why is WOR...

...like a FAN?
Because WOR breezes your message to the majority of almost 36,000,000 people in 430 counties in 18 states at the second lowest cost-per-thousand-homes-reached in the United States.

...like a LADDER?
Because WOR climbs sales to record heights in breathtaking time. For instance, a candy manufacturer bought time on WOR one day recently—and for only one day a week—within a matter of weeks, his retail outlets jumped from 6 to 10. Through only one announcement on WOR he sold 5,000 pieces of a new product within two days!

...like an ANT?
Because WOR's base rate is so small. During a time when most media costs are soaring, WOR has not made any major increase. In fact, WOR's day rate, for instance, hasn't stirred since 1937.

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
Millard C. Overfield has listened to WLS ever since he moved to Indiana 20 years ago. Six years ago, he opened a grocery in Mexico, a small town in Miami County, 135 miles southeast of Chicago.

His assets were few, other than the solid Hoosier ingredients of courage and faith. By serving the needs of the surrounding agricultural area, Mr. Overfield has built a substantial business, become one of the town's most respected citizens. He has modernized his store, added new equipment. "You have to keep your store and displays modern or you don't click!" according to Mr. Overfield. He keeps his inventory modern, too—stocks radio advertised products, because his customers demand brand merchandise.

Mr. and Mrs. Overfield live with their five children on a 40-acre farm just outside of town. Constant WLS listeners, their favorite programs are the WLS National Barn Dance, Dinnerbell Time and Feature Foods. The children make a special point of listening to Rex Allen in the morning, School Time in the afternoon.

Miami County represents a prosperous market—with retail sales of nearly 24½ million dollars and an effective buying income of $37,390,000. In 1947 food sales amounted to over 5 million dollars. According to BMB, WLS is the number one station in this thriving market of 7,830 radio homes—76% day, 77% night!

The reaction of this merchant, his town and county to WLS is typical of the 567 BMB daytime counties in the WLS area. Through service and entertainment there has been welded a "oneness" between station and listener, leading to acceptance and belief—the basic ingredients of advertising results. Ask your John Blair man how this and over 500 other counties are penetrated by the powerful voice of WLS.
BRING YOUR FIGURES
Up-to-Date

March 1, 1946

The "OLD" Look

March 1, 1946

The "NEW" Look

Sept. 1, 1948

COVERAGE

As of today Intermountain Network delivers 406,200 radio homes—twice as many as in the old days of BMB Study No. 1, 1946. Here's why —

I. In March 1946 IMN had 12 affiliates. Today IMN has 19 strategically located stations—a 58% increase in stations in two short years!

KMONT Great Falls — Montana's most powerful station — 5000 W 560 KC.

KBMY Billings, Montana — located in state's second most populous county.

New Stations

KEYY Pocatello, Idaho — second largest city in state.

KVMV Twin Falls, Idaho — fourth county in state.

KRAM Las Vegas, Nevada — second county in state — 1000 W 920 KC.

KSCV Richfield, Utah — Heart of Utah farm — 1000 W 690 KC.

KOWB Laramie, Wyoming — railroad center.

II. Of the 12 IMN stations March 1, 1946—six or 50% have increased in power and improved their frequencies.

Greater Power

KOVO from 250W 1240 KC to 1000W 960 KC

KVNU from 250W 1230 KC to 1000W 610 KC

KFKD from 250W 1230 KC to 1000W 580 KC

KVRS from 250W 1400 KC to 1000W 1360 KC

KWYO from 250W 1400 KC to 1000W 1410 KC

KPOW from 250W 1230 KC to 1000W 1260 KC

Today 85% or 1,633,400 of the total population of Utah, Idaho, Wyoming, Montana and Eastern Nevada receives primary merchandiseable coverage from IMN.

LISTENING

In 1946 advertisers had no data on audience size for the Intermountain West.

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

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

HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities Winter, 1947

<table>
<thead>
<tr>
<th>Time and Day</th>
<th>Sets in Use</th>
<th>Network</th>
<th>Network</th>
<th>Network</th>
<th>Network</th>
<th>Others</th>
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<td>12 noon</td>
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<td>to 6 p.m.</td>
<td>25.0</td>
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<td>11.6</td>
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<td>10 p.m.</td>
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<td>39.0</td>
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<td>Sun. thru Sat.</td>
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</table>

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

†Comprised of 15
‡Comprised of 10
§Comprised of 15


Have a "new look" in your advertising. Bring your figures up-to-date.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

TREATMENT of nonsubscriber stations big problem confronting BMB board, meeting to-day. NAB board recommendation is nonsubscribers be eliminated, pointing out some stations used "N. S." listing in reports of first nationwide BMB survey to publish own coverage maps. Opposing view is BMB collects data on all U.S. stations which would be of great value to advertisers and agencies and would make radio only medium able to provide 100% report. Board will also consider recommendation of television subcommittee that BMB engage fulltime television research director.

STILL merely gleam in small 'stations' eye, but likely to get attention, is plan for nationwide series of workshop sales clinics under NAB auspices. National program clinic idea, incidentally, cleared NAB board last week provided proposed spring evaluation project is self-supporting.

GENERAL MILLS, Minneapolis, through Detroit-Fitzgerald-Sample, New York, is in preparatory stage of filming The Lone Ranger for half-hour TV show to start in March. Network and time not set. This will be second radio program to be used on TV by General Mills which plans to put Betty Crocker on video in January.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Omaha (health accident hospitalization), reportedly starting sponsorship Lionel Barrymore's Mayor of the Town around first of January on NBC. Agency, Ruthrauff & Ryan.

REPORT persists that FCC Chairman Wayne Coy will again be offered high-level job probably with United Nations or in State Dept. It's reasonably safe bet, however, that he won't stir until television allocations problem in all its basic aspects is settled. And that's not expected before next spring.

DANCER-FITZGERALD-SAMPLE, New York, building television show to be co-sponsored by two Procter & Gamble products, Dreft and Oxodol, for presentation next spring.

TIPOFF on importance of international frequency wrangling is seen in time devoted to problem by NAB board. Most of Thursday morning closed-door session confined to report by Forney A. Rankin, Judge Miller's executive assistant, who returns immediately to Mexico City.

VAST amount of technical work to be done if U.S. is to make convincing case for its highfrequency needs. Acting chairman of American delegation at Mexico City is engineering expert, FCC Commissioner George E. Sterling.

(Continued on page 94)

Upcoming


Nov. 27-28: National Assn. of Radio Farm Directors fifth annual convention, Stevens Hotel, Chicago.

Nov. 29: FCC Hearing on Network Representation of Stations, FCC Hqtrs., Washington.

(Other Upcomings, page 70)

Bulletins

REFUSAL of KFI Los Angeles, to shift night frost warnings to citrus farmers from 8 p.m. period led to cancellation Nov. 19 of Supper Club by Chesterfield. Public service bulletins involve intrusion of OB to 90 seconds. Station said public service to farmers dictated its decision.

ALLEN B. DUMONT LABS. Friday declared dividend of 25 cents per share for year 1948 on A and B common stock, payable Dec. 22, and quarterly dividend of 25 cents on 5% preferred.

TV PRODUCTION TOTALED 95,216 SETS IN OCTOBER

OUTPUT OF TV sets totaled 95,216 in October, four-week work month, compared to 88,195 in five-week September. RCA announced Friday, bringing year's total to 538,340. RCA, 90% of industry, said total TV output since war is 768,596 sets.

October AM output was 89,086 sets, with 170,086 AM-FM sets produced for total all-set production of 1,134,375, or 11,776,676 since Jan. 1. FM figure does not include TV sets with FM band circuits. AM-FM weekly production rate in October 24% above September rate, or 42,500 sets per week.

RMA released third quarter TV set shipments by areas. Total shipments into principal cities (suburban areas not included in some cases) since war follow: New York-Newark, 242,125; Philadelphia, 65,495; Chicago, 46,926; Los Angeles, 66,100; Detroit, 19,097; Cleveland, 18,997; St. Louis, 10,191; Hartford, 8,762; Albany, 8,997; Milwaukee, 6,730; Cincinnati, 6,168; Twin Cities, 3,816; Toledo, 2,633; Dallas, 2,487; Richmond, 2,198.

Business Briefly

DISNEY ON KRSC-TV • Disney Inc. (men's hats), Danbury, Conn., through Adam J. Young Jr., New York station representative, has placed NBC News of the Week on KRSC-TV Seattle (see story page 99) starting Nov. 28. Disney sponsors same show on NBC-TV East Coast network. Agency, Grey Adv., New York.

AGENCY NAMED • Lindsay Adv. Agency, New Haven, named to handle advertising of Grime Buster, bath formula. Sectional radio campaigns planned with spot test now under way on WLAD Danbury, Conn. Bridgeport and New York stations to be used if test is successful.

NEW LUBRICANT • AP Parts Corp., Toledo, names Powell-Grant Adv., Detroit-Cleveland, to handle new lubricant, Miracle Power. Extensive spot planned in Detroit, Youngstown and other markets. AP to market mainly through auto parts distributors.

NBC SIGNS WMCT (TV) • WMCT (TV) Memphis, owned by Memphis Publishing Co., signs TV affiliation contract with NBC. WMCT starts Dec. 11 (see story page 44).

AAA RADIO-TV GROUP APPOINTS SUBCOMMITTEES

RADIO & TELEVISION COMMITTEE of American Assn. of Advertising Agencies appointed five subcommittees to study industry problems. Carlos Franco, manager of stations relations and timebuying department of Young & Rubican, is overall chairman of the R & T committee. Subcommittees are:


Standard Television Rate Card—Katherine Hardig, Ralph H. Jones and C. Taylor Urquhart, W. Earle Bothwell, Inc.

Suggestions for advancement of radio advertising and standards of practice for agencies with broadcasting—Elisabeth Black, Joseph Katz Agency; Frank Silversinn, BBDO; Winslow Case, Campbell-Ewald.

McMURRAY TO HOOPER

MAURICE McMURRAY, former head of KMBC-TV Kansas City television sales, appointed head of subscriber relations on television reports for C. E. Hooper Inc., New York. Formerly he was WHO Des Moines sales promotion manager.

SIGN FOR NIelsen SERVICE

MILES LABS, Elkhart, Ind., and Wade Adv. Agency, Chicago, sign three-year minimum contracts for A. C. Nielsen Co.'s new national radio index. Optional features include non-network service, station area reports. Also optional with Miles is consumer index service.

BROADCASTING • Telecasting
Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.

Represented by ROBERT MEEKER ASSOCIATES
CHICAGO   SAN FRANCISCO   NEW YORK   LOS ANGELES
A TIME BUYER’S DREAM...

In Knoxville, on WROL, NBC for East Tennessee, you get ... greater coverage, greater audience at lower cost. Your Blair or Cummings Representative can give you complete details and availabilities.

John Blair & Company,
National Rep.

Harry Cummings,
Jacksonville, Fla.
Southeastern Rep.

WROL

620 KILOCYCLES

5,000 WATTS

FOR EAST TENNESSEE

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247

East Tennessee’s Most Powerful Station

AGENCIES

COURTLAND P. DIXON, account executive for Buchanan & Co., New York, elected vice president in charge of creative management and member of board of directors. He has been with agency since 1939.

EARL E. SPROUL joins Mitchell-Fuast Adv., Chicago, in charge of new business department. He formerly operated his own agency in that city.

MARGE KERR, account buyer for N. W. Ayer & Son, New York, also appointed production supervisor of daytime radio for agency. She will supervise new five-weekly Dorothy Dix program on ABC sponsored by National Dairy Products, New York, effective Jan. 3.

JOHN A. MULLEN, former director of radio copy with Doherty, Clifford & Shenfeld, New York, joins creative staff of Sullivan, Stauffer, Colwell & Bayles, New York, as supervisor and coordinator of radio and television copy.


Mr. Mullen

HARRY CARTER, chairman of the board, Lester "L" Wolff Adv., New York, takes over direction of all radio and television activities of agency.

BILL FUSTON, formerly with Kahn’s Department Store, Oakland, Calif., joins Jewell Adv., same city, as production manager.

RILEY BROWN, copy writer at Gray & Rogers Agency, Philadelphia, appointed copy chief in the radio department.

LOISE MARK, former executive vice president of Mark, Mautner & Berman, Milwaukee, announces opening of her own agency, Loise Mark & Assocs., 309 Century Bldg., Milwaukee.

ALAN RANDALL, former assistant director of advertising and merchandising, Best Foods Inc., New York, joins J. Walter Thompson Co., Chicago office, as service representative. BILL LOARIE, who also joins agency in that capacity, was formerly with Sears, Roebuck & Co. and Montgomery, Ward & Co., both Chicago.

FRANK GROSJEAN, formerly with WJW Cleveland, joins Decker Adv., Canton, Ohio, radio copy department.

GEORGE STARR joins agency’s sales staff.

Mr. Randall

JEROME GOULD, MANNING LAWRENCE and EDWARD SCHARR announce opening of advertising agency, Gould-Lawrence-Scharr, 3707 Wilshire Blvd., Los Angeles.


ROBINS, NEWTON & CHAPMAN opens public relations and advertising offices at 1213 N. Highland Ave., Hollywood. Co-partners are JEROME ROBINS, formerly with Madison Adv. and Booker-Cooper, both Los Angeles; RICHARD NEWTON, former vice president with J. Walter Thompson Co., Los Angeles; R. J. CHAPMAN, formerly in motion picture publicity.

MARCIA HACKERT, formerly secretary on CBS G. E. House Party for Young & Rubicam, Hollywood, transfers to agency’s radio commercial department. RUTH BAKER replaces her on House Party.

WILSON-ANDREWS Adv. opens offices at 407 Commercial Center St., Beverly Hills, Calif. Principals are ARTHUR L. WILSON and PAUL ANDREWS. Phone is Bradshaw 2-4612.

MAX McCLELLAN, who formerly had his own Santa Monica, Calif., agency joins Hugo Scheininer Inc., Los Angeles, as creative and mechanical department head.

DON KEMPER Co., Dayton, Ohio, elected to membership in AAAA.

Page 6 • November 22, 1948
ADVERTISERS, UNLIMITED.

ANYWHERE, U.S.A.

HERE'S GOOD NEWS — STOP — WJW'S STANDARD NETWORK — FAMOUS FOR BROAD COVERAGE THROUGHOUT NORTHERN AND CENTRAL OHIO DURING CLEVELAND INDIAN BASEBALL BROADCASTS — NOW A PERMANENT ENTITY — STOP — WITH WJW AS ORIGINATING STATION THIS FIFTEEN STATION NETWORK OFFERS ADVERTISERS AN OUTSTANDING OPPORTUNITY TO REACH NORTHERN AND CENTRAL OHIO MARKET OF OVER 5 MILLION RADIO LISTENERS — STOP — STANDARD NETWORK OPEN TO ADVERTISERS FOR SPOT OR PROGRAM TIME — STOP — FOR DETAILS — WRITE WJW — CLEVELAND FIFTEEN, OHIO.

WJW — CLEVELAND'S CHIEF STATION
• Flint, Michigan—as wise sales strategists know—is a bountiful, $200,000,000 annual retail market.

How to reach it? Local merchants can tell you. They prefer WFDF because they know the ears of Flint are with us.

They know WFDF tops all local stations AND all outside stations, at all measured times of the broadcast day, in the Flint City zone.

WFDF’s leadership might be because it’s the oldest station in Flint . . . or because its outstanding newscasts have made history . . . or because WFDF never relaxes its merchandising activities and personal calls. Whatever the reason(s), the morning, afternoon and nighttime ears of Flint are with us—Mr. Hooper says so! And that’s good news for you, and for us!

*The Hooper Summer Listening Index gives all Three Firsts to WFDF!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville.
THE INVISIBLE SALESMAN

— reaching the homes in 24 markets from Yankee home-town stations

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WTSV—Claremont, N. H.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg—Leominster, Mass.

WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell—Lawrence, Mass.
WKBR—Manchester, N. H.
WNLC—New London, Ct.

WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth—Dover, N. H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.

Twenty-four invisible men — 24 house-to-house salesmen who always find the doors open to them in homes all over New England.

In New England, you can make a good market a better one, give dealers more incentive to co-operation by using local Yankee stations. These invisible salesmen put more sock — more intense local selling into each market.

Select your local Yankee stations to fit your needs — any station or any group, or — for all-inclusive coverage — the whole 24-station Yankee Network.

"This is The Yankee Network"

Member Mutual Broadcasting System
‘‘APPROVED, WSM’’!

The borderline between competitive items is often mighty slim. But not WSM promoted goods. They carry a strong stamp of approval. You can’t see it, but you can sure feel it in sales. Because the WSM audience believes in WSM, hence in what is WSM-advertised.

Since 1925, WSM has carefully and painstakingly built this acceptance.

It has grown into a power of far more importance to advertisers than our 50,000 watts, our clear channel or our audience of millions.
Feature of the Week

AT LONG LAST a "skyhook" has been found. In fact, it's been used as an impromptu radio tower to ascertain— with little cost— whether a loftier antenna would eliminate signal distortion.

The corner-cutting technique is a blend of standard radio engineering practices and helicopter operations.

Officials of the W. H. Greenhow Co., licensee of WWHG (FM) Hornell, N. Y., introduced the innovation in cooperation with the Helicopter Aircraft Service, Syracuse, N. Y.

Station officials had been trying in vain to eliminate signal distortion in some of the station's primary area. Consulting engineers had prescribed a 400-foot antenna, instead of WWHG's 200 foot one, as a possible remedy.

Before incurring the expense, however, they decided to call in Edward S. Robinson, president of the helicopter service firm. It was then they decided on preliminary experiments with "airborne transmissions."

A small antenna and one end of a coaxial cable were attached to the fuselage of "Bugbeater," the firm's helicopter. The opposite end of the 500 foot cable was plugged into the station's regular transmitter.

With Mr. Robinson at the controls, Mr. Robinson at the controls lifts the airborne antenna skyward for distortion tests.

The helicopter with Mr. Robinson at the controls lifts the airborne antenna skyward for distortion tests.

(Continued on page 44)

On All Accounts

F Courtland Ferguson were to admit seeing spots before his eyes, the confession would be literally true. The president of Courtland D. Ferguson Inc. has enjoyed the distinctive reputation of pioneering spots in the Washington agency field since 1932.

Actually he was selling the idea "on foot" as early as 1928, before networks and stations even accorded radio recognition.

The agency has quadrupled its billings since 1938. Today he handles a host of spot accounts, some of them notable success stories in their own right. Add to that his flair for infectious slogans and you explain part of his unusual success.

The agency's current list of spot accounts includes — to name a few— Smith's Transfer & Storage Co., John H. Dulany (frozen foods), L. S. Briggs Inc. (meat products), Little Tavern Shops, James J. Gill Co. (coffee), High's Ice Cream Co., Schindler Peanut Products, Lincoln Warehouse Corp., Mann Co. (potato chips), Smith-Douglass Co. (fertilizer).

Probably Courtland's two greatest successes are Smith's Storage and High's Ice Cream. The former has increased by five times its billings, most of which went back in radio. High's has branched out to sell time.

Ferguson-inspired spot slogans are well known in Washington. For Smith's, Courtland devised the famous "Don't make a move without calling Smith's"; for High's, it was "Don't look now but there's a High store near you."

Courtland was born in 1900 in Morris, Ill. He was graduated from Northwestern U.'s School of Journalism in 1922. He joined the old Chicago Herald-Examiner and later McCormick's Tribune, on which he was sports editor.

Then the colorful Chautauqua Circuit caught his eye. He joined as a sports man; then was boosted to advance man and platform supervisor, touring the southern and middlewestern states.

Courtland entered radio in 1928 as an announcer for WSPD Toledo. His idea from the outset was to combine selling time and announcing, one which he soon realized. He joined WQAY Cleveland as a morning disc jockey and pounded the pavement to sell time.

He started his own show on WKBW Buffalo to which he had shifted. Courtland sold the partici-

(Continued on page 44)
As you read this, a 100-mile ribbon of concrete is starting to stretch across eastern Pennsylvania.

It's the eastern extension of the famous Pennsylvania Turnpike. Completion is scheduled for 1950. Cost, financed by the largest revenue bond issue in American history, will be $134,000,000. And the completed Turnpike will be unique among the world's highways: more than 250 miles without an intersection or even a steep grade.

As you travel eastward, the Turnpike leads to one of America's greatest market areas...Philadelphia.

In this area live 6,609,000 people. Their retail purchases total $5,244,859,000. They build more locomotives, they make more radio and television sets, they freeze more ice cream than the people in any other single region. And they buy more of the world's goods than the entire populations of half a dozen states put together.

But the Turnpike isn't the only pathway that reaches the Philadelphia market-area.

The radio waves of Station KYW bring information and entertainment to millions of listeners, and carry advertisers' messages to customers throughout this 3-state region.

To make the right impression in this market, you'll want your message on 50,000-watt KYW. You'll be in excellent company. KYW carries the top-ranking programs of the NBC Parade of Stars...plus the most-listened-to shows of local advertisers. This station's unusually wide experience in program-building keeps attracting listeners, and stimulating sales, for sponsors both old and new. And many of the "old" sponsors have used KYW regularly since the earliest days of broadcasting.

KYW, like KDKA, WBZ, WBZA, WOWO, KEX, and WBZ-TV...is owned and operated by Westinghouse Radio Stations Inc. National representatives, NBC Spot Sales, except for KEX, for KEX, Free & Peters.

Westinghouse Radio Stations Inc

Photo Courtesy The Caterpillar Tractor Co.
POST CEREAL DIVISION of General Foods, New York (Grape Nuts Flakes), to sponsor half-hour recorded show, Professor Quiz, on about 25 stations in the west-central and south-eastern states beginning Jan. 10. Agency: Young & Rubicam, New York.

CALIFORNIA LIMA BEAN GROWERS ASSN., Oxnard (Seaside, Westside Limas), planning extensive 1949 advertising campaign, including radio through Mogge Privett Inc., Los Angeles. Radio plans include participation on Hollywood Housewives Protective League.

JOHN R. MARPLE & Co., New Rochelle, N. Y. (Betty Gaylord Cream Pie Mix), appoints Buchanan & Co., New York, to handle advertising. Radio will be used.

GENERAL APPLIANCE Co., Oakland, Calif., appoints Ad Fried Adv., same city, to handle advertising. Company to sponsor Music Hall, seven days a week on KSFO San Francisco, and plans sponsorship of TV show to start sometime in December.

SKIN TESTED DRUG PRODUCTS Co. (Cyl-Dent toothpaste) and Brown & Williamson Tobacco Corp. (Kool cigarettes), both New York, to sponsor WJZ- TV New York, telecasts of New York Knickerbockers' (pro basketball) home games. Agencies: Jasper, Lynch & Fishel, for drug firm; Ted Bates Inc., for B & W, both agencies New York.

IRVINDALE FARMS, Atlanta, Ga. (dairy), sponsoring Stars From Milky Way, 8 a.m.-12 noon, each Sunday, on WQXI Atlanta. Program features musical varieties.

LEWIS-HOWE Co., Windsor, Ont. (Nature's Remedy and Tunes), starts transcribed comedy show Anything for Laffa thrice weekly on 11 Canadian stations, and Your Hymn for the Day thrice weekly on 16 Canadian stations, as well as spot announcements daily on nine French-language stations. Agency: Grant Adv. of Canada, Toronto.

HARVARD BREWING Co., Lowell, Mass., appoints John C. Dowd Inc., Boston, to handle advertising. Radio will be used.


EASTERN BAKERIES, St. John, N. B., started Hop-A-Long Cassidy weekly on seven stations in the three Atlantic Coast provinces. Account was placed direct.

CVA CORP., San Francisco (LaBoheme wines), appoints J. J. Weiner Adv., same city, to handle all trade and consumer advertising commencing January 1.

WKR (TV) Chicago announces sale of Knickerbocker Show to Gayleigh Sports Wear for 18 weeks through Sid Davis Productions, and Ernie Simon's Daffy Derby to Jay's Potato Chips through Kaufman & Assoc. Midget boxing on Tuesday evenings extended five minutes from 8:15 to 8:30 p.m. CST for Reed's Popcorn candy through Reincke, Meyer & Finn, Chicago.

COLSTONE FOODS, Boston, sponsoring Evergood Quiz Show, 3:45-4 p.m., Tuesday, Wednesday and Thursday on WCOF and WCOF FM Boston, for its Evergood Stores throughout Greater Boston. This is Colstone's first radio venture.


GRAND CENTRAL MARKET, Los Angeles (Week's Poultry Shop), December 10 starting two week pre-Christmas spot campaign on five Los Angeles area stations, spots to run six days weekly on KMPC, KFWB, KGJP, KEKL Los Angeles; KIEV Glendale. Market ran similar pre-Thanksgiving campaign on same stations. Agency: Mayers Co., Los Angeles.

REG LOWANDER, sales promotion manager of Squirt Co., Beverly Hills, Calif. (carbonated beverages), appointed advertising and sales promotion manager.

BROADCASTING • Telecasting
Things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

Listeners throughout the five-state area served by KGNC have long since learned that ALL THE NEWS, first and complete, is on KGNC! And that's because KGNC is . . .
The ONLY station in this area whose newcasts are written, edited, and delivered by newsmen . . . not announcers who tear a fifteen-minute summary off a news machine five minutes before they go on the air!
The ONLY station whose newsroom is not even in the radio building, but in the editorial room of the Amarillo NEWS-GLOBE with which it is affiliated!
The ONLY station with both AP and UP radio wire, and KGNC has instantaneous access to all local and regional news covered by the 60 reporters of the area's two leading newspapers!

The ONLY station that has a special crew covering local and regional news with a wire recorder—making it possible for our listeners to hear the news from where it happens!
The ONLY station that CAN and DOES offer complete local and regional coverage as well as national and international!
Headed by Wes Izzard, dean of KGNC and Panhandle newscasters and a pioneer in radio news, KGNC's news staff represents a combined total of 71 years of news experience . . . and that means ACCURATE, UP-TO-THE-MINUTE, COMPLETE coverage!
This complete news coverage is just another public service feature that makes KGNC the "tuned-in" station throughout the fabulous Panhandle!

KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS

Represented by TAYLOR-BORROFF and Co., Inc. • Member of the LONE STAR CHAIN
AS A RADIO newscaster, "what can I do to get ready for television?" In an attempt to answer this question for its members, the telecasting committee of the National Assoc of Radio News Directors has prepared a booklet Getting Ready for Television.

Although the contributors differ on their likes and dislikes in video news reporting, they do agree on several points:

- A person with radio news experience is better off in TV news than a person with no experience. Wire or tape recorded interviews are a good background for TV news experience.

- News programs depend on the director, who should be a newscaster, and they take a balanced combination of eye and ear appeal.

News Before the Eye

James Lawrence, news director at KSD-TV St. Louis, warns in the booklet that the first thing to learn in TV news is how dull it can be. "If a newscaster simply reads script before a camera, he can be very dull indeed." The basic problem is to put the news itself before the eye.

Although nobody has the ultimate answer of how to do this, Mr. Lawrence points out that TV news has evolved in three forms: on-beat pickups, picture-casts and newsreels.

- Naturally spot news is ideal, but pickups are difficult. Unless an event can be planned for telecasting, such as a speech, the spot news may be over before a remote crew can set up. A source of power and transmission interference also presents problems for unscheduled, on-the-spot news coverage.

- "Particularly unique is the fact that the staff is capable," Mr. Lawrence feels that "the success of a news program depends on the director." This director should be "a newscaster with a visual news sense."

Although the still picture is the basic offering of local video newscasts, "the trouble with still pictures is simply that they are still." To help this situation, Mr. Lawrence suggests changing pictures rapidly and if possible "pan the camera across the photograph to give the illusion of motion."

Spencer M. Allen, director of the newscast department for WGN-TV Chicago, covers the use of various types of prepared television news material in addition to preparing local newscasts.

Appraisal of Film

From the newscast angle, Mr. Allen says: "Today's radio editor is too pressed to learn the intricacies of the film. He must learn to appraise news in terms of picture value as well as audio script.

And he must no longer turn up his nose at feature material. ... For even in cities like New York and Chicago there is not enough spot news that happens when your cameramen are around to fill up a 10 or 15 minute newscast. The news editor must develop a new method of writing. In the newscast, the script is dependent on the footage. The cameraman makes your script fit the action from a synchronization standpoint."

Mr. Allen also feels that production of daily wire recorded shows is helpful since the news editor will have the mechanics of local coverage set up. "Many of the stories he has covered by wire or tape make good pictures."

The use of sound cameras expands and enlivens the range of a TV newsreel operation, but Mr. Allen says it also complicates it, "particularly where the double system type of sound pickup is used. It takes expert cutting, matching and editing, plus one or two printing and developing operations, in order to come up with a complete sound and sight story.

"Such an operation is time consuming, and you will not have your story on the TV screen within a couple of hours, as you would with silent film—or single system sound.

Single System

"By use of the single system, sound is recorded simultaneously in the same film the picture is on. The sound track is developed at the same time the picture is, and is automatically in sync."

"However, the single system has its drawbacks. In the first place, it's audio quality is not the best—although for speech frequencies it is passable. Secondly, it is difficult to edit. For that reason, when a sequence is shot on a single system sound camera, it must be a planned production. You must intend to use that particular sequence on the air as a shot. Your mistakes, your high key, low contrast cannot be edited out smoothly as in silent or double-system takes."

Despite all that, Mr. Allen feels that "TV is still radio. Regard your newswriting, news as radio news, with sight added. And do not let the general excellence of radio news copy be overpowered or weakened by the impact of news pictures."

Despite the expenses involved and the headaches connected with the establishment of a video newsroom, Jack E. Krueger, news editor for WTMJ-TV Milwaukee, sounds a note of hope. Speaking of the new stations, he said: "Most of them will carry news, but you will not have to 'ape' the newsreels in the coverage of local events."

For these new stations, Mr. Krueger suggests they develop their presentation of news in several easy steps.

First is the announcer reading prepared copy and using some props such as maps and charts. Interviews with news personalities will help.

News Service Pictures

Next step is the use of news pictures from one of the picture services. At WTMJ-TV Mr. Krueger said they buy "the use of all pictures of one service, wirephoto, mail and those in The Milwaukee Journal morgue" and then write their own running commentary.

The still picture service will provide coverage of national and international events, but to cover local news it will be necessary for the station to have at least one still photographer.

Although these pictures do lack motion, a criticism expressed by other TV newscast editors, "the still pictures have one great value, not yet attained by any other medium—that of timeliness."

A supplement to stills and live broadcasts of pre-planned news events, Mr. Krueger suggests the addition of at least one daily newsreel service.

After the introduction of newsreels the last step is the presentation of moving pictures of spot news, features and documentaries. This involves, in the beginning, the hiring of a cameraman and the purchase of the necessary equipment for one man operations.

"At the outset you will have a commercial company to develop the film, perhaps as your operation grows in size, you will install a developing machine. This device will narrow the gap from the two or three days it takes you to get your film back from the commercial company to the several hours in which you can not only develop the film, but edit and splice it, prepare the commentary and put it on the air.

"From this stage you can go on and, increasing the size of your staffs and enlarging your service as governed by your peculiar local situation and newsroom budget."

Turning to network operations, Adolph J. Schneider, director of television news and special events for NBC, said: "News operations around our shop are developing on the basis of our radio premise: the network must supply coverage and programs which individual stations are unable to supply."

The extensive use of mobile units is praised and "in the mad scramble to get mobile unit shows on the air in sufficient number, directors and cameramen have developed techniques that will be invaluable in days to come. In local station operations, get yourself a young, rugged crew and train them to be camera reporters.

Radio Easy in Comparison

"Don't be too upset at the amount of gear, number of men, facilities, tests and headaches involved in any single pickup. Radio was easy compared to this."

In essence, Mr. Schneider said, the NBC plan is this: "Provide newsreel coverage worldwide. Give live coverage of big events, build news reporters with the same work of a news show, in which the

Mr. Allen Mr. Lawrence

success of a news program depends on the director. This director should be "a newscaster with a visual news sense."

Mr. Schneider Mr. Chester

reporter's personality will carry the impact until the other methods of coverage get to work."

At CBS, Edmund Chester, director of news, special events and sports for the CBS-TV network, states: "It's not so much a matter of getting ready for television. It's more a matter of staying ready."

(Continued on page 41)
ATLANTA LIKES TELEVISION . . . .

WSB-TV Launched “T-Day” in Atlanta September 29--A new concept of entertainment was introduced--new doors of enjoyment were opened to the South!

Television has “Arrived” in Atlanta . . . .

Living rooms are filled daily--sidewalks outside dealers’ windows are crowded--hundreds of phone calls--a weekly schedule mailing now nearing 2,000--set sales still booming--

Folks in the Atlanta market say

“T-V IS OKAY”

THE ATLANTA JOURNAL STATION

WSB-TV

ON PEACHTREE STREET

represented nationally by
EDWARD PETRY
Open Mike

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

with the Army, both locally and nationally, and I hope that both the Army and the industry will utilize this link to the utmost. The Army belongs to the people and the more intimately the people are acquainted with the Army and its work the better it will be for both the Army and the country.

F. L. Parks
Major General, USA
Deputy Commander
Headquarters, U. S. Army
Pacific
APO 958
% Postmaster, San Francisco

WDDO 'Gallups' Ahead

EDITOR, BROADCASTING:

On page 46 of the Nov. 8 issue of your excellent journal, I came across the statement "... It (radio) conducted no straw votes..." which statement was contained in an editorial titled, "Pollsters (Archaic)?".

Aha! Mr. Taishoff, you don't read mail from your contributors closely enough!

Radio, as an industry, probably conducted no straw votes, but WDDO Chattanooga, 5,000 w CBS affiliate, did! Every day, Monday through Friday, from Oct. 4, 1948 through Oct. 29, 1948, Bob Bosworth of our announcing staff interviewed anonymous individuals for 15 minutes via tape recording. Each person interviewed was asked for whom he was going to vote and why.

The tape was played back over the air at 5:45 p.m. The program was originated in various public gathering-places, such as, bus stations, restaurants, factory cafeterias, etc., but interviewees were never asked to reveal their identity in any way.

WDDO did hitch a disclaimer to each end of the broadcast, so that nobody could construe the results as conclusive, but that didn't keep us from smiling a bit when the returns from the actual election were known. Our poll was probably the only one in the country that predicted that Truman would win by a considerable plurality!

Gene A. Carr
Program Director
WDDO Chattanooga, Tenn.

Typical College Station

EDITOR, BROADCASTING:

During the last few months we at WSRN have noticed that Broadcasting and other non-trade journals have devoted an increasing amount of space to the field of college broadcasting. In the past we have mentioned the station at Temple U.; in the current issue we note references to the stations at the U. of Oklahoma and Syracuse U.

We would very much like to point out to you that these stations are by no means typical of college broadcasting activity ...

Most college stations are operated and managed entirely by students, financed by student funds, or by payments for commercial activities, or by an allotment from the student activities budget, or a combination of all three. WSRN here at Swarthmore is an excellent example of such a station. Operating on carrier current, its equipment is entirely student built, with obvious exceptions such as turntables, etc. Our speech input and recording equipment meet FM standards, and our overall frequency response from microphone input to transmitter output is plus or minus 2% from 50 to 8000 cycles, with a total inter-modulation distortion of 5%.

The college itself benefits by publicity received through our close work and cooperation with the local stations. Last year, WPWA Chester, Pa., received from us transcribed and edited programs of important events otherwise unavailable to them, in addition to a regular bi-weekly commercial series produced in our own studios. This year we are continuing this series over WVCH in Chester, in addition to broadcasting all athletic events, both at home and away over WVCH with our own staff and equipment.

In addition, we receive many re- 

(Continued on page 59)
Symbol

OF AMERICA'S FREEDOMS

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

WJR - WGAR - KMPC

DETOIT  CLEVELAND  LOS ANGELES

THE GOODWILL STATIONS

G. A. RICHARDS  FRANK E. MULLEN  HARRY WISMER
Chairman of the Board  President  Asst. to the President
It’s Easy, If You Know How!

Skipping the obvious puns about “bull”, we’d just like to say that running a big-time radio station in the deep South requires some pretty fancy stepping which only experience can teach.

KWKH has experience. For 23 years we’ve been working to take the guesswork out of programming—to put Know-How in! We know about Dixie devotion to tradition, and we know the progressive outlook, too. . . . We know our listeners’ social and economic picture. We know what they want to hear, and when.

What’s the result? Well, of all the rated CBS stations in the country, Hooper ranks KWKH 10th in the morning, 9th in the evening. If you really want to boost sales in this prosperous, four-state area, write us for all the facts!

KWKH

Shreveport, Louisiana

The Branham Company

Representatives

Arkansas

Mississippi

Henry Clay, General Manager
NAB-BMB FACE LIFTING

By J. FRANK BEATTY

NAB and BMB will undergo face-lifting treatment to bring them in line with the industry's commercial and technical progress.

The NAB board of directors, in a three-day meeting concluded Thursday in Washington, took inventory of its internal and related operations.

Special target of its critical gaze was BMB, subjected to personnel and operational scolding.

These developments came out of the board's sessions:

- An accidental industry vote on the board's code powers will be taken as result of a by-laws mixup.
- Five-man board committee will study the NAB operation and suggest changes. It's not a reorganization move, however.
- NAB-TBA merger plan was set aside pending this study.
- Fulltime FM Dept. will be operated during the interim, but proposed TV Dept. deferred.
- Two-day annual Management Conference was approved, with unaffiliated stations permitted to have a day of their own.
- Budget of $769,000 was approved for regular 1949 operations, with all special projects postponed.
- International broadcast situation aroused concern, with NAB promptly shipping its two delegates back to Mexico City conference.
- Committee will be named to interpret code and promote industry adherence.
- All-Radio Presentation will get on the face-lifting process because of administrative factors.
- New Orleans picked as site for next board meeting, to be held in February.

Hottest portion of the board's sessions centered around BMB. Individual board members cited grievances against BMB's methods, surveys and two of its officers. The personnel rebukes were softened Thursday afternoon following a brisk Wednesday spanking.

Closer Control

The board instructed its representatives on the BMB governing board to take steps "to bring about closer control and management of BMB affairs, to the end that subscribers to the service will be better served." Criticism was voiced of the BMB administrative format, with several "inconsistencies" drawing fire.

Timebuyers, as well as some broadcasters, don't like some of the BMB reports and methods, it was declared.

Board Plans Code Adherence

By FRANK BEATTY

The point was raised among some board members that BMB has used strong-arm methods at district meetings by presenting agency and advertiser speakers who even went so far as to name stations whose faculties aren't used because of failure to subscribe to BMB.

Immediate repercussions of the board's BMB rebuke were heard Friday afternoon at a meeting of BMB's executive committee in New York. G. Richard Shafto, newly elected to the BMB board by NAB's board, was named as observer at the full BMB board meeting this afternoon (Monday) in New York and once again the subject will be hashed out.

While NAB means business in wanting BMB to get a face-lifting, the industry has only 7 out of 21 votes on the BMB board. Assn. of National Advertisers and American Assn. of Advertising Agencies divide the other 14 equally. Funds for the BMB project are put up by broadcasters.

NAB's board insisted on at least one change in BMB top personnel. A difficulty of BMB's organization is that the president and director of research operate on about a parallel level.

Timing Coincidence

The code situation is due to a coincidence in timing. The result will be an industry referendum on the petition submitted by Edward Breen, KVDF Fort Dodge, Ia., now a director representing small stations, proposing to change the by-laws so the board will no longer have the power to promulgate a code.

Mr. Breen submitted his petition, with some 296 member signatures, at the NAB board meeting in Los Angeles last May. Under NAB by-laws, the petition had to rest for 30 days prior to the May meeting. It has since cleared the board's by-laws committee and it came up for discussion last week.

A curious question arises: If the Breen amendment is adopted, will the Standards of Practice still exist? No formal ruling is available, but suggestion was made that the code might remain in force even if the amendment were passed. This post... (Continued on page 74)

TV BAND GRAB

By RUFUS CRATER

THE NAVY was reported unofficially last week to be seeking a major portion of television's "upstairs" band for military purposes. This move foreshadowed a development that would stir up radio-wide confusion and unquestionably would wind up on the President's desk for decision.

The reports, which had not reached the Commission level but were heard in several quarters outside and inside FCC, came almost simultaneously with FCC's release on Friday of maps showing what observers regarded, on first inspection, as a "dismal" situation in video's present band.

The maps showed (1) interference conditions which would result under the allocation plan proposed before the Commission undertook its current re-examination of TV standards, and (2) the allocation effects if stations were spaced to provide protection against the long-range factors of tropospheric transmissions.

Interference Serious

Observers felt the interference shown in the first set of maps was serious. The second, spacing co-channel stations approximately 210 miles apart, would drastically reduce channel availabilities.

The 210-mile plan—prepared solely for illustrative purposes and not as a proposal—would leave no channels in 31 of the 67 cities covered in the 15-state survey. The number of channels assigned or available in these 67 cities would drop from 122 to 66. No operating stations would be affected and no outstanding construction permits would be deleted, but a few CP's would be switched to other channels (see table, page 72).

The allocation plan ultimately decided upon, it was felt, will represent a compromise between the 210-mile plan and the Commission's own earlier allocations.

The unofficial reports on Navy designs on the upstairs band said the military arm wants substantial portions of the 500-900 mc area. This block effectively... (Continued on page 78)
THE DECAMPMENT from NBC of Jack Benny, Edgar Bergen and the Phil Harris-Alice Faye team—three found in the night's most dominant Sunday night program power of the network—for CBS was seen as a virtual certainty last week. Although final details in the most sweeping inter-network program transfer in recent history were not settled, it was known that NBC had abandoned hopes of retaining any of its big Sunday comedy shows save that of Fred Allen.

At week's end, it became known, NBC had begun to discuss program substitutions in its Sunday schedule with advertisers. The network was reliably reported to have entered negotiations with sponsors of comedy shows now heard on other nights looking toward their transfer to the Sunday void.

All parties were officially mum as to whether the change in alignment, but unofficially it was learned that CBS had virtually succeeded in luring Mr. Benny to its fold by means of a capital gain purchase not unlike that which brought Amos 'n Andy to CBS from NBC several weeks ago. Mr. Benny was the key in the expected transfer, since the three shows to CBS. His acquisition by the rival network would unquestionably be immediately followed by the transfer of the Harris-Faye show and of Mr. Bergen.

Mr. Bergen, it was learned, was about to be signed by Coca-Cola, supplanting as his sponsor Standard Brands which is dropping his show because of high talent costs. It was understood that Coca-Cola would move Mr. Bergen to CBS if Mr. Benny went. It was understood that CBS intended to schedule the powerful NBC comedy line-up in the same time periods in which it has been heard on NBC, from 7 to 8:30 p.m. Sundays. This would necessitate rescheduling of the Amos 'n Andy show heard on CBS Sundays at 7:30 p.m. The virtues of CBS retaining the Benny-Harris-Faye-Bergen sequence in the same times that listeners have long been accustomed to hear them on NBC were obvious.

The CBS coup, if accomplished, would mark the end of a combination by which NBC has held an iron clutch on the Sunday audience for years. Mr. Benny has been on NBC for 16 years, Mr. Bergen for 11. The Harris-Faye-Faye show is another relative newcomer, having been on only two years. Figuring prominently in the CBS negotiations was the music corporation of America, the talent agency which also was involved in the Amos 'n Andy transfer to CBS. MCA also has become a partner of CBS in a television enterprise to promote and telecast boxing bouts through the reorganized tournament of champions. The redefined appearance of MCA in recent CBS talent acquisitions has led to speculation that NBC endeavors to retain Mr. Benny may have been frustrated because of an inability to come to (Continued on page 64).

SWEZEY

THE RESIGNATION of Robert D. Swezey was accepted last week by Mutual's board of directors.

Mr. Swezey had decided to leave his position as general manager to take charge of a new post in the executive ranks [BROADCASTING, Nov. 8].

The Swezey resignation was motivated, it was reported at the time, by his belief that the creation of a vice presidency in charge of both programs and sales would report directly to President Edgar Kobak and upgrade his position.

The official announcement issued after the board meeting last Thursday announced only that Mr. Swezey's resignation had been accepted "with regret."

At the time he originally submitted his resignation, Mr. Swezey was known to have implied that he wanted both program vice presidency and sales vice presidency, and that he had been promised up in the executive ranks.

Mr. Swezey's objection to the nature of the new position was reportedly for the resignation—before he assumed the job at Lincoln Telephone, executive vice president and general manager of

Searle, Rynd Resign; Wilson Re-assigned

Mr. Searle entered radio in 1939 as attorney for NBC, a position he held until joining Blue in 1942.


definitions has led to speculation that NBC endeavors to retain Mr. Benny may have been frustrated because of an inability to come to (Continued on page 64).

Resignation from Mutual

Now Official

Swezey, No. 2 executive of MBS, board of directors.

Mr. Swezey, who has been vice president for nearly four years, after a board

Yankee Network, who had been appointed by Mr. Kobak as vice president in charge of programs and sales.

Mr. Travers, it was learned, had advised the board that he was firm in his aversion to taking the post. Another executive will be sought.

No successor to Mr. Swezey will be named, the board announced. His duties will be chiefly absorbed by Mr. Kobak.

The resignation of Mr. Swezey from Mutual marked the dissolution of the team of Mr. Swezey and Mr. Kobak which first formed when both were executives at the Blue Network. Mr. Swezey was general counsel for the Blue Network from 1942 to 1944 when Mr. Kobak was vice president and general manager.

When Mr. Kobak left the Blue to join Mutual as president, Mr. Swezey went along as vice president and general manager.

Mr. Swezey entered radio in 1939 as attorney for NBC, a position he held until joining Blue in 1942.

Two ABC vice presidents resigned, a third was moved and a fourth was about to be appointed in the most widespread realignment of top network personnel in recent history. Don Searle, veteran ABC vice president in charge of the Western Division, announced his resignation to concentrate his energies in personal business enterprises.

Charles E. Rynd, vice president in charge of programs and television at New York headquarters, was assigned to replace Mr. Searle in charge of the West Coast. The transfer of Mr. Barry to the West Coast is expected to occur about the first of the year. Until then, Frank Samuels, Pacific Coast sales manager, will be in charge of western operations.

Charles E. Rynd, vice president and assistant secretary, announced his resignation to concentrate his energies in personal business enterprises.

J. Donald Wilson, director of programs and production of the Western Division, was assigned to New York headquarters as director of programs. He was believed probable that he would be appointed a vice president, perhaps at the time the network's board of directors.

The selection of Mr. Barry to take charge of the Western Division was believed to reflect ABC's growing interest in Hollywood as a television production center. Mr. Barry has had overall supervision of television development for some time in his present position.

The transfer of Mr. Barry to the West Coast is expected to occur about the first of the year. Until then, Frank Samuels, Pacific Coast sales manager, will be in charge of western operations.

Searle, Rynd Resign; Wilson Re-assigned

Mr. Searle, now 49 years old, joined ABC after long experience as a midwestern broadcaster. He still retains a 50% interest in KANS Wichita and is owner of KMMJ Grand Island, Neb. He also has oil interests in Iowa.

Despite the fact that most of his properties are in the Midwest, Mr. Searle will continue to make his home in Los Angeles.

Mr. Searle entered radio as manager of KOIL Omaha after long experience in sales and advertising with the Mona Motor Oil Co. After subsequent sale of KOIL and KMMJ he joined KGO San Francisco, an ABC owned and operated station, as general manager in April, 1945. He became vice president and general manager of the Western division in October 1945.

Mr. Barry, who is 37, has been a vice president of ABC in charge of programs since July, 1946. He entered radio when a Washington, D.C., store for which he was advertising manager undertook a radio program which he announced. He became an announcer for NBC in Washington and in 1938 was made night manager of WRC and WLM Washington, the Red and Blue Network stations. Mr. Barry continued with the Blue Network after NBC sold it, and he became Washington director of operations for the network, then known as ABC, in 1945.

He became national director of programs in October, 1945, at New York.

Mr. Wilson, 44, has long experience in Hollywood radio as a writer and producer. Before joining ABC as production director in April 1945, he was a free lance writer and producer. He was named director of programs and production in July 1946.
By BRUCE ROBERTSON

TELEVISION, youngest and most glamorous of advertising media, was doubly featured at the Annual Eastern Conference of the American Assn. of Advertising Agencies, held last Monday at the Waldorf-Astoria Hotel in New York.

It monopolized not only the panel session on radio and television but also the creative session, which devoted its full two-hour period to discussing "How to Sell in Television."

The all-day agency meeting this year adopted the Town Meeting pattern for its nine subject sessions. Each topic was first discussed briefly by the panel members and then thrown open for questions, comments and criticisms from the floor.

Gordon E. Hyde, president, Federal Adv. Agency, and chairman of the New York Council of the AAAA, was also general chairman of the meeting, which had a total attendance of about 800, including agency men and their client and media guests.

Opinion Polls Kidded

Public opinion polls came in for a lot of kidding. The probable effects of their political miscalculations on the future of market research received more serious consideration by the conference. Consensus was that the long-range effect would probably be beneficial, as research will be subjected to more careful scrutiny and so will be more accurately conducted and its results more carefully interpreted and applied.

Dr. George Gallup, in a neck-cloth-and-ashes address at the dinner session, admitted that the kicking around the political polsters have received since election was well deserved.

"We let the people think we were a lot better than we are," he said. "They got to thinking we could walk on water—and we began to think that we really could."

Outlining the various complicating factors in election prediction, Dr. Gallup declared that no market research man in his right mind would attempt a similar type of prediction regarding product sales. He answered with a resounding "No" his own question, "Will our upset hurt market research?"

No Effect on Sampling

Marion Harper Jr., vice president, McCann-Erickson, chairman of the research session, echoed Dr. Gallup's statement in his opening remarks. "The failure of the election polls," he said, "will, in my opinion, in no way affect the future of the growing science of sampling and its applications."

The error in the political poll-

Televising Selling Is Highlight

that in his opinion, "time costs are not excessive, particularly when I see all of the people that a station must employ in order to put on a television broadcast."

Jay Clark of the Ted Bates agency, read the speech of T. F. Harrington, vice president of Ted Bates, who was absent because of illness. Mr. Harrington predicted that television is "very apt to represent the major proportion of agency billing in a comparatively few years."

He also maintained that "a lot of mysticism has been built up around television that has top management scared stiff."

Radio's Early Years

He pointed out that advertising agencies weathered radio, which was just as mysterious a medium in its early stages, and "they will assume the same degree of control over television at the height of its usage."

Mr. Harrington also suggested agencies could lower the costs of maintaining television personnel, installing film projection machines, etc., by "adopting the rapidly growing practice of buying package television shows, with creative directors included in the package."

Many clients have accepted this practice as part of the price of securing top-rating radio and television programs, while still holding the agency responsible for delivering a sizable audience," he ascertained.

Peter Langhoff, director of research for Young & Rubicam, New York, assured the group that "never before has an infant medium been so well attended by research tools."

Television research had a strong springboard in radio research which in turn had been built on marketing research. The methods of measuring audience size and kind have been well tested," Mr. Langhoff said.

Mr. Langhoff went on to explain that today "there are 42 stations telecasting commercially. These stations serve 21 metropolitan areas. Production records indicate a total of approximately 85,000 sets manufactured. Of this total, probably a few more than 700,000 have been installed. Present production rates seem to assure 850,000 sets installed by the end of this year and 2,300,000 by the end of 1949."

Set Prediction

He predicted that "a figure of 850,000 sets for New York is not far off the target."

In computing the average costs per thousand viewers based on some assumed program costs, Mr. Langhoff revealed the figures were $15.04 per thousand viewers per half hour (by using 4 viewers per set)—the equivalent of $61.17 per thousand sets tuned.

"If the client is still unsold," Mr. Langhoff suggested "that he can get two fine commercials into that half-hour which brings the cost per thousand commercial impressions down to $7.52. If the prospects remain unconvinced . . . he will get something of a bonus if he buys the network rather than just the New York station."

Wallace W. Elton, art director (Continued on page 68)
Examine the floral presentations are (1 to r) Alexander Harris, Ronson president; Robert Swezy, MBS vice president and general manager, and David C. Thomas, Cecil & Presbrey secretary-treasurer.

has been designated for radio and television.

The show is a skillful radio adaptation of the old party game and consists of four regular members of a panel, Fred Van Deventer, Florence Binard, Bobby McGuire and Herb Polesis and a guest each week. Each member has received a number of awards during the past year, among them one from the American College of Art.

**Sale Success!**

(One of a Series)

number of outlets "to avail ourselves of the full facilities of the Mutual Broadcasting System, the largest network in the world." Twenty Questions took to the air in July 1946 over a limited network of 17 Mutual stations. Today after its latest increase, the program is being heard on 464 stations in the U. S. and on 29 outlets of the Canadian Broadcasting Corp. The company's overall budget has risen to about $1,3 million, of which about $750,000

**B&B REALIGNS**

Increasing Television Work Is Cause

BENTON & BOWLES, New York, last week announced realignment and streamlining of its radio and television department to meet the increasing commitments in the field of television.

Walter Craig, vice president in charge of radio activities for the agency in New York and has been named director of radio programs. Robert Buckley will continue to manage the business affairs of the radio department.

Mr. Harris

Mr. Mc

Dermott has been appointed production supervisor and will work charge of radio and television, will

with Mr. Harris on actual studio production problems and screening new programs, in addition to directing the Wendy Warren and the News program. Hoyt Allen will direct Perry Mason in addition to his current duties in connection with Portia Faces Life and Juvenile Jury.

Oliver Barbour, who is currently directing the Jack Berch show, will also direct When a Girl Marries. Charles Fisher will direct Rosemary and will alternate with George Jenson as agency supervisor at Gang Busters broadcasts.

Don Wallace, in addition to his recording activities, will work with Mr. Allen on Juvenile Jury and will handle "cut-in" announcement assignments.

**Gives Sales Spark to Ronson Lighters**

Assn. The National Parents and Teachers Assn. recommended it as "excellent listening fare" and it has received a blue ribbon for excellence from the New Jersey State Fair Committee. It was also voted the best quiz program on the air by Dramatics Magazine.

Ronson Radio History

The Ronson radio advertising history started in 1938 when the firm doubled in the medium with a small announcement series aimed at special holiday purchases. Paul Sullivan, CBS newscaster, was the talent for this initial campaign. By 1939 Ronson joined other participating sponsors on the Ed East and Polly Show on ABC with a 2-week campaign before Christmas.

And in September of the same year Ronson sponsored its first television show, a half-hour musical entitled The Ronson Lighter Opera House on WNBT New York.

When the war broke out the radio and television budget was abruptly terminated because the firm was called upon to allocate its entire output to the Army.

In 1945 when the government allowed Ronson to sell their lighters to civilians again, the company plunged back into radio with a special half hour network show on Christmas preceding the Elgin show. And in July 1946, the Ronson Co. bought Twenty Questions.

To supplement the network show, Ronson also uses spot announcements promoting its fluid, Ronsonol and its Redskin flints and wicks on a number of local stations. Its television schedule this past year included 20-second spots on 14 video stations in addition to

Blowing out candles on the second anniversary cake are (l to r, standing) Guy Lombardo, Bill Slater and Bobby McGuire and (seated) Fred Van Deventer, Florence Binard and Herb Polesis.

BROADCASTING • Teletasking
**FCC PROBE**

By ED KYES

CHANCES of survival for the House Select Committee to Investigate the FCC during the 81st Congress appeared very slim last week. But the prospects of another committee inheriting its duties loomed brightly.

While Republican Chairman Forest A. Harness (Ind.), who was defeated in the election, was scheduling a meeting to see what effective machinery might be salvaged from the post-election rubble, the Democratic legislator slated to take the reins of the committee was thinking in terms of abolishing the committee.

Rep. J. Percy Priest (D-Tenn.), likely new chairman, and Congressman Harness, should the committee be perpetuated, last Thursday expressed opposition to renewing the committee's lease on life. He acknowledged, however, the need for a continuing examination of Commission practices and procedures.

He suggested a communications sub-committee of the House Interstate and Foreign Commerce Committee, of which he is also a member, would be the appropriate committee to handle the job.

**Executive Session**

Meanwhile, Frank T. Bow, general counsel of the Select Committee, announced last Thursday that the committee would meet in executive session Dec. 1 to discuss its future course.

Further plans will be made and staff reports considered during the session, Mr. Bow explained. The reports, he said, will include material on the recent investigation of communications in Puerto Rico [BROADCASTING, Nov. 8], an outline on the examination of the Commission's controversial Blue Bottle, FCC licensing practices and other committee matters.

The advisability of conducting additional public hearings to supplement those held by the committee on the House floor, decisions will also be determined during the meeting, Mr. Bow indicated.

It is not anticipated, however, that any of the reports will be made public in the near future.

Mr. Bow emphasized that a report on the work of the committee will "definitely" be made to the 81st Congress after it convenes in January. The report, informed quarters believe, will urge continuance of the committee during the new Congress.

The subject of public hearings in Puerto Rico is very likely to arise during the committee's Dec. 1 session. Mr. Bow and two investigators returned a few weeks ago from Puerto Rico, where they conducted an overall investigation of radio operations, including FCC's commercial granted to PRP, government owned and operated outlet [BROADCASTING, Nov. 1].

Private broadcasters had complained that the government commercial operation was a threat to free enterprise. It is considered a strong likelihood that the report to Congressman Harness on the Puerto Rican probe, may contain recommendations for public hearings.

The Dissenting Member

The Committee will probably find a dissenting member in the person of Congressman Priest, who believes it may not be necessary to look further into the Puerto Rican situation.

Rep. Priest, although he signed the scathing committee report on the communications industry for the vital role it will play in any possible national emergency.

Two major steps in this direction were taken following the military difficulties at Fort Wainwright ago of the Civil Defense plan, which recognized communications as its "nerve system" [BROADCASTING, Nov. 15].

The Department of Defense Electronics Equipment Industry Advisory Committee, established jointly by the National Security Resources Board and the Munitions Board, held its first meeting Nov. 16 at the Pentagon.

Andrew Corp. began expansion of its facilities at a strategically located site.

Membership of the group, organized to advise on industrial mobilization plans for the electronics equipment industry and related problems, consists of 28 representatives of large, medium and small electronics companies.

**Groups to Meet**

According to military officials, representatives of industry agreed to appoint a special committee to assist in the standardization of nomenclature and specifications for military and industrial equipment.

The industry representatives reportedly agreed to cooperate with the government in its mobilization planning and in turn asked government cooperation. It appeared that the entire electronics industry, including small plants, would be involved in mobilization planning.

The committee will work with the Pentagon's Army-Navy-Air Force Standards Authority at the Special Corps' installation at Ft. Monmouth, N. J.

Problems on component parts will be dealt with by 14 or 15 task force committees appointed from the main group.

**Co-chairmen Named**

Co-chairmen, one representing the military and one the industry, were appointed during the session.

Fred R. Lack, vice president of the Western Electric Co., was named industry representative and Capt. W. C. Wade, USN, chief of the facilities division of the Munitions Board, will represent the military.

Andrew Corp. of Chicago was the object of praise by defense officials. The electronics production plant, in conjunction with current expansion plans, located their new facilities ten miles from any probable bombing target in that area. In addition, the facilities, located on 400 acres of farm land purchased some time ago, derive protection from atomic radiations by sur- rounding the location with a high fence miles from the center of Chicago.

Gayle W. Arnold, assistant director of production for the National Security Resources Board, commented the foresight of Andrew Corp. officials to follow the NSRB's recommendations with positive action.

Mr. Arnold expressed the hope last Wednesday that other manufacturers would follow the lead of Andrew Corp. "as they are able."

The firm has completed a research laboratory at the new site and their antenna research group is in operation there.

In an address before the Society of Industrial Realtors of the National Assn. of Real Estate Boards in New York Nov. 12, Mr. Arnold emphasized that "today's strategy is based on the premise that any portion of our nation is subject to attack; but the staggering cost in material, men and energy of an attack intense to destroy even partially the productive capacity of the nation would require planning (Continued on page 60)
SUBPENAS were issued by FCC last week for two network executives—upon petition of National Assn. of Radio Station Representatives—requesting their appearance at the Nov. 29 Commission inquiry into the whole structure of station representation in the sale of national spot advertising.

The executives are Lewis MacConnaich, secretary of NBC, and Joseph A. MacDonald, secretary, vice president and general attorney of ABC. The NARSR petition requested they be required to produce certain communications with affiliated stations which the station representatives' association indicated would tend to prove that the networks have sought to induce affiliated stations to substitute network business for national spot business.

The investigation was ordered by FCC last July and is based upon the year-old complaint of NARSR against the policy of CBS to take over non-network time sales of certain affiliated stations [BROADCASTING, July 26]. The Commission indicated the probe would be directed against the networks to determine whether network representation of affiliates in non-network time sales violates its chain broadcasting regulations and whether these regulations should be tightened even if there is no violation.

NARSR Presentation

The proceeding is expected to take several days with NARSR planning to require two days for presentation of its case. The association is represented by James Lawrence Fly, New York attorney and FCC chairman at the time the chain broadcasting regulations were effected.

NARSR asked in its petition to FCC that Mr. MacConnaich be required to produce true copies of certain communications with affiliated stations. One is a Western Union telegram dated Aug. 21, 1948, and signed by Sidney N. Smartt, vice president, addressed to one or more Pacific Coast stations on subject of the Richfield Oil Co. program. NARSR said the telegram tends to demonstrate and illustrate the competition between network and national spot business and the activities of the network in persuading affiliates to substitute network business for national spot business in station time.

NARSR also requested production of those NBC records which will show the rate of payment for network commercial shows aired by affiliates in station time. "They will tend to establish inducements offered by the network to the affiliates to accept network commercial programs in station time," the petition stated, "thereby making said time unavailable for national spot business."

Mr. McDonald would be required to bring a copy of the minutes of the ABC Stations Planning and Advisory Committee meeting held Feb. 25, 1947 (dated March 12, 1947) which were reported to affiliates of District 1. NARSR said minutes "will tend to establish efforts by ABC to induce affiliates to carry network commercial programs in station time and thus to reduce time available for national spot business." Request also includes letter dated April 28, 1948, and signed by ABC President Mark Woods, addressed to various stations on subject of an offer of network's spot sales division facilities to TV affiliates. Letter "tends to prove intent and purpose of ABC to solicit station representative business of its affiliates."

Messages Sought

Also sought are certain teletype messages from the ABC commercial traffic department to affiliates. One dated Aug. 29, 1946, is said to relate to the Philco Corp. Bing Crosby program; another dated Oct. 16, 1946, is said to relate to station breaks between the Swift & Co. and Filoto Corp. portions of the Breakfast Club, and a third, dated Sept. 29, 1948, is said to relate to Kay Kyser's College of Fun and Knowledge. NARSR stated these would "tend to prove efforts of network to induce affiliates to surrender station time in return for obtaining network commercial shows."

Meanwhile last week, one of the participants in the proceeding, WSAY Rochester, N. Y., filed petition for dismissal of its appearance. WSAY a fortnight ago was denied review by the U. S. Supreme Court of a Circuit Court decision which upheld the right of a network to fix the national advertising rate of an affiliate [BROADCASTING, Oct. 18]. WSAY had sought to prevent ABC and Mutual from moving affiliations away, pending trial of its $12 million suit against the four national networks charging violation of the anti-trust laws.

FTC Receives Argument

On Carter's Arrid Case

ARGUMENT on the merits of the case against Carter Products, New York, charged by the Federal Trade Commission with misrepresentation in the sale of Arrid, was held before the full Commission last Thursday. FTC has taken the argument under advisement.

The complaint, filed originally in 1943, alleges that the firm falsely represented in its radio copy, and in newspaper, periodical and circular advertising, certain qualities attributed to Arrid. It charges the preparation will not accomplish the results claimed.

William L. Hanaway, New York attorney, presented the case for Carter Products.

Weaver Appointed

SYLVESTER (PAT) WEAVER Jr., vice president in charge of radio and television of Young & Rubicam, New York, has been named chairman of the radio and television committee of the American Heart Assn.'s 1949 national campaign, it was announced last Friday by William E. Cotter, executive vice chairman. The "Heart" campaign scheduled for next Feb. 7-28, has a goal of $5 million.
Cites Future to Chicagoans

FCC CHAIRMAN Wayne Coy told the Chicago Rotary Club last week that "in the long run" he thought television would create "larger advertising expenditures," despite probable inroads on some other media at first.

He "predicted" addition of high-band channels "soon," and "hopped" network television would reach from coast to coast "within another two years," by which time he estimated 400 stations would be in operation as compared to some 48 today.

He renewed his prediction of 1,000 operating stations in "seven or eight years" and said sets-in-use were expected to reach 17 million by 1955.

"Speaking Tuesday at the Rotary "Telecasting Day," Mr. Coy told his audience that advertisers will find television "the most powerful, most effective and the most profitable medium for mass merchandising yet devised."

Retail Field

He thought video may be able to tap the field of department store and similar retail advertising—where sound broadcasting has not been "particularly successful"—"without serious adverse effects on radio advertising," although perhaps with "serious consequences" for newspapers and magazines.

The FCC Chairman considered it "a serious mistake to suppose that television must inevitably grow as an incubus, by sucking out the life blood of other media." But he foresaw a period of "adjustment" for the various advertising media.

Sound broadcasting, he said, "is in for serious readjustments."

He reiterated his view that "as television progresses, persons conducting both television and sound broadcasting stations forecast the latter to concentrate on the former because of the incompatibility of the two services under one management." But he said that "sound broadcasting in the metropolitan areas will always be necessary to supplement television" and "in the rural areas it will be expanded." He said "newspapers" will need to adjust to new competitive conditions when thousands of their subscribers see and hear the big news events of the day just as they happen."

For the motion picture industry, he said, television is a competitor "in more ways than one"—competing with exhibitors not only for audiences but also for films, and possibly competing with the movie producers by creating its own "tailor-made" films.

"American industries certain to be affected by television may fall before this new communications medium or, like the phonograph records did in partnership with radio, may rise phoenix-like in partnership with this new industry," he declared.

The FCC executive said the scheduled Jan. 12 linking of American Television & Telephone & Telegraph Co.'s eastern and midwestern network facilities [Broadcasting, Nov. 8] will be "a mighty milestone" in television history.

Television, he said, is not only "a tool of peace" but, if necessary, can be "a powerful weapon to protect national unity."

In event of bombing, he asserted, "our television stations may well serve as our most effective means for the mass mobilization of our people in the large population centers for protective measures..."

The evacuation of cities, fire fighting, demolition work, first-aid treatment to the wounded, emergency feeding, housing and sanitary measures could be expedited beyond anything possible in any previous war."

He told the Rotarians that television links "about the only business I know of in which the enterprisers go bragging about the amount of money they are losing."

He noted that it costs "from a quarter to a half million dollars to build a station," and that losses frequently are running from "$10,000 to $25,000 a month"—sometimes "a lot more." Television broadcasters would not be making such investments, he said, if they were not convinced of the superiority of television over radio."

Mr. Coy was introduced by Wayne Williams, vice president of K. E. Shepard Agency, who was in charge of planning for the event.

TV Prop Wash

AMERICAN Overseas Airlines, New York, has made available to video producers such visual props as flagship interiors, ticket counters, doorway mock-ups, sky berth interiors and other dimensioned scenes of Holland, Ireland, London, Paris and Scandinavia.

TV LINK SCRAMBLE

FOUR TELEVISION networks and a special WGN-TV Chicago-WPIX New York hook-up were engaged last week in a bitter scramble for allocations on the AT&T coaxial cable link between the East and Mid-West. The link is scheduled to open Jan. 12.

At a New York meeting called by AT&T in the hope of settling claims for cable time in the thin and precious link between the eastern and midwestern television networks, nothing but heated disagreement resulted, it was learned.

Networks which heretofore have settled their requirements for AT&T television facilities among themselves were in utter disagreement at the end of a two-day meeting.

Competing for Use

Competing for use of the coaxial cable are the broadcasters between eastern and midwestern cities after Jan. 12 were ABC, CBS, DuMont, NBC and WGN-TV and WPIX, the latter two proposing a program exchange agreement which would need the use of the cable.

Conflicts among their requirements were general, it was reported. During the meeting, hope for any compromise was finally abandoned, and the full requests of all the broadcasters were submitted to the telephone company.

Time by Formula

Allocation of time on the East-Midwest cable will be adjudicated by AT&T. In the opinion of some broadcasters presenting their claims, the telephone company probably will assign the channel to the various claimants by mathematical formula, a solution which some of them gloomily predicted would "end nothing but unhappiness."

As examples of the conflicts in requests that arose through the meetings, which were held last Monday and Tuesday, it was known that NBC had applied for use of the cable at 7:45-8 p.m. across the board to carry its Camel Newsreel Theatre. ABC requested the same time for an as yet unspecifed program which it said would probably be a news show.

In NBC's view, the fact that Camelos had issued a firm order for the program on the full East-Midwest network when it was available and that station clearances for it had been obtained should weigh in NBC's favor in the allocation of that period of cable use.

ABC, however, reportedly defended its own request for the same time on the grounds that programming and not commercial sales was important to the development of East to Midwest network operations.

CBS requested, among other things, only for the cable 9-10 p.m. Sunday for its Toast of the Town show, sponsored by Emerson Radio Corp. This conflicted with NBC's request for the same period for its NBC Playhouse. ABC was said to have demanded 8:30-9:30 p.m. Sundays—which would cut into both CBS and NBC programs.

The haggle over allocations of the East-Midwest television link was the first occasion on which network broadcasters have failed to reach a satisfactory agreement in sharing AT&T facilities.

Since the installation of the New York-Washington cable, broadcasters have met at three-month intervals to arrange for themselves their various requirements. In most instances compromises have been reached without serious disaffection.

The importance of priority establishment on the new, and vastly more significant coaxial link, however, has led to an effort to encourage all of the broadcasters to push their individual requests vigorously.

By an earlier agreement, the broadcaster who has use of the East-Midwest coaxial link will also have simultaneous use of the New York-Washington cable. Allocations on all AT&T facilities are now up in the air, pending settlement of the assignments on the East-Midwest link.

November 22, 1948 • Page 27
GROSS billings for all advertisers on the four nation-wide networks in September totaled $15,646,362. The actual amount of billings compiled by the Publishers’ Information Bureau and released to Broadcasting last week. Approximately $1 million ahead of August and $2 million above the July low, the September billings are slightly above the June total, indicating a stronger network lineup up at the start of the fall season than existed at the end of the spring.

Foods continued as the largest classification of network advertised products with September time expenditures of $3,679,663. Toiletries ranked second, with a billings of $3,480,495 for network time of $2,480,495. Soaps and cleansers were third, with $1,919,750; drugs, fourth, with $1,747,670, and smoking materials (P1B nomenclature for cigarettes, cigars, tobacco, pipes, lighters, etc.) fifth, with $1,510,741.

For the nine-month period, January through September, the same five categories of products occupied the top five positions, but not in the same order. Foods and toiletries are first and second, but drugs rank third and soaps fourth, reversing their September places, while smoking supplies are again fifth.

Political broadcasting continued to lag. With expenditures of $230,003 for network time, chiefy in support of the major Presidential candidates. Prior to September the network political billings had totaled only $13,301 for the previous eight months of this year.

Breakdown of network gross time sales by product groups for September and the nine-month period of 1948 follows:

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<tr>
<td>1. Apparel &amp; footwear</td>
<td>$114,132</td>
<td>$117,796</td>
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<tr>
<td>2. Food &amp; beverages</td>
<td>114,709</td>
<td>1,026,970</td>
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<tr>
<td>3. House and garden</td>
<td>413,350</td>
<td>5,228,227</td>
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<tr>
<td>4. Autos, planes &amp; ships</td>
<td>90,508</td>
<td>675,185</td>
</tr>
<tr>
<td>5. Building materials &amp; equipment</td>
<td>97,525</td>
<td>829,906</td>
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<tr>
<td>6. Church &amp; religious</td>
<td>625,117</td>
<td>5,612,190</td>
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<tr>
<td>7. Education</td>
<td>1,747,470</td>
<td>16,996,536</td>
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<tr>
<td>8. Drugs &amp; remedies</td>
<td>3,679,663</td>
<td>34,841,556</td>
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<tr>
<td>9. Food &amp; beverages</td>
<td>461,221</td>
<td>6,412,254</td>
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<tr>
<td>10. House and garden</td>
<td>724,180</td>
<td>1,050,341</td>
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<tr>
<td>11. House and garage</td>
<td>89,486</td>
<td>98,946</td>
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<tr>
<td>12. Office supplies &amp; services</td>
<td>106,610</td>
<td>753,461</td>
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<tr>
<td>13. Preservation</td>
<td>724,180</td>
<td>1,050,341</td>
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<tr>
<td>14. Professional, business &amp; services</td>
<td>89,486</td>
<td>98,946</td>
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<tr>
<td>15. Radio &amp; television</td>
<td>106,610</td>
<td>753,461</td>
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<tr>
<td>16. Tobacco &amp; cigarettes</td>
<td>724,180</td>
<td>1,050,341</td>
</tr>
<tr>
<td>17. Textiles &amp; apparel</td>
<td>89,486</td>
<td>98,946</td>
</tr>
<tr>
<td>18. Transportation &amp; travel</td>
<td>106,610</td>
<td>753,461</td>
</tr>
<tr>
<td>19. Other</td>
<td>724,180</td>
<td>1,050,341</td>
</tr>
<tr>
<td>Total</td>
<td>215,646,362</td>
<td>1,320,350,590</td>
</tr>
</tbody>
</table>

Well known in the Chicago office.

Vice Presidents Keenan and Sewall Gardner and account executives James Fitzmaurice and Elliott Detchon are in charge of Chicago activities.

Mr. Gardner, an account handler for the past 10 years, worked on Procter & Gamble at D-F-S and on Ovaltine and Old Dutch Cleanser when the agency was Hackett, Sample & Hummert. Mr. Fitzmaurice and Mr. Detchon also have worked on the P & G account.

By the end of December, 60 members of the executive and clerical staffs will have been transferred East, with personnel at the Chicago office numbering about 90, Mr. Keenan said.

Mr. Ryd, an engineer by training, who attended Hamilton College and Massachusetts Institute of Technology, became an ABC vice president in 1946, serving as coordinator of the network’s intradepartmental operations. No successor has been named for the post, his duties having been divided among other network executives.

Oldsmobile increasing TV ‘Newsreel’ on NBC

The NBC Newsreel, sponsored by the Oldsmobile Division of General Motors Corp., Detroit, has been increased from 10 to 15 minutes each week. In addition, the Newsreel will be sponsored on the entire NBC East Coast video network, and will be seen on seven NBC Midwest stations in January.

Previously the Newsreel had been shown as a ten-minute program, on NBC's, New York outlet, WOR. Oldsmobile agency is D. P. Brother & Co., Detroit. NBC's account executive is R. H. White.

BROADCASTING * Telecasting
Says TV Will Eclipse AM

Mr. Shouse

SHOUSE

TELEVISION will eclipse radio almost to the point of supplanting it, James D. Shouse, Crosley Broadcasting Corp. president and board chairman, believes.

"Within five years," he told the James Editorial Assn. yesterday (Sunday) in Chicago, "it is entirely conceivable that television will have become an integral part of the lives of 20 or 30 million families." He added that "the influence upon their daily habits, their thinking and their concepts and philosophies will be severe—so severe, indeed, as to be literally revolutionary."

Company Holdings

Mr. Shouse said he thought AM stations would be among the first to feel the impact of television. "I think that the structure of sound broadcasting is starting to change," he said, "and, before very many years have passed, undergo severe economic dislocations that may cause it to deteriorate in quality of service at the very time that the improvement of service could save it."

"As a broadcaster," he asserted, "I do not think that television is going to supplement radio. I think that with the exception of widely scattered and remote rural areas containing small communities, television stands a good chance not of supplementing broadcasting as we know it today, but of replacing it."

In Adult Proportions

Referring to television as an "art that is arriving in adult and not infant proportions," he urged publishers and editors to acquaint themselves "from week to week as to the strides this new giant is making."

He warned against "disarming" statements on the effect of TV on standard broadcasting, newspapers and other forms of communication. "The prospect which the future holds," he declared, "appears to me to involve radical and profound changes in the very foundation upon which our entire social, educational and economic structure is built."

"Much of what is being said about television," he added, "appears "designed to soothe the furrowed brow" so far as those working in other media are concerned."

Concerning the effect television might have on the country's small newspapers, which make up the bulk of the NEA membership, Mr. Shouse said, in part: "You have survived in a highly competitive age because you have, collectively, contrived to supply your community the answer to a need that exists. You will have longer to adapt yourselves to what broadcast television eventually will present than any other class of publishers."

Protects Investments

Mr. Shouse said FCC has "made every attempt" to protect the investments of both telecasters and set-buyers. "So the television we have today," he felt, "both from the standpoint of receivers and from the standpoint of the picture being transmitted, is substantially the same television that we will have five years from now."

Television, he noted, grows "in a geometric as distinguished from an arithmetic grade of progression."

When a city gets its second station, he explained, "we can expect that receiver sales and interest in television will not double but will quadruple.... [People] will not only begin to buy television sets in any city about television until this choice [of programs] is provided them."

Mr. Shouse said he felt that "television is going to affect in one way or another practically everything we now have. Its repercussions within three or four or five years will have a more profound effect upon the social, economic and educational life of the U. S. than the automobile did within the first 20 years of its arrival upon the national scene as a completed instrument of transportation."

"Radio broadcasting did not put the newspapers out of business nor did they put the moving picture companies out of business," he continued. "But after the automobile had been here 20 years there were few livery stables."

Yesterday's appearance was Mr. Shouse's second before an NEA conference. Addressing the group at Estes Park, CO., in June 1948 he advised members against ill-considered investments in FM stations. His address precipitated widespread controversy among broadcasters. Among those who voiced a rebuttal was Dr. Edwin Armstrong, inventor of FM.

Rehearsals of Boston's Symphony to Be on NBC

EXCLUSIVE broadcasting rights to Boston's Symphony Orchestra of 110 musicians have been obtained by NBC.

NBC will broadcast a weekly half hour of the Boston Symphony in rehearsal. The program, Dress Rehearsal, will be heard Saturdays, 5:45 to 6:00 p.m., starting Nov. 27, Serge Koureusevitz conducting. Show will conclude an hour before presentation of NBC's own symphony orchestra conducted by Arturo Toscanini.

Wylie to Esty

MAX WYLIE, formerly program manager with Young & Rubicam, New York, and Stanley A. Lomas, formerly with Newell-Emmett, New York, have joined the radio and television department of William Esty & Co., New York.

NARBA PROPOSAL

AN INFORMAL government-industry engineering conference to discuss the U. S. approach to next September's North American Regional Broadcasting Engineering Conference was called last Thursday for Dec. 7.

The purpose of the conference, FCC said, is to "assist in the preparation of proposals of the U. S. with respect to a convention of the American Regional Broadcasting Agreement (NARBA). Each of the nations participating in NARBA must submit proposals for the new treaty by Dec. 15.

Before the U. S. can complete its final proposals, FCC must reach and announce its decision in the long-pending clear-channel case which would determine the domestic use of channels currently classified as clear and the fate of clear-channel bids for power above 50 kw.

The conference starting Dec. 7 will be conducted before FCC Commissioner Rosel H. Hyde and will continue for three days or until concluded."

Mr. Hyde is expected to be one of the key figures of the U. S. delegation to the NARBA conference, which will be held either in Ottawa or in Montreal starting Sept. 13, 1949.

December Plans

"It is anticipated that technical subcommittees will be formed at the December meeting to make studies and reports on particular questions regarding standards of transmission, new proposals, coverage and similar subjects," FCC said.

"Additional sessions may be called later when important developments require it."

Persons expecting to take part in the conference were asked to advise the Secretary of the Commission as far in advance of Dec. 7 as possible. The conference is open to "any licensee or other person associated with or interested in standard band broadcasting and its international regulation." The present NARBA is slated to expire March 28, 1949, but has been extended for two years by agreement of all the signatory nations except Cuba [Broadcasting, Nov. 15].

FCC took the lead in setting up the preliminary conferences at the request of the State Dept. Aside from the question of U. S. proposals, the sessions wiil consider the proposals of other nations "with a view to obtaining the most suitable basis for final agreement at the NARBA conference, the Commission declared.

The Dec. 7 session will be held in Washington in the Auditorium of the National Museum.

Video in High Band Aids Stratovision

The BENEFITS of Stratovision are emphasized in the upper television band, according to C. E. (Chilly) Nobles, inventor of the airborne system.

Addressing the Washington section of the American Institute of Electrical Engineers Wednesday night, the young Westinghouse scientist indicated Stratovision coverage has even more advantages over ground transmitters in the upper band. He showed charts depicting propagation traits of the TV bands.

Besides its advantage in minimizing shadow effects due to terrain, the airborne radiation will be improved due to diminished effect of the plane itself on the signal, he said.

Answering questions on the economics of Stratovision, Mr. Nobles said a single airborne transmitting plant could be operated for about $225 an hour on an eight-hour basis, including plane. He compared this service—with typical coverage ranging from Portsmouth, N. H., west almost to Albona, Pa., and south to Washington—to the $2,500 cost of tying up the East coast TV network.

Next Step

Next proposed stage of Stratovision, he indicated, would be operation of a Stratovision plane for informing present of propagation and reception qualities over the 500-mile diameter service area along with studies of aircraft phases of the system. While a fast jet plane is being used at present, Mr. Nobles said the ideal Stratovision plane, now on the drafting boards at Glenn L. Martin Co., would have a speed of at least 414 to 288 miles per hour.

FCC-Industry Meeting Set

November 22, 1948 • Page 29
RICHARDS

A HEARING to investigate the news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WAGA Cleveland, was ordered by the FCC last week [CLOSED CIRCUT, Nov. 15].

The hearing will be held before Comr. E. M. Webster, the Commission's only political independent, probably starting in Los Angeles in January followed by sessions in Detroit and Cleveland. General Counsel Benedict P. Flotten appears likely to serve as FCC counsel for the proceeding. FCC issued its hearing order on its own motion after months of studying the house and the "radio news " of the Radio News Club of Hollywood that Mr. Richards had ordered KMPC staff members to slant news against members of the late President Roosevelt's family and against certain minority groups and Communists [BROADCASTING, March 29, 8].

Mullen Statement

Within a few hours of FCC's announcement of its hearing order, Frank E. Mullen, now president of the three stations, issued a statement declaring there was no justification for the charges and voicing confidence that they "will be shown to be without foundation."

One of few such proceedings in FCC annals, the hearing is actually a hearing to determine whether a hearing should be held. If the Commission finds the charges unfounded, then Mr. Richards and the stations will be given a clean bill of health, the next step would be another hearing—either via revocation proceedings or through action on renewal applications.

Although FCC said its own probe to substantiate the charges, its choice of an investigatory hearing was considered a less severe method of approach than the more drastic revoking of license or renewal proceedings.

A long-drawn hearing is expected. The Commission will proceed first, putting on the results of its investigation and the testimony of principal witnesses questioned during the probe. These may appear voluntary but may be subpoenaed if necessary. A recess may be called if the Richards interests need additional time to marshal their evidence.

In the hearing, the Richards interests will be represented by Louis G. Caldwell of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, counsel for WJR and WAGA, and by Henry M. Lohnes & Albertson, also of Washington, for KMPC.

It was confirmed late Friday, as BROADCASTING went to press, that former FCC counsel Burton K. Wheeler, now practicing law in Washington and Montana, had also been retained as counsel.

Richards Compiles

Both the Commission and Mr. Mullen, in their respective replies, noted that Mr. Richards already had complied with an FCC request for a detailed written statement.

Data presented in denial of the

(Continued on page 79)
A Wise Old Bird

Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time-buyers too. It's easy to spot them. The wise ones buy W I T H, the BIG independent with the BIG audience.

They know that W I T H is the big bargain buy in the nation’s sixth largest market. They know that W I T H regularly delivers more listeners-per-dollar than any other station in town. They know that W I T H covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full W I T H story.
THANKS for the audience that keeps on growing.

THANKS for those happy, happy Hoopers.

THANKS for the great number of advertisers who have put repeat schedules on our station.

THANKS for the many kind words from agencies and advertisers.

THANKS for the new schedules for spots and programs in 1948.

THANKS for the advance business which indicates 1949 is going to be a banner year.

WHHM

More Listeners per dollar in Memphis

MEMPHIS, TENN.

Patt McDonald, Manager

FORJOE & CO., Representatives

Member

Association of

Independent

Metropolitan Stations

Page 32 • November 22, 1948

ZENITH TV SETS

Mass Production Under Way

MASS production of Zenith Radio Corp.'s long awaited line of television receivers has begun, Commrndr. E. F. McDonald Jr., president of the company, will announce today.

Nine different Zenith TV sets are scheduled to go on sale in the Chicago area next Monday, and they will be introduced into other areas throughout the country "as rapidly as expanding production permits," Commrndr. McDonald will say.

Included will be two table, four console, and three console combinations that include TV, FM, and AM and a silent speed record changer with twin "Cobra" tone arms for playing both regular and long play records.

Feature of the new models is a luminized "giant circle" screen which is built in three sizes for different models. The picture is "larger, sharper, clearer, and brighter and is fully equal in quality to a 16mm movie," according to H. C. Bonfig, vice president.

"It is so brilliant that it can be watched comfortably in a well lighted room, and can be seen distinctly from wide side angles that are impossible with conventional design," he says.

Bull's Eye

Another innovation in the Zenith's TV's is the "Bull's Eye" automatic tuner, which the company claims makes operation as easy as with radios with automatic tuning.

In ordinary operation all that is required to go from station to station is to turn the tuning knob, which automatically locks into proper position all of the tuning factors for both audio and video circuits. There is also a volume control and contrast control which may be set for individual preference, and supplementary adjustments for special uses.

Purchasers are protected against obsolescence when the new ultra high band channels are assigned to them.

COMMISSION DELETES TWO AM AND ONE FM

TWO AM stations and one FM outlet were deleted by the FCC last week.

The Sayre Printing Co., Sayre, Pa., was granted dismissal of its permit for FM station WCKA Sayre. Firm told Commission it has been experiencing difficulty in obtaining an AM station and does not wish to construct an FM outlet and AM operation.

As for WLNR Lawrenceville, Ill., 1 kw daytime on 1300 kc, was cancelled by the Commission for failure to file technical data relating to site. Condition had attended original grant in April. CF was in name of Raleigh M. Shaw.

Permit for WLCB Chicago, Ill., 5 kw daytime on 1300 kc, was cancelled by the Commission for failure to file technical data relating to site. Condition had attended original grant in April. CF was in name of Raleigh M. Shaw.

Permit of KWGN Readspor, Ore., 250 w fulltime on 1340 kc, was dropped at request of applicant, Western Oregon Broadcasting Co. CF also had been granted in April.

Glatzer Gets New State Dept. Post

MORTON GLATZER, policy and information specialist with the State Dept.'s International Broadcasting Division, has been appointed acting assistant chief in charge of the Division's Washington office. The announcement was made last Thursday by Charles W. Thayer, IBD acting chief.

Mr. Glatzer, who has served as IBD representative at CBS since October 1947, succeeds Mrs. Mary Sanders, transferred to the New York office on special assignment. Mrs. Sanders has been filling the duties of Muel Delgado, who has served actively as associate chief of the Washington branch.

Mr. Delgado currently is attending the International Conference on High-Frequency Broadcasting in Mexico City as an advisor.

In addition to supervising Washington operations of the "Voice of America," Mr. Glatzer will act as liaison man between IBD and other government agencies.

A former New York newspaperman, Mr. Glatzer formerly was in IBD's policy control as an information specialist. During the war he organized mass media service and communications for the U. S. Information Service in Italy. He has also been news editor for OWI in New York, and associate chief of the Cable-Wireless Division, Interim Information Service of the State Dept.
More than a million people in 79 counties of 3 states live under the big umbrella of WSAV's coverage. And these people spent $557,-206,000 last year for the things they wanted and heard advertised on their favorite radio station.

WSAV's strong, clear signal on the long-range frequency of 630 kilocycles is equivalent to 140,000 watts at the other end of the dial—reaches out to cover 4 times more area, 3½ times more people than any other medium in this important section of the South.

If you really want to open up your sales in this area, just say the word and we'll keep you covered with 630 in Savannah!
21% more evening listeners—85% more morning listeners

115% more viewers than the next station—TV

THE NATIONAL BROADCAST
the story is simple:
when a single major event, like the
election, provides the programming of all
broadcasters, it's NBC's coverage that draws
and holds the most listeners—and viewers.

the reason is simple:
NBC means thoroughness—thoroughness
demonstrated last week in speed and
accuracy of reporting . . . in numbers and
authority of commentators . . . in ability
to present the right political figures at the
right times . . . in tenacity of service
to the public through the continuous all-
night and all-morning programming.

the conclusion is simple:
to advertisers, that thoroughness in special
service means radio's and television's
biggest audiences—just as the greatest
programs week after week have always
made NBC audiences the largest.

For top shows of the week or top story
of the year, NBC is thoroughly—
AM or TV—America's No. 1 Network.

SOURCE:
Radio—Hooper 36-city survey 9-11 pm average November 2;
6-12 am average November 3.
Television—Hooper New York survey 9-11 pm average November 2.
We are pleased to announce the appointment of
GEORGE P. HOLLINGBERY CO.
NEW YORK SAN FRANCISCO CHICAGO
LOS ANGELES ATLANTA
as National Representatives for
WVNJ
NEWARK NEW JERSEY

620 kc
New Jersey's Most Powerful Radio Station
5,000 Watts
620 KC
Day and Night

Our rates are thrifty for coverage of rich North Jersey and New York City.

NEWARK BROADCASTING CORPORATION
45 Central Ave., Newark, N. J.
Mitchell 3-7600
New York phone Cortland 7-5225
IVON B. NEWMAN, Vice President and General Manager

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KRSC-TV

KRSC-TV Seattle, due to start operation on Thanksgiving Day as that city's first video station, has evolved a formula for programming which it hopes will keep its operation costs "within reason," P. K. Leberman, owner of KRSC and its new TV associate.

At the outset, Mr. Leberman said, KRSC-TV will limit its live programming to remote pickups of sports and other events of local interest.

The balance of its broadcasts will be film, he said, including both kinescopic recordings of the most popular CBS, NBC and DuMont programs with Eastern audiences and a group of films from Frederic W. Ziv Co., including 41 feature pictures and 35 Westerns.

Kinescopic Cost

The cost of kinescopic recordings for sustaining use in Seattle ranges from $60 an hour to twice that price, Mr. Leberman reported. He expressed the hope that KRSC's first year operating budget would not exceed a third or a fourth of the multi-hundred thousand dollar estimates usually made for first year operation of a TV station.

KRSC-TV will operate a five-day, Wednesday-through-Sunday, schedule to start, Mr. Leberman said. It will sign on at 5:15 p.m. with 48 minutes of kid shows—the CBS Lucky Luke half-hour puppet show, a Western serial and a cartoon. From 6 to 7, the dinner hour, KRSC-TV will be off the air, returning at 7 with the evening schedule for adult members of the family.

"That way, we get the kids out of mother's hair while she's getting dinner," he explained, "and the break gives her a chance to get them fed and to bed before the evening programs start."

Evening schedule will start with a quarter-hour of news, ten minutes of the INS Telepix service which will be sponsored across the board by Frederick & Nelson, Seattle department store, and five minutes of local news and photos supplied by the Seattle Post-Intelligencer.

Kinescopic recordings of eastern network programs will occupy the next hour or so, with sports or feature movies concluding the evening.

KRSC-TV has an arrangement with the U. of Washington to broadcast its basketball games this winter and will also cover the local hockey matches. Where local sports are not available it will use video recordings of the DuMont boxing and wrestling shows in the East.

Discounting as "exaggerated" reports that KRSC-TV would start off "operating in the black," Mr. Leberman said that he'd prefer to talk about economics after the station has been on the air for a while and he has some actual facts to go on.

He said that things look good, however, reporting that in the first four days of selling the station had sold all its between-program spots on 18-week contracts.

Mr. Leberman said that he thought KRSC-TV had run up a record in construction. Ground for the building was broken Aug. 23, test patterns were on the air Nov. 8 and programming will begin Nov. 25.

He paid tribute to the Seattle television set dealers who have conducted an energetic promotion campaign designating Nov. 25 as "TV Day" in the city [BROADCASTING, Nov. 8]. This group is also sponsoring an hour-long afternoon telecast during the first week the station is on the air.

Mr. Leberman said that instead of a solid hour of entertainment, 15- or 20-minute programs would be separated by ten minutes of test patterns to give the dealers a chance to sell sets to live prospects and to clear their showrooms of non-buying lookers.

Fredrick & Nelson has also cooperated in the advance promotion by letting KRSC-TV teletaste fashion shows from the store's tea room on Nov. 9 and 10, picking up the shows on 14 receivers throughout the store and in its main window.

On Nov. 19 the station staged a variety show in the Chamber of Commerce auditorium for leading business men who could watch both the show on the stage and its reception on sets throughout the hall.

A feature of the station's first-week programs will be a 20-minute film of highlights of the Notre Dame-Washington U. game to be played at South Bend, Ind., Nov. 27.

Paramount Pictures will film the game and fly the condensation to Seattle for broadcast early the following week, with Admiral Radio Corp. as sponsor. Admiral will also hold a meeting of its Seattle dealers that night to watch the program.

Argument Set Jan. 17
On Multiple Ownership

ORAL ARGUMENT was scheduled last week by FCC for Jan. 17, 1949, on its proposed amendment of rules to limit ownership of AM, FM and TV stations.

Reported in August, the FCC's proposed policy would limit the number of AM stations under common control to five, FM to six and TV to five [BROADCASTING, Aug. 25]. Number of stations in which minor holdings would be allowed also were assigned maximum limits.

Almost unanimous opposition to the Commission's proposal has been expressed by networks and stations filing briefs in the proceeding [BROADCASTING, Oct. 4].

Seattle Station Planning
New Program Formula

Almost unanimous opposition to the Commission's proposal has been expressed by networks and stations filing briefs in the proceeding [BROADCASTING, Oct. 4].
from music and movies . . .
to pucks and pigskins

There's never a dull moment for WWJ-TV's Detroit audience. Symphony and popular music, children's and women's programs, full length movies, Red Wing hockey games, University of Michigan football games, wrestling matches, prize fights, special news events . . . through WWJ-TV's own facilities, through the NBC Midwest Television Network, and soon through the NBC National Network. Every day is a busy day for WWJ-TV's staff, and an enjoyable one for Detroiters who are keeping television manufacturers hopping to catch up with the demand.

WWJ-TV, first television station in Michigan, is an ESTABLISHED advertising medium producing gratifying results for its many advertisers in a market that is currently one of the High-Spot cities of the nation . . . with a backlog of orders for new cars that foretells a prosperous future, as well. IT'S WORTH LOOKING INTO!
TENTH consecutive year on Lone Star Chain and 16th year on WBAP-570 Fort Worth originating outlet, is launched for Bewley's Best Flour and line of feeds. Show is Bewley's Chuck Wagon Gang. L to r: Harold Hough, WBAP director and Lone Star president; John Stewart, account executive, Glenn Advertising, and W. P. Bomar, Bewley Mills president.

OPERATIONAL details for joining WGN-TV Chicago and CBS Television Network [BROADCASTING, Nov. 15] are discussed by (l to r) Carl Meyers, WGN chief engineer; Frank Schreiber, general manager and treasurer, WGN Inc.; Frank Falknor, assistant general manager, WBBM (CBS) Chicago, and Leslie Atlass, WBBM general manager and CBS Central Division v.p.

DISCUSSION of BMB at ANA convention last month in New York is held by (l to r) Joseph Allen, vice president, and Don Frost, assistant advertising manager of Bristol-Myers, and Hugh Feltis, BMB president.

AGREEMENT for airing of The American Way on KFI Los Angeles is reached by (l to r) William Miller, executive secretary of L. A. Town Hall; William Ryan, KFI general manager; and Francis Lindley, Haynes Foundation.

ONE of Midwest's largest TV time deals—Household Finance Corp.'s sponsorship of Detroit Redwings on WWJ-TV Detroit—is completed by (l to r) James Cominos, LeVally Advertising Agency; Bill Walbridge, WWJ-TV sales manager; Newell Schwin, Household Finance advertising director, and George P. Hollingbery, head of own representative firm.

MEN behind the mike on Philip Morris Playhouse, CBS, Friday, 10 p.m. (EST), discuss plans for future programs. They are (l to r) William Spier, producer-director of the series; Bruce Dodge, producer for Biow Co., agency, and John E. Hamm, radio department manager at Biow's New York headquarters.

HUNTERS gather for pheasant hunt at Aberdeen, S. D., sponsored by Minneapolis and St. Louis Railroad. Group includes (l to r): George M. Stewart, Minneapolis lumber executive; Frank Morgan, radio and movie comedian; Edwin W. Pauley, oil and television magnate; A. E. Joscelyn, CBS director of operations for KNX Hollywood.
Variety... for volume!

To find the widest range of remote pickups and studio presentations... best coverage of news, sports, special events... helpful programs for the homemaker... teen age entertainment, children's shows... movies, music, public service presentations... check Channel 11 and WPIX!... major medium in a new major market, and big enough now to make both medium and market a must on any plans for sales promotion in New York!

Programs on WPIX currently available for sponsorship and syndication offer an unusual opportunity... are franchises of growing value!

For full facts and details on rates and costs... write, wire, phone...

WPIX - THE NEWS Television Station
220 E. 42nd St., N. Y. C. - Murray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22
...in the Deep South—Based on Latest Listener Diary Study!*  

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

2. ALL QUARTER HOURS . . WWL —wins 87% of them:

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

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

This is definite proof

FOLKS TURN TO . . . . WWL

NEW ORLEANS

A Department of Loyola University

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

CBS AFFILIATE • • • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Baltimore Stations Say 'Gag' Illegal
Answers to Court Charges Hold Rule Unconstitutional

FOUR Baltimore stations allege that contempt citations filed against them by the city's Supreme Bench are unconstitutional and that they are not in contempt for broadcasting statements by public officials about a murder case. A fifth station, WBID in suburban Essex, claims it is outside the court's jurisdiction.

Answers to the court's charges were filed by WBAL, WCBM, WFBR and WITI. Joining in the WITI reply was James P. Connolly, news editor, only individual charged with contempt.

WCBM argued that the court's Rule 904-known as the "Baltimore Gag"-restricts freedom of speech and press and "is on its face so vague and ambiguous that men of common intelligence must guess at its meaning." Through its attorney, J. Purdon Wright, WCBM denied its broadcasts prejudiced the rights of a man accused of murder.

The rule was declared in violation of the First and Fourteenth Amendments of the U.S. Constitution and Article 40 of the Maryland Declaration of Rights.

Charges Restraint

WFBR charged the rule as administrated constitutes a previous restraint on publication. In an answer by its attorneys, William L. Marbury and John W. T. Webb, the station admitted the broadcasts but said that statements were given to United Press in a telephone conversation with the police commissioner. Rule 904, which restricts publication of statements between accused and verdict, was termed in violation of Article 26 of the Maryland Code. Punishment of the station for contempt would deprive it of the right of trial by jury, the station contended.

WITH charged the court rule is unconstitutional and claimed its broadcast was on the air at 7 p.m., 48 minutes before the defendant was formally charged with murder. The station held the alleged offense did not constitute "a clear and present danger to the impartial administration of justice."

WBAL, through Karl F. Steinmann, attorney, set forth allegations to the objections by the court. The broadcasts, it claimed, were not in contempt of court, did not embarrass the court, did not obstruct justice and were not in violation of any court rule. WBAL argued the order is an unreasonable and arbitrary exercise of a claimed judicial power.

Heave Ho, Herson
FOR the third straight year, Bill Herson, announcer on the early morning Timekeeper program on WRC Washington, will be master of ceremonies at the U.S. Naval Academy football rally Thanksgiving Day. The celebration, which is in preparation for the Army-Navy game, will be held in Mahan Hall at Annapolis and the 9 to 9:30 a.m. period is to be broadcast by WRC. The Naval Academy Band is scheduled to appear, along with several other musical organizations from the Academy, plus football coaches and players.

Telestatus
(Continued from page 16)

SUNDAY, Nov. 28, at 4:30 p.m., Metropolitan Opera Auditions of the Air returns to WMT. To be heard with Wilfrid Pelletier, Metropolitan Opera conductor at podium and Marion Cross, as commentator. Farnsworth Television & Radio Corp., Fort Wayne, Ind., will sponsor, through Warwick & Legier, New York.

SUNDAY, NOV. 28, AT 4:30 P.M., METROPOLITAN OPERA AUDITIONS OF THE AIR RETURN TO WMT. TO BE HEARD WITH WILFRID PELLETIER, METROPOLITAN OPERA CONDUCTOR AT PODIUM AND MARION CROSS, AS COMMENTATOR. FARNSWORTH TELEVISION & RADIO CORP., FORT WAYNE, IND., WILL SPONSOR, THROUGH WARWICK & LEGIER, NEW YORK.

Salemen don’t have to wear their arches to the nub in Keystone. WMT gets around for them. The town itself isn’t much bigger than a statistic, but when added to the Big Rocks and Stone Cities and 1088 other towns and cities in WMTland, it becomes a part of one of the world’s most prosperous markets.

The way to build a triumphal arch of sales into this area is clear: use WMT, Eastern Iowa’s only CBS outlet. Ask the Katz man for full details.

No Fallen Arches in Keystone [IOWA]

BROADCASTING • Telecasting

SUNDAY, NOV. 28, AT 4:30 P.M., METROPOLITAN OPERA AUDITIONS OF THE AIR RETURN TO WMT. TO BE HEARD WITH WILFRID PELLETIER, METROPOLITAN OPERA CONDUCTOR AT PODIUM AND MARION CROSS, AS COMMENTATOR. FARNSWORTH TELEVISION & RADIO CORP., FORT WAYNE, IND., WILL SPONSOR, THROUGH WARWICK & LEGIER, NEW YORK.

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The way to build a triumphal arch of sales into this area is clear: use WMT, Eastern Iowa’s only CBS outlet. Ask the Katz man for full details.
Your prospects may blanket the area.

If your product is a mass consumer item, you obviously want your advertising to reach the maximum number of prospective customers...and miss the fewest prospects possible. How many prospects are being missed by your present advertising? Are you
but does your advertising?

using the medium that saturates the areas where your prospects live? ... Here are three maps of the San Francisco area including all the counties where your northern California prospects live. Which medium reaches the most ... misses the fewest ... for you?

KNBC is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You’ll be amazed at how thoroughly these stations blanket the areas where your prospects live.

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

LEGEND

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

SPOT SALES

NEW YORK · CHICAGO · HOLLYWOOD · CLEVELAND · WASHINGTON · BOSTON · SAN FRANCISCO · DENVER
Man Who Comes To Dinner Stalks Turkey

He stalks turkey on his Maryland farm—and politicians on his Washington beat, deriving nourishment from the former and news from the latter. Feathers frequently fly as a result of his one-man campaigns against bureaucracy—and his loyal nightly dinner-time audience shares many a meaty morsel.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news “co-op.” It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

On All Accounts

(Continued from page 12)

pating spots, and wrote and aired the show, Aerial Columnist, a half-hour program of songs, organ music, and news comments. The rest of the day, he says, he sold time for other WKBW programs.

In July 1930 he married Lucille Pierce, a composer and concert pianist. They moved to Washington, D. C., that November.

Courtland said WOL Washington on his Aerial Columnist program on a 50% basis—25% for selling it and 25% for airing the program. Again he combined spot-selling and announcing.

The agency field beckoned, however, and he set up a radio department for Kal Co. With the radio spot field limited to one D. C. agency (Ryan), Courtland decided to launch his own in March 1932.

Mr. Ferguson works on the theory that “the small advertiser of today is the large advertiser of tomorrow.” Yet he views with alarm rising radio rates which tend to discourage, indirectly, potential spot-users.

Courtland attributes at least 50% of the agency’s success to his wife, Lucille—and not without reason. Periodically since they were married, she has composed a host of songs and ditties which frequently have proven the well-spring for future commercial slogans and copy in spots.

She is also part owner of the agency.

The Fergusons, who live in Kenwood, Md., have two children, Lucille, 14, and Courtland, 10. For hobbies, Courtland served for seven years as president of the Northwestern U. Alumni Club of D. C.

His present interests are swimming and tennis and—“Don’t Look Now . . .”—also selling spots.

CCNY RADIO POSTS FILLED BY BARRERE

CLAUDE BARRERE, serving his fifth year as Radio Executives Club secretary, has been appointed executive secretary of the Annual Broadcasting and Business Conference conducted by the City College of New York, School of Business. Mr. Barrere has also been placed in charge of radio public relations of the evening and extension division of the college.

Mr. Barrere is at present conducting his own program representation office in New York. Formerly he was associated with NBC as syndicated sales manager in the recording division, and later assistant promotion manager for WEAFF, now WNBC New York.

The conference, which has added television to its list of awards this year, will be held in the spring of 1949. The annual event brings together sponsors, agency reps, program producers and radio and video broadcasters for discussions on commercial broadcasting.

FM for Timebuyers

WCSI (FM) Columbus, Ind., has purchased FM receiving equipment for its national representative, McGeehan & O’Mara, Chicago. Timebuyers have been invited by letter to visit the McGeehan & O’Mara offices and listen to “static-free FM.”

Feature

(Continued from page 12)
tros, the helicopter rose vertically to a point 400 feet above the transmitter, 300 feet above the existing tower. A thousand watts of power were fed through the cable to the aircraft’s antenna for transmission.

For 25 minutes Mr. Robinson kept the helicopter with its airborne antenna hovering 400 feet above ground while consulting engineers checked known areas of distortion to determine if the additional height had solved the problem.

It hadn’t. WWHG had spent only a few hundred dollars on a project which might have cost thousands.

Plans are now being made to use a similar helicopter-antenna-ground transmitter combination to check various new antenna locations.

According to Mr. Robinson the new system “saved WWHG the cost of constructing a new high antenna by proving it useless, and it proved an effective efficient and economical method for checking, in advance, the value of any proposed sites for FM or TV transmitters.”

On the basis of services rendered WEBR Buffalo last April [Broadcasting, April 19], Mr. Robinson feels the time required for field intensity tests, conducted by means of a helicopter, can be cut to one day.

WMCT (TV) STARTING DATE TO BE DEC. 11

WMCT (TV), licensed to the Memphis "Commercial Appeal," plans to begin regular programming Dec. 11, the station management announced last Monday.

Installation of RCA transmitter and studio equipment and the erection of a 750-ft. tower supporting an FM pylon and TV broadcasting antenna have been completed.

WMCT test patterns, begun Nov. 8, are on the air Monday through Saturday, 10 a.m.-12 noon and 1-5 p.m. First test of programming was a telecast of the Tennessee-Mississippi football game on Nov. 13. WMCT is on Channel 4 (66-72 mc).

Mr. Carlos Franco  
Young & Rubicam, Inc.  
285 Madison Avenue  
New York 17, N. Y.

Dear Carlos:

How do you time buyers view the amazing number of new radio stations? It is as though it had been suddenly discovered that people have two ears and should be able to listen to more. Has it been overlooked that people still have only one head?

Anyway, we thought you would like to know about our new campaign. It’s aimed to promote “selective listening”. For years, folks in our area have been selecting WGY. Naturally. There are all kinds of reasons -- fine programs, mostly -- why they should continue to do so.

Involved in the drive are live announcements, special program promotion, the station’s new listener paper “Mike & Camera”, and various kinds of general publicity. But most striking of all is a series of full-page ads which are appearing each week in nearby papers. You’ll receive reprints of some of them.

There is a lot in this “selective listening” campaign for your clients, Carlos, and it doesn’t show up in the rate card. What we are doing is maintaining WGY values for present advertisers rather than going all out for new business.

You see, there is actually but little available time at WGY without benefit of sponsor. However, Jim McConnell of NBC Spot Sales still has a few choice spots left for advertisers who are as selective as we are encouraging our listeners to become.

Sincerely,

G. Emerson Markham

G. Emerson Markham:ACS  
STATIONS MANAGER
KGO-TV Initiation Set for Early '49

WORKMEN at the KGO-TV site, atop a Sutro mansion in San Francisco, are rushing to complete the 508-foot tower, 1,362 feet above sea level. Construction on the tower started Nov. 4 and it is scheduled to be completed at the end of this month.

Meanwhile, other construction crews are remodeling the basement of the Sutro mansion to provide transmitter and studio facilities. Upper floors of the building will contain office and storage space.

TV Giant Manager Gary V. Grubb said that the various phases of KGO-TV construction should be finished early in January and upon receipt and installation of the GE transmitter, KGO-TV will start transmitting a test pattern. "We hope to begin our regular television programming early in 1949," Mr. Grubb stated. "We are now seeking a downtown television studio location which will be in addition to our temporary studios in the Sutro mansion."

Mr. Grubb pointed out that present plans for the early stages of KGO-TV's operation, call for the regular telecasts for approximately four hours daily, during the evening hours. A test pattern and audio signal will be transmitted in the mornings and afternoons to enable radio servicemen to tune TV receivers to Channel 7, that used by KGO-TV.

"At the outset," Mr. Grubb stated, "we intend to present one-third live programs from our Sutro studio and from such other locations as downtown theaters and stores; one-third film and one-third remote telecasts of sporting and other special events. This programming will include a daily and weekly newsreel, kinescope recordings of ABC programs as presented at their originations and many locally-produced shows."

PRODUCTION IN SANTA ROSA: The Radioresearch Co., Inc., Santa Rosa, Calif., which recently purchased the Broadcastle Radio Corporation, has been renamed Radioresearch, Inc....

GUERNSEY, Iowa, Oct. 28 -- Construction of a television station here will be completed by May of next year, it was announced recently by Provost J. B. Esch, president of the Marshall College Foundation, which is sponsoring the station.

Mr. Esch said the station, to be called JBS-AM, is being planned for a site which was leased by the Foundation a few weeks ago. An initial budget of $50,000 has been set for the station. The Foundation, which is responsible for Marshall College, employs about 2,500 students during the academic year.

Mr. Esch said that the new television station will be an educational channel to the College, as well as serving the Marshall County area. The station will transmit in the 600-700 kilometric band, with an effective radiated power of 55 kw.

The station, scheduled to begin transmission in May, will have a range of 25 miles and will transmit 12 hours a day during the academic year. It is planned to broadcast a daily news and sports program, a weekly magazine, and a number of shows each day.

The station will be owned and operated by the Marshall College Foundation and will be staffed by students and faculty members of the College. The Foundation plans to offer courses in broadcasting to students, in addition to providing them with an educational experience.

Mr. Esch said that the new television station will be a valuable addition to the educational opportunities of the College, and will provide a valuable service to the Marshall County area.
One of the obvious things about 117 counties of South Texas is their preference for KTSA's rich diet of farm and ranch programs. Another is that they are full of spendable income.

Nearly three quarters of a billion dollars in quick cash from hogs, cattle, sheep, goats and farm produce is here for the things that Texans want.

It's easy to see why solid coverage of these 117 counties is so important to so many advertisers. It's no secret either that the advertiser who wants this market for his own chooses KTSA everytime.

Sell this rich Farm and Ranch Market with KTSA

5000 Watts
550 kc - CBS - San Antonio

Representatives:
TAYLOR, BORROFF & CO., Inc.
another WHAS First!

College by Radio

and therefore Selling

the only radio station SERVING all of the
Radio has tried but at best has enjoyed only modest success in educational broadcasts. To meet this challenge the University of Louisville and WHAS undertook a radical innovation in broadcasting—"College by Radio."

The idea was logical, but the pre-course preparation represented months and months of hard work. Starting in 1947, actual classroom sessions were painstakingly recorded and re-recorded until at last the idea shaped into a workable format. . . . eight months later "College by Radio" went on the air.

No one at WHAS had any illusions about these broadcasts rating high in a Hooper report. But at WHAS we take "Service" seriously. With "College by Radio" another service has been given our listeners, and we hope, a pioneering step taken toward making radio more effective and useful to its audience.

**REPORT CARD**

WAYNE COY, Chairman of Federal Communications Commission.

"This is a notable first for WHAS and for the University of Louisville. It is radio-educational pioneering of a high order."

DR. GEORGE ZOOK, President of American Council of Education and Chairman of President Truman's Commission on Higher Education.

"This is a great opportunity and a great responsibility to extend the facilities of a college education far more widely than is commonly true at the present time."

DR. EARL McGRATH, Dean of College of Arts and Sciences, University of Iowa.

"This new adventure in educational broadcasting is of great social significance."

**WHAS**

Louisville, Kentucky

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

**rich Kentuckiana Market**
Radio Blunders

AFRA's labor headache is like the itch. Just as stomach upset is cured, another breaks out elsewhere on radio's labor-wrecked carcass.

Currently (and for a welcome breather) the AFM problem is reasonably under control. It isn't a million dollars but nothing ever is. There's always the compromise—until the next go-around.

It wasn't long ago that AFRA was the paragon of cooperation among the labor unions. In contrast with AFM and IBEW and NABET and ACA, it was reasonably docile. It got somewhere, too, enjoying phenomenal development.

As it acquired strength it became more ram-bunctious. Currently it's embroiled in a couple of conflicts, and both are in the sphere of the "make work" device used with such abandon by the older unions.

AFRA wants to force Uncle Sam's Navy to pay full scale to program talent in each city in which an Eddie Duchin transcription series to recruit doctors and nurses is used. And Arthur Godfrey has found it necessary to warn his staff orchestra to desist from laughing or singing, lest he be hooked by AFRA for about $5,000 per week, under the usual scale for "fours." 

Call these feather-bedding, stand-by, make-work or whatnot, they're the very kind of reprehensible practices that led to enactment of the Taft-Hartley law last session.

Labor, of course, is determined to get these acts repealed. It should be evident that the cause of labor won't be helped when abuses of this kind are attempted in utter defiance of the Congressional mandate last session.

Design for Dollars

THE HISTORY of American business reveals no more obvious lesson than the stimulating effect of competition for customers. In advertising this is especially true, as every white space seller will privately concede despite his historic chant that radio is grabbing his clients.

Inside the broadcast medium the competition for business is becoming more intense as new stations and new types of rendition solicit additional dollars. The overall result, fortunately, is to build new revenue sources and expand old ones.

A source of business not fully exploited by radio is the field of dealer cooperatives. Here is a potential market waiting to be developed and continuing if properly developed.

Curiously, newspaper interest in co-op business has dropped in recent years, perhaps because of dubious business practices employed by dealers and publishers alike. These techniques, openly discussed, include abuses that deprived the advertiser of his money's worth and forced the dealer's attention on the money-making rather than the sales benefits of co-op advertising.

To the broadcaster, as a new NAB co-op study points out [Broadcasting, Nov. 8], the field offers vast opportunities. Employers who have never used radio can get their feet wet in the medium at low cost and become confirmed believers. And manufacturers, at dealer cooperation, can be introduced to radio through co-op campaigns.

Some stigma still is attached to co-op advertising by manufacturers, who recall past practices and wonder why media resort to tricks that increase the overall cost of advertising and selling.

Right there is radio's chance to show the dealers and the manufacturers how to get their money's worth out of advertising dollars.
No bare cupboards in South Texas

Mother Hubbard must not have lived in South Texas. For, with farm income up and employment up, there are mighty few if any "bare cupboards" in this rich, prosperous area!

Here are 67 counties* constituting the daytime primary area of Station WOAI. It is a section noted for cattle, oil, cotton. It is great in production, has many needs. Sales of food alone to help fill these cupboards amounted to $247,370,000** last year. More food was sold here than was sold in either St. Louis or Pittsburgh.

South Texans have the money to pay for their many requirements. Be sure your products are in their cupboards by placing your advertising message over WOAI, the popular 50,000-watt station that covers this territory.

* BMB 50% to 100% counties
** ©Sales Management 1948 Survey of Buying Power
IT'S COMMONPLACE TODAY to pick up a telephone on shipboard and talk to a business associate on land. But little more than 30 years ago, this was just a dream.

Back in 1915, the spoken voice could travel to far places only by wire. Then telephone scientists developed the radiotelephone, and soon the spoken word was winging its way across the ocean. A further use of this new magic was soon proposed: could not the human voice be sent from shore to ships at sea?

Soon sub-chasers and other small Navy craft were talking to each other over equipment designed by Bell engineers. And in experiments that got under way in 1919, the men on board two coastwise steamers talked through land stations to land telephones of the Bell System.

The early experiments covered fairly short distances. But in the meantime, telephone calls across the Atlantic by radio had become an ordinary occurrence. So... why not 'phone calls to ships way out in mid-Atlantic?

Of course, long-distance ship-to-shore radiotelephony brought up problems of varying distances and directions—problems not encountered in point-to-point transmission. Bell Telephone Laboratories attacked these problems—and solved them with the design of the "Leviathan's" equipment. For the first time, long-range marine radiotelephony became a reality.

A few years later, Bell Laboratories scientists developed selective ringing equipment, which made it possible to dial particular ships at sea. The basic elements of practical marine radiotelephony had now been developed.
In addition to producing radiotelephone equipment for the largest ocean liners, Western Electric for many years manufactured the 224, 226 and 227 type sets, which brought the benefits of radiotelephone facilities to coastwise vessels and small craft.

These sets provided power capacities ranging up to 100 watts. As the Bell System had tremendously expanded its chain of harbor stations, coastal craft were normally near a shore station. Hence these capacities were ample to maintain contact with land.

There still existed, however, no equipment specifically designed for tankers, freighters and smaller passenger ships plying the ocean lanes. This need has been filled by the introduction of the Western Electric 248A.

This new equipment provides 250 watts of transmitted radio frequency carrier power, resulting in greatly increased range. Provision is made for transmission and reception on the frequencies of the high-seas shore stations (as well as on the coastal harbor and ship-to-ship channels). Because of these two features, a ship equipped with the 248A, at practically any point on world trade routes, can establish contact with a land station.

The 248A combines this advantage with the compactness and simplicity of operation essential on smaller ships.

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Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
Management

JAMES LEONARD has been appointed general manager of WLCV TV, Columbus, Ohio. He is resigning as program director of WRAI Cincinnati to take this position, which becomes effective Dec. 1.

ROBERT K. KENNEDY has been appointed manager of WOBN, Yankee Network Affiliate in Hartford, Conn. He succeeds ROBERT W. MCCANN, who has been elevated to an executive position with network to develop new phases of its operations.

JACK STAFFORD has joined KYVC Ventures, Calif., as general manager. Mr. Stafford was formerly promotion director for Smith, Bull & McCready, Hollywood.

LES JOHNSON, general manager of WBFF and WHBF-AM Rock Island, Ill., has been re-appointed commissioner-at-large for five years with Quad City Airport Authority, which is enlarging Moline airport into Class 4 type.

DAVID S. SMITH, attorney, associated since 1946 with New York law firm of Brase, has joined ABC legal department.

BEN HOBERMAN has been appointed general manager of WDET (FM), Detroit, Mich. Following VE Day he was in charge of American Forces Network installations in France.

LESLIE MILLER has been appointed general manager of WKOR-AM, Bismarck, N. D., promo manager of WLCV, Chicago, and joins ABC.

STAN KENNEDY has been appointed manager of CBH Halifax. He was formerly station engineer and a producer-narrator for station.

ARNO HUTH, international broadcasting consultant, is currently giving courses at New School for Social Research, New York, and has joined UNESCO at International High Frequency Conference in Mexico City, which begins the end of the month.

PAUL GODT, station director and commercial manager for KMYR Denver, has resigned because of ill health.

Respects

(Continued from page 50)
nephew wrote copy there until, as he has it, he tried to tell his uncle how to run an agency.

Now his uncle—unteflless the richer for his nephew’s wisdom—is head of Fletcher D. Richards Agency, New York.

Bob Richards transferred his loyalty in 1935 to WAU (now WHK) Columbus, Ohio, as continuity director and originator of some of the most original programs ever to ride an airwave.

Briefly he did a turn with WJR Detroit, from which he was fired, he says, because he mispronounced a few words on the air. Incidentally, he had done The Word Man on WAU.

From 1938-39 he was in the editorial department of the Cincinnati Post, concurrently serving as announcer-newscaster on WCPO.

He left for the job of production director of WSPD Toledo, where he stayed for two years. At the Fort Industry Station the brilliance of the young Richards impressed itself on J. Harold Ryan, Fort Industry vice president.

And so, with the advent of the Office of Censorship, and Mr. Ryan’s appointment as radio chief, Bob Richards was called as his assistant.

The position proved a showcase for the Richards administrative ability and unflappable merchant for sharpening his wit—the edge is razor-like—on bureaucrats. He completed his duties with the respect of higher and lower echelons alike.

In early 1944 the sharpened blue pencil, wit and leadership moved, happily to BROADCASTING. As editorial director, Mr. Richards was all things to all people—efficiency expert, public relations consultant, editorial writer (the Blue Book blushed red), father confessor, employer-employee liaison, interior decorator (wit the McGill murals), reporter and writer of uncommon skill, and a Solomon whose wise judgment was matched by his sense of humor.

The NAB was the next step up for Mr. Richards. He became head of the Public Relations Dept. in April 1947.

His greatest tangible success there, he feels, lies in the accomplishment of the Committee on Freedom of Expression, and the “Voice of Democracy” contest.

Started in 1947

The former was a committee of top executives representing all information media—radio, magazines, newspapers, books and motion pictures—called together June 26, 1947, by NAB President Justin Miller to combat the growing threats to fundamental freedoms and individual rights. President Truman received the group at the White House, and enthusiastically endorsed the plan.

The “Voice” contest is now literally speaking for itself. Of the project Bob Richards has this to say: “If we can get the youth of this country—the leaders of tomorrow—to grasp the full meaning of freedom of expression in a democracy, then when they come into their own, their concept will be such that there will be no need for government regulation of radio.”

Such an approach represents a fundamental of the Richards philosophy: Get to the wellspring of ideas and channel them into a proper course rather than damning up the stream after the banks have been overflowed.

His concept of public relations follows the same course: “The mission of public relations is to relate the facts in terms people understand—not to justify a lie, but to explain the truth.”

And Mr. Richards is no minor adversary when his convictions have been violated.

The 35-year-old NAB executive lists among his top achievements his wife, Betty (“a honey”), Susan, 9 (now editing an anthology of “Cute Sayings of Adults”), and Jeffrey, 4 (mechanical bent).

He belongs to the National Press, University of Arizona and Yale Clubs (sharing a boat with NAB’s Harold Fair), and Sigma Delta Chi.

His hobby: People, who, as he says, are more important than the public.

FRENCH TV HONOR FOR DR. ZWORYKIN

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of RCA Labs Division, RCA, was awarded the Chevalier Cross of the French Legion of Honor, on Nov. 15. The award, which coincided with his 55th anniversary of Dr. Zworykin’s invention of the oscilloscope, is a medallion for “his outstanding contributions in the field of television.”

French Consul General Ludovic Chancel made the presentation upon instruction from President Vincent Auriol of France. Mr. Chancel expressed gratitude for assistance rendered French video development by Dr. Zworykin.

Dr. Zworykin, famous also for his development of the kinescope, has received: 1941 Rumford award of the American Academy of Arts and Sciences for his research work on the RCA electron microscope; 1948 Poor Richard Award; Howard N. Potts medal of Philadelphia’s Frankford Institute, 1947; IRF’s Morris Liebmann Memorial Prize in 1934; the Overseas Award of the British Institution of Electrical Engineers in 1937; the honorary degree, Doctor of Science from the Brooklyn Polytechnic Institute, and in 1940, the Modern Pioneers Award of the American Mfrs. Assn.

FCC Seminar To Be Held

By Harvard Law School

A SEMINAR on the FCC will be conducted at Harvard Law School during the Spring 1949 term by Robert R. Bowie, law professor who heads the Hoover Commission committee studying the FCC and other regulatory agencies [BROADCASTING, June 21, Nov. 1].

The seminar will “examine the policies and methods of the FCC in the regulation of radio, television, and related industries. Study will be focused on specific problems involving basic issues of policy and procedure.”

This is a little extra coverage we throw in! All kidding aside, here’s our formula—5000 watts on 550 kilocycles, and a 704 foot antenna with a location right in the center of the best soil conductivity area in the U. S., plus 23 years of good programming, give us unbeatable coverage and listening.

K FYR 550KC 5000 WATTS N B C AFFILIATE REP. JOHN BLAIR

Bismarck, No. Dakota
In the New York Market television pays off

For the second consecutive month—October, 1948—Hooper New York City Teleratings show that Station WATV averages more viewers per dollar than any other television station in the New York Metropolitan Area.

Here are two of WATV's high-rated, low-budgeted evening programs:

**WESTERN FEATURE—7:00-8:00 P.M.**

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
<th>Cost-per-1000</th>
<th>Viewers-per-Dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATV</td>
<td>10.3</td>
<td>$2.27</td>
<td>441</td>
</tr>
<tr>
<td>&quot;A&quot;</td>
<td>10.3</td>
<td>5.18</td>
<td>193</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>14.0</td>
<td>3.67</td>
<td>272</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>2.9</td>
<td>12.89</td>
<td>78</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>10.1</td>
<td>5.98</td>
<td>167</td>
</tr>
<tr>
<td>&quot;E&quot;</td>
<td>3.5</td>
<td>15.02</td>
<td>67</td>
</tr>
</tbody>
</table>

**FEATURE FILM—8:00-9:00 P.M.**

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
<th>Cost-per-1000</th>
<th>Viewers-per-Dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATV</td>
<td>9.2</td>
<td>$2.54</td>
<td>394</td>
</tr>
<tr>
<td>&quot;A&quot;</td>
<td>14.9</td>
<td>3.58</td>
<td>279</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>4.9</td>
<td>10.49</td>
<td>95</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>10.4</td>
<td>3.59</td>
<td>279</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>9.3</td>
<td>6.42</td>
<td>154</td>
</tr>
<tr>
<td>&quot;E&quot;</td>
<td>7.1</td>
<td>7.40</td>
<td>135</td>
</tr>
</tbody>
</table>

WATV programs now average more than 100,000 viewers per half hour. This large ready-made audience—delivered to you at WATV's sensibly scaled rates—means more for your television dollar.

Let television pay off for you now. Call—wire—write Station WATV, Television Center, Newark 1, New Jersey for details of our special "Low Budget Television Shows".

SOURCE: C. E. Hooper, Inc., New York City Teleratings—October 8-14, 1948. The above figures are based on those time periods rated by Hooper, during which all New York City Television Stations were on the air with programming. "Cost-Per-Thousand" and "Viewer-Per-Dollar" figures were computed from minimum half-hour time charges for each station.

National Representatives: Weed and Company
CONFIDENCE MAN

DULUTH, MINN.—Despite the warnings of his friends, Otto Mattick is off for an early-season skating session on his adlomatic-tubulator. Says Otto, “There ain’t no such thing as thin ice in this Duluth-Superior metropolitan area!”

Otto’s had such wonderful luck in the booming Duluth-Superior market that it’s no wonder he’s acting like the original confidence man. With effective buying income up 27.6% and retail sales zooming 83.2% since 1945, selling in the Duluth-Superior market is a sure thing. And sales stories sown by KDAL bring big yields to all advertisers.

C. GREEN has been appointed sales manager of WREK, Akron, Ohio. He was associated with station in 1940 and with Superior Baking Co. from 1946 until present time. GEORGE MOSKOVIC, CBS television manager of sales development, is addressing a luncheon session of the Sales Executives Club in Cleveland, today (Nov. 22). His subject is to be “Television as a Sales Vehicle.” JM STRAIN has joined KGFJ Holywood, Calif., as a 24-hour-a-day announcer. KSFO AM and FM San Jose, Calif., has appointed Tracy Moore & Associates San Francisco and Hollywood, as its representative. MERRITT J. CARROLL has been appointed sales manager of WMBD Baltimore. GUS ADAMS, sales representative with WZIP Covington, Ky., is the father of a girl, Christine. WDAS Savannah, Ga., has appointed Adam J. Young Jr., Inc., New York, as its national representative. TED WALTERS has joined departmental staff of KKCK Odessa, Tex.

TV as $2 Billion Business Is Seen

W.S. Hedges Makes Prediction At New York’s Lions Club

TELEVISION is likely to pipe a $2 billion-a-day into its channels within the next five years, according to William S. Hedges, NBC vice president in charge of planning and development.

Speaking at a luncheon meeting of New York’s Lions Club, the executive said, “As you are aware, the television industry with its growing strength and its potential for future growth, is attracting the interest of the mass of the public. The coming in of television into the homes and the fact that it is bringing in a new form of entertainment, represents a growing industry in America. Mr. Hedges pointed out its expansion in the last three years from about 10,000 receivers in four cities to about 800,000 sets served by 41 stations in 26 cities.

“Its very existence,” he said, “will stimulate the movement of billions of dollars worth of merchandise or services. In fact, the expenditure of $600 million by advertisers should produce $30 billion worth of sales.”

Future video expansion, Mr. Hedges predicted, will be concentrated in the northwest section of the country. He also foresaw television, within the next five years, “in at least 150 markets of 16 million families. In addition there will be hundreds of satellite stations, perhaps as many as 500, releasing programs to smaller cities.”

Proclaiming the new medium as an invaluable aid in improving the efficiency of the distribution machinery of the nation, he did not think its advertising value would threaten other media with obsolescence.

He pointed out that radio, which frightened a few, did not prevent printed media advertising volume to grow in the 28 years since sound advertising emerged a reality.

Mr. Hedges hedged on the question of television’s threat to radio.

KOMO, Newspaper Sign Service Pact

Joint Coverage of Community Events Is Planned

SIGNATURE of a long-term agreement between KOMO Seattle and the Seattle Post-Intelligencer, Hearst-owned morning newspaper, was announced Nov. 13 by the NBC affiliate [CLOSED CIRCUIT, Sept. 27]. Agreement provides that the facilities of the P-I and KOMO will be made available to each other in a common effort to provide special service and news programs for listeners” in the Pacific Northwest.

Signed by Charles E. Lindeeman, publisher of Post-Intelligencer, and O. W. Fisher, president of Fisher’s Blend Station, the agreement will make possible joint sponsorship of telecasts of special sports events and community happenings.

The announcement came just one week after Robert E. Friebe, general manager of KOMO Seattle, disclosed a “mutual assistance pact” between KOMO and the Post-Intelligencer [BROADCASTING, Nov. 15].

KOMO, holder of the only TV license in Seattle, is scheduled to begin telecasting Nov. 25.

Within the next few weeks, KOMO and the Post-Intelligencer will become virtual neighbors, with the opening of the P-I’s new building at Sixth Avenue and Wall Street, a few blocks from the recently constructed studio facilities of KOMO at Fourth Avenue and Denny Way.

Lab Identification

A STORY on Senator-elect Hubert H. Humphrey of Minnesota, which appeared in the final issue of Billboard, was incorrectly identified Twin City Television Lab with Minneapolis. The firm, operated in connection with Beck Studios Inc., is located in Minneapolis.

Census Set Query

Aired by ASA Unit

PROPOSED inclusion of a radio set question in the 1950 U. S. Census was discussed at a meeting of the Census Advisory Committee of the American Association for Public Opinion Research, held Nov. 12-13 at the Census Bureau’s offices in Suitland, Md.

No formal action was taken by the committee other than to state the question in the population half of the census. The committee will accept any position taken by the advisory committee of the American Marketing Assn., but it is believed.

The AMA committee withdrew its opposition to a radio question, provided it is inserted in the housing half of the census, at a meeting held Oct. 28 [BROADCASTING, Nov. 1]. Last spring the AMA group had voted flatly against any radio question. However it was not affirmatively recommended the radio count.

The Housing Census Advisory Committee of the American Marketing Assn., warned technicians from industry, on Nov. 5 withdrew its objection to inclusion of a radio question in the housing count, provided the committee recommend the radio question.

BROADCASTING, Nov. 8.

The latest action by ASA’s committee is not affirmative but concurring lifting of another barrier to the radio census. The committee is expected to meet again early next year. Members of the ASA committee expressed their opinion of a radio question in view of what they term relative saturation.

Next step in the census situation is legislative. A bill to install the housing census as a permanent part of the decennial project passed the Senate this year but was lost in the shuffle of House procedure. If a radio count is to be made, it obviously will be in the housing census as was the case in 1940. Congress will be asked to pass a housing census bill and provide funds. Broadcasters all over the nation have indicated to their Senators and Congressmen their interest in the 1950 census.

Egan, Fickett Will Use AM, TV for Hurdy Gurdy

EGAN, FICKET & Co., New York (distributor of Florida citrus fruits), will introduce a new brand, “Hurdy Gurdy,” on radio and television in the New York market. Time has been purchased through Moore & Hamm, New York, on Comics on Parade, Danny Webb’s Sunday night WPIT (TV) program, once weekly on The Fitzgeralds, WJZ-TV, and three weekly on Walter Kiernan’s WJZ radio program. All are New York stations.

“Nevin’s Indian River” oranges and grapefruit, another Egan, Fickett & Co. product, is using time on WOR New York, on the Sunday night Alan Ladd show.
Mr. E. S. Mielke can help you in the New England District

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems... from planning to operation. Mr. E. S. Mielke, one of several Westinghouse electronic sales engineers, assists him throughout the New England area. His broad experience as a radio engineer with the World-Wide Broadcasting Corporation, five years as a radio maintenance supervisor for Pan American Airways throughout South America, and with Westinghouse since 1944, qualify him very well for this work.

The more towers in your array, the more important Q becomes.

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

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

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

For complete information, call your local Westinghouse representative today or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.
What's the Forecast for Coal
This Winter?

Because the bituminous coal industry last year exceeded all previous production records, there was enough coal to supply America's homes and industries—even though it was not always possible for coal users to buy exactly the sizes and grades they wanted.

This winter, the coal supply is expected to be substantially improved.

This is so for three good reasons:

FIRST, America's mines have continued to operate at a high rate of production through most of this year. Only a costly and extended work stoppage during the spring kept the cumulative weekly tonnage from equaling or exceeding the peak production records established for like periods a year ago. New facilities to provide a greater supply of higher grade coals in wanted sizes are already coming into production.

SECOND, demand for export coal to fuel Europe's homes and factories has eased up, as Europe's mines return to production. Hence, present indications are that total export shipments overseas for 1948 will be no more than one-half of what they were last year.

THIRD, the railroad car supply, though not yet in balance, has steadily improved. Many new cars have been added to the railroads' fleets in 1948. Others have been freed from transport of export coal by this decrease in demand for coal abroad. And still others have been made available to highly productive mechanized mines by the closing of marginal workings no longer profitable to operate, in the light of this easing in export needs.

That these factors have resulted in an improved situation over that faced at the start of last winter is readily demonstrated by the status of coal stock piles. On July 1 they were 16% higher than for the same date a year ago. And by August 1 they were 32% higher than on the same date in 1947.

So for America's coal users, this winter's coal supply picture is certainly assuring—and "hearth-warming."

The high level of production attained by the American coal industry and the improved supply of higher quality and most wanted sizes of coal available now are the result of progressive foresight and productive skill.

Neither would be possible today except for the fact that hundreds of millions of dollars have been spent—and millions more will be spent—to mechanize America's coal mines. The foresight of mine managements brought this revolution in coal technology; the skill of free American miners applied it to achieve unbelievable world-production records.

Management has demonstrated its ability to supply the nation's needs for solid fuel in war and in peace, without governmental aid or interference. America can count on coal!
NATIONAL ASSEN of Radio News Directors wound up its third annual convention Sunday, Nov. 14, after the election of officers and board members. The three-day session was held at the Desoto Hotel, St. Louis (BROADCASTING, Nov. 15).

Sig Mickelson, head of news, special events and production at WCCO Minneapolis, was elected president by the board of directors to succeed John F. Hogan of WCSS, Portland, Me.

Other officers elected included: Jack Shelley, WHO Des Moines, vice president, replacing Mr. Mickelson; Ben Chatfield, WMJZ Madison, Ga., second vice president to succeed Mr. Shelley; Soren Munkhof, WOW Omaha, succeeding Edward Wallace of WTAM Cleveland, as executive secretary, and David Kessler, WHAM Rochester, N. Y., treasurer, replacing John Murphy, WCKY Cincinnati.

The convention also named four new members of the board of directors: Sid Pietzsch, WFPA Dallas; J. Edgar Kirk, WPFT Raleigh, N. C.; Jim Bornmann, WMJZ Cedar Rapids, Iowa, and Bruce Barrington, KXOK St. Louis.

Retiring board members were Jack Krueger, WTMJ Milwaukee; Bob Mahoney, KWKH Shreveport; John Murphy, WCKY Cincinnati, and Tom Eaton WTIC Hartford, Conn., who was named Standards Committee chairman.

Highlight of the convention was a message from Justin Miller, president of the NAB, read by Robert K. Richards, NAB public relations director and member of the NAB Board.

Open Mike

(Continued from page 18)

quests to produce or participate in various programs over the Philadelphia stations. We are at the moment working with both WPEN and WCAU.

Michael Eisler, Manager Theodore Comant, Technical Director
WSRN Swarthmore College Swarthmore, Pa.

Mickelson Is President

Newly elected President Mickelson focuses the KSDK-TV St. Louis camera on awnings during NARND's television panel discussion.

NARND's advisory council. Judge Miller's message:

"It is a pleasure to congratulate the NARND, in behalf of the NAB, on its progress toward the perfection of its professional organization of news directors. The NARND has the NAB's best wishes for success. A strong organization of news directors can make a great contribution to broadcasting in all its phases."

"It is our hope that we may cooperate in every way possible. As evidence of our desire for such cooperation, I invite your president, Sig Mickelson, to take part in the All-Media Conference on Freedom of Expression in Washington Nov. 19."

Mr. Richards urged development of a strong association on the executive level, and he discussed the responsibility of news directors in the field of station operation and radio journalism.

At a business session Saturday, the membership adopted a resolution expressing gratitude to Judge Miller and commended the NAB for its "strength of purpose" and confirmed its belief in a free radio in a free land.

Another resolution was adopted praising the NAB for its efforts in formulating a news code for the industry, stating that the NAB instrument should become the basis for any future standards adopted by NARND. The membership also approved a resolution urging newsmen to report activities of the UN and UNESCO fairly and accurately, thus conveying a correct understanding of these world organizations to the people.

Other resolutions praised the INS, AP, UP and Trans-Radio for the high quality of their efforts in reporting the news; thanked Bruce Barrington of KXOK St. Louis, for serving as chairman of convention arrangements, and conferred the title of founding president on Mr. Hogan.

The convention adjourned after presentation of a television news panel at KSDK-TV St. Louis. Studied Jim Lawrence of KSD, chairman of the session. NARND received bids from nine cities to play host to the next convention.

Radio Week

(Continued from page 30)

outlet, used 14 network announcements saluting Radio Week. Headline Edition, the network's 7 p.m. news show, carried a talk on Monday night by Attorney General Clark on "Democracy and Radio" CBS, which carried a courtesy plug for the occasion on every top network show, announced it had carried no special programs.

Red Feather Oscars were presented to Chicago radio and television stations last week as a two-way tribute to National Radio Week and to broadcasters' participation in public service programming and the community fund drive. The Oscars, small statuettes of a male pixie with a red feather in his cap, were delivered personally by the Red Feather Kids, Dolores Silverthorne 11, and Jimmy Peyton 10.

In observance of National Radio Week, WBBM-CBS Chicago aired institutional announcements on two daily network shows, Music for You and Chicagoans.

Spots were inserted in the schedules of Words and Music (six-a-week), the Dave Garaway Show (Sundays), Design for Living (Tuesdays) and Musicama (Thursdays), WMAG-NBC network presentations Chicago.

WGN rebroadcast Mutual's Junior Achievement program (Sundays) which was specially written last week to honor the radio industry. Twenty announcements were aired.

ATS Film Forum Slated For Dec. 1 in New York

THE FIRST film forum of the American Television Society will be held Dec. 1 at New York's Museum of Modern Art Theatre, Emerson Yorke, ATS secretary and film committee chairman, announced.

Panel discussions on network operations, advertising, film production and distribution, camera lenses and their uses, large screen operation, and certain technical aspects of video films, will be led by recognized television authorities.

FAMILY

WIBW has been a farm station for almost a quarter of a century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in Topeka

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FIRE STRIKES

With less than a week fire has struck at two stations, resulting in over $100,000 worth of damage. The fire figured in the television studios and offices of WCBT Roanoke Rapids, N. C., on Nov. 13 and WKBW Oklahoma City, on Nov. 16. The fire was discovered by night policeman Judson DuFfee.

When the studio was empty and took over two hours to bring under control, it was discovered by night policeman Judson DuFfee. The fire was brought under control within 20 minutes, and the station reported that much of the three months' remaining work of the studio will have to be redone.

“If we can get television equipment without too much delay,” Mr. Sugg said, “a scheduled opening, may not be delayed at all.”

With no main studio left, WCBT is operating without TV by television from their cars. Engineer Claude Meares rigged up long cords on the mikes and earphones. WCBT's fire started at night.

Defense

(Continued from page 25)

to accomplish maximum damage to production facilities and population. “Based upon this concept of limited striking power,” Mr. Arnold added “it is reasonable to assume no country in the foreseeable future will have enough bombs to permit use of one on any area of industry concentration less than five square miles, or urban concentrations of less than fifty thousand people, separated by about ten miles of relatively open country.”

Mr. Arnold explained that dispersion is economically feasible for industry because it can develop a program of dispersion built around expansion of obsolescence of plant facilities.

“If the industrial facilities of the United States,” Mr. Arnold said, “were effectively dispersed that fact alone would make an inconceivable contribution toward the maintenance of peace, because of the prohibitive expense of any enemy attempt to destroy this country’s ability to defend itself.”

Over $100,000 Damage
At WCBT, WKY-TV
TIME BUYERS ARE PEOPLE, TOO!
DRAWN BY BASIL WOLVERTON

ART GUDELMAN
Barton A. Stebbins Advertising Agency...Los Angeles

It seems as if you've literally grown up in the advertising business, Art. For 21 years you've watched deadlines come and go...you've written reams of copy and watched over the production of thousands of ads. And you've found time to follow your favorite outside activity—helping young people get started in the advertising business. (During the war, Art, as a member of the 4-A's Southern California chapter, operated as a one-man clearing house for agency talent. More recently he served as chairman of the 4-A's Examination Plan.) As an AE you're well acquainted with the whys and wherefores of radio time buying. But we'd like to let you in on some recently released information that is typical of the KGW market area's potency. For example Oregon, with the nation's highest percentage of population growth since 1940, has an income market index of 17% above the national average; the number of Portland industries has doubled in the last decade and wages, earnings, production, retail sales and exports are riding the crest of prosperity. It's a market we're sure no timebuyer can afford to overlook.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE SIMULTANEOUS SERVICE

Represented Nationally by Edward Petry & Co.
**TELEFAX**

**Push-Button Telegram Transmission**

TELEFAX, a facsimile communications system enabling push-button transmission of telegrams and written matter, was put into public use by Western Union last Thursday in Washington. Although presently restricted to common carrier facilities, there is distant possibility that Telefax may someday invade the television spectrum.

Guests will be offered “round-the-clock” Telefax service at the Wardman Park Hotel in Washington, where the first installation was made by Western Union.

To dispatch a message, in his own handwriting if he chooses, the sender merely presses a button of the telefax sending machine and then deposits the message in a slot of the machine. Telegrams are automatically wrapped around a revolving cylinder, which scans the message with an electric eye in much the same manner as Ultrafax.

The material is converted into electric impulses which are flashed across wires to the central office of Western Union for transmission to its destination. The impulses are then reproduced in facsimile at the terminal end of the line, dropping out the receiving machine ready for delivery. The transmitting and receiving units are about the size of a slot machine.

**New Western Union Telefax unit (at left) alongside standard WU automatic telegraph machine.**

**SERVING THE LOWER RIO GRANDE VALLEY OF TEXAS**

- Cotton in the bale is money in the bank and dollars in your pocketbook Mr. Time Buyer. In 1948 Magic Valley produced the largest cotton crop in its history, 322,619 bales—over $50,000,000. Contrast this with 46,644 bales of 1935 or 257,410 bales produced in 1947. It’s a rich progressive,growing market... covered by KRGV.

**REPRESENTED BY—TAYLOR-BORROF & CO., INC.**
WCAO
Baltimore

BASIC
CBS

5000 watts
600 kilocycles

PROMOTES YOUR SHOW

*Just ask your Raymer representative
DOUBLE CONTROL  CBS Adopts New Film System

CBS last week announced adoption of the “double control” film recording system for use in recording network video shows on film to send to affiliate TV stations not yet interconnected for live network programs.

Choice of the double system, which records the pictures and the sound separately, was based on the belief that this method is better able to meet television’s high fidelity requirements, William B. Lodge, vice president in charge of general engineering, pointed out. “Our choice is based on the fact that the double system, universally employed in Hollywood motion pictures, permits individual control of both picture and sound quality,” said Mr. Lodge, “whereas single system television recording imposes limitations on the quality of the picture or the sound, or both.”

Independent Developing

“In the double system, two different types of film negative are used for the initial recording, each type being especially suited for the particular purpose. The developing process for picture and sound can thus be controlled independently to achieve maximum fidelity for both. Separate control is not possible in single system television recording. The actual release print produced by double system recording is a composite of the separately processed sound negatives and picture negatives.”

The new CBS recording plant began operating last week, filming roughly seven hours of the network’s top video programs for use by CBS-TV affiliates. Programs recorded included Ford Theatre, People’s Platform, Robbs Korner, Winner Take All, What’s It Worth?, the three-a-week Places Please and the five-a-week Face the Music and Lucky Puck. Identical video recording facilities will shortly be installed in Hollywood. CBS then can serve its video affiliates from the country’s two major programming centers with 16mm prints suitable for use on the type of projection equipment normally employed by TV stations. A CBS spokesman said that the master films would naturally be more expensive than those made by the single system—with both pictures and sound recorded on the same film—but when this cost is distributed among all stations receiving the service it amounts to very little per station. He stressed the point that the prints resulting from this system cost no more despite their superior quality.

Howard A. Chinm, CBS chief audio-video engineer, and Skip Wilson Addresses PR Society Meet

ALMOST 15 billion listener-impressions were obtained last year through the radio allocation plans of The Advertising Council, New York, in behalf of public service campaigns, according to Allan M. Wilson, vice president of the council.

Speaking at the first annual meeting of the Public Relations Society of America in Chicago on Tuesday, Nov. 16, Mr. Wilson outlined the benefits derived from public service advertising.

Pointing out that General Mills is budgeting about $1 million for public service advertising this year, he called such advertising “a servant who cannot be inefficient in what he does and says by the ways of an editor or the human frailties of a speaker or a witness before a Congressional committee or even of a private secretary...worth his weight in platinum.”

The society’s award for top public relations man of the year went to Howard Chase, director of public relations for General Foods Corp., for “his leadership and contribution to the public relations profession.”

There will be another session of the

RADIO SALES TRAINING SCHOOL

Columbus, Ohio  •  Nov. 29-30, Dec. 1

Subjects include:

• HOW TO SELL LOCAL RADIO
• SELLING OPEN-END TRANSCRIPTIONS
• SELLING CO-OP SHOWS
• HOW TO HELP YOUR NAT’L. REP.

and the proven

10 Point Plan of Sales and Services

Tuition $100  Enrollment Limited to 6

Maximum personal attention. Wire Now

FRED A. PALMER  Columbus, Ohio

worth Athey, CBS project engineer, supervised development of the CBS video recording system. RCA provided the electronic components of the system; J. M. Wall Inc. and Eastman Kodak produced the cameras; J. A. Maurer Inc. made the major units of the sound recording equipment.

Programs to be recorded will be fed by wire from the network’s TV studios in the Grand Central Bldg. to the new recording plant at 49 E. 52d St., about half a mile away.

CBS will use the new recordings to serve its TV affiliates in the Midwest until Jan. 12, when they will be hooked up by coaxial cable to the East Coast network to receive the programs live. Other video stations in the South, Southwest and West Coast will get CBS service by film for an indeterminate period.

NBC Sunday

(Continued from page 22) what MCA regarded as satisfactory terms with the talent agency.

Less than a fortnight ago Niles Trammell, NBC president, flew to Hollywood reportedly in the belief that he was about to clinch a deal to retain Mr. Benny. He returned a few days later to New York with the gloomy conviction that NBC was the chance to keep its veteran star.

One source speculated that the NBC negotiations had been snagged by a dispute with MCA over the control of Mr. Benny, whose capital gains purchase by either NBC or CBS would be arranged through his own corporation, Amusement Enterprises Inc.

Mr. Benny is sponsored by American Tobacco Co. and the Harris-Page show by Rexall Drug Co. Both sponsors would move to CBS with the shows under present plans.

ASCAP Appeal

APPEAL of ASCAP from the decision of U. S. District Judge Vincent L. Leibell will be heard Nov. 29 in the U. S. Circuit Court of Appeals. ASCAP failed to secure a postponement. Whatever the circuit court decision, the issue is virtually certain to be taken to the U. S. Supreme Court, either by ASCAP or by the motion picture people. Ruling of the district court not only restrained ASCAP from collecting performance rights fees from movie theatres but also found the present organization of ASCAP inherently a violation of the anti-trust laws.
THE REL 10KW FM BROADCAST TRANSMITTER

challenges

any other 10KW Transmitter to equal its performance and economy

IN PARTICULAR IT INVITES ATTENTION TO THE FOLLOWING OUTSTANDING FEATURES:

1. It requires but 18.5 Kilowatts primary input power to produce 10 Kilowatts of radio frequency output power.

2. It pulls from the check book only $32.85 for a complete renewal of the modulator tubes, only $117.00 for the intermediate amplifier tubes, and only $480.80 for the final amplifier tubes. For a complete set of rectifiers and regulators only $112.45.

3. Its modulator—the Serrasoid—produces a signal to noise ratio of 80 db measured at 150 KC swing.

4. It produces less than .25% distortion under full modulation between 50 and 15,000 cycles.

5. It never departs from its assigned frequency by more than .0005%.

6. It employs only tetrodes in the power gain stages.

THE REL 10 KW INVITES INSPECTION AND PROOF OF PERFORMANCE AT: 35-54 36th STREET, LONG ISLAND CITY 1, NEW YORK.
**TRANSMITTERS**

FCC Approvals 9 AMs, 1 FM

FCC APPROVAL was granted last week for ownership transfers involving nine standard stations and one FM outlet.

Sale of 50% interest in WHBO Sulphur Springs, Fla., was approved by the Commission from James D. Sinyard, retiring partner, to Harry D. Dunlap for $25,000.

Amendment also was given for sale of Ross K. Prescott of 20% holding in KTAET Taylor, Tex., for $10,000 to K. L. McConchie. Mr. Prescott also assumes 50% interest in KCHI El Reno, Okla., with retirement of minor interest in that station by J. T. Carlisle.

Other station transactions approved by FCC included KXOK Russellville, Ark.; KVMS Twin Falls, Ida.; WBR Pensacola, Fla.; WATO Oak Ridge, Tenn.; KCBC and KCBKG-PM Des Moines and KVGB Great Bend, Kan. Details follow:

WHBO Sulphur Springs, Fla.—Granting of assignment of license from Sulphur Springs Broadcasters to new partnership of same name and composed of two of the present partners, Harold A. Dunlap, James B. Sinyard, retiring partner, sells 50% interest for $25,000 to Harry D. Dunlap, retail milk dealer at Elyria, Ohio, who becomes business manager of station. Harold Dunlap becomes general manager. WHBO's 250 W day on 1520 kc.

KXOK Russellville, Ark.—Granted assignment of license from The Valley Broadcasters, partnership, to Valley Broadcasters Inc., new firm composed of two original partners and new individual, Clyde R. Horne and Jerrell C. Jones. Linwood E. Taylor, retiring partner, sells 40% interest each in new firm and 20% interest is acquired by Joe D. Shepherd. Latter pays $109 for 20% common stock interest and acquires preferred stock in amount of $4,000.

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**FCC Warning**

BECAUSE OF mounting interest in radio for business and personal use and detection of an increasing number of illegal transmitters, FCC last week reiterated that the use of radio equipment must be authorized under prescribed rules and regulations. Commission reported that a number of unlicensed transmitters is being heard. The FCC has placed one-of-a-kind broadcasters on the air in violation of Communications Act. Number of unlicensed transmitters is being heard. The FCC has placed one-of-a-kind broadcasters on the air in violation of Communications Act. Number of unlicensed transmitters is being heard. The FCC has placed one-of-a-kind broadcasters on the air in violation of Communications Act.
MONOPOLISTIC control of facsimile America's free press within the next attorney, told a Congressional committee last Wednesday.

Appearing before the Anti-Monopoly Business Committee, Mr. Ernst, who has on different occasions represented the American Newspaper Guild, had this to say on facsimile:

"You know what facsimile holds forth for the future. The newspapers from New York City can be sent out over the air, and there will be no type-setters needed in any city in the country, and it is my best guess that it is ten years off, and only ten years off. Because you can't, in your small town, stand the economic burden of setting type, in competition with the cheapness of sending the printed page by air. It can even come into your home eventually, by means of a piece of paper attached to the radio . . ."

Mr. Ernst told the Congressmen that no one was being made in restoring free enterprise to America because "by the time you come to a decision . . . whatever side you take, somebody else has grabbed all the great opportunities and controls the press of the nation."

'The Nub of Monopoly'

On the subject of patents, which he described as the 'nub of monopoly,' Mr. Ernst advocated that the owner of a patent license "everybody at a decent price and a fair profit." He said this should apply "to the most precious commodity known to man, the First Amendment commodity, the radio, the movies and the press."

Mr. Ernst condemned absentee ownership of radio stations and what he said was the practice of telephone companies in refusing to lease lines for less than a period of one hour, thus penalizing local stations.

He acknowledged being "in the radio situation, where Sarnoff and Paley and other networks lost their fight." For this reason he said he was prejudiced, adding he was not "ashamed of my prejudice."

"I am not critical of the four men who own the radio of America," Mr. Ernst said. "I am not critical of them, because they have got the best. But those four people, four groups, own the public mind through the ether."

"Mr. Ernst maintained a newspaper would set up its own radio station. "The last time I looked into it," he said, "there were a hundred towns in the United States where the only newspaper owned the radio."

Public opinion polls were identified by the attorney as "the greatest force in America for the reduction of the taste of the people, and the reduction to the lowest common denominator of culture."

Political polls were of little concern to Mr. Ernst because they has not got the ether. The corrective, he said, were the people.

"I am worried," said Mr. Ernst, "about the Hooper poll, which determines what goes on the air. And there is no way of checking up as to whether Hooper is within 50% of what he says."

**MEDIA FREE SPEECH CONFERENCE IS HELD**

SECOND annual meeting of the All-Media Conference on Freedom of Expression was held Friday at NAB headquarters in Washington. Representatives of all principal means of communication attending, including newspapers, radio, magazines, books and motion pictures.

The conference was conceived over a year ago by NAB President Justin Miller as a means of blocking government intrusions on freedom of speech.

Among those attending were James M. Barnes, Society of Independent Motion Picture Producers; Ernest D. Canham, American Society of Newspaper Editors; William L. Chenery, chairman, editorial committee, National Publishers Assn.; Kenneth Clark, Motion Picture Assn.; Sig Mickelson, National Assn. of Radio News Directors; Curtis Wright, American Book Publishers Council; Sidney Schreiber, Motion Picture Assn. of America; Col. James Hale Stein (WGAL Lancaster, Pa., etc.), chairman, American Newspaper Publishers Assn., Federal Laws Committee; Harry F. West, American Book Publishers Council; William Van Allen, Hanson, Lovett & Dale; Eric Johnstone, IATSE.

A banquet was held at the Thursday meeting, with members of the NAB board participating. First meeting of the group was held June 27, 1947.

**WPIX Bargaining Units Are Settled**

THREE major unions in the television field have agreed on a division of the employes of WPIX (TV) New York into seven bargaining-unit categories and have signed an agreement for "consent elections" in each group. The unions are International Brotherhood of Electrical Workers (AFL), National Assn. of Broadcast Engineers & Technicians (independent) and International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (AFL), along with six New York locals of IATSE.

Agreement, sanctioned by the National Labor Relations Board, calls for separate bargaining units for television engineers, film projectionists, film cameramen, film editors, laboratory technicians, film sound engineers and stage employees.

The agreement followed an NLRB hearing on an IBEW petition for jurisdiction over all seven groups of WPIX employes, which was contested by NABET and IBEW. Nearly 1,000 bags of testimony were sent to NLRB headquarters in Washington by New York hearing officer Warren Land, but the inter-union agreement was reached before the board had rendered its decision.

Commenting on the Agreement, Robert L. Coo, WPIX manager said:

"We are pleased that an agreement has finally been reached among the unions as to proper bargaining units for television. This agreement is along the lines we recommended to the National Labor Relations Board many months ago, when we first stated our willingness to deal with any union properly chosen by our employees voting in appropriate bargaining units. It will now be possible for these elections to be held without difficulty. We are confident that the success of these unions in so far as their jurisdictional differences will be set aside in promoting the stability of labor relations in the television field."

**SENIORS TO LEAVE FOR IHFB MEETING**

THE CONGRESSIONAL contingent of the American delegation to the International High Frequency Broadcasting Conference plans to leave for Mexico City Nov. 28, it was learned last week.

Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate and Foreign Commerce Committee, has found it impossible to attend the conference and will be replaced by Sen. Edwin C. Johnson (D-Colo.). Sen. Johnson is slated to assume the chairmanship of the Commerce Committee when the reshuffled Congress convenes in January.

Another delegate will be Sen. Ernest W. McFarland (D-Ariz), Edward Cooper, communications advisor to the Senate Committee, will serve in a similar capacity to the legislators at the high frequency sessions.

The Senate group is expected to arrive during a comparatively peaceful period of the conference and the length of their stay is indefinite.
Confirming a persistent rumor...

Fairchild Recording Equipment Corporation has been newly formed to concentrate on the specialized requirements of the Radio Broadcast and Record Industries. Our mission? To shatter another rumor: That top-quality sound recording equipment has to be expensive. We intend to produce the same outstanding line of disk recording-instruments—formerly made by Fairchild Camera and Instrument Corporation—to sell at lower prices!

What makes price reductions possible? An organization of specialists concentrating on sound recording alone...to speed the development of new equipment...to handle special problems speedily and inexpensively...to effect more efficient production methods...to effectively reduce selling costs.

What's in store for the future? Plenty! The new Fairchild Magnetic Tape Recorder is the first of a number of new sound recording instruments to be developed through skilled and visionary research. Keep your eyes—and your ears—on Fairchild Recording Equipment. Interest in developments are in the making!

**NEW LOW PRICE**

$485

Fairchild Transcription Turntables are now available for immediate delivery.

**Advantages of Fairchild's COMPLETE REPRODUCING SYSTEMS**

- Synchronous direct drive operation.
- Visible stylus for easy coining.
- Provision for monitoring coining.
- New rugged trouble-free pickup reproducer.
- Economy—the elimination of one pre-amplifier and extra equalizers...the prevention of equalizer obsolescence.

All Fairchild sound equipment units—including Studio and Portable Disk Recorders and Unitized Amplifier Systems—are available for immediate delivery. Write for complete details: 385-06 Van Wyck Boulevard, Jamaica 1, N. Y.

4A's Conclave

(Continued from page 23)

with J. Walter Thompson Co., maintained that art directors should be in on the designing of a commercial. "Management should insist that art director participation be prepared television commercials."

In answer to questions from the floor, the panel of speakers and S. L. (Pat) Weaver, vice president and director of radio and television for Young & Rubicam, chairman, agreed the trend is toward film commercials. The suitable length for a television commercial, they said, is "long enough to put the idea over" but as short as possible.

The meeting concluded with a brief report by Walter Craig, vice president of Benton & Bowles, on the Radio Writers Guild negotiations.

Challenge of TV

Television, today, is "the biggest challenge to creative advertising I know of," averred Chairman Henry O. Pattison, vice president and director of copy, Benton & Bowles, in an address with A. A. Creative Seminarian, wholly devoted to the problems of selling by television.

William J. Griffin Jr., vice president and group copy head, J. Walter Thompson Co., speaking on copy, advanced the unhappy prediction that the "automatic ear" which enables the public not to hear a commercial will soon be matched by an "automatic smoked glasses for looking at television commercials without seeing them."

The basic problem with video commercials, Mr. Griffin opined, is the same problem that advertising has always had, that "of getting a vital idea."

Sometimes what look like the hardest problems can be solved by simple devices, he said, citing Ballentine's solution to its problem of getting in its commercials without interrupting its baseball telecasts. By superimposing a glass of beer over the picture of the diamond, Ballentine got over its message without making the viewer feel he was missing any part of the game, Mr. Griffin said.

The payoff, he reported, was in such direct results as a call from a bartender who said: "Okay, Ballentine, put in your tap. I give up. You win. Television wins."

Radio Hangover

A radio hangover, trying to take a radio commercial and add pictures, is the biggest fault of today's video commercials, according to Elwood Whitney, vice president and senior art director, J. Walter Thompson Co.

In a good television commercial, he said, pictures and words are "welded together as an integral part of each other."

He advocated for TV the process used to create commercial movies: An art director and a writer working together to produce a video story board. (A story board is a layout with a strip of pictures along one side, the accompanying text along the other, not unlike a cartoon sequence.)

"Keep your commercials simple," was the word of William E. Forbes, supervisor of television operations for Young & Rubicam. He pointed out that the tuning of a video set has not yet be become an automatically perfect procedure so that the picture seen by most viewers will be less good than that on the director's monitor screen in the studio.

Richard de Rochmont, producer of the "March of Time" films, deplored the treatment that motion pictures are getting from television. Instead of taking the best the movies have to offer, he charged, "television has taken what is most banal, cheapest and most available."

Where is your vaunted creative ability, he asked the agency men, when the best video program today is a vaudeville show such as might have appeared on the Orpheum circuit in 1932, the best light opera that the west had produced and the commercials like the slides used in movie houses in the pre-Harding era?

Asked where the responsibility for creating video commercials should be placed in an agency, the panel members agreed that it should be more than a radio department responsibility.

Mr. Pattison was not contradicted or even questioned when he declared that television's only kinship to radio is in its method of distribution and that in every other sense it is blood brother to the movies.

Film vs. Live

The inevitable question about the relative merits of film and live commercials brought a variety of answers. Mr. Griffin said it depends on the product, pointing out that the new Ford truck would be hard to get into a video studio, whereas it is demonstrated in action on film. And so effectively demonstrated, he stated, that a man in Philadelphia walked into a Ford showroom and bought a truck, just from seeing the film demonstration on television.

Mr. de Rochmont expressed a preference for live commercials, "where you can use them, as they are infinitely more convincing at this stage of television." But he pointed out that where a message is going to be repeated again and again a film recording is the surest way of getting it right every time.

Mr. Forbes called film "more sure-footed than live productions" and added that its cost can be amortized over a period of months, or even years.

Answering a question about integrated commercials in television, Mr. Forbes urged the use of judgment. He said that while the Texaco-integrated commercial had...
worked very well, achieving a sponsor identification of 95.5%, trying to integrate a commercial into a dramatic program might ruin the show.

Mr. Griffin cited Fibbon McGee & Molly and the Charlie McCarthy Show as examples of how well integrated commercials have succeeded in sound broadcasting.

**Camels Contract**

He contrasted this with Camels interrupting a football telecast at an exciting point to show a package in the video screen, illustrating the "sudden jolt jolt that a bad commercial can give."

Mr. Forbes gave a different report of a Chesterfield commercial, a five-second superimposition of a package over the field which did not interrupt the watcher's view of the field, even though it was inserted during a time out period when nothing much was happening. "That was effective advertising to me," Mr. Forbes said.

To a query about the life expectancy of video commercials, Mr. Whitney replied that while irritation has proved successful in making listeners remember radio commercials, in television the plugs should be more pleasing.

Mr. Griffin pointed out that the Lucky Strike marching cigarettes are pleasing in contrast to those of the product's aural advertising, and that they can be used numberless times, making their cost of $8,000 apiece inexpensive when figured on a basis of viewers reached.

Mr. de Rochmont added that just as sight and sound give television two chances to reach and attract its audience, so they give this medium two chances to wear out the audience. He urged frequent changes in commercial treatment, even though the basic theme is used for a long time.

**What of Sex?**

Sex is frequently used in space advertising but not in radio, said one questioner, asking what about television. Mr. Griffith gave as a good general rule to try to get away with as much as you can, mentioning that by use of good taste and skill radio advertisers frequently do many things they aren't supposed to do.

Mr. de Rochmont advised everyone in television to take a strong stand against censorship from without but at the same time to do themselves what must be done to avoid it. "Use good taste all the time," he commanded. He added that great as the danger of television becoming "potentially immoral" is, the greatest danger is that "you'll be potentially dull!"

Speaking for radio and television at the AAAA session on contact and service, Leonard Erickson, vice president and radio director, Kenyon & Eckhardt, said that despite the "extremely high relative cost of advertising by television" today, no advertiser should let this factor alone eliminate his consideration of this medium.

With 495 advertisers using TV Oct. 1, 1948, as compared with 285 using it a year ago, prime time can no longer be got for the asking, even in New York with six video stations, he reported.

**What to Expect**

On the basis of what is now known about television, Mr. Erickson expressed the opinion that it is usable today by almost any advertiser who:

1. Recognizes that he can not, for some time, expect a sales return in any way commensurate with his investment in the medium.
2. Needs not in any way cut down his use of the more standard media to finance his experiment in television.
3. Makes proper allowance in his television budget for ample testing of all its special techniques in his show and his commercials.
4. Makes the fullest possible promotional use of his television undertaking within his own sales organization.
5. Wishes to enjoy all the advantages and eventually win the same top position that has always gone to the pioneers in all effective advertising media.

How research can help provide answers to such basic radio programming problems as whether to buy this program or to drop that one was described during the research session by Alfred Scalpone, manager of radio production for McCann-Erickson.

He told how a Lazarsfeld-Stan- ton analyzer profile helped his agency to locate and eliminate weak spots in a new program before it went on the air, and how an analysis of the commercials of every evening network program during one week last winter is helping the agency to produce more effective commercials. Mr. Scalpone expressed the conviction that research can achieve inexpensively and painlessly what many programs are proving the hard way on the air.

Warning against allowing research to replace radio's creative functions, he concluded: "Radio is a business of ideas and instincts and, for want of a better word, hunches. However, research can guide your ideas and your instincts. It can help you decide what hunches to play."

**LISTENERSHIP BY MEN HIGHEST ON ELECTION**

**EITHER men make better night owls, or had more bets on the election, according to The Pulse Inc., New York. Whereas women constitute well over half the radio audience at other times, The Pulse report for the midnight to 5:45 a.m. period of election night showed 99 men listeners per 100 homes against 75 of the distaff side.**

Someone was awake in one out of three homes listening to returns on Nov. 2. Ratings by quarter hours ranged from the high of 1.0 at midnight to a low of 1.0 at 5 a.m., which is probably a record audience for that time period, The Pulse pointed out. A percentage of 33.7 listened sometime during the six hours.

Following are The Pulse figures for homes with the radio on sometime between midnight and 5 a.m. on election night:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Ratings</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 midnight</td>
<td>24.6</td>
<td></td>
</tr>
<tr>
<td>1:15 a.m.</td>
<td>23.6</td>
<td></td>
</tr>
<tr>
<td>2:15 a.m.</td>
<td>22.6</td>
<td></td>
</tr>
<tr>
<td>3:15 a.m.</td>
<td>21.6</td>
<td></td>
</tr>
<tr>
<td>4:15 a.m.</td>
<td>20.6</td>
<td></td>
</tr>
<tr>
<td>5:15 a.m.</td>
<td>19.6</td>
<td></td>
</tr>
<tr>
<td>6:15 a.m.</td>
<td>18.4</td>
<td></td>
</tr>
<tr>
<td>7:15 a.m.</td>
<td>17.0</td>
<td></td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td>15.6</td>
<td></td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>14.6</td>
<td></td>
</tr>
<tr>
<td>10 a.m.</td>
<td>13.6</td>
<td></td>
</tr>
<tr>
<td>11 a.m.</td>
<td>12.6</td>
<td></td>
</tr>
<tr>
<td>12 noon</td>
<td>11.6</td>
<td></td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>10.6</td>
<td></td>
</tr>
<tr>
<td>1 p.m.</td>
<td>9.4</td>
<td></td>
</tr>
<tr>
<td>2 p.m.</td>
<td>8.4</td>
<td></td>
</tr>
<tr>
<td>3 p.m.</td>
<td>7.4</td>
<td></td>
</tr>
<tr>
<td>4 p.m.</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>5 p.m.</td>
<td>5.4</td>
<td></td>
</tr>
<tr>
<td>6 p.m.</td>
<td>4.4</td>
<td></td>
</tr>
<tr>
<td>7 p.m.</td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>8 p.m.</td>
<td>2.4</td>
<td></td>
</tr>
<tr>
<td>9 p.m.</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td>10 p.m.</td>
<td>0.4</td>
<td></td>
</tr>
<tr>
<td>11 p.m.</td>
<td>0.4</td>
<td></td>
</tr>
<tr>
<td>12 midnight</td>
<td>24.6</td>
<td></td>
</tr>
</tbody>
</table>

**LISTENERSHIP PER 100 HOMES BY SEX**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midnight to 5:45</td>
<td>99</td>
<td>75</td>
<td>174</td>
</tr>
</tbody>
</table>

**NEW! MAGNETIC TAPE RECORDER**

Fairchild's new Magnetic Tape Recorder meets all requirements set by the latest proposed NAB specifications, and then some! For instance: The high fidelity performance formerly achieved at 30 inches per second tape speed has been captured at 15 inches per second. Result: Doubled recording time for a specific amount of tape; reduced operating speed of the equipment. Quality? In instantaneous "A-B" tapes trained ears were unable to detect switching from a live program to its recorded facsimile on the Fairchild Magnetic Tape Recorder. Instantaneous playback tests also show better than 60 db signal-to-noise ratio with a maximum total distortion of 2% per cent. Additional features include:

- Both mechanical and electrical "plug-in" construction for uninterrupted service.
- Interlock system to prevent accidental erasing.
- Volume indicator for metering purposes.
- Adjustment of playback head during operation.
- Automatic control in case of tape break.
- Simultaneous monitoring from the tape during actual recording.

Delivery: Early in 1949! Write for complete details: 88-06 Von Wyck Blvd., Jamaica 1, N. Y.
Due to space limitations, the text above has been truncated and may not be a complete representation of the original document. If you need further assistance or have any questions, feel free to ask!
any stations 309(a) have been used to Richards employees refused Los Detroit and the State government. service to many agencies' has awards. stations three stations have been and are our also which G. A. treatment. PROGRESS was reported at week's Writers Guild and agencies, package property rights and increased fees. That fact was disclosed in New closed three days of station Thursdays and then left for their homes in various parts of the country for the Thanksgiving holidays. Negotiations will be resumed Nov. 30. All no statement has been put out at the windshield of the talks Thursday, persons present said they felt it would not take many more meetings to reach an agreement.

Meanwhile, the restraining order of Oct. 26, which forbade 8,000 writers—from delivering scripts on many of the nation's top radio shows, continued in suspension. The restraining order itself which was called "a strike of pickets," was in effect only about ten days.

Mr. Mandelbaum Mediates
It was suspended after Federal Mediator J. R. Mandelbaum got the two sides together. Mr. Mandelbaum himself had written to give the parties a chance to settle the matter themselves.

Simultaneously meetings were held in the past week on the West Coast, where some 80 shows scripted by the writers are affected, and in New York, where about 50 shows are affected. Progress on both coasts was said to be parallel.

In New York, a meeting was held at the Waldorf-Astoria on Tuesday and at headquarters of the Federal Radio Council Thursday. About 20 representatives of agencies, package producers and sponsors sat with the 18-man guild negotiating team.

Headings the heading-package producer-sponsor group were Austin Fisher, labor relations expert, and Gail Smith of Procter & Gamble. On the guild side, Erik Barnouw, national president, and Roy Langham, executive secretary, did the steering.

It is said that only the property rights and fee questions are the hurdles that must be cleared before the guild can get its first contract with the group. In the controversy over property rights, at stake are such questions as to the authors' rights to film, magazine and book rights to their scripts. It also is understood that fee matters are largely academic for many of the writers, who are paid sums greatly in excess of the minimum demands. The fee issue is expected not to be so difficult of resolution as the property rights problem.

Although the restraining order is no longer in effect, pending negotiations, a guild spokesman said that it would be brought out of suspension and applied against any organization failing to adhere to any agreement finally reached.

FAIRCHILD RECORDING EQUIP-MENT Corp., Jamaica, N. Y., announces production of tape recorder and delivery scheduled early next year.

THOMAS HORAN, chief of the NBC Chicago sound effects department for 10 years, has been transferred to the Central Division television department as service manager. Originator of the famous Fibber McGee closet, Mr. Horan will be in charge of sound effects, stage props and property.

William Kephart, chief announcer, has been appointed head of the AM sound department, while additions to the video engineering staff are Kenneth Jorgensen and Gene W. Breeze.

WNOE Cited
CITATION for "Distinguished and Meritorious Services" in the presentation of programs for the betterment of community, state and nation was presented to WNOE New Orleans by the American Legion, Nov. 11. Presentation of the national radio citation was made by Commr. Robert L. Brown, Department Commander of Louisiana, to WNOE General Manager James E. Gordon.

Progress Reported In Dispute
end in the dispute between Radio producers and sponsors over script York as negotiators for both sides and sponsors sat with the 18-man guild negotiating team.

2-Hour NBC Midwest TV Thanksgiving Show Set
NBC's seven-station midwestern television network will carry a two-hour variety program, originating in Chicago, on Thanksgiving Day under sponsorship of RCA Victor.

"Kukla, Fran and Ollie," puppet feature of WJKB (TV) Chicago (Balaban & Katz) which is expected to go on NBC on a permanent basis, will appear in a ten-minute spot during the 4:00 p.m. (CST) show. Talent appearing from Cleveland will include Judy Canova, Jane Flickens, Robert Merrill, the Deep River Boys and James Dunn. Arthur Toscanini and the NBC Symphony will be shown by means of video transcription. J. Walter Thompson Co. is agency.

Baker Sees $5½ Million Indianapolis TV Sales

He predicted the sale of more than 14,700 video receivers with a retail value of $5,826,000 during the first year of commercial television in the Indianapolis area. Mr. Baker noted that many industries will be called upon to supply the raw materials and component parts required to feed demand for sets.

About ready for a tape recorder?

Rangertone has no wow. When you make A-B tests with a Rangertone you will be instantly impressed by the absolute fidelity it maintains. This is a vital advantage in your studies for program improvement via recordings.

Records and plays back in frequency ranges from 40 to 15,000 cycles. Other specifications supplied on request.
TV Band Grab
(Continued from page 31)
compasses the entire 475-890 mc band whose utilization for commercial TV is currently under study. It is the area which has been described officially and unofficially as television’s best hope for development into a nationwide, competitive service.

Influence of Ultrafax
Reports of the military’s decision to seek additional high-band space were given credence not only because of similar past indications but also because of the more recent development of Ultrafax, which has been seen as a potentially vital security and defense weapon.

But it was felt that any attempt to dislodge television from that band—to which it is now assigned on an experimental basis—would be resisted in a finish fight if necessary.

The military request would be channelled through the Interdepartment Radio Advisory Committee, which under the President’s direction handles allocations to government agencies.

FCC is represented on IRAC, and it was expected that the controversy engendered by such a proposal would have to be settled, in the end, by the President himself.

Questioning disclosed that no such military request had yet reached members of the Commission. FCC Chairman Hoy indicated this when he declared, in a speech in Chicago last Tuesday (see story page 27), that he personally thought commercial television might get additional channels in the high band “soon.”

TV Security Service
At the same time he stressed television’s importance as a security service by which the viewing public “can be shown instantaneously and accurately how to carry out the instructions of the civil and military authorities.”

In releasing its channel-study maps the Commission emphasized that they were not offered as proposals but as illustrations to be used by FCC and industry engineers in preparing for the Nov. 30-Dec. 1-2 conferences on VHF technical standards.

Certain allocations shown in the 210-mile study, it was pointed out, would be impossible without corresponding Canadian reallocations, about which the Canadian government has not been broached.

The 210-mile separation figure for co-channel stations is an “average” authorities pointed out. The spacing for comparable protection would vary with the frequency involved. The average separation for adjacent-channel stations in the maps is about 105 miles.

These figures compare with the 150-mile co-channel and 75-mile adjacent-channel policy which FCC heretofore has preferred but not always followed.

In arranging the spacing on the maps, FCC undertook to protect the 500 microvolt-per-meter contours of the various channels 90% of the time. Metropolitan allocations are based on 50 kw effective radiated power and 500-foot antenna heights, and community allocations on 1 kw power and 600-foot antenna heights, figured in each case from the center of the principal city involved.

Simultaneously the Commission released a study of the effects of tropospheric factors on FM coverage, also in preparation for the November-December engineering conference.

This showed that protection to the 50 microvolt contour 99% of the time would require co-channel FM separations of approximately 260 miles and adjacent-channel separations of about 215 miles. Similar protection to the 1000 microvolt contours would require separations of 130 miles co-channel and about 85 miles adjacent-channels.

FCC’s present policy is to protect to the 1000 microvolt contour or better. Tropospheric interference was reported within the 1000 microvolt contours “in only a few instances.”

The conferences, it was announced, will be held at the Dept. of Commerce Auditorium in Washington. The Nov. 30 session will deal with tropospheric effects, terrain effects, and antennas. The Dec. 1 meeting will consider these factors as they relate to VHF television broadcasting and the Dec. 2 session will apply them to FM.

“Any unfinished business remaining at the end of a particular conference day will be considered as the first order of business on the following day,” FCC announced.

Copies of the TV and FM studies may be secured from the FCC Office of Information. Interested parties were invited to submit comments on them by Nov. 20.

Survey Table
The following table, covering the states surveyed in the illustrative studies, shows the effects which the 210-mile co-channel separation policy would have on television allocations.

The column marked “Originally proposed” shows the channels which would be allocated to each city under FCC’s prior proposal. The column headed “Revised for Tropospheric” shows the channels which would be allocated to the same cities under the 210-mile separation plan.

Channel numbers marked with asterisks (*) indicate stations already in operation; those in italics represent channels for which construction permits have been issued; those marked “c” indicate community use of the channel.

The table:

<table>
<thead>
<tr>
<th>City</th>
<th>Originally Proposed</th>
<th>Proposed Tropospheric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecticut</td>
<td>8, 10</td>
<td>8 (c)</td>
</tr>
<tr>
<td>Hartford</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Waterbury</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>Washington 4*</td>
<td>4, 5, 7, 9</td>
</tr>
<tr>
<td>Delaware</td>
<td>12 (c)</td>
<td>12 (c)</td>
</tr>
<tr>
<td>Maryland</td>
<td>August 13</td>
<td>13</td>
</tr>
<tr>
<td>Maine</td>
<td>Augusta</td>
<td>8, 11</td>
</tr>
<tr>
<td></td>
<td>Portland</td>
<td>11, 13</td>
</tr>
<tr>
<td></td>
<td>Other cities not considered</td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td>Baltimore 2, 11, 13</td>
<td>2, 11, 13</td>
</tr>
<tr>
<td></td>
<td>Cumberland 2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Hagerstown 3 (6 c)</td>
<td>3 (6 c)</td>
</tr>
<tr>
<td></td>
<td>Massachusetts Boston 2, 4*, 7</td>
<td>2, 4, 7</td>
</tr>
<tr>
<td></td>
<td>New Bedford (c)</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Lawrence, Haverhill 6</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Springfield, Holyoke 5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Worcester 3</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>Detroit</td>
<td>2, 4*, 5, 7, 9</td>
</tr>
<tr>
<td></td>
<td>Kalamazoo</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Lansing</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Other cities not considered</td>
<td>8</td>
</tr>
</tbody>
</table>
New Hampshire
Boston, MA
Concord 10(c)
Manchester 12
Portsmouth 3(c)

New Jersey
Atlantic City 8(c)
Newark 13
New York
Albany
Schenectady
Troy
Binghamton 12, (c)
Buffalo-Niagara 4(c)
Elmira 4(c), 9(c)
New York City
2, 4, 5, 7, 9, 11 Ordensburg
Plattsburgh 2(c)
Rochester 2-4(c)
Syracuse 5, 8, 10
Utica-Rome 2, 3(c)
Watertown 12(c)
Ohio
Akron 7
Canton
Cincinnati 7, 11
Cleveland 2, 3, 4, 11
Columbus 3, 6, 10
Dayton 5, 13
Hamilton-Middletown 9
Marion 13
Portsmouth 8
Springfield 12
Toledo 11(c), 13
Youngstown 13
Pennsylvania
Altoona
Butler 4, 9
DuBois 5, 11
Erie 12
Harrisburg 18(d)
Johnstown 13
Lancaster 12
Philadelphia 6(c)
Paul, 3, 6, 7, 12
Reading 5(c)
Scranton 9
Wilkes-Barre 11(c)
Williamsport 12
York 8(c)
Rhode Island
Providence 11
Vermont
Burlington 5, 8
Montpelier 10
 Rutland 6(c)
St Albans 13
West Virginia
Wheeling 12
(Other states not considered)

Guild Retained
UNANIMOUS vote to retain Screen Publicists Guild as their representative after expiration of present contract at 3:00 p.m. noon on Aug. 30, as reached by ABC and CBS Hollywood press information departments and CBS sales promotion department at meetings last week. Meetings were conducted by NLRB according to provision of Taft-Hartley Law. Guild now negotiating with networks for new contract. ABC contract expires Dec. 1; CBS contract, Jan. 1.

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough vari-colored bovines in Crawford County to make it THE leading dairy producing county in Pennsylvania. That's why retail sales in Meadville (our headquarters) were over $26,000,000 last year. For further information on this rich market write to . . .

WMGW
Studios and Offices
First Nat'l Bank Bldg.
Meadville, PA.

BROADCASTING • Telecasting

Reserve Space Now
Deadline
December 1st
NAB-BMB (Continued from page 21)

tion is based on the theory that the board's lawful power to decide action on TBA cooperation were construed as signs that the association is heading in a functional direction. The by-laws already provide for directors representing FM, TV and facsimile if there are 25 active members in the category. A part-time FM Dept. has been operated by Arthur C. Stringer, special services director.

Agitation for a TV Dept. has been heard for some time, along with a suggestion by the NAB Program Executive Committee that a TV assistant be named in the Program Dept. Both ideas must await action by the committee on realignment.

NAB officials made clear that it is a realignment, not a reorganization committee. President Justin Miller will name five board members to make the study, with an interim report expected at the February board meeting in New Orleans.

The committee has $5,000 for meetings and other expenses. It is authorized to solicit advice from sources outside NAB in drawing up a functional plan for the board. Most board members were in favor of the unattached though Miller had made that functional operation had led to splits in many associations, the present trend in electronic development was felt by some to be a compromise adjustment of operations.

Two main approaches are the idea of a federated group of semi-independent associations representing each form of broadcasting, and the development of one overall broadcasting association. Idea of NAB redistricting will be studied.

The committee will go into the suggestion that a separate national advertising satellite be set up, similar to that of Broadcast Music Inc. Text of realignment resolution:

In the light of rapid recent developments, the importance of TV and FM broadcasting, and the need for providing adequate service to these as well as older branches of the broadcasting industry...

Delegates voted that the president of NAB appoint a five-member committee to study the structure of NAB and to set forth (for board action) a plan of functional organization which comprises the problems in the picture of a mass communication in order to provide adequate representation and service to all such interests and... It is resolved that the president is empowered to call upon others to counsel with the board committee in this undertaking.

The board decided to change the name of the Non-Affiliated Stations Committee to the Unaffiliated Stations Committee on the theory that the original name had a negative meaning.

It decided to name unaffiliated stations chairmen for each of the 17 NAB districts. The committee would be met on a special day during 1949 convention week in Chicago. This is all right with the board, provided the unaffiliated meeting is self-supporting.

Dates for the Engineering Conference are April 7-9, with meetings to be held in the Stevens Hotel. Sunday April 10 is likely date of the afternoon study meeting. The Management Conference, to be strictly a two-day affair, will be held in the Eight St. Theatre. Board meetings will be held Saturday and Wednesday during convention week.

The board's action specifying a full-time FM Dept., for the time being provides that Mr. Stringer devote all his time to FM. His other activities, including news clinics, management studies and related projects will be divided among the association's staff executives.

One problem unsolved for the time being is the Asn. of Women Broadcasters. The board had been expected to review its policy on the AWB, though the operation is an infinitesimal part of the association budget.

Agreement to leave naming of the seven-man industry code committee up to President Justin Miller followed recommendation of the

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Pemora

SUNDAY IN OLD SANT FE

On Records: Jose Morand—Vic. 20-3101; Andy Russell—Cap. 15158; Xavier Cugat—Col. 38327.

BROADCAST MUSIC INC. 180 FIFTH AVENUE NEW YORK 18, N.Y.
TAKING PART in Washington Ad Club luncheon last week were NAB board members (see other page photo) meeting "the rasp of the air." L-R: Everett L. Dillard, WASH Washington; Robert Enoch, KTOK Oklahoma City; John F. Meagher, KYSM Mankato, Minn.; William B. Quarton, WMT Cedar Rapids; Charles C. Caley, WMBD Peoria; Henry W. Slavick, WMC Memphis.

Middle, Henry P. Johnston, WSGN Birmingham; C. E. Arney Jr., NAB secretary-treasurer, who was reelected for another year by board; Campbell Amoux, WYRN Norfolk; George D. Coleman, WGBI Scranton; Harold E. Fellows, WEEI Boston, president of Boston Ad Club; Maurice B. Mitchell, NAB director of broadcast advertising and club program chairman.

Bottom, Howard Lane, WJJD Chicago; Paul W. Moroney, WTIC Hartford; T. A. M. Craven, WOL Washington; Clyde W. Rembert, KRLD Dallas; George Shafts, WIS Columbus; S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Brein, KYVD Fort Dodge, la.; Willard D. Egolf, WBCC-FM Bethesda, Md.

NAB Program Executive Committee [BROADCASTING, Nov. 15]. The committee had called for "guts" in code enforcement while recognizing that the whole project is a long-range undertaking. It had felt that a board-named committee might not be as hard-hitting as one named by the president.

Much of the board's code enforcement plan had been developed by its own code committee at a meeting last Monday. Members of this committee were Hugh B. Terry, KLZ Denver, chairman; William B. Quarton, WMT Cedar Rapids; Calvin J. Smith, KFAC Los Angeles. Gilmore N. Nunn, WLAP Lexington, Ky., was unable to attend the Monday session.

Active voting members of the seven-member industry committee will represent small stations, medium stations, large stations, nonaffiliates, FM stations, TV stations and networks, with one for each group.

Advisory members to sit with the group, under the board's plan, but without voting rights will represent the American Assn. of Advertising Agencies, Assn. of National Advertisers and station representatives. NAB's public relations and program directors also will serve.

The board specified that the committee "should be coordinated by a properly qualified member of the NAB staff, designated as the 'executive secretary' of the Standards of Practice Committee. The executive secretary will be named by President Miller, who also will name advisory members after consultation with the groups involved.

The four networks will name their active members of the committee, the others to come from the roll of NAB member stations.

A carefully worded sentence aimed at avoiding difficulty with governmental agencies made it clear that the board did not envision any "infringement upon the discretionary powers of the licensee under the law."

Committee functions include education and communication; interpretation; keeping the code abreast of changing conditions in the radio industry; expanding the code to meet the rapidly developing conditions of television.

Broadcasters and "other interested persons" will be provided with interpretations of specific program problems coming within the code.

A. D. Willard Jr., executive vice president, reviewed association administrative and policy activities on the opening morning of the three-day meeting. He covered the All-Industry Music Committee, which worked out many of the AFM problems; All-Radio Presentation, which is now in the script drafting stage; second annual study of listener reaction to broadcast programs, now at the printer; National Radio Week projects including the skycricketing "Voice of Democracy" contest; work of the Assn. of Women Broadcasters, NAB satellite.

The board filed two memberships in Broadcast Measurement Bureau board of directors, representing NAB. Hugh Bevile, NBC director of research was reelected to the BMB board, which meets today (Nov. 22) in New York.

Mr. Shafts, WIS Columbus, S. C., NAB board member representing medium stations, was elected to succeed Robert Mason, WMRN Marion, Ohio, who is no longer an NAB director. Mr. Shafts will attend today's meeting as an observer, beginning his active service Jan. 1.

At the request of nine associate members of NAB, the board agreed to send a representative to discuss association service to transcription library firms. C. O. Langlois of Lang-Worth Feature Programs, appeared for the libraries.

Attending the board meeting were the following directors:

Harold E. Fellows, WEEI Boston; George D. Coleman, WBGI Scranton, PA; George Morency, WLBD Pittsburgh; Ben Folks, Henry F. Johnston, WSGN Birmingham; William B. Quarton, WMT Cedar Rapids; Harry Bannister, WWJ Detroit; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids; Robert Enoch, WOOC Chicago; Charles C. Morency, WTIC Hartford; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, WOOC Chicago; Howard Lane, WJJD Chicago; T. A. M. Craven, WOL Washington; T. R. W. Rembert, KRLD Dallas; George Shafts, WIS Columbus; S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Brein, KYVD Fort Dodge, la.; Willard D. Egolf, WBCC-FM Bethesda, Md.

Absent were Michael R. Hanna, WHCO Ithaca, N. Y., attending the UNESCO session in Paris, and Clifford Lee, WYRN Norfolk, Va. Also absent were Robert T. Whitlow, WYRN Norfolk, Va.; Campbell Amoux, WYRN Norfolk; George D. Coleman, WGBI Scranton, PA; George Morency, WLBD Pittsburgh; Ben Folks, Henry F. Johnston, WSGN Birmingham; William B. Quarton, WMT Cedar Rapids; Harry Bannister, WWJ Detroit; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids; Robert Enoch, WOOC Chicago; Howard Lane, WJJD Chicago; T. A. M. Craven, WOL Washington; T. R. W. Rembert, KRLD Dallas; George Shafts, WIS Columbus; S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Brein, KYVD Fort Dodge, la.; Willard D. Egolf, WBCC-FM Bethesda, Md.

ARRIVAL of television on the broadcasting scene will bring keener intra-industry competition with benefit to listeners and advertisers alike, A. D. Willard Jr., NAB executive vice president, told the Washington Ad Club at its weekly luncheon meeting last Tuesday.

Television's exciting appeal will carry it into the affections of the public and provide a superior advertising medium, he said, but radio broadcasting is still America's No. 1 medium of mass communication, and its cost per thousand advertising medium in the world, it is "inconceivable" that broadcasting should disappear, he said.

Members of the NAB board of directors were guests of the club. Ben Strouse, WWWD, Washington, club president, presided at the luncheon.

Dual Call Remain

THOUGH BMB wants use of dual AM-FM call letters at station breaks to continue because of the research expense involved, NAB board did not act at its three-day Washington meeting. NAB's FM Executive Committee had pigeonholed BMB plea on ground dual calls, though confusing to listeners, are best for promotion. Most pleas received. BMB contends it will have to edit 1949 ballots at considerable cost to show true FM picture because of audience confusion.
KY. MEETING

ONE OF KENTUCKY's four Lackey brothers, who have been making broadcasting history in the Blue Grass State for more than a decade, was elected president of the Kentucky Broadcasters Assn. as its 1948 fall meeting drew to a close Tuesday at Owensboro.

Ernest (Dutch) Lackey, general manager of WHOP and WDSU-FM Hopkinsville, and Mayor of the city, is the youngest member of the family that has put five AM and three FM stations on the air.

J. Porter Smith of WGRG Louisville was named first vice president; Charles C. Warren of WCMC Ashland, second vice president; and Hugh O. Potter, WOMI Owensboro, was re-elected secretary-treasurer. Retiring president George Roesler, Fred Bullard of WKIC Hazard, and Hecht S. Lackey, WSON Henderson, a brother of the new president, were installed as directors.

Coy Speaks

Highlight of the two-day convention was a speech by FCC Chairman Wayne Coy at a dinner Monday night. Mr. Coy predicted there would be 1,000 television stations in the United States within six years and that the new medium would be a strong competitor for sound radio audiences in metropolitan centers. "Radio and television can't be compatible under the same management in large cities," he said.

The FCC chairman reiterated earlier pronouncements, however, that AM radio has its place and that FM "should move in where AM is exhausted."

"FM will pay off if you program to meet the local need," he declared. "Thousands of listeners, particularly between the Mississippi River and the Rocky Mountains, have inadequate AM service."

Mr. Coy said that while it will be a "long, long time" before TV signals reach 100% of the American population, television will affect motion pictures, sports, newspapers and magazines.

He noted that use of film is an "important aspect" of television and that the new industry may be expected to buy film from movie producers "in competition with theatres."

Laughter followed his remark that movie theatres will have to re-program "in the public interest."

He noted that newspaper editors have felt it necessary to do different picture jobs since the morning after the first Philadelphia Convention telecast last summer.

"Newspapers had the old look after seeing the convention on television the night before," he said.

Mr. Coy said he had anticipated many complaints about radio coverage of the recent campaigns "in view of the progressive and state's rights slates," but that less than a half dozen were received. He hailed the stations for an "outstanding campaign job."

Queried as to whether or not he thought the FCC should write an opinion on what it thinks is a "lottery," he asserted the "Commission should."

The KBA delegates unanimously approved a motion designed to improve radio courses at the U. of Kentucky after several members complained that radio graduates of the school were, in general, poorly trained.

Presented by Stephen A. Cisler, vice-president of WYKY Louisville, the motion called on the association president to appoint a committee of small market, independent, and network station operators to meet with those in charge of public education leading to active work in commercial broadcasting.

The committee would be directed to "survey present courses, recommend a practical approach in training methods where necessary, and work out a system of active cooperation between school officials and Kentucky broadcasters."

Members of the association evinced considerable interest in the first public explanation of how Radio America, Inc., so-called fifth network, will operate.

George Roesler of Chicago, sales manager of the company, said Radio America has been set up by a "motion picture firm, an Oklahoma oil group, an organization closely associated with broadcasting, and the Chemical Bank and Trust Co. of New York" to sell four hours daily of programming and service in a package at a net income of $220 monthly to stations.

He said the new company only asks that participating stations give to the network the periods from 11 a.m. to noon, 5 to 6 p.m. and 8 to 10 p.m. Radio America would pay each station $20 monthly, less $50 monthly network charges, he said. On all network time sold outside the four above specified hours, stations will receive their published national rate less 15% agency and 15% sales commission.

The company has a $48,000 budget per day for programming alone and has several national accounts committed to buy variety, comedy, drama, mystery, juvenile shows, and serials, he said. Thirty-six stations already have signed contracts and a total of 300 are expected to be associated with the network by February, Mr. Roesler said. He anticipates the new operation will begin in September, 1949, after the switch from daylight saving to standard time.

KBA imported Robert T. Mason from WMRR Marion, Ohio, to speak on selling radio. Mr. Mason called for more business pride, more thorough training of salesmen and a greater effort to "sell your own with competitive media."

"Don't hand a man a rate card and a BMS map and expect him to sell," he cautioned. "Older salesmen are more than willing to take on trainees and give them a sales transfiguration."

He forecast "troublesome times for salesmen in view of the broadening of the FM effort and the fact that budgets are being cut in anticipation of television."

Malcolm Greep, general manager of WJJS Owensboro, won applause with the suggestions that broadcasters urge radio manufacturers to do more advertising on radio than in printed media.

A COOPERATIVE working arrangement between WDSU WDSU-FM New Orleans and the New Orleans Item, in the interest of "better serving" their audiences, was jointly announced last Wednesday by Edgar B. Stern Jr., WDSU president, and Ralph Nicholson, newspaper head.

The two officials said the agreement would apply to both AM and FM facilities and to the station's television outlet, WDSU-TV, which is scheduled to take the air on channel 6 Dec. 18.

The WDSU properties are licensed by International City Broadcasting Service Inc., which acquired them last month from Stephens Broadcasting Co.

No exchange of stock or investment by the owners of either corporation is involved, it was said.

Maecy Nicholson and Stern discuss new affiliation pact.

NEW OFFICERS and directors of the Kentucky Broadcasters Assn. are seated, l to r) Charles C. Warren, WCMC Ashland, second vice president; F. Ernest Lackey, WHOP Hopkinsville, president; J. Porter Smith, WGRG Louisville, first vice president (standing); Hecht S. Lackey, WSON Henderson, director; Hugh O. Potter, WOMI Owensboro, secretary-treasurer; Harry McGig, WINN Louisville, and Fred Bullard, WKIC Hazard, directors.

Page 76 * November 22, 1948
TELEVISION News Service Inc., Chicago, begins operations Dec. 16 with release of two new programs to subscribing stations.

Initial programs, in the format of daily and weekly commentaries with continuous animation, will be prepared in Chicago, on 16mm film, according to L. T. Kreutzig, president of the new corporation. The films are slated to be shipped air mail to arrive at each station within eight hours after completion, Mr. Kreutzig said.

Television News Service is using a new method of reproducing news pictures, "providing 100% visibility," and each five-minute telecast will feature maps, graphs and drawings in continued motion. Art and editorial staffs will work on a morning newspaper routine, 4 p.m. to midnight, the president explained. Programs will be slotted outright to stations, for both sustained and commercial use. The firm expects to extend its operations into preparation of commercials for video.

CBS, WAPI Make Plans For TV Football Showing

WAPI and WAFM (FM) Birmingham, Ala., have completed plans with CBS television engineering personnel for a demonstration telecast of the Alabama-Auburn football game in Birmingham Dec. 4, Thad Holt, president of Voice of Alabama Inc., has announced.

The tele-version of the game will be picked up by CBS engineers and flashed by microwave relays to a 13 by 20 ft. RCA projection screen in the city's Municipal Auditorium, seating 5,000.

WAFM-TV, when it takes the air next year, will be operated by Voice of Alabama Inc., licensee of the AM and FM outlets, WAPI and WAFM.

YOU have never ridden a fire engine, driven a tug boat, or been the water boy for a professional football team, but have always wanted to? WPIX, Baltimore offers you the chance on its McManus Takes a Walk program. Mr. McManus wanders through Baltimore fulfilling the ambitions of his listeners. Each time he takes his walk he tells about it in first-person narrative, doing everything you would like to do.

New York Stars

NEW YORK CITY itself is star of new weekly radio series on ABC Thursdays, 9:30-10 p.m.). Our Job is Manhattan features the bustling metropolis and the people who keep it bustling. Different areas of the city will be "showcased" each week on tape recorded programs made by owing ABC production unit. City noises instead of music will be used as sound bridges in the productions.

Award

WMMN Fairmont, W. Va., Nov. 6 aired presentation of Red Barber (CBS program award when Fairmont Junior Police received the $100 and Certificate of Achievement. Award was received for achievement in field of juvenile recreation.

Fashion Review

HALF-hour of fashion entertainment including everything from lingerie, wedding, bridal and evening wear to men's suits and ties, was produced by WMAR-TV, Baltimore. Models from Montgomery-while, Paul and Young-Quinn, department store. Fashion show was tied in with a dramatic skit, showing how a newly married woman who learned to dress properly married her husband's family. Dramatic action was paced by local models and store personnel and narrated by KSFY-TV fashion commentators.

Concert Series

WKJF (FM) Pittsburgh, will complete Pittsburgh Symphony Orchestra's 1948-49 season from Syria Mosque in that city. Sunday series will be aired on web of FM stations in Uniontown, BUTLER, McKeesport, Meadville in Pennsylvania; Morgan, Alliance and Steubenville in Ohio, and Altoona, Pittsburg and Buffalo, New York, and is scheduled to have carried remainder of this year's concerts on a streaming basis.

Current Affairs

SERIES of fifteen minute commentaries on current subjects of national and international interest is being carried by WWDC Washington, Dr. Rayford W. Logan, chairman of Board of Education, Howard U., Washington, will conduct programs.

City Saved

TWENTY-FOUR Marines who landed from U. S. Sloop of War Decatur to save the City of Seattle from Indian attack in 1856 were heroes of dramatic show produced by KOIN Radio Show, The Marines Have Landed, was another in a series of Chamber of Commerce-sponsored Seattle Story heard weekly on KOMO. The Marines Have Landed served as a tie-in to mark the anniversaries of the U. S. Marine Corps and the City of Seattle.

SLOUCHED in an easy chair, Gene King, WCOP Boston program director, watches while daughter Betty conducts Lets Have Fun. Betsys show came about when ABC cancelled Sunday morning Coastal Coast on a Bus, and her dad decided: Why not a childrens show done entirely by a child? To Betsy radio was just daddys office, to poised and relaxed she carried on, reading her favorite stories, spinning childrens records, and interjecting her own comments, for Bostons small fry.

Shiny Silver Dollars

EAGERS, participants compete for "Bucket of Bucks," a pile of silver dollars to which is added five more shiny silver dollars each day. Jack French, KILG Grand Forks, N. D., "Man on the Street." Prize format keeps him surrounded by citizens even when temperature registers 40 below zero, station reports.

Navy Maneuvers

FLEET maneuvers of U. S. Navy since World War II, and land, sea and air tests of Arctic combat equipment are being filmed by WFLF-TV Philadelphia for presentation in a special series.

High School Activities

NEW series of Saturday broadcasts has been inaugurated by W3MJ Philadelphia. Program, sponsored by U. S. Marine Corps Reserve, publicizes activities of citys schools. Format consists of recorded "pop" tunes picked by students whose school is being honored on broadcast, transcriptions of students ideas gathered by Marines during visits to schools in their popular jeep.

Bowling on TV

TELECASTS of weekly eastern Massachusetts commercial bowling teams will be carried by WGBH, Boston. Program will alternate games of mens and womens teams.

State News

SERIES of television newsmcasts dealing exclusively with state subjects has been started by WNBC-TV New Haven, Conn. Telecasts will be aired each Sunday.

The Pick Of The New Hits!

Special "DJ Couplings" for your shows from RCA VICTOR!

DENNIS DAY

VAUGHN MONROE

LOUIS ARMSTRONG

DUTCHEW

LAWRENCE LONZO

STU DAVIS

DJ-596

DJ-597

DJ-598

DJ-599

"The Pick Of The New Hits!

Special "DJ Couplings" for your shows from RCA VICTOR!"

DENNIS DAY

VAUGHN MONROE

LOUIS ARMSTRONG

DUTCHEW

LAWRENCE LONZO

STU DAVIS

DJ-596

DJ-597

DJ-598

DJ-599

*The best of RCA Victor's latest, coupled as Vinylite for Disc Jockey use only.

November 22, 1948 • Page 77
November 12 Decisions

BY COMMISSION EN BANC
License Extension
WGBA-FM Columbus, Oa.—Granted extension of license on temp. basis to March 1, 1948.

Argument Postponed

FCC Correction
NEW AMPLIFIER (250 WATTS) TUNED TO 1250 kc AS PER INQUIRY.

November 15 Decisions

By the Secretary
KAYE Bays, Kan.—Granted license for new standard station 1400 kc 250 w un.

TOR-1V New York.—Granted mod. CP; decrease visual ERP from 9.5 to 9.8 kw and make ant. changes.

November 15 Applications

ACCEPTED FOR FILING
AM-1059 kc

Terry County Bstg. Co., Brownfield, Tex.—CP for new station 1050 kc 250 w DAMENDED to request 1050 kc 250 w.

License for CP

WAKY-AM Perryton, Tex.—License to cover CP new AM station.

WSAR Fall River, Mass.—Mod. CP increase power etc. for extension of completion date.

When you think of REPLACEMENTS

RE-TUBE with... AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.

INTERESTED background for an interesting foreground is Hal Schumacher, assistant chief engineer of WACE Chicopee, Mass. That gleam in his eyes is a sure vote for Dorothy Wojno, third place winner in the Mrs. America of 1949 contest and disc jokeyette-fashion commenting of her own show Just Plain Jane on WACE.

License for CP

WDW-CF Washington, D. C.—License to cover CP new FM station.

KTLI-FM Longview, Tex.—Same.

WABF-FM Winston-Salem, N. C.—Same.

WRNL-FM Richmond, Va.—Same.

Modification of CP

WNTM-FM Cleveland.—Mod. CP new FM station increase ERP from 11.5 kw to 14 kw. Ant. height above average terrain 660 ft. to 275 ft. 10 In. and make changes in ant. system.

KSTP-FM St. Paul.—Mod. CP new FM station for extension of completion date.

WFCF-AM Chicago.—Same.

KTSW-FM San Antonio, Tex.—Same.

WMCA-FM New York.—Same.

WARF New York.—Same.

WROW-FM Albany, N. Y.—Same.

WSPR-FM Springfield, Mass.—Same.

WENI New Haven, Conn.—Same.

WTVD Miami.—Mod. CP new commercial TV station increase and trans. locations, increase ERP from vis. 1.5 kw aug. 0.7 kw vis. 1.6 kw on trans. 9.0 kw and change equip. and ant. system.

TENDERED FOR FILING

AM-920 kc

KPNF Shennadoah, Iowa.—CP increase 920 w to 1 kw to 1.3 KW DIN, change trans. site from Shenandoah to Linton, to install change type trans. and install DA-1N.

5000 WATTS 1230 KC. PROGRAMS OF DISTINGUISHED FEATURES IN ENGLISH, JEWISH, ITALIAN, WITH 2 RESPONDING AUDIENCES. 3 MAIN STATIONS WITHIN THE NEW YORK METROPOLITAN AREA, AIDED BY WHO'S WHO IN WEV'D.

HENRY GREENFIELD, Mgr. Director N.Y.79
Assignment of Permit

WRTB Waltham, Mass. - Assignment of CP for new TV station from Raymond Mfg. Co. to CBS Inc.

Transfer of Control

AM STATION DELETED
AM -1300 kc
WLNR Raleigh M. Shaw, Lawrenceville, Ill. - Deleted AM station and call letters cancelled, 1300 kc 1 kw D.

November 16 Decisions
BY THE COMMISSION
License for CP
QWQW Washington, D. C. - Granted license to cover changes in vertical art and install of FM ant. on AM tower.

Officer Designated
KICD Spencer, Iowa - Adopted order designating Coot Hyde to preside at hearing scheduled Dec. 13 at Spencer, in matter of revocation of license.

November 16 Applications
ACCEPTED FOR FILING
Transfer of Control
KBXR Bakers, Ore. - Transfer of control from Clyde B. Cornett, executrix of estate of Marshall E. Cornett, deceased, to Clyde B. Cornett.

KWBN La Grande, Ore. -Same.

KBSR Ontario, Ore. -Same.

Assignment of License
WYTC Rock Hill, N. C. - Assignment of license from W. G. Reid and O. Frank Thornton d/b as Tri-County Bestg. Co. to Tri-County Bestg. Co.

Modification of CP
WPRF Mayaguez, P. R. - Mod. CP increase power etc. for extension of completion date.

WEAUI Eau Claire, Wis. -Same.

WHAY New Britain, Conn. -Mod. CP new AM station for extension of completion date.

Modification of Licence
KYVC Ventura, Calif. - Mod. license to move studio location and change designation to Ventura-Oxnard, Calif.

Modification of CP
KPFW-FM Fort Smith, Ark. - CP new FM station for extension of completion date.

KPOJ-FM Portland, Ore. - Mod. CP new FM station to change ERP from 228 kw to 41.2 kw.

WUTY Indianapolis - Mod. CP new TV station for extension of completion date.

TENDERED FOR FILING
Assignment of Permit
WNAB-FM Des Moines, Iowa. - Assignment of CP from Harold Thomas to WNAB Inc.

Assignment of License
KPKX San Luis Obispo, Calif. - Assignment of CP from James H. Simmons to Radio Station KWIT.


WKKN Muskogee, Okla. - Assignment of CP from Nicholas William Kurs and Stephen Cloud Gare d/b as K-NK Bestg. Co. to Nicholas William Kurs.

Stock Transfer
KWK KWK-FM Burbank, Calif. - Transfer of stock owned by Harold Jenkins to James H. and Alice L. burned.

AM -1230 kc

WHYJ Hattiesburg, Miss. - CP change from 230 w D on 1226 kc to 250 w. unil. on 1230 kc.

(Continued on page 33)

J. LINER JR. DIES, WAS KMLB MANAGER
J. C. LINER Jr., 39, one time general manager of KMLB Monroe, La., and son of the president of KMLB, died Nov. 12 in a Dallas hospital. He was stricken at a Dallas hotel Nov. 9.

More recently Mr. Liner had served as manager of KGHF Pueblo, Colo., and was in Dallas to discuss a new radio connection.

Surviving are his wife, Mrs. Melba Lane Liner, and a son, J. C. Liner 3d, 18. Burial was in Monroe.

ALLIED FLORISTS of Greater Philadelphia, which became internationally known for its dove stunt at the Democratic Convention in Philadelphia, is stepping up its advertising by placing a new order for spots at 8:30 p.m. across the board on KYW Philadelphia, Gray and Rogers, Philadelphia, placed the contract.

Toledo TV Sets
SURVEY among Toledo, Ohio, radio distributors reveals 4,500 television sets in operation in that area as of Nov. 10, according to WSPD-TV Toledo. Of this number, 150 are in taverns and restaurants and the balance in homes.

WJZ Fashion Plates
FOR BEING "the best dressed men in radio," according to Sol Sherman, New York tie manufacturer, WJZ New York staff members were awarded neckwear specially designed by the maker.

The blue nylon neckties show the WJZ microphones and the station's call letters emblazoned in white.

Broadcasting Firm Head
To Publish N. Y. Weekly
J. GERALD MAYER, president of the Cortland (N.Y.) Broadcasting Co., heads a new firm which will publish a weekly paper, The Cortland Prindle, starting next month.

Incorporation papers for the new company, to be known as The Cortland Tribune Publishing Co. Inc., have been filed with the secretary of state of New York.

John T. Ryan, vice president of Cortland Broadcasting, also will be executive vice president of the publishing firm. He and Mr. Mayer, both attorneys, will be co-editors and co-publishers.

EASTERN AIRLINES half-hour documentary film, Air Power Is Peace Power has been placed on 16 television stations as a public service feature and 16 more stations have scheduled it for a later date. It is also being offered by Eastern to all civic and social groups at no charge.

WCS
faithfully serves the
Charleston, S. C. area
with TRUSCON RADIO TOWERS

WCSC transmits its 5,000 watt regional channel AM signal from three Truscon Self-Supporting Radio Towers—two of these being 190 feet high and the third hosting an 8-unit WE Cloverleaf antenna 354 feet into the South Carolina sky to serve Charleston's FM needs.

Like every Truscon Radio Tower installation, this WCSC set-up is engineered for its specific site and location. Truscon can design and manufacture any type of tower you need—guyed or self-supporting—tapered or uniform cross-section—all or small... AM, FM or TV.

Your letter or phone call to Truscon, Youngstown, Ohio, or to any convenient district office, will bring you prompt engineering consultation. No obligation, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

November 22, 1948 • Page 79
JIM MILLIS, disc jockey at WBKB, Nashville, Tenn., has signed a record contract with Mercury Record Corp.

HELEN MACK has been appointed assistant director of WCSI (FM) Columbus, Ind., with the WBIP, Charleston, W. Va., and WBIA Bloomington, Ill., and succeeds WILLIAM H. POPE, who is now managing WNNI-FM,##.

TO CONNOR has been appointed program director of WMDB Baltimore.

BILL SPARGOVE, of KECA Hollywood, has announced his marriage.

JACK GWYN, KRDL Dallas, Tex., announcer who was chosen to m.c. the CBS Harvest of Stars show when it originated in Ft. Worth, is invited to join the WIBB network in m.e. from St. Louis.

JERRY SNIDER, former special events director at WBBM Detroit, joins WBSR Cleveland Heights, Ohio, as production coordinator.

JOHN JENNINGS has announced his resignation as KAYL Storm Lake, Iowa, and has announced his resignation as chief announcer at WBBM Pullman, Ill., as of the father of a boy, William.

ARTHUR GODFREY will emcee the two-hour Thanksgiving Festivities on KBB, Thanksgiving day, Nov. 25, 3:30 p.m., William F. Wright Jr. Co., Chicago.

GEORGE BARTON, FRANK LA TOURETTE, ABC's new program manager, shows off the new WBBM Chicago set.

BETTY LEE, formerly with WBKB, has been married to of WJL/Baltimore.

WINN has returned to WTAG and WTAG-FM Worcester, Mass., as announcer after a year's absence. LOUISE JOHANNEIANN has replaced MCCLEAN in sta Petersburg, Fla., and succeeds BETTY CASH, formerly with WKNY New York City.

HAROLD WOLFF, of NBC Hollywood community relations, is the father of a boy.

TED RYALL has been appointed program director of WCSS (FM) Columbus, Ind., with the WBIP, Charleston, W. Va., and WBIA Bloomington, Ill., and succeeds WILLIAM H. POPE, who is now managing WNNI-FM.

TOM HARMON, KFL Los Angeles sports director, is the father of a boy.

DICK MACK has joined the Sid Caesar Show as head of writing staff. Other new加盟 writers are BILL STANDER, PHIL SHUKIN, LARRY KLINE, JESSE GOLDSTEIN and BILL GOODWIN.

Mr. Mitchell

BERNIE C. BARK, writer-producer of ABC's Doris Day show, and WKB Los Angeles, has joined the Sid Caesar Show, as production supervisor.

FLOYD RYEL, formerly with WCAO Baltimore, WAKK Akron and WCAU Philadelphia, has been appointed night supervisor at WBCW Cleveland.

JAMES F. CARSON, former producer of WDEF (TV) Cincinnati, has been chosen to head the network's newly formed newscasts department.

BRUCE HARRIS, head of the Sid Caesar Show, is the father of a boy.

Mr. Best demonstrates his Spectrolux at WBEN-TV.

THE SPECTROLUX, a new device for animating "still" drawings, had its premiere at New York's NBC放射 New York, New York, for the first design show. WBEN-AM New York, the father of a boy, New York, New York, has been named the new chief announcer of Sid Caesar's new show.

FRANK S. SARACENO, former writer-producer of the Sid Caesar Show, has been named general manager of the new WBCW Cleveland.

HAROLD STEIN, W2R Detroit, singer and entertainer for 20 years, is leaving the air to devote fulltime to entertainment agencies, and others.

TONY KENT joined the Sid Caesar Show as producer of WDEF (TV) Saturday, Nov. 20, at Ursuline Academy, Wilming.

JACK BURROWS has been promoted from production staff to production manager at WFL Philadelphia. A graduate of Northwood U. where he attended on an Edgar Bergen Scholarship and majored in radio, Mr. Burrow has been in charge of producing a number of programs, including Kayfحويد, and production manager of ABC's Friday Night Live.

DICK MULCAHY, KECA Hollywood writer-producer, is the father of a boy, Timothy Henry.

BOB ADAMS has resigned as staff announcer for the Sid Caesar Show in New York, to return to his home in Boston.

FRANK LA TOURETTE, ABC Hollywood writer-producer, is the father of a boy, Jean Marie.

WJM-TV Milwaukee has announced that number of television receivers in that area has more than doubled in the last three months. As of Nov. 1, there were 1,353 sets installed as compared to 4,142 Aug. 1st.

MEMO TO ELEONORE SCANLAN, BBDO:
When Cincinnattis want news, they tune to WCKY.
Look at the ratings on WCKY's news broadcasts:
News 8:00 AM 3.9
News 12 Noon 5.1
News 6:00 PM 6.6
When you want a news audience in Cincinnati, WCKY is YOUR STATION! (* Pulse Sept.-Oct. 1948)

50,000 WATTS
OF SELLING POWER

WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

SPECTROLUX
New Device Animates Still Drawings for TV

Mr. Best demonstrates his Spectrolux at WBEN-TV.
GAPEN NAMED

KEN GAPEN, assistant director of information for radio and video, U. S. Dep. of Agriculture, has been appointed to the new radio committee set up by the American Assn. of Agricultural College Editors. Five other members were named to the committee.

RCA Camden, N. J., announces production of three new table model television receivers.

Since compilation of the data for our recent NEWSGRAM*, we are extremely pleased with the tape speed of 15 inches per second.

Compare our minimum performance with ANY tape recorder at ANY price and at ANY speed!

STANICL TRANSIPTION RECORDER

Frequency response ± 1 DB 45 to 15,000 cycles.
Signal to noise at 2% distortion — 51 DB.
At 4% intermodulation distortion — 48 DB.
Recording and Playback time, 1 1/2 hours.

And we can deliver, too!

*If you are not on our mailing list — write!
THE 1948 Breakfast Club Yearbook has been distributed to "Breakfast Clubbers." Don McNeill, M.C. of his ABC's morning show, and wife Kay, moved bright new faces to the Union and exclusively to the New Orleans WPSU-Watts IN House, Moisant Louisiana listeners.

New Contest

JIMMY FIDLER launched a nation-wide slogan contest with top prize of $200 for the best "Breakfast Club's "Court Day" slogan for underprivileged children.

"Adventure at P"...LATEST promotion piece from WCPB Boston tells how its 7 p.m. nightly adventure series rates programwise. The contest was set up in December 1947, and figures are given to show a rating increase of 100% at 11:15 a.m.

Corn Cob for Kobblers

CORN cob attached by string to card bear legend "Here's the threat...we're saving all the Korn for our Big Radio Show...". It was distributed by WCHS Charleston, W. Va. Piece went to radio and national mailing list and to beer distributors in WCHS primary area.

"Ad-Lux"-

"Ad-Lux" TV receivers, highlighted by alternating light flashes, WSMAL-71 TV Washington displays a 10 point top TV feature. Termed "Ad-Lux" is set up in lobby windows of Trans-Lux Building WSMAL's headquarters. Pictures are lit up 24 hours each day, and set-up designed by Howard Bell, promotion manager, is a splendid promotion piece from National Savings Bank of New Orleans.

Teen-agers Trip

WHEN Norfolk's Junior Chamber of Commerce selects city's "Outstanding Teenager," every Iowan and Norfolk will be ready to carry on. Station has made arrangements to fly winner and his mother or father to Washington, where he will be met by Congressman Porter Hardy Jr., from Norfolk. Following luncheon, Rep. Hardy will escort teen-ager and his parent through Washington, including a stopover in Congress, where he will be introduced to members and interviewed by press.

Flashback

WPRO Albany, a three-time WPRO Albany, will provide citizens of that city continuous coverage of the big J. 21 p.m. daily and 6-7 p.m. Sundays from "Flashback," which will go into operation. Sign, 60 feet long and 14 feet high, will be displayed from National Savings Bank Bldg. in downtown Albany world news, local news, weather bulletins, public service announcements and reports of sporting events will be featured.

First One

FINST promotion piece on new Johnny Clarke Show heard on WJZ Newark, N. J., has been issued. Two-color #1 by 11 piece feature picture of Johnny on "top" side under caption "Spinning News Recorder on Achievement In Radio." Alternate side lists 16 segments of three-hour program in detail explaining content of each. Circular will be used for newspaper mailings.

On Mail Response

SERVICE area promotion piece based on mail response has been employed in WQAR Cleveland. Folder features an airview of city on cover and inside map with shaded areas and dotted lines indicating market and response areas.

Good News

RADIO blaring, "This News Is Good News" is comment on cover of KSTP Minneapolis-St. Paul, promotion piece. Inside red, yellow and black lettering the piece is split into three columns, one featuring Mid-day News and Daily Riddle, one on that side picture of Johnny on "top" side under caption "Spinning News Recorder on Achievement In Radio." Alternate side lists 16 segments of three-hour program in detail explaining content of each. Circular will be used for newspaper mailings.

"Good Rule"

BRIGHT, shiny, 12-inch ruler is feature of WQGBW and WGBM, Pa., latest promotion stunt. Station distributed approximately 25,000 rulers and program schedules during Thanksgiving holiday. Promotion aimed at drama on St. Louis Children's Hospital, was carried out by station's promotions staff.

Visitors

TWENTY-FIVE Wisconsin retail drug-gists traveled to New York after close of annual meeting of National Chain Stores Association last month, to be guests of WJMN Milwaukee and CBS at morning broadcast of Arthur Godfrey Time. Following broadcast, WJMN Promotion Director H. E. Sexton entertained entire group at a luncheon.

To Make WE Tubes

MACHLETT LABS, Springfield, Conn., to take over the manufacture of Western Electric Co.'s line of high power tubes for broadcast transmitters and allied applications. Machlett will make the tubes to Bell Telephone Labs designs, with full use of the production techniques developed by Western Electric. Distribution will continue to be through the Graybar Electric Co.
DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

- For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.
- For instance, start and finish spiralling is controlled by a separate motor push-button operated. Spiralling pitch approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.
- For instance, you can change cutting from inside out to outside in by the simple turn of a dial without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the

stylist cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer available on special order . . . compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137 . . . or write Dept. 19 KD.

CHECK THESE SPECIFICATIONS

<table>
<thead>
<tr>
<th>Specification</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency response</td>
<td>30 to 10,000 cycles, ± 2 db</td>
</tr>
<tr>
<td>Head sensitivity</td>
<td>6.3 cm/sec., 0.00079&quot; peak to peak at 10000 rpm</td>
</tr>
<tr>
<td>Turntable accuracy</td>
<td>± 1½% 33⅓ or 78 rpm</td>
</tr>
<tr>
<td>Speed regulation (wows)</td>
<td>0.14% rms at 33⅓ rpm</td>
</tr>
<tr>
<td>Turntable drive</td>
<td>0.07% rms at 78 rpm</td>
</tr>
<tr>
<td>Type of stylus</td>
<td>Sapphire or Steel</td>
</tr>
<tr>
<td>Microscope</td>
<td>.36 power Spencer</td>
</tr>
<tr>
<td>Playback</td>
<td>removable plate provided for mounting RCA Universal Pick-up arm, MI-11827</td>
</tr>
</tbody>
</table>

RCA Type 73-B

RCA 73-B RECORDER, with its optional cabinet type MI-11827

In Canada: RCA VICTOR Company Limited, Montreal

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

BROADCASTING • Telecasting

November 22, 1948 • Page 83
JOEY PETRIE, president of BMI and the Radio Executives Club of New York, told the Radio Executi-
ves Club of Toronto Nov. 10 that BMI’s repertoire had grown to 135,000 titles, its use last year to
11 million performances of its titles against 30 million of ASCAP titles.

Mr. Haverlin said that probably the
brightest spot in BMI is the Canadian operation, which shows greater
traction in its operations
than the American. He pointed out that a growing number of leading
Canadian music publishers and
Canadian composers are swinging from
the Composers, Authors and
Publishers Assn. of Canada (Can-
da’s ASCAP), to Canada’s BMI.
He noted that much of the credit
goes to Bob Burton, BMI general
manager, who pushed the Canadian operation.

WEAW (FM) TAKING CONTINENTAL FEED

CONTINENTAL (FM) Network enters the Midwest with its nation-
wide high-fidelity tape program
by providing service through addition of
WEAW (FM) Evanston, Ill., as an
affiliate. Florida and south-
eastern coverage will be announced soon.

Agreement for Continental cov-
erage in the Chicago area was
signed last week by Everett L.
Dillard, Continental president, and
Edward A. Wheeler, WEAW pres-
ident.

Extension of service into the
Midwest creates possibility of affilia-
tion of a number of regional FM
hookups by off-the-air pickups.
Continental covers the East Coast
by wire and off-the-air service, and
feeds KSBR San Francisco
on Sunday. WEAW, by 15,000-cycle tape which
is shipped air express. The WEAW
signal is said to be within reach of
several midwestern FM pickups.

At present Continental is pro-
viding two hours of service weekly
tape affiliates but has nearly
completed plans for an extensive
expansion of its high-fidelity pro-
gramming.

Southeastern coverage will be
arranged by Continental in the
near future with expected affilia-
tion of an FM station in the Miami
area.

Long-term contract for a five-
hour music festival was signed last
week by WASH (FM) Washing-
ton, Continental key station, with
Sun Radio Corp., Washington, and
Farnsworth Television & Radio
Corp. WASH will broadcast under
their joint sponsorship from
12 noon to 5 p.m. November 1.
Programs include collector’s items,
symphonies and complete operas.
Contract is for one year with re-
newal option. First program will be
carried Nov. 29.

Haverlin Tells Toronto Radio Executives of BMI

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goes to Bob Burton, BMI general
manager, who pushed the Canadian operation.

WHO’S ON THIRD?

New York CBS-TV Staff
Is Widespread

THE GENERAL who jumped on
his horse and rode off in all four
directions at once had nothing on
CBS-TV personnel in New York City.
Because of construction and
remodeling activities, they find
themselves in six different loca-
tions at once.

The network’s new television
studios in the Grand Central Build-
ning at 15 Vanderbilt Ave, are being
renovated, and staff members for-
merly quartered there have been
assigned locations elsewhere.

Under the new set-up, to be com-
pleted after the first of the year,
15 Vanderbilt will house the new
studios and some offices, while pro-
ducers and casting directors will
operate from 25 Vanderbilt, where
new office space has been procured.

Executive offices are now located
at 51 E. 45 St., with directors and
associate directors quartered at 70
E. 45 St. Office space in the CBS
Studio Building, 49 E. 52 St., for-
merly occupied by the shortwave
department, will be occupied by
CBS-TV news and sports staffs,
with the sales department operat-
ing from CBS’s 485 Madison Ave.
headquarters.

NRI Signs Up Campbell
And Benton & Bowles

BENTON & BOWLES, New York, and the Campbell Soup Co., Cam-
den, N. J., have signed three-year
contracts for the new national Nielsen Radio Index services.
Benton & Bowles, on their ad
agency service, elected as special
NRI features the extra-week rat-
ings, non-network service and New
York area television report-
s.
Campbell’s optional choices in-
clude Nielsen’s Consumer Index
Service covering extra-week rat-
ings, non-network service and New
York station area reports and spe-
cial research.
PHILLIPS CARLIN, Mutual vice president in charge of programs, will celebrate his 25th year in radio on Tuesday, Nov. 23. Pioneers in broadcasting and leaders in all divisions of the radio field have prepared a party at the Louis Sherry Restaurant, New York, to honor the MBS executive. Mr. Carlin was an early NBC (Red and Blue networks) broadcaster and was a talent and program executive with that organization and with ABC before joining Mutual. Mr. Carlin has been credited with many major programming trends, latest of which has been swing to audience participation shows.

First anniversary of WTMJ-TV Milwaukee, video outlet of the Milwaukee Journal, will be marked by special TV section in the Sunday editions of the newspapers on Nov. 28.

Dec. 5 will be 100th anniversary week for WDRB Hartford, Conn., basic CBS affiliate. Special features are planned.

WJW Cleveland, ABC basic outlet, celebrated its fifth birthday Nov. 13 with cocktail party for its staff and newspaper friends.

Nov. 13 also marked an anniversary—the second—for WLBR Lebanon, Pa. Special program was aired which tied in with National Radio Week and featured Mayor William Focht.

Colorful illustrated brochure has been prepared by WRFD Worthington, Ohio, to outline highlights of its first year of "service to rural Ohio." Programming revisions during four main events of interest to rural listeners: "news, markets, discussions and entertainment." Special emphasis is placed on coverage of fairs and farm meetings.

Radio Record of Decade Is Written by Ackerman


Mr. Ackerman pointed out that within the decade the number of stations on the air has tripled and broadcasters have given birth to television.

"U. S. radio has become even more securely established as a system of private ownership and operation under government license," he said, concluding that advocacy of government ownership and operation was not considered by any responsible person in the government.

Entertainment Industry USO Committee Formed

FORMATION of an Entertainment Industry USO Committee was announced last week by the USO New York Campaign Committee, of which the new group is a sub-organization. James Sauter, president of Air Features, New York, is chairman of the new group.

The new committee will enlist the aid of Manhattan's entertainment industry on the job of raising New York's share of the $6,650,000 that the USO requires for 1949 plans. All groups of the industry will be represented. Mr. Sauter will announce his sub-committee chairman at a luncheon on Tuesday, Nov. 30.

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GEORGIA NET MOVES ITS HEADQUARTERS

HEADQUARTERS of the Georgia Assn. of Local Stations has moved from the Robert Fulton Hotel to the new studio site of WGLS Decatur, Ga., according to Tom Carr, director of the group.

WGLS, which will operate with 1 kw on 970 kc, is expected to go on the air in early December. This station will be the only outlet of GALS, which will begin limited operation when WGLS opens.

Another station, WBIE Macon, also has been added to the network. This outlet took the air on Nov. 14 and brings membership in the group to 28.

Mr. Carr, who has been acting as director of the Georgia Assn. of Local Stations since its formation a year ago, will be general manager and a stockholder in WGLS.

New 500 w Ohio Station Lists Staff Personnel

WHOK Lancaster, Ohio, which went on the air Oct. 9, has announced its staff personnel, headed by Joseph G. Rockhold, general manager. Hocking Valley Broadcasting Corp. is licensee of the station, which operates on 500 w, 1320 kc.

The staff includes: Bill Morgan, formerly with WHKC Columbus and WBEX Chillicothe, chief announcer; Bob Respass, with WCKY Cincinnati and WZIP Covington, announcer and continuity writer, and Bob Howard, previously with WOSU Columbus, announcer and sports director.

Commercial department is handled by Walter Waits and Don White, both from Lancaster. Charles Houston, formerly with WCOL Columbus, is chief engineer. Other engineers are Richard Roundhouse, who joined WHOK from WWSO Springfield, and Ralph Renner, from WARD Johnstown, Pa.

Coverage of 105 Miles Claimed for WTMJ-FM

LISTENERS within a radius of 105 miles of WTMJ-FM Milwaukee's new RCA 50 kw transmitter are getting "excellent reception," RCA Engineering Products Dept. announced last week.

The transmitter is located atop Richfield Hill, about 21 miles from downtown Milwaukee. Commercial operation with the new transmitter was launched on Channel 227 (85.3 mc) on Sept. 18. Phillip H. Leaser, chief engineer of FM and TV facilities at WTMJ said field intensity measurements indicate the transmitter's performance is more than meeting original estimates.

RAUCON RACKET

Animal With 'Sweet Tooth'

Gets Fed at WUSN

WUSN Charleston, S. C., whose studios and transmitter are on the edge of a salt water marsh, had an unexpected visitor recently—a raccoon. In fact, after much persuasion and feeding of sweets, "Nosey" (that's what the WUSN staff has nicknamed him) has become practically a staff member.

There's an explanation for "Nosey's" unusual interest in WUSN, says B. M. Middleton, vice president and general manager. It's all very simple. "Nosey's" taste runs to Peter Paul Mounds and Royal Crown Cola, both of which are advertised on WUSN.

RURAL AIR TRAINING

A DISCUSSION on the importance of broadening college courses for agricultural workers by including more training in broadcasting techniques highlighted the 42d annual convention of the American Assn. of Land-Grant Colleges and Universities. About 650 persons attended the sessions held in Washington the past fortnight.

2 Million TV Sets Predicted for '49

PRODUCTION of television sets will pass 800,000 this year, and may exceed 2,000,000 units in 1949, Max F. Balcom, Sylvia Electric Products, president of Radio Mfrs. Assn., declared Monday night in an address opening the Town Meeting for Radio Technicians in Boston.

By the end of 1948 there will be "close to 1,000,000 television receivers in the United States," Mr. Balcom said. He cited production figures to illustrate his point that "television is on the way to becoming a big and profitable business for all concerned, including the radio technician who is prepared to do his share of it."

Dollar TV sales are high, he said, unit value ranging from $100 to over $4,000, with an average between $250 and $400. TV sets represented less than 4% of total set production in units, but over 23% in dollar volume during the first eight months of 1948, he explained.

Mr. Balcom said the servicing of home receivers, especially the new television sets, "is rapidly becoming a big business, and it will require well-trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting any trouble that may develop."

BROADCASTING • Telecasting
PROVED
In the Winter of '47-'48

RAYTHEON
FM ANTENNA

Tops everything for

- HIGHEST GAIN. 2.15 for 10' 6" single section compared with nearest competitive gain of 1.5 for 13' 6" section.
- LOWEST COST. Less than anything approaching its performance and features.
- EASY TO INSTALL. Shipped pre-tuned to your frequency — no field adjustments — only one, simple, co-ax feed connection.
- PERFECT RADIATION. New "waveguide" radiation principle for perfect circular radiation — horizontal polarization.
- NO ICING PROBLEM. Feed elements completely enclosed by weather-proof radome — no de-icing equipment needed.
- FULL POWER. A single section will handle 10KW — available in single, double and four-section assemblies.
- NO OBSOLESCENCE. Add new sections for increased gain.
- LOW WIND LOADING. Simple, open, self-supporting structure — no protruding elements — offers lowest wind resistance.
- PLUS MANY OTHER IMPORTANT FEATURES

The new Raytheon Type RFW Antenna is your idea, built to answer countless requests for a better, less expensive, trouble-free FM antenna. It's available now! Get the whole story from your Raytheon representative today.

*RFW — A (88 — 97 Mc.) — single section 11' 6".
RFW — B (97 — 108 Mc.) — single section 10' 6".
WLAG Protesting Delivery Failure

WLAG LaGrange, Ga., has filed a protest with the Georgia Public Service Commission charging the Southern Bell Telephone Co. with failure to deliver proper line facilities ordered by the station. It has requested a “complete investigation.”

Ed Mullinax, WLAG manager, reports that Southern Bell accepted a firm order for line facilities to City Park in Gainesville, Ga., for coverage of the Gainesville-LaGrange football game Nov. 12. This order, he states, was placed with the LaGrange office of Southern Bell Nov. 10, as the telephone company usually requires 48 hours advance notice for such special facilities.

When the WLAG remote crew arrived at the Gainesville football field it was discovered that the telephone exchange had not made arrangements for line service, although loops for two broadcast amplifiers which had been used on previous occasions were available.

Personnel at the Gainesville exchange stated that they did not have an order for the loop to the park and consequently if WLAG carried the game it “would have to take it from the Gainesville station.” Through the cooperation of WGA Gainesville, WLAG was able to carry the broadcast.

Contract to Bendix

BENDIX Radio Division of Bendix Aviation Corp. has been awarded a Navy contract for 12 ground control approach units, the Navy Dept. announced last Thursday. The units, to be built at the Bendix plant in Baltimore, Md., will cost $2.8 million. First is scheduled for delivery in August 1949. Approach units make up a radar system used to guide planes through fog or heavy weather to the airport runway and utilizes radar scopes and high frequency radio.

Opening date postponed: KRTN, new station under construction at Raton, N. M., was only a week short of program tests when a guy wire of its 200-ft. tower parted. Station blames faulty erection for the loss which is estimated at approximately $2,500. KRTN is assigned 250 w fulltime on 1490 kc and is licensed to Southwest Broadcasters Inc., which also operates KFUN Las Vegas.

Charges from Poland Discounted by ‘Voice’

A CHARGE that the “Voice of America” is utilizing “vile and mean methods” in broadcasts of its Polish-language programs has been discounted by the State Dept’s International Broadcasting Division as “familiar but without foundation.”

The accusation was voiced by a Polish Government, spokesman, Brig. Gen. Witko Groz. He told a news conference the “voice” had “misrepresented” the facts by alleging pressure had been exerted on foreign correspondents who had signed a resolution protesting the death sentence of a journalist in Greece.

The “Voice” airs a daily half-hour program in Polish, comprising news, features and press and book reviews.

Power Cuts in Canada Resulting in Rebates

MAKE-GOODS or rebates are being offered advertisers on Canadian stations where electric power shortages have cost large slices of audience. The situation is especially bad in southern Ontario, and conferences were held at Toronto the entire week of Nov. 8-15 to set up policy on loss of audience rebates.

In a joint statement by E. A. Weir, for Canadian Broadcasting Corp., and T. J. Allard for Canadian Assn. of Broadcasters, policy on make-goods and rebates was announced, retroactive to Nov. 1, 1948. A working committee has been set up by CBC, CAB, Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers. A firm of chartered accountants has been hired to assist in drawing up a formula.

Bradley Urges Free Time Clearing Spot

COMMUNITY clearing houses to sift requests for public service time were recommended as the solution to the broadcasters’ problem by Roland Bradley, KJAR Seattle program director, during the U. of Washington’s Conference on Publicity Methods in Seattle Nov. 3-5. Mr. Bradley pointed out that a law of diminishing returns sets in when a station turns over its facilities to every organization wanting to make a public appeal. He emphasized that the stations were happy to offer time for worthwhile civic drives and projects but reined time-seekers that stations have the privilege of selecting the types of programs which will best serve the public interest.

$30,200 Jackpot

BIGGEST jackpot of the ABC, Stop the Music series—prizes value at $30,200—went to Mrs. Edward Easton, of Allegho, Mass., Nov. 14. Mrs. Easton correctly identified the program’s “mystery melody” over the telephone as “The Minstrel’s Return From the War,” a ballad written in 1825 by John Hewett. The winner said she had read the winning answer in a Boston newspaper.

Technical

FRANK SOMMERS, for past 10 years with NBC New York audio-visual engineering group, has transferred to KNBH (NBC) Hollywood, as television maintenance supervisor.

OLAF GABRIELSON, former chief engineer of Conroy stations in Wisconsin and Iowa, has been named chief engineer of KFGO Fargo, N. D.

JOHN B. HAUSER, WON Chicago, engineering staff, and FRANCIS MOD-CHIEF, Standard Transcriptions, Chicago, were married last month.

BOB KEELER, formerly on engineering staff of AOV-Venue, Inc., has joined WZIP Covington, Ky., as technical engineer of special broadcasts.

LESTER L. WEST, formerly with WEXL Royal Oak, Mich., has been appointed engineer of WDET (FM) Detroit.

Reese Steel Erection Co., Inc., "Engineered Erection" of AM-FM TV Towers & Antenna Erection Repair Service 419 Grand Traverse St., Flint, Michigan

Philip Merryman & Associates
- Heathcater Rd.
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2273

THE MUSICAL COMEDY THEATRE

52 GREAT HALF-HOUR SHOWS

THE MOST SPECTACULAR TRANSCRIBED MUSICAL SHOW EVER PRODUCED
CHARLES MICHELSON, INC.
23 West 47th St. • New York 19, N. Y.
Phone: Plaza 7-4595

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

REPUBLIC REPAIRING SERVICE
CUSTOM-BUILT EQUIPMENT
U. S. RECORDING CO.
1121 Vermont Ave., Wash. S. D. C.
Sterling 3626

ARCHER S. TAYLOR Consulting Radio Engineer
MISSOULA, MONTANA
PHONE 8562

Philip Merryman & Associates
- Heathcater Rd.
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2273

Radio Consultants

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Power Cuts in Canada Resulting in Rebates

MAKE-GOODS or rebates are being offered advertisers on Canadian stations where electric power shortages have cost large slices of audience. The situation is especially bad in southern Ontario, and conferences were held at Toronto the entire week of Nov. 8-15 to set up policy on loss of audience rebates.

In a joint statement by E. A. Weir, for Canadian Broadcasting Corp., and T. J. Allard for Canadian Assn. of Broadcasters, policy on make-goods and rebates was announced, retroactive to Nov. 1, 1948. A working committee has been set up by CBC, CAB, Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers. A firm of chartered accountants has been hired to assist in drawing up a formula.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsay Bldg.—District 8456
Washington 4, D. C.

Commercial Radio Equip Co.
Everett D. Lillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
PORTER BLDG.
LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
902 NATL. PRESS BLDG. NA. 2373
WASHINGTON, D. C.

JON BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Werner Building, Washington 4, D. C.
Telephones National 7737

RAYMOND M. WILMOTTE
PAUL A. d'AMARS
ASSOCIATE
1469 CHURCH ST., N.W. DI. 1334
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E 5ths, N. W.
National 6513

JOHN J. KEEL
Consulting Engineers
WASHINGTON, D. C.
1200 18th St., N. W.
Room 1210
DISTRICT 4177

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8135
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D.C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

ROBERT C. E. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

H. V. ANDERSON
CONSULTING RADIO ENGINEERS
134 Clarence St., Phone 7-277
Lake Charles, La.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261

DIXIE B. McKENZIE & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

HERBERT L. WILSON
1925 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C.
NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. Atwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

KEAR & KENNEDY
1703 K ST., N. W.
STERLING 7922
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

H. W. READING
CONSULTING RADIO ENGINEERS
1108 Little Way Gladstone 6178
Hollywood, California

GILLESPIE & WILSON
Allocation & Field Engineering
20 Algoma Blvd. P.O. Blackhawk 22
Oak Park, Wisc.

PREISMAN & BISER
AM FM Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. Adams 7599

H. V. ANDERSON
CONSULTING RADIO ENGINEERS
395 W. WABASH ST.
ARLINGTON, TEXAS

GUY C. HUTCHISON
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

William E. Bennis, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

GILLESPIE & WILSON
Allocation & Field Engineering
20 Algoma Blvd. P.O. Blackhawk 22
Oak Park, Wisc.

NATHAN WILLIAMS
Specializing in Antenna Problems
1011 New Hampshire Ave., N.E. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St., N. W. EX. 8072
Washington 5, D. C.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

MERL SAXON
203 W. Hutchison Street
Telephone 888 or 111
San Marco, Texas

November 22, 1948 • Page 89
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 blind box number. One month's minimum on all classifieds. Three line minimum on issue date. Send box reply to Broadcasting Magazine, 870 National Press Blvd., Washington 4, D. C.

Help Wanted

Managerial

Help Wanted (Cont'd)

Announcer—Competent commercial man for strong local station in northern New England. Permanent position. Must be interested in working setup. Your minimum and maximum level is a truly important part of your life. Box 196, BROADCASTING.

Advertisements manager wanted by 250 watt old established AM-FM network outlet in instrument-laden network, station manager with an around-the-clock capability of personal earning in excess of five figures need apply. Offer a full background first and second in earning requirement. All replies strictly confidential. Box 155, BROADCASTING.

Salaries

Excellent opportunity for aggressive, reliable salesman with NBC affiliate, Philadelphia. Consistent earning, account advancement. Write, wire, c. c. Philadelphia, NBC.

News-Tedon photographer for southern MBS affiliate. Salary top. Position open immediately to man that can produce. Send resume please. Box 264, BROADCASTING.

Salesman, by Virginia station in non-collateral neck, with college degree guarantee. Excellent opportunity in expanding field. Box 265, BROADCASTING.

Announcer—Live radio time salesman for progressive ABC affiliate. Good salary. Must have experience selling. Reply to box. Box 266, BROADCASTING.

Man wanted to operate first-class live radio station in western New York. Must be good talk man. Apply to box. Box 267, BROADCASTING.

Officer—Division manager, first class station necessary, good voice potential. Position opens immediately. Box 268, BROAD-

Situations Managed

Successful small station manager seeks position in New England. Local experience desired. Box 269, BROADCASTING.

General manager with 22 years overall experience, desires change to New England. He can form a viable station. Box 270, BROADCASTING.

Advertising manager, first class station necessary, good voice potential. Position opens immediately. Box 271, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 272, BROADCASTING.

Combination announcer, advertiser, writer, producer. Excellent standing in West Coast radio. Must move to sunshine. Box 273, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 274, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 275, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 276, BROADCASTING.

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Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 280, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 281, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 282, BROADCASTING.

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Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 284, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 285, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 286, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 287, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 288, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 289, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 290, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 291, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 292, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 293, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 294, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 295, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 296, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 297, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 298, BROADCASTING.

Attention California, southwest! New opportunity for well-qualified announcer to move to sunshine. Twelve years radio knowing, experience in general, ABC, and MBS. Available as manager or program manager. Must be interested in working setup permanently. Box 299, BROADCASTING.

Atten
Questions Wanted (Cont'd)


Licensed engineer, transmitter and studio experience. Non-drinker. References want work in southwest. Box 360, BROADCASTING.

Intelligent and efficient young woman, age 26. E.F. 170 lb. Class A radio license, astronomy, television training, 2 years experience in AM-FM station as engineer, cooperator and transmitter operator. Can operate complete sound, mirror, wire recorder and associated control room equipment, direction, disc jockey. etc. Would welcome opportunity to progress. Address comments to Box 372, BROADCASTING.

Attention new stations: One kilowatt or higher. If you want smooth operating personnel, here are guys thoroughly acquainted with broadcasting. Experienced on AM and FM. Box 285, BROADCASTING.

Wanted

Program-Production, others

Photographer — Topnotch, newspaper and publicity experience. A-1 camera-man. Camera man now or will be nationally known radio show. Has own camera. TV — BOX 364, BROADCASTING.

Program director, production manager, music director and sales director for Twelve year AM, FM background. Production experience in drama, music (classical, pop), production manager, radio director. Box 356, BROADCASTING.

Change desired. Experienced woman's commentator and copywriter. Presently employed. All local and thorough radio background. Interested in more creative work. Box 266 BROADCASTING.

Program director-announcer-seller, scheduling change needed. Presently program director, salesman or news director and co-op. Desires location in western financial arrangements and potential job opens. Box 309, BROADCASTING.

Sales — program promotion — Experienced sales-program promotion man and public relations man with plenty of experience in all phases of radio. Sales promotion work offers bright outlook. Must have $100 to $150 weekly desired, permanent position. Box 265, BROADCASTING.

Combination promotion and newsmaker for medium of all station. Married. Starting salary $180. Write R. T. 180, Box 784, Duluth, Minn.

Texas only! Program director and combination commercial man. Excellent background, years of practical experience. Box 304, BROADCASTING.

Farm director with national reputation. Experience a farm radio farm, training and rural relations. Top recommendation required. Box 292, BROADCASTING.

Television director, Theatre radio, TV background, will travel. Now in NY. $500. Box 382, BROADCASTING.


National Radio Employment Agency
1655 N. Cherokee St.
Hollywood 28, Calif.

Dear Station Manager:

"Necessity is the Mother of Invention." The radio and television industry has long needed a placement service which specialized in interviewing and screening radio personnel. The National Radio Employment Agency was created for that purpose. The belated arrival of the agency may have been due to the fact that the field in many years and understand your personnel problems. We do a complete screening job for you so it is no longer necessary for you to take the time to interview hundreds yourself. Whatever your personnel needs you can choose the best one for your station.

When we receive a resume and audition disc to you, have the assurance that all references are thoroughly checked. There is no charge to you for this service. Write today for full particulars.

Sincerely,
National Radio Employment Agency

P. S.: Write, wire or phone Hudson 2-3883

Situations Wanted (Cont'd)

Employment Service

Combination man with 1st class radio license, telecasting, sales and management experience. Immediate job available throughout the country. For further information write National Radio Employment Agency, 1655 N. Cherokee, Hollywood 28, California.

For Sale

Stations

For Sale—Only to reliable party 350 watt station. Rate $125.00 per 1/4 hour. Address Box 288, BROADCASTING.

Equipment

For sale—One kilowatt Western Electric transmitter 323 EL. Price $500.00. Immediate delivery. Charles W. Winkler, Chief Engineer, WDGY, Hotel Nicollet, Minneapolis 1, Minnesota.

Western Electric 54A eight-day clock. Price $25.00. For sale. Box 268, BROADCASTING.

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting" Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding instructors.

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Los Angeles, Calif.

FOR SALE:

One RCA pyastro antenna—179'. Leight tower—286' 315' transmission line 300'. Deader. formerly used in Hollywood. Eight lights, beacon, flasher, everything new. $750.00. Box 391, BROADCASTING.

For sale—One Presto model 31 V portable recording turntables with SC cutters—32 lbs. Takes both WJTN, Jamestown, N. Y.

Towers—Two 200' steel supporting base insulated, galvanized, Blacktow towers. Excellent condition. Dismantled and ready to ship, $125 each. WREN, Topeka, Kansas.

New latest model FM transmitter 10 kw complete with frequency and modulation equipment. Power sale—One 2250 watt independent. Box 317, BROADCASTING.

New in original carton RCA 44 BX microphone with 600 ohm. Make offer. Box 302, BROADCASTING.

For sale—Tru-Scan shunt Fed 104' tower. One installed at Union, N. J. $500.00. WNRJ, Newark, N. J.

For sale—RCA pyastro antenna. 4 section, type BF-148 in perfect condition. Save $100. Box 206, BROADCASTING.

WANTED

Technical

Engineer with pioneer TV station experience seeks position with increased responsibility and greater opportunity. Will qualified to plan installation, organize and train technical staff and maintain top operating efficiencies.

Box 288, BROADCASTING.

Miscellaneous

Persons interested in establishing New Jersey AM station, contact Box 308, BROADCASTING.

Help Wanted

Announcers

Chief Announcer for 20 kw FM station. Knowledge programming, news-casting, classical music, foreign languages. Plenty of opportunity for qualified candidate. $100 to start. Write WFLN, 512 Real Estate Trust Building, Philadelphia 7.

Situation Wanted

For Sale

Station

MUST SELL

New station with High Potential

Eastern Seaboard
Box 301, BROADCASTING

Equipment

Recording Equipment and Truscon A.S. H. S. Recorder with 1/2 inch tape speed. Immediate delivery. $31.30. WILLIAM V. STANCIOLI CO. North Hollywood, California

Miscellaneous

One meets such interesting people through the classified pages of BROADCASTING at such little cost.

The School of

Radio Technique

NEW YORK • HOLLYWOOD • CHICAGO
America's oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet 8. Approved for G.I. Training.

NEW YORK 20, N.Y.: RADIO CITY, R. R. O. Bldg.
CHICAGO 4, I11.: 278, Wabash Avenue
HOLLYWOOD 38, Calif.: 6926 Melrose Avenue

West Coast

Major Market

California Fulltime

Smaller Market

Station

$150,000.00

$40,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

DALLAS
Philip D. Jackson
Tower Broadcasting Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
San Francisco Bldg.
Exbrook 2-9672

For Sale

Station

School

THE RADI...
ETERT HOLLES, news editor of WBNM Chicago, is writing a book on the subject, "What's Your Vote Worth?" which will be published "a year or so before the next presidential election."

BOB WILSON, formerly with KWGB Goodland, Kan., joins KAYL Storm Lake, Iowa, as sports director.

ROBERT E. ROGERS, former news director at WMAN Manassasfield, Ohio, joins WJSR Cleveland Heights, Ohio, as news director.

PAUL FREES replaces HAL MARCH as dramatic reporter on ABC News

DREW PEARSON, ABC commentator, received an honorary Doctor of Hum

CHARLES R. BAKER has been appointed news editor of WKRM Columbia, Tenn.

FRANK TOAL, former sports editor of WFMZ Frederick, Md., has joined WARD:FM. He will broadcast all play-by-play games for that station, and write his daily news broadcast from Sears Department Store.

ROY FREEMAN, in radio 20 years, has resigned as farm service director of WMAT-Millet, Ill., to join firm of Henry Waitting, International Harvester Dealer, Tuscola, Ill.

JOHN KEYS, assistant manager of press department at NBC's Central Parkway, has adopted a boy, Jonathan Gill.

ADVERTISEMENTS-
AN OPEN LETTER TO NATIONAL ADVERTISERS AND ADVERTISING AGENCIES.

When Ken Godfrey spoke for the AAAA at the recent FMA Chicago Convention, he presented a very factual story of the agency reaction to FM Advertising. The most important feature of his talk was the fact that the Agency and Advertising wants and needs more factual information on Market Data and the selling impact of FM.

To learn how potent FM is as an advertising medium by itself, you must use exclusive FM stations that have become established in their communities. The use of AM-FM duplicating stations will never give you the answer.

Our FM only stations in two of America's greatest markets, KOZY (FM) in Kansas City and WASH (FM) in Washington, D. C., are two stations on which you can test FM at fair rates and know that the results you get were derived exclusively on FM.

If you want the FM answer, write us for rates.

WIDE USE of glass and window-walls is featured in new studio building of KGBX Springfield, Mo. Besides studios and a spacious lobby with indoor garden, the building contains nine rooms. KGBX, 5 kw NBC outlet on 1260 kc, has been in the new quarters since Oct. 26. Station is operated by Springfield Broadcasting Co., with J. Gordon Wardell as general manager.

THEY JUST FIDDLE-
Early Experience with Two of Radio's Great

Recalled by Washington Businessmen

A CHANCE meeting in the early 1920's with a handful of radio's illustrious figures of the future is not likely to be forgotten by Mark Lansburgh, a radio fan from way back and today vice president of Lansburgh & Bro., Washington, D. C., department store.

Mr. Lansburgh professes he is easy as exact dates, but history places his little-known experience in 1922 when then Secretary of Commerce Herbert Hoover called one of the earlier of four radio conferences at the Wardman Park Hotel, Washington, to discuss the industry's multifarious problems.

Mr. Lansburgh's department store had established what he claims as the first radio merchandising department in Washington and business "was mostly one of parts and variable condensers."

In the background, discussion was to reach fever-pitch on a proposed White Bill governing radio legislation (to supersede the old 1912 Wireless Act), and on the reluctance of Congress to act on the bill at Mr. Hoover's suggestion. (The future President was to be acclaimed as radio's champion in succeeding years.)

Mr. Lansburgh, who attended the conference, recalls finding himself among a group of men after the meeting. He told them that reception on his RCA Radiola Grand was faulty after 10 p.m. due to interference from the Navy's station in Arlington, Va.

Using an arc transmitter, the Navy would air time signals, then launch into dot-and-dash for ships at sea, Mr. Lansburgh informed the group. He could only WCAC, the Telephone Co. station, he said.

Three men in the group glibly told Mr. Lansburgh he didn't know how to tune the set. Two of them confidently set off for his home to prove it.

According to Mr. Lansburgh, with a glint of amusement in his eyes, "they fiddled and fiddled" but had the same trouble. Looking back, the department store official mused that he didn't think the cause of interference was determined until later years when the Navy switched from an arc to a tube transmitter. The arc had been rebroadcasting down the Arlington towers on a harmonic.

Radio later was to obtain some adequate legislation governing frequencies after Mr. Hoover had re-assigned wave lengths for broadcasting stations in 1923 before the avalanche of frequency-seekers.

President Harding, who instructed Mr. Hoover to supervise the conferences, was to die in 1923, while the latter was to attain the Presidency.

And what of the two men who "fiddled" with Mr. Lansburgh's set? One was general manager of RCA (formerly with American Marconi Co.), and the other had a five-watt in Cincinnati. Mr. Lansburgh is wondering now if RCA's David Sarnoff and Powel Crosley Jr., founder of Crosley Radio Corp., and first licensee of WLW, remember the incident about 26 years ago.

WBCC Gets Award

WBCC Bethesda - Cheye Chase, Md., is to receive the Oliver Owen Kuhn Memorial Cup for the greatest contribution during 1947 to the orderly development of Bethesda as a high-class residential community. Bethesda Chamber of Commerce voted the award to WBCC Nov. 15, with presentation to be made at the December meeting.

AP Radio Groups
In 3 More States

AP BROADCASTERS' associations have been organized in three more states, Arkansas, Ohio and Oregon.

Leon Spies, manager of KELD El Dorado, was elected president and Al Godwin, manager of KFDW Port Smith, vice president of the Arkansas AP radio members' group at a meeting held Nov. 14 in Little Rock. Named directors were: Sam Anderson, KFFA Helena president; Jay P. Beard, KBTM Jonesboro president, and Bob Choate, KWFC Hot Springs manager.

The Arkansas association also selected a "continuing study" committee headed by Paul King, KARK Little Rock news editor. Committee members, besides Mr. King, are: Ted Rand, KDTS Paragould manager; Deno Nichols, KLRA Little Rock news editor; Pat Garner, KFPW news editor, and W. F. Deaton, KYRC Arkadelphia news editor.

Ohio AP radio members, meeting Nov. 13 at Columbus, elected Vernon A. Nolan, general manager of WHIZ Zanesville, chairman. Other officers are: Al Parlin, WTOR Toledo, and Fred Brophy, WHIO Dayton, vice chairmen; Walter Purdya, WBCL Columbus, treasurer, and Burdette T. Johns, chief of Ohio AP bureau, secretary.

Executive committee named by Mr. Nolle to work with the officers includes Richard Jr., WBNS Columbus; Ed Parsons, WRGB Worthington; Al Albinger, WCOL; Ed Wallace, WTM Cleveland; Tom McCarthy, KWRC Cincinnati, and Robert M. Beer, WATG Ashland.

Ted Cooke, program director of KOIN Portland, was elected chairman of the Oregon AP radio members' group at a meeting held Nov. 8 at Portland. Floyd W. Lanson, AP bureau chief for Oregon, was designated secretary.

Mr. Cooke announced that he would appoint committees to study AP operations in Oregon and to perfect liaison with the AP broadcasters' group in Washington.
FCC Actions
(Continued from page 79)
November 17 Applications...
ACCEPTED FOR FILING
Assignment of License
KUGN Eugene, Ore.—Assignment of license from John E. P. Phillips d/b/a Valley Best Co. to KUGN Inc.

KORN Fremont, Neb.—Assignment of license from Idaho Best Co. to Walker Newspapers Inc.

KTEC Lewiston, Idaho—Assignment of license from M. F. Brice, W. O. Davis, F. G. Ledford d/b/a as Visalia Best Co. to M. F. Brice & R. E. Ledford d/b/a as Visalia Best Co.

Modification of CP
WLOI Louisville, Ky.—New AM station for extension of completion date.

WJNJ Newark, N. J.—License for CP

KOKX-FM Lincoln, Neb.—License to cover CP new FM station.

WTHL-FM Freeport, Ill.—Modification of CP

KFPE Fresno, Calif.—New AM station for extension of completion date.

WLAF-FM Rome, Ga.—Same

WIZJ Hammond, Ind.—Same

WSBM New Market, Tenn.—Same

WKNE-FM Keene, N. H.—Same

WELB-FM Chippewa Falls, Wis.—Same

WHZ-FM Zanesville, Ohio.—Same

WJAR-FM Providence, R. I.—Same

WCAC Anderson, R. C.—Same

WBBM Richmond, Va.—Same

KTNF Texarkana, Tex.—Same

WRVC Norfolk, Va.—Modification of CP new FM station changing 920 kHz to 8.1 kHz, change trans. site.

License Renewal
KCO-AM Fontana, Calif.—Renewal FM station.

TENDERED FOR FILING
Transfer of Control
KGIL San Fernando, Calif.—Transfer of control to J. G. Paltzman.

Assignment of License
WBTM Williamson, W. Va.—Assignment of license from E. S. Caudle to Klangman Bstg. Corp. to Mingo Bstg. Corp.

WSEV Crewe, Va.—Modification of CP change from 650 kHz to 800 kHz, using 1 kW D.

November 18 Decisions...
BY COMMISSION AND BANC
FM Authorizations
Granted CP new Class B station: Granted CP new Class B station previously C101 to six other FM outlets for changes in call signs (see story below).

Modification of STA
WAGA-AM Atlanta, Ga.—Granted modification to STA for operation with 18 kw and 9.37 kw aur. ERP.

License Renewal

WYHY Newton, Mass.—Granted renewal of license for period ending Nov. 1, 1951.

Extension of License
WORL Boston—Adopted order extending expired temporary operating license to June 19, 1949, provided that WORL may make application for further extension.

WBBM Chicago—Pending showing it is proceeding diligently in prosecution of renewal.

Renewal of License
WMDM Fajardo, P. R.—Granted renewal of license for period ending Aug. 1, 1951.

Acquisition of Control
WBFR Pensacola, Fla.—Granted voluntary acquisition of contract control over WBFM Bstg. Co. by transfer of 51% of shares from Foster Hudd to Rhadrad (who already owns 50%).

Assignment of License
WATQ Oak Lawn, III.—Granted incidental to assignment of license to TAV Inc. licensees will be 50% each.

Relinquishment of Control
KBCB KBCB-FM Des Moines, Iowa—Relinquished of control of Majestic Bstg. Co. from yves H. Smith and Smith Johns, eorge P. E. Caesar Jr., Claudia U.

FORMATION of the Assn. of Federal Communication Consulting Engineers, in which consultants will work jointly toward a solution of common problems, was announced in the group last week [CLOSED CIRCUIT, Oct. 25]. The association is composed of 26 members headed by C. M. Jansky, C. M. Jansky, Washington consultant, and additional members for additional members and associates has just been started.

Other officers include Glenn D. Gillett, president; Andrew M. Ring, secretary, and George C. Davis, treasurer, with the following additional executivecommittee:

Fr., Washington consultant, and additional members for additional members and associates has just been started.

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AM tower, to change frequency from 650 kHz to 800 kHz.

License for CP

WKJF Englewood, Fla.—License to cover CP new FM station.

WBBM Chicago—New FM station.

KOCS Richmond, Va.—Same.

WHIZ Waite Park, Minn.—Same.

WRFV Seattle, Wash.—New CP.

WKNE-FM Keene, N. H.—Same

WELB-FM Chippewa Falls, Wis.—Same

WHZ-FM Zanesville, Ohio.—Same

WJAR-FM Providence, R. I.—Same

WCAC Anderson, R. C.—Same

WBBM Richmond, Va.—Same

KTNF Texarkana, Tex.—Same

WRVC Norfolk, Va.—Modification of CP new FM station changing 920 kHz to 8.1 kHz, change trans. site.

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Moderation of CP

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November 18 Applications...
ACCEPTED FOR FILING
AM—1280

KFNP Shenandoah, Iowa—CP increase power to 950 kw from 500 kw in cycle 5—25 kw—DA-DN (DA-21) and move trans. and station from Shenandoah to Lincoln, Neb.

AM—1280

WHSY Hattiesburg, Miss.—CP change from 250 W D on 1220 kHz to 250 W unil.

Modification of CP

WHSV Staunton, Va.—Modification of CP make changes in ant. and mount FM ant. on.

Extension of License
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Jansky Heads Engineers’ Group

Mr. Gillett

Mr. Jansky

Mr. Davis

Mr. Ring

been established: (1) active, composed of consulting engineers who are heads of firms, and (2) associates, who are otherwise identified with engineering practice before the Commission.


Annual meetings, including election of officers, will be held each April.

November 22, 1948  Page 93
At Deadline...

ATTEMPT TO SELL STATION SOON AFTER GRANT ALLEGED

NORTHWESTERN Ohio Broadcasting Corp. was trying to sell its Lima (Ohio) FM and AM stations 21 days after getting AM grant, Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, chartered in petition filed with FCC by its attorney, Sky Way President Gustav Hirsch on Nov. 11 and said his firm was authorized by Northwestern to sell its AM and FM properties. Asking price, Sky Way said, was $350,000. Northwestern FM station, WIMA-FM, has been operating since last summer; AM station, authorized Oct. 21, reportedly is on equipment test.

Petition, filed by Marcus Cohn of Washington, aforesaid, challenged at trial of Northwestern on Wednesday of Northwestern against Northwestern CP (1150 k, 1 kw) and reinstatement of ownership of Sky Way application (1150 k, 5 kw day, 1 kw night). FCC Comr. Robert F. Jones had minority interest in Northwestern before joining Commission. He did not participate in consideration of case.

SALE OF KHBG OKMULGEE GETS COMMISSION SANCTION

ACQUISITION of KHBG Okmulgee, Okla. (1240 k 250 w, MBS) by Donald W. Reynolds' Times Publishing Co. for $125,000 [BROADCASTING, Dec. 1] and realignment of ownership of KCRA Sacramento (1320 k 1 kw, NBC) and KCRA-FM approved Friday by FCC.

KHBG sellers are Lucille Host Burford and Paschel Burford (40% each and Sam W. Ross (2%). Times Publishing, new owner, publishes Okmulgee daily newspaper. FCC Eastern Radio Editorial, 100% owned by Southwestern Publishing Co., controlled by Reynolds. Radial Corporation, Inc., KFRA Fort Smith, Ark., has Okmulgee FM grant, and owns 50% of WIKI KFRA. Southwestern Publishing is permittee of KFRA-FM Fort Smith and applicant for Tulsa and Oklahoma City FM stations.

KCRA transaction involves sale of David R. McKinney's one-third interest for $40,000. Evening C. Reynolds is his partner who will remain interests, will have 50% and 25% respectively in new corporation. Among the new investors are the business and brother of Vernon, is now stockholder with 25%.

WINCHELL TOPS HOOPER

WALTER WINCHELL with Hooperating of 27.6, up 8.9 from 18.1 rating of year ago, was most popular radio program first week in November, according to Nov. 16 listener report on evening network broadcasts. Radio Theatre second with 25.0, Fibber McGee & Molly third, 22.6, Jack Benny fourth, 21.9, and Bob Hope fifth, 20.0. Ma Perkins on CBS was most popular daytime program with Hooperating of 8.0. Other daytime leaders were Stella Dallas, 7.8; Young Widdler Brown, 7.4; Grand Slam, 7.3; Arthur Godfrey, 7.0.

GREELEY, MEELY LEAVE D-F-S

JOSEPH G. GREELEY and Albert O. Meyer have left D-F-S General Mills account five years, will join Burnett, which Burnett, president and executive capacity. Mr. Meyer, head of D-F-S merchandising and promotion department seven years, is account executive on Burnett merchandising staff.

12 DAYTIME, 4 FULLTIME STATIONS APPROVED

FCC FIELD DAY in standard station grants Friday with construction permits approved for 12 daytime and 4 fulltime stations. KYOU Uvalde, Tex., granted switch from 1490 to 1450 k 250 w fulltime. Bankhead Broadcasting Co., licensed 1940 for 1260 k 5 kw day, 5 kw night, Augusta, Ga., and W. W. Bankhead, received daytimers in Fayette and Russellville, Ala. Construction investments total about $350,000. Grants include: EAST POINT, GA.—Northwestern Broadcasting System, 1260 k 1 kw day, ENGLEWOOD, COL.—Colorado Broadcasting Co., 1380 k 1 kw day, FAYETTE, ALA.—Bankhead Broadcasting Co., Inc., 990 kw 1 kw day, PERRY, TEX.—Kermit Broadcasting Co., 610 kw 1 kw day, MIDDLESBORO, KY.—Tri-State Broadcasting Co., 550 kw 500 w day, NEW ULM, MINN.—Brown County Journal Inc., 860 kw 1 kw day, PARIS, TENN.—Parts Broadcasting Co., 1270 kw 1 kw day, RUSSELLVILLE, ALA.—Bankhead Broadcasting Co., Inc., 920 kw 1 kw day. NEW ANGELO, TEX.—Saban Broadcasting Co., 1450 k 250 w-unlimited. SPARKS, MO.—Springfield, Mo.—Springfield Broadcasting Co., 1050 k, 1 kw day. SPRINGFIELD, MONT.—Kikapoo Prairie Broadcasting Inc., 1260 k 500 w day, TUCSON, ARIZ.—The Silver Cat Broadcasting Co., Inc., 1390 k 180 w.

TV AND AM APPLICATIONS DISMISSED BY FCC

DISMISSAL of CBS TV application in Boston Metropolitan Operating Co. Inc. application in Denver requested in petitions filed at FCC by Boston Metropolitan Television Co. and KCMA Kansas City, respective competing applicants. Both requests, handled by Haley, Mason & Wilkinson, Chicago, Washington radio law firm, charge applicants are associated with conflicting or multiple requests for same class facilities in contravention Secs. 1382 and 1384 of FCC rules. CBS has filed application for purchase of Raytheon Mfg. Corp., WRTB (TV) Waltham, Mass., in Boston area [BROADCASTING, Nov. 18]. Sale pact provides deal may cancel if permits are not issued within 30 days before date of further hearing on pending Boston TV requests. KC-VO, seeking boost on 810 k to 50 kw fulltime, states principals in Denver Broadcasting Co., who control Aladdin Radio and Television Co., purchaser of KZL Denver, subject to FCC consent [BROADCASTING, Nov. 1]. Denver Broadcasting seeks 50 kw day, 25 kw night on 810 k in Denver.

'BALTIMORE GAG' JUDGE

HEARING of "Baltimore Gag" violation charