc., Brooklyn (coffee), re-
named on the video channels until 4:01 a.m. Weiss & Geller, New York, is the Ehlers’ agency.

WNEW New York, in presenting its all-night election coverage, used a novel “candid telephone” project to interviewing interest and/or famous personalities all over the world. Throughout the night and the hectic dawn, Martin Block called such personages as John Foster Dulles in Paris, Tallulah Bankhead and Jim Farley in New York, Chester Bowles in Connecti-
cut and Duane Hennessy, AP bureau head in Tokyo.

Miss Bankhead, no political expert, had the satisfaction of pre-
dicting the turn of the elections in an exclusive recorded phone talk with Mr. Block about an hour after the polls closed. MBS also claims scoop on the first airing of Gov. Dewey’s tele-
gram conceding the election. Coin-

PHOTO ENLARGEMENT of Broadcasting’s 1948 map showing AM stations is examined by Gov. Earl Warren, of California, at the American Legion convention in Miami. The 6 x 8-foot enlargement was used to show con-
vention delegates the location of the more than 1,000 stations carrying the Legion’s transcribed series, Decision Now.

Miss Carol Pargeter
Arthur Meyers, Inc.
Chicago 11, Ill.

Dear Carol:

Ernie Saunders is back with "the WCHS after Re-coo-pee-a-nil in Arizona. Ernie, the part he’s doing for the success of "Frankenste-
berg's Sport Page of the Air" is well deserved. He has covered since 1938. That adds up to a lot of years — but even more — it adds up to a selling job for WCHS and the entire "Fifth Floor" staff.

MBS: It’s yours.

When It’s BMI It’s Yours

Another BMI "Pin Up" Hit—Published by Porgie

WHEN YOU LEFT ME

On Records: Larry Green—Vic. 20-2049;
Russ Morgan—Dec. 24503.

BROADCASTING • Telecasting
... In Spare Time?

APPEARING on the CBS-TV series, "Vanities Fair," FCC Commissioner Frieda Hen- 
nock revealed she is taking television lessons in the morn-
ning, studying electronics and engineering at night, as she is doing a measure of homework 
in connection with her new job.

remained on the air all night to broadcast the election that broke so man others. Returns 
from all over the country were direct from the New York Times news rooms, where the pa-
er's radio news staff and a group of political correspondents were as-
sembled.

W. H. Lawrence, of the Times Washington bureau, analyzed the re-
turns throughout the long, sus-
 pense-filled night.

Others describing political trends were Donald Worolla, political writer, and James Reston, polit-
ical correspondent. Running com-
ments were given by WQXR announ-
cers William Strauss and Stan Roberts from Times headquarters, by Peter Allen from Republican 
headquarters and Chester Santon at Democratic headquarters.

In cooperating with Newsweek to bring election returns to tele-
vision viewers, the DuMont Tele-
vision Network set a new all-time record for consecutive telecasting 
hours, starting at 7 a.m. Tuesday 
with its regular fulltime daytime 
schedule, DuMont continued at 7:50 
p.m. with election reporting until 
4:34 a.m. on Wednesday, calculating a total of 21 hours, 34 minutes 
and 22 seconds on the video air.

Returning at 7 a.m. Wednesday, 
WABD DuMont's New York sta-
tion, continued the tie-in coverage of the still doubtful election until the Dewey concession and later in-
terrupting regularly scheduled pro-
grams for important flashes.

The entire election coverage was under the supervision of James 
Caddigan, network's director of 
programming.

Continental FM Network made good use of the new telephone 
recording device during its all-
night election coverage. The net-
work interviewed key political figures in all parts of the country 
by telephone, feeding the inter-
views to the network.

Joe McCaffrey, who covered the 
three political conventions for 
Continental, was in charge of the Continental feed at WASH (FM) 
Washington, network key. The service was relayed to Continental 
stations by 15,000-cycle line to New York with stations picking up signals off the air. Rural Radio 
Network fed Continental coverage 
into its New York FM outlets.

Others in the 20-man WASH crew included Paul Green, who coor-
inated tabulations, and Larry 
Carl, program director, who super-
vised the program operation. Re-

cote lines were used for pickups 
from party headquarters.

Continental left the air at 5:30 
Wednesday morning with the state-
ment that Truman "almost cer-
tainly will have lost the election." The network receives INS and Trans-
radio reports.

Full Use of Mexico 
1-A Channels Sought

Daytime Petitioners Seeking 
Support in Effort

RENEWED EFFORTS to secure fulltime use of the Mexican 1-A 
channels on which they are now limited to daytime operation 
were undertaken last week by mem-
bers of the Daytime Petitioners 
Association.

Howard B. Hayes, president of 
WRK Alexandria, Va., and of 
DPA, sent out letters soliciting the 

support of licensees of some 106 
daylight stations and calling them to a meeting Nov. 22 at the Statler 
Hotel in Washington.

DPA contends the "gentleman's agreement" which the U. S. and 
Mexico entered into in 1941, re-
stricting U. S. use of 750, 800, 900, 
1050, 1220, and 1570 kc to daytime 
operations, "is no longer valid." 
Accordingly, DPA insists, stations 
should be allowed to use these chan-
nels fulltime.

"Negotiations for this purpose 
have been delayed by international 
problems arising under the North 
American Regional Broadcasting 
Agreement," Mr. Hayes wrote, "but 
we now feel that some success may 
be achieved by renewing our efforts 
now both at FCC and the States.

"This work cannot be conducted 
by a small group of stations—we 
must all join together to convince 
the FCC and the States that the 
move should be made now and not 
years later. It will also be important 
to acquaint members of Congress 
with this problem, and this work 
will require the cooperation of 
broadcasters throughout the U. S."

Jersey City FM 
Station Suspends

Authorizations for 7 Other FM 
Outlets Are Cancelled

AFTER more than a year of oper-
ation, WFMJ (FM) Jersey City 
was reported last night as 
suspended operations, while the 
authorizations for seven other 
FM outlets were cancelled by FCC at 
the grantees' request.

The WFMJ suspension was un-
derstood to have stemmed from 
time-sale difficulties. The station, 
representing an initial investment 
of $150,000, and on the air since 
Sept. 25, 1947, is owned by the 
Fidelity Media Broadcasting Corp. 
President Francis C. Wood Jr. 
notified FCC of plans to halt the 
service at 11 p.m. Sunday, Oct. 30.

Meanwhile a previous FCC order 
granting deletion of WMRE Oak 
Park, Ill., was vacated by the Commission at the request of Com-
mander Industries, the grantee. 

The permit was to expire Nov. 30 and had been 
suspended.

One AM grant also was reported 
cancelled: Ernest H. Warmock's 
authorization for WMDL Middle-
field, N. Y., assigned 1400 kc with 
100 w fulltime. FCC authorities 
said the permit expired Oct. 16.

Utica Observer-Dispatch secured 
cancellation of its grant for WKOJ 
(FM) Utica, explaining that it 


Broadcasting • Telecasting

November 8, 1948 • Page 63
WNBC, New York
—Fred S. Heywood, Director
News & Special Events
"I would like to add my vote of
congratulations to the many
United Press must have already
received on its election coverage.
Tuesday Night's work was an-
other example of the speed,
accuracy and all-round efficiency
that we at WNBC have come to
associate with the name, U. P."

WOW, Omaha
"Everything went swell. It was
perfect."

KSJB, Jamestown, N. D.
—Paul R. Heitmeyer, General
Manager
"Over-all coverage was thor-
ough, interesting and fast.
Want to acknowledge and com-
mand the magnificent job that
Jack Hagerty and his staff
turned out from the Bismarck
office, a skillful performance."

WBNY, Buffalo
—Charles Martin and Bill
Callahan
"U. P. was outstanding espe-
cially on tabulation of the presi-
dential vote, ran 100,000 votes
ahead consistently throughout
the night. Relied on U. P. al-
most exclusively."

WRBL, Columbus, Ga.
—Ed Hennessy
"We supplemented national net-
work coverage with your up-
to-the-minute reports from Geor-
gia and the coverage from the
32 counties around here. Cover-
age is as good as your excel-
lent job on primary. Congratu-
lations."

KWKH, Shreveport
—Logan Stewart, News Di-
rector
"I would like this bureau to be
among the first to congratulate
you on the flash re Dewey's con-
ceding the election. On our
machines you were ahead by
one full minute. This means
that someone, somewhere, was
really on the ball."

CBS, Los Angeles
"Will you please extend our
thanks to U. P. organization for
manner in which it extended
itself to make our election
broadcast the most successful
we've ever had. U. P. had the
evening's trend established with
the first returns and remained
on top of the story until the con-
cession."

WXXK, Albany
—Harold Myers, Station
Manager
"Everything was fine. You did
a good job."

WLAC, Nashville
—F. C. Sowell, Manager
"As usual, United Press kept us
right out in front and, as usual,
people are complimenting our
superior service."

WGN, Chicago
—Robert Hurleigh, Director
of News
"Service excellent. You jumped
to the fore early in the evening
on election returns and main-
tained excellent coverage
throughout the night."

WBBM, Chicago
—Everett Holles, Director of
News
"We want to thank you for the
splendid service and cooperation
you gave us election night. Our
man in your office, Gene Daley,
couldn't have been treated bet-
ter if he were Hugh Baillie. It
was a fine job and we are most
appreciative. Much of the credit
for WBBM's superior reporting
of returns goes to you fellows."

UNITED
THE WORLD'S BEST COVERAGE
MBS, New York
—A. A. Schechter, Vice-President to Hugh Basilie, U. P. President
"There are so many fellows at U. P. that I would have to thank for splendid cooperation in helping us to broadcast the election night returns, that I thought it would be easier to write it to you and ask you to pass the word along. As usual, it was dependable, fast and accurate."

WTAZ, Springfield, Ill.
—Glen Farrington, News Commentator
"Thanks to U. P. for swell election job all way from pre-election features to beat on Dewey-concedes flash."

WBIR, Knoxville, Tenn.
—Tys Terwey, Program Director
"Congratulations on fine coverage Tennessee election night."

KOWH, Omaha
"Thanks and all that stuff for swell coverage and for the excellent cooperation you gave us."

WIND, Chicago
—Jim Dale, News Editor
"WIND found U. P. coverage from the first polling to the final tabulations far and away tops among the news services on both national and local results."

WENR, Chicago
—Con O'Dea, Director of News
"United Press election coverage was completely satisfactory. The regional coverage was excellent."

ABC, Los Angeles
—Frank LaTourette
"Just a brief note to offer United Press congratulations on its election coverage Tuesday Night. United Press did its usual fine job and was of great help to us in the Los Angeles ABC newsroom."

WBT, Charlotte, N. C.
—Jack Knell, News Director
"United Press election coverage was beautiful, particularly on state races, which was the best ever. We stayed on the air all night and the U. P. wire kept us and our listeners up to the minute in all races."

WINS, New York
—Joseph Durso, News Editor
"Local coverage didn't miss a candidate ... National coverage was equally fast and accurate and kept us abreast of the networks."

WTRY, Troy, N. Y.
—John Givney, News Editor
"Excellent work. The U. P. service was tops."

WOWO, Fort Wayne
—Carl Vandegrift, Program Director
"Swell—you did a nice job."

WFAA, Dallas
—Sid Pietzche, News Director
"Your election night service was outstandingly fine and fastest."

WIBA, Madison, Wis.
"We got more usable material from U. P. than from opposition."

WMBI, Chicago
—Robert Geertes, News Editor
"It was splendid coverage and you kept us ahead through the night on election results. We are very happy."

PRESS
OF THE WORLD'S BIGGEST NEWS
TV CODE PLAN

UNTIL it is possible to formulate specific standards of practice for video programs, TV broadcasters are urged to be guided by the "general principles of service in the public interest which the older media of radio broadcasting and motion pictures have developed, so far as they are applicable."

Such a "statement of principles and policy" was sent last week to all TV stations by Television Broadcasters Asso.

