The story of WLS is crowded with records of services rendered. Just recently, a letter was received from a listener in Indiana.

"My mother was born in a small town called Pavilion, Illinois, and I want to visit her birthplace. However, I can't find the town! It's not on any maps, nor in the Postal Directory. It just seems to have disappeared. Could you please help me find Pavilion, Illinois?"

Finding a lost town for a listener was a small but human service. No problem is too small to receive prompt and friendly attention from WLS. For nearly a quarter of a century, listeners in the Midwest have looked to WLS to serve their needs. Whether it be large, overall contributions to listener welfare—such as our yearly Christmas Neighbors Club, emergency flood and tornado relief, daily religious services, weather and market reports, rural education—or filling smaller, individual needs like finding a small town for a listener—WLS responds and serves these listener needs.

Our family of listeners comes to us for assistance. The resulting true service rendered has developed a close association—a "oneness"—welding station and listener into a bond of friendship and trust. That's why we are accepted, believed by our listeners. Acceptance, belief, loyalty—these are the basic ingredients of advertising results.
Today . . . as never before . . . we give

Thanks for the priceless freedom our
forefathers gave to us . . .

Today . . . as never before . . . with our
freedom challenged . . . we do mutually
pledge to each other . . . our lives . . . our
fortunes . . . and our sacred honor.

[Signature]
Chairman of the Board

WJR
50,000 WATTS
Michigan's Greatest
Advertising Medium

CBS
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT
FRANK E. MULLEN
President

Represented by
PETRY
HARRY WISMER
Asst. To the Pres.
Your message is

....HOME DELIVERED
THROUGHOUT NEW ENGLAND

via

THE YANKEE NETWORK

Home delivery by home-town stations is the basis of Yankee's local acceptance and impact throughout New England.

With Yankee — and with no other New England regional network — you can get local delivery in 24 principal markets in six states.

Every Yankee home-town station is a locally successful station solidly identified with local enterprise and of proven effectiveness as an advertising medium for local merchants.

Close to 90% of New England's radio homes are within the service areas of Yankee's 23 stations. This coverage from a local source reaches more homes more effectively, both city and suburban, throughout the six-state market.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
PRELIMINARY action taken by FCC Friday for investigatory hearing to determine what action, if any, should be taken on long-standing complaint that Owner G. A. Richards improperly sought to influence commentaries on KMPC Los Angeles [Broadcasting, March 8]. WJR Detroit and WGAR Cleveland, also controlled by Richards family, fall within purview of hearing. FCC put investigators on job following Los Angeles complaints from Commentator Clete Roberts and Newman George E. Lewin, Radio News Club of Hollywood and American Jewish Congress. Announcement of hearing expected this week.

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K-R-L-D

RANKS 1st

in DALLAS in listeners

between 6:00 and 10:30 P.M.

In Addition

KRLD ranks 3rd in all cities in

the United States in total listeners

during 6:00 - 10:30 P.M. where

CBS stations are surveyed

with all other networks

KRLD

KRLD-FM

is your best buy

"SAYS MR. HOOPER"

For the months of
August and September

KRLD

The Times Herald Stations

Dallas

Studios

Ft. Worth

Let a Branham Man Tell You More
“Kitchen Kapers”, a half-hour “cross-the-board” morning food quiz, is another producer!

Begun in September, 1947, "Kitchen Kapers" entered its second year with 100% renewal of the original 4 participating sponsors... and 14 added starters!

Want to sell food?
Our First
THANKSGIVING

WCON
THE ATLANTA CONSTITUTION STATION
ABC  5000 WATTS  550 KC
OUR FIRST ANNIVERSARY — DECEMBER 15

National Representatives HEADLEY-REED COMPANY
IT'S A GIFT!

Sure there's a Santa Claus, and don't let anybody talk you out of it!

As a buyer of radio time, how'd you like to wake up to find thorough, wide coverage, ace showmanship, comprehensive merchandising and promotion—all in one stocking?

Try this on your Christmas tre: WHB is a 10,000-watt station spanning in the heart of the golden Kansas City Marketland, dominating a listening area of 120 counties in 5 states. The enviable WHB reputation for sales results is founded on fact.

Santa Claus? Why, considering what you get, WHB is practically giving time away!

P.S.—For a Happy New Year, see your John Blair man!

10,000 WATTS IN KANSAS CITY

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by

JOHN BLAIR & CO.

MUTUAL NETWORK • 710 Kilocycles • 5,000 WATTS NIGHT

AGENCIES

FREDERICK INGALLS joins Brisacher, Wheeler & Staff, Los Angeles, as account executive. Mr. Ingalls was formerly assistant manager of advertising and sales promotion for General Petroleum Corp., Los Angeles.

MARVIN YOUNG, vice president and radio and television director of Ruthrauff & Ryan, Hollywood, is instructing Television Writing part of combined "Television Writing and Acting" course at U. of California Extension, Los Angeles.

L. J. SWAIN joins Martin R. Kitten Co., Los Angeles, as account executive and member of agency plan board. Mr. Swan was formerly associated in same capacity with Lester C. Nelson, Huntington Park, Calif.

JOSEPH P. MOORE, formerly with Ormsbee, Moore & Gilbert, Milford, Conn., is now vice president of Lindsay Adv Agency, New Haven. He will be principally engaged in representing agency in New Haven-Bridgeport area.

SHERMAN K. ELLIS, former head of his own advertising agency, joins McArthur Adv. Corp., New York, as vice president and director. He will be assisted by SHERMAN K. ELLIS Jr.

JULIAN V. PACE, former continuity director of WARL Arlington, Va., joins radio copy department of BBDO, New York.

J. T. Mccourt, former account executive with Campbell-Wirtz Assoc., Philadelphia, joins public relations staff of Gray & Rogers, also Philadelphia.

EDWARD J. O'Connell joins production staff of Brooke, Smith, French & Derrance, Detroit office. Other new BSF & D members include: FRANK CLARKSON, art; DONALD M. McLEEESE, copy; EDWARD J. SINGELYN, traffic, and WILLIAM P. WELLS, research.

WILLIAM C. FAUST of Geare-Marston, Philadelphia and New York, appointed public relations director. Mr. Faust joined agency in 1946.


RAYMOND A. Menzle, former production manager of H. B. Le Quatte Co., New York, appointed to same position with New York office of James Thomas Chirurg Co., succeeding FREDERICK A. KELLAR, appointed account manager for firm.

CRITERION GRAPHIC Corp., New York, moves its offices from 10 East 52nd St., to 1000 Broadway.


HARRY M. TAX, present assistant treasurer, appointed manager of accounting department.

JUDITH OSTBERG, formerly with Young & Rubicam, New York, appointed assistant to the president at Arthur Davis Assoc., also New York.

DOBROTH GREIG has joined copy staff of Doherty, Clifford & Shenfeld, New York. She was formerly director of publicity for Ward Wheelock Co., also New York.

WILLIAM FUSTON, formerly with Kahn's department store, Oakland, Calif., joins the Jewell Adv. Agency, same city, as production manager.


J. WALTER THOMPSON Co., Los Angeles, resigned Mabs Inc., account, that city (swim suit). No other agency named as yet.

NEW ORLEANS

1st in the Deep South
---Based on Latest Listener Diary Study!*
THE AVERAGE television set-owning family depends about one-quarter less on outside entertainment than non-set-owning groups. This conclusion was announced by Dr. Thomas E. Coffin, head of the Television Research Bureau, Hofstra College, during the 39th annual meeting of the Assn. of National Advertisers in New York.

The results reported by Dr. Coffin were compiled from a survey which asked TV and non-TV families just what they did with their time in a typical week last spring.

To bring the information up to date for the meeting, a survey was taken which included one out of every four families in the original group of 274--half TV owners and half non-owners. The trends found last spring are continuing this fall, and in about the same degree, Dr. Coffin reported.

Changes Home Habits

In addition to reducing entertainment outside the home, video also sharply realigns the amount of time given to competing activities within the home.

"Sports attendance suffers only slightly," Dr. Coffin said, while "movie going and reading decline about one-fifth. Other commercial entertainment drops off about one-third, while radio listening is cut nearly in half."

The estimate of Frank Stanton, CBS president, that radio listening is down about 50% in video homes was felt to be reasonable by Dr. Coffin. Breaking this down by time of day, the report showed daytime radio listening down by 26% while nighttime listening dropped 68%. The later spot check reportedly found evening listening going up but daytime listening was down, "leaving the net balance about the same as it was in the spring."

The numbers of hours of radio listening drop, as well as the number of people doing the listening, in TV homes. To draw a numerical comparison, Dr. Coffin said: "In non-television homes the 27 people who listen an average of 5.4 hours a night give . . . a figure of 9.2 man-hours of radio listening."

This 9.2 man-hours of radio listening in non-TV homes is contrasted with 1.5 in TV homes.

Reading Hours

In the case of other media, changes have not been so dramatic, Dr. Coffin reports. Last spring reading was off 18% in video homes but the recent check showed "hours spent in reading [had] increased by 5% in TV homes. But they increased three times this much--17%--in non-TV homes, so the net discrepancy is now slightly greater."

On the question of whether length of ownership decreases the use of a video set, Dr. Coffin said: "Hooper found a 10% decline in the number of sets in use among families owning TV more than a year, as compared with ownership of less than a year. Our own finding last spring was that old owners use their sets 2 1/2 hours (or 10%) less per week than new owners."

When the check survey was taken, set owners were five months wiser in the use of television. However, viewing was up an additional hour per week.

Of the viewers, "14% say they now watch it less than when they first got their sets, 37% say they watch it the same amount, and 45% watch it more. Among non-owners, 49% say they are planning to buy TV . . . ."

The television audience was also found to have grown among those who do not own video sets. "Last spring, 53% of the non-television families, some members of the family had seen a TV program during the preceding week. In October this figure rose to 66%, a gain of 33%. Moreover, the majority of the families in which no one had seen a program during the preceding week in May had seen one in October."

Majority Vote 'Better'

With an additional five months experience with video — between the two surveys—Dr. Coffin reported that no viewers felt television to be "worse" now than before. Some felt it to be the same but the majority voted "better" when asked what they thought of TV as a medium. "... 76% say they like it better now than when they first got their sets."

Likewise, television as an advertising medium is in good favor among its audience. In the May check it was found that 91% preferred video commercials to radio commercials. "By October none preferred radio to TV."

As far as video commercials themselves are concerned, "62% think they have improved. Interestingly, this figure gets higher as we move down the economic scale; today's commercials are appealing more and more to the middle and lower classes, while the upper classes are perhaps becoming more critical," Dr. Coffin said.

"We found that viewers feel television makes possible a better evaluation of the product by the consumer: 86% believe it gives a clearer understanding of the product than does radio . . . . television is more persuasive; 78% said it was more likely to lead them to try the product advertised."

In a special survey of television and non-TV families in Hempstead before and after the political conventions, the results suggested that "TV may have a noticeable effect in making Americans better aware of political affairs."

Dr. Coffin said that "a Gallup poll found that of the citizens at large, 64% had read something about the Republican Convention and 74% had listened to it over the radio."

Effect of TV

"We found that 92% of the set-owners saw it over television . . . . 58% feel that seeing the convention . . . . increased their interest in the . . . . elections, and 86% feel that TV will make people more interested in political affairs in general."

With the constant effort that is under way to improve both the technical and programming quality

(Continued on page 58)
In Maryland, it’s WMAR-TV for News

Whether its a history-making national election or a one-alarm fire, WMAR-TV is equipped to bring the full and complete news picture to its continually growing audience.

On election night, WMAR-TV gave its audience the outstanding network coverage of CBS, and moved its cameras right into the busy newsrooms of The Sunpapers. There The Sunpapers’ experienced staff of newsmen evaluated the returns and interpreted the trends.

Every day of the week, WMAR-TV’s news-reel cameramen cover the city and state, recording the news leads passed on from the city desks of The Sun and The Evening Sun. And every night of the week WMAR-TV’S audience sees as well as hears the top news of the day.

Maryland’s televiewers depend on WMAR-TV for the news. They also depend on WMAR-TV for the tops in entertainment, for it is only on Channel Two that they can see such leading shows of CBS as Toast of the Town, Captain Billy’s Mississippi Show Boat, Face the Music, Kobbs Korner, Winner Take All, What’s it Worth?, and We, the People.

During its first year, WMAR-TV was on the air 4,037 hours and 36 minutes. Of this time, 2,797 hours and 46 minutes was program time.
RCA's 250-WATT FM TRANSMITTER
Type BTF-250-A

Completely self-contained, this pace-setting 250-watt FM transmitter offers low-power stations the easy way to get on the air immediately with true FM quality. It includes RCA's "Direct FM" system using only 16 inexpensive tubes (about half the number used in many exciters)—with only 7 tubes in the r-f chain. All r-f circuits are single-ended. Multi-unit construction permits easy addition of higher power units later on. The BTF-250-A is the ideal standby for higher-power FM stations.

RCA's 3-KW FM TRANSMITTER
Type BTF-3B

The BTF-3B is designed and built strictly for professional transmitter engineers who know transmitters. It uses only 36 tubes (15 regulator and voltage control tubes do not contribute to outages) and employs RCA's simple, straightforward "Direct FM" type exciter. The driver and final are "Grounded-Grid" for easy tuning and maximum stability. Shielded final tank circuit reduces housing radiation and r-f pick-up in nearby a-f circuits. Single-ended output provides greater stability and easier matching. Every component is easy to reach. Unit-type design makes for easy installation and simple modification to higher power. All air-cooled and self-contained. Can be tuned by inexperienced personnel in minutes.

RCA's 1-KW FM TRANSMITTER
Type BTF-1-C

Here is a self-contained 1-kw transmitter with a "Direct FM" exciter inherently capable of lower noise and distortion than any exciter yet developed. No fussy, complicated circuits. No trick tubes. Only 8 tubes in the r-f chain. Grounded-Grid circuits in the final amplifier provide greater stability than conventional amplifiers—require no neutralizing. The shielded tank circuit of the final amplifier provides near-perfect shielding. Output is single-ended for maximum stability. Unit-type design provides easy installation, flexibility, and simple modification for higher power. Type BTF-1-C is all air-cooled.
Everything in the FM Station

RCA

IMMEDIATE DELIVERY FROM STOCK

Continuing its active production of FM equipment, RCA today is manufacturing the most complete line of well-engineered FM station equipment in the industry—and is stocking it. Nothing in your station "specs" that RCA cannot supply. Nothing in the transmitter equipment line that RCA cannot ship promptly.

Who are RCA's best references?
The station men of the nation's leading FM stations. These are the men who like the practical engineering that goes into each piece of RCA FM equipment. They like the completeness of the RCA FM line—with one manufacturing source for everything they need in the station. They like the undivided responsibility RCA assumes for its equipment. They like the prompt delivery RCA gives them on every item on the list.

Call your RCA Broadcast Sales Engineer for information and help. He's an FM specialist. Or write Dept. 1916, RCA Engineering Products, Camden, N. J.

RCA's 10-KW FM TRANSMITTER
Type BTF-10B

Outstanding for its low running costs, this 10-kw FM transmitter takes only 22.5 kw to run it. Grounded-Grid circuits in both drivers and in the final permit the use of small power triodes (7C24's) in all three stages. RCA's "Direct FM" system is used, as in all RCA FM transmitters. All r-f stages are single-ended. High-power stages are motor-tuned. Carrier returns instantaneously after momentary power failure. Only 39 tubes, total, in the entire transmitter (only 25 of these are required for emergency operation). Only 14 different tube types to stock. All air-cooled, the entire transmitter is designed with just one high-voltage power supply. Possible savings in running costs of the BTF-10B—up to $1500 a year!

READY TO SHIP
RCA's 50-KW FM TRANSMITTER
Type BTF-50A. One of the easiest-handling high-power transmitters ever designed... and as reliable as a powerhouse. Grounded-Grid amplifiers and simplified single-end r-f circuits (class C) insure highly stable operation and easy tuning. Direct FM produces high-fidelity frequency modulation simply and directly (less than 1% output distortion 30-15,000 cps). Total tube complement, 42 tubes.

Of these, only 26 can seriously affect the carrier. Number of different tube types, only 14. One high-voltage power supply for the entire transmitter.

Type BTF-50A is built for true walk-in. Its unified front-panel design is functionally styled to fit any station layout—makes it economical to set up. Here is the 50-kw FM transmitter that is completely air-cooled—with two blowers operating independently to assure maximum program continuity.

RCA STUDIO CONSOLE
Type 76-B5
Latest in the series of RCA Consoles is the 76-B5. This type performs all the amplifying, monitoring, and control functions of most large and small stations—AM and FM. It has full facilities for simultaneous auditioning and broadcasting for practically any combination of studios, turntables, or remote lines.
RCA Pylon Antennas for Every FM Station

Today, RCA FM Pylons are by far the most popular radiators in the nation's FM broadcast stations. They are easy to erect, completely self-supporting, and can be mounted anywhere. RCA Pylons assure you maximum radiation. For example, an 8-section Pylon operated in conjunction with a 50-kw FM transmitter can deliver an effective radiated power of over 600 kw!

RCA Isolation Unit

Type BAF-4B

For AM broadcasters who wish to install an RCA FM Pylon atop their present AM tower, and operate AM and FM simultaneously, this unique unit provides complete and efficient isolation of FM and AM signals. Mounts at the base of an insulated broadcast tower.

Data for RCA Pylon Antennas

Standard Pylon. This antenna is designed to meet the requirements of all FM Stations... handles up to 50 kw of power. The Standard combines maximum strength and rigidity with minimum weight.

Heavy-Duty Pylon. This is the only FM antenna designed to support the RCA Super-turnstile Television antenna. The Heavy-Duty Pylon is built for locations where winds of hurricane force prevail. It is designed to withstand wind velocities of more than 160 mph when used for FM service alone.

Low-Power Pylon. Here is the ideal low-cost antenna for interim operation and stand-by service. It has the same high gain as other two models, but is available only as a single-section antenna. The Low-Power Pylon handles up to 3 kw.

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HEAVY-DUTY PYLONS

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LOW-POWER PYLONS

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</tr>
</tbody>
</table>
**Feature of the Week**

TELEVISION has joined the U. S. Navy faculty as a Professor of Training.

Experimental video class rooms will be put in operation when the Navy starts sending trial television programs from its Sands Point, Long Island station, to a class of trainees. Preliminary tests have already been conducted at the special devices center there.

With a view to mass training, early next year weekly schedules of lectures will be telecast four miles from Sands Point to the Merchant Marine Academy at Kings Point, N. Y.

Results for television classes will be compared with those receiving the exclusively oral instruction.

If trials are successful, programs originating at Sands Point will be fed by wires and radio links to members of naval reserve squadrons at Anacostia and Quonset Point, Mass., Wil-

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**On All Accounts**

Sixteen years before Gen. Eisenhower sailed overseas to captivate Britain, another Kansas boy was making a small splash of his own on John Bull’s island. He was Brewer Morgan, now manager of the television department at Compton Adv., New York.

A Rhodes scholar, Mr. Morgan was the first American ever to be named president of the Oxford Dramatic Society. Director of several productions at Oxford, he was selected also to present the play “Humor of Court” at a command performance in London.

Slicing in a drama stint in Berlin and Vienna, he returned to America at the expiration of his scholarship to join Harry Moses Co., a production firm, as partner. The firm produced, among other such works, “Grand Hotel” and “The Warrior’s Husband.”

His work with the producing organization was curtailed by an automobile accident, after which Mr. Morgan retired for a time to recuperate in Seattle, Wash.

In 1936, his health regained, Mr. Morgan returned to New York and joined N. W. Ayer & Son as supervisor and director in the radio department.

A year later he moved to CBS as a senior director. There he produced the Shakespearean Series and Columbia Workshop among other similarly planned projects.

He answered a summons to Hollywood and MGM in 1937 in the form of a writer-producer-director contract, after which he moved to the Ward Wheelock agency in Hollywood, where he produced the Hollywood Hotel series for the agency.

In 1939 he returned to New York and CBS as head of their Defense Program setup. During this period he developed the Spirit of ’41 show which nurtured the Army Hour, as well as the Proudly We Hail series.

England called again in 1942, and he returned as chief of broadcasting communications for OWI. While in London he aided in the organization of AFN and ABSIE. Later he became chief of broadcasting of the 15th Army Group Psychological Warfare Branch.

In the fall of 1945, his war work completed, he returned to the States and joined Compton Adv. as head of radio program development in New York.

Now, as manager of the agency’s television department, he is handling Procter & Gamble’s new video show “I’d Like to See on NBC.”

Mr. Morgan lives in Manhattan, and has a son Brewster, 10½ years. His after-hour interests include horses, the theatre and football—and training dogs.
BUILD PROFITABLE
SALES IN "ST. LOUIS-LAND"

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

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

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

Check the 3 R's...Rates...Ratings (Hooper)...Reach (BMB)...
check our John Blair representative today....
you'll check KXOK as your number one buy in "St. Louis-land."

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

KXOK
ST. LOUIS' A B C AFFILIATE • CHESTNUT 3700
630 KC • 5,000 WATTS • FULL TIME

Owned and operated by St. Louis Star-Times
A "BONUS INCREASE" of 48,870 Radio Homes CAN'T BE OVERLOOKED

KTUL and its rich 26-county trade area in Northeastern Oklahoma offer more coverage for your advertising dollar.

BMB REVEALS GROWTH

245,580 radio families in 1948, compared with 196,710 in 1946.

"It's like another whole city of radio listeners in a prime market of ranching, industrial and recreational wealth."

John Esau
Vice-President
and General Manager

KTUL
TULSA, OKLAHOMA

Avery-Knodel, INC. RADIO STATION REPRESENTATIVE

LOS ANGELES FERERAL SAVINGS AND LOAN Assn., Los Angeles, sponsor of this year's annual New Year's Day Rose Parade on KLAC-TV Hollywood, has taken five-year option on parade sponsorship. Agency: Robert F. Dennis Inc., Los Angeles.

GENERAL ELECTRIC Co., Schenectady, replacing The Dennis James Show, presented one time only on Sunday Nov. 14, with a new program called The Eyes Have It, Sundays, 8:30-9 p.m., on WCBS-TV. New show scheduled for debut Nov. 14 will have a panel of four experts naming the world events of the past 20 years shown on newsreel during program. BBDO New York, is agency.

ADMIRAL Corp., Chicago, appoints the Kudner Agency, same city, to handle its television and radio media. Crutteneden and Eger, Chicago, continues to handle space media. Kudner will supervise Admiral's show on East Coast TV network and assist in developing additional TV and AM promotion.

PEPSI-COLA BOTTLING Co., Chicago, contracts for Sparkling Time, weekly variety show 8:30-9 p.m. (CST) on WGN-TV Chicago. Agency: Presba, Fel- lers & Presba, Chicago.

SEE'S CANDY SHOPS, Los Angeles, sponsoring one minute film commercial before and after New Years' Day Rose Bowl Parade telecast or KTAL Hollywood. Candy chain also planning television spots on San Francisco stations after first of year. Agency: Ross, Gardner & White, Los Angeles.

LOFT CANDY SHOPS, Long Island City, N. Y., sponsoring Hi Jinx program over WNBC New York, Tuesdays and Thursdays, 8:30-8:45 a.m.


BOSTON Store, Milwaukee, renews Adam Versus Eve on Thursday nights from 8-8:30 on WTMJ-TV Milwaukee, for 13 weeks through Louise Mark & Assoc., same city. Store, which moves show to new time and lengthens it by 10 minutes, has sponsored weekly show since WTMJ-TV took air Dec. 3, 1947.


CHEVROLET DEALERS Assn., Boston, sponsoring all remaining home games of Boston Bruins, hockey team, on WNAC-TV. This marks first time games have been telecast.

Network Accounts

CHESEPPOUGH Co., New York (Vaseline), will sponsor half hour situation comedy program called Little Herman, Saturdays, 9-9:30 p.m. on ABC effective about Jan. 1. McCann-Erickson, New York, is agency.


GENERAL FOODS, Toronto (Baker's Cocoa), Nov. 7 started for 39 weeks The Aldrich Family on 34 Dominion network stations, Sun. 5-5:30 p.m. Agency: Baker Adv. Co., Toronto.

MATUSEK ACADEMY OF MUSIC (music stores), Chicago, contracted for a variety program on WENR-TV, to be telecast over ABC's midwestern TV network for 13 weeks from Nov. 29. Show will originate from Chicago's Casino Ballroom each Monday, 9-9:30 p.m. (CST). Agency: Sales advertising Assoc., same city.

Adpeople

It's another BIG Thanksgiving with another BIG record-breaking harvest in the BIG Middle West, the BIG breadbasket of the world. You can join in this harvest and get BIG results in this BIG area when you use the BIG station, KFAB!

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
"THE BEST LOCATION IN THE NATION"
(The Cleveland Electric Illuminating Company says so...and has facts and figures to prove it)

"THE BEST STATION IN THIS LOCATION"
(WHK says so...and we have the greatest amount of local business to prove it)

We carry a lot of weight with big advertisers in the Cleveland area! For instance, The Cleveland Electric Illuminating Company has, for the past two years, selected WHK to carry their message to Northeastern Ohio!

With our low rates...our sponsor promotion...and the largest regional station coverage...even a "light" appropriation can do a "power"-ful job on this station!
Radio Silence

By ED KEYS

COMMUNICATIONS is recognized as the vital “nerve system” of the nation’s proposed civil defense plan released Sunday by Defense Secretary James V. Forrestal. But it may prove highly susceptible to “radio silence” paralysis.

The knotty question of whether radio silence would be imposed during an emergency arose first and again during conferences [Broadcasting, July 26].

In official quarters “radio silence” is still recognized as an “open question.”

The plan is contained in a report of the Office of Civil Defense Planning recommending a permanent peacetime program of civil defense, quickly expandable in an emergency.

Mr. Forrestal termed the plan the “missing link” in our defense structure. Action by the defense chief will be withheld until officials of government agencies and others have had the opportunity to study and comment on its contents.

Comprehensive Manual

Developed over the past nine months under the direction of Russell J. Hopley, OCDP director, it is designed as a comprehensive manual for the guidance of states, communities, public and private organizations and the entire civil population to be utilized in minimizing the effects of possible enemy action.

Nineteen representatives of the communications industry served on a panel to assist Herbert J. Schroll, OCDP communications advisor, in drafting the communications aspects of the program.

Mr. Hopley, who obtained leave from his position as president of the Northwestern Bell Telephone Co., with offices in Omaha, plans to return to his job at the end of this month.

During a news conference Mr. Hopley was asked: “Does the plan anticipate the imposition of ‘radio silence’ only at certain times and not continually throughout an emergency period?”

Mr. Hopley termed this “a very difficult question,” but acknowledged that this was a correct interpretation of the plan, which appeared vague on this point.

Radio beams used by planes, he said, would “undoubtedly be shut off if stations were.” Military authorities have been searching for a method to utilize stations and beams in a manner which will prevent their signals from being used as homing devices for enemy aircraft or guided missiles.

“The best defense system that could be devised,” the report says, “would fail if its communications system did not function, and particularly if it suffered major failures at time of extreme emergency.”

“Silencing of radio stations for military security purposes,” according to the plan, “may be necessary under certain conditions to deny to an enemy any advantages that radio emissions might afford as navigational aids to enemy aircraft or guided missiles and, in the event of a raid, from obtaining information as to the extent of destruction inflicted.”

The pattern that may be followed in imposing radio silence, the extent and conditions under which the use of radio may be restricted, including security and censorship control, “will vary in degrees impair or nullify certain operations of civil defense organizations,” officials admitted.

It was recommended that any restrictions affecting radio operations which may be promulgated, should be developed jointly “and promptly” by the Armed Forces, other government agencies concerned and the proposed Office of Civil Defense to achieve the most workable plan.

“Consideration,” authors of the report cautioned, “should be given (Continued on page 88)

The Big Question in Defense Plans

PROPOSED ORGANIZATION FOR COMMUNICATIONS DIVISION OFFICE OF CIVIL DEFENSE

ADVISORY PANELS

TELEPHONE AND TELEGRAPH COMPANIES

RADIO BROADCASTING STATIONS

AMATEUR RADIO GROUPS

COMMUNICATIONS DIVISION

GENERAL COMMUNICATIONS BRANCH

RADIO BROADCASTING AND OTHER RADIO SERVICES BRANCH

AIR RAID WARNING AND AIRCRAFT OBSERVERS COMMUNICATIONS BRANCH

AFM Offer

Even record makers and the musicians union await Uncle Sam’s nod before starting to do business once more under a new AFM welfare plan.

Last week the plan ran afoul of the Dept. of Justice, however, both governmental protocol. Despite front-office confusion at the Dept. of Justice, however, both governmental protocol.

* * *

Records by mail, picked up their brief cases in bewilderment and started back to New York.

What they apparently didn’t realize was that a pinch-hitter was waiting a few feet down the corridor to serve as host to the delegation. He was the Acting Attorney General, Solicitor General Philip Perlman.

Left at the Altar

But Mr. Perlman, like the delegation, was left at the altar. Instead of officially greeting the New York group he found himself trying to parry the pointed questions of reporters.

All that came of the industry-union New York-Washington safari was an all-around put that didn’t augur well for Dept. of Justice sanction of the recording agreement. Mr. Perlman appeared nettled at what he construed as a cold shoulder; the negotiators left Washington muttering about the foibles of Pennsylvania Avenue brass.

Mr. Perlman made one point clear to newsmen. He said the Dept. of Justice doesn’t issue rulings to businessmen on the legality of their contracts. “That’s up to their own lawyers,” he said. “We

(Continued on page 82)
TALENT TUSSEL

Networks Vie for Big Names

THE network battle-royal for top-flight talent went into the weekend with NBC apparently in the CBS race over Andy, but CBS fans were watching the big picture with a series of fights to protect other performers.

Two-appeal of more money and less taxes found networks opening their pockets while performers awaited the juiciest bids.

CBS conceded loss of the Benny battle last week; in the week but unofficially claimed to be in the running for Edgar Bergen, to be relinquished by Standard Brands. Other NBC personalities are looking for either a capital-gains tax deal with the network or an inviting offer from CBS, ABC or MBS. Among them are Bob Hope, Fibber McGee, Ed Gardner, Red Skelton and Gildersleeve.

The capital gains deals cut the revenue slice of talent pay to 25% compared to the higher sliding scale of the normal income tax, according to network circles. This form of contract was the lure that pulled Amos 'n' Andy from NBC into the CBS stable.

Niles Trammell, NBC president, was on the West Coast last week protecting his talent lineup and clinching the Jack Benny deal. All sorts of figures were bandied about in discussion of the contract, ranging from $35- to $5 million.

Lloyd Wright, attorney for Amusement Enterprises Inc. (Benny), commented on these figures as follows, "There have been many misleading and false statements made in reference to current negotiations." He added that no final agreement had been reached.

CBS denied that William S. Paley, board chairman, was on the Coast directing the network's bidding for top NBC performers. The network said Mr. Paley was in New York last week and hadn't been out of the city in several weeks, but did not reveal his plans for the immediate future.

Considerable credence was given to statements that Edgar Bergen was grabbed by Coca-Cola. The office of Steve Hannagan in New York indicated that Bergen probably would go on for Coca-Cola in mid-January, though no contracts have been signed.

Despite CBS optimism on the Bergen front, persons close to the negotiations believe the comedian will be on NBC at his usual 8 p.m. Sunday spot. The Bergen-Coca Cola project is understood to involve a capital gains deal requiring Treasury clearance in Washington.

With Benny apparently remaining at NBC, Phil Harris also is considered a fixture on the network since the programs are closely tied together.

CBS is said to be making a strong bid for Bob Hope, with ABC understood to want the comedian to back up against Crosby.

PRO-U.S. DRIVE

A NEW campaign, designed to destroy anti-United States propaganda abroad was launched Wednesday, Nov. 10, by The Advertising Council, New York. American business firms operating in foreign countries are expected to join the campaign by devoting a portion of their overseas advertising space and radio time to correcting misconceptions about the U.S.

A booklet, prepared in consultation with the U.S. Information Service, State Dept., was issued for the campaign as a guide to participating firms.

Campaign advertising will stress, especially in Economic Cooperation Administration countries, reasons for American economic aid, which is being attacked by Communists as "economic imperialism."

The Ad Council, at the request of the State Dept., will act as liaison between the department and advertisers wishing to cooperate. The ECA has approved copy suggestions from 16 ECA countries the reasons for aid through the Marshall Plan.

Use of donated portions of American advertisers' overseas appropriations will be supplemented by work being done by the "Voice of America."

Radio propaganda on the overseas advertising campaign is expected to blanket the ECA area, as American firms buy time on Radio Luxemburg, Radio Andorra, Radio Monte Carlo and the six stations of Radio Italia, the council said.

"Advertising, the newest weapon of democracy, can help fight for freedom wherever freedom is being attacked—and it is being attacked in every country in the world," said Allan M. Wilson, vice president of the Ad Council. "Its overseas advertising can play a vital role in saving other nations from succumbing to the police-state system."

"How many hours a day do you listen to the 'Voice of America'?

GETS FULL CAMPAIGN

BURLINGTON Mills Corp., New York, (textiles), has appointed Hireshon-Garfield, New York, to handle the full advertising campaign, Kenneth Collins, Burlington vice president in charge of advertising and public relations, announced. The agency has been handling three divisions including the Burlington institutional and men's wear divisions. Eleven more divisions have been added with the new appointment. The advertising billing for the agency thus will increase from approximately $1 million to $2.5 million annually.

BARNOUW RE-ELECTED

ERIK BARNOUW was re-elected national president of Radio Writers Guild and Sam Moore West Coast regional vice president for one year at meeting last week in Los Angeles. Re-elected to council were Jack Robinson, Ruben Ship, Milton Merlin and Pauline Hopkins. The elected council members are Irvin Ashkenazy, Howard Blake, Selma Diamond, Larry Marks, Ray Singer and Gene Stone.
BROADCASTERS recommend that their industry spend about 0.2% of total revenue from time sales for industry-wide promotion, according to findings of the most recent Broadcasting Trend’s Survey (16th in Broadcasting’s series). Station managers who were asked to name a figure for the total broadcasting sales job suggest $700,000 as an annual budget.

With this $700,000, the industry should invest heavily in promotional films, magazine ads, trade magazine space, direct mail, and newspaper advertising. Although radio was not included on the check-list, 15% of the station managers wrote in “radio”—staunch supporters of the theory that radio is sufficient unto itself.

Preponderance for NAB

The first half of this survey demonstrated that most station managers feel that the all-radio promotion should be done by NAB or a subsidiary organization [Broadcasting, Oct. 18].

Nearly half of the radio executives felt such a campaign should include AM, FM and TV, but one-fourth thought the effort should be limited to AM only, and 17% thought FM should be the only factor in such a promotion.

Station managers generally agreed that any assessment for such a campaign should be based on gross per-station revenues—but 33% felt expenses should be met from NAB’s current budget.

In order to accomplish this budgetary sleight of hand, many station managers said NAB’s women’s activities, radio news, program aids and FM appropriations should be curtailed.

Were $700,000 to be extracted from NAB’s budget, which was set at $796,000 for 1948, less than $100,000 would remain for normal trade association operation, a scanning of the budget shows. Proposals to curtail activities are not in line with the association’s departmental expenses. Women’s activities, for example, lead the list of activities to be curtailed but they consume less than 1% of the total NAB budget.

Despite divergencies of opinion on the how and where, 95% of station managers were united in their opinion that a promotion campaign should be started—and soon.

The results of the second half of the survey, conducted by Audience Surveys Inc., follow: “How much money should the industry spend annually for such promotion?” (See Table I).

Very few of the broadcasters thought that the radio industry should spend as much on promotion as the $2,000,000 allocated by printed media. The average of all specific recommendations was slightly over $700,000. One fourth (25%) of the respondents suggested a half million dollars, while 13% felt that $700,000 was enough. A third (33%) of the managers checked off one million dollars as the desirable amount. 28% of the panel had no concrete amount to recommend.

The average expenditure recommended represents about 0.5% of local time sales as estimated by Broadcasting in the 1948 Yearbook.

“Which of the following projects should the promotion include?” (See Table II).

More than half of the station managers (56%) wanted films to be included in the all-radio promotion campaign. Next in order of mention were magazine advertising (30%), trade paper advertising (32%), and direct mail (30%).

These were followed by newspaper advertising (28%), centralized research (27%), billboards (25%), window displays (22%), and special merchandising (20%) of the projects listed on the questionnaire getting the least mentions were centralized sales department (11%), special school (9%) and car cards (6%).

“Do you think the NAB radio promotion film will benefit all stations alike?” (See Table III, page 44).

Station managers are about equally divided on the question of the NAB promotion film benefiting all stations alike—44% said it would, while 42% said it would not. The rest were indefinite, or did not answer.

Of those who said that the film would not benefit all stations alike, (Continued on page 44)

Table II

<table>
<thead>
<tr>
<th>Projects</th>
<th>% of all respondents</th>
</tr>
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<tbody>
<tr>
<td>Films</td>
<td>58</td>
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<tr>
<td>Magazine advertising</td>
<td>36</td>
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<tr>
<td>Trade paper advertising</td>
<td>32</td>
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<tr>
<td>Direct mail</td>
<td>30</td>
</tr>
<tr>
<td>Newspaper advertising</td>
<td>28</td>
</tr>
<tr>
<td>Centralized research</td>
<td>25</td>
</tr>
<tr>
<td>Billboard advertising</td>
<td>22</td>
</tr>
<tr>
<td>Flying squads of experts</td>
<td>21</td>
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<tr>
<td>Special merchandising</td>
<td>20</td>
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<tr>
<td>Radio</td>
<td>15</td>
</tr>
<tr>
<td>Centralized sales dept.</td>
<td>11</td>
</tr>
<tr>
<td>Special school</td>
<td>9</td>
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<tr>
<td>Car-cards</td>
<td>6</td>
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<tr>
<td>All of them</td>
<td>1</td>
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<tr>
<td>Don’t know— indefinite</td>
<td>2</td>
</tr>
<tr>
<td>Unanswered</td>
<td>8</td>
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Table I

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<thead>
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<th>“How much money should the industry spend annually for such promotion?”</th>
<th>% of all stations</th>
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</thead>
<tbody>
<tr>
<td>Less than $500,000</td>
<td>13</td>
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<td>8</td>
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<td>$2,000,000</td>
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<tr>
<td>Unanswered</td>
<td>18</td>
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<td>Total</td>
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</table>

P O L L S

DR. GEORGE C. GALLUP will face an audience of top-flight agency men and talk about “Opinion Polls,” a subject of much heated discussion lately, when he addresses tonight’s annual dinner of the Eastern AAAA Conference at New York’s Waldorf Astoria Hotel.

Dr. Gallup will share principal speaking honors with Paul Weaver, professor of philosophy of Stephens College, Columbia, Mo., analyst of American culture and customs, Gordon E. Hyde, chairman of the New York Council, sponsors of the program, announced last week.

Tonight’s dinner is the closing event of this year’s all day conference, “The Advertising Agencies Town Meeting.” The conference, held annually, is expected to draw more of the industry’s top talent than at any previous session for its “sharply critical analysis of agency functions.”

Heading sessions and serving on panels will be at least five agency presidents, plus ranking executives from numerous other agencies.

A portion of the roster of today’s Town Meetings were announced as follows:

RESEARCH:

Chairman—Marlon Harper Jr., vice president and assistant to the president, McCann-Erickson; H. H. Dobberpuhl, vice president and director of media, Benyon & Bowie (for media); J. W. Watson Jr., vice president and director print copy, Compton Advertising (for media); Howard Whitney, vice president, Federal Advertising Agency (for media); Kenneth W. Plumb, vice president, Federal Advertising Agency (for contact); Sherwood Speakman, director of research, Foote, Cone and Belding (for research).

CREATIVE:

Chairman—Henry O. Pattison, vice president and director of copy, Benton & Bowles; Walter O’Meara, copy consultant, J. Walter Thompson Co. (for copy); Elwood Whitney, vice president, Federal Advertising Agency (for creative); Richard R. Houghton, vice president, Federal Advertising Agency (for contact); Richard De Rochom, director of research, Foote, Cone and Belding (for creative).

RADIO AND TELEVISION PRODUCTION:

Chairman—Charles L. Weaver Jr., vice president, Young & Rubicam; Thomas H. Harrington, vice president, Ted Bates Inc. (for management); Wallace Elston, art director, J. Walter Thompson Co. (for creative); David M. Hoyt, president, Charles W. Hoyt Co. (for contact); Dr. Peter Laughoff, direct of research, Young & Rubicam (for research).

Eastern AAAA to Hear Gallup

H. Kynett, senior partner, Atkinson-Kynett Co. (for management); Walter B. O’Hara, partner, Compton Advertising (for media); Kenneth W. Plumb, vice president, Federal Advertising Agency (for contact); Sherwood Speakman, director of research, Foote, Cone and Belding (for research).

November 15, 1948  Page 23
BMI MILESTONE

By BRUCE ROBERTSON

COMPARATIVE PEACE reigned on the music front last week.

The new era of good feeling was ushered in when:

• BMI signed its 2,000th renewal contract 15 months in advance, extending the right to broadcast BMI-licensed music well into 1949.

• ASCAP gave every indication of similarly allowing its contracts to be continued for another nine-year term without any increase in rates.

Carl Haverlin, BMI president, summed up the general sentiment in an exclusive statement to Broadcasting:

"Perhaps only those of us who were at BMI in its formative year of 1940, and the relatively few hundred broadcasters who had signed their BMI licenses before the end of that year, can appreciate to the fullest the solid satisfaction contained in the simple statement: 'BMI renewals have passed 2,000.' "

This means that almost 90% of all BMI-licensed stations have extended their contracts for a term which ends in 1959 and that stations representing over 97% of the dollar volume of the industry have signed with BMI for this renewal period.

"Less than 200 of our AM licenses are still unrenewed and a great majority of these are stations which have been on the air for eighteen months or less.

"One of the accomplishments of which BMI is, I think, justly proud is that during the formative years that have passed, it has been able not only to grow itself, but also to cope successfully with a service problem to an industry which has tripled in size.

"BMI today has four times as many licensees as it had on Jan. 1, 1941, and nearly twice the number it had on Jan. 1, 1947."

"This heartening demonstration of industry unity—so overwhelming a renewal 15 months before the expiration of the current licensees—will serve both as a challenge and an inspiration to all of us, publishers and management alike, and has already invigorated us to greater efforts in behalf of broadcaster and listener."

BMI's origin might be traced back to that very human instinct to get all of the traffic will bear. This, combined with ASCAP's virtual monopoly of the licensing rights for the broadcasting of music, led the society to increase its rates to radio each time a contract expired.

For practical purposes, however, the summer of 1939 provides a good starting point.

At that year's NAB convention, held July 10-13 in Atlantic City, the committee appointed by the NAB to negotiate a new ASCAP contract to succeed the one expiring Dec. 31, 1945, reported that it had been unable to get any proposal from ASCAP.

Principle Endorsed

The convention, with 273 stations represented, unanimously endorsed the principle of fair payment for music used in the air in a resolution that authorized the committee members to continue their attempts to make such a deal on a payment-for-use basis, if possible.

If they felt further efforts fruitless, they were to "prepare such measures as are necessary and expedient to enable the industry to provide sufficient music for its requirements without ASCAP." A special convention was to be called "not later than Sept. 15 to vote the funds necessary for such measures."

The committee made an appointment to meet with an ASCAP committee on Aug. 3, but at the appointed time the late John G. Painé, then general manager of ASCAP, showed up alone and stated that he had no proposal to discuss.

Immediately the committee called the special convention for Sept. 15 in Chicago and within the week appointed Sydney Kaye, New York attorney and copyright expert, as special counsel and coordinator.

Mr. Kaye the following month outlined to the Chicago convention a plan to establish an industry-owned licensing organization.

The more than 250 broadcasters not only approved the idea but implemented it then and there by levying on themselves and their fellow broadcasters a tax of 50% of their 1937 ASCAP fees (a minimum of $1.5 million) to get the new organization under way.

On Oct. 14, 1939, Broadcast Music Incorporated was granted a corporate charter by the State of New York, but two weeks before that date BMI won its first victory when Gene Buck, then president of ASCAP, appointed a committee to draft a new radio contract.

BMI continued its organizing and on Feb. 15, 1940, with pledges from 246 stations totaling $1,140,375, BMI formally became operative, setting April 1 to start licensing.

On March 21, completely ignoring NAB and its committee, ASCAP invited a select group of network and station executives to its offices and read to them its new terms, estimated as doubling the society's overall revenue from radio, chiefly through increased network fees.

Reductions offered low-income stations were immediately attacked by broadcasters as an attempt by ASCAP to divide and conquer. All networks and most stations said "no" to ASCAP and the work of building BMI went ahead at full speed.

BMI's major task was to build a back-log of non-ASCAP music sufficient to keep music on the air if the broadcasters and ASCAP should really break at the end of 1940. By August BMI could...
proudly report to the NAB convention in San Francisco that it had pledges from 336 stations representing more than 50% of the industry's dollar volume.

The same month, with no less pride, BMI heard its first song on The Hit Parade, "Practice Makes Perfect."

The following month, in addition to the rapidly expanding supply of its own new tunes and new arrangements of public domain music, BMI effected an agreement with Associated Music Publishers whereby the AMP catalog of some 18,000 copyrights was made available to BMI subscribers at 25% less than the current rate.

Others followed and in December BMI at last broke the solid ranks of ASCAP by securing the performance rights to the catalog of Edward B. Marks Music Corp., for nearly 50 years a leader in the popular music field.

Meanwhile, the nation-wide networks had begun requiring the use of BMI music on their sustaining programs which by December became completely non-ASCAP.

Advertisers were changing their programs' theme songs to non-ASCAP tunes. The "wise boys" were still betting on a last-minute settlement and a number of more or less prominent and more or less neutral personalities attempted with

BM1's board of directors meets to authorize 1950-1959 renewals. L to r: Frank White, then with CBS; Leonard Kapner, WCAF Pittsburgh; John Elmer, WCBM Baltimore; Robert D. Sveczey (standing), MBS; J. Leonard Reinsch, WSB Atlanta; Sydney M. Kaye, vice chairman of BMI board; Justin Miller, NAB, chairman; Carl Haverlin, BMI president; John A. McDonald, ABC; Paul W. Morency, WTIC Hartford; J. Harold Ryan, Fort Industry Co., and William S. Hedges, NBC. Mr. White, now president of Columbia Recording Corp., CBS subsidiary, has been replaced on the BMI board by Herbert Akerson, CBS. Walter C. Evans, president of Westinghouse Radio Stations, recently was added to the board.

out success to get the dispute arbitrated.

The tempo of the publicity battle increased.

BMI's claims of freeing American music from the chains of monopoly met head on ASCAP charges that America's favorite songs were being blacklisted and banned by the broadcasting barons.

Came New Year's Eve, 1940, ASCAP's last stand. Came New Year's Day, 1941, and "Jeannie with the Light Brown Hair." Its more than 600 broadcaster subscribers waited with bated breath for a roar of protest from music-loving listeners and a wave of infringement suits from ASCAP, following the inevitable accidental broadcasts of ASCAP tunes.

But the public didn't miss the ASCAP tunes enough to write to the stations in complaint. And, starting to even the most optimistic broadcasters, the Hooper report for the first week of 1941 showed

listening up 5% above the December level. While ASCAP had much to say about the hundreds of infringements its listening posts had found, no suits were filed.

At least, no ASCAP suits were filed. But the Dept. of Justice decided that this would be a good time to revive its anti-trust action against ASCAP which had lain dormant in the federal courts for some five years. To avoid any claim of

(Continued on page 93)

Plaudits of the Industry Are Extended to Broadcast Music Inc.

MARK WOODS, ABC President

"BMI and the broadcasting industry are to be congratulated on the enthusiasm with which renewals of the BMI licenses have been signed for the nine-year period beginning 1950, as indicated by the recent execution of the two thousandth renewal. With this evidence of confidence in its operations BMI is certain to continue its fine record of activity in the music field."

NILES TRAMMELL, NBC Pres.

"The fact that two thousand broadcasters have already indicated their desire to extend the services of BMI for another nine years is proof that BMI has won a permanent place in the broadcasting industry. It has served its purpose well. It has been a constantly improving source for music of all categories. I congratulate Carl Haverlin and his associates in BMI for the fine service which has been rendered and the confidence which the industry has bestowed upon the organization."

FRANK STANTON, CBS President

"It must be a matter of great satisfaction to the many broadcasters who helped launch BMI, and whose loyal support has raised it to the present strong and useful position it occupies in the broadcasting industry, to learn that BMI's future seems as well assured. My congratulations go equally to those broadcasters and to the competent BMI organization."

Mr. Trammell

Mr. Woods

JUSTIN MILLER, NAB President

"It is indeed heartening to me in my dual capacity as president of the NAB and chairman of the board of Broadcast Music Inc., to learn that over 2,000 stations have renewed their BMI contracts — more than sixteen months prior to the expiration of their current contracts. This is the first time since the beginning of BMI that an opportunity has afforded itself to the broadcasting industry publicly to reaffirm its continuing devotion to the principle of competition in the field of performing rights.

"I have just returned from a three-month swing of the country, during which I attended the NAB district meetings, and I was able to gather at first hand the grass roots feeling towards Broadcast Music Inc. I noted with considerable pleasure that the support of BMI seems to be universal and not in any way limited by geography, size of station, or economic condition.

"It is further pleasing to realize that all this has been brought about with great savings not only to the broadcasting industry, but to other users of music, and with benefit to publishers, composers and authors here and abroad. For we know that the BMI idea of competition — the open door to composers and publishers — has had a marked effect throughout the world.

"With BMI's existence assured at least until 1959, both broadcasters and the directors and staff of BMI look forward to an increased service to users and producers of music alike."

November 15, 1948 • Page 25
NARBA EXTENSION

CUBAN OPPosition EXPRESSED

APPRÉHENSION over the future of the North American Regional (NARBA) has become intensified with the return of Carlos Maris tany to his old post of Under Secretary of Communications in the Cuban Government.

Mr. Maristany, now heading the Cuban delegation to the International High Frequency Broadcast Conference at Mexico City, has publicly asserted that Cuba will not go along with the other NARBA participants in extending the present treaty beyond its expiration next March 28.

The conference to draw up a new NARBA was originally scheduled for last August but was postponed to Sept. 13, 1949, with the consent of all of its signatory nations, including Cuba.

Two-Year Extension

In view of this postponement all of the signatories except Cuba have agreed to a two-year extension of the treaty, keeping it in effect until May 1, 1949.

Cuba long ago made it clear that it wants 12 Class 1-B clear-channel assignments in the next NARBA (compared to two now).

Authorities consequently feel that its refusal to agree to an extension of the current treaty is part of overall strategy to secure commitments for the future.

Indication of this strategy was seen in Cuba's unsuccessful suggestion that the subject of NARBA extension be discussed at Mexico City while the high-frequency conference is in progress. The U. S. rejected this suggestion firmly.

Whether Cuba would engage in parallel negotiations, comparably little, or not at all, however, remains a matter of speculation.

A number of Cuban broadcasters reportedly are incensed over FCC's post-war licensing policies, particularly with respect to new stations in the South. Many of these, they claim, are causing interference to Cuban stations.

Cuban sources accordingly feel that Mr. Maristany will have the support of the broadcasting industry in his country, as well as the backing of the Government, in resisting an extension of the present NARBA.

Mr. Maristany headed the Cuban delegation to the NARBA Interim Conference in Washington in February 1946, when Cuba captured major concessions on several clear and regional channels. He subsequently dropped out of the organization. Now back in his old post, he undoubtedly will head the Cuban delegation to the 1949 NARBA conference, to be held in Canada.

Mr. Maristany expressed his position to continuing the present treaty at a luncheon given by the Cuban Assn. of Broadcasters honoring the new Minister of Communications, Virgilio Perez.

Probable Government Backing

Cuban sources pointed out that he is a personal friend of the new President, Carlos Prio Socarras. They cited this as additional support of their belief that Mr. Maristany's views will have Government backing.

The U. S. meanwhile is at grips with another pre-NARBA Conference problem: The issue of clear channels and maximum power. It was the pendency of this question which occasioned, in part, the year's delay in the NARBA conference.

Though the question is still unsettled, FCC is now actively at work on formulation of the decisions (CLOSED CIRCUIT, Nov. 1). This will determine which clear channel will be opened down, if any, and whether power above 50 kw will be permitted. Until this question of domestic use is decided, the U. S. can't make recommendations for international use.

NARBA signatories are Cuba, Canada, Haiti, the Dominican Republic, the Bahamas, Newfoundland, Mexico, and the U. S.

FMA Liaison Group

COMMITTEE to serve as liaison with the FCC was named last week by William E. Ware, KFAX (FM) Council Bluffs, Iowa, president of FM Assn. The committee meets occasionally with FCC officials to discuss common problems. Membership includes C. L. Jansky Jr., Jansky & Bailey, Washington; Ed Dillard, WASH Washington; Leonard H. Marks, FMA general counsel; J. N. (Bill) Bailey, FMA executive director.

CONFESSION

For intrigue and fantasy, it was as if plucked from fiction. Why did we lay off, then, in mid-stream?

We have a confession. We were importuned by officials of our Government to keep our editorial shirts on, in the interest of hemispheric solidarity and of the explosive international situation. As good citizens, we stood by, but with the understanding that we would break loose if there was further provocation.

There was and is. And we won't stand still. As you'll read in this issue, Senor Peron is moving toward seizure of radio throughout Latin America. He has already taken over, through stooge corporations, practically everything in Argentina, though the stations continue to function commercially.

The report that he has subsidized Cuba's second network, RHC Cadena Azul, remains unchallenged, although the charge has been broadcast and rebroadcast by virtually all other stations in Cuba.

What's Peron's game? His newspapers have been fostering a Latin-American alliance against "North American imperialist. It's because he can't get by dint of ideological persuasion, he's buying his way in.

It is alleged that he is paying RHC in tiny Cuba $250,000 a year for four years in return for a pro-Peron campaign.

The charge is that Peron is seeking to infiltrate every country in Latin America by gaining control of the important stations. There isn't an adult memory too short to remember how it was in Berlin and Rome. First freedom of the press went out the window. That radio which was not dictator-controlled was soon absorbed. When a nation fell, the radio was taken over first.

Then why are our diplomats so timid about Peron? The Monroe Doctrine may not cover radio, but radio covers our hemisphere.
PHILCO VICE PRESIDENT David B. Smith offered FCC these pictures to support his claim that television transmission on AT&T’s New York-to-Philadelphia coaxial cable is generally inferior to Philco Corp.’s radio relay [BROADCASTING, Nov. 30]. Top photos are via AT&T; bottom, via Philco. AT&T hasn’t had an opportunity to cross-examine. Examination will come when the hearing (FCC’s investigation of AT&T and Western Union rates for TV network facilities) resumes Dec. 1 (formally slated Dec. 27).

WGN-TV NOW CBS

WGN-TV, the Chicago Tribune video station, Wednesday became the key outlet in Chicago for the CBS Television Network.

An affiliation agreement was negotiated by H. Leslie Atlass, CBS vice president in charge of the Central Division; Frank B. Falknor, assistant general manager of WBBM, Columbia-owned outlet in Chicago, and Frank P. Schreiber, manager and treasurer of WGN Inc.

Akerberg Announces

Herbert V. Akerberg, CBS vice president in charge of station relations, made the announcement in Chicago. He said that in acquiring a television outlet in the midwest metropolis the CBS TV Network increased to 16 the number of major cities in which it has video stations.

Included are New York, Boston, Schenectady, New Haven, Philadelphia, Baltimore, Washington, Atlanta, Detroit, Toledo, Milwaukee, Cleveland, Houston, Los Angeles and Seattle.

WGN-TV will make available its studio and production facilities as well as the use of its mobile equipment for remote control originations. This arrangement will make it possible some time in the future for CBS-TV to originate both commercial and sustaining network programs from Chicago.

“The agreement with the CBS Television Network will make the many fine CBS national video programs available to Chicago television viewers over WGN-TV,” said Mr. Schreiber.

“This new agreement with CBS now gives WGN-TV viewers the benefit of programming both from CBS and the DuMont TV Network and will also present programs from Mutual’s TV Network when the latter service becomes available.

“WPIX New York, WGN-TV’s sister station, will also be a source of programming from New York and an outlet for general programming in New York . . . Service

KTLA Samples

ONCE or twice a week, KTLA Hollywood is sampling viewing habits of Los Angeles area listeners via telephone, Klaus Landsberg, general manager, revealed last week. Each sample contains 200 telephone calls and involves one program at a time.

BROADCASTING * Telecasting

NAB Group Studies Video Music Rights

HOW WELL would the television rights ASCAP has requested of its members serve the country’s TV broadcasters?

In an effort to answer that question, TV subcommittee of NAB Music Advisory Committee is collecting data on all TV broadcasters for a sample week. Theodore C. Streibert, president of WOR New York, and chairman of the overall music committee, said last week.

The NAB group will turn this information over to an ASCAP committee which will proceed to analyze the programs to see which ones could be covered by the proposed general license forms and which would require special licensing. After ASCAP has completed this task the two committees will meet again to discuss the findings.

No date for this meeting has been set.

Meanwhile, negotiations on the standard broadcasting front are at a standstill, Mr. Streibert said. He added that there is every indication that ASCAP will permit the Dec. 31 deadline to go by without asking for any increase in the rates presently paid for the use of its music by aural broadcasters. But he made it plain that ASCAP has as yet made no definite announcement to that effect.

The matter of rates for cooperative network programs is the only major problem still unsettled, he said.

Robert P. Myers, NBC assistant general counsel and chairman of the television subcommittee, said that while ASCAP negotiations are in progress he has secured from practically every major music publisher except the so-called MCM group the right to use their music without charge for delayed broadcasts via television transcription (Kinescopic). The MCM group includes Leo Feist Inc., Miller Music Corp., Robbins Music Corp. and their subsidiary companies. This group is also reported to be the major holdout among ASCAP members in granting the society the video licensing rights it has requested.

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Television Eyestrain Survey

For television personnel changes, programs, etc., see various notes departments in this issue
SPORTSCASTS on regional stations—plus a hauntingly catchy spot—are doing a job in Texas for radio-minded Bluebonnet Beer (Dallas-Fort Worth Brewing Co., Dallas).

Switching from entertainment spring began using 5-minute daily afternoon sportscasts on WRR Dallas, KFDM-AM Waco, WACO Waco, KPRO Longview and KXTL San Angelo, supplemented by spots on 11 other stations, plus a weekly half-hour program on 50 kw KRLD Dallas.

Spots were also used in Dallas and Fort Worth during broadcasts of major league games.

Rounding out its stepped-up timebuying, Bluebonnet signed up for a weekly television show this month after WBAP-TV Fort Worth brought video to the territory.

Growth Curve

Small compared with national names in beer, Bluebonnet can boast a growth curve which shows a yearly budget jump for advertising to about $125,000 in 1942 against $20,000 in 1943, accompanied by a 50% sales rise. The total was about 16 million bottles sold last year.

Radio gets 60% of the budget, the rest being shared by newspapers, outdoor and point-of-sale.

Explaining decision to use sportscasts, Harry B. Heutel, 29-year-old Bluebonnet sales promotion and advertising director, says:

"For a small-budget brewery to reap maximum returns on advertising expenditures, we decided on a radio pattern of sportscasts on regional stations. Following this pattern, maximum sport listeners are reached without complete game sponsorship of sporting events."

Few spots in the Southwest are

Field's Store Uses TV
In Christmas Campaign

CHRISTMAS campaign of Marshall Field and Co., Chicago department store, will be intensified beginning today (Monday) by sponsorship of "The Adventures of Uncle Mistletoe" Mondays, Tuesdays, Wednesdays, Thursdays and Fridays, 6:45-7 p.m. on WENR 720, ABC's key Midwest video outlet.

Program features a red-coated puppet, first conceived by Field's two years ago, in a series of exploits with cartoon and human characters through the Christmas season.

The series is written by Raymond Chan and produced by Gregg Garrison of WENR-TV. Sketses Minta, manufacturer of red puppets, up to Johnny Coons does the vocal work. Cartoons have been drawn by Sid Singer, formerly of the Illinois State University. Chicago actress, will enact the role of Aunt Molly.

Foote, Cone & Belding is agency for Field's.

**TRANSICASTING**

TRANSICASTING, little more than a dream one year ago, will soon be furnishing bus and streetcar rides in four major cities an estimated 56 million musically-soothing rides monthly. Approximately 2,450 public vehicles will be used in the service.

Latest city to adopt the Transit FM plan is St. Louis. Officials of the St. Louis spot, service Co. revealed last Monday that installation of radio receivers in 1,000 buses and 300 streamlined streetcars of the company's 1,900 vehicles has begun. Installation will require several months.

Other Principals

Other principals in the agreement are Transit Radio of Cincinnati, prime-mover in the plan, and KDK-FM St. Louis, which will furnish music, news and announcements.

The plan was given an overwhelming vote of approval by transit riders when a 10-day trial was conducted in St. Louis last August. A total of 7,380 riders were asked if they would like to have the "musical" service, or plan a regular service of the transit firm. Only 1.7% were opposed and 98.3% favored such service.

Supplemental to the survey on vehicles, a research company visited 3,578 homes near the test routes. Over half of those interviewed had traveled on a radio-equipped bus of this number 90.2% favored the plan.

Interviews with 519 bus operators who drove the test vehicles showed 98% of the drivers felt service should be extended throughout the entire system.

Other cities where permanent installations have been or are in the process of being made are Cincinnati, Indianapolis and Kansas-Wilkes-Barre. A total of 7.5 million rides are taken monthly on the 150 vehicles of the Wilkes-Barre Transit Corp., which last April agreed with Transit Radio and WIZZ (FM) Wilkes-Barre to equip 100 of its vehicles serving the Scranton-Wilkes-Barre area.

More than 40.3 million rides monthly are taken on the 1,180 vehicles of the St. Louis Public Service Co.

Sales messages and radio fare of KPRC-FM Houston will be furnished customers of the Houston Transit Co., who take more than 11,260,0000 rides a month on the firm's 600 vehicles. The transit company has started installing sets on 200 vehicles and will equip 400 more during the early part of 1949. 

WCTS (FM) to Originate

Three hundred of the 940 vehicles of the Cincinnati Street Railway Co. are being equipped with FM receivers in accordance with an agreement reached with Transit Radio. Broadcasts originate with WCTS (FM) Cincinnati. Records indicate more than 17.33 million rides are taken monthly on this line.

WMTC (FM), whose president, Hubert Taft Jr., serves in a like capacity with Transit Radio, also originates broadcasts to vehicles of the Cincinnati, Newport & Covington Railway Co. serving Northern Kentucky. Installations are being made in 120 of the company's 160 vehicles on which more than 3.37 million rides are taken monthly.

The remaining 90 vehicles will be equipped at a later date.

Contract negotiations are known to be well advanced also in Washington, Baltimore, Cleveland, Indianapolis and Kansas City, where, exclusive of suburban lines, bus companies furnish an aggregate greatly exceeding 136.75 million rides monthly.

Officials of the New York City Transit Co. acknowledge being approached by several companies on the installation of an FM system. Although they plan to cooperate in tests, no definite plans have been made for trial operations.

Test receivers have also been dispatched for trial runs in New York, Philadelphia and Seattle where passengers take more than 220 million rides monthly on over 9,500 buses and streetcars.

Capital Transit Co. officials told the Broadcasting last Wednesday its negotiations with WWDC-FM.
CODE WEAPON

By J. FRANK BEATTY

NEW code-enforcement weapon—inclusion of a code clause in advertising contracts—will come before the National Association of Broadcasters (NAB) Program Executive Committee when it meets Tuesday in Washington for a three-day session.

This potent device was urged upon the committee by NAB Executive Director Justin Grams, whose chief concern is Code Committee and other educational programs.

Ways of making the code click occupied most of the Thursday session of the committee. Among other actions, the committee:

• Urged that a TV program executive be added to the NAB Program Dept. "at once."
• Started movement to develop youth programs on an important scale.

• Recommended that a truly representative code interpretation committee be named by President Justin Miller.
• Heard report of station round-up showing widespread sentiment for code adherence.
• Named Cal Smith, KFAC Los Angeles, to sit today (Monday) at meetings of the board code committee as "indispensable representative."
• Suggested prime method of code observance be an educational process.
• Reaffirmed committee's stand on value of the Standards of Practice.

Code Discussion

Throwing aside the prepared agenda Thursday, the committee quickly jumped into a lively code discussion. By the end of the day the members had unanimously agreed that the code must have "guts" behind the enforcement if it is to stand up as a living set of standards to which stations submit themselves.

Judge Miller sat through the Thursday sessions and again participated Friday when code discussion was resumed and other problems were considered. When suggestion was made that the board's temporary code committee have an independent member, the judge named Mr. Smith who agreed to leave Los Angeles in time for today's meeting.

Aim of the discussions was to develop ideas which will make the standards more successful. While the basic technique should be through an educational research program, in the committee's opinion, it also came up with the plan to have a code clause inserted in standard NAB contracts.

Usage Agency Standards

This idea envisions a similar clause in the American Assn. of Advertising Agencies contracts, which follow the pattern of NAB's standard contracts. The committee hopes that AAAA and the Assn. of National Advertisers as well as other interested groups will join in promoting enforcement of the standards.

The code resolutions adopted Thursday follow:

Resolved, that the Program Executive Committee recommend to the board of directors that adherence to the Standards of Practice be considered in the evaluation of the performance of stations and advertisers and that the Assn. of National Advertisers and the Assn. of Advertising Agencies be urged to cooperate to have such provision added to the standards code. The committee said the proposed clause inserted in those standards will not be a substitute for adherence to the Standards of Practice.

Harold Fair, NAB Program Dept. director, reported to the committee on an informal roundup of station sentiment on observance of the standards and the problems involved. He said a random sample was used and that ideas were sought rather than specific figures on station adherence to the code.

He told the committee that of 106 reporting stations, 101 said adherence was making no important difference in their operations. These stations are already in line or soon will be adhering. One independent and two network regions said important changes in their operations would not be forthcoming.

Two stations flatly stated they were not adhering.

Mr. Fair explained, was to collect station views and not to find out how many are conforming to code provisions.

In calling for early appointment of a television assistant in the Program Dept., the committee repeated a request made to the board last spring. No action was taken on the request at the board's Los Angeles meeting.

Judge Miller reported on the junior delinquency drive. The committee took a broad view of the problem and decided NAB should start an extensive program drive to interest youth. It called for cooperation from the American Bar Assn., boys clubs, women's clubs and similar organizations, with a series of panels proposed.

Names Subcommittee

The committee called for appointment of a subcommittee of persons on the program level with experience in building shows to develop a campaign of youth broadcasts.

Presiding at the two-day session was John S. Hensley, WINS Washington, committee chairman. Other present were Edgar L. Bill, KMFD Peoria, Ill.; Arthur C. Wood, KMBC Kansas City; Ted Cott, WNEW New York; Charles Worcester, WMT Cedar Rapids; E. R. Vadeboncoeur, WSYR Syracuse.

Absent were Walter J. Brown, WABC New York; Dr. Frank Beatty, WOR Spartanburg, S. C., and Harry C. Butcher, KIST Santa Barbara. The two board liaison members did not attend. They are Robert Enoe, KTOH Oklahoma City, and Harold E. Fellows, WEAL Boston.

First Wiener

Winner of the first "Voice of Democracy" contest, staged in advance at Wichita, Kans., was Joan Olden, 15-year-old pupil in Cathe- dral High School. She qualified for state eliminations. A picture-story contest was prepared for its Nov. 14 issue by Parade, syndicated newspaper magazine supplement.

The Wichita contest was conducted by the Junior Chamber of Commerce chapter in cooperation with principals, broadcasters and radio dealers.

Radio Group Asks Contract Clause

NAB Group Asks Contract Clause

Joins Ranks Himself

SAM HAYES, NBC news-caster for General Mills (Wheaties), has often told of prominent golfers who made a hole-in-one and are rewarded for their triumph with a box of his sponsor's product. The other day Mr. Hayes made the lucky end of a tee-up. He now awaits his box of Wheaties.

NATIONAL Radio Week, fourth edition, got under way Thursday night in a weekend setting in motion a national advertising campaign featuring "Voice of Democracy" contest and in thousands of stores special open house events are in progress.

All industry elements are staging appropriate ceremonies this week, with more than a score of national associations cooperating. The U.S. Junior Chamber of Commerce is joining with NAB, Radio Mfrs. Assn. and the U.S. Office of Education in leading the observance.

NAB late last week upped its prize offering for its "Voice of Democracy" contest to $200,000, tenfold the number entered last year. Junior Chambers are conducting contests in all cities where they have chartered chapters and in forming local committees in other communities.

Richards Addresses Luncheon

One of the pre-week events was a luncheon held Thursday by the Philadelphia Junior Chamber chapter. Mayor Bernard Samuel proclaimed Nov. 14-20 National Radio National Radio Week at the luncheon, which was also addressed by Robert K. Richards, NAB Public Relations Director.

Participation of manufacturers and dealers in the week far surpasses past years, according to W. B. McGill, Westinghouse Radio Station Division advertising director and head of the Joint Radio Week Committee.

McGill Pioneer

Mr. McGill has sparked the annual event since its inception in 1945, when radio's 25th anniversary. He said newspapers have shown general interest in the co-op dealer advertising display pages prepared by RMA.

Attorney General Tom Clark will be heard on ABC this evening (Monday) during the 7-7:15 Headline Edition program. He will be interviewed by John Edwards on the "Voice of Democracy" contest. ABC's radio Week activities include announcements and mentions on programs. The network will present last year's contest winners through the week with "Asks The Government Program." CBS observance will include portions of the Robert Q. Lewis and Arthur Godfrey programs. MBS has two scheduled broadcasts to outline objectives of the week and the contest. Edgar Kobak, MBS president, was to appear at 1:45 p.m. yesterday (Sunday) to present the Junior Achievement award. Friday, Nov. 17, Fred Kondal is scheduled to read Lincoln's Gettysburg Address from Gettysburg, Pa., as the Freedom Train starts its second annual tour.

NABC's radio Week and a schedule of spot announcements was arranged.

First Wiener
INTERNATIONAL grab for choice high-frequency broadcasting channels began to take shape last week as delegates to the Mexico City conference completed their third week of meetings.

At stake in the proceedings—known as the International High-Frequency Broadcasting Conference—are many standard broadcast channels including 540 kc. These channels are not on the agenda, but as NARBA they hover in the background during the critical informal and behind-scenes meetings.

NAB's two-man delegation, in the thick of the diplomatic and engineering forays, returned to Washington last Thursday to report to President Justin Miller and the NAB board of directors. Sitting as observers for the industry are Royal V. Howard, NAB Engineering Department director, and Forney A. Rankin, executive assistant to the president.

With preliminary skirmishes over, the conference has settled down to its long-range task of working out a high-frequency broadcast formula. Russia last week tossed in its priorities plan by which frequencies would be assigned to nations on the basis of area, population, diversity of languages and available communications facilities.

The United Kingdom has presented documents on basic principles, described as anti-priority. The United States position is based on an allocation based on engineering standards and equitable apportionment. It desires sufficient channels to do the "Voice of America" job.

MacArthur Group

Gen. Douglas MacArthur's delegation (Supreme Command Allied Powers) was admitted on an observer basis by the plenary conference over loud objections by Russians. Outer Mongolia also was admitted on this basis.

Conference developments are receiving a big play in the Mexican press, according to Mr. Howard. Newspapers quoted Augustin Garcia Lopes, Mexican Secretary of Communications & Public Works and conference president, as saying that Russians are not using obstructionist tactics.

Mexicans are asking more frequencies than the United States, according to delegates, which also state that U. S. has reduced its demands to a realistic figure but no other country will yield an inch.

Messrs. Howard and Rankin will review conference developments for the board's benefit during the three-day board meeting starting Tuesday.

According to the Dept. of State, the U. S. delegation is exercising leadership in the technical field since it is the only source of useful propagation data.

Mr. Howard is working with the technical committee at Mexico City and serving as engineering expert. He serves as advisor on technical problems to many countries, particularly in the field of directional antennas and propagation. This activity helps build up world interest in good engineering practices and frequency assignments, with U. S. broadcasters likely to benefit as other nations improve their technical operations.

Assistance to other nations in setting up frequency tolerances, propagation curves and similar standards will be reflected in final results of the conference, according to U. S. delegates.

Curves Completed

A U. S. committee has completed the huge task of preparing propagation curves for the world covering minimum and maximum sunspot cycles. Over 1,000 charts were prepared. Committee members were Kenneth A. Norton and Jack W. Herbstreit, U. S. Bureau of Standards; James F. Veatch, NBC, and P. Rose Walker, FCC.

Mr. Rankin is active in a number of conference committees, including those on plans and general principles.

An important phase of the conference, according to Mr. Howard, is the general use being made of a set of recordings used in the FCC's clear channel hearings. These recordings show atmospheric and industrial interference as well as co-channel interference.

A vast amount of technical work remains to be done, Mr. Howard said. Many of the major developments are still centered in committees.

The U. S. delegation is working night and day to provide needed technical data for conference use and to maintain this country's position. Ambassador R. Henry Norweb, delegation chairman, frequently follows up midnight sessions with pre-breakfast conferences.

Eight committees are handling the main conference activity. They are coordinating, credentials, general principles, technical, requirements, plans, implementation and drafting.
The 1948 Iowa Radio Audience Survey proves that Iowa listeners remember the opening commercial of the first program heard each day, and can later identify the product!

48.3% of Iowa women and 47.3% of Iowa men report they hear the first commercial of the day’s first program. 70.7% of the women and 65.3% of the men could definitely identify the product advertised . . . Conclusion: Iowa radio listeners give extraordinary listenership to radio!

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

Send for your complimentary copy today! Write us or Free & Peters.

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

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

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

WHO
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
EDMUND MAXWELL STOER, 60, vice president, director and general manager of Hearst Radio Inc., New York, died in his sleep Sunday, Nov. 7, at his home in Jamaica, L. I. He had been ill with heart trouble for the last few years.

A native of Dublin, Ireland, Mr. Stoer came to the United States, settling first in Canada, shortly after World War I, in which he served as a major in the Royal Irish Regiment.

Mr. Stoer joined the Hearst organization in June 1928, entering the general financing and auditing department, becoming chief accountant for Hearst Radio in July 1937. In August of 1938 he was appointed general manager and in January 1944, was named vice president and director.

Mr. Stoer relinquished the gen-

FAIRBANKS FORMING MUSIC SUBSIDARY

FAIRBANKS Music Publishing Co. has been formed in Hollywood by Jerry Fairbanks as subsidiary of Jerry Fairbanks Inc., TV production firm. Heading firm will be Nat Wineoff, former West Coast representative of Southern Music Publishing Co. and Paramount Studios music department executive. Operations are scheduled to begin shortly after first of year.

Firm will be mainly concerned, according to Mr. Fairbanks, with obtaining tunes for television films as well as making its properties available for live video shows and theatrical pictures. It eventually plans to publish sheet music and make recordings for home and radio use.

Need for the organization arose, said Mr. Fairbanks, because of lack of available television properties and limited use of available music for television. Present available tunes are licensed for 30 days or less, and television film producers, he said, require clearances for music for at least four years. New firm aims to give television its first complete clearances.

ICAO Delegates Named

EDWIN L. WHITE, chief of FCC's Aviation Engineering Division and Clifford P. Burton, Civil Aeronautics Administration, have been named members of the U. S. delegation to the first Regional Air Navigation Meeting of the International Civil Aviation Organization. The announcement was made by the State Dept. last Wednesday.

The conference is scheduled to convene at New Delhi, India, Nov. 23 for three weeks. Mr. White will serve as an alternate delegate, while Mr. Burton has been appointed delegation chairman.

Mr. STOER

Surviving are his wife, Mrs. Ada Elizabeth Stoer; a son, 1st Lieut. John Standish Stoer, and two daughters—Dierde and Maxine. A third daughter, Hazel, died about seven years ago.

TV RESEARCH MULLED AT CHICAGO SESSION

VIDEO research in Chicago, both qualitative and quantitative, was analyzed by Allan Jay and Edward Graham of the Jay and Graham Research Organization, Chicago, last Wednesday at the regular luncheon meeting of the Chicago Television Council in the Tavern Club.

Mr. Jay and Mr. Graham, in stressing the importance of viewer surveys to production personnel and advertisers, explained the techniques of their Videodex, which asks 450 panel members in the Chicago area such questions as “Who was responsible for tuning in the (a certain) program?” “How clear are the pictures?”, “What do you think of the personalities and the commercial presentations?”, and “How believable is the commercial?”

Interpreting some of the data they have collected since the organization began its surveys, Messrs. Jay and Graham said women comprise a large segment of the viewing audience, announcers are accepted as part of the talent on a show and commercials frequently are too long and interrupt program fare.

The 450-personal panel, selected at random from names supplied by set manufacturers and distributors, is supplemented by a second group of 200 for response on all phases of programming. Panel members have shown a preference for recent movies, sports and plays, in that order, Mr. Jay said.

NATIONAL BUREAU OF STANDARDS, Washington, has issued a revised map of standard time zones of U. S. and adjacent parts of Canada and Mexico. The map is available only from Superintendent of Documents, U. S. Govt. Printing Office, Washington, D. C. at 15¢ a copy.
On Guard!

This little pussycat, mascot in a New York station house, proudly guards the cop's hat and "persuader." And, come to think of it, those possessions of the policeman are symbols of the force that guards the whole community.

Time buyers are good guards too,—guards of the money their clients spend on radio advertising. They make sure they get full value for every dollar spent.

It's easy to do that in Baltimore, sixth largest market in the U.S. You just buy W'T'H, the BIG independent with the BIG audience.

W'I'T'H delivers more listeners-per-dollar than any other station in town, covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost sales, call in your Headley-Reed man today and get the full W'I'T'H story.
The empty studio...
No voice is heard now. The music is still. The studio audience has gone home.

But the work of the broadcast has just begun. All through the week... between broadcasts... people everywhere are buying the things this program has asked them to buy. Week after week.

From the beginning, the country's shrewdest advertisers have chosen network radio to maintain this weekly contact with their customers.

And in all radio, no voice speaks today with more eloquent authority or economy than that of CBS—first choice, among all networks, of America's largest advertisers.

THE COLUMBIA BROADCASTING SYSTEM
Radios in Use Down For Late Poll Data

A SPECIAL C. E. Hooper survey made on the morning of Nov. 3, while results of the election were still in doubt, showed sets-in-use throughout the country as 36.7, it was reported last week.

Network-by-network ratings and shares of audience were: NBC 13.9 Hooperating and 37.8 share of audience; CBS 7.5 Hooperating and 20.5 share of audience; ABC 6.9 Hooperating and 18.8 share of audience, and MBS 4.3 Hooperating and 11.8 share of audience.

The special survey covered the period of 8 to 11 a.m. Nov. 3. Of the major networks only NBC continued its election coverage through Wednesday morning. Others returned to regular schedules with interruptions for late returns. The 36.7 sets in use for Wednesday morning compared with the 54.7 sets in use revealed by a special Hooper survey made the evening before [BROADCASTING, Nov. 8].

TOP PACIFIC HOOPER RATINGS—October 1948

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Cities</th>
<th>Sponsor &amp; Agency</th>
<th>Current Hooper</th>
<th>Year</th>
<th>Position Gain or Loss App.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hope</td>
<td>6</td>
<td>Lever (TTR)</td>
<td>25.9</td>
<td>25.9</td>
<td>25.9</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>6</td>
<td>American Tobacco (BBDO)</td>
<td>25.8</td>
<td>25.8</td>
<td>25.8</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>5</td>
<td>Johnson (NLBB)</td>
<td>24.7</td>
<td>31.7</td>
<td>7.0</td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>6</td>
<td>Jenkins (Orr)</td>
<td>21.5</td>
<td>24.7</td>
<td>3.2</td>
</tr>
<tr>
<td>People Are Funny</td>
<td>6</td>
<td>B/W Tobacco (Teds)</td>
<td>19.1</td>
<td>13.6</td>
<td>-5.5</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>6</td>
<td>Philips (Mattchm)</td>
<td>19.0</td>
<td>15.1</td>
<td>-3.9</td>
</tr>
<tr>
<td>Horace Heidt</td>
<td>6</td>
<td>Philip Morris (Blow)</td>
<td>17.1</td>
<td>17.1</td>
<td>0</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>6</td>
<td>Lever (JVT)</td>
<td>17.8</td>
<td>17.7</td>
<td>-0.1</td>
</tr>
<tr>
<td>Harris-Faye</td>
<td>6</td>
<td>Rival (BBDO)</td>
<td>16.9</td>
<td>15.0</td>
<td>-1.9</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>6</td>
<td>PKG (BB)</td>
<td>16.5</td>
<td>19.9</td>
<td>3.4</td>
</tr>
<tr>
<td>Talent Scouts</td>
<td>5</td>
<td>Lipton Div-Lever (T&amp;R)</td>
<td>16.1</td>
<td>6.4</td>
<td>9.7</td>
</tr>
</tbody>
</table>

* Includes first and second broadcasts.

For the eighth consecutive year WIBW's huge farm audience in Kansas and adjoining states reaps a rich harvest . . . the biggest corn crop in history . . . the wheat crop on record. Our First Families of Agriculture are richer than ever.

The highest standards of living in their country homes would amaze you. Food, clothing and modern conveniences are those of the high income city dweller. Here is America's greatest unexploited market.

Reach and sell it as a unit by using WIBW. Impartial surveys show WIBW is the most-listened-to and most important single sales influence among these wealthy farm families.

Allen and McCarthy Top Pulse Ratings

FRED ALLEN and Charlie McCarthy, in the NBC 8-9 p.m. Sunday slot, emerged as leaders over "Stop the Music," ABC's fabulous musical comedy, according to The Pulse Inc. report for October 1948.

The report, covering just the metropolitan New York area, gave the two comedians just a slight edge over the quiz show. The closeness of their ratings, however, kept all three programs out of their accustomed top ten places. Following is the complete radio audience report for October:

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEK STUDIED 6 a.m.-12 Midnight, Entire Week

<table>
<thead>
<tr>
<th>October 1948</th>
<th>September 1948</th>
<th>October 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.3</td>
<td>8.0</td>
<td>8.1</td>
</tr>
<tr>
<td>11.2</td>
<td>11.1</td>
<td>11.3</td>
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<td>5.0</td>
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</tr>
</tbody>
</table>

EVENING Highest 4 Hour Ratings

Arthur Godfrey (11:15 a.m.) 7.3 6.5
F red Allen (5:30 p.m.) 8.0 6.7
Harry Clark, News 6.9 6.7
Helen Trent 6.6 5.8
Grand Slam 6.5 5.8
Rosemary 6.5 6.1
Dennis Day 6.5 5.7
Our Gang Sunday 6.5 5.7
Big Sister 6.3 5.9
Arthur Godfrey (7:30 a.m.) 6.3 6.7
Wendy Warren 6.3 6.7

SATURDAY AND SUNDAY DAYTIME Highest 4 Hour Ratings

Yankees vs. Boston (Sun.) 10.3 7.3
Yankees vs. Boston (Sat.) 9.3 7.3
The Shadow 8.7 8.0
Quick as a Flash 7.7 5.7
Southern Calif. vs. Ohio State (Sat., WMAQ, WBN/C) 6.3 6.3
Children's Hour 6.0 5.7
Counterspy 6.0 6.0
Detective Mysteries 5.7 5.7
C. F. McCarthy, News 5.5 5.3
Make Believe Ballroom (Sat. 10 a.m.) 5.0 5.7
Archie Andrews 5.0 5.0
Bob Hope (Sat. 11:30 a.m.) 5.0 5.0
Solitaire Time 5.0 5.0
House of Mystery 5.0 5.0

Radio Film Showing

MORE than 400 advertising agency representatives and other guests will see the first Chicago showing of "Behind Your Radio Dial," NBC institutional film, Wednesday at a luncheon meeting in the Sheraton Hotel. The 25-minute film, shows behind-the-scenes operations at NBC's offices and studios, was made by RKO Pathé under supervision of Roy C. Porteous, network's advertising and promotion manager. It will be introduced by James Nelson, director of NBC's advertising and promotion. E. E. Showman, vice president in charge of the Central Division, will welcome the group. Prints are being processed for distribution to schools, churches, clubs and civic organizations, and will be followed by a trailer identifying WMAQ as the network's Chicago outlet.
You Can’t Grow a Forest Overnight
— but you can build a good house out of seasoned timber in a very short time

Taylor, Borroff & Company, Inc., have done just that—built a fine, sturdy structure of well-seasoned man-material that is guaranteed to provide excellent housing for station sales and service. And, they’ve completed this structure in a few short years.

We know of no station representative organization that can equal the wealth of experience and background in advertising, selling, and radio station operation that is at your command when you are represented by Taylor-Borroff. It is the kind of experience that KNOWS—

—what should be done
—what can be done
—and who to see to get it done

If you need that kind of experience for increased sales and improved sponsor relations, we would be glad to talk with you.

WE MAINTAIN FULLY STAFFED OFFICES IN

New York, N. Y. Los Angeles, Calif.
Atlanta, Ga. Chicago, Ill.
San Francisco, Calif. Dallas, Texas
Portland, Oregon

Taylor, Borroff & Company, Inc.
(formerly Taylor-Howe-Snowden)
ATTENDING broadcast of the Original Amateur Hour are (l to r) Nick Keesely, Lennon & Mitchell, New York; John Perkins, P. Lorillard Co. (Old Golds), sponsor; Ted Mack, master of ceremonies of the program, and John Norton Jr., ABC Central Division vice president. Program is broadcast Wednesday at 8 p.m. (EST).

ATTENDING Ohio Assn. of Broadcasters sales clinic (Broadcasting, Nov. 8) are (l to r) Ed Borroff, Taylor-Borroff; Bob Kearns, WLOK Lima managing director; E. Y. Flanagan, WSPD Toledo general manager; Keith Baldwin, sales department, WGAR Cleveland, and Harry Smith, v.p. in charge of sales, WLW Cincinnati.

NO headache for E. S. Tanner (l), commercial manager of WSIX Nashville, Tenn., congratulating A. J. Cantonese, middle Tennessee representative for B-C Remedy Co., when latter won $500 jackpot on What's My Name?

ATTENDING broadcast from "Dream House" during N. Y. Heart Assn. fund drive jingle contest, interviews Mary Sautner, winner of $50,000 in prizes during his Brokenshire Broadcasting on WNBC New York.

FINAL arrangements for moving the Pacific Greyhound Co. program, Romance of the Highways, to ABC Pacific Network are completed by (l to r) Jack Early, Beaumont & Homan account executive; W. H. Starling, assistant to the president of Pacific Greyhound; Vincent Francis, ABC account executive, and Herbert Cayford, vice president of Beaumont & Homan, San Francisco.

SUPER turnstile for KECA-TV Los Angeles is raised to top of the 303-foot supporting structure. Tower for the ABC video station is on crest of Mt. Wilson, 5,999' above sea level.

NORMAN BROKENSHERE, who broadcast from "Dream House" during N. Y. Heart Assn. fund drive jingle contest, interviews Mary Sautner, winner of $50,000 in prizes during his Brokenshire Broadcasting on WNBC New York.

DR. ALLEN B. DUMONT (r), president of DuMont Labs, and Stanley Koch, engineer in charge of tube development, examine 12 and 16-inch metal cathode-ray television picture tubes at the DuMont Passaic laboratory. Tubes were introduced Nov. 5 in New York. (See story, page 106)

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It's no secret why WWVA listeners are loyal listeners, for they have come to know WWVA as their service station—serving them dependably with the programs they want to hear. It's a listener loyalty that has been built through twenty-two years of broadcasting.

One hundred and forty-one hours each week WWVA's friendly, balanced programming is welcomed into an area of nearly two million radio homes in Eastern Ohio, Western Pennsylvania, West Virginia and Virginia.

That's a lot of homes—and it represents a lot of people: More than eight million of them.

People make a market—and here are the people who have made this WWVA area one of the nation's greatest. These are the people who produce more than half of the nation's steel, who mine more than half of the nation's bituminous coal, who spend nearly Four and one-Half Billion Dollars Annually in retail sales outlets.

Each day more and more alert advertisers are recognizing that WWVA is the service station to this rich, compact market. An Edward Petry Man can tell you more.

*In addition to the basic four-state market, WWVA offers bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.
LANG-WORTH presents another NETWORK CALIBRE PROGRAM ...at local station cost!

"MIKE MYSTERIES"

Murder—Mystery—Suspense and Music—COMBINED!

"Mike Mysteries" are 15 minute (5 weekly) transcribed musical shows, incorporating a complete 2 minute "Whodunit," with the solution held in suspense until the end of your commercial ...a program format guaranteed to create excitement, hold listener interest and capture sales. "Mike Mysteries" features stories written exclusively for Lang-Worth by Hollywood's Howard Brown, whose movie scripts, novels and detective stories tag him as one of the outstanding mystery writers of this day. "Mike Mysteries" is ready for sponsorship January 1st in every important market, by the more than 600 Lang-Worth affiliated stations. For a typical "Mike Mystery," see page opposite. For rates and time availability, check with your Lang-Worth station or its representative immediately.

LANG-WORTH feature programs, inc.
Network Calibre Programs at Local Station Cost
STEINWAY HALL 113 WEST 57th STREET · NEW YORK 19, N. Y.
A STORE, which once gave radio the cold shoulder, now proudly sponsors a regular Sunday concert broadcast and is happy to be one of the largest advertisers among major department stores.

It was only after a few nibbles that The Denver Dry Goods Co., one of the largest retail stores between the Mississippi River and the Pacific Coast, developed an appetite for radio fare.

Its enthusiasm for the medium was clearly manifested a fortnight ago when arrangements were completed for its sponsorship over KOA Denver of a weekly half-hour concert during the season of the 80-piece Denver Symphony Orchestra.

NBC's owned and operated 80 kw outlet broadcast the first of the concerts Oct. 31.

Two Years of Planning

The series represents almost two years of planning by the firm's advertising agency, Ball & Davidson of Denver. Principals in the negotiations were Lloyd Yoder, KOA general manager; L. Berry Long, KOA sales manager; Frank J. Johns, Paul E. Felix and Mark Schreiber, president, sales and promotion manager and vice president, respectively, of Ball & Davidson.

The dry goods company began its courtship with radio when Mr. Schreiber, previously an account executive for KOA and KMYR Denver, joined Ball & Davidson and began installing a long-range radio advertising program.

At the time the agency took over for the store, which previously had no agency, the main radio bill of fare was some spot announcements.

The store then hesitantly bought the hourly and quarter-hour KOA newscasts. There were gratifying results and when six weekly quarter-hours of news became available, the store picked up the offer in five minutes.

One minute participation announcements in morning studio shows on KOA are now used regularly Monday through Friday and on Sunday. A second department team with the RCA Victor show on KOA has drawn mail order from points 1,000 miles from Denver.

Spots were used on KMYR KFEL and KVOD. Nighttime announcements were placed on KLZ and KVOD. For one year, KMYR conducted a quarter-hour daily show designed for youngsters. KLZ ran an effective 20-week nighttime quarter hour designed for high school listeners. The store also purchased solid weeks of play-by-play on KMYR of the American Basketball League Championship contests.

Well planned promotion has gone hand-in-hand with each time purchase. Radio has paid off in sales and each year The Denver Dry Goods Co. increased its radio budget.

WIS WILL BUILD NEW STUDIOS AND OFFICES

PLANS for construction of new studios and offices for WIS and WIS-FM Columbia, S. C., were announced last Monday by G. P. Grims, general manager of the ABC station.

The new two-story Colonial brick building, to be erected at Gervais and Bull Sts., Columbia, is expected to be ready for occupancy by Sept. 1, 1949.

The station will have 14,500 square feet of floor space. A 42 x 23-ft. wing on the second floor is to be used for future TV facilities. Occupied portion of the second floor will be used for offices of the station's administrative staff and the continuity department.

On the first floor will be five studios, all of the “floating” construction type, a reception hall, news room, two control rooms, a music library, and offices for the program director, promotion-publicity director, sports department and farm service.

New GE TV Device

GENERAL ELECTRIC television engineers at Electronics Park, Syracuse, N. Y., have developed a stabilizing amplifier which helps eliminate “jiggles” and other TV imperfections. The device will be used in TV studios, especially during telecasts of ball games, on-the-street news pages, and the museum's television studio and other outdoor programs. In controlling picture signals in the studio and delivering them to the transmitter the new amplifier performs a function which hitherto required three units, each adjusted independently, according to GE engineers.

SAN FRANCISCO TV PREVIEW RELEASED

A REPORT released last Monday by the San Francisco Bay Area Council covers plans and prospects for TV in the nine Bay Area counties.

Highlights on prospective video station locations and operations are covered as well as new authorized channels for future TV stations throughout northern California.

The prospects for coverage and expected operating hours are discussed along with a digest of technical information on equipment and receivers. Program types to be expected, the long-range outlook for network programming and high-speed film processing techniques also are covered in the council study.

Two stations are expected to be operating by the end of January 1949, the council reports, with another TV station in operation by 1949. The fourth station probably will be operating in Stockton at about the same time. Barric unforeseeable circumstances, three additional TV stations are expected to be a transmitting in Bay Area before the end of 1949."

Lutheran Radio Meeting Conducted in St. Louis

THE FIRST Annual Lutheran Radio Convention took place Nov. 10-11 at the Claridge Hotel, St. Louis. Presented under the auspices of the Radio Committee of the Lutheran Church, Missouri Synod, the meeting included discussions by outstanding radio men in both the religious and commercial field.

Television was covered by Harold Grams, program director of KSD, KSD-FM and KSD-TV St. Louis. Movies on FM and TV were shown by G. F. Foster, director representative, Transmitter Divisions, General Electric Co. Delegates were taken on a conducted tour of KSD and KMOX St. Louis in addition to KPUO St. Louis, licensed to the Lutheran Church, Missouri Synod.

Dates Set for AM, FM '49 Renewal Applications

DATES for forming the "composite week" of 1948, to be used by broadcasters in preparing AM and FM renewal applications in 1949, were announced by FCC last week.

They are:

Monday, Jan. 26; Tuesday, March 30; Wednesday, April 14; Thursday, June 17; Friday, Aug. 27; Saturday, Sept. 25; Sunday, Nov. 7.

These are the dates to be used in preparing the program log analyses required in the renewal forms. They must be used by all AM and FM licensees who come up for renewal during 1949. Renewal applications must be filed at least 60 days before the license expires.

TRANSCIBED spots for Tavern Pole beer are previewed by Leo Lederer (I), executive vice president of Atlantic Brewing Co., Chicago, and Marvin Frank, executive vice president of W. B. Doner Agency, also Chicago, before launching firm's extensive campaign. Commercials will be aired on five Chicago stations, WENV WCFL WJJD WIND and WHFC (Cicero).

BROADCASTING • Telecasting

"Death Takes A Bath"
The lifeless body of lovely Marie LaRue, clad only in a flimsy night gown, lay face down in the half-filled bathtub. Still clutched in her right hand was the bar of a towel rack, and on the wall above the tub's inner surface a broken section of a year's supporting knob--a graphic picture of what had happened.

The hotel doctor, standing with Homicide Lieutenant Evans by the bathroom doorway, gave his reconstruction of the accident. "One of the maids found her this way, Lieutenant. Evidently Miss LaRue had started to step into the tub while holding to the towel rack for support. It broke and she fell, knocked unconscious when her head struck against the inner edge of the tub. Death was the result of drowning."

"Except for one fact," the officer said, "I would say you are right. But that one fact strongly indicates this woman was murdered."

(Solution below)

"Mild Mystery" is a feature of a 15-minute transcriptioned music and mystery show available 5 times weekly for national, regional or local sponsorship on 600 Lang-Worth affiliated stations. For full information, contact your station or its representative.

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL, 113 WEST 37TH ST.
NEW YORK 19, N. Y.

THE SOLUTION

"Mild Mysteries" are protected by copyright. Any use other than use on stations under license of Lang-Worth Feature Programs, Inc., is liable to be prosecuted.

November 15, 1948 • Page 41
YOU MIGHT WIN $17,400 AT BOWLING, IN ONE YEAR* - -

BUT... YOU HAVE TO USE WKZO - WJEF TO MAKE A STRIKE IN WESTERN MICHIGAN!

There's just one winning combination for your radio advertising in Western Michigan, and that's WKZO, Kalamazoo, plus WJEF, Grand Rapids.

Why? (1) Because Western Michigan is cut off from the rest of the State (and from all "the outside") by a wall of fading. No matter what their power or their frequencies, outside stations just don't get proper reception here.

(2) Because within the Western Michigan area, WKZO-WJEF offers the very best combination of complete coverage and attractive rates.

The latest Hooper Report sheds a lot of light on listenership in these two important and "different" markets. And it of course proves the outstanding leadership of WKZO-WJEF. Write for your copy today—either to us or to our national representatives, Avery-Knodel, Inc.

*"Buddy" Bomar of Chicago did in the 1946-1947 season.
Events Outlined for CBS Three-Day Meeting

WANNA MAKE A SPLASH IN CANOE (Ky.)?

No matter how hard you "peddle" in Canoe (Ky.), you'll never make a sales ripple! Bow, stern or midship, there just ain't enough folks there to make a stir!

In Kentucky, the super-dreadnaught is the Louisville Trading Area. WAVE broadcasts exclusively to this Area, which not only has the State's most important concentration of people and business, but also a much higher Effective Buying Income. The average Kentucky family in the Area has an Effective Buying Income of $4454 — 60.9% higher than the Kentucky $2769 average outside the Area!

So how about it, Skipper? Let us show you what WAVE can do — without Canoe!

LOUISVILLE'S WAVE

N B C AFFILIATE

5000 WATTS · 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

November 15, 1948 · Page 43
is there one man
or woman in America
who doesn’t know
his voice?

MENTION HIS NAME, and to millions, the warm words
“human, friendly, kind” float into mind.

He has been spoofed, needle, parodied ... 
and every jab adds a follower to his fold.

He is a non-cynic in an age cold-packed in cynicism.

He has the courage to be branded naive, by espousing
the old-fashioned beliefs in hope, courage, faith.

FOR MORE THAN 15 YEARS, GABRIEL HEATTER’S VOICE AND
philosophy, heard over WOR ...

have been a tonic for our time
have built an astounding listening audience
have sold countless quantities of products to
countless numbers of people.

From a copy boy at $12 a week, WOR’s Gabe has
become a fabulous radio personality. A one-time reporter
and law student, his words have been read into the
Congressional Record. A Gallup poll showed him to be one
of the nation’s top news commentators.

His WOR listeners are insatiable.

Gabriel Heatter is now heard over WOR ... in three
programs:

NEWS WITH GABRIEL HEATTER, 9 PM six nights a week.

“GABRIEL HEATTER’S MAILBAG”, 11:30 AM, five days a week.

“BEHIND THE FRONT PAGE”, Sundays, 7:30 PM
A. L. ALEXANDER

they think of him
as a saint with 53 virtues

PEOPLE, TO WHOM he is only a name and a voice, drop their most intimate heartaches in A. L. Alexander’s lap.

His WOR programs, “A. L. Alexander’s Mediation Board”, and “Poems That Touch The Heart”, have the almost militant devotion of millions of listeners. When it was touch and go as to whether his poetry program would stay on the air, some 27,000 listeners bombarded WOR with phone calls, telegrams, letters . . . demanding that it stay! The products Mr. A. recommends, share in this devotion. Listeners buy them with alacrity (and money).

Mr. Alexander is, of course, no saint. He sneezes, like other humans. He makes mistakes. But he has a rare sense of fair play, a deep understanding of people, a piercing sympathy for the mistakes that people make. And out of this compassion, he has built one of the most dramatic and popular programs in all of radio: “A. L. Alexander’s Mediation Board” on WOR.

To this program, come anguished people with their problems. On its board of mediators, have appeared some of America’s most respected public figures. People like Fannie Hurst, Dr. John Haynes Holmes, Walter Hoving, Dr. Richard H. Hoffman, and others.

The advertiser who sponsors either Alexander program on WOR, buys the listener’s faith in a MAN . . . which in turn becomes faith in a product; the advertiser’s product.
Stan Lomax

School heads have checked with him before hiring a coach
Star athletes nudge him for advice
Advertisers rarely give him a breather

Henry S. Lomax, "Stan" to the millions of sports addicts in WOR's 18-state arena, has never had to go sustaining during the past 17 years. Sponsors rarely give him a breather. Little wonder! Listeners to his 6:45 PM sportscasts on WOR, buy what Stan sells. They've bought cars, beer, oil, shaving cream, even banking services. Seems that Stan upped a bank's balances on loans by 43% during the slack season. He and WOR make a powerful combine for an advertiser.

One of the boys. Here's WOR's Stan with Carl Hubbell and Gus Mancuso. Stan is one of the boys. He was the first sportscaster to be allowed into the big league training camps. He was President of the Sports Broadcasters Association; was honored by the Metropolitan Baseball Collegiate Conference for his coverage of college games. You could fill the Yankee Stadium with all the plaques, medals, scrolls and halos that have been heaped on Stan Lomax. All of which makes for listeners for WOR... and customers for advertisers!

Coming!

Two great television stations

WOR-TV, NEW YORK... CHANNEL 9... WOIC, WASHINGTON, D.C.

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

Mutual
Retailers in Utah took in $516,666,000.00 last year — an average of $1,693,986.00 a day for the 365 business days. This was 1947. Sales are above that figure so far this year, and 1949 prospects are even brighter.

Are you getting your share of this substantial business? Smart advertisers are telling story to Utah people over KDYL — Utah's popular station — and over television on KDYL-W6XIS. Here's double opportunity for you!

**Facts About the Utah Market**

**Utah People Spend**

$1,693,986.00

AT RETAIL EVERY DAY

Erwin, Wasey & Co. Adds

7 Accounts, 3 in Radio

ERWIN, WASEY & CO., Minneapolis, has added seven new accounts. Three of the new clients indicated that radio would be used in their campaigns.

Speedy Mfg. Co., Sioux Falls, S. D., manufacturer of weed and insect sprayer, will use radio and farm papers. Sodaq Mfg. Co., Sioux Falls, specializes weed and insect spray, and Woodard-Stergos, Sioux Falls and Minneapolis, agricultural feed concentrate, will both place the bulk of their appropriation in radio and farm papers, according to the agency.

Other accounts signed include: Aladdin Labs., Minneapolis, Jon-E hand warmer; Speedy Sales Co., Minneapolis, agricultural implements; Maple Island Farm Inc., Stillwater, Minn., dairy products, and Inland Products Corp., Minneapolis, agricultural and industrial implements distributor.

**McClatchy Best Co. of California, has expanded home economics schedule to include home economics programs on five of its stations—KQK Stockton; KERN Bakersfield; KOH Reno, Nev.; KFBK Sacramento, and KMJ Fresno.**

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**FCC Group to Visit RTCA Air Showing**

HEADED by Chairman Wayne Coyle and four other Commissioners, an FCC delegation will inspect radio communications and air navigation equipment in a demonstration sponsored by the Radio Technical Commission for Aeronautics on Monday (Nov. 17) at Indianpolis. Chairman Coyle meanwhile is slated to address a dinner meeting of the Kentucky Broadcasters Assn. at Owensboro, Ky., tonight (Tuesday) and the Chicago Rotary Club at noon tomorrow (Tuesday). Commr. Paul A. Walker is attending a meeting of the National Assn. of Railroad & Utilities Commissioners at Savannah, Ga., today through Thursday.

The group attending the Indianapolis show will return to Washington Wednesday night, in time for the Commission's regular meeting Thursday. The delegation, which will return Wednesday night, includes:

Chairman Coyle; Commrs. Rosell H. Hyde, E. M. Webster, Robert V. Jones and Frieda B. Hennock; General Counsel Benedict P. Cotton; Acting Chief Engineer John A. Willoughby; Lester W. Spillane, assistant chief of charge of Safety & Special Services Division; A. L. Martin, chief of the Frequency Allocation & Treaty Division, and several other attorneys and engineers.
Something NEW is being added...

There is a lot of hustle and bustle in this two billion dollar market these days. Television is rapidly becoming a reality for the people of Memphis and the Mid-South.

It won't be long now!

"T" day is set for December and what a gala occasion that will be for the people in this area. It will be "opportunity day" for the aggressive advertisers, both national and regional, who have included WMCT in their TV schedules. The medium that folks in the Mid-South have heard about for so long will come to life through TV sets throughout this area. It will be the biggest day since the inception of radio.

How about you?

Will your product or your client's product enjoy the tremendous sales impact that will come with the attention demanding force of television in a new market? An event that has been aggressively promoted for over a year! You should cash-in on the tremendous sales potential inherent in the promotional power of this new medium in a two billion dollar market.

We can "Shoot the Works"

WMCT has spared no expense in bringing to the people of Memphis and the Mid-South the finest television service to be had anywhere, bar none. Advertisers will be interested to know that WMCT's new equipment is RCA throughout. Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies. We have complete facilities for handling any assignment. May we suggest that you write us for availabilities.

WMCT

MEMPHIS, TENNESSEE

owned and operated by the Commercial Appeal
PICTURING the "dilemma" currently facing television grantees, WSAZ Huntington, W. Va., last week asked FCC to say now what its attitude will be if grantees delay construction until the freeze on applications is lifted.

If a grantee proceeds with construction and the television Standards and allocations are changed, WSAZ pointed out, the result for the grantee may be "grave."

On the other hand, the station noted, failure to go ahead might lead FCC to refuse to grant additional construction time when the Standards and allocations question has been settled.

The Commission was asked to issue a declaratory ruling on "whether an application for additional time . . . will be granted at the expiration of the present completion date in the event no further construction is undertaken until the Commission has resolved the question of the revision of its Rules, Regulations and Standards with respect to television broadcasting."

The request, filed by Leonard H. Marks of the Washington law firm of Cohn & Marks, noted that "if the Commission should rule that no automatic extension [of completion date] would be granted, WSAZ Inc. could proceed with further construction having the assurance that any changes in the Rules and Standards would require no substantial modification of its television . . . permit."

The freeze on television applications—not applicable to construction under grants already issued—was imposed Sept. 30, pending studies and decision on possible changes in the Standards [BROADCASTING, Oct. 4]. FCC-industry engineering conferences, designed to bring together the latest technical data, have been arranged for Nov. 30 and Dec. 1-2 [BROADCASTING, Oct. 18].

Official estimates placed the likely duration of the freeze at around nine months. By that time, WSAZ said, the Huntington station could be "approximately" completed—its construction is continued in the meantime.

"Accordingly," the letter said, "it is fundamental to WSAZ Inc. to know at this time whether to proceed."

WSAZ saw "many jeopardies" including not only the chances of being reallocated to another channel in television's current VHF region, but also the possibility of being moved out of VHF into the 475-880 mc UHF band. The station, now assigned Channel 5, continued:

"WSAZ Inc. is aware of the very real possibility that upon completion of construction, or after substantial construction has been undertaken, the Commission may seriously modify its television Rules and Standards, including the allocation plan, as seriously to impair the use of the transmission facility constructed, if not to render it entirely useless."

Any change in the Standards or in the allocation plan, even assuming a television channel were assigned to WSAZ Inc. at Huntington, could have this effect. For example, the Commission might determine that WSAZ should move from the present so-called "low band" to the present so-called "high band" in connection with a general reallocation in the frequencies now assigned. From an engineering point of view, such a change would require extensive modifications in a television broadcast station.

Also, because of tropospheric propagation, the Commission might require a substantial reduction in power and/or a reduction in antenna height on either the channel presently assigned WSAZ Inc. or on another channel. Or such considerations may necessitate the use of a directional antenna by the permittee, with a great likelihood that a change in antenna site would consequently be needed.

Another serious problem is the possibility that the Commission might determine that a UHF channel rather than a VHF channel should be assigned.

This would require a very extensive change in any transmission facility, particularly in view of the likelihood that considerably greater power and a greater antenna height would be necessary to attain approximately the coverage of the present VHF authorization.

WSAZ said these are "only a few of the uncertainties which face a permittee in view of the Commission's present releases in connection with the 'television freeze.'"

In his news conference when the freeze was announced, the station recalled, FCC Chairman Coy "recognized this problem and indicated that the Commission would give sympathetic consideration to these issues during this period of uncertainty."

---

**Found...**

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

WSIX has proved its sales ability to dozens of advertisers. And year after year these national, regional and local sponsors keep getting results they can measure from WSIX's 60 BMB counties, 1,321,400* people in that coverage area spent $654,888,000* last year in retail stores alone. Go after your share via WSIX.

*Projected from Sales Management, May, 1948.

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**TV BUILDING**

**FCC Asked to State Stand**

**WSIX** has proved its sales ability to dozens of advertisers. And year after year these national, regional and local sponsors keep getting results they can measure from WSIX's 60 BMB counties, 1,321,400* people in that coverage area spent $654,888,000* last year in retail stores alone. Go after your share via WSIX.

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

National Representatives: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY.

Page 50 • November 15, 1948
Here are six of the sales-lassoinest, friends-makinest musical cowpokes that ever threw a saddle on a microphone.

Folk songs, hillbilly or western tunes—The "Cedar Ridge Boys" are right at home. And they are in MORE HOMES in the Fort Worth-Dallas area at 8:30 a.m., Mon. thru Fri. on WBAP-820, than there are dogies on the local spring market.

No yearlings in the business either, the "Cedar Ridge Boys" long since have proved themselves with listeners and sponsors alike.

If you are looking for a western outfit that can add "zing" to consumer demands and "ping" to cash register bells—Pardner, you're looking for the "Cedar Ridge Boys." Now available, contact the station or Free & Peters.
You are missing the signal if your Pacific Coast radio network isn’t Don Lee, for only Don Lee can give you the green light on both the “Inside” and the “Outside” markets on the Pacific Coast.

On the Pacific Coast there are only nine cities, embracing 18 metropolitan counties, in which all four networks have stations. To cover the remaining 115 “Outside” market counties, there are 48 stations of all networks, and 32 of these are Don Lee stations!

The Pacific Coast markets are bigger and better than ever this year, with popu-
lation up 8%, radio families up 10%. Buying income is 20% higher, retail sales up 28%. Don Lee is the recognized network to deliver both “Inside” and “Outside” markets. 49% of all the Pacific Coast's regionally-sponsored network programs, and 52% of all the Coast's regionally-sponsored time, are currently on Don Lee.

Remember: In addition to coverage facilities in the “Inside” market equal to those of any other network, Don Lee has 100% more coverage facilities for the “Outside” market than all other Pacific Coast networks combined. If you want the go ahead signal with your product or services on the Pacific Coast—buy Don Lee!
HOBYY MASTER

WHEN better National Radio Weeks are made, William Byron McGill will probably make them. He's been making Radio Weeks, almost single-handed, since the first one hopped along on one cylinder back in 1945. With few funds, and fewer helpers, he had been a midnight sweater with artistic and promotional perseverance to produce an institution that now commands national respect and attention.

All his life Mac McGill has been making things—gadgets, paintings, photos, posters, telescopes, houses and advertisements. Apparently his creative urge has led him into the artful and unwarranting job of engineering radio's own special week.

At Westinghouse Radio Stations Inc., where he is advertising director, they say Mac has more hobbies than anyone in radio. Two of the hobbies, Westinghouse Radio Stations Inc. and National Radio Week, would provide more than a normal workload for most anyone but Mac. No wonder the night watchman at WRS headquarters in Philadelphia doesn't even bother to look up from his magazine if the front door is opened at 1 a.m. He well knows who's there.

Mac loves his work and his hobbies. That he doesn't stop to decide which is a tribute to the intensity of his attack. It's an intensity that is reflected in the famous murals that decorate the reception room in Broadcasting's headquarters; in the amazing colored and black-and-white pictures he shoots with a speed graphic; in the summer house he built with his own hands near Atlantic City; in his devotion to Shakespeare and Gilbert and Sullivan.

"Mac" McGill started making things as a boy, back in Masontown, Pa.

He made his first laboratory in the backyard from a piano crate. Fortunately for Masontown, atomic cracking had not developed into a major pursuit but he once managed to rock the adjoining hills while analyzing the compressibility coefficient of carbide crystals.

Unfettered by inhibitions or commercial custom, he somehow manages to get more done than an efficiency expert ever could expect, or condone. And as an addict of the "pile it" as against the "file it" tradition of office custom, he figures that anything filed is buried. Hence the chaos atop his desk.

On a boiling summer day when others swelter in scanty garb, Mac has his rotund carcass encased in a heavy winter suit, vest and all. Why? Because he likes it that way. It's neither the heat nor the humidity, he says, just a state of mind. What gripes others is that he seems to be the coolest one in the crowd. Nobody ever says he is a jack of all trades and master of none. Not after seeing his paintings, etchings, murals, carvings, layouts, masonry and photographs.

How does he do it? Is it a mystery, even to Mac and to Mrs. McGill, also an artist and musician. He has the demeanor of a dreamer, supplemented by a twinkle and a lifting stride. Somehow, clocks seldom adjust themselves to his program. Train departures often fail to conform to printed schedules, he claims, but there's usually another one leaving in an hour, offering a chance in the approach to the East by rail.

Radio Week is McGill Idea

Announcing
The Appointment of LOUIS READ as
General Manager WABB Mobile, Ala.

WABB and WABB-FM, affiliates of Mutual, the world's largest network, proudly announce Mr. Read's appointment as general manager. He brings to Mobile a distinguished record of performance in the field of broadcasting.

WABB AM - 5,000 WATTS
FM - 50,000 WATTS

Owned and Operated by THE MOBILE PRESS REGISTER
Represented Nationally by Taylor-Borrough & Co., Inc.

VETERANS AT WESTINGHOUSE

C. R. Bickerton, 28 Years at KDKA, leads WRS
Staff in Radio Week Observance

TWENTY-EIGHTH anniversary of broadcasting is being observed by veteran Westinghouse Radio Stations employees including one who has completed 28 years of service with WRS and two with 27-year records. Ten percent of all personnel have service records of 16 or more years with Westinghouse.

Dean of the WRS staff is C. R. Bickerton, KDKA Pittsburgh technician, who took part in the famed KDKA election broadcast Nov. 2, 1920. He has been with the station ever since.

The two 27-year employees are Walter Evans, president of WRS and parent company vice president, and E. B. Landon, KDKA technician. Twenty-six-year men are D. A. Myer, headquarters staff field technician, and Harold E. Randel, chief engineer, WBZA Springfield.

Forty-four WRS veterans have served a total of 833 years with Westinghouse stations, according to J. B. Conley, general manager of the group. The following have served a total of 15 years at WRS stations:


KETI: J. V. Conley, station manager, 21 years; J. E. Johnson, sales, 21; Robert B. Alexander, auditor, 20; E. M. Solie, technician, 20.

KDKA: L. D. Conley, program manager, 30 years; Charles V. Sant, technical supervisor, 25; W. H. Kelso, chief engineer.

KWWY: John H. McMichael, technical supervisor, 24 years; A. H. Batts, president; T. C. F. Kenney, station manager, 21; L. D. Conley, sales, 21; Robert B. Alexander, sales, 20; J. E. Johnson, auditor, 22.

KWO: Fort Wayne: Robert G. Dufford, station manager, 20 years; C. S. Young, station manager, 23 years.

Vets Turn to Radio

COURSES on radio and other forms of communication are the most popular among war veterans taking correspondence courses under the G.I. bill. The Veterans Administration said last week that the communications courses account for 45,386, or 26%, of the enrollments. Ranking next in popularity were engineering courses, which drew 36,343 enrollments, 21% of the total.

(Continued on page 62)
50,000 watts channel 13
serving metropolitan New York
with the best in television

and

1,000 watts 970 kc.
New Jersey's first station

announce the appointment of

and company
radio and television
station representatives

and

WATV
WAAT owned and operated by...
The Bremer Broadcasting Corporation
New License Fee Slated For Canadian Stations

DECISION has been reached by Dept. of Transport on license fees for Canadian independent broadcasting stations, it is learned on highest authority. Matter is now up for approval of Canadian Cabinet. New scheme of transmitter license fees calls for total fees for 1948 of $108,000, up from $76,000 last year.

Fees go to the Canadian Broadcasting Corp. Fees now mean annual license of $100 to stations with annual gross income from time sales only of $25,000; $250 for stations with income of $50,000; $500 for income up to $75,000; $1,000 for income up to $100,000; $1,500 for income up to $200,000; $5,000 for income up to $400,000, and $8,000 for income up to $800,000.

KRSC-'P.I.'

A "MUTUAL assistance pact" between KRSC Seattle and the Hearst-owned Seattle Post-Intelligencer was announced last week by Robert E. Priebe, KRSC general manager. Broadcasting on FM as well as AM for over a year, KRSC becomes Seattle's first television station when its video operation begins Thursday, Nov. 25.

While plans have not been worked out in complete detail, Mr. Priebe indicated that cooperation between the station and Seattle's only morning newspaper will take the form of mutual promotion on as many fronts as possible.

The P-I, which heretofore has listed the program logs of the four network affiliates and KOL, is expected to add the KRSC-TV schedule.

To Carry 'Newsreel'

Concentrating primarily on network films and local live sportscasts, KRSC-TV will carry the ten-minute International News Service Newsreel. Present plans call for rounding out the quarter-hour with telecasts of local still newscasts taken by P-I photographers.

Although few live remotes are planned other than ball games, the station will telescast the official opening of the new Post-Intelligencer building, which is expected to be ready for occupancy in about a month. KRSC-TV will also telescast several P-I promotional events as the Golden Gloves and the annual Home Show sponsored by the newspaper.

On its AM operation, KRSC during the past week began promotional plugs for the Gen.

Eisenhower Story, which the P-I is currently running.

Mr. Priebe also disclosed that substantial commercial billings have been piled up for the TV operation, with spots sold in large numbers. All 17 television set distributors in Seattle have joined together to buy an hour of each of the first five days KRSC-TV is on the air. They plan to have each dealer demonstrate the sets available.

Frederick & Nelson, Seattle department store, has signed for the five-a-week INS Newsreel, placed direct. The store has sponsored a full hour of classical music daily on the AM schedule of KRSC for several years.

Organization Meet Held By N.Y. AP Broadcasters

THE NEWLY FORMED New York State Associated Press Broadcasters Assn. met for the first time last Wednesday at the Hotel Ten Eyck, Albany.

Representatives from stations in New York which subscribe to AP news service met to set up a constitution and by-laws, and to outline the group's functions. The association seeks to secure for member radio stations "as much say" in AP service as have member newspapers.

Thomas McFadden, manager WNBC and WNET (TV) N.York, has been asked to serve as the association's organization committee, and has been named an honorary director. Gunnar Wieg, general manager of WHEC Rochester and group counsel for the Gannett Radio Group, is temporary chairman of the organization.

Telestatus (Continued from page 10) of video, Dr. Coffin said that the survey showed 60% of the people polled felt the technical quality had improved while 85% feel that programming is better.

In a comparative media question, Dr. Coffin said, "we put four major media against each other, asking set-owner's preference among the advertisements in magazines, newspapers, radio and TV.

"The figures: 45% prefer magazine advertising, 44% television, 7% newspapers and 1% radio. "Preference between the two media is strongly determined by economic status. On the middle class level television and magazines balance almost equally. As you move toward the lower classes, magazine preference steadily increases. As you move toward the lower classes, television preference steadily increases. Can it be that television is turning into a mass medium?"

CKNW New Westminster, B. C., has been granted an increase in power to 1000 w D and 300 w N. At present CKNW is operating on 250 w day and night.
On Sunday, September 26th, KVOO inaugurated a series of weekly programs known as "Assignment Progress". These programs are telling the story of construction progress on the new $5,000,000.00 First National Bank-Sunray Oil Company Building, in Tulsa.

Featured element in this First National sponsored program are the voices of the men who build this structure — the excavators, steel workers, carpenters, painters, architects, contractor and many others. By means of wire recording these men are interviewed on the job and describe the work they perform. Designed to do a job of capital-labor relations and to keep the public informed of week by week progress, the program is attracting a large and interested audience.

"Assignment Progress", a KVOO originated program idea, is another first in a long record of achievement! It demonstrates, once again, the kind of program leadership which has made and will continue to keep KVOO Oklahoma's Greatest Station!
"Hi-Jinks"... Baltimore

...Now on Both

Nick Campofreda, Gloria Halliday, and Bob Berry... stars on "Hi Jinks"

WBAL and WBAL-TV...
For years “Hi Jinks” has been a favorite with radio listeners in the Baltimore area at 12:15 to 1:00 P.M., Monday thru Friday. Garry Moore, who now conducts NBC’s “Take It or Leave It”, was a “Hi Jinks” star ten years ago.

“Hi Jinks” is just the sort of program that its name implies. Today’s stars are the brightest in Baltimore’s radio firmament—lovely Gloria Halliday, versatile Nick Campofreda, romantic Bob Berry—plus guests—plus “gimmicks”

It’s the kind of program Baltimoreans wanted us to add to our TV schedule. So now “Hi Jinks” is another WBAL star show also shining on WBAL-TV.
Editorial

Election Postlude

UNTIL THE next crisis, the hottest topic of political conversation will surround the election upset—Labor claims it swung the tide. So do the farmers. The Socialists blame it on the H. Ross-velt in four successive campaigns. In those past FDR campaigns there was never any question about radio as the vehicle.

Harry Truman is no FDR. It wasn't superb oratory that did it. Radio in other ways did for the Democrats what FDR did alone.

Compare the Dewey radio campaign to Truman's. Gov. Dewey's radio manner was perfect—too perfect. It was formal and high level—like Toscanini in a full dress suit. Mr. Truman was as natural as homespun. It was, to use the radio analogy, Toscanini against Fibber McGee. Check their radio ratings and you get the idea.

Ken Fry, radio director of the Democratic National Committee, points out that a direct appeal was made to women with the Committee's ads. He also points out that the radio activity of the labor unions, who spent nearly as much on radio to promote Mr. Truman as did the Committee.

There was the decisive factor in inveigling votes for the Truman ticket. It was done on the local level, and via sound broadcasting. And it accounts for the Democratic landslide in Congress and in state and local offices.

Almost everything overlooked is the strategy of Morris Novik, the radio-labor expert and the former right-hand bower of Mayor LaGuardia during his fabulous successful reign. It was LaGuardia who ignored the newspapers and used radio to reach the New York electorate. He held no press conferences. He let the newspapers tune in WNYC. Mr. Novik was at LaGuardia's elbow.

The Novik formula is simple. He bought late network time—minimum time for eight national programs. He had 60 to 100 local stations cut-in for local candidates for office. Candidates known to the local audience. He arranged a radio rally for AFL, with President Green or Vice President Manney speaking only 4-5 minutes; with Hollywood names interspersed, but always with local cut-ins taking the bulk of the time. More than 100 candidates got on the air locally, but they rubbed radio shows with the President and with the big names of politics, labor, and show business.

Top-rated shows were not kicked off (and paid for). Late time was used, with the local names and local promotion building tune-in.

Listeners were not denied favorite programs. It was done on a straight labor basis—for ILGWU-AFL; Labor Political League; UAW-CIO. The auspices differed, but the technique was the same.

When the politicians quit worrying about the pollsters, and really analyze radio's part in the Truman upset, we venture their judgment will not differ from ours. And we predict that by 1952 the system generally used will largely parallel the "Novik formula."

This job, incidentally, was done by sound broadcasting and local talent. Television couldn't hit the by-ways and the hinterland.

Sound radio drenched them.

Music Lesson

BROADCAST Music Inc., won't be 10 years old until 1956. Yet, 2,000 broadcasters have taken steps to insure its existence (and their own) for another 10 years.

Ten years ago radio had its break with ASCAP, then the Goliath of Tin Pan Alley. Today ASCAP thrives. So does BMI—radio's David. BMI introduced competition in music. It liberated publishers, writers and authors who otherwise might do business at only one stand if, indeed, they did business at all.

Today broadcasters deal in a competitive music market. They get more for less. Music is still a vexatious problem for radio. A decade ago it was life-and-death.

So today 90% of all stations have reaffirmed their faith in BMI through contract renewals, 18 months ahead of expiration. No greater tribute could be paid any organization. It is proof that radio has learned its music lesson.

Only the Beginning

THE ZEAL and emotion that marked NAB's self-regulatory triumph, the writing of business standards, stands out in marked contrast to the coast-to-coast calm that has marked the first six months of the code.

To the suggestion that the industry's code already is an important document, testering on the edge of management's ledgers, Judge Miller explains that the calm has been misconstrued. Rather than a sign of weakness, he says, this unemotional attitude represents a normal and healthy expectancy.

This, of course, is the era in which the educational and interpretative processes will be set in motion. If the code writing process seemed unduly long to men accustomed to quick and important decisions, the next period may sorely strain their patience.

All along Judge Miller has described the undertaking as a legislative process. In the history of civilization, the legislative process has always been followed by the much more difficult task of living under the law as interpreted by judicial agencies.

That's what is about to happen to NAB's Standards of Professional Practice. All professional groups endeavoring to live up to high standards have found that this problem is not easy.

The NAB board this week faces the first test of the actual code operating problem. It will be stimulated by the willingness of major networks to live under its provisions and it will be concerned over the apparent lack of interest at the local level coupled with the very real problem of persuading businessmen to comply even if it hurts.

No person close to the code operation will be surprised if the board meeting turns into a fiery forum. The job is a tough one and cannot be performed by an exchange of love and kisses. Even tougher will be the execution of the board's educational and interpretative program. Here again, the process will require the best efforts of earnest men with many ideas.

And if some outsider snorts that the broadcasters are fighting among themselves once more, Judge Miller will remind that all important achievements grow out of man's success in forging many ideas into a reasonable and acceptable formula.

May they bring the business of broadcasting into the highest level of professional activity. But it's only the beginning.

DOLLY RUTH BANKS

DOLLY BANKS, second in command at WHAT Philadelphia, is one of the best-dressed executives in radio—and she has found a relationship between fashions and running a radio station.

To be fashionable plus, a woman must know how others are dressed—and then dress a bit differently. Dolly Banks' philosophy of profitable station operation is somewhat the same: Find out what the opposition is doing—then do something different and better.

To help her keep tabs on the opposition, she has a radio in every room of her home in the Oak Lane section of her native Philadephia. The sets are more often tuned to other Philadelphia stations than to her own.

Dolly Banks prefers to run in a direction away from the pack. For example, she learned that no station in the area had a Negro disc jockey. So she set one up, hired a fulltime Negro announcer and now has a Negro breakfast show for women only in a Negro night club. Similarly, she concentrated on the Italian language programs, and WHAT now is among the leaders in such broadcasts.

These shows have helped make WHAT a big money maker. And they have confirmed her brother's faith in her judgment. He is William Banks, the station's owner.

Her talent permits her brother to concentrate outside on radio sales, which is his forte, while she concentrates on the inside administration of the station under the title of program director. It is a brother and sister team that has worked with exceptional smoothness.

A shapely, flashing-eyed brunette of 30, she was once a ballet dancer. She was one of Edna Wrose's famous "Wrose's Buds" at Million Dollar Pier in Atlantic City, danced with the Philadelphia Ballet Co. and with the Littlefield group.

In business she talks quickly, to the point, and never forgets WHAT is operating as a commercial venture. On her desk is a cigarette lighter shaped like an eight-ball. She makes it plain that no matter where she sits around that sphere, it is never she who is behind the eight-ball.

Her personal involvement in radio was a hit-or-miss experience until four years ago. Her brother Billy had brought talks of the industry home with him ever since 1929, when he became a time salesman with WIP Philadephia. She did clerical work at that station (Continued on page 68)
"Is there a heart that music cannot melt?" James Beattie, the Scottish poet, asked the question some 200 years ago. It was purely rhetorical, of course. He knew, as smart advertisers have since learned, that music melts all hearts...and lots of sales resistance, too. Ask the advertisers who use WQXR...the station that's all music and such good music that more than half a million New York families can't tear their ears away from it. They're choice families...the choicest in this choicest of all markets. They love good things as they love good music...and can afford to buy them, too. If you've got something you'd like melted into the pure gold of profit...call Circle 5-5566.

WQXR
AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES
**Management**

Harold York, of WGOR (FM) Fort Lauderdale, Fla., president of NEC, where he has acquired recognition under the leadership of Wesley S. Ward, Jr., who has brought an emphasis on sports, news and music programming. Mr. York has been appointed general manager of the station.

**NEWS**

**Cleveland**

**10-Month TV Set Sales Hit 16,572 in Cleveland**

DURING first ten months of 1948, TV set sales in Cleveland's operation of 16,572 TV receivers were sold in the station's viewing area, WEWS reported last Monday. The figure is based on sales and installation data provided by WEWS and distributors.

The 16,572 figure is a minimum total, according to WEWS. It does not include sales of nine TV sets manufactured in the Cleveland area.

**Announcements**

Mrs. Oveta Culp Hobby, VP & Controller of Ward Baking Co., New York, has resigned. Mr. Hobby is a member of the board of the American Legion Post 54.

Mr. Cearley, president of WOR, New York, was elected member of board of directors of Marc-Abbott Ltd., Concern ships fruits and tropical preserves.

**Call Our NEW Representatives**

**RADIO REPRESENTATIVES, INC.**

**CHICAGO • NEW YORK • LOS ANGELES**

**when you want to reach**

**CHICAGO BUYERS**

**ONLY**

**56¢**

**PER THOUSAND**

**In the center of the dial in CHICAGO**

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**BROADCASTING • TELECASTING**

Page 62 • November 15, 1948
The power of KEX, Oregon's only 50 kw. station, is beamed to cover the richest and most populous areas of Oregon and Washington. To attract more listeners for KEX advertisers, KEX is now staging audience promotions in all these Oregon and Washington communities.

**KEX**

**THE 50,000-WATT ABC AFFILIATE IN PORTLAND, OREGON**

National Representatives, NBC Spot Sales, except for KEX, for KEX, Free & Peters
We have today sent the following wire to Earl Johnson, Vice President, United Press. You may make whatever use you wish of this telegram.

"We wish to protest use of the statement 'United Press ahead all the way' attributed to the Minneapolis Morning Tribune in a promotion advertisement of the United Press in the issue of Editor and Publisher, out today. The statement is unauthorized, inaccurate, involuntary, and untrue.

"Not a single election story in any edition of the Minneapolis Morning Tribune was based on figures from the United Press. We do not have confidence in the reliability of United Press figures which experience has given us in AP election figures, which the Tribune used exclusively.

"We voluntarily telegraphed our thanks and congratulations for superior service to the Associated Press in a telegram signed by Gideon Seymour, Executive Editor of the Star and Tribune.

"The statement which the United Press quotes was obtained in this way: On Thursday afternoon, the bureau chief in Minneapolis was asked by the Division Manager in Chicago to solicit a statement,

By Direct Wire from Western Union

ASSOCIATED PRESS, NEW YORK

Frank Starzel

Minneapolis Minn 612 pm Nov 5 1948

We have today sent the following wire to Earl Johnson, Vice President, United Press. You may make whatever use you wish of this telegram.

"We wish to protest use of the statement 'United Press ahead all the way' attributed to the Minneapolis Morning Tribune in a promotion advertisement of the United Press in the issue of Editor and Publisher, out today. The statement is unauthorized, inaccurate, involuntary, and untrue.

"Not a single election story in any edition of the Minneapolis Morning Tribune was based on figures from the United Press. We do not have confidence in the reliability of United Press figures which experience has given us in AP election figures, which the Tribune used exclusively.

"We voluntarily telegraphed our thanks and congratulations for superior service to the Associated Press in a telegram signed by Gideon Seymour, Executive Editor of the Star and Tribune.

"The statement which the United Press quotes was obtained in this way: On Thursday afternoon, the bureau chief in Minneapolis was asked by the Division Manager in Chicago to solicit a statement,
end all spurious blurbs

BY DIRECT WIRE FROM

WESERN UNION

CLAIM OF SERVICE

This is a toll-free Telegram or Cable. 
Reports in the text are not intended for the use of anyone. 
Reports are intended for the use of those who are not members of the Readers

2/26NP MPLS STARR X X X STATEMENT

"THE BUREAU CHIEF WENT TO A REPORTER EMPLOYED BY THE TRIBUNE, 
WHO IS A FORMER EMPLOYEE OF THE UNITED PRESS, AND REQUESTED A STATE- 
MENT. THE REPORTER GAVE AS HIS PERSONAL OPINION THAT THE UP LED 
IN MINNESOTA SENATORIAL AND PRESIDENTIAL RACES. THE STATEMENT WAS 
SOLICITED FROM THE REPORTER AT A TIME WHEN THE MANAGING EDITOR, 
NEWS EDITOR, ASSISTANT NEWS EDITOR, AND THE CITY EDITOR OF THE 
TRIBUNE WERE IN THE OFFICE AND AVAILABLE FOR QUESTIONING. ALL OF 
THOSE NEWS EXECUTIVES HOLD THE VIEW THAT THE ASSOCIATED PRESS 
GAVE SUPERIOR SERVICE. THE STATEMENT WAS THEN TELEPHONED TO NEW 
YORK BY THE BUREAU CHIEF. IN NEW YORK A REPRESENTATIVE OF THE UNITED 
PRESS DELETED A LIMITING PHRASE AND THE NAME OF THE REPORTER, THERE- 
BY INCREASING THE DISTORTION.

"THIS IS THE WORST KIND OF INACCURATE AND UNRELIABLE REPORT- 
ING.

"WE REQUEST THAT THE UNITED PRESS PUBLISH THESE FACTS WITH 
EQUAL PROMINENCE AND THAT THIS STATEMENT BE CARRIED ON ALL UNITED 
PRESS WIRIES SO THAT THERE WILL BE NO MISUNDERSTANDING OF OUR VIEWS."

GIDEON SEYMOUR, EXECUTIVE EDITOR, MINNEAPOLIS 
STAR AND TRIBUNE
WILLIAM P. STEVEN, MANAGING EDITOR, 
THE MINNEAPOLIS MORNING TRIBUNE.

83OPWF

The Associated Press received many commendations — none solicited.

The Associated Press alone — only The Associated Press — 
makes a complete, first-hand tabulation of votes — state by state, 
county by county, and precinct by precinct. The conclusive, unim-
peachable evidence of the outcome of the election on a nationwide 
basis came from only one source......
JIM Mc-CORD has been appointed sales manager of KAVL Storm Lake, Iowa. He was formerly executive secretary of the Storm Lake Chamber of Commerce.

HOLLY MOYER, formerly with John Blair & Co., Hollywood, has joined KFRF Fresno, Calif., as sales manager.

ANDY STATZ has joined continuity staff of KAVL Storm Lake, Iowa.

HANK SABRO has been transferred from publicity department of CKYE Toronto, to sales department.

JAMES D. BLACK has been appointed assistant sales manager of WTRY Hartford, Conn. Mr. Black has been in WTRY sales department for two years.

JOHN M. WEHRHEIM has been promoted to business manager of video department at NBC's Central Division. He has been with NBC for 15 years.

WPTR Albany, N.Y., and WBCA-FM Schenectady, N.Y., have appointed WILLIAM G. RAMBEAU Co. New York, as their representative.

WILLARD SAUNDERS has joined sales department of KCMO Kansas City, Mo. He was formerly an account executive for Buena mont & Hohman, Omaha advertising agency.

WILLIAM W. BOONE, assistant auditor for NBC Western Division, has been named business manager of network's western television operations. CAROL P. EWING, formerly disbursement accountant, replaces Mr. Boone as assistant auditor.

Radio Women Honored By Grocery Trade Group

THREE women broadcasters are to be honored tomorrow (Nov. 16) by the Grocery Manufacturers of America for "outstanding work in interpreting the facts of U. S. food supply to American women."

A top trophy will be awarded to Mrs. Heloise Parker Broeg, "Mother Parker" of WEEI Boston, at the 40th annual GMA meeting in New York City. Mrs. Dorothy S. Towle, WHEB Portsmouth, N.H., and Marion Resch, WJMJ Youngstown, Ohio, won honorable mentions.

City Studies Video Outlet With WNYC

NEW YORK City's Mayor William O'Dwyer has been asked to appoint a committee to study the possibility of setting up a television station for WNYC New York, the city-owned AM outlet. The request came in a resolution introduced Oct. 28 in City Council.

Seymour N. Siegel, who as New York's director of radio communications has charge of WNYC and WNYC-FM, explained that thus far the city has deferred action toward establishing a video outlet pending outcome of the current FCC hearings on channel reassignments.

Clarification of the city's administration of WNYC and WNYC-FM is provided in another bill introduced in City Council the same day.

Control of Station

For the last decade the city stations have been controlled by the Mayor's office, through the Department of Public Works. Last Jan. 1 New York set up the Municipal Broadcasting System as a separate budgetary unit with Mr. Siegel as director, but neglected to amend the law putting it under the Dept. of Public Works.

The proposed adjustment, according to Mr. Siegel, will amount to a legalization and simplification of the system under which the stations have already been operating. It calls for the establishment of a Division of Radio Broadcasting within the office of the Mayor. The bill, now in committee, is expected to be approved with little dissent.

INGRIM IS DON LEE ADVERTISING CHIEF

WARD D. INGRIM, formerly with John Blair & Co., New York, has joined the Don Lee Broadcasting System, Hollywood, as director of advertising. Lewis Allen Weiss, Don Lee president and MBS board chairman, announced the appointment.

Mr. Ingrim assumes his duties today (Nov. 15) in full charge of all selling, advertising and promotion for the 55-station network. He will also handle all western MBS network sales, according to Mr. Weiss.

A native of Stockton, Calif., Mr. Ingrim was graduated from the U. of California in 1931 with B.S. degree. He joined KJBS San Francisco, spending most of four years in sales. Next he shifted to KPRC also that city, becoming sales manager in 1936. Later he was named assistant manager.
HERE COMES GOOD NEWS!

A SHOW THAT SELLS
A PERSONALITY THAT SELLS
A STATION THAT SELLS

The host is Gabriel Heatter, who takes time out from commenting on the news and answers personally many of the interesting letters he receives.

"GABRIEL HEATTER'S MAIL BAG"

Monday thru Friday 10:30-10:45 A.M.

on WGN

is more than just an answer to his letters—it's the answer to an advertiser's dream. This famous personality is now available to a local advertiser on WGN at a bargain talent rate. This combination of "Gabe" and WGN is one that can't miss—so ask us for full details.
Respects

(Continued from page 60)

while a student at Philadelphia's Overbrook High School.

Meanwhile, she picked up details of business management from her father, owner of a chain of shoe stores, and kept learning more and more about showmanship as a balet dancer.

This heterogeneous background was all brought into action four years ago, when her brother purchased WHAT from J. David Stern, Philadelphia publisher. The station had been in the red but her brother had already gotten it on a paying basis when Miss Banks joined him. After that, the two, working full time and part time into a highly profitable business.

On joining the operation, Dolly Banks immediately studied the station's program schedule and decided it needed overhauling. She began to block the time into segments, separating foreign language, English and Negro programs into cohesive units.

Symbiotically she began to slant WHAT's programs toward minority groups.

Around the time Dolly Banks joined the station brother Billy had leave for two weeks on a business trip. Miss Banks, just 26, and brand new to radio management, was left in charge. In that two-week period, a hot potato was tossed into her lap—the religious programs of another Philadelphia station. Ministers and others interested in radio time came into WHTF in droves to get time which the other station no longer found it possible to make available.

All Welcomed

She decided that not a single seeker after time was going to be turned away. She was able to squeeze every time seeker of every denomination somewhere into the schedule.

"We don't just sell time, schedule the show and forget about it," says Miss Banks. "We keep a critical eye on every commercial effort and try to see that the goal intended is being reached. Selling the sponsor a contract is just the beginning of selling him service."

In recognition of the outlet's work in public causes, half a dozen awards and certificates are on Miss Banks' office walls.

She also is proud of the pull the station has been able to effect in behalf of the needy. Best example is the case of a seven-year-old colored girl, whose legs were amputated in an accident. Miss Banks piloted WHAT into a money-raising drive for the victim which resulted in a trust fund for the child of over $5,000.

She was one of the city's official hostesses for the Republican and Democratic Conventions.

Some of her other activities: women's division, Variety Club, radio division, Community Chest; Mayor's Civic Committee; board member, National Negro College Fund; Association of Women Broadcasters; publicity committee, American Jewish Congress; publicity committee, Home League of the Salvation Army.

"Dolly," her brother says, "acted from the start as though she were born with a microphone in one hand, rate card in the other and a copy of FCC rules and regulations spread out in front of her. She's been a natural for the business."

Best Teacher's Contest Started by 'Quiz Kids'

FOURTH ANNUAL Quiz Kids Best Teacher Contest was launched yesterday (Sunday, 3-3:30 p.m. CST, Miles Labs. for Alka-Seltzer, One-A-Day vitamins) over full NBC network. Dr. Paul A. Witty, professor of education and director of the Psycho-Educational Clinic at Northwestern U., and a committee will select the "best teacher of 1949" from letters written by elementary and high school students.

Contest, which offers a $2,500 cash scholarship for study at any university or college and two $1,000 cash awards, closes Dec. 18. Prizes also include security bonds, bicycles and merchandise. Other judges are Dr. Willard Olson, professor of education and psychology and director of research in child development at the U. of Michigan, and the Rev. Philip S. Moore, dean of the graduate school of the U. of Notre Dame.

Weather Maps on Fax

WEATHER MAPS will be transmitted by facsimile in Chicago, according to Gordon E. Dunn, chief forecaster for the U. S. Weather Bureau in Chicago. In the past, weather maps have been plotted in Chicago's courthouse weather station in the loop every six hours and sent by messenger to the municipal airport for use by the briefing pilots. Maps will be received at the airport seconds after they are drawn. It will be possible for business enterprises to tune in receivers along the FAX transmission beam.

Personal Income Up In September

Sales, Wages Rates Also Rise, Government Report Shows

PERSONAL INCOME, chain and mail order sales, and manufacturing wage rates all showed gains in September, according to reports issued by the Departments of Commerce and Labor. The September personal income figure is equal to an annual rate of $214.6 billion—$5 billion more than the third quarter figures of 1948 annual income exceeded those for 1948 by $5 billion.

Farm incomes dropped slightly, however, while payroll increases in the form of wages and salaries accounted for almost all the third quarter increase. Dividend payments rose slightly.

In line with increased spending power, chain and mail order sales showed a 10% dollar volume increase over September 1947. Much of this 10% increase reflects the rise in prices during the year. The index of sales remained at 317, the August level (1935-36 = 100).

Other Gains Reported

Women's wear experienced a more than customary September rise of 7%—while men's wear gained 6% to reach highest volume of trading this year. Shoe sales reached their former high of December 1947, with a gain of 4% in September.

Total volume of chain and mail order sales is estimated at $20 billion for the first nine months of 1948, according to the Dept. of Commerce, Office of Business Economics.

Manufacturing wage rates have increased about 11c an hour in the past 11 months, the Bureau of Labor Statistics reports. This brings the total wage rate increases to 45% since V-J Day. However, total weekly pay of factory workers averages just 30% above the V-J Day level, because of shorter work week and less premium pay. The consumer's price index has out-distanced the total weekly pay increase by 5%—rising 35% in three years.

Down in Carolina ★ ★ ★ ★

Nothing Could be Finer

WNAO Raleigh North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC
Ask AVERY KNODEL, Inc.
BROADCASTING • Telecasting
"OK" NEWS FOR YOUR SALES IN OKLAHOMA

Now Under Construction

ktok

Increased POWER
Better DIALING

5000 DAY-1000 NITE

1000 Kc.

Oklahoma City's Fastest Growing STATION

Talk to Your TAYLOR-BORROFF MAN

GEN'L OFFICES
608 Tower Petroleum Bldg.
Dallas, Texas
Alex Reese, General Manager

LOS ANGELES 15, CALIF.
415 W. 5th Street

NEW YORK 18, N.Y.
500 5th Avenue

DALLAS 1, TEXAS
806-A Tower Petroleum Bldg.

CHICAGO 1, ILL.
560 N. Michigan Avenue

ATLANTA, GEORGIA
128 Marietta Street

SAN FRANCISCO 4, CALIF.
255 Montgomery St.

YOU-and a Million Prosperous Prospects-WILL HEAR MORE OF-

ktok

Affiliated ABC-Key Station OKLAHOMA NETWORK
APCO Tower — Oklahoma City
The music pours forth in Spillville (IOWA)

A northeastern Iowa village of 500 people, Spillville is widely known as the summer home of the famous composer, Antonín Dvořák. In this fertile farming area he found inspiration for many beautiful melodies.

WMT also makes sweet music in Spillville—and in a thousand similar communities in WMTland. With Iowa's stupendous bumper crop, Iowa farm income will reach new peaks this year. And WMT's listeners will have more money than ever to spend with WMT advertisers. Ask the Katz man for full details.

WMT CEDAR RAPIDS

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

Shortage of Power Cuts Ontario Radio

Advertisers Are Considering Dropping Some Accounts

ELECTRIC POWER CUTS at frequent periods of the day, five days a week, are causing headaches to Ontario broadcasters, not only for technical reasons, but also from a revenue standpoint.

Large advertisers are beginning seriously to consider dropping radio advertising, especially in the larger centres such as Toronto, Ottawa and Hamilton, and to request rebates for the time stations are unable to deliver an audience.

While no Ontario broadcasters have had to go off the air as yet because of electric power shortages, large sections of audience are automatically wiped out every time a district goes off the air.

At a meeting held at Toronto Nov. 9 by officials of the Canadian Assn. of Broadcasters, Canadian Broadcasting Corp. and Ontario Hydro Electric Power Commission, it was decided to set up a committee of broadcasters and advertising agencies to work out a campaign to tell Ontario people of the serious nature of electric power shortage and the need for conservation.

Campaign will try to cut use of power in major cities about 25%, and eliminate the need for night power cuts.

Broadcasting officials attending meeting in CAB offices were J. Allan and Art Evans, CAB; E. A. Weir and E. L. Bushnell, commercial manager and program director, respectively of CBC; Waldo Holden, commercial manager, CFRB Toronto; Rody Ford, manager, CHUM Toronto; Don Inelsey and Ed Houston, CKEY Toronto.

As of mid-October there has been a one-hour morning cut, and a one-hour afternoon cut five days a week in Toronto, and starting Nov. 8 there is an evening cut from 7-7:45 p.m. If sufficient power cannot be saved, Ontario Hydro Electric Power Commission officials have threatened to pull switches for all Toronto every weekday, 7-10 p.m., disrupting all electric service—streetlights, transportation and hospitals, as well as radio.

Power shortage is due to a number of reasons: (1) lack of water and snow this year, (2) lack of power generating plant expansion due to war and slowness in starting postwar development, (3) increased postwar domestic and industrial demand for electric power. Southern Ontario gets most of its power from sources in Quebec province, where there is a water shortage.

There is no relief in sight for the few next winters, even though many major power generating sites are now in process of being built. By 1950 there is much power expected to take care of present demand, but not of increased demand by that time.
For the finest sound, just pick from this line...

755A—8" direct radiator, 8 watts, 70-13,000 cycles.

756A—10" direct radiator, 20 watts, 65-10,000 cycles.

757A—dual unit system, 30 watts, 60-15,000 cycles.

72811—12" direct radiator, 30 watts, 60-10,000 cycles.

754A—12" direct radiator, extra high efficiency, 15 watts, 60-10,000 cycles.

754B—12" direct radiator, for outdoor use, 50 watts, 60-10,000 cycles.

754A—12" direct radiator, extra high efficiency, 15 watts, 60-10,000 cycles.

754B—12" direct radiator, for outdoor use, 50 watts, 60-10,000 cycles.

★ NO MATTER what your loudspeaker needs may be, one of these five Western Electric types will fit like a glove!

If you're looking for superlative reproduction, you can't beat the dual unit 757A, with its unequaled combination of efficiency, frequency response and power capacity.

If you want the finest in direct radiators, you'll get just that in any one of the four Western Electric types—simply pick the power you need.

All types are available for immediate delivery.

Call your nearest Graybar Representative or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Western Electric
— QUALITY COUNTS —

TELEVISION news coverage and problems of small station news staffs were highlighted the third annual convention of the Nat. Assn. of Radio News Directors. The three day session, Nov. 12-14, was held at the Desoto Hotel, St. Louis.

An introductory business session opened the meeting Friday morning with John Hogan, WCSH Portland, Me., presiding.


News Executives Participate

Three network news executives participated during the second Friday afternoon panel with a discussion of the "Network Handling of News." The broad aspects of news editing and selection were covered by Abe Schechter, vice president for news and special events, Mutual; Frank McCall, news and special events director, NBC, and Wells Church, director of news broadcasts, CBS.

Bruce Barrington, KOKK St. Louis, opened the Saturday session with a discussion of his findings in the field of facsimile. Potentialities of facsimile in the field of news broadcasting were covered during this panel.

"Documentary Programs, Radio," and "Hm," were only two of Big Mickelson, WCCO Minneapolis, and Soren Munkhok, WOW Omaha.

Mr. Mickelson has recently completed extensive work on two CBS documentaries: "Nebraska: The Equal and Arrows in the Dust.

Mr. Munkhok, who has worked on the production of film documentaries during, discussed problems of producing films for promotional purposes or for television.

James Lawrence, KSD-TV St. Louis, and Jack Krueger, WMJ-TV Milwaukee, led a timely discussion on "Television News." The panel was based on a book published by the NARND, Getting Ready for Television, and took up many of the problems confronting newsmen who are contemplating a switch to video.

The discussion was based on operations of KSD-TV, where delegates had a chance to see video news in action.

During a Sunday morning panel on the Demonstration of International New Service's new video package for television stations was presented by Bob Cooper of INS, New York.

A special feature, "James C. Fidler, traffic officer in charge of broadcasting for the Weather Bureau, conducted a panel on "Television's Handling of Weather News." He covered the subject from the viewpoint of radio and TV.

ROBERT TOMPKINS has joined WWL New Orleans, as news editor.

EARL HENTON, former resident manager of WEBC Duluth, Minn., has been appointed director of news and special projects for the Arrowhead Network, with headquarters in Duluth.

EDWARD J. SCHRITZ has joined KFEO St. Joseph, Mo., as farm director. He was formerly extension radio farm specialist for Purdue U. and WBAA Lafayette, Ind.

PETE SMITH, news director and commentator at WABB and WABB-FM Mobile, Ala., has become a member of the National Press Club, Washington.

NORMAN THOMSEN has been appointed farm editor of KYV Storm Lake, Iowa. He was formerly associated with KSIS Creston, Iowa.

There's an Island in Texas

...Completely Surrounded by Land...

...and it's worth $500 Million to You...

There is an island in Texas...the $500 million Lubbock trading area. Can't be reached from Amarillo (122 miles away), Fort Worth (290 miles), El Paso (380 miles), or San Antonio (411 miles). You cover this market from the inside. Per capita retail sales for the area's 1,960,000 consumers are $662.70-

...and it's worth $500 Million to You...

More local merchants use KCBD than use the other two stations combined.


KCBD

1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

LORD SIMON VISIT

LORD SIMON VISIT
Inspires Other BBC Execs
...To Look Into Local FM...

A VISIT to CFOS Owen Sound, Ont., by Lord Simon of Wythenshaw, chairman of the British Broadcasting Corp., helped inspire visits to U. S. and Canadian stations by BBC top executives. They plan to pick up pointers for the expansion of the BBC into the local FM field.

At a luncheon arranged for him in Owen Sound, Lord Simon was asked to speak. Instead of giving a talk on the BBC he asked each person at the luncheon what he found of interest in CFOS, why he listened to the local station.

He was so impressed with the answers he obtained that he made a detailed study of CFOS operations, especially its local programming. He was especially interested in learning how small a station could operate annually and make money, in addition to building an enthusiastic audience.

The BBC chairman was impressed when told that surveys showed that 38% of local radios are normally in use and that the large majority tune in CFOS. He expressed the opinion to Ralph Snelgrove, CFOS manager, that the BBC system could be expanded on a similar local station basis. BBC is now working on plans for such community FM stations, he added.

Survey Discloses FM
$1 Billion Industry

FM broadcasting has grown in two years from a $10 business to a nation-wide $1 billion industry, according to a survey just completed by FM Assn. The survey was started by FM Assn last summer during the presidency of Everett C. Dillard, WASH Washington, who retired from the post in September.

FM is the fastest growing industry in America, FM Assn claims, on the basis of its study, representing a total investment of $960,250,000 at the end of the third quarter of 1948.

FM Assn recalled that only 66 FM stations were on the air in October 1946 compared to 663 commercial and 25 educational stations now serving 417 cities in 42 states. Another 334 commercial and 20 non-commercial stations are authorized, with another 91 applications, according to FM Assn.

In the third quarter of 1946, member companies of Radio Mfrs. Assn. had produced 89,495 postwar FM sets, according to FM Assn, with 2,409,522 having been produced by last Sept. 30 not counting an estimated 175,000 FM band circuits in TV receivers. FM Assn membership has grown 26% in that time.
Plenty of top shows... and balanced programming... make CFRB your best radio buy

NOW, with a step-up of power to 50,000 watts—CFRB, Toronto, is out to reach more Ontario listeners than ever before!

CFRB’s top shows are varied to suit the preference of Ontario’s listeners... its balanced programming providing a range of radio fare for every member of the family, has always ensured high listenership in Ontario’s rich and lucrative market.

The power boost on September 1st to the potent new 50,000 watt transmitter, and the change of frequency to 1010 on the dial, with Ontario-wide promotional publicity have intensified this market.

To you, the Advertiser, this means more power to every dollar you spend for CFRB advertising. So CFRB is still your No. 1 buy in Canada’s No. 1 market!
Open Mike

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

Thanks From Air Force

EDITOR, BROADCASTING:

The success of this year’s celebration of Air Force Day, Sept. 18, was due in substantial measure to the assistance given us by the radio field through trade publications such as Broadcasting. Please accept our thanks for your assistance.

The cooperation which your staff members extend, at all times, has been most helpful. The Air Force is sincerely grateful.

Stephen F. Leo
Public Relations Director
Dept. of the Air Force
Washington, D. C.

Confusion in Hempstead

EDITOR, BROADCASTING:

Inadvertently your Marketbook has made a mistake out of a mountain.

There is a village of Hempstead and a town of Hempstead. The village is an infinitesimal portion of the town. Our station is a township of Hempstead station, not a village of Hempstead station. Therefore, in listing Hempstead’s population and radio homes BROADCASTING only listed the village and omitted the town. There is a substantial difference. I wonder if you would be good enough to bear this in mind when the 1949 edition is made up.

Incidentally, I think the job you have done in that edition is one that radio has needed for some time and, as always, BROADCASTING and its publisher deserve the highest praise from the industry.

Elias I. Godofsky
WHLI-WENY (FM)
Hempstead, L. I., N. Y.

Advertist Likes Series

EDITOR, BROADCASTING:

I’ve been meaning to write and tell you, since the series started, how interesting and informative I have found your Continuing Study of Major Radio Markets... [The series is] encompassed in our best leather cover.

Seymour Smith
Co-Director
Advertist Research
New Brunswick, N. J.

'Markets’ Aid Teaching

EDITOR, BROADCASTING:

The series of market reports have been greatly effective in our teaching of Marketing and Sales in general. As reference reading for students, the various studies are excellent for clarification of all of

BROADCASTING • Telecasting
NORTH
SOUTH
EAST
WEST...

millions listen to broadcasts from local low-power AM transmitters using General Electric economy tubes!

LOW-PRICED because of large production . . . due to large demand! Shown here are representative G-E power tubes with a nation-wide name for reliability. Specify General Electric tubes in that new transmitter you're designing, to get the biggest dollar-value . . . to get the right tubes (G.E., from its wide list of types, can match precisely your circuit requirements) . . . to enhance your product's standing in the eyes of quality-conscious buyers. A phone-call to your nearby G-E electronics office will bring helpful counsel from tube engineers glad to focus their experience on your problems. Act today!

If you operate a broadcast station, you're interested in fast replacement service. Time off the air is money out-of-pocket. General Electric tubes score again . . . there's a G-E distributor or dealer right in your area, with ample stocks on hand, waiting for your request to rush new tubes to you. You get the types you want, when you want them—built right, priced right, sold right with the solid backing of General Electric's tube warranty! Electronics Department, General Electric Company, Schenectady 5, New York.

**Low price tube:**

**SPECIFICATIONS:**

- **Filament voltage:** 10 v
- **Filament current:** 4.5 amp
- **Max ratings (CCS):**
  - d-c plate voltage: 1,600 v
  - d-c grid voltage: 100 v
  - d-c screen voltage: 120 v
- **Max signal d-c plate current:** 70 ma
- **Screen input:** 250 w
- **Plate dissipation:** 170 w
- **Tubes:** GL-810, GL-828

**Characteristics:**

- **Type GL-810**
- **Type GL-828**

**First and Greatest Name in Electronics**

**General Electric**

**Broadcasting • Telecasting**

November 15, 1948 • Page 75
KNBC San Francisco's Standard Hour celebrated its 22nd anniversary on the air Oct. 31 when it broadcast the opening concert of its fall symphonic series. The anniversary show featured the Seattle Symphony Orchestra.

Halloween was a dual occasion for Jim Hamilton, WIND Chicago disc jockey. His broadcast on that date also marked the fourth anniversary of his afternoon Record Shop show. Appearing on his show was screen star Jane Powell.

A testimonial luncheon was held at the Cloud Club in New York Oct. 28 by Ruthrauff & Ryan directors and executives to honor their president, F. B. (Barry) Ryan Jr., who turned 200 before, on that date, joined the firm.

Larry Lazarus, WBBM Chicago accountant, has just completed his 18th year as a CBS staff member. Head of the station's accounting department since 1946, Mr. Lazarus previously worked at CBS New York.

An 18-year-old half-hour dramatic series, First Nighter, sponsored by Campana Sales Co., Batavia, Ill., has returned to the air via CBS. Barbara Luddy and Olan Soule are stars of the show, produced by Joe Amler.

Singing canaries of the American Radio Warblers 15-minute Sunday afternoon show on MBS, under sponsorship of American Bird Products Co. (Bird Seed), Chicago, returned to air Oct. 31 for its 22nd consecutive year. Agency is Weston Barnett, Chicago.

WMOT, FM affiliate of WWSW Pittsburgh, Oct. 22 began its sixth season of broadcasting the Pittsburgh Symphony Orchestra concert.

Celebrating its first anniversary on the air in Hudson, N.Y., WHUC Oct. 21 presented a special program featuring interviews with people in two counties. Tape recordings were made during a tour by Paul Baron, Dick Miller and Frank Panny, WHUC staff members.

The KSTP (Minneapolis) Barn Dance celebrated its eighth anniversary as an air feature Oct. 30 with a special broadcast and show from the St. Paul auditorium. David Stone, emcee-producer, organized the group in 1940. He came to KSTP from WSM Nashville, where he was co-producer and emcee of the Grand Ole Opry.

Grand Slam, emceed by Irene Beasley and heard at 11:30 a.m. (EST), Sept. 28 through Friday on CBS, last month started its third year on the air.

C. Glover Delaney, general manager of WTHT Hartford, Conn., was honored by station employees Oct. 30 at a dinner in celebration of his completion of ten years' service with the station.

George Watson, announcer, program host and暄d-man on WBEM Chicago, celebrated his 19th year in radio and his 12th at WBEM Oct. 16. He has been heard on Scattergood Barnes, Ma Perkins, First Nighter and his present show, Gold Coast Rhythm.

**Milestones**

**New CBC Headquarters Are Chosen in Montreal**

NEW HEADQUARTERS for Canadian Broadcasting Corp. at Montreal, will be housed in the former Ford Hotel on Dorchester St. This building was recently bought by the Canadian government for $2 million [BROADCASTING, July 12] and is being rented to the CBC. The 12-story building will be called Radio Canada. It will be ready for occupancy May 1.

Twenty-one studios, master control, recording, operations and program clearance offices will occupy the first and second floors. Three of the large studios are equipped with separate booths for multiple language broadcasting. Third floor will have news services, technical maintenance, music and record libraries. CBC Montreal and Quebec service will occupy fourth and fifth floors. Teletype, record and stenographic pool will be on sixth floor; CBS international service on seventh and eighth floors; engineering division on eighth floor; and administrative offices will be located on top floor. Ninth and tenth floors will be open for expansion of CBS services. It is estimated that about $1 million will be spent by CBS in renovating the building.

**Capitol Records Reports Biggest Year in History**

"BIGGEST YEAR in history" is being enjoyed by Capitol Records, Hollywood, according to a letter to company stockholders from President Glenn E. Wallichs. Mr. Wallichs attributes the success to the enlargement and increased activity of Capitol's sales organization and vigorous fall sales campaign.

Sales figures for the first nine months of year ended Sept. 30 amounted to $13,177,010, a 25% increase over similar period in 1947. Net income for that period was $1,211,109, a figure equal, after providing for dividends on convertible preferred stock, to $2.96 a share on common stock. Last year's figure was 45c per share. Third quarter sales for 1948 were $5,103,341, with net income $485,620, equal to $1.08 per share on common stock.
\[ \text{SONGS BY PEGGY LEE} \]

ONE OF MANY HIT SHOWS WITH STRONG SPONSOR APPEAL—YOURS IN THE CAPITOL LIBRARY!

Lovely Peggy Lee—Winner of many musical awards and a radio star of the first magnitude! Her Capitol Transcription Show is made-to-order for local sponsors who demand network calibre programing at low cost. Opening and closing themes sung by Peggy are included.

The Capitol Library is more than just a “transcription service.” It offers you everything you need to lure listeners and win sponsors.

Ove 3500 musical selections at your finger tips plus a broad choice of network-quality programs tailor-made from these selections for local use. Send coupon below for full details today!

... all the finest ingredients for building Big Time Shows with local appeal

Send for details today!

Capitol Transcriptions
Sunset and Vine, Dept. B1115
Hollywood 28, California

\[ \square \text{Please send me your descriptive booklet} \]
\[ \square \text{Include sample transcription} \]

Name________________________
Station_______________________Position_____
Street________________________
City__________________________State_______
Let's compare yesterday with today... that will give us an idea of what tomorrow can be!

Machine Power: Since 1910 we have increased our supply of machine power 4½ times.

Production: Since 1910 we have more than doubled the output each of us produces for every hour we work.

Income: Since 1910 we have increased our annual income from less than $2400 per household to about $4000 (in dollars of the same purchasing power.)

Work Hours: Yet, since 1910 we have cut 18 hours from our average workweek—equivalent to two present average workdays.

HOW have we achieved all this? Through the American kind of teamwork! And what is teamwork?

American teamwork is management that pays reasonable wages and takes fair profits—that provides the best machines, tools, materials and working conditions it possibly can—that seeks new methods, new markets, new ideas; that bargains freely and fairly with its employees.

Our teamwork is labor that produces as efficiently and as much as it can—that realizes its standard of living ultimately depends upon how much America produces—that expects better wages as it helps increase that production.

Teamwork is simply working together to turn out more goods in fewer man-hours—making things at lower costs and paying higher wages to the people who make them and selling them at lower prices to the people who use them.

What we've already accomplished is just a foretaste of what we can do. It's just a start toward a goal we are all striving to reach: better housing, clothing, food, health, education, with ever greater opportunities for individual development. Sure, our American System has its faults. We all know that. We still have sharp ups and downs in prices and jobs. We'll have to change that—and we will!

It will continue to take teamwork, but if we work together, there's no limit on what we can all share together of even greater things.

WANT TO HELP? MAIL THIS!
PUBLIC POLICY COMMITTEE
The Advertising Council, Inc.
11 West 42nd Street, New York 18, N. Y.
I want to help.
I know that higher wages, lower prices, shorter hours and larger earnings can all result from producing more goods for every hour all of us work.
Therefore, I will ask myself how I can work more effectively, every hour I am on the job, whether I am an employee, an employer, a professional man or a farmer.
I will encourage those things which help us produce more and add to everyone's prosperity—things like greater use of mechanical power, better machines, better distribution and better collective bargaining.
I will boost the good things in our set-up, and help to get rid of the bad.
I will try to learn all I can about why it is that Americans have more of the good things in life.
Please send me your free booklet, "The Miracle of America," which explains clearly and simply, how a still better living can be had for all, if we all work together.

Name ____________________________
Address __________________________
Occupation ________________________

Approved for the PUBLIC POLICY COMMITTEE of The Advertising Council by:
EVANS CLARK, Executive Director, Twentieth Century Fund
BORIS SHISHKIN, Economist, American Federation of Labor
PAUL G. HOFFMAN, Formerly President, Studebaker Corp.

CONTRIBUTED BY BROADCASTING AS A PUBLIC SERVICE
in co-operation with the Magazine Publishers of America
Applications Involve Ten AM Stations

KCSB San Bernardino, Calif.—Assignment of license from WSBK, San Bernardino, Calif., to KCSB, San Francisco, Calif., is authorized to transfer the license and assignment of the right to operate an AM broadcasting station to the new licensee. The transfer is subject to the approval of the Federal Communications Commission.

KUCO Pasadena, Calif.—Transfer of control of KUCO from C. E. H. Finger to the new owner, William T. Brown, is approved. KUCO is assigned a new call sign, KUCO, and the new licensee is authorized to operate the station.

WJOC Jackson, Miss.—Assignment of license from WJOC, Jackson, Miss., to WJOC, Jackson, Tenn., is approved. The transfer is subject to the approval of the Federal Communications Commission.

KUGN KUGN-FM Eugene, Ore.—Assignment of license from C. B. Fisher and B. N. Phillips to KUGN, Eugene, Ore., is approved. KUGN is assigned a new call sign, KUGN-FM, and the new licensee is authorized to operate the station.

KXYZ KXYZ-FM Houston, Tex.—Assignment of license from the City of Houston, Texas, to KXYZ, Houston, Texas, is approved. KXYZ is assigned a new call sign, KXYZ-FM, and the new licensee is authorized to operate the station.

SLOVAK 'VOICE'
Clandestine Station Can't
Claim U. S. Connection—

U. S. government monitoring service last week disclosed the existence of a clandestine Slovak-tongued radio station operating somewhere in Europe. It is purportedly dedicated to the idea of broadcasting a picture of the world situation outside the Iron Curtain for listeners within the Soviet-dominated Czechoslovakia.

U. S. officials simultaneously denied the possibility that the United States had any connection with the anti-Communist station. They expressed doubt, however, that first appraisal of the station's existence, that broadcasts had emanated from Czechoslovakia itself. Such a broadcast would not be difficult for the Communist regime to locate and stop.

Initial broadcasts were originally picked up by government monitors Nov. 3. It identified itself as the "broadcasting station of free and democratic Slovakia."

Annual Awards for Best Canadian Shows Planned

AWARDS are to be given annually by the Canadian Assn. for Adult Education for distinguished Canadian radio programs. First awards are to be made on programs originating on any Canadian station or network. Deadline for entries is Feb. 15, 1949.

A national advisory body has been set up, representing universities and cultural organizations. Special radio committee includes: T. J. Allard, general manager of Canadian Assn. of Broadcasters; Neil M. Morrison, program department of Canadian Broadcasting Corp.; Winston McQuillan, radio director of Cockfield Brown & Co.; and Mayor Moar, Assn. of Canadian Radio Artists.

Local advertisers base their advertising on RESULTS....
Radio Pushes N. Y. Drive Against VD
AM, FM, TV Stations Donate Over $125,000 in Time

WELL OVER $125,000 worth of time is expected to be given by New York City's radio and television stations to the city-wide drive against VD. The campaign, which was planned last March, and has been eight months in the works, got under way on Monday, Nov. 8 and will run through Dec. 7.

Gen. Dwight D. Eisenhower, president of New York's Columbia U., opened the drive, asking for radio's complete cooperation. "American radio with its wide-spread and diversified appeal," he said, "is perhaps better equipped to convey this message of warning and of hope than any other medium of mass information. This is an unparalleled opportunity for the broadcasting stations to join with doctors, clergy and other community leaders in a vital public service.

"The campaign against VD must succeed, and radio with its impressive record of accomplishment in the public interest can be one of the most potent factors in that success."

Some 21 AM stations, 18 FM, and 5 TV stations, all New York, are cooperating with the three agencies sponsoring the VD campaign. The agencies are the U. S. Public Health Service, New York State Health Dept. and the New York City Dept. of Health.

Eight 15-minute transcribed dramas, featuring such talent as Margo, Raymond Massey, Eddie Albert and others, plus six 15-minute documentaries, including interviews with VD patients in hospitals, have been made by George Hicks of ABC.

Productions were supervised by Erik Barnouw, director of Columbia U.'s radio bureau and president of the Radio Writers Guild. Frank Papp of NBC directed the shows.

Programs are scheduled for such times when an audience is assured, and of the large networks key stations, WJZ, WBCS and WBNC, are cooperating by playing the transcribed presentations across the board, Monday through Friday, at 11:15 p.m.

Jumping the gun on the campaign's opening, WOR, Mutual's New York outlet, presented a special roundtable forum on the subject, Saturday, Nov. 6. Live spot announcements, interviews, and guest shots on disc jockey shows are being used by all participating stations, and WNEC is originating special jingles for the drive. Particular emphasis is being placed on foreign language stations—WOW, WHOM, WEVD, WBNX, and WLIB.

Morris S. Novik, public service radio consultant, New York, is supervising the radio campaign, which is being directed by Mike Jablons and Nat Ruich of Gansborough Assoc., New York, and Henrietta Harrison, YMCA, New York, radio director.

Wesley Jones

WESLEY JONES, former announcer at WGNR-TV and WABC, and KCBC Des Moines, died Oct. 24 at Oakdale (Iowa) Sanatorium of tuberculosis. He is survived by his mother and father, Mr. and Mrs. Orval A. Jones. He had also been with WOW and KOIL Omaha, KTBV Shreveport, La., KABC San Antonio and KGBS Harlingen, Tex.

ARRANGEMENTS for extension of Rural Radio Network to two new affiliates are completed by (l to r) John S. Begley, treasurer, WACE-FM Springfield, Mass.; Bruce Gervan, RRN general manager; Miller McClintock, former Mutual president and senior consultant for RRN, and Julian Gross, president of his own agency in Hartford, and general manager of WKB-N FM Hartford. New stations joined the network Dec. 5. WKB-N FM is on Channel 279 (103.7 mc), with 20 kw, and WACE-FM operates on Channel 262 (100.3 mc), with 3.2 kw.

PERMIT WITHDRAWN FOR 3 FM STATIONS

CANCELLATION of three FM station permits was effected by FCC last week. Two of the deletions were made at the request of the applicants while another was cancelled for failure to complete construction within the time specified. Its construction permit expired Feb. 16, FCC records show.

KTBC-FM Austin, Texas, owned by Texas Broadcasting Corp., was deleted at the request of the station. KTBC indicated it is receiving interference from another AM station in Cuba and as a result of the unique situation involved may have to move its present site. Therefore it does not wish to continue FM construction at this time, FCC was told.

WVOP Portsmouth, Va., owned by The Portsmouth Post Pub. Co., also was deleted at the applicant's request. Firm requested dismissal without prejudice and indicated it may request reinstatement as soon as legal aspects concerning the WVOP building site are cleared. Court proceedings are under way to determine validity of title to the property, Commission was informed.

BILL KING has joined WTAD and WTAD-FM Quincy, Ill., as head of sports department.

HOME OF P. H. HANES KNITTING COMPANY

Hanes underwear and hosiery are known and worn the world over. Another big industry within sight of the WAIR tower. Just a part of the great market awaiting the buyer of WAIR time.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.
A First FOR Cleveland

16,572 Television receivers have been installed in Cleveland and the Northeastern Ohio Area served by WEWS, in its first 10 months of operation. No other metropolitan area, served by a single station, can point to such a record in so short a time! And this record-breaking figure of 16,572 represents only actual installations...not all installations but only those reported. No figures were available from nine manufacturers whose sets have been sold in this area...nor for the many make-it-yourself teleset “kits” now in use. Anyway you look at it its a Television “First” for the great Cleveland area.

and First IN Cleveland

In an election-night telephone survey—not conducted by WEWS but by an independent research organization—a startling total of 78.7% of all sets surveyed in greater Cleveland were tuned in. And more remarkable still, 63.8% of all sets in use were focused on WEWS...conclusive proof of the superior election coverage of the “First in Cleveland Station” which brought ABC Network’s top-grade Election Staff with its brilliant national coverage, in addition to the Ohio coverage of WEWS’s experienced local News-Staff. Not since the recent World-Series Telecasts has WEWS reached such a peak audience.

WEWS	TELEVISION Channel 5

Cleveland’s Scripps-Howard Station
AFM Offer
(Continued from page 81)
render opinions to the President and government departments.
This doesn't eliminate chance of governmental endorsement of the AFM welfare fund plan, however.
While Mr. Perlman wouldn't admit it, the department is believed to have made some sort of arrangement to rule on the contractual terms.
Although agreement has been reached by recording companies and the AFM, no contracts have been signed, according to Milton Diamond, AFM general counsel and prime mover in the effort to settle the 10-month strike by means of a new type of welfare fund.
"When will you start recording?" Mr. Diamond was asked.
Legality Question
"When the Attorney General tells us the agreement is legal," he answered, refusing to comment on what will happen if it is declared illegal or if the department refuses to offer encouragement of any sort.
"What about transcription companies?"
Mr. Diamond indicated a similar type of formula would soon be discussed by the union and transcribers.
Hope for quick resumption of recording on approximately a pre-strike basis hinges on the attitude of the Dept. of Justice, he said.
AFM-recorder contracts were called to the attention of Mrs. Grace Stewart, executive assistant to Attorney General Clark, though she refused to concede their existence or discuss the subject.
Later Wednesday afternoon it was learned that Mr. Perlman had sent for the contracts after his bout with reporters. This show of interest was viewed as a hopeful sign, since the request for departmental sanction of the strike-ending plan comes directly under his jurisdiction.
Members of the AFM-recorder delegation who called at the Dept. of Justice Wednesday were Mr. Diamond; Jerome Adler, attorney in Mr. Diamond's office; Joseph McConnell, RCA; John Nields, also RCA; Jack Pearl (King), Record Mfrs. Assn.
The appearance of the AFM and record manufacturer delegation followed the earlier announcement of both parties that they had settled upon both the trusteeship plan and the basic labor contract.
The trusteeship system of handling royalty payments originally proposed had contemplated the naming of the Guaranty Trust Co. as trustee and administrator of the funds paid by the record makers as royalty on every record sold.
The company, however, could not act in that capacity because of corporate limitations excluding operations in Canada. Canadian musicians, it was understood, would benefit from royalties.
As an alternative to the appointment of a company as trustees, the union and the manufacturers agreed to select an individual. No selection had been made by the end of last week.
The royalty plan submitted to the Attorney General's office established only the principle of the revised system and did not identify a trustee.
Legal authorities in New York were inclined to disregard frequent reports that the Attorney General was not empowered by law or by tradition to issue an opinion on the AFM-record makers proposal. They pointed out, however, that if approval were forthcoming, it would doubtless be qualified.
Usual procedure in such cases is that the Attorney General writes a letter stating that on the basis of facts presented to him he finds no obvious cause for criminal prosecution.
The letters pertain only to possible violations of the criminal law and are always issued with the reservation that the Attorney General will not prosecute any illegal actions that develop.
It was said that even if the Attorney General issued no opinion on the royalty plan, the presentation of the plan to his office might provide at least slight judicial protection in the event of future prosecution. Both parties could show their good intentions if, after putting the plan into practice, the government opened prosecution.
Evidence of the good faith of the parties in presenting the plan to the Attorney General before putting it into practice would not, however, be acceptable in a civil suit.
The fact that submission of the plan—whether eliciting approval or no opinion—might constitute a measure of help in any future criminal prosecution encouraged some observers to believe that the AFM and at least some of the record manufacturers would decide to install the plan despite the Attorney General—unless, of course, he issued outright disapproval.
Same Plan
Except for the replacement of a corporation by an individual as trustee of the royalty fund, the plan presented to the Attorney General was identical with that agreed upon by the union and the record companies three weeks ago [BROADCASTING, Nov. 1] and embraced the same scale of royalty payments.
The payments are virtually the same as those obtaining under the old royalty system which was outlawed by the Taft-Hartley Law and was abandoned when Mr. McGrath imposed the ban at midnight last Dec. 31.
The labor contract, which was signed by the union and the manufacturers only a fortnight ago, provided to exactly the same wage scales obtaining before the ban. The basic wage is $41.25 for a three-hour recording session and $13.75 per hour per day over that.
The selection of the trustee to administer the royalty fund was regarded as a major problem. Although the salary provided for such services was a carefully kept secret, it was known that the manufacturers—who by the agreement of the union will do the selecting—were looking for an impartial servant of highest caliber.
Industry sources did not conceal the fact that the trusteeship would be a "big job" and would take most of the time of the person assigned to it.
Samuel Rosenbaum, Philadelphia attorney and one-time president of WFIL, was known to have been considered among others.
One informed source indicated that another who had been at least tentatively considered was Anna L. Rosenberg, New York attorney and former regional director, War Manpower Commission.
Under the agreement submitted to the Attorney General the manufacturers would pay royalties to the welfare fund, which would be administered by the trustee. Theoretically the trustee could disburse the fund for any musical welfare purpose.
Allocation Plan
It was understood that the plan contemplated the establishment of allocations by geographic districts which correspond closely to the distribution of AFM locals but are not described on paper as being so arranged.
Most legal observers regarded the plan theory as acceptable under the Taft-Hartley Law, though some conceded that it might not constitute a violation once put in practice.
The possibility that the Taft-Hartley Law, which at the time the AFM and the manufacturers reached this agreement seemed destined for a long life, might be amended by the next Congress was also seen as influential to the future of the royalty plan.
In the event those sections of the law concerning the payment of royalties from employers to a union were modified, the present measures taken by the AFM and the record makers to circumvent the law would, of course, be unnecessary.
The Idea
that became a Christmas tradition

We don't mean hanging up mistletoe... (although that can be a very rewarding idea).

We don't mean a holly wreath... (although it wouldn't be Christmas without one).

We don't even mean sending Christmas cards... (although that's a good way to let friends know you wish them well).

We DO mean THIS:

If you're wondering what's the best way to say "Merry Christmas!" to your business associates, customers, potential customers, and friends named Bill and Ed and Jim...

...say it with a bottle or so of Four Roses!

So many people give Four Roses for Christmas nowadays that it's become sort of a holiday custom—and well it might be. For you could search high and low without finding a gift that's half so welcome and sure to please—and one that offers such a simple solution of your gift problems!

Four Roses—so softly mellow and distinctive in flavor—is a gift that not only reflects your thoughtfulness but is also a compliment to the good taste of the man who gets it.

Your favorite retailer will be glad to make special arrangements for gift purchases.

FINE BLENDED WHISKEY—90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corporation, New York.

For the holiday season—in a special, attractive gift carton.

FOUR ROSES
GIVE WHAT YOU'D LIKE TO GET—AMERICA'S FAVORITE GIFT WHISKEY
AFTER-DINNER speakers were plentiful at the third annual Women Broadcasters Day luncheon of 13th District Conference, Assn. of Women Broadcasters, meeting in San Antonio, Nov. 6. At speakers' table are (left to right): Dr. George C. Baker, pastor, Laurel Heights Methodist Church; Mrs. Harold Gee, past president, City Federation of Women's Clubs; Lucille Shearwood, Federal Ad-

TELEVISION is here to stay but it will never replace AM broadcasting, the 13th District conference of the Assn. of Women Broadcasters was told by Seymour Andrews, WBAP-TV Fort Worth television program director. The conference was held Nov. 6-7 at the Gunter Hotel, San Antonio.

Sessions were opened by Miss Short, with addresses of welcome by Jack Lewis, president of the San Antonio Chamber of Commerce, and Bill Michaels, general manager of KABC San Antonio.

Pat Griffith, NAB director of public relations, began the day with a presentation of the AM radio industry and the Woman Broadcaster. His subject was “Women-wide” Lucille Shearwood, Federal Food Service, New York, discussed “Publicity and the Woman Broadcaster.”

Mr. Andrews spoke during the Nov. 6 luncheon. His subject was “Television Comes to Texas.” Dorothy Lewis, UN coordinator of women's broadcasts, said Texas stations would be used as testing ground for a poll on what the public knows about UN. A resolution to that effect was adopted by the conference.

Afternoon speakers at a workshop session, with Frances Helm, WBAP-TV and AWB Texas state chairman, presiding, included Phyllis Webb Soehl, radio director, Jocelyne of Texas, and Thomas D. Riggs, West Texas director, at U. of Texas. Mr. Riggs brought a group of students who participated in a panel discussion with Mary Holland, WACO, Waco; Virginia Graham, KRX Corpus Christi; Alice Barry, KEPC El Paso; Marjorie Willinks, KPAL Port Arthur.

The afternoon program closed with a barbecue at the ranch of George W. Johnson, general manager of KTRA San Antonio. Gov. Beauford H. Jester, of Texas, proclaimed the day as “Women Broadcasters Day in Texas” and called on all citizens “to recognize the service and contribution of radio women to the American way of life and the American system of broadcasting.”

Sunday's program included a style show staged by Joske's at the Renaissance Room of the Menagerie Hotel and an afternoon business meeting.

Attending the AWB meeting were:

Helen Caldwell, KFDM Beaumont; Phyllis Webb Soehl, Joske's of Texas; Patricia Marlin, Faye Stowe, Country Adv. Agency, San Antonio; Ruby Goodman, KHOU Borger; Imogene Stanley, WWAP San Antonio; Julie Benelli, WFAA Dallas; Virginia Graham, KRX Corpus Christi; Shirley A. Minor, KNAC San Antonio; Frances Helm, WBAP Fort Worth; Lucille Shearwood, Federal Adv. Agency, New York; Lily Juncker, KABC San Antonio; Mary E. Vickers, Louise Donegan, KPC Port Arthur; Jeannette Smith, Pat Sawyer, Jo Murray, U. of Texas; Lucille Cook, KVET Austin; Jo Anne Whitmore, Anne Mistletoe, Thomas B. Riehward, U. of Texas; Phoebe Ann Fry, Elizabeth Fox Knatch, KONO San Antonio; Betty Duke, E. Renee Mix, U. of Texas; Billy B. Beach, KSTA Coleman; Pat Griffith, NAB.

Trends

(Continued from page 23)

two-thirds (60%) stated that the large stations would benefit most, 19% thought the medium station had most to gain from this promotion, and 13% thought it favored the small stations.

Two-fifths (41%) of these same managers claiming the film would not benefit all stations alike, were of the opinion that network affiliates had most to gain. Only 7% thought that the film would do more good for the independents. The remaining 52% had no comment to make on that score.

Table 3

“Do you think the NAB radio promotion film will benefit all stations alike?”

If no, which will benefit most?

<table>
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<tr>
<th>% of managers who think film will not benefit all stations alike</th>
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<tr>
<td>Small stations</td>
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<td>Medium stations</td>
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<td>Large stations</td>
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<td>Network affiliates</td>
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<td>Unanswered</td>
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Affiliated ABC ★ LONE STAR CHAIN 5,000 WATTS ★ 560 KC

KFDM BEAUMONT, TEXAS

REPRESENTED BY FREE and PETERS

Page 84 • November 15, 1948

BROADCASTING • Telecasting
They knew what they wanted

And, like many other radio engineers, they also knew where to bring their plans for successful completion.

Among recent Blaw-Knox installations is this rugged 500 ft. Special Heavy Duty H 40 Tower for the Crosley Broadcasting Corporation's Station WLWT, supporting a 5-section RCA Television Antenna.

Tower-building experience dating back to the days of "wireless" is at your disposal when you enlist the services of Blaw-Knox engineers.

Blaw-Knox Division
Of Blaw-Knox Company
2038 Farmers Bank Building • Pittsburgh 22, PA.
WASHINGTON, D.C. (Continued from page 28)

Washington and Transit Radio are in the "very serious talking stage." The tri-cornered negotiations are expected to be concluded some time in January.

In surveys of thousands of riders during tests in Baltimore, Washington, Houston, Cincinnati, Wilkes-Barre, St. Louis and Worcester, Mass., an average of 96% wanted transit FM as a regular passenger bonus.

In Portland, Ore., 30 new vehicles have been ordered equipped at the factory for FM reception.

Possible Chicago Market

WFMF, FM affiliate of Marshall Field's WJJD Chicago, is reportedly manifesting a keen interest in introducing transcasting to Chicago, which has upwards of 5,000 buses and streetcars.

Two large electronic producers, Stromberg-Carlson and General Electric Co., are offering receiver sets for transit vehicles. Transit Radio's first order with Stromberg-Carlson calls for 1,000 receiver sets. This order was placed in October (Broadcasting, Oct. 11).

Transit Radio, national representative for subscribing stations, is now actively pursuing its advertising role in hopes of developing a lucrative market. Many observers expect transcasting to become a multi-million dollar radio advertising medium (Broadcasting, Feb. 23).

Already Transit Radio has several national advertisers and a growing list of others are becoming interested. In several weeks national TV sales offices will be opened in Chicago's Pure Oil Bldg.

Heading the sales operation is Frank E. Pellegrin, president of KSTL St. Louis and first director of NAB's Broadcast Advertising department. Mr. Pellegrin presently is occupying desk space with Lorenzen & Thompson, publishers representative, in the 325 N. Michigan Bldg. (Broadcasting, Nov. 8).

New York sales offices, 250 Park Ave., are in charge of William H. Ensign, former sales manager of New York's Rural Radio Network.

The radio committee of the AAA, headed by Carlos Franco, media director and manager of station relations for Young & Rubi- cam, plans a meeting in New York early next month to explore the possibilities of transcasting.

Allen to UNESCO

GEORGE V. ALLEN, Assistant Secretary of State in charge of Public Affairs, has been named to head an American delegation of 28 advisors and officials to the UNESCO (United Nations Educational, Scientific and Cultural Organization). The parliament convenes in Beirut, Lebanon, Nov. 17.

ABC’s "video recordings"—films of events from a cathode ray receiver tube as the live program is in progress—received their preview last Wednesday at the ABC board room in TV sales offices.

Network uses a "single" system of recording, with both picture and sound recorded simultaneously on 16mm film. The process is described as much more economical than the multiple recording procedure, in which entire series such as "March of Time," are recorded each separately, as it avoids both the double footage of film and the double processing. The Paramount system of kinescopic recording, which is used by CBS, is also a "single" system but it utilizes 35mm film in place of the 16mm film used by ABC.

Frank Marx, ABC vice president in charge of engineering, pointed out that with its method ABC can record a half-hour video program for $60. This figure compares with a cost of $225 for a half-hour recording made by the double process and using 35mm instead of 10mm film.

Possible Chicago Market

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You "Gotta Go" Where the People Are

Florida's greatest market -- in population -- income and sales -- lies along its lower east coast.

WIOD's concentrated signal is poured into this area day and night...from Stuart to Key West...and around Lake Okeechobee.

B.M.B. figures on WIOD are proof of this concentrated, top coverage, and...in the key Miami area, WIOD is tops, too! See B.M.B. and Hooper!

TV RECORDINGS

Newsman See Preview Of ABC Process

U.S. Shows Far in Lead In Canada October Poll


Daytime English language programs in October were led by Pepper Young's Family 16.1, followed by Big Sister 15.9, Ma Perkins 15.8, Happy Gang (Canadian program) 15.4, and Right to Happiness 14.9.

First five French-language evening programs in October were U're Homme et Son Peche 32.3, Radio Cabavins 32.4, Ceux qu'on Aime 30.8, Metropole 30.0, and Qui Suis-je 29.1.

Edward B. Murrow, CBS news commentator, is narrator of a new Columbia Record album titled "I Can Hear It Now," which covers events from 1912 to 1940 with the actual voices of the participants dubbed to disc. Album includes excerpts read by the late President Franklin D. Roosevelt, Winston Churchill, Gen. Eisenhower, Adolph Hitler, Benito Mussolini, and many other world figures.
Para-dyne...

PICKS UP THE WHOLE GAME

Here at last is a one-microphone answer to the harassing problem of long range pickup — PARA-DYNE — a single, complete long-range directional unit.

No more stringing up numerous mikes to get those crowd noises, cheers, the band from the opposite side of the football field, or even the quarterback's signals . . . PARA-DYNE can sweep the stadium right from the broadcasting booth with a consistently accurate, wide range, high fidelity response — the ideal solution for all outdoor special events broadcasts. Designed in cooperation with broadcast engineers, the parabolic dish is of 16 gauge 2S aluminum. It's 9.9 inches deep and 30 inches in diameter, with a focal length of 5.67 inches to provide as narrow and as long range a beam as possible. The swivel mounting permits full planning and elevation.

The compact, rugged, high fidelity dynamic microphone has substantially flat frequency response from 60 cycles to 13,000 c.p.s. plus or minus 2.5 db, assuring faithful reproduction of speech and music. Its swivel mounting permits variable focal points and wide pickup range.

The unit includes a permanent mounting bracket as well as a portable tripod mounting stand. Either setup is simple and a matter of a few minutes.

PARA-DYNE, complete, sells to radio stations at an amazingly low price. Manufactured by the Neponset Radio Corporation for BROADCAST EQUIPMENT INC. F.O.B. — BOSTON, MASS. NET TO STATIONS $150.00 LIST $250.00

SPECIFICATIONS

- Parabolic reflector: 30" diam., 16 gauge aluminum.
- Focal length of dish: 5.67".
- Frequency Response: Substantially flat, 60 to 13,000 c.p.s. plus or minus 2.5 db.
- Output Level: 53 db below 6 milliwatts — 10 dynes/cm² pressure.
- Impedance: 50 and 250 ohms in one microphone. Recessed switch in stud provides easy selection of desired impedance.
- Cable: 20 ft. shielded, two conductor, synthetic rubber-jacketed cable.
- Finish: heavy, durable chromium and baked crackle finish.
- Weight: total, 17 pounds.

BROADCAST EQUIPMENT INC.

"The only Complete service to broadcasters"

1124 BOYLSTON STREET, BOSTON 15, MASS.
WASHINGTON D. C., ADDRESS, WARNER BLDG.

November 15, 1948  *  Page 87
Radio Silence
(Continued from page 21)

Dr. H. Gourfain

A. A. GOURFAIN, JR.

Gourfain-Cobb Advertising Agency
Chicago

to the need for continuous operation of the radio telephone services of the police and fire, as well as of radio broadcasting stations, as compared with the risk of any advantages which may accrue to the enemy.

Equipment Is Efficient

"The American communications system is exceedingly efficient," the manual reported. "In wartime, however, it may be severely damaged in areas under heavy attack; therefore any contingency must be provided for and sound plans developed so that in such an emergency communications in some form will be available. How to anticipate such problems should be the purpose of civil defense communications planning in cooperation with authorities in the communications field."

OCGP proposed the establishment within the Executive Branch of the federal government of an Office of Civil Defense, headed by a civilian director. The director would be responsible either to the President or to Secretary of Defense.

The Office of Civil Defense would furnish directions to similar bodies in states and communities, responsible for carrying out their own operating aspects of the program, and would coordinate activities. Four deputy directors would be appointed to head the major service segments of the national organization. One of these officials, the deputy director for technical services, would supervise activities in the communications, engineering, fire service, police service, war services, and transportation divisions.

Advisory Panels

Advisory panels, composed of representatives of telephone and telegraph companies, stations and networks, and amateur radio groups would confer with the director of the communications division. The division would be subdivided into three branches, general communications, radio broadcast, and other radio services and air raid warning and aircraft observers communications (See chart page 21).

Similar organizations would be set up in the various states, using wherever possible existing facilities such as departments of Highways and Public Health, Military state organizational plans and legislative measures have been furnished the Governors of the states.

Local organizations would be patterned after the state and national groups. Regional offices also are contemplated. On all levels advisory panels would be expected to help establish and operate the systems.

It is recommended that the Office of Civil Defense, with the cooperation of the FCC and the Armed Forces, select specific stations throughout the nation to serve as master stations for operational guidance of all other stations within each of the air defense control areas.

Under this arrangement, the key station would accept information and instructions only from such authorities as the civil defense air warning chiefs and possibly the local civil defense control centers.

Other stations which would become satellites in emergency conditions would, by direct line connection or monitoring of a special carrier or by other means, be prepared to hear any signal which would indicate impending attack and the prescribed action to be taken.

Only in the event of proper codified instructions to the satellite stations would they join with key stations in broadcasting civil defense information.

Minimum of Six Months

Mr. Hopley explained that such a civil defense structure would take a minimum of six months to organize after appropriate legislation had authorized it. He estimated that in wartime operation, some 15 million people might be involved in all phases of civil defense.

It was recommended that serious consideration be given to development of a simple, standardized communications code for use in radio defense operations. This would insure brevity of messages sent on loaded facilities and provide security in transmission of technical information.

The plan urges that arrangements be made in advance for the allocation of channel frequencies required for exclusive use by civil defense control centers.

Defense officials pointed out that police communications facilities, in time of emergency, must be expanded to accommodate decentralized sub-headquarters within communities, for alternate headquarters, and for field command posts and traffic regulation point stations.

"Rules and regulations of the Federal Communications Commission," the plan indicated, "provide adequate frequencies for use of fire service communications.

It should be recognized that for radio broadcasting stations to serve the needs of civil defense effectively it is essential that they remain on the air preceding an air attack, during air raids and in the post raid periods."

In anticipation of enemy airborne operations within the United States, it was felt that OCDP and the armed forces should determine the extent that stations should be used in directing civilians and warning against broadcasts by the enemy.

The protection of stations against normal physical hazards and the war hazard of sabotage and fifth column activities are the primary responsibilities of the companies or public agencies operating the facilities, according to the plan.

Through stations civil defense educational material could be quickly presented to a maximum audience by a minimum number of persons, the report advised.

The plan is also designed for peacetime disaster application.

"In an emergency all possible conditions cannot be foreseen," officials admonished. "Civil defense plans should, therefore, comprehend the establishment during emergency of a single appropriate source, preferably in the local civil defense organization, for broadcasters to consult for specific instructions concerning conditions induced during the attack."

It was the opinion of the de-
fense experts that "positive assistance" could be rendered to civil defense by stations during and immediately following an attack.

They warned that if the attack should be atomic the public must be encouraged to steel itself against the tremendous shock of surveying the damage, loss of life, and the casualties which would inevitably ensue.

During this period of shock "it is almost certain that the public will come closest to mass hysteria," the report said, warning that stations, through proper programming and dissemination of reliable information, can perform a service "unavailable by any other means."

Ways in which radio could assist during emergencies were:

(1) Reassure the civilian population.
(2) Assist in mobilizing, through its facilities, fire-fighters, police and other services.
(3) Prepare those who have taken shelter for action after the all-clear is sounded, giving them instructions on assembly points, and describing the civil defense facilities which will be available.
(4) Inform the public of those areas which should be avoided because of radiological or other contamination.
(5) Give instructions on the use of 

MODERNISTIC in design is the new transmitter building of KENI Anchorage, Alaska. Licensed to Midnight Sun Broadcasting Co., station operates with 5 kw on 550 kc and is an affiliate of ABC-Don Lee. Austin A. Lathrop is president, with Alvin O. Bromstedt, general manager.

Under the defense plan all stations would be responsible for maintenance, repair or expansion of their own facilities. Priorities for materials would be secured through the OCD.

Legislation is required to put the civil defense plan into operation.

Horace H. Nance, on leave of absence from his position as assistant vice president in charge of AT&T long line engineering department, is chief of the technical division of the existing Office of Civil Defense Planning. This division has supervision over communications.

Members of the communications advisory panel are:

Leonard Asch, president, WBAC (FM) Schenectady; Clyde S. Bailey, executive vice president, U. Independent Telephone Assn.; Theodore Herrier, assistant to AT&T, Washington; Edward Breen, president, KVFD Fort Dodge, Iowa; Charles M. Brown, director of plans and methods, Western Union; A. L. Budding, senior secretary, American Radio Relay League; Everett L. Billard, president of Continental (FM) Network; Capt. William Eddy, president, Television Assoc., Chicago; John Fetscher, president, WKZO, Kalamazoo, Mich.; F. E. Handy, commercial manager, ABRL; James L. Gohig, general manager, WIOG Miami; J. K. Poppele, president, Television Broadcasters Assn. and engineering vice president of WOR New York; John B. Rees, assistant to AT&T; Robert K. Richards, vice president and general manager, KCHI Chicago; C. R. Richter, engineer, U. Independent Telephone Assn.; Harold Ryan, vice president and general manager, MBO Chicago; Robert Shirley, NBC director of television engineering and operations; John Shepherd III, chairman of the board of the Yankee Network, and Carlston D. Smith, NBC television director.

Ken Stinson, Jr., WATG's remote radio engineer, broadcast the news of Hollywood broadcasters last Tuesday, Nov. 9, with 90-minute inaugural broadcast. Attended by approximately 500 people, program had Melvyn Douglas as m.c. and featured Edgar Bergen and Charlie McCarthy, Martha Tilton, Kenny Baker, Larry Babbitt, and speeches by WATG's new station manager and other officials and ILGWU executives.

Preview luncheon was held same day for press and heads of other stations.

Station is owned by Union Broadcasting Corp. Cliff Gill is general manager; Dan Russell, program director. Newly completed offices are at 6540 Sunset Blvd. The 58 kw station has been operating since Sept. 8 on 94.7 mc.

**Get in the Know - Now!**

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollars. For further information contact Vic Dierkes, WAZL, 521 Fifth Ave., N. Y. C.

**Music . . .**

24 hours a day

**Sports . . .**

**News . . .**

**WINZ FLORIDA'S BIG INDEPENDENT 940 KC**

**FLORIDA'S BIG INDEPENDENT 940 KC**

Clear channel FULL TIME

Business Address: WINZ BUILDING 304 LINCOLN ROAD MIAMI BEACH

Studio: MIAMI, MIAMI BEACH and HOLLYWOOD

Main Studio: HOLLYWOOD BEACH HOTEL

Jonas Welland, President

**Music . . .**

**SPORTS . . .**

**NEWS . . .**

**24 hours a day**

WINZ FLORIDA'S BIG INDEPENDENT 940 KC

Clear channel FULL TIME

Business Address: WINZ BUILDING 304 LINCOLN ROAD MIAMI BEACH

Studio: MIAMI, MIAMI BEACH and HOLLYWOOD

Main Studio: HOLLYWOOD BEACH HOTEL

Jonas Welland, President

**Hom Otto Goes**

Larson & McMahan Chicago, 1, I1

Dear Otto:

Cousin Politikin' 'Algy is still concerned over 'th' election...Oh, his candidate fer constable won 'nother four years fer once . . . 'Algy is concerned cause he can't figure out who's going to cast the decision 'n this state...Yeah, you may be startled by 'in' way 'th' election turned out, but just wait 'til you see 'n' results o' 'maw in WCHS. You'll be fit to be tilled...Courses, WCHS keeps pluggin' them CBA programs wi' 5000 watts at 380 day-in-day-out. . .and we got a follerence in Charleston, West Virginia that's hard t'reat.

Yer.

'Algy

WCHS

Charleston, W. Va.

November 15, 1948 — Page 89
You can put your confidence in—

GENERAL ELECTRIC

KMGM
Los Angeles, Calif.

WFMZ
Allentown, Pa.

WRRN
Warren, Ohio

WBGE
Atlanta, Ga.

WTHT—FM
Hartford, Conn.

KYFM
San Antonio, Tex.
BROADCAST STATION EQUIPMENT FOR FM—AM—TV
TRANSMITTERS ★ ANTENNAS ★ AUDIO FACILITIES
PERFORMANCE ENGINEERED AT G-E ELECTRONICS PARK—THE NEW
WORLD CENTER FOR PROGRESS THROUGH ELECTRONICS

GENERAL ELECTRIC
ELECTRONICS PARK, SYRACUSE, N.Y.
**RED CROSS**

Commends Radio Disaster Aid

BROADCASTING's nation-wide cooperation in disaster relief activities was commented on by Howard Bonham, American Red Cross vice president for public relations. At the same time ARC announced expansion of its emergency radio facilities.

**Mr. Bonham**

Three fixed shortwave stations, to be supplemented by mobile units, have been established in Washington, Chicago and San Francisco and will serve as relay points between the Red Cross and amateur or other shortwave networks in disaster areas.

Operative on an instant's notice, the facilities will supplement the ARC national teletype system and will be manned by qualified amateurs and U.S. Naval Reserve trainees [CLOSED CIRCUIT, May 24].

Although the expansion of physical facilities primarily increases capacity for non-broadcast traffic, ARC pointed out some of this traffic subsequently may be broadcast as news, information about relief centers, warnings or other directions and appeals for aid.

**Alert to Responsibilities**

In his acknowledgment of commercial radio's aid in national emergency, made in a letter to BROADCASTING, Mr. Bonham stated that "the many people who make up our great nation-wide system of broadcasting are alert to their responsibilities to the public."

"This fact has been repeatedly demonstrated," he said. "In time of disaster networks and individual stations have been quick to assist in the broadcast of emergency messages."

Other Red Cross officials cited several instances in which commercial stations have played a vital role in emergency relief aid.

**TV PROBLEMS**

"TELEVISION sets won't become an over-the-counter sale item until TV research personnel have resolved the problem of shortening the size of TV antennas," said Dr. W. R. G. Baker, vice president in charge of electronics, Monday. He spoke before members of the Institute of Radio Engineers and Radio Mfrs. Assn. at their last fall meeting in Rochester, N. Y.

"This is important," Dr. Baker asserted, "because many people do not want to disfigure their homes with large antennas and also because installation costs of large antennas are high." He said the problem was one of "most concern" to researchers.

Dr. Baker observed there had been an attempt to decrease prices of TV sets by cutting the image size of the receivers, but pointed out that surveys indicate a public preference of 10-inch tubes over smaller (and less expensive) tubes.

Dr. Baker envisioned color television as "still far off."

**Given New Method**

At the joint meeting, Otto H. Schade, advanced development engineer, tube department, RCA, outlined a new method providing a practical means of analyzing and rating the capacity of lenses, and TV camera and picture tubes to show picture detail.

Mr. Schade said the method meant "the end of guesswork" for the television industry, permitting, for the first time, objective measurement and selection of camera lenses, tubes, kinescopes and kinds and ranges of tubes that will give the best results in reproduction systems. He reminded that useful resolutions for television are limited by the width of television frequency channels.
BMI
(Continued from page 25)
paractively, the department announced it would slap a similar suit against BMI and its broadcaster owners.

Despite general feeling that the BMI organization could withstand a court test, the broadcasters concluded that a government seal approval would cement BMI’s by now formidable position in the music field.

So, on Jan. 27, 1941, BMI signed a consent decree promising to refrain from monopolistic practices and to make music available to users on a per program as well as a blanket license basis, with network performances to be cleared at the source. The decree was to become effective when ASCAP had accepted similar restrictions.

Serious for ASCAP
For ASCAP this was a far more serious matter, involving a thorough overhauling of its organization as well as a change in its method of licensing broadcasters to use its music.

It was not until March 5, a month after the Dept. of Justice had instituted criminal proceedings against it in the federal court in Milwaukee, that ASCAP signed its consent decree and agreed to rewrite its by-laws in accordance with the government mandate. Thus ended the civil suit. A week later it was found guilty in the criminal action and paid fines of $32,250.

Meanwhile, BMI had become the world’s largest music publisher, shipping 100,000 units a week from its New York headquarters, occupying 25,000 square feet and employing 275 full-time employees, including the full membership of the New York Autographers Union.

Its production schedule included some 14 new popular songs and 35 new copyrighted arrangements of the most popular public domain selections.

To calculate payments based on performance for music it licensed, BMI engaged Dr. Paul Lazarfeld, director of Columbia U.’s Office of Radio Research, to set up an elaborate logging formula.

BMI’s success in supplying the broadcasters with music that was, on the whole, acceptable to both listeners and sponsors, did not lead to any industry move to perpetuate this monopolistic position.

BMI had been founded to introduce effective competition into the music licensing field and the fact that the monopoly was now BMI’s instead of ASCAP’s did not alter this principle. As soon as the ASCAP reorganization was complete, negotiations for its use on the air began.

Mutual was the first network to make a deal, resuming the use of ASCAP tunes on May 13. CBS and NBC (which then operated two networks, Red and Blue, forerunner of today’s ABC) followed suit on Oct. 30.

New pattern of ASCAP rates—2 1/2% for network programs, 2 1/2% for local shows under blanket licenses, in contrast to the previous 5% and the proposed 7 1/2%—was the best proof of BMI’s success. They meant savings of millions of dollars a year in ASCAP payments, savings that were substantial even when BMI and ASCAP fees were added together.

BMI was here to stay and no question about it.

The rest is history, perhaps best summarized by the numbers of BMI station subscribers: 804 at the end of 1942, 837 a year later, then 977, 977, 1,255, 1,829 and, as of mid October, 2,286, of which as this issue went to press 2,006 had signed renewal contracts running from May of 1950 to the same month of 1959.

Government Curb on FM
Assailed in Australia
WIDE OPPOSITION has been expressed in Australia to the government decision to restrict FM operations to government stations. Australian radio, which includes commercial and government stations, is supervised by the Australian Broadcasting Commission under the Dept. of Posts and Telegraphs.

J. E. Riddley, president of the Federation of Commercial Broadcasting Stations, said that his organization was “deeply concerned” over the fact that commercial stations appeared to have been left out of the FM. The Postmaster General said he felt the decision wise “in view of the number of letters I receive from people complaining of horror serials, misrepresentation and exaggeration on commercial stations.”

Center Your Attention on
Center of the Dial
860 kc
MILWAUKEE

FIRST IN THIS
BIG WEST TEXAS MARKET

In HOUSTON, the ears of TEXANS are upon
KTRH
...nationally represented for 15 years by

JOHN BLAIR & COMPANY

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

November 15, 1948 • Page 93
Again in 1948 the United Press delivered returns from the American elections to all parts of the world ahead of other services.

Last week we advertised some of the first messages received.

Here are additional comments on this performance by clients abroad and in the United States.

EL UNIVERSAL, Mexico City—M. Lanz Duret, President and General Manager: “You were ahead and superior throughout on the U. S. election as reported on our direct leased wire.”

WPTF, Raleigh, N. C.—J. Edgar Kirk, News Director: “United Press did its customary competent job in covering recent election. In this area returns were gathered and tabulated rapidly and accurately and passed on to us without delay. Your state staff did an unusual fine job in wrapping up one of the biggest stories in the present generation. A salute to United Press.”

DALLAS TIMES - HERALD — James F. Chambers, Jr., Managing Editor: “United Press election coverage was superb.”

YORKSHIRE POST, Leeds, England (in an editorial): “United Press, using cables mainly, gave us astonishingly quick and complete service of the news. Our late editions were far ahead of rival papers selling in the same areas.”

MONTREAL STAR—A. J. West, Managing Editor: “U. P. was better consistently nightlong. Many thanks for your fine election coverage.”

SOUTH AFRICAN PRESS ASSOCIATION (comprising 29 newspapers), Capetown, S. A.: “Many thanks excellent presidential coverage which flashed all morningers.”

ATLANTA CONSTITUTION — Ralph McGill, Editor: “Congratulations your election service. It was superb all the way through.”

WCSC, Charleston, S. C.—Russell Long, Program Director: “Congratulations outstanding election coverage. WCSC proud to be part of fast accurate reporting organizations.”

UNITED
The World's Best Coverage
(CORRECTION: In Editor and Publisher last week we attributed to the Minneapolis Morning Tribune an endorsement of U.P. election returns. Subsequently we were advised that the endorsement came from a member of the Morning Tribune staff who was not authorized to speak for the paper and whose statement did not represent the opinion of the management. We regret this error and take this opportunity to withdraw the statement.)

HONG KONG TELEGRAPH — Stewart Grey, Editor: “Election complete United Press beat. Many thanks for a superior service.”

AUSTRALIAN ASSOCIATED PRESS (88 clients in Australia and New Zealand): “Thanks to the United Press for the excellent service throughout the election. Fine performance.”

KMPC, Hollywood, Calif.—“You were an hour ahead of one service and several hundred thousand votes of another all evening. Your fast and colorful leads were also great stuff.”

CBS, New York—Henry O. Wefing, Asst. Director of News: “This is to congratulate United Press on the fine service election night. We found all your material of great help. Your leads were clear and enlightening and your figures on the Presidential race helped keep us well ahead in reporting the national and state-by-state totals. All our broadcasters described your material as excellent.”

MEMPHIS COMMERCIAL APPEAL — Frank Ahlgren, Editor: “With three wire services, Commercial Appeal deskmen used United Press solid throughout the night and from the first to final editions. That indicates how my shirt sleeve crew felt about U.P.'s fine election coverage.”

PASADENA (Calif.) INDEPENDENT—T. G. Wood, Managing Editor: “U.P. coverage presidential elections best ever. You were right with facts from beginning to end. Your tabulations showed Truman leading from start.”

CJAD, Montreal: “Your were not only ahead, you were miles ahead.”

WNAO, Raleigh, N. C.—Dudley Tichenor, Manager: “Your election night service was excellent. There is no question but that you made it possible for us to lead in the report all night long.”

SYDNEY (Australia) DAILY MIRROR—H. S. Currie, North American Editor: “A brief thanks and appreciation for U.P.'s remarkably fine effort in connection with the Presidential election coverage. We used U.P.'s election figures throughout the entire evening for relay to Sydney.”

ABC, NEW YORK — John T. Madigan, National News Editor: “Congratulations on your election night coverage. Your service was a great help to us. You did an excellent job.”

WMAW, Milwaukee—Jack Bundy, General Manager: “Our only source was United Press and throughout we were consistently ahead.”

PRESS
Of the World's Biggest News
TEN private commercial broadcasting companies are being planned for Japan in line with the expected enactment shortly of a new broadcasting law by a special session, according to U. S. Government monitoring services.

The Japanese Broadcasting Corp. has heretofore enjoyed monopoly in the country's radio field.

The National Broadcasting Corp., with an initial capital of 30 million yen (dollars), is planning to set up 101 low power stations throughout Japan. The organization, Central Broadcasting Co., will cover a district with commercials and relays of foreign broadcasts, it was reported.

People's Broadcasting Corp. also has a 30 million yen capital, plans to set up a chain of stations in main cities. The new Japan Broadcasting Corp. itself is aiming at commercial broadcasting in Tokyo.

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**SPONSORSHIP of approximately ten hours a week of video time in Philadelphia by Peirce-Pheps, local agency distributor, is discussed by (1 to r): J. Trevor Peirce, vice president of Peirce-Pheps; Howard (Hank) Enders, manager of the Philadelphia edition of the Force Series, which placed the account, and Charles M. Phelps, secretary-treasurer of Peirce-Pheps.**

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**WATV GOES OFF AIR REPLACING ANTENNA**

WATV Newark will be off the air tomorrow (Nov. 15), in favor of Tuesday and Wednesday during installation by RCA of a new six bat-wing transmitting antenna. With favorable weather conditions, the video station will return to regularly scheduled programs on Thursday, Nov. 18, at 5 p.m., according to station officials.

WATV is entering the fight programming field. Station has formed the Newark Boxing Club as a subsidiary and has engaged George Kob, New Jersey matchmaker, to arrange fights.

WATV also has secured a license to present fights in its television center, formerly the Mosque Theater, where its studios are located, and plans to remodel the auditorium to accommodate both fighters and audience.

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**LEGISLATIVE CURBS ON POLLS PROPOSED**

**CONGRESSMAN ELECT Earl Chudoff (D.-Pa.) announced last week he will introduce legislation to regulate the operation of public opinion polls, setting up standards for them under FCC jurisdiction.**

He made the announcement on the U. of Pennsylvania Career Forum Nov. 7, weekly feature of WCAU Philadelphia.

Mr. Chudoff stressed, however, that he was not in favor of abolishing polls, even if that were possible constitutionally. He argued that the polls are affected with the public interest because of their psychological impact on the people.

He recommended licensing of pollsters, abolition of poll-taking by telephone, and publication of the methods of operation used by pollsters.

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**ALL-RADIO MATERIAL MULLED AT NAB MEET**

Script material of the All-Radio Presentation film was reviewed at a meeting of the NAB Sales Managers Executive Subcommittee held Tuesday at BMB headquarters, New York.

Suggestions for personalizing the material to bring it close to the communities in which the film will be shown open up by the Subcommittee. Gordon Gray, WIP Philadelphia, is chairman.

Arnold Pearl, writer, was named to prepare the script from the basic material assembled by Victor M. Ratner, CBS vice president and director of advertising and sales promotion. Next Subcommittee meeting will be held in December. Attending besides Messrs. Gray and Ratner were Ivar Kenway, NBC; E. P. H. James, MBS; George Wallace, NBC; Lewis H. Averey, Avery-Knodel; W. B. McGill, Westinghouse Radio Stations; Maurice B. Mitchell, NAB.

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**R. VAN BUREN OPENS N. Y. SERVICE FIRM**

RALPH VAN BUREN, former vice-president and secretary of Ruthrauff & Ryan, New York, has opened a new business to be known as "Ralph Van Buren, Specialist in Adverting Agency Administration," with offices in New York.

Consultation service will be rendered to agencies covering management problems of organization, business methods, financial control, personnel and remuneration.

A group of management engineering specialists will be associated with Mr. Van Buren, with facilities available in Chicago, Cleveland, Montreal and London.

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**Miami Herald Becomes First AP Fax Member**

THE DISTINCTION of being the first facsimile newspaper with Associated Press membership has fallen to the Miami Herald's operation, it was announced by Ken Cooper, AP executive director, following a meeting of the AP board of directors last week.

Five facsimile editions of The Miami Herald are published daily and transmitted over facilities of WQAM-FM Miami, the newspaper's transmitter. The facsimile technical staff is supervised by Engle and operates for other media as well.

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**Senator Holmes**

ROBERT D. HOLMES, commercial manager of KAST Astoria, Ore., became one of the first state senators when elected Nov. 2. Mr. Holmes, who was elected on the Democratic ticket, will move to the state capital in January.
Public Determines TV Status—Stanton

CBS President Discusses Video On First of New Series

TELEVISION'S present status and its future are being determined by the American public rather than by the industry itself, according to Frank Stanton, CBS president.

Mr. Stanton voiced this conviction last Monday in an interview on CBS with Lyman Bryson, the network's public affairs counselor. Program. You and Television, was the first in a new series, You and . . . "The real hero of television is not the scientist, the engineer or the broadcaster, but the American public itself," Mr. Stanton declared. "It is the people themselves who are creating television so swiftly today."

He continued: "Television, like radio, should be a medium for the majority of Americans, not for any small or special groups. Therefore its programming should be largely patterned for what these majority audiences like and want . . . "The Commission [FCC] has the responsibility to regulate the technical operation of television and radio stations generally, and to assure their general operation in the public interest. But . . . the Commission, we feel, does not have the power to control what particular types of programs television or radio may offer to the audience. Only the people, in the final analysis, can vote yes or no on that."
BBC-MOVIE PACT

A closer alliance between the BBC television department and British motion picture theatre operators may result from discussions now in progress in London. Agreement may enable the BBC to telecast sporting and special events now priced beyond its financial reach and allow the theatre people to receive theatrical reproduction rights.

If the desired outcome is achieved, the BBC would authorize large-screen reproduction of its telecasts of outstanding sports and other special events by the motion picture theatres. For such events the theatres could increase admission charges. A percentage of the increased revenue from the theatre box offices would be turned over to the BBC for use in paying for the television rights.

As a non-profit organization licensed by the government as the exclusive broadcaster of aural and video programs and supported by taxes on receiving sets, the BBC has only limited funds available for rights.

It is understood that £2,000 is the most ever paid for video sports rights in England an incremental sum in comparison to telecasting sports fees in America.

BBC also will use the discussions to try to obtain certain newsreel privileges it now lacks. Unwillingness of the British newsreel makers to make any of their products available to the BBC has forced it to set up its own newsreel department, which currently produces two quarter-hour news programs a week for BBC telecast.

Competition between theatre and broadcast newsreels has made it difficult and in some cases impossible for BBC cameramen to cover some events. BBC would like to secure full rights for its cameramen. Deal may also include permission for the BBC to televise some feature films for its home viewers.

Appointment of Norman Collins, BBC controller of television, to the board of governors of the National Film Institute of Great Britain was taken by industry observers to indicate that the present discussions are being taken seriously by both sides and may produce important results in the not too distant future. The appointment was announced last Monday in London.

Mr. Collins learned of his appointment in New York where he spent last week observing American television and, viewing the premier in the United States (at New York's 72d St. Translux Theater) of the film made from his best selling novel, Dulcimer Street.

Confirming reports from London, Mr. Collins said: "Discussions concerning the future of large screen television in British cinemas are taking place at this moment in London, under government auspices."

"A committee has been formed with consist of the managers of the various of the BBC. The committee sits under the Post Office chairmanship. The discussions are centered mainly on public television, next on remote broadcasts, including big sporting and national events."

"The BBC has emphasized that it does not wish to become a 'home cinema' but would like, in return, to be able on occasion to avail itself to British and American feature films and documentary films of top-line importance."

Details of settlement are not anticipated immediately but the discussions are progressing in a mood of optimism and mutual confidence."

WAAM'S BIG DAY

New TV Outlet Was on Air

23 Hours Nov. 2-3

SECOND day of WAAM (TV) Baltimore's operation (election day) turned out to be not just an ordinary one, but the station was equal to the task. WAAM was launched Nov. 1 [BROADCASTING, Nov. 8], and began its election day programming at 5:50 p.m., expecting to sign off at its regular time. Instead it stayed on the air 23 hours.

In addition to presenting election returns, the station aired ten live shows and several film programs. Telecasting provided by ABC, with which WAAM is affiliated, was supplemented by a number of DuMont shows.

WAAM operates on Channel 13 (210-216 mc).

Turntable

BETTE CROSSET, former director of women's programs at WZIP Cleveland, has joined Frederick W. Ziv Co.'s Cincinnati office as member of publicity staff.

FREDERIC W. ZIV Co., Cincinnati, has announced sale of 14 of its programs to two stations—WLIN Merrill, contracted for eight shows; KSIB Creston, Iowa, has purchased six additional shows, raising its total of Ziv packages to eight.

GUILD RADIO FEATURES, Toronto, has emphasized its ability to handle Canadian sales of Kermit-Raymond Programs, New York.

AUDREY MILSON, formerly of CHUM Toronto, has joined Guild Radio Features. Formerly in charge of syndicated programs promotion and production, Miss Milson has been appointed to handle promotion of syndicated programs and production.

MARTIN D. SCHNALL of Columbia Records, Bridgeport, Conn., has been appointed to handle promotion of Broadcast Features, Inc. Formerly in charge of advertising section and promotion department, prior to his new appointment he was production control manager in charge of scheduling and coordination of all Department of Sales at firm's Bridgeport, Conn., plant.

FREDERIC W. ZIV Co. has moved its Hollywood office to 3525 Hollywood Blvd.

When It's B.M.I. It's Yours

Another BMI "Pin Up" Hit—Published by Mellin

CORNELT SYMPHONY


BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK, N. Y.
Webster Electric "EKOTAPE" Recorder-Reproducer

Superlative tone quality, more power output, and many valuable and practical features make the new "Ekotape" an exceptionally desirable tape recorder. It is extremely simple to operate. Fast forward and fast rewind speeds and time indicator scales make it easy to locate any desired section of a program, quickly! High and low level input and external speaker jacks add versatility. Designed to meet user's requirements after careful surveys and many interviews with recorder users. A highly versatile, efficient, and dependable recorder with the high quality you expect of a fine musical instrument.

WEBSTER ELECTRIC
RACINE, WISCONSIN

MAIL THIS COUPON TODAY

Webster Electric Company, Racine, Wisconsin:
Please send me, without obligation, literature fully describing the new "Ekotape" recorder-reproducer.

Name:

Address:

City:

State:

November 15, 1948 • Page 99
PETITION OF IBEW ON WABD DISMISSED

PETITION of Radio and Television Broadcast Engineers Union, Local 1212, International Brotherhood of Electrical Workers (AFL) was dismissed last Wednesday by the National Labor Relations Board. Petition asked that the local be designated collective bargaining agent for technicians and "certain other related employees" at WABD (TV) New York.

Technicians and related groups at both DuMont-owned television stations, WTTG Washington and WABD, are covered by a single contract with the International Alliance of Theatrical and Stage Employees, IATSE, as well as DuMont and the National Assn. of Broadcast Engineers and Technicians, opposed the Local 1212 petition.

NLRB's decision supported the contention of IATSE, DuMont and NABET that there should be no separate contract for WABD technicians. The decision pointed out that WABD and WTTG "are operated as a single unit from both an administrative and operational standpoint," that there is frequent interchange of employees between the two stations and that DuMont uses "one schedule of wage rates for similar classifications of employees at both stations."

British Films for CBS

CBS-TV has acquired exclusive American video rights to 52 British films, with such stars as James Mason, Gracie Fields and Michael Redgrave. J. L. Van Volkenburg, vice president and director of TV operations, made the announcement. Rights cover distribution as well as broadcasting. Films will be available to all video stations on a syndicated basis. Pictures are scheduled to be ready for distribution within six weeks.

CROSLEY DIVISION AVCO MFG. CORP., Cincinnati, announces production of two combination television and radio receivers. New models feature dual operation as FM radio as well as television receivers.

GET ON THE BEAM!

Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles market.

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL

5000 WATT CLEAR CHANNEL SATELLITE
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<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>National Press Building</td>
<td>Adams 2414</td>
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<td>Offices and Laboratories</td>
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<td>Dixie B. McKey &amp; Assoc.</td>
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<td>HERBERT L. WILSON</td>
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<td>WILLIAM L. FOSS, Inc.</td>
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<td>134 Clarence St., Phone 7-377</td>
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<td>A. R. Bitter</td>
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<td>TOLEDO 6, OHIO</td>
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November 15, 1943  •  Page 101
November 9 Applications . . .

**ACCEPTED FOR FILING**

**Assignment of License**

- WQVW-Murfreesboro, Tenn.—Assignment of license from Cecil N. Floyd, Jr., and S. D. Wooten, Jr. to S. D. Wooten, Jr. & S. D. Wooten, Jr. (WQVW) to WQVW (WQVW)
- WBZ-KWZB (WBZ)-FM, Radio Stations, Inc., New York City, to WZKN-WZKN (WZKN)
- WQZ-WQZ (WQZ)
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T HE PROMOTING of events that are broadcast over radio stations, such as WATTS 1250, which is located in Oklahoma City, is a common practice among radio stations. The station's primary goal is to draw listener interest and increase audience participation. They achieve this by promoting events that are relevant to their audience demographics.

For instance, WATTS 1250 frequently promotes concerts, art exhibitions, and community events. They use various strategies to attract listeners, including social media posts, in-station announcements, and direct mail campaigns.

Additionally, WATTS 1250 also collaborates with local businesses and organizations to host events that benefit the community. These partnerships help to create a sense of community engagement and encourage listeners to participate in these initiatives.

In conclusion, promoting events over radio stations is an effective way to increase listener engagement and create a loyal audience. WATTS 1250's successful promotion strategies are a testament to the power of radio advertising and its potential to drive community involvement.
USE RADIO to promote radio. That was the predominant theme discussed at British Columbia, Alberta and Ontario regional meetings of Canadian broadcasters held during the latter part of October.

Bill Rae, owner of CKNW New, stated that radio's salesmen, M. O. Brien of O'Brien Adv., Vancouver, pointed out that advertising agencies need more information from stations to sell the radio medium, and stated that a clearer definition was needed of national and local rates.

Howard Greene, member of PARLM and president of the Canadian Association of Broadcasters' Radio Bureau at Ottawa, stated that it was a greatly appreciated service, and is doing a major job for private radio in building prestige for the stations in political circles.

George Chandler, owner of CIF OR, discussed television developments in the United States and the situation in Canada from a technical standpoint.

Universities of western Canada reported to the Vancouver meeting that plans to stage a drama festival on radio. Stations pledged cooperation.

Need Success Stories

At the Edmonton meeting four advertising agency men told the Alberta broadcasters that more success stories of radio's advertising value were needed to help sell radio to new clients. They also stated that simplification was needed in the classification of rates

**REGIONALS**

**Promote Your Medium, Canadians Are Told**

**ORPHANAGE DRIVE**

**THE METHODIST** Home, Waco,

**Tex., Using Radio**

**THE METHODIST** Home, Waco, one of the largest orphanages in Texas, is turning to radio to help induce Santa Claus to put $500,000 in the institutional stocking this Christmas.

The home has bought time on 16 stations of the Lone Star Chain and seven stations of the Southwest Network, plus three supplement stations in New Mexico, for a 9-week series Sunday afternoons, 4:45 p.m. Programs, called These Are Your Children, dramatize the work of the home, and avoid plea for money.

**WBAP** Fort Worth is originating station. **KZ** Advertising, Dallas, is the agency

shortages in Ontario and told broadcasters they would receive paid talk on the shortages by free talk, since paid newspaper advertising was being used. A committee to study effect of power shortages on radio was formed.

Saturday afternoon session was devoted to sales and programming. Maurice Rosenfeld, radio director of MacLaren Adv., Toronto, told the broadcasters that they failed to tell advertisers how good they were, urged them to use their own medium more for promotion, and told them they should point attention at station breaks to their top programs, thus telling listeners by radio what to tune in, rather than using white space to do this.

He also told stations to get more information about their community to agency radio directors, who never have enough facts on hand to combat the combined barrage from other media at account conferences.

Promotion as an investment was discussed by Don McKim of All-Canada Radio Facilities, Toronto.

Sunday morning meetings were divided into programming and sales, with Lyman Potts, CKOC Hamilton, as chairman of program men, and Lloyd Westmoreland of CKOC as chairman of sales meet.

As a result of these meetings the afternoon meeting dealt with resolutions which included a standardization of record labelling, standardization of recording practices in Canada and U. S., 10% bonus volume discount to advertisers using radio 6 days weekly 52 weeks a year, and redefining at next CAB annual meeting of national and local rate classifications.

**Philco TV Training**

OVER 5,000 television service men have completed training courses in television installation, maintenance and repair, conducted by Philco Corp. and 43 of its distributors.

Distributors in 43 principal television cities have provided courses of from 40 to 80 hours.

**KCW and KCW FM**

**PORTLAND, OREGON**

**COMPLETE SCHEDULE**

**SIMULTANEOUS SERVICE**

**REPRESENTED NATIONALLY**

BY EDWARD PETRY & CO.
Simple TV Remote

WBKB (TV) Chicago claimed the simplest remote in video history last week when the new State St. bridge across the Chicago River was lowered for the first time. From the 12th floor at 120 N. State St. (WBKB headquarters), a block from the bridge, Rae Stewart trained a camera equipped with Zoomar lens on the descending bridge. John Dunham, of the WBKB staff, gave an on-the-spot running account of the lowering of the bridge.

November 10 Applications...

**Acceptance for Filing**

License for CP

WJAC Evansville, Ind.—License to cover CP new AM station.

KLVK Atlantic City, N. J.—License to cover CP new AM station.

**Modification of CP**

KLXK Rochester, Minn.—Mod. CP new AM station for extension of completion date.

License for CP

WEAW Evansston, Ill.—License to cover CP changes in FM station.

**Modification of CP**

KSHO-FM Santa Rosa, Calif.—Mod. CP new FM station for extension of completion date.

WJWD-NF West Palm Beach, Fla.—Same.

WRKZ-FM Muskegon, Mich.—Same.

WMFD-FM Wilmington, N. C.—Same.

KGW-FM Portland, Ore.—Same.

KGRA Portland, Ore.—Same.

WLYC Williamsport, Pa.—Same.

(Continued on page 115)

METAL TV TUBES

DuMont, RCA Making In Small Quantity

(See Radiogram, page 38)

THE LONG-AWAITED 16-inch metal cathode ray tubes for TV receivers were first introduced by Allen B. DuMont Labs, at a special showing for dealers and the press, held Nov. 5 in New York.

Tubes were shown alone and also models which were previewed last year at that time [Broadcasting, Nov. 8].

RCA, which last spring first made it known that the metal tube was in the offing, has produced a few such tubes in the DuMont tube plant and distributed them to set manufacturer licensers for use in designing their 1949 models.

However, RCA, and DuMont do not expect to produce metal tubes for sets sold to the public until “early next year.” These metal tubes will be manufactured in an addition to the Lancaster plant now nearing completion.

In unveiling his 16-inch metal tubes, Dr. Allen B. DuMont, president of the company, credited their development to Stacy K. Kneser, engineer in charge of tube development; Robert E. Rutherford, research engineer, and Gerald Wright, glass technician, who have been working on the problem for a number of years.

Same Performance as Glass

The tubes give the same performance as their glass counterparts, with the same electrical characteristics and same overall length, but only one-third the weight, it was explained.

They are being produced as a supplement to the glass-ray tubes made from glass blanks, which will continue as the main source of supply, although the small quantities of metal tubes now being produced will be expanded.

Irv G. Rosenberg, general manager of the DuMont tube division, reported.

Prices of the 16-inch metal tubes will be about the same as those of the 15-inch all-glass, a DuMont spokesman said. He added that if any appreciable difference in cost of manufacture should develop when the metal tubes get into quantity production, it is probable that the price of glass tubes would be reduced to meet that of the new competitor.

No price was quoted for the DuMont metal tubes for sale to the general public nor would RCA give any indication as to how its line will be priced. The tube manufacturer has not yet released the expected earlier reports that the 16-inch metal tube would be sold for the same price as a ten-inch all-glass tube have been revised upward.

Like a DuMont, RCA, it is believed, will price its metal tubes at about the same price as all-glass tubes of comparable size.

The new DuMont tube cases are made of chrome steel alloy, specially fabricated for glass sealing and spun into the proper cone shape by fabricators with automatic equipment. Receivers at the DuMont plant, these cases are fitted with the glass for the face and neck in a way that creates an integral bond between glass and metal. The tubes are then annealed and tempered for strength, with regular manufacturing practices followed once the blanks have been produced.

Vernon Says TV Freeze Is Good for Industry

ASSURANCES that FCC’s television freeze is good for the industry were voiced last Monday before Chicago Advertising Men’s Post, American Legion, by Gerald G. Vernon, TV sales coordinator of ABC’s Central Division.

Mr. Vernon pointed out that the freeze on applications was necessary to perfect television’s technical standards and remove much indecision about the permanence of present TV channels. He noted that TV sports and films constituted more than 80% of video programming last June, but only about 40% today. Dramatic, variety, and music production shows now take up most of the TV time, he said. He predicted that tickers and other new-room devices eventually will be “in the picture.”

New Radio Tower Built Of Reinforced Concrete

A 236-foot radio tower, built entirely of reinforced concrete, has reportedly been erected in Sweden. The tallest tower of this type in Europe, it was built for technical research in the shortwave field at the factories of the Ericsson Telephone Co.

An elevator reportedly runs to the top of the tower which measures 18 by 9 feet on the sides. A new Swedish construction system, “glide moulds,” made it possible to erect the tower in only three weeks, the report states.

L I B E L  a n d  S L A N D E R

Invasion of Privacy
Violation of Copyright
Flagrantly
These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our PUBLIC LIABILITY INSURANCE is adequate, effective and inexpensive for details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BUILDING.
KANSAS CITY, MISSOURI

BROADCASTING • TELECASTING
"WE AT DuMONT are even more enthusiastic about daytime television now than when we were when we launched our daytime schedule on Nov. 1," Leonard Hole, manager of WABD (TV) New York, told Broadcasting last week.

DuMont's TV key station began its daytime operations—7 a.m. to 6 p.m.—with enough business already on the books to more than cover the out-of-pocket expenses involved in the addition of 11 daytime hours to the WABD evening telecasts, Monday through Friday.

Following the first week's daytime telecasts, Teldisco Inc., East Orange, N. J. (DuMont TV set distributor), the heaviest advance daytime time advertiser, increased its time from 25 to 40 quarter-hours a week. Teldisco sponsorship at first included ten 15-minute periods of Stan Shaw's programs of recorded music and guests; five quarter-hours of Friendship Circle; five quarter-hours of Ted Steele's piano music and five quarter-hours of the Vincent Lopez program.

Doubles Sponsorship

The firm has doubled its sponsorship of Stan Shaw, giving it an hour a day of this program, and of Friendship Circle, which now presents a daily half-hour under the Teldisco banner.

Distributor of DuMont TV sets in Northern New Jersey, Teldisco advertises primarily for direct sales. Its increased use of the WABD daytime programs indicates to the station's management that these programs are doing a real job in reaching—and selling—the daytime audience. Green-Brodie, New York, is the Teldisco agency.

Another key advertiser in the daytime schedule is Sterling Drug Inc., New York, which will sponsor Okay Mother, which airs the board, 1:10 p.m. Program will start as soon as final decisions are made regarding the Sterling products to be advertised on the telecasts.

This experimental use of daytime TV by a sponsor and agency, Dancer-Fitzgerald-Sample, New York—which has made sales history with its use of daytime sound broadcasting—is another encouraging sign for DuMont that its pioneering in daytime telecasting is well conceived.

‘Needle’ and Newscasts

Other WABD daytime program sponsors include: Andrew Radio Corp., Long Island City, N.Y., with five ten-minute newscasts, placed through Royal & de Guzman, New York; and Martin Fabrics Corp., New York (velvet cloth), using a weekly quarter-hour of The Needle Shop, via Alley & Richards, New York.


To get advertisers to help WABD pioneer in daytime telecasting, the station is offering some special inducements, good only for the first 13 weeks of daytime operation, which began Nov. 1.

Program sponsors pay for time only, their program charges being absorbed by the station for this trial period. Announcement sponsors, with no program charge in any event, receive a 25% reduction in the announcement rates.

WABD has also originated a special daytime "demonstration announcement" of 20-second duration, which it offers for the same experimental 13-week period at $25 each.

Continuing Problem

WABD got off to a good financial start with enough daytime business to offset the added expenses. The continuing problem now is to produce the kinds of programs that will deliver the kinds of audiences that will get the original advertisers to renew their contracts at the full rate for time and talent when the trial period is over.

While ratings of the WABD daytime audiences are not yet available, the mail and phone response to the first week's program was described by station spokesmen as more than satisfactory.

There were four leading mail pullers during the first week—Dennis James received 171 applications for membership in his new Mothers Club. Your TV Shopper got 123 letters taking up an offer to tell viewers where to buy and for how much the articles demonstrated on the program. The Needle Shop drew 110 requests for a booklet on velvets and how to use them in dress-making and 110 quarters to pay for the booklet. Your School Reporter received 83 letters, chiefly news stories from students who had been named correspondents from their schools for this early morning school news program.

Response to Hanna

Significant chiefly as an indication that daytime video commercials may be less formal than those of radio or of evening TV was the response farther down in the mail count. Phil Hanna in the midst of his song program pulled out his necktie and asked: "Like this tie? Why not get one like it for your husband?" Fifteen viewers wrote Phil to ask where the ties could be purchased. DuMont's sales force thinks his program might be a good buy for a haberdasher.

Most critical acclaim has been awarded to Pat Meikle, Television Baby Sitter. His half-hour of drawings and stories aimed at the pre-school child made an immediate impression on the radio listeners as something fresh in video entertainment.

Probably more important than the columnar applause, however, is such housewife reaction as that of the mother who called at the end of the program's first broadcast to explain: "It worked! I left Junior alone in front of the set and he sat there like a lamb for the entire time."

New Series

To stimulate more daytime viewing, WABD last Monday started the first of a series of contests, offering diamond rings for the three best letters of 25 words or less completing the sentence: "I like daytime television because..." Grand prize winner gets a solitaire valued at $1,000; second prize is a $500 engagement and wedding ring set, third prize a $300 set. Impressions on the radio listeners broadcast twice nightly for 11 evenings, the details of the contest are being broadcast on two daytime programs each day. Contest announcements are broadcast eight times a day.

Washing the breakfast dishes is a daily routine with just about all Greater Cleveland housewives. At least we like to think it is.

And listening to Jane Stevens' WOMAN'S PAGE on WW, Cleveland's Chief Station, is a daily routine with many of these same wives and mothers. They like the personable warmth that Jane Stevens adds to a long established program.

Cash in on this combo! Have Jane Stevens carry your commercials directly to the women who do most of the buying in the great Cleveland market.

Ask Headley-Reed!
RECIPE CONTEST

Cook Books, Wrist Watches
Go to WLAW Winners

NEW ENGLAND housewives, noted for jealously guarding their own recipes and those of their mothers and grandmothers, have had a change of heart—WLAW Lawrence, Mass., reports. It started last July when Polly Huse, commentator on WLAW's Shopping With Polly, Mon.-Sat., 8-9 a.m., decided to select New England’s 52 outstanding cooks, one to be chosen each week. In making her weekly best recipe selections Miss Huse has been assisted by newspaper women's page and society editors. Each winning recipe will be included in Polly’s WLAW Cook Book, to be published at conclusion of the contest. All women who enter the contest receive a copy of the cook book. Each winning entry also is awarded a Waltham wrist watch. WLAW reports that entries have come from all of the New England states and from other states as far distant as California.

HAYWIRE MAC, composer of American folk songs, is making a series of guest appearances on The Meredith Willson Show. On Saturday nights on ABC. The two were together in early days in radio, Willson Monday and Monday nights, broadcast from KFRC San Francisco.

HARRY T. RIDDLE has joined WCAI Philadelphia as writer-producer. He was with WBBM Chicago and WTM Cleveland. He succeeds NEGLEY MONET who joined editorial staff of Philadelphia Bulletin.

ROBERT FORWARD, assistant program director of Don, Los Angeles, has resigned, effective today (Nov. 15). He has announced no future plans.

HAROLD E. SMITH and BOB ASMAN have joined announcing staff of WQV Geneva, N. Y. Both were formerly with WSAY Rochester, N. Y.

LYNN WALKER has joined WVOE Columbus, Ohio, as continuity director. Miss Walker was formerly with WVOE and WAIR Winston-Salem, N. C.

PAUL HADLEY has been promoted from director of musical programs to program supervisor of Rural Radio Network, Ithaca, N. Y. PAT LAMOND, announcer and disc jockey for RNN, will take over from Mr. Hadley’s former position.

JAMES N. FURNES, formerly with WCRS New York, has joined WSB-Atlanta, as producer.

HENRY TAYLOR, MBS commentator and author, spoke at Advertising Club of New York Celebrity Luncheon on Nov. 10. Subject of talk was "Looking Ahead at Home and Abroad.

ART HINSET has rejoined KYW Philadelphia, as staff organizer. He has been managing producer, Art World, Company. LEE MORGAN and RANDI ANDERSON, vocalists, are featured with the company.

Hearing Reset

A SECOND continuation in the preliminary hearing of Nathan Warren and William Steuer (Defendants, Nov. 1, 8) sets the date for today (Nov. 15) in San Francisco. Charged with defrauding a California steel company of $13,000, the pair also reported themselves in fraudulent sales of radio time to western livestock breeders. A bad check charge faces the two men in Denver and they are scheduled to appear there on Nov. 30.
Sigma Delta Chi Holds Convention in Milwaukee

Radio and television news programs were discussed during the national convention of Sigma Delta Chi, national professional journalism fraternity. Convention met Nov. 10 through 13 at Milwaukee with sessions held in Radio City.

Walter J. Damm, vice president and general manager of radio, The Journal Co., WTMJ, WTMJ-FM and WTMJ-TV Milwaukee, presented the address of welcome, followed by Frank Mullen, president of G. A. Richards stations. An explanation of WTMJ and WTMJ-TV news operations was given by Jack Krueger, news editor, and James Robertson, WTMJ-TV program manager, talked on television. Sigma Delta Chi members saw and appeared on several programs from the WTMJ stations.

N. Y. Stations Give Time To Air Data About State

Commercial stations in New York state contributed time valued at $477,608.31 to present information about the state’s government in the first six months of 1946. First received was a report issued last week by the New York Dep’t of Commerce radio bureau, Miles Heberger, director.

Time contributed by all stations (commercial and non-commercial) amounted to 421 hours, 24 minutes, Mr. Heberger said, with commercial stations contributing 394 hours, 10 minutes. Each week during the six-month period packets containing spot announcements and program features were sent to 80 commercial AM stations, six commercial FM stations and six non-commercial AM and FM outlets, the report showed.

WWNI (FM) Progress

WWNI, Syndicate Theatres' new FM station at Wabash, Ind., will be on the air by early January. According to Graeme Zimmer, radio director of WCSI (FM) Columbus, Ohio, and WWNI. Studios of WWNI in the Eap & Theonie Bldg., Wabash, will be finished by Dec. 1. Transmitter site was slated for completion by today (Nov. 15). WWNI will be on Channel 248 (97.5 mc). Dick Neber will head its operation.

TV ‘Know How’

Senator-elect Hubert H. Humphrey of Minnesota has been brushing up on his political television “know how” at the Twin City Television Lab, Minneapolis. Life photojournalist covered the training, according to an announcement by the Lab, and pictures are expected to appear in an upcoming issue. Twin City Television Lab is operated in connection with Beck Studios Inc., TV applicant there. Courses offered include acting, announcing, writing and camera operation.
Classified Advertisements

Payable in Advance—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blank box number. One inch ads, accepted. 12c per word. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

250 watt local AM station, full time operation with newly completed FM installation. Excellent working conditions. Must furnish references. Box 190, BROADCASTING.

Annie—Commercial man for station. Box 200, BROADCASTING.

Station manager—wanted by 250 watt old established AM-FM network outlet in medium sized city. Must be an experienced station manager with an all-around background. Will furnish full earning requirements in excess of five figures need apply. Give full particulars. Box 202, BROADCASTING.

Wanted Station manager—experienced for daytime station with FM, Splendid equipment. Full control. Salary plus commission. Write Box 218, BROADCASTING.

Wanted—Full established 5000 watt midwest network station in excellent working condition. Will furnish full earning requirements for eight man. Box 231, BROADCASTING.

Salesmen

Wanted—Salesman. No experience needed. Salary plus 15% commission. Must be a southerner. Box 245, BROADCASTING.

skw MBS affiliate in one of south's fastest growing markets. bullets are a metropolitan population of 200,000 has opening for experienced sales man with opportunity with chance for advancement. Must furnish references and commission. Send complete information and salary requirements in first letter. Box 242, BROADCASTING.

Salesmen—5000 watt full time independent in metropolitan area. Must have car. Live in Cleveland only. Box 245, BROADCASTING.

Technical

Help wanted—Radio engineers with 1st class license, also announcers needed for technical independent company. Box 111, Quincy, Mass.

Engineer-announcer wanted immediately. 250 watt FM. Experience necessary. Box 199, BROADCASTING.

Wanted—Operator for 250 watt AM and 100 kw FM transmitter. Complete details first letter. WKPT, Kingston, Tenn.

Transmitter controller operator, no an- nouncing. $40 week, WPTR, Front Box, Conn.

Texas Gulf station wants reliable young single man with first phone, some experience. $40.00 weekly for 40 hours. Box 247, BROADCASTING.

Industrious chef estimator by 500 watt full time daytime station in metropolitan area. Salary and when available. Box 249, BROADCASTING.

Production-Programming, others

Wanted—Experienced commercial copywriter, by kilowatt midwestern station. Must have experience in fine living quarters for right person. Contact WGMQ, Quin- tone. Box 245, BROADCASTING.

Copywriter wanted—WJMHJ, Peoria, Ill. Needs experienced copy writer. Fine opportunities for experienced men immediately, complete qualifications, experience desired. Box 250, BROADCASTING.

Situation Wanted

Managerial

Successful small station manager seeks future with FM. Must have excellent working conditions in all departments. Young and energetic. Must furnish references. Box 256, BROADCASTING.

Experienced manager. Very strong on sales. Young family. Must furnish references. Box 260, BROADCASTING.

Manager—Salary secondary to working and living conditions. Ten years experience in program director, newsman, musician, etc. Must furnish references. Box 270, BROADCASTING.

Announcer—Commercial. Excellent references. Interview possible. Must furnish references. Box 271, BROADCASTING.

Box 50, must move to dry climate. Will bring along top notch sales man. Experience in market. Permanent position. Box 118, BROADCASTING.

Commercial manager—Available Janu- ary first. New York and major market experience. Must furnish all earning requirements including health, salary and personal references. Box 141, BROADCASTING.

General manager available, sober, fam- ily man. Fifteen years experience in re- struction and operation. Top order. Box 217, BROADCASTING.

Commercial manager—Thoroughly ex- perienced in local sales. Will work on both network and independent stations. Excellent character, married, state salary. Best of references. Box 142, BROADCASTING.

New England only—Now commercial manager for large house. Will work in New England area. Will sacrifice for privilege of working on top market station. Best references. Box 227, BROADCASTING.

New England only—Station with unlimited possibilities. Experience in New York market. Write for top position. Box 231, BROADCASTING.

Salesmen

Man with eight years experience all stationed in large city market. Network key station wants permanent man for key market. Will furnish all earning requirements in excess of five figures need apply. Box 226, BROADCASTING.

Salesman—Two years college, some an- nouncing experience. Will work on GI training. Will do little announcing. Excellent references, married. Box 237, BROADCASTING.

Annonciers

Announcer-program director. Experienced news, music, remote, board. Must furnish references. Available December 1, 1948. Box 268, BROADCASTING.

Have a terrific opening, top announcer, salesman, production man, Wife, news, sales, etc. Must furnish all references. Box 252, BROADCASTING.

Ace sports caster, play-by-play football, basketball, baseball experience. Desire progressive station. Excellent references. Married 79 years experience. Box 191, BROADCASTING.

Announcer—Versatile, knowledge of music business. Excellent references. Only personal, phone auditions. Box 259, BROADCASTING.

Announcer—Commercial. Excellent dramatic reading voice. Must have previous experience on these. Box 259, BROADCASTING.

Production-Programming, others

Wanted—Experienced commercial copywriter, by kilowatt midwestern station. Must have experience in fine living quarters for right person. Con- tact WGMQ, Quitone. Box 245, BROADCASTING.

Copywriter wanted—WJMHJ, Peoria, Ill. Needs experienced copy writer. Fine opportunities for experienced men immediately, complete qualifications, experience desired. Box 250, BROADCASTING.

Situation Wanted (Cont'd)

Announced—Broadcasting, photography, writing, versatile, ambitious young lady with BA degree. Will travel. Box 229, BROADCASTING.

Announced—Dee-Jay, versatile ad-man with television background. Experienced in eastern daytime indie—seek all nite and day positions. Box 251, BROADCASTING.

New England established outstanding family oriented station. Must be looking for evening or new time slot in metropolitan station. Positive audience getter. Prefer Boston. Box 225, BROADCASTING.

One amazing new project. Excellent knowledge programming-prone only employed. Box 120, BROADCASTING.

Two years experience plus college. Available one year experience. Single, 24, avail- able immediately. Box 206, BROADCASTING.

Young, married announcer seeking live- ing play-by-play. Wife, sports. Staff work, ad-men, disc, shows. Disc, two years experience plus college. Available one year. What's your offer? Box 221, BROADCASTING.

Newscaster and news director. Special events. AM-FM-TV audience research assignments. No experience needed. Bachelor Degrees, 2½ years experience. Available January 1. Box 208, BROADCASTING.

Write for opportunity at everything. Almost an experience with metropolitan station. Excellent sales appeal, sales ability, sports for station and disc shows sports talent. Young, ambitious. No experience. Newscaster, record console. College graduate, one year experience. Excellent references. Box 209, BROADCASTING.

Newscaster. Married, college will travel. Minimum wage $200 month. Box 230, BROADCASTING.

Wanted—Announcer with news, sports, 5000 wts. with 10,000 wts. stations wishes to specialize in news. Must also consider board. Box 198, BROADCASTING.

Wanted—Successful play-by-play and staff announ- cers, preferably with permanent position progressive station offering better opportunities. Experienced. Box 159, BROADCASTING.

Announcer, radio sales, air personality. Newscaster, State sal- ary. Box 241, BROADCASTING.

Wanted—Announcer and network operator—Single, veteran, trained ability. Wants job small station anywhere under GI Bill. Box 226, BROADCASTING.

Do you need a good morning man? Inexperienced. Will work any approach. Nine years experience. Box 227, BROADCASTING.

Desire opportunity with small station. Must furnish references. Box 234, BROADCASTING.

Sports announ- cers. Nine years experi- ence. $150 per month. Available. Box 233, BROADCASTING.

Announcer—Three years experience. $150 per month. Delivery and background I think you'll like. Box 229, BROADCASTING.

Announcer—Top announcer—excellent voice, experienced in live and recorded work. Veteran, Authoritative newsreader. Bachelor degree, college trained. Box 243, BROADCASTING.

Announcer—And singer desires permanent position. Will work small station. Box 239, BROADCASTING.

Technical

Experienced 3 years as broadcast engineer. Has done great deal of work on difficult remote broadcasts. Will do part time and one hour or a permanent position. Have ear, don't shrk or stick, but do know FM. Box 232, BROADCASTING.

Engineer 18 months experience. Presently chief of 250 watt, all night, all day, all night progressive station. FM and television training. Will consider employment if possible. Box 228, BROADCASTING.

Technical engineer or combination engi- neer and traffic work wanted by experienced industry man with knowledge of music. Would prefer western state. Katharine A. W., 16th Ave., East, Salt Lake City, Idaho.

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Broadcasting • Telecashing
BROADCASTING

Situations Wanted (Cont'd)

First class engineer-announcer wants position progressive station anywhere. 
Available Jan 1, Box 194, BROADCASTING.

Cabinet engineer, AM and FM installation, 10 years experience. Am 
Married. Box 194, BROADCASTING.

Wants position with top-notch facilities. Has served as all-around engi- 
Box 194, BROADCASTING.

Engineer - Amateur operator, has designed and built serv- 
ices on a permanent basis as chief TV engineer or as assistant to principal engineer. Has experience in design and construction. Interested in important stations. Available. Box 208, BROADCASTING.

Engineer: Experienced, control, remotes, xmitter, recording apparatus. 
Comm. Degree. RN. Box 210, BROADCASTING.

Engineer: One year's experience in television and radio. Has pointed out 
many errors to principal engineer. Available to start. Box 211, BROADCASTING.

Engineer, 4 years experience, first class license, single, veteran, de- 
sires permanent position. Minimum salary 3500. Box 217, BROADCASTING.

The National Association of Radio and Television Executives is looking for 
the right man to fill the position of chief engineer at WLS in Chicago, Illinois. 
Box 199, BROADCASTING.

Wanted by now experienced man in all phases of technical and 
operations work desired for the position of assistant chief engineer. Box 201, BROADCASTING.

Production-Programming, others

Program director - assistant manager, Seven years experience includes radio and 
metropolitan stations. Will present employer since station opened. 
Minimum salary 4500. Box 219, BROADCASTING.

Program director and production man for TV. Long, successful record in AM programming, production and writing. Also possesses thorough knowledge of production and some TV. Makes a good bet for TV production staff. Box 219, BROADCASTING.

Midwestern firm desires man for duties change to fulltime station. Air and 
engineering experience. Disc, photo and sales. Box 220, BROADCASTING.

Dependable college graduate, 27, unusual background. Music, writing, pro- 
gramming training. Wants break into TV. Will consider any offer offering varied experience including announcing. Write Box 221, BROADCASTING.

Wants experienced man in all phases of TV production, management preferred. Box 199, BROADCASTING.

Midwest station seeks assistant programmer who will work on full time basis with us. 
Applicants are urged to send resume with photograph. Box 199, BROADCASTING.

Wants to purchase or lease 3000 watts station in New York or in Pennsylvania. 
Box 203, BROADCASTING.

Engineer

Experienced copywriter - announcer looking for station with a future. 
Graduate college, Prefer to work on coast alone but would consider Box 205, BROADCASTING.

Program director-announcer-salman, seeking change in capacity of program- 
director, salesman or news director and can give references. Box 221, BROADCASTING.

Topflight continuity-promotion director desires change. Four years experience with a good station. 
Wants to work in any city, just looking for a good job, not a dime bag. Box 222, BROADCASTING.

Wants to purchase-250 to 1000 watts station in New Jersey or in Pennsylvania. 
Box 204, BROADCASTING.

Help Wanted

Managerial

Are you worth five figures as a good general manager of a good independent in 
a big metropolitan market? This existing station will talk to managers of good background, proven results, adequate revenue and permanency. To the right man goes liberal salary plan plus percentage. We seek careful business management plus salesmanship. Send resume including salary requirements Box 205, BROADCASTING.

Personal - Excellent continuity writer and book reader preferably. 
Box 209, BROADCASTING.

Community - minded man, fifteen years professional experience, college degree, six months experience as woman's 
director. Wants position as woman's or educational director. Would like to work in Community - minded position as program director later. Box 209, BROADCASTING.

For Sale

Stations

For sale - Only to reliable party 250 watt station city of 60,000. Network affiliate south control group. Box 210. BROADCASTING.
Radio Engineering Book
Is Written by Sandeman


Written by Dr. E. K. Sandeman, noted British radio authority, Radio Engineering originally was planned for instruction of engineers at BBC transmitters. The book is designed to give beginners in radio the working principles they need in the shortest possible time.

Information is given in logical order. A working knowledge of elementary algebra and logarithms is all that is necessary for understanding the subject matter. Radio Engineering covers a wide range of practical information including R.F. resistance, inductance of straight wires, impedance characteristics of feeders and curves for finding the spectra of frequency modulated waves.

New Marcus Book


A HANDBY intermediate text in receiver theory and servicing is offered in Abraham Marcus’ Radio Engineering: Theory and Practice, released today (Nov. 15). Mr. Marcus, a physics teacher, has designed his book for readers who are not beginners in radio but not advanced enough to study the subject on an engineering level. The first chapter presents a “refresher course” in electronic principles of radio. Other chapters deal with the various components of the set. There are 640 drawings and 75 photographs included.

Honor Pioneers

Radio PIONEERS will be honored at a luncheon meeting of Radio Executives Club of New York Nov. 18 at Roosevelt Hotel. Members of Radio Manufacturers Assn. will be guests and some of the biggest names in radio are expected to be present.

TV EYESTRAIN

57% of Viewers in Jersey

Area Homes Think So

EYESTRAIN from watching television programs occurred among 57% of the respondents in a study conducted the last week in October by Advertest, New Brunswick, N. J., market and media research firm. The survey covered 156 television homes in the New Jersey area adjoining metropolitan New York.

Advertest asked televiewers whether they found it to be true that eye strain occurs quite frequently in watching television programs. All six of the metropolitan area (New York) stations were mentioned “to a fairly equal degree” by respondents listing stations on which eyestrain occurred most frequently. This led Advertest to make the following observation:

“It can be said that the television set (make, size, antenna, installation, etc.) and not the television station is a major cause of eyestrain.”

The type of program on which eyestrain occurred most frequently was listed by more than 50% of the respondents as “old films.”

Feature

(Continued from page 16)

use diagrams, maps, film strips, demonstration models, motion pictures and devices to stimulate interest and improve teaching techniques.

Complete studio equipment and monitoring receivers were furnished the Navy by the General Electric Co.’s Electronics Division at Syracuse, N. Y.

A special training course for instructors who would teach by television is being considered by the Navy.

DECCA RECORDS, New York, reported sales of more than 50% for six months ended Sept. 30. Net profit for the six months was $1,986,715, the 1947 period $1,118,683. Dividends declared in excess of $778,050 shares of capital stock against $7,744 a share in 1947.

Randy Blake, conductor of The Supportive Prolific on WJJD Chicago, has been presented a gold, life membership pin to the Loyal Order of Moose for his work on behalf of the
In the Public Interest

A WEDDING service was recorded by WEBR Buffalo, and platters were served to the bride's mother, who was ill in Tucumcari, N. M. Al Zink, WEBR's "Uncle Bill," arranged the recording when he received a request in conjunction with the transcription from the mother's doctor through KTNN Tucumcari. The mother, Mrs. Gladys Lawrence, was interviewed by Mr. Zink over WEBR in 1943 when he was producing programs featuring war mothers. At the time of the wedding the station asked her doctor to contact WEBR through KTNN because she remembered "what a kind, thoughtful man Mr. Zink is."

WCEC-FM 'School Starts'

EDUCATION by radio was expanded in North Carolina last month when WCEC-FM Rocky Mount inaugurated "FM Music School of the Air." Program is an effort backed by the North Carolina FM Radio Education Committee appointed by Gov. Cherry with the object of establishing state FM network for educational purposes. By arrangements with county and city schools WCEC-FM broadcasts the program every Monday, Wednesday and Friday, 11:10-11:25 a.m. Music period in the schools is 11-11:30 a.m. Ten minutes before the broadcast is spent in the preparation of formatted scripts; the last five on questions. Program content includes music history, lives of composers and their outstanding works, free cre active interpretive folk music and dances, music interpretation and appreciation. Classes from different schools visit WCEC studios for the broadcasts. B. Lorraine Pritchard, former music supervisor of public school music in Rocky Mountain elementary schools, now a member of WCEC and WCEC FM, conducts the radio classes.

Finds Missing Man

LOCATING missing persons is all in a day's work for WHAS Louisvillia's "Missing Man" Ken Rush, acting on a request from the Missing Persons Bureau at Police Headquarters, announced on a program that he was attempting to locate "Dr. Lilly of Beckley, W. Va." who was visiting a "Dr. Houston somewhere in Kentucky." Other attempts had failed to locate Dr. Lilly to notify him of a death in his family. An SOS announcement broadcast by the station was heard by the doctor, and in a few hours he called WHAS to express his appreciation for the announcement.

Finds Missing Person

GRATIFYING proof of the effectiveness of its daily public service program, Missing Persons has been reported to WWDC Washing ton. A few weeks ago a description of an amnesia victim was given the program, which is conducted by Lt. Harry C. Blackman, officer in charge of the Missing Persons Bureau. A housewife in suburban Silver Spring, Md., hearing the description, called that her cousin's husband in New York had suffered from amnesia several years ago. A telephone call to the cousin verified the man's description and husband and wife were reunited.

KATL Gives 'Extra'

FACILITIES of radio frequently are used in the apprehension of criminals, but KATL Houston, Tex., believes that its public service in this field can be extended beyond the donation of air time. Station established a $100 reward for the capture and conviction of the club beater of a Houston woman, seriously injured in a recent attack. Capture was made and Fisher P. McDee and D. A. Kelley, local detectives, received the reward.

Serves Local Groups

WICU (TV) Erie, Pa., has offered its facilities to every community, religious, civic and educational organization in the station's area for local programming. In an article in the Oct. 29 Erie Dispatch, licensee of WICU, Edward Lamb, president of the station, expressed his interest in the station. "While WICU has been offered the services of four networks affiliation details have not been settled. We are building this station for the service of the people of Erie. We believe that local programming is the key to neighborhood service." "..."

TV Same as Movie States Pa. Judge

TELEVISON was classed as a moving picture by the Supreme Court of Pennsylvania in a decision last Monday which ruled that "television broadcasting...must obtain an amusement license similar to that required for showing motion pictures.

Such a license costs $120 annually in Philadelphia and varies from $25 up to the $120 limit throughout Pennsylvania on a scale based on population. The Pennsylvania State Board of Liquor Control was practically concerned with the organization of Erie programs. We hope most of all that various organizations in Erie will be making plans to utilize these television facilities..."

FCC Actions (Continued from page 106)

Applications Cont'd:

WTVC-TV Minnesota — Mod. CP new conversion of station to operation of completion date.

WLWC Columbus — Same.

TENDERED FOR FILING

Assignment of License


Transfer of Control

WMOU Berlin, N. H.—Transfer of control of station from Dr. H. N. Breed to major stockholders to John W. Guider.

WNNW Michigan — Reaffirmation of control by Abram Brodman of an interest of 51/2 sh common stock to Leo Brodman.

AM—710 kc

WOB New York — CP may change in DA-DE and approval of trans. site.

APPLICATION DISMISSED

Assignment of License

KSTA Coleman, Tex.—Assignment of license from KSTA to H. H. Jackson, Alton Stewart and Ross Robertson d/o Coleman County Bstg. Co. to Coleman County Bstg. Co. DISMISSED 11-8 at request of applicant.

AM STATION DELETED

AM—1350 kc

KQW Westport, Ore.—Deleted AM station and call letters canceled. 1230 kc 500 w.

TABLE TURNS

Thin Man Calls for Help In Kaiser-Frazer Stunt

KAI$$ER-FRAZER and its agency, William H. Weintraub Co., New York, have joined in a special promotion with the American Auto mobile Assn. (AAA) and its two and a half million members to help search for the Thin Man's Kaiser-Frazer. The car was "stolen" from the Dahshill Hotel in Raith, New York, on his program last Thursday, 10:10 p.m. on MBS.

Finder of the car will receive a new Frazer-Manhattan on Dec. 25 when the promotion concludes. Adventures of the Thin Man sponsored by Kaiser-Frazer, terminates. In addition to the auto tomobile, the winner will also receive a special citation from the AAA and a free membership in his local AAA club.

Listeners are asked to consult their local Kaiser-Frazer dealers for clues.

The AAA is interested in cutting down the number of car thefts. Special mailings to the AAA clubs from the nation will display a poster of posters in AAA offices and windows, stories in AAA publications and a display at the Automobile Association of New York. San Antonio will be used to bring the Thin Man exploitation to the attention of members.

AWARD as "best breakfast program the air has" has been accorded ABC's Breakfast Club and Toastmaster Don McCoo by the trade magazine. In its current issue. In a poll, ears, consumers judged the show a 9.8 in 8 a.m. CST, General Mills (for Kix). Philco, Swift! achieved New Liberty rating of 14%, 6% "greater than the next breakfast program tested."
CBS APPLIES FOR FCC FOR RAYTHEON TV STATION

FORMAL APPLICATION for approval of CBS purchase of Raytheon Mfg. Co.'s WRTB (TV) Waltham, Mass., for $242,122 [Broadcasting, Nov. 1] filed with FCC. Station, nearing completion, is assigned Channel 2 and would be CBS's second wholly owned TV outlet. Sale is subject to AVO open-bidding rule. Transaction depends not only on FCC approval but on grant of additional construction time (Raytheon's request for more time has been set for hearing, but firm says it can start equipment tests within 24 hours of FCC authorization). CBS reserves right to cancel contract if transfer not approved within 30 days before Boston TV hearing, in which CBS is one of seven applicants for two channels. If approved, CBS would drop out of hearing.

In addition to $242,122, representing Raytheon's investment to date, CBS would reimburse for any further expenditures for acquisition, construction or testing of equipment; prosecution of application, or interim operation of station. For at least five years CBS would let Raytheon use WRTB facilities for experimental work in non-broadcast hours; would buy Raytheon equipment for WRTB, and would supply Raytheon with its data on TV equipment (except "trade secrets" and similar information which can't be divulged).

TV SALES REDUCE DEMAND FOR EXPENSIVE AUDIO SETS

DECREASE in sales of expensive radio sets indicates that field has been hurt by television, Dr. Walter R. G. Baker, General Electric Co. vice president in charge of electronics, told Institute of Radio Engineers in Rochester, N. Y. Dr. Baker expects over 1,600,000 TV sets to be sold next year, barring catastrophe tube shortages; sales could drop in TV as new, near future, believes color television is long way off and that its greater retail cost would slow TV development.

Researchers are trying to solve problem of interference between TV transmitting stations, condition which contributed to FCC's television freeze, he says.

HOYT HITS RADIO NEWS

RADIO stations are getting news dug up by newspaper reporters far below cost, E. C. Hoyt, managing editor, Cedar Rapids (Ia.) Gazette, told Associated Press Managing Editors Assn. in Chicago. His company operates KCRG and KCRK (FM) in Cedar Rapids. Mr. Hoyt chided networks for timing major New York and Washington news breaks to beat newspaper editions.

WGBA-FM ON TEMPORARY

WGBA-FM Columbus, Ga., co-target with WGBA of revocation petition filed as aftermath of Ku Klux Klan meeting, was continued on temporary license to March 1 by FCC.

PAGLIN SWITCHED BY FCC

MAX D. PAGLIN, FCC attorney since December 1942, switched from Common Carrier Division's International Services Branch to Broadcast Division's FM Branch, Bureau of Law.

MANSFIELD-LORAIN PAPERS, SKY WAY FILE APPEALS

"SELF GENERATED power and jurisdiction" assumed by FCC in ruling on Mansfield-Lorain-Postoric, Ohio, AM-FM sales. Appeals are attacked in appeals to U. S. Court of Appeals for District of Columbia by commonly owned Mansfield and Lorain Journal companies [Broadcasting, July 18]. Appeal also filed by Sky Way Corp. for unsuccessful AM applicant at Columbus, Ohio [Broadcasting, Oct. 25].

Mansfield Journal Co. was denied AM and FM outlets at Mansfield, and Lorain Journal Co. lost in license competition at Lorain to Fosteria Broadcast Co. Fosteria. Newspaper firms charge that FCC's reasons for denial—that papers owners sought to suppress competition in news dissemination and to achieve advertising monopolies—were illegally intimated and, without support. Neither Sherman Anti-Trust, Clayton nor Communications Act can protect such matters, appellants declare.

Sky Way, loser to Northeastern Ohio Broadcasting Corp., Lima, Ohio, in competition for 1150 kc. and FM, New York, elected vice president, "live of Columbus and Lima and held finding that it could and would withhold special services "punish" Sky Way for making maximum use of broadcast frequencies. As argued certain program considerations were neglected, such as Northeastern Ohio was "party to the network the responsibility of programming" during certain hours.

SEN. BRIDGES PROBES TAX METHODS USED BY TALENT

EXPLANATION of methods used by radio and movie talent to reduce income taxes through sale of their services as a "business" demanded of Internal Revenue Commissioner

PRESIDENT OF TELECAST DIVISION'S FM BRANCH, BUREAU OF LAW

By EDWARD FREER

In recent meeting with the editor of Broadcasting, Edward Freer, managing editor, Cedar Rapids (Ia.) Gazette, revealed that he is about to resign from the FCC as of January 1. Mr. Freer's resignation is expected to be announced shortly and is expected to be accepted.

The FCC, he noted, faces a number of challenges in the coming year, including the development of new technologies and the implementation of the Digital Television (DTV) and High Definition Television (HDTV) systems. Mr. Freer expressed concern about the impact of these changes on the broadcast industry and the public.

Mr. Freer also discussed the FCC's role in regulating the broadcast industry, noting that the FCC must balance the need for innovation with the need to protect the public interest.

In closing, Mr. Freer expressed his admiration for the work of the FCC and its staff, and his gratitude for the opportunity to serve as a member of the agency. He also expressed his hope that the FCC will continue to serve as a strong advocate for the broadcast industry and the public.
Never before have New York listeners and advertisers accepted a program so quickly and favorably as they have the WINS CHARLIE STARKE MUSIC SHOPPE.*

Listeners are happy with Starke's informal style and cheery personality. Advertisers are happy because of his superb salesmanship, and WINS is proud to realize New York is fast becoming STARKE-conscious.

Get in touch with the nearest WINS-CROSLEY sales office for further details on the CHARLIE STARKE MUSIC SHOPPE.

*Daily except Sunday—10:00 AM—Noon.
Now That We Have a Code-

Some Thoughts On Codes of Standards In General; The NAB Code
In Particular; And How and Why the Industry Should Honor It.

by Edgar Kobak

President, Mutual Broadcasting System

The basic concept of codes of conduct is probably as old as man.

One of the earliest was, undoubtedly, the Hippocratic Oath. This oath, which even today is taken by doctors, pledges them, among other "musts," to use their knowledge and training for the welfare and not the hurt of their patients; it binds them to respect the confidences reposed in them.

In medieval times, the orders of knighthood had their code—to fight for the right, to protect the weak, the rescue of "damsels in distress," to conduct themselves in knightly fashion.

This idea of voluntarily subscribing to a code of ethics for the guidance of human conduct, has carried over into American business. Codes of Standards may be found in practically all of our major industries.

WHY WE HAVE A CODE

Broadcasting, too, has had its Code of Standards almost since the beginning. I think I am right in saying that the earliest written codes in broadcasting were those of the networks. The NAB for many years has had what amounted to a code—a body of general principles of operation; and to these principles most broadcasters have adhered.

Early in 1947, the NAB started work on a new Code, which was completed early this year and adopted by the NAB Convention in Los Angeles last May. The Code will become effective with respect to network programming on January 1, 1949.

It isn't necessary for me to review the shortcomings which called forth the Code. The charges of excessive commercialism are still too recent for most of us to forget. But aside from this, voluntary self-regulation in broadcasting serves two important purposes: it lets the people know that we take seriously our responsibilities in their service and that we intend to discharge these responsibilities to the best of our ability, in this way the Code enhances the respect of the people for the industry.

The second reason is that it is much better for us to have voluntary controls than to have controls imposed upon us.

OUR ATTITUDE

It is our intention to live up to the Code to the best of our ability.

In fact, we have a Department of Continuity Acceptance which is charged with the duty of seeing to it that everything which goes on our air conforms with the best broadcasting practices, as adopted by the industry—for instance, the length of commercials on sponsored programs; the questions of good taste and moderation in children's programs and on subjects which may be controversial; the handling of crime in mystery shows; and many other points covered in the Code.

I don't want to give the impression that we think the Code is perfect—with no faults and weaknesses. In fact, on several points Mutual's own Program Standards are stricter than the Code. But our approach is a simple one. We will speak up and try to get the weaknesses strengthened and the errors corrected, if we possibly can. But as long as a provision is in the Code, we will live up to it—until it is changed by due and orderly process.

Also, I don't want to convey the idea that we are particularly "noble" in our attitude; we have a selfish motive. The closer we adhere to the Code—the closer the industry adheres to it—the better it is for the industry and the easier it is for us to operate free from criticisms and interference.

TO MUTUAL STATIONS

There is nothing to force any of us to live up to the Code: there are no penalties, no sanctions, no fines, no punishment except that which comes from the listener who is free to tune away from a station which violates the basic precepts of good conduct. But we do have a responsibility.

Broadcasting is facing new competition from Television, but as I have elsewhere said, broadcasting is here to stay; and we owe it to ourselves to operate on standards which are higher than they have ever been in the past, so as to insure for ourselves an even more successful future.