Prepared by the TBA code committee and approved by the TBA board at its Oct. 28 meeting, the statement avoids suggesting any "quantitative limitations on sponsored programs" at this time. It proposes, instead, that both quantitative and qualitative standards "continue to be determined in individual cases by individual television broadcasters."

Code committee chairman is Lawrence E. Lowman, CBS vice president. Its members are: Norma H. Kersta, assistant to the administrative vice president in charge of television of NBC; Robert C. Cee, vice president and general manager, WPIX (TV) New York; Lawrence Phillips, director, DuMont Television Network.

Text of Statement

Copies of the NAB Standards of Practice and the Motion Picture Production Code accompanied the TBA statement of principles and policy, which follows in full text:

"The television broadcasters recognize their obligation to observe the highest standards of good taste and fairness in the programming of their stations."

"The tremendous potentialities of television, combining as it does visual and aural appeal, create, for television broadcasters responsibilities far beyond those of any medium directed only to the eye or only to the ear. These responsibilities are heightened as television takes an increasingly important place in the American home."

"Now, as in the future, public confidence and goodwill form the foundation on which to perpetuate the democratic competitive system of television broadcasting in which we all firmly believe and on which to develop the faculties of service which this new medium can provide."

"We in television broadcasting have strong and compelling reasons for seeking to serve the public interest."

"Television advertisers, too, have a tremendous stake in the development of this new medium.Advertisers should be given the opportunity to present some of the finest television programs of entertainment and information."

"The ultimate possibilities which may be realized by television advertisers are, as yet, barely imagined."

"The new techniques of combining sight and sound offer the most effective talents and skills of the advertising world. But because of the effects of these techniques both on television programming and on the television audience are as yet largely unknown, it is not possible or even desirable to attempt at this stage to formulate standards of practice."

"This committee recommends that television broadcasters use for guidance the general principles of service in the public interest which the older media of radio broadcasting and motion pictures have developed, so far as they are applicable."

"Copies of the 'Motion Picture Production Code' and of the Standards of Practice of the NAB are being sent to each television station."

"Pending further experiment and experience no quantitative limitations for sponsored programs are suggested."

"Such standards on the quantitative side, as well as on the qualitative side, will continue to be determined in individual cases by the individual television broadcasters, operating under the general principles of this statement and the radio broadcasting and motion picture codes."

Liberal Record

THE LIBERAL Party, primarily a New York State organization which worked for the election of the Truman-Barkley ticket as well as a number of local candidates, sponsored 56 programs on nine New York stations during the campaign. The party also purchased a concentrated flood of announcements two days immediately preceding election day, spending a total of approximately $30,000 for radio time. Programs were arranged, written and produced by Gainsborough Assay, Inc., of New York, bought the time. New York stations broadcasting the Liberal Party programs were: WMGM, WJZ, WOR, WMCA, WXER, WNBC, WCBS, WLIB, WEDV.

OAB Sales Clinic Told To Heed Sponsors' Needs

EDWARD BORROFF of Taylor-Borroff Co., Chicago, station representative firm, opened the two-day sales clinic of the Ohio Asso. of Broadcasters, held in Columbus November 4-6. He emphasized that radio stations must meet increasing competition by putting more attention to the advertiser's sales problems.

In the panel discussion which followed, Chairman Harry M. Smith, sales manager of WLW Cincinnati, recommended a return to fundamental sales practices, adding that stations should not overlook the advantages of increased efforts in merchandising and research.

Members of the panel in addition to Messrs. Smith and Borroff were Keith Baldwin, WGAR Cleveland; Bob Kerns, WLOK Lima, Ohio; and OAB president, W. Y. Flanagan, WSPD Toledo.

SUIT AGAINST BMI DISMISSED IN COURT

JUDGE Samuel H. Hofstadter of the New York Supreme Court, on Thursday dismissed a complaint against BMI by four out of the five BMI advertisers—Charles E. McCord, Joseph Nuccio, Robert Reynolds and Perry Alexander.

The action was brought on the theory that BMI was indebted to these publishers for moneys collected from BMI’s radio-licensing activities. Judge Hofstadter ruled that the complaint did not demonstrate any relationship between the parties to substantiate that charge.

But it was also an attempt of the plaintiffs to bring the action on behalf of other BMI publishers as well as themselves, the court specifically ruled that such an action was not maintainable. The court also pointed out that there was grave doubt whether the plaintiffs fairly represented the class on whose behalf they assumed to bring the action.

Direct Mail Offer

A VIGOROUS direct-mail promotion campaign for sponsors of Tobacco Network programs has been initiated by the North Carolina Network. R. K. Scott, general sales manager, issued a letter to timebuyers, offers 13,535 mailings for every $2,000 worth of business placed.

The mailing piece was a mailing notice of the advertiser. Network coverage and retail sales figures for the network are included. Stations in the network are: WTIT Durham, WFGC Fayetteville, WGBR Goldsboro, WGTQ Greenville, WJNC Jacksonvile, WHTT New Bern, WRAL Raleigh and WGNI Wilmington.

More Advertisers Use KOIL Than Any Other Radio Station in Omaha & Council Bluffs

BASIC ABC 5000 WATTS Represented By EDWARD PETRY CO., INC.

Page 66 – November 8, 1948

TBA Outlines Principles

BROADCASTING • Telecasting


$1,000,000 spent in Missoula annually by citizens of one Idaho county (Missoula is shopping center for area between Butte & Spokane)

$4 billion in mineral wealth has been taken from Montana’s mountains. The supply has barely been tapped. $1,000,000 spent in Missoula annually by State University students.
BMB STUDY

FOLLOWING a revision by the U. S. Census Bureau of its estimates of state population figures, BMB has announced plans to revise—"sometime in the spring"—its "Radio Families" series in which families data are based on Census Bureau statistics.

BMB Research Director John Churchill pointed out that BMB wants to stay in line with the figures of the Census Bureau, conceded to be the highest authority on the country's population.

BMB is also anxious to have the best possible estimates of families and radio families for use in its second nation-wide study to be made in April and May, he added.

Ownership Figures Same

No changes are expected in the country or regional totals already published, as the Census Bureau revisions are principally redistributions of population figures among the states of each region, BMB reported. Also the radio research organization said that the per cent of radio ownership figures will remain the same, as they were developed by original BMB research.

In making the revision in its Radio Family figures, BMB is taking the opportunity to re-evaluate country and city data where recent community figures are available, and is bringing all broadcasters, non-subscribers as well as BMB member stations, to submit any pertinent new evidence.

To conform to Census Bureau figures, however, BMB is retaining the Bureau's present classification of each community as urban or rural and the corporate city limits as of 1940.

BMB has asked broadcasters to send in new information about their station area populations by Dec. 1. The organization has given its researchers and statisticians a March 1 deadline for the completion of all calculations and tabulations. Publication of the revised figures will follow that date as soon as possible.

WMRO Seeks 1490 On Temporary Basis

WMRO Aurora, Ill., 250 w daytimer on 1490 kc, has asked FCC last week for permission to "borrow" 1490 kc fulltime until it is put into use by the new Oak Park, Ill. station to which it is assigned.

President Martin R. O'Brien pointed out in a petition that WMRO has pending an application for a regular nighttime assignment of 100 w. Village Broadcasting Co. of Oak Park meanwhile has a grant for 1490 kc with 250 w fulltime [Broadcasting, April 5].

Mr. O'Brien said Village officials have told him that they have "no objections" to WMRO's use of the assignment until their own station goes into the air. He estimated this would be about a year.

The petition, filed by A. L. Stein, Washington counsel, asked authority to use 1490 with 250 w fulltime until WMRO's own 100 w nighttime application is acted on. It would not cause substantial interference to any station, the petition declared. If FCC refused this request, WMRO asked for special authorization to operate at night with 100 w on its own frequency.

Nighttime operation by WMRO, Aurora's only AM outlet, "will enable the station to continue the public service programs of a local nature that it has rendered in the past under special temporary authorizations, and to expand such service in the future," Mr. O'Brien stated.

He noted that WMRO had had "numerous" special authorizations for nighttime operation with 100 w—including about 40, "most of them for several evenings," during 1946 and 1947 alone.

NEW BUREAU OF FCC DESCRIBED IN RULES

FCC's "new" Bureau of Administration [Broadcasting, June 14], was formally defined in the Commission's Rules on Organization last week.

The Bureau, under the supervision of the FCC Executive Officer, "reviews in cooperation with Bureau heads the programs and procedures of the Commission, and plans, directs, coordinates and manages Commission activities relating to personnel, budget and planning," the new rule (Sec. 1.81) provides. The Bureau includes three divisions: budget and fiscal, personnel, and planning.

W. K. Holl is the Commission's acting executive officer.

Dr. De Forest Is Issued Patent on Color System

DR. LEE DE FOREST, research director of American Television Inc., Chicago, and holder of more than 300 patents on radio, television and talking picture devices, has been granted a patent on a new color television system, according to word he received Wednesday from the U. S. Patent Office.

Despite his inventions in the color video field, Dr. De Forest does not expect full color TV to be introduced generally for some years, he said.
TRANSL FM

NATIONAL sales headquarters of Transit Radio Inc. will be opened in Chicago's Pure Oil Bldg. within a month, Frank E. Pellegrin, sales manager of the new radio transmitting firm, has announced that the new office has been signed and alterations will have been completed.

Meanwhile, Mr. Pellegrin will occupy desk space with Lorenzen & Thompson Publishers representative, in the 333 N. Michigan Bldg.

An assistant sales manager, now yet selected, will join his staff in Chicago in the near future, Mr. Pellegrin said. William H. Ensign, former sales manager of New York's Rural Radio Network, previously had been named to head the New York sales office.

Evidence that interest in the medium is spreading was seen in Mr. Pellegrin's announcement Wednesday that the radio committee of AAAA, headed by Carlos Franco, media director and manager of station relations for Young & Rubicam, would meet during the month in New York to "explore" Transitcasting.

Capacity Crowd

A capacity crowd at the Chicago Radio Management Club Wednesday heard the TR sales manager tell of the medium's popularity in Cincinnati, Houston, St. Louis, Wey Barra, and Hunting, New York, Va., where installations already have been made. Among those present at the CRC luncheon meeting was Arthur F. Harre, general manager of WJJD Chicago, Marshall Field station, and its FM affiliate, WMFM—known to be keenly interested in exploring Transitcasting in Chicago.

Steps have been taken by either FM stations or Transit companies to produce Transitcasting in every major U. S. city but Detroit, Milwaukee, and Minneapolis-St. Paul, and "considerable interest" is shown in these centers, Mr. Pellegrin said.

WCTS (FM) Cincinnati, where the new medium got its start, has 45 local accounts. Sales messages reach 1,000 listeners there for a cost of $1 during normal hours and $1.25 during rush hours, he added. Thirty-five word announcements cost $20. Outlay for equipment is $150 per vehicle.

He brought chuckles from the radio managers when he described Transit audiences as "captive audiences."

"The people can't get away. They're sitting on a bus or street car with their hats on, and usually with shopping money in their pockets," he said. "If you have to pull them out of their easy chairs."

One of the chief advantages in selling Transit Radio, he said, is that an actual count of listeners can be given because fares are automatically checked. Not only is the actual known "ridership" guaranteed, but the count is accurate as to classes of audiences—whether school children, working men, or housewives.

Mr. Pellegrin explained that affiliates of Transit Radio are expected to buy equipment from TR and be represented by the organization nationally. Maintenance and supervisory services would be furnished for a fee.

TR copy acceptance adheres to the NAB code, he said. In addition to music programming, a brief feature entitled "One for the Book"—a short story—football games is being produced. Joint use of car cards and Transitcasting is becoming popular in cities where TR operates, he said.

RCA Communications Reserve Unit Activated

ACTIVATION of an organized reserve unit of members of the RCA Communications staff took place at a luncheon last Thursday at the Officers Club at Governors Island, New York.


MR. Leberman's most recent association with radio has been with the Station Committee of the Broadcasters Assn. He was introduced by Robert Pribe, KRSC-TV general manager.

Highway for KRON-TV

KRON-TV San Francisco is nearing completion of a three-lane $80,000 highway to its television site at the summit of the San Bruno hills, just south of San Francisco. It is expected that construction of the transmitter building will start about Dec. 1.


Radio and Television Directories. The old and well-recognized as one of the leading Radio Directories in America since 1951, the Directory is presently in its 15th Edition. It has been continuously used by radio station personnel and radio station employees, who have found it a valuable source of information.

NATIONAL PLYWOODS INC. Chicago, Ill. and American Plywood Manufacturers, Inc., 800 Second Street, 83.93-265.21. The Directory contains the most up-to-date information on the radio industry, and is an excellent source of information for those interested in the radio business.
WMAL AIRS POSITION ON PEARSON REMARK


The statement was made after Louis G. Caldwell, attorney for seven beneficiaries under the will of Eleanor Patterson, had protested what he viewed as inferences that they had been involved in the Clarksburg, W. Va., death of a former Washington Times-Herald treasurer. The beneficiaries were given the newspaper under terms of the will.

In his Oct. 24 broadcast Mr. Pearson indicated he had not intended to imply that the newspaper owners were involved in a murder.

WMAL, owned by the Washington Star, broadcast a formal statement in which it explained it had participated only as an ABC affiliate and that it wanted to correct any misunderstanding. The statement concluded: "We regret that such remarks should have been broadcast over our stations or that any inference should have been drawn therefrom concerning the executives of our contemporary, the Times-Herald, in whose integrity we have the utmost confidence."

Mr. Pearson's Oct. 24 statement follows: "The Washington Star radio network, who have reopened the strange suicide of C. B. Porter, ex-treasurer of the Washington Times-Herald. In reporting on the death of Mr. Porter, it was found that the police had offered a bribe to certain people before his death, we want to make it clear that the police never was meant to be an insudning of murder on the part of certain people, the Washington Star notwithstanding."

FCC Group Feded

FCC Commissioner Paul A. Walker, William E. Leathy, special investigator for the Commission, and Bolling R. Powell, FCC attorney, were guests of the Miami Associated Broadcasters at luncheon Oct. 26. They were in Miami for the WTVJ (TV) Miami hearing.

KTXL, San Angelo, Tex., has instituted periodic public service programs titled "Morning the Cadets," a weekly program, is aimed at informing general public of public aviation cadets training. Jack Stelling, KTXL's program director, has made news with four cadets in present class at Goodfellow Field in San Angelo. Each week cadets tell of their progress and anecdotes about their life as a cadet. Program is scheduled to continue eighteen months, in which time they will have completed basic training and soloed.

Marriage Problems

PROGRAM dealing with family and marriage problems will be sponsored by the coordinating committee of Catholic Lay Organization beginning Jan. 2 over WNBC New York. Invitations have been extended by the committee to other religious denominations to contribute in the 13-week forum.

See the Set Show

"JOILY BILL" KNBC San Francisco children's program m. c., has inaugurated new format for his daily program (5 p.m. PDT) which runs the gamut from animals to famous people. Monday is "Shut-up Day." When "Jolly Bill" makes telephone call to some unfortunate shut-in: Tuesday is animal story day; Wednesday is reserved for relating the Traffic Patrol Boy of the Week, chosen from a San Francisco school; Thursday he tells the story of some famous personality; and Friday is car-toon day, when he looks over the cartoons sent during the week.

Bowling Made

BOWLING is being broadcast by KXXL, Fort Worth, 9-10:10 p.m. nightly from alleys of new establishment, the Palladium, which participates with a rotating group of stations in the program. Major city league matches are covered, with story use of local names. Joe Wills, announcer, gives rapid-fire accounts of those matches.

Short Notice

HALF-HOUR coast-to-coast broadcast of Navy Day festivities at the Aiglers Naval Base near New Orleans was conceived and arranged within 15 minutes by WWL New Orleans, station reporters. At request of Navy Public Relations, half-hour network program was organized by program director Ed Hoerner and announced by John King, who handled narration of Navy Day events in New Orleans. CBS News and James and his orchestra were featured.

Cave Exploring

ROBERT NYSREDEN, director of special events for WPTR Albany, N. Y., went on a cave exploring trip with "Spelunkers" (cave explorers) and did a broadcast from inside of Knox Cave in the Helmberge mountains. Mr. Snyder interviewed Lydia Neubau, cave owner and member of board of directors of National Speleological Society.

Yachting Information

MONDAY, Nov. 15, WBNX New York will broadcast Yachting With Len King, 8:15 to 8:30 p.m. Weekly feature will be devoted to information of interest to yachting enthusiasts. Yacht clubs and individuals have been invited to write and participate in the broadcast. Mr. King has many years in New York area with his yachting activities.

Football Here

ALL-AMERICAN quarterback, Johnny Lujack, will be featured in five-weekly children's show originating from WGN Chicago. Show will attempt to combat juvenile delinquency and promote racial and religious understanding. Pierre Andre and Harry Creighton, announcers at WGN, handled arrangements, and George Anderson will handle script. Mr. Andre and Mr. Creighton have acquired all of Mr. Lujack's radio and TV rights.

Radio Exchange

CORRESPONDENCE has been sent out suggesting an exchange of inter-division show ideas, script, logs, and letters between stations of the New England School of Broadcasting, Bridgeport, Conn., and the station in the Pacific through the BBC. Neil Robinson, supervisor of NESB, suggests that the initial exchange of students might not be far off. "Building a better understanding of radio, as it applies in the two countries.

Reading Seminar

LOCAL radio listeners may now attend weekly meetings of the NESB seminar in famous books. Regular class sessions have been transferred to the studios of WHDH Boston where part of the discussion is broadcast each Wednesday at 1 p.m. on the Your Ideas series, produced by the Lowell Institute in cooperation with Boston College, Boston U., Harvard, M.I.T., Northeastern, and Tufts.

Musical Story

ORIGINAL stories set to music are featured. The Musical Story” is heard every morning on WKBW New York, Conn., Ray Stowers as "Uncle Ray" sings the stories and has his young listeners sing with him.

Women's Series

A NEW SERIES of women's programs has been started by CBC Trans-Canada network for the fall, winter and spring season. Programs originated by CBL Toronto. Included in weekly topics are featured on selected weeks are: "Clubs Clinic," "World House," "The Housewives," "Women in Science," "Women in Business," "School for Parents," "Tips from the Clubs Clinic," "Needleworkers," "Suggestions for Group Activities," and the Dink Perry series.

PROPAGATION STUDY MADE FOR SEATTLE

A WARNING that television will find rough going in Seattle because of the "rugged" terrain within a 20-mile radius of the city was sounded Oct. 30 by Prof. Vinson L. Palmer of the U. of Washington's College of Engineering. Prof. Palmer is studying the effect of the surrounding hills and mountains on high-frequency transmission.

On the basis of his early studies with FM waves, Prof. Palmer said that both FM and TV will be limited to 15 to 25 miles from the transmitter.

Engaged in a mapping survey to determine blind spots in Seattle area, Prof. Palmer is directing a project of the university's engineering experiment station. Findings will be sent to the Inter-service Radio Propagation Laboratory.
**Nielsen Signs Three New National Accounts**

THREE additional National Nielsen Radio Index advertiser agreements have been secured by A. C. Nielsen Co., New York. Contracts have been signed under which the regular NRI country-wide service will be furnished to Lever Bros. Co., Cambridge and James J. Lipton Inc., Hoboken, and PepsiCo Inc., Chicago, division of Lever Bros. Service will be supplied on a continuous basis and covers a two-year minimum, for 1949 and 1950.

A three-year contract for the new national NRI service has been signed by Poole, Cone & Belding, New York. The agency and its network radio clients are already subscribers to the basic service.

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**COMPLETE remote transmitter and receiving plant costing less than $100 was shown NAB Small Market Stations Executive Committee last week by William C. Grove (second from 1), KPBC Cheyenne, Wyo. Equipment was bought out of war surplus. Mr. Grove demonstrated operation from car cruising around Washington streets.**

Watching (1 to r) are Neal McNaughten, NAB; Simon Goldman, WJTN Jamestown, N.Y., and J. Allen Brown, NAB.
A TOTAL of 612,000 television receivers—574,500 in the 21 cities having one or more TV stations—were reported as of Oct. 1, 1948, by the NAB Research Dept. The report listed 37 stations as of that date, with these cities ranking foremost in total set circulation: New York, Philadelphia, Chicago and Los Angeles.

Figure represented an increase of 70,000 receivers for September. Numbers, and family and set circulation follow:

TELEVISION DATA CHART

Oct. 1, 1948

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Stations</th>
<th>(40-Mile Service Area)**</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>10</td>
<td>3,233,400</td>
<td>210,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>10</td>
<td>1,720,000</td>
<td>120,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>7</td>
<td>1,186,000</td>
<td>80,000</td>
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<td>Richmond</td>
<td>7</td>
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<td>Washington</td>
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<td>671,000</td>
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<td>Buffalo</td>
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<td>236,000</td>
<td>10,000</td>
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<td>Detroit</td>
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<td>539,000</td>
<td>10,000</td>
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<td>200</td>
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<td>St. Louis</td>
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<td>Cincinnati</td>
<td>2</td>
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<tr>
<td>St. Paul</td>
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<td>1,000</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td>9,000</td>
</tr>
</tbody>
</table>

*—New station added.
**—Figures represent total number of families in each 40-mile (one-half million) service area and may be combined to show total of more cities.

附属文章

据报道，KDKA电台的前一名主持人 holes. He Rosenberg接受邀请成为Edgewood的主持人，并在Edgewood的仪式上发言。Mr. Rosenberg还宣布说，电台将在2月20日举行一个活动，包括广播和电影。活动将由Dwight M. Seeble和J. Paul Long主持。

广播公司在一场小型的活动中，展示了在Westinghouse公司制造的电视机和音响设备。这些设备包括收音机、留声机和电视机，所有的设备都通过电话传输。

广播公司还举行了一次电视陈列会，参加者有来自Westinghouse和其他公司的人员。他们聚集在Edgewood俱乐部，展示各种产品。

在第三季度的活动中，Mrs. Frank Conrad, widow of Dr. Edward B. Conrad,是活动的组织者。他们设立了一个奖项，以表彰在广播和电影业中做出贡献的人。该奖项由WZMX公司颁发。
WCOF Boston's 20 kw FM Station Now on Air

WCOF-FM Boston, Cowles station, licensed by Massachusetts Broadcasting Corp., was scheduled to take the air yesterday (Saturday). It is full time, 20 kw on Channel 264 (1007 mc).

WCOF-FM will operate 6 a.m.-1 a.m. weekdays and 7:30 a.m.-1 a.m. Sundays, with complete program schedule duplicated from its AM affiliate, WCOF. No change in the latter's rate structure is contemplated for the present, according to Craig Lawrence, executive vice president of Massachusetts Broadcasting Corp.

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Radio Engineering Consultant
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Executive 1220
WASHINGTON 6, D.C.

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, ASSOCIATE
026-28 Landers Bldg.-Ph. 3621
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Advertising Tower Corp
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- ANDERLEY, N. V.
- Dobbs Ferry 3-1973

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Sterling 3626

REPRODUCER REPAIRING SERVICE
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NOW-48 HOUR SERVICE
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Emergency Repair Service
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Thanksgiving if proofs desired.
Complete plates December 1.

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- Dobbs Ferry 3-1973

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THE MOST SPECTACULAR TRANSERIBED MUSICAL SHOW EVER PRODUCED

THE MUSICAL COMEDY THEATRE
52 GREAT HALF-HOUR SHOWS
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Phone: Plaza 7-0495

so Calif. AAAA Shows Films to Agency Buyers

SOUTHERN California Chapter of the AAAA will hold its second mass screening of 16 mm pictures in Hollywood at KTLA (TV) studios No. 29. Screenings are for agency TV buyers. Arnold Maguire, West Coast television director of Foote, Cone & Belding, and Leon Benson, television director of J. Walter Thompson Co., are to be co-chairmen.

For more "realism," films will be seen on television monitors instead of on motion picture screens.

WHTC in the Black

WHTC Holland, Mich., on the air since July 1, is now operating in the black, according to Millard C. Westrate, WHTC president. The station has been on the air since July 1. The radiation is located near the transmitter building which also houses a small studio, located in a swamp area with most of the ground wires in the ground. The transmitting system is proving very efficient, according to station officials.

SPORTSCASTER

POPULARITY of WLOW Norfolk, Va., sportscaster Mark Scott, is object of station's latest promotion piece. Scott features large cover picture of Mr. Scott, plus his accomplishments in world of sports reporting, and in selling sports products.

Personnel

WALLY HUTCHINSON, formerly with WLOW Norfolk, has been appointed advertising sales manager of WLOW Norfolk, with San Francisco, as assistant to MAURY BARNES, manager of WNIR. BARNES has been appointed promotion and public relations director of the Dallas (Tex.) Morning News & its affiliated station, WPAA. He heads a newly re-organized and coordinated depart- ment for the newspaper-radio organi- zation.

SALLY NISSER, formerly of WLOW Norfolk, has joined sales promotion staff of WWCQ Minneapolis.

Mr. Barrett, WOQA, Fort Worth, has been appointed advertising sales manager of newly created 68th Composite Squadron Intelligence Reserve, attached to the Miami Air Base, with rank of major.

MARGARET FREY, former production manager for WLW & ASSOC., San Francisco, has joined KOLO Seattle, to handle publicity. She will work with RICHARD E. HART, manager of promotion and sales promotion.

FRANK WIGGAM has resigned as manager of protection for Hollywood public relations. No plans are announced as yet.

RAG BERGMAN, sales service representative at KSL Salt Lake City, has been appointed promotion manager at KSL.

SHERIL TAYLOR, formerly with General Electric's Transmission Div., has joined promotion department of WPBF Miami.

So Calif. AAAA Shows Films to Agency Buyers

SOUTHERN California Chapter of the AAAA will hold its second mass screening of 16 mm pictures in Hollywood at KTLA (TV) studios No. 29. Screenings are for agency TV buyers.

ARNOLD MAGUIRE, West Coast television director of Foote, Cone & Belding, and Leon Benson, television director of J. Walter Thompson Co., are to be co-chairmen.

For more "realism," films will be seen on television monitors instead of on motion picture screens.

WHTC in the Black

WHTC Holland, Mich., on the air since July 1, is now operating in the black, according to Millard C. Westrate, WHTC president. The station has been on the air since July 1. The radiation is located near the transmitter building which also houses a small studio, located in a swamp area with most of the ground wires in the ground. The transmitting system is proving very efficient, according to station officials.

SPORTSCASTER

POPULARITY of WLOW Norfolk, Va., sportscaster Mark Scott, is object of station's latest promotion piece. Scott features large cover picture of Mr. Scott, plus his accomplishments in world of sports reporting, and in selling sports products.

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### Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Specialization</th>
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</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Offices and Laboratories, 1339 Wisconsin Ave., N. W., Washington, D. C.</td>
<td>Adams 2414</td>
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<tr>
<td>MCNARY &amp; WRATHALL</td>
<td>RADIO ENGINEERS, 906 Nielson Press Bldg., Basemar Hotel, Washington 6, D. C., Watsonville, Calif.</td>
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<td>40 years of professional background</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>Upper Montclair, N. J.</td>
<td>MOnclair 3-2000</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>WARNER BLDG., WASHINGTON, D. C. 13th &amp; E Sts., N. W. National 6513</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-314 Munsey Bldg.—District 8456 Washington 4, D. C.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. deMARS ASSOCIATE, 1469 Church St., N.W. DE 1234 Washington 5, D. C.</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg., Washington, D. C. Republican 3984</td>
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<tr>
<td>HOYLE &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N. E. Atlanta, Ga. Atwood 3328</td>
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<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS, BOND BLDG., EXECUTIVE 5670 Washington 5, D. C.</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS, 363 E. 75th St. Triangle 4400 CHICAGO 19, ILLINOIS</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N. W. STERLING 7922 WASHINGTON, D. C.</td>
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<tr>
<td>ANDREW L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W. Republican 3883 Washington 5, D. C.</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>319 BOND BLDG., REPUBLIC 2151 WASHINGTON, D. C.</td>
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<tr>
<td>H. V. ANDERSON</td>
<td>Consulting Radio Engineers, 134 Clarence St., Phone 7-277 Lake Charles, La.</td>
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<tr>
<td>GUY R. BITLER</td>
<td>CONSULTING RADIO ENGINEERS, 4125 Monroe Street, TOLEDO 6, OHIO Telephones—Kingswood 7631, 9541</td>
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<tr>
<td>MERL SAXON</td>
<td>203 W. Hutchison Street Telephone 888 or 311 San Marco, Texas</td>
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<tr>
<td>ROBERT M. SILLMAN</td>
<td>CONSULTING RADIO ENGINEER, Specializing in Antenna Problems, 1011 New Hampshire Ave. RE 6646 Washington, D. C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>820 12th St., N. W. EX. 8073 Washington 5, D. C.</td>
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**Broadcasting** • Telecasting

*November 8, 1948 • Page 73*
CBS COLOR

CBS' DEMONSTRATION of color television, Oct. 25, was just that and should President Frank Stanton reiterated last week.

It made clear to the Commission that the demonstration was solely for purposes of information and was not to be construed as a proposal on color television, as it is understood that, economic and manufacturing considerations must weigh equally with technically conscious judgments," he declared.

Columbia's position, as has been outlined by Vice President Adrian Murphy, who said the network is "not pushing color television and is making no proposals for its introduction at this time." [Broadcasting, Nov. 1].

Mr. Stanton's memo was directed to CBS department heads to present "the facts and our policy" on color. It was prompted by industry discussion and speculation following the demonstration of CBS color—reportedly including electronic and sequential 6 and 12 mc methods—for several FCC members and staff executives.

At Commission Request

Because of changes in FCC personnel, since the color television hearings of 1947, Mr. Stanton noted, the Commission itself had expressed a desire for a demonstration.

"We very greatly reduced laboratory work on color," after denial of the CBS color television petitions in the 1947 proceedings, President Stanton said.

"We have not carried on any major color research program since then," he said. "As the principal projects of the laboratory—such as the long-playing record demonstration—permitted, certain additional experiments were made in all-electronic color reception and in 6 mc color transmission."

Mr. Stanton pointed out that these experiments were reported to the Joint Technical Advisory Committee "as information, and specifically not as a CBS proposal.

JTAC relayed the information to FCC during its September hearing on the opening of the 475-890 mc band [Broadcasting, Sept. 27].

WKJF (FM) to 20 kw

WKJF (FM) Pittsburgh, licensed by West Virginia Radio Corp., is now operating on full power of 20 kw, Channel 229 (937.3 mc), according to Lee Phillips, manager of the exclusive FM station. H. C. Diggs is joint owner. Station, located at 1715 Grandview Ave., Pittsburgh, will broadcast on full-time schedule.

D. C. TV Set Figures

AN ESTIMATED 21,000 TV receivers were in operation in metropolitan Washington as of Nov. 1, 1948, according to figures released Tuesday by the Washington Televising Circulation Committee. October figures were 18,300.

The figures are derived from monthly TV set sales figures furnished by Washington Electric Institute, and are cross-checked with quarterly RMA sales reports and polls of metropolitan area. Committee comprises James W. Seiber, WBNB (NBO), chairman; Sam Cooke, director WMAL-TV (ABC), and Gordon Williamson, WTTG (DuMont).

Gale-Resistant TV

TELEVISION antennas capable of withstanding 150-mile-an-hour gales are being constructed by General Electric Co. at its Electronics Park plant, Proctorsville. A dozen completed are antennas for several TV stations in the Gulf area.

JTC Issues Call

FOR HF INFORMATION

THE JOINT Technical Advisory Committee last week appealed to all groups and individuals having "information, engineering data or general comment" in conjunction with forthcoming FCC hearings on high frequencies to submit the material to it before Nov. 15.

The committee, a joint function of the Institute of Radio Engineers and the Radio Manufacturers Association, has been asked by the FCC to assist in collecting information in preparation for an engineering conference on television and FM allocations tentatively scheduled for Nov. 30, Dec. 1 and 2. Persons wishing to submit material should direct it to the JTC secretary, L. G. Cumming, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

FCC GIVES PRIORITY TO VHF OVER UHF

IF REQUIRED to make a choice between its two major television problems, FCC gives the one regarding low-band television precedence over the question of opening up the high band (475-890 mc).

Soliciting the assistance of the Joint Technical Advisory Committee in preparing for the Nov. 30-Dec. 1-2 engineering conferences (see story above), FCC Chairman W. B. Keating wrote in a letter released last week:

The more urgent of the two proceedings is the one involving VHF, involving as it does a freezing of assignments for an indefinite, but we hope limited period. It would appear, therefore, that no activity in regard to the UHF situation which will result in a delay in the VHF considerations should be postponed until a later date.

KTEL Purchases Lookout Mountain FM, TV Site

LOOKOUT Mountain abutment 7,300 feet above sea level has been purchased by KTEL Denver, as its future FM and TV site, it was announced last week by Manager Gene O'Fallon.

Transmission tests will be conducted this fall and winter in the UHF 500 mc TV band on an experimental basis. Call letters are WXEL. Actual telecasting will not begin until tests have been completed successfully, Mr. O'Fallon said. This will probably be in 1950.

Baltimore TV Sets

OCTOBER sales of 4,000 television sets have boosted the total estimated number of sets in the Baltimore area to 26,000, the Baltimore Television Circulation Committee reported Nov. 1. The three Baltimore video stations now on the air are WBAL-TV; Frederick Allman, vice president, WAAM (TV), and Robert B. Cochran, program director, WMAR-TV.

D. C. Telecasts

JACK BERTELL, former CBS vice president and general manager of the Broadcasting Bureau, has formed a partnership with Ben Carter, a Washington-area television producer, in the latter's Radio City, 7 W. 57th St., New York and Beverly Hills, Calif.

FREDERIC W. ZIV Co., Cincinnati, announced purchase by WLOG Logan, WVa., of its fifth package; and WNDW Dayton, holder of five half-hour programs.

Company also announced that the Ziv-Cardinal Films combines with White Productions, now sponsoring its Favorite Story show.

ANDY RUSSELL PRODUCTIONS, new television series, tentatively titled Andy, has been made up in Hollywood by Andy Russell, radio and television character with 10 years of experience. Andy is a popular character on the radio, having been played by Jack Brooks since writers, producers, and directors have turned to film, will be a "Mr. and Mrs." series starring Mr.和 Mrs. Will play a small girl. The series is expected to be hour long, and is to be limited to the creation.

JOHN TOTT and EMIL FRANK have been named as producer-director-writer of new weekly half-hour series directed towards teen-age viewers. Series is designed for teen-age audience and will include a range from adventure to social comedy. Other transmitted shows were tentatively given to include ART BAKER'S Notebook, Uncle Remus, Sleepy Joe, and The Xmas.

JEFFERSON PRODUCTIONS, Hollywood, has announced it will produce three additional television series for NBC. It will include 13 week half-hour series, tentatively titled Happy Jackson & Jeff, a teen-age children's travelogue, Going Places With Uncle George, 25 half-hour quiz show, Quizolympic. In addition, there will be a new night of eight to ten who will produce and distribute the station to telecast its Air Power Special series, semi-documentary film.

JAMES MICHIESON Inc. New York, announces that Blackstone Corp., of James, N. (washing machines), spokesmen have announced that Blackstone, Magic Circle, the company's television committee, has already contracted with 10 additional stations to carry show. Blackstone shares half of time and talent costs with its dealers and distributors.

BROADCAST PRODUCTIONS Inc. President Kay P. Kassen, radio dealers, will sponsor on WXYZ Detroit and four other Michigan stations, its Family Party show.
They Say ...

"SO MANY charges and counter-charges have entered the investigation of the murder of George Folk that the formal findings of the Greek government inevitably will be greeted with skepticism. . . . "Most of these charges have seemed to argue from rather than to a conclusion. The issuance of warrants against three persons associated with the Greek Communist Party . . . constitutes accusations rather than demonstrated facts. Final judgment must, of course, depend entirely on the evidence produced . . . . "Most Americans probably will prefer to base their judgment on the reports of the several outside agencies which have been investigating the matter on their own. Neither the outside agencies which sent Maj. Gen. William J. Donovan to Greece, nor the Newsmen's Commission to Investigate the Murder of George Folk has yet issued its statement. . . ."

From an editorial in The Washington Post

"THE FCC is looking at radio from the lowest possible view when it considers whether giveaway shows are illegal. Why shouldn't it be proper for the FCC, and the radio industry itself, to consider whether illegal or illegal giveaway shows are elevating radio or degrading it? "Radio being to a large extent a public service, and therefore a public trust, it can ill afford to take an attitude of just scraping by the law. Even if giveaway shows were as legal as a non-gold dollar, they would still be an insanitary of the times, just as flagpole sitting, marathon dancing and goldfish gulping were insanities of other times.

"We hope the hearings which FCC has just concluded will result in the thawing out of these gentlemen, and the interment of the giveaway program deep in the frozen tundra."

From an editorial in the St. Louis Post-Dispatch

"THE GREEK government asserts that Mr. Folk (George Folk, CBS correspondent) was slain by a member of the central committee of the Greek Communist party . . . the weaknesses and errors of the Greek government have created a climate of opinion in the United States which made it possible for the murder of an American correspondent to be used against that government . . . public opinion will probably follow the lead of those American groups which have been investigating the case and withhold judgment until, as Mr. Walter Lippmann put it, 'the evidence has been tested in a court of law'. . . ."

From an editorial in the New York Herald-Tribune

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**Agencies**

(Continued from page 10)

RALPH S. COMBS Jr. resigns as copy and publicity director of Ruthrauff & Ryan, Seattle, Nov. 15 to join Condon Co., Tacoma, in similar capacity.

BODINE & MEISSNER, Los Angeles, has moved to new offices at 357 South Robertson Blvd., Beverly Hills.

JOHN M. QUICK, former advertising manager of Sunbeam Electric Co., Los Angeles, joins MANN ADV., same city as production manager.

LATHROP MACK, former manager of NBC Hollywood Spot Sales and more recently account executive of KFOX Long Beach, Calif., appointed vice-president and general manager of Davis-Harrison-Simonds, Hollywood.

BION ATKINSON, freelance artist, joins Biow Co., San Francisco, as art director.


DONOLD HYDE and JAY HYDE opened offices at 218 N. Canon Dr., Beverly Hills, Calif. Phone: CRestview 4-5261.

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**Eager Beavers**

EAGER BEAVERS and a few unhandy woodsmen have been giving KXLL Missoula, Mont, a bad time in the last few weeks. It all started when a crew of men felled a tree on the main power line, cutting off power and telephone service to the KXLL transmitter. A few days later, the station reports, a beaver took up the idea and dropped a tree across a 100,000 volt line, which serves western Montana. About the time a power company crew was returning from repairing this break the beavers did it again. They felled another tree across power and telephone line, forcing the station off the air once more.

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**Synthetic Quartz**

SYNTHETIC quartz crystals suitable for use in radio equipment have been produced under sponsorship of the Army Signal Corps. Despite September, Signal Corps headquarters at Fort Monmouth, N. J., announced, the Brush Development Co., Cleveland, delivered the largest synthetic quartz crystal known to have been produced from any artificial source. Crystal, whose diameter is equal to that of a silver dollar, is essentially free from defects, the announcement said.

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**WOAI**

**50,000 WATTS CLEAR CHANNEL**

**NBC Affiliate ★ Member TQN**

**The Most Powerful Advertising Influence in the Southwest**

Represented by Edward Petry & Co., Inc.

**November 8, 1948 ★ Page 75**
October 29 Applications... ACCREDITED FOR FILING
AM—1400 kc
Bartley T. Sims, Ukiah, Calif.—CP new AM station 1400 kc 255 w. unl. AMENDED to change name of applicant to William T. Smith and Bartley T. Sims, partnership d/b/a Ukiah Best Co. Co. AM—920 kc
WALT Tampa, Fla.—Change 1100 kc to 1250 kc. increase 1 kw to 5 kw. change hours of operation from D to unl. install DA-DN. AMENDED to request 920 kc 1 kw, make DA changes.
Manistee Radio Corp., Manistee, Mich.—CP new AM station 1520 kc 25 w. unl. AMENDED to re stockholders.
AM—1400 kc
An-Ne-Mex Best Co., Clayton, N. M.—CP new AM station 1450 kc 25 w. unl. AMENDED to change name of applicant to William T. Smith and Bartley T. Sims, partnership d/b/a Ukiah Best Co. Co.
AM—950 kc
WGBG Greensboro, N. C.—CP change frequency 980 kc to 550 kc. change hours of operation from D to unl. install DA-DN. AMENDED to change power to 1 kw and make DA changes.
Kabi Corpus Christi, Tex.—CP change trans. and studio sites.
AM—950 kc
WRTA Charleston, W. Va.—CP increase 1 kw to 1 kw-5 kw.
October 29 Decisions... DOCKET CASE ACTION
Petition Granted
Adopted order (1) granting petition of Wyandotte Park Corp. and WDM Radio Inc. for consent to transfer of control of Station WP2 in Wyandotte, Mich. requesting Commission to order the transfer of control of the station to Argus-Wilder Co., Inc., with no change in operating conditions.

BROADCASTING • Telecasting
Guaranteed circulation: 16,500.

Final advertising deadline: December 1.

Write, wire or call collect for reservation.

National Press Building, Washington 4, D.C.

MEtropolitan 1022.

November 8, 1948.

Page 77

Wherever the time

is bought

helps sell it

YEARBOOK

1948

YEARBOOK

BROADCASTING

November 8, 1948
FCC Actions (Continued from page 76)

WIBM WIBM-FM Jackson, Mich.—Granted mod. CP to change studio location of AM and FM stations.

KEVT Kerrville, Tex.—Granted change in new AM site location, 1250 kc.

WPTR Front Royal, Va.—Granted li- cer license change.

WATL Atlanta, Ga.—Granted license to change to 1380 kc, increase power to 5 kw, install new transmit and change trans. site.

WROO Roanoke, Va.—Granted license to change to 1460 kc.

WFJA Tampa, Fla.—Granted license covering change to 1410.

WFRD Atlanta, Ga.—Granted mod. CP license new station site 869 kc 1 kw D, and to specify studio location.

KPHI James A. Murray, Area Hutch-inwa, Ky.—Granted voluntary assign- ment of license to KWKH Best, Covington.

KCGN Grass Valley, Calif.—Granted voluntary assignment of license from partnership to new corporation com- posed of same partners.

WTRY Troy, N. Y.—Granted CP in- stall old main trans., at present location of main trans., to be used for aux., with 1 kw.

WJUJ Wilkinson, Murray, Utah— Granted mod. CP change type trans. and, for approval of, ant., trans. and studio locations.

WHRW Merriestown, N. J.—Granted mod. CP mod. station trans. and change studio location.

WGVN Greenville, S. C.—Granted CP which authorized change frequency, etc., to change trans. location and change trans. type.

WWAI New York, N. Y.—Authorized can- celation of CP as mod. to make change in new site, and, also, the new CP, to AM tower.

WMER Merriestown, N. J.—Granted extended completion dates as indicated: KTLA Hollywood, Calif., to 3-1-61; WMGK Philadelphia, Pa., to 1-1-61; WNBC-TV New Haven, Conn., to 4-10-61; KEPO San Jose, Calif., to 2-16-61, on cond. that construction be completed or an interim oper- ation be provided by that date; WJZ-FM Jack- sonville, Fla., to 1-15-61; WJZ-FM Cleve- land, to 11-15-61; WPFR-AM Provi- dence, R. I., to 1-15-61; WSNP-AM Cleve- land, to 11-15-61; WPFR-FM Atlantic City, N. J., to 2-23-61; WGTU-FM Greenville, N. C., to 1-15-61.

WAOY Oak Hill, W. Va.—Granted li- cense for change of station location.

WGZQ Beloit, Wis.—Granted license new station site 1920 kc 250 w.

KBCU Coro., Calif.—Same 1370 kc 50 w. unu.

WJUS Uteca, N. Y.—Granted request to cancel CP new FM station.

WJHC-P FM Petaluma, Calif.—Granted mod. CP to change trans.

WHF-Pape, Colo.—Granted mod. CP to change type trans.

KKEY Tyler, Tex.—Granted CP re- quest to change type trans. and change in trans. location.

Action for Action

November 1 Applications

November 2 Applications

February 16 and 17, were granted extension of completion dates for periods indicated: WJZ-FM Hartford, Conn., to 1-12-61, on cond. that construction be completed or an interim oper- ation be provided by that date; WGSU-FM Dayton, Ohio, to 1-15-61, on cond. that construction be completed or an interim oper- ation be provided by that time; WGAM-FM Athens, Ga., to 1-15-61; KXUL-FM Waterloo, to 2-2-61; KFWF San Diego, to 1-30-61.

Action on Motion

(Continued from page 76)

November 4. (By Commissioner Ryde) Plea for Petra, Beaumont, Tex.—Granted request of Elmer A. Harvey to be used for auxiliary purposes.

November 5. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 6. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 7. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 8. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 9. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 10. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 11. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 12. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 13. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 14. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 15. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 16. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 17. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 18. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 19. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 20. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 21. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 22. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 23. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 24. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 25. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 26. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.

November 27. (By Commissioner Smith) To AM station in stock, to be used for auxiliary purposes.
Seven Other Applications Also Filed

APPLICATIONS for consent to the sale of KLZ and KLZ-FM Denver and KVOR Colorado Springs to Aladdin Radio and Television Inc. [BROADCASTING, Nov. 3, page 2] were received last Monday at the FCC. Gross sale price is approximately $1 million.

Applications for transfer of control in the following stations also were received: WGNR Murfreesboro, Tenn.; KIOB Bay City, Tex.; KATE Albert Lea, Minn.; KORN Fremont, Neb.; WITA San Juan, P. R.; KVOU Uvalde, Tex., and WIL and WIL-FM St. Louis.

Majority interest of 74% in KLZ Broadcasting Co. is sold to Aladdin for $497,000 plus 74% of the fair market value of the net quick assets of the company. The remaining 26% is sold by E. K. Gaylord to Frank H. Ricketson Jr., 23% owner of Aladdin, for $143,000 plus 26% of net quick assets.

In the KVOR transaction, Out West Broadcasting Co., licensee, sells 66% of its outstanding stock for $66,875 plus the same percentage of net quick assets. Mr. Gaylord sells his 33 1/3% to Mr. Ricketson for $93,000 and the remainder return from quick net assets.

Market value of the net quick assets for both stations is estimated at approximately $350,000.

In addition to the sum paid by each stockholder for his interest (there are 10,000 shares of stock at $1 a share) a debenture of $400,000 is subscribed by the stockholders in proportion to the stock bought.

Harry E. Huffman, district manager of Fox Denver Theatres, is listed as president of Aladdin.

With his wife, Christine M. Huffman, he holds 23% of the new company. The Huminoffs also own two-thirds of Winters-Huffman Drug Co., retail drug firm in Denver, and the Aladdin and KLZ-theatres with which they lease to subsidiaries of Fox Inter-Mountain Theatres Inc.

Treasurer of Aladdin is Mr. Ricketson, who is president and director of Fox Inter-Mountain. He holds no interest in the Fox firm.

Albert J. Gould, attorney, is secretary and 2% owner in Aladdin. He is also secretary and director of Fox Inter-Mountain but holds no interest.

The application lists Hugh B. Terry, manager and secretary-treasurer of KLZ, as executive vice president and 25% owner in Aladdin. Mr. Terry is also assistant secretary of Out West but holds only qualifying shares in both stations. J. Elroy McCaw, with other radio interests, is 25% stockholder in his new firm. These interests include: president and 50%, Central Broadcasting Corp., KELA Centralia, Wash.; partner and 50%, Island Broadcasting Co., KOA Honolulu, and vice president and 33%+, Yakima Broadcasting Corp., KYAK Yakima, Wash.

The remaining 25% interest is held by Theodore R. Gamble and his wife Myrtle W. Gamble. Mr. Gamble, wartime head of the Savings Bonds campaigns, has wide holdings in theatre leasing organizations.

Subsequent realignments in stock ownership were suggested by the application to permit certain employees to acquire interests. The exact extent of Mr. Terry’s holdings also has not been definitely decided.

McCaw to Be Treasurer

After acquisition of control by Aladdin, the application states, Messrs. McCaw, Terry and Gamble will become directors. Mr. McCaw will succeed Mr. Ricketson as treasurer and Mr. Gould will relinquish his directorship.

Messrs. Ricketson, Gould and McCaw are at present officers in Denver Broadcasting Co., applicant for $810 there with 25 kw night and 5 kw day. If the transfers are approved this application reportedly will be dropped.

KLZ is on 560 kc with 5 kw and KVOR operates on 1300 kc with 1 kw. Both stations are CBS affiliates.

Details of other transfers:

WGNR Murfreesboro, Tenn.—Assignment of license from Cecil N. Eakle Sr., covering 1,100 kw day, 250 kw night, to WITA San Juan, P. R., Jan. 1, 1947. New station assigned is KATE Albert Lea, Minn.—Assignment of license from WGNR Murfreesboro Broadcasting Service to WGNR Inc., new firm of all out West holding.

J. LEONARD REINISCH (r), managing director of the Cox stations, conducts Agriculture Secretary Charles F. Brannon on a visit to the research facilities at the University of Georgia.

E. K. Gaylord, with other partners, has relinquished his ownership in the purchase of Aladdin.

J. LEONARD REINISCH (r), managing director of the Cox stations, conducts Agriculture Secretary Charles F. Brannon on a visit to the research facilities at the University of Georgia.

Lone Star Chain Helps Mark Oil Progress Day

NINETEEN Lone Star Chain stations helped Texas observe Oil Progress Day Oct. 14 with a half-hour broadcast.

WBAP Fort Worth originated the first 15 minutes. It covered the opening of the Texas Mid-Continent Oil and Gas Assn. meeting, including a talk by Eugene Holman, president of Standard Oil of New Jersey.

KXYZ Houston took over the second 15 minutes, presenting a documentary on early Texas oil history and a remote broadcast from a well actually being drilled.

Sponsor was Lufkin Foundry and Machinery Co. (oil well equipment), Lufkin, Tex. Other LSC participating stations were KTEC Austin, KTSN San Antonio, KWWC Abilene, KTXL San Angelo, KOSA Odessa, KROD El Paso, KGNC Amarillo, KFDX Wichita Falls, KPYO Lubbock, KFDN Beaumont, KETS Corpus Christi, KVOO McAlester, K'YRE Lufkin and KTBV Tyler.

Mr. Holman (center) chats with R. B. Anderson (l), president of Texas Mid-Continent Oil and Gas Assn., and Chem Terry, WBAP announcer.

ADLAM'S GREATEST WATCH VALUE

17 JEWEL 2 push button CHRONOGRAPH

WRIST WATCH 3 STOP WATCH

ELEMEMETER 1 TACHOMETER

T A R E S S U R E D L I F E T I M E G U A R A N T E E

"4-Jewel-1" Precision Instrument of Extraordinary Varying Accuracy. Incl. broads, Anti-Magnetic, Radium Dial, Stainless Steel Back, Unbreakable Crystal. Mail order orders promptly filled. B. P. to C. D. or send check or money order. Address all mail orders to: ADLAM'S JEWELERS, 152 W. 42 St., N. Y. 16 (Dept. 148).

ARTIFICIAL MONEY BACK IN 10 DAYS without questions for any reason.

The opening of the Texas Mid-Continent Oil and Gas Assn. meeting, including a talk by Eugene Holman, president of Standard Oil of New Jersey.

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ARTIFICIAL MONEY BACK IN 10 DAYS without questions for any reason.
WHIM GETS GRANT

Length of the proposed operating schedule was a major factor in FCC's proposal to award the only remaining Class B FM channel at Providence, R.I. to WHIM Providence instead of WRIB, also of Providence.

The Commission also preferred WHIM on grounds of greater ownership participation in station affairs. Further, FCC questioned the "diligence" shown by WRIB with respect to the logging—and limiting—of commercial announcements on its Portuguese language programs.

WHIM and WRIB, both AM daytime, are applying for Channel 260 (99.9 mc), unassigned Class B Frequency allocated to the Providence area. Grants have been issued for six others—five in Providence and one in Pawtucket.

FCC's proposed decision, released Monday, noted that WHIM proposed to operate its projected FM station from 7 a.m. to 10 p.m., while WRIB's at the start would operate only from 3 to 6 and from 7 to 11 p.m.

No Definite Plan

"Although the latter proposes eventually to lengthen its FM operation," FCC said, "its intentions are not translated into any definite plan as to when, or to what extent, such lengthening . . . would occur.

"FM is a new service and the period of operation of such proposed stations is one of the important considerations in any determination of operation in the public interest, convenience and necessity. Other significant elements being equal, the applicant . . . having definite plans for the longer period of operation . . . is to be preferred."

WHIM, licensed to Inter-City Broadcasting Co., proposed to duplicate all its AM programs on FM. WRIB, owned by R. L. Broadcasting Co., planned to duplicate all its AM foreign-language and part of its English-language programs. FCC did not agree with WRIB that its application should be preferred because of the foreign-language programming.

Inter-City is headed by Robert

UN FOOD COVERAGE IS AIDED BY TAPE

A SPECIAL transcription service for radio farm directors will supplement regular coverage of the worldwide conference of UN's Food & Agriculture Organization, to be held in Washington for two weeks beginning Nov. 15.

The plan, according to Ken Gapen, assistant director of information for radio and TV, U. S. Dept. of Agriculture, is to furnish RFDs with transcriptions featuring delegates for whom they specify preference. Don Larch, CBS agricultural director, has been retained to serve as consultant in planning special services. Actual interviews will be handled by Jack Towers of USDA's Production & Marketing Administration.

Tape machines will be utilized for the recording. Radio farm directors will be asked to provide a reel of tape, select a preference from a tentative delegate list, and indicate the subject chosen as well as length. Only expense to directors is that of postage.

WMFF Now WEAV

CALL LETTERS of the Plattsburg Broadcasting Corp.'s station in Plattsburg, N. Y., were changed from WMFF to WEAV on Oct. 23. In announcing the change, George F. Bissell, president of the corporation, said the station's new transmitter was "about ready to go" with a 1 kw operation, replacing the present 250 w.
The magnificent new Collins 21B/21L 5/10 kw AM broadcast transmitter

Announcing...

the latest great contribution to modern AM broadcasting

The 21B/21L is the finest 5/10 kilowatt AM broadcast transmitter of which Collins engineering and manufacturing skills are capable. No compromise has been made for reasons of economy. Without deviation, our purpose has been to achieve the highest possible quality regardless of cost.

Yet the 21B/21L is competitively priced.

When furnished as the Collins 21B, this is a five kilowatt transmitter with provision for instantaneous reduction of power to 1,000 watts. It is designed to permit full 100% modulation of the carrier at frequencies between 30 and 10,000 cycles per second. The audio frequency response is constant, plus or minus 1.5 db, within this range. Featured are utmost reliability, with fine components, conservatively rated; vertical chassis construction, and easy accessibility of components and wiring; precise motor tuning with eye-level metering throughout; adequate air cooling; dependable personnel and circuit protection.

The 21B may be converted to become the ten kilowatt 21L by inserting an additional power tube in a socket already installed, and making a few simple additions in the exciter and power amplifier cabinets. The 10 kw 21L (pictured above) may be purchased initially.

If you are contemplating the replacement of obsolescent 5 or 10 kw transmitter equipment, or the building of a new station of either of these powers, the very efficient, completely modern Collins 21B/21L should be your first consideration. We will welcome your inquiry for further information.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California

BROADCASTING • Telecasting

November 8, 1948 • Page 81
Situations Wanted (Cont'd)

Commercial manager—Available January 1. Has experience. Must have dry climate for health reasons. Have references. Box 147, BROADCASTING.

General manager available, sober, family man. Desires position with accent on news. Presently employed, seeking employment. Box 152, BROADCASTING.

Situations Wanted

Managerial

Wanted—Assistant to program director. Background in college, present or former. WKO, North Adams, Massachusetts.

Technical

Wanted—Manager, engineering. Five years experience. Have references. Box 158, BROADCASTING.

Help Wanted

Managerial

Wanted—Manager—Box 159, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Manager—Box 160, BROADCASTING.

Wanted: Editor—Box 161, BROADCASTING.

Wanted: Assistant manager—Box 162, BROADCASTING.

Wanted: Station manager—Box 163, BROADCASTING.
Situations Wanted (Cont'd)

First class engineer-announcer wants position progressive station anywhere. Average requirements. Box 186, BROADCASTING.

Engineer, 24, four years experience, first class license. Single, veteran, desires permanent position midwest or west. Excellent references. Available without car. $350 minimum. Box 78, BROADCASTING.

Engineer—First class, desires permanent position southwest. Has also qualified musical director. Lloyd Scheuch, 226 N. 96 St., Omaha, Nebraska.

Production-Programming, others

Production director. 51 yrs actor-director, N.Y.C. Comedy, variety, drama. Has written, produced, staffed area only. Box 133, BROADCASTING.

Combination man—Excellent technician, good announcer, smooth control operator. Ten years technical, year combination—news, DJ, commercials, remote, MC, etc. Married, children, lives radio. First phone, telephone and ham licenses. Expect $3000.00 start. Happy, well-managed station only. Prefer midwest. Box 196, BROADCASTING.

Experienced copywriter wants position with progressive station. California preferred. Best references. Box 603, BROADCASTING.

Program director-announcer-salesman, seeking change in capacity of program director, single, news director and caster. Set disc and letter talk. State financial condition, references in first letter. Will arrange interview when possible. Box 185, BROADCASTING.

Musical director—31, married, conductor, chorale arranger, singer, composer, some production experience. Has been in radio industry about 4 years, stage, some TV. Concerts in northeast and southwest. Box 177, BROADCASTING.

For Sale

Station

Southern New England independent 500 w daytime in market of 350,000. Owners must divest themselves of station immediately. Box 187, BROADCASTING.

Equipment

Two 50 KVA Pittsburg, type ODCS, single phase 60 cycle, oil cooled transformers. 1MPF, 3-phase. Primary, 4600 volts. Secondary, 115/220 volts. Box 121, BROADCASTING.

For sale—One kilowatt Western Electric transmitter 503 El. Price $4000.00. Immediate delivery. Charles W. Winkler, Chief Engineer, WDGY, Hotel Nicollet, Minneapolis, Minn.

I RCA 768 console complete with power supply, Inquiry Swylie, Jr., KOGL, Adams-Hotel, Phoenix, Ariz.

Completely equipped mobile unit, 1.5 kw. General generator. 300 watt converter. 100 watt medium frequency and 25 watt high frequency transmitters, receiver, 4 channel control, 4 speaker, accessories, etc. Write Box 172, BROADCASTING.

New Sorensen voltage regulator 1000 watt 225 input. $520.00. Model 6618, after Frank Dayton, 4538 Sappho, Jacksonville, Florida.


Brand new RCA 74-B1 Junior velocity microphones, $20.00 each. Broadcast Equipment Company, Box 222, Evanston, Ill.

HELP WANTED

For Sale (Cont'd)

One 75 KVA Pittsburg type ODCS, single phase 60 cycle, IMFP, 4600 volts. Secondary, 115/220 volts. Box 122, BROADCASTING.

Two new Federal 892 R's. No hours. Money back guarantee. 125 Watt. Each 2250 for pair. KFVD, 338 S. Western Ave., Los Angeles, Calif.

Two '80' high x 20' square at bottom x 47' square at top. Galvanized steel and bolted construction. In A-1 shape. Angle lacing 21/2 x 21/2 x 7/16 lower sec. 6 x 6 x 5/8 angle. Upper sec. 4 x 4 x 5/8 angle. These towers were engineered to make 200 foot. They can be purchased at a reasonable price. Box 184, BROADCASTING.

Four—165 ft. Lingo guyed towers complete with 125 lbs. each. FOB, WRRN, Warren, Ohio.

Wanted to Buy

Wanted—5 kw, used, transmitter good condition. Box 175, BROADCASTING.

Miscellaneous

Asst wanted for establishing community minded station in fertile New Jersey market. Box 33, BROADCASTING.

Help Wanted

Managerial

ARE YOU WORTH FIVE FIGURES AS A GOOD GENERAL MANAGER OF A GOOD INDEPENDENT IN A CHEAP METROPOLITAN MARKET? This existing station will talk to managers of good background, proven results, adequate resources and permanency. To the right man gives a liberal salary plan plus percentage. We seek careful business management plus salesmanship. Send complete background to Box 185, BROADCASTING. Personal interview arranged. Replies confidential. Openings is immediate or can hold for right man until later.

Salesmen

EXCEPTIONAL SALES OPPORTUNITIES for experienced radio time salesmen. New 10,000 watt station, with applications, prove results, adequate resources and permanency. To the man who will work, is interested in newspaper, salesmen in the real estate and insurance business. Box 185, BROADCASTING.

For appointment for interview write or wire

JOSEPH B. FIFE

Commercial Manager

or

LEONARD L. ASCH

Vice-President and General Manager

WPTR

WBCA-FM

Albany, N.Y. Schenectady, N. Y.

Studios in Hotel Ten Eyck Albany New York

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL

OF RADIO AND TELEVISION

8800 Wilshire Blvd.

Airdrie, for veteran

Beverly Hills, California

Bradshaw 21490

NOTE: EXCEPTING OFACHERS, station managers, directors from coast to coast are furnished.

Sincerely National Radio Employment Agency

November 8, 1948 • Page 33
New Business
(Continued from page 12)
sales promotion programs four times yearly and a 90-minute Mr. and Mrs. Sesne Cline show on each of the four Saturdays before Christmas. Store previously had only 15-minute morning fashion comments across-the-board by "Christine," plus infrequent spot announcements.

Network Accounts.......

GENERAL ELECTRIC Co., Lamp Department, Schenectady, started sponsorship of radio shows by James Cotton Oct. 31, 8:30-9 p.m. on WGBS-TV New York. Format of show is set in a carnival background with Mr. James introducing acts. Show is produced by CBS under the direction of Ralph Levy. Music is directed by Lew White. Jay Burton is writer. Agency: BBDO, New York.


CLUB ALUMINUM PRODUCTS Co., Chicago (household wares), Nov. 2 renewed 52 weeks weekly Club Time on 56 ABC stations, (11:15 a.m.-
11:30 a.m. PDT). Agency: Leo Burnett Co., Chicago.

CLIFTON-PeABODY Co., New York (manufacturer of men's shirts), effective Nov. 24, to sponsor Phil Silvers on NBC-TV, Wednesdays, 8:30-9:00 p.m. Agency: Young & Rubicam, New York.

Adpeople.......

AD KLEIN, formerly with Biow Co., San Francisco, joins Langendorff Bakeries, that city, as advertising manager.
JAMES S. LIND, former account executive for Dancer-Fitzgerald-Sample, Chicago, joins Ben-Hur Products, Los Angeles, as advertising and sales promotion director.
ERNST D. WARD appointed advertising and public relations manager for Beef Foods, New York. LEE TRUEDE appointed assistant advertising manager.
DELBERT J. COOK resigns as manager of advertising and public relations division of Xingan & Co., Indianapolis meat packing firm.

WGBS MIAMI BOOST TO 50 KW READIED

WGBS Miami, now operating with 10 kw day and night, hopes to be on the air with 50 kw daytime within two or three weeks. George B. Steiger, chairman of the board of Fort Industry Co., WGBS licensee, announced last Thursday. The station will continue its 10 kw nighttime operation.

WGBS, a CBS affiliate since June 15, 1947, is on 710 kc. It has an FM counterpart, WGBS-FM (Channel 242, 96.3 mce).

Fort Industry owns stations in four states besides Florida. These outlets include: WAGA WAGA-FM and WAGA-TV Atlanta; WSPD WSPD-FM and WTVT (TV) Toledo; WJBK WJBK-FM and WJBK-TV Detroit; WWVA and WWVA-FM Wheeling, W. Va.; WMMN Fairmont, W. Va., and WLOK and WLOK-FM Lima, Ohio.

SUCCESSOR to Arthur Godfrey on latter's early morning program on WCVB New York, Jack Sexton (I.), goes over his new contract with Arthur Hull Hayes (center), then WCVB general manager, and G. Richard Swift, assistant general manager. Mr. Sexton, a Midwest broadcaster, will be known to WCVB listeners as Jack Sterling.

Husband, Wife Team Joins WIRC Hickory

A HUSBAND AND WIFE team, Harry E. and Patsy Snook, both formerly of WBT Charlotte, have been appointed to positions on WIRC Hickory, N. C., which is expected to take the air Nov. 15 with 1 kw daytime on 630 kc.

Mr. Snook, former production manager of WBT and more recently commercial manager of WETB Johnson City, Tenn., will serve as assistant station manager and program director of WIRC. His wife is women's editor, according to Edmond H. Smith Jr., WIRC general manager. Mrs. Snook formerly was continuity editor of WBT. The team will bring with them to WIRC Breakfast with Patsy and Harry and Fun with the Funkies, which they previously presented over WBT.

SOUTHWEST AAAA CHAPTER ORGANIZED

A SOUTHWEST chapter of the American Assn. of Advertising Agencies has been organized. Officers are Monty Mann, vice president and director of media of Tracy-Locke, Dallas, chairman; Thomas F. Conroy, Thomas F. Conroy Inc., San Antonio, vice chairman, and John Stewart, vice president, Glenn Advertising, Fort Worth, secretary-treasurer.

The chapter will supervise holding of the annual AAAA advertising aptitude examinations in the region for the first time next Feb-
uary.

Sept. Retail Sales 10% Above August

Census Report Shows 6% Jump Over Same 1947 Period

SEPTEMBER's retail sales showed a 10% increase from August, and registered 6% above the same period in 1947, according to the Business Division of the Bureau of the Census. In a report of 47 large cities, the Bureau states that sales of non-durable goods have risen 1% from August, while sales of durable goods have declined 2%. Dollar volume of sales was $10,975,000,000, 7% above last year's September total.

Apparel stores showed the normal seasonal increase in sales, but failed to reach the volume of sales registered in the same period in 1947. Men's wear showed the greatest decline in this group, dropping 16% below last year's volume.

Auto dealers and home furnishing stores registered the greatest gains—16% and 28% respectively. Lumber and building materials declined 2% from the August levels, but gained moderately from 1947. Sporting goods stores, book stores and jewelry stores all registered a decline from September 1947, although each group registered gains from a month ago.

TRENDS IN RETAIL TRADE—47 MAJOR CITIES

<table>
<thead>
<tr>
<th>Major Group</th>
<th>Change in Sales</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Merchandise</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(dept. stores, etc.)</td>
<td>51</td>
<td>21</td>
</tr>
<tr>
<td>Apparel</td>
<td>52</td>
<td>41</td>
</tr>
<tr>
<td>Furniture, House- hold</td>
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<td>5</td>
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<tr>
<td>Radio</td>
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<tr>
<td>Lumber Building &amp; Hardware</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Automotive</td>
<td>16</td>
<td>9</td>
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<tr>
<td>Drug Stores</td>
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<td>1</td>
</tr>
<tr>
<td>Total all stores</td>
<td>6</td>
<td>10</td>
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<td>in report</td>
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KFAM-FM Is Launched; Duplicates KFAM Shows

KFAM-FM, The St. Cloud (Minn.) Daily Times station is now on the air, with 50 kw on Channel 284 (104.7 mce). Station duplicates programs of its AM affiliate, KFAM. Programming is aimed toward farmers.

Frederick C. Schilpin, vice president of The Times Publishing Co., is general manager. Other staff members are: Art Russell, program director; Clif Slay, publicity; Frank Farrington, sports commentator; Paul Edwards and Gene Wilson, technicians; and Stuart P. Evenson, Donne and Gene Nelson, announcers.

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners. It reaches all the people you want to sell to in this multi-
language area.

Page 84 • November 8, 1948

BROADCASTING • Telecasting
FCC Actions
(Continued from page 78)

Applications (Cont'd):
Control and assignment of licenses from KLZ Best. Co. to Aladdin Radio and Fielding Communications, Inc. (Docket no. 15701, file of KVOR)
WIL WLF-FM St. Louis-Transfer of control from C. W. Benson to L. A. Benson.
KKBK Baker, KLBM La Grande and KSRV Ontario-Transfer of control from Olave K. Tinter to the estate of Marshall E. Cornett, deceased, WLLF.
Assignment of License KORN Fremont, Neb.-Assignment of license from WWRW Co. to Walker Newspapers Inc., December 23.
APPLICATIONS DISMISSED
AM-1600 kc
William T. Smith, Utah Co., Calif.-CP pending for this station for extension.
AM-1450 kc

November 3 Applications... ACCEPTED FOR FILING
License for CP
WDXI Jackson, Tenn.-License to cover CP pending.
MODIFICATION OF CP
KIBK Seward, Alaska.-Mod. CP new station for extension of completion date.
KCMM Sioux City, Iowa.-Same.
KRTC Fresno, Calif.-Mod. CP increase power etc. for extension of completion date.
WBBD Burlington, N. C.-Same.
KPEC-AM Los Angeles.-Mod. CP new FM station for extension of completion date.
WBIR Chicago.-Same.
WNOW Oak Park, Ill.-Same.
WMNJ-FM Peoria, Ill.-Same.
WTHL-FM Twin Bridge, Minn.-Same.
KISB-FM Creston, Iowa.-Same.
WJBD-Jackson, Miss.-Same.
WQ-AQ-FM Scranton, Pa.-Same.
KOMA-FM Oklahoma City.-Same.
KXII-KMuskogee, Okla.-Same.
WQAN-FM Scranton, Pa.-Same.
WSBA-AM York, Pa.-Same.
WMFI Memphis, Tenn.-Same.
KLUF-FM Glenville, Iowa.-Same.
KOMO-FM Seattle, Wash.-Same.
WBLK-AM Clarkburg, W. Va.-Same.
WWNI Wabash, Ind.-Mod. CP new FM station for extension of time to 31 to 71 kw.
License for CP
WHYN-FM Holyoke, Mass.-License to cover CP new FM station.
WMNW-MW Adams, Mass.-Same.
WGCN-FM Gastonia, N. C.-Same.
WJPG-FM Green Bay, Wis.-Same.
Transfer of Control
WHAS-FM Louisville, Ky.-Transfer control from Courier Journal and Louisville Times Co., to Crosley Corp.
CP to Relinstate
WOMI-AM Owensboro, Ky.-CP to reissue CP effective December 31.
Modification of CP
WLWD Dayton, Ohio.-Mod. CP new commercial station W9SRT, extension of completion date.

November 4 Decisions... BY COMMISSION EN BANC
Assignment of CP
WELM Ft. Lauderdale, Fla.-Granted consent for assignment of CP from partnership composed of three partners to corporation, Ventura County Radio Communications. Interested assigns will own 60 2/5% of station and will be joined by two other stockholders.
Transfer of Control
KVIN Visalia, Calif.-Granted consent to transfer of control of KVIN Inc. from Dr. W. M. Lyman and Albert Blain, a partnership, for $35,000, representing 51% of the common stock.

License Reverted
WIBS Station, Inc., granted order revoking the license of WIBS (740 kc, 1,000 kw) for cessation of power etc. for year 1950.

NEGOTIATIONS for the sales of KWKW Pasadena to the Teasters Joint Council No. 42 of Los Angeles [CLOSED CIRCUIT, Aug. 30] and of Farnsworth's WGL Port Wayne to the Neese-Sentinel have been completed last week, subject to FCC approval.

Sales price for the Pasadena 1 kc daytime station was described as in excess of $350,000, payable over a seven-year period. The WGL transfer is understood to involve an overall price in the neighborhood of a quarter-million dollars.

KWKW is owner by Southern California Broadcasting, of which Marshall S. Neese is president.


WOPX Bristol, Tenn.-Present remote pickup license renewed on regular basis for period ending Aug. 1, 1951.

Licensing
Licensing for following remote pickup stations extended on temporary basis until March 1, 1950, pending determination on applications received:
1. Associated Newspapers, Inc. KKWY, City of Dallas; KINU, KXEL, KFYW, Mountaineer Best. Co.; KADB, MTV, KKNX, KELK, KDIV, KTRC, KFRK, Nichols & Wariner Inc.; WATS, WAGA, etc.

WOWX Trenton, N. J.-Present license further extended on temporary basis until March 1949, pending action on standard station.

CPs for 14 new FM stations were licensed this week, 13 in commercial stations: 21 other FM outlets also were licensed for extension of completion date.

Summary

SUMMARY TO NOVEMBER 4

<table>
<thead>
<tr>
<th>Class</th>
<th>Stations Licensed</th>
<th>Stations Pending</th>
<th>In Operation</th>
</tr>
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<tbody>
<tr>
<td>AM</td>
<td>1508</td>
<td>419</td>
<td>1089</td>
</tr>
<tr>
<td>FM</td>
<td>194</td>
<td>116</td>
<td>60</td>
</tr>
</tbody>
</table>

APPLICATIONS

KDOW-AM Chicago Heights-Applications, M. T. Seale and H. J. Jennings d/b as Old South Best. Co., to grant licenses for four CPs, total estimated cost $6,775. Mr. Seale is lumber mill operator and owner and Mr. Jennings a government announcer and program director for various stations. Filed Nov. 2.

Shreveport, La.-Joe F. Rushon, 1450 kc, 250 w. antenna 200 ft. Estimated cost $12,496. Mr. Rushon is an engineering student of Valparaiso Technical Institute and at present is employed by WSBK (FM) Shelbyville, Ind. Filed Nov. 3.

Three Authorized Daytime AM Grants
GRANTS for three new daytime AM stations, representing installation costs estimated at $37,600, were issued by FCC last Wednesday.

They were:
Forrest City, Ark.-Forrest City Broadcasting Co., 1050 kc, 1 kw, day station, is headed by William B. Fogg, radio technician, who has 25% interest. Other stockholders: Sam Anderson, president and one-third, 25%; Jack E. Johnson, superintendent, 10% interest; A. J. Butler, attorney and staff engineers; W. B. Campbell, Jr., bankers, 17 1/2%. Estimated construction cost: $11,050.
Newark, Calif.-Union Broadcasting Co., 1150 kc, 50 kw, day, which has been associated with Mitchell Camera Corp. at Glendale, the latter with Douglas Aircraft, with estimated construction cost: $17,468.

November 8, 1948 | Page 85
At Deadline...

FCC DENIES REHEARING IN GRANT OF WCBM INCREASE

POWER BOOST on 860 kc from 1 kw fulltime to 5 kw day, 1 kw night, granted KTRB Modesto, Calif., by FCC Friday. Competitive application of Peninsula Newspapers Inc., Palo Alto, Calif., for new daytime 250 w outlet on 890 kc, severed from comparative proceedings with KTRB and put in pending file until daytime skywave case is decided. 860 kc is Class 1-B channel. Severance made since adjacent channel interference of two operations would affect not more than 10% of population of either station and more than 12 other services are available.

Order also issued by Commission to deny petition of Lomar Broadcasting Co., unsuccessful 680 kc applicant at Lancaster, Pa., seeking rehearing of March 16 decision limiting WCMH Baltimore switch from 250 w on 1400 kc to 10 kw day, 5 kw night, on 860 kc [BROADCASTING, March 22]. Reaffirming finding that Lomar proposed method "inefficient," FCC ruled grounds of petition to be "without merit" and presented nothing not already considered. Order denied as moot informal petition of Tower Realty Co. for dismissal of its comparative application, already denied in March decision.

John Elmer, WCMH president, and George Roeder, general manager, Friday stated construction of new improved facilities would start immediately.

FCC Friday also adopted order to deny petition of WMEX Boston for reconsideration of its April decision setting station's renewal request "out of order" and to deny another petition for oral argument on its reconsideration request [BROADCASTING, Nov. 1]. Commission indicated it still had insufficient data on whether WMEX executed its full licensee responsibilities. Renewal hearing had been called largely on grounds that stock reports of doubtful accuracy had been filed. Claim to oral argument right, based on Supreme Court ruling in WJR Detroit-WCPS Tarboro, N. C., daytime skywave case, disqualified by FCC since applicant is not seeking hearing but rather claiming hearing is unnecessary.

Order in cases on requests of Valdosta Broadcasting Co., Valdosta, Ga., and Okfenuko Broadcasting Co., Waycross, Ga., for new stations on 910 kc, 1 kw fulltime, postponied from Nov. 15 to Dec. 6 at request of Valdosta, proposed successful applicant [BROADCASTING, Aug. 30].

ALL-RADIO GROUP SEeks ALL-STATION PARTICIPATION

NAB DIRECTORS asked by All-Radio Presentation subcommittee to get financial pledges from stations not signed at recent district meetings. Plans for showing of promotion film being studied by NAB Dept. of Broadcast Advertising, to draw up list of agencies, manufacturers, stores and others to be invited to local showings. Department will ask for these lists in near future. First presentations to be on national level, with top-flight advertising agency, civic and other leaders to attend showings and pass word along line. NAB department already developing method of utilizing sales leads to be uncovered during film showings.

MARKETING RESEARCH DEFENDED BY NIELSEN

ELECTION polls seek to predict events which will occur in future while marketing research ordinarily measures what has actually happened, Arthur C. Nielsen, president of A. C. Nielsen Co., said recently. "Election polls attempt to determine how the ballots will be cast, but marketing research, in effect, counts the ballots after they have been cast," asserted head of NRL. "Major types of marketing research do their counting with virtually absolute precision." He said election polls seek information considered by many to be private affair. Organizations taking polls, he added, "apparently have not found it practicable to employ certain precautions in respect to the securing of a truly representative sample." These precautions are accepted practice in types of marketing research most widely used, he said.

ASCAP TV RATE STUDIES

NAB Music Committee and ASCAP Radio Committee, in opposing proposed "inefficient" rates for "feedback" programs to be offered TV broadcasters, are analyzing what rights ASCAP will be able to offer TV broadcasters. Broadcasters' subcommittee includes Robert F. Myer, NBC assistant general attorney, chairman; Julasu Brauner, CBS; Joseph A. McDonald, ABC; Edward McCrossin, DuMont; John Schoener, WPIX (TV) New York. Theodore C. Streibert, WOR New York. NAB must file a advisory committee chairman, is ex-officio member.

'NO NEW REVENUE SOURCES'

THERE are no new sources of revenue, panel at Ohio Assn. of Broadcasters meeting in Columbus decided Friday (early story page 66). Instead old sources must be approached in new ways with renewed effort. Attention to co-op accounts urged. Panel members were: David Baylor, WJMO Cleveland, chairman; Harry Hoesley, WHKC Columbus; Robert Fleming, WCKY Cincinnati. Robert Foreman, BBDQ vice president, said all tests show radio, properly used, makes sales at lower cost than any other medium. He urged building client identification into actual program structures when possible.

McCOLLough ON 'INVASION'

CLAIR McCOLLough, Wagal Lancaster, Pa., taking part in task force "invasion" of Argenta, Newfoundland, along with other media executives. He is aboard US$ Missouri, flagship of fleet, and will leave exercises in time to attend NAB Finance Committee and board meeting in Washington this Saturday. On trip also were Ray Ziesse, WPIX New York, and Bill Wilson, WFIL-TV Philadelphia.

WFAH (FM) EXODUS

PAUL W. FEED, general manager of WFAH (FM) Alliance, O., has severed connections, along with several department Heads and staff members. Mrs. Alice C. Holise is president of Review Publishing Co., which owns station, and will raise her youngest son takes over station management.

TV'S STIMULUS CITED

TELEVISION is "stimulant" to newspapers, Robert R. McCormick, Chicago Tribune publisher, told Tribune advertising department at annual dinner Thursday night at Drake Hotel, Chicago.

DAVID B. SMITH, PHILCO, HITS AT&T COAXIAL QUALITY

RECEPTION of television programs relayed from New York to Philadelphia via AT&T's coaxial cable is generally inferior in quality to service provided by Philco Corp.'s own N. Y.-Philadelphia relay, Philco Vice President David B. Smith testified Friday.

"By and large," he said in appearance at FCC's investigation of AT&T and Western Union (early story page 27), Philco has found such AT&T-relayed programs to be short of Philco's usual TV broadcast standards. He submitted comparative photographs to support his claims.

NAB as well as New York to carry programs it intends to film, he said, charging that AT&T's intercity facilities don't deliver picture of sufficient quality.

Mr. Smith said AT&T's policy against interconnecting its facilities with those of others except where it has no intercity channels of its own—immediate subject of FCC's hearing—is "pretty bad" on broadcasters, imposes an "artificial restriction" on their use of their own equipment, forces them to rely on technical quality of facilities over which they have no control, and will "seriously" retard TV's growth.

Cross-examination of Mr. Smith and remainder of testimony on question of policy against interconnection to be taken up at recommencement of hearing, he added, is to be delayed to Dec. 27 due to participants' conflicting engagements. Two to three days expected to be needed to complete case on interconnection.

RADIO WEEK PROGRAM PLANS STARTED BY NETWORKS

TENTATIVE program plans of four networks for National Football announced Friday by NAB. ABC to date has scheduled announcements on programs and appearance of last year's Voice of Democracy winners on Youth Asks the Government. CBS programs with tieup include Robert Q. Lewis and Arthur Godfrey programs. MBS has two network broadcasts already scheduled, one to originate at Gettysburg, Pa., as Freedom Train opens tours next week. Program plans include documentary, Living—1948.

Directing network participation are Charles Harrell, ABC; Gerald Maulsby, William Fine, Charlie Jernigan, CBS; Jack Paige, MBS; Thomas McCray, NBC.

NAB reminded stations in letter Friday that RMA Advertising Committee has pointed out conflict of interest of funds of set makers, discount dealers and others to be used as well as white space. Stations were urged to go after this business.
$8,000,000 FLORAL INDUSTRY

DENVER, the Carnation Capital of the World, ships more than 35 million carnations annually—$5,000,000 worth—from its acres of greenhouses (below) to all parts of America and even overseas. Here, where the floral industry's slogan, "Say It With Flowers," originated, flower production is one of Denver's and Colorado's major industries, grossing in the neighborhood of $8,000,000 annually. The floral industry takes its place with mining, manufacturing, agriculture, livestock raising and dozens of other industries which are a part of Colorado's economic scene and which make the Denver area one of the nation's most stable, dependable and profitable markets.

KLZ WEATHER FORECASTS

Weather reports and forecasts form a very vital part of the day's news in the Denver region. Farmers, ranchers, business men and even housewives depend on them in planning their day's, or several days', work. For this reason KLZ broadcasts official weather reports and forecasts at frequent intervals throughout the day. Twice daily, morning and night, Carl F. Steffan, left, or one of five other government meteorologists, broadcasts over KLZ by direct wire from the U. S. Weather Bureau at Stapleton Airport.
The KMBC-KFRM Team provides coverage!

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage of the great Kansas City trade area.

With programming from Kansas City, the Team has a potential audience within the proved 0.5 mV/m contour, as illustrated, of 3,659,828 people... all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from the KMBC-KFRM Service Farm.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

Represented Nationally by FREE & PETERS, INC.

Owned and Operated by Midland Broadcasting Company

Programmed from Kansas City

For Kansas Farm Coverage 5000 on 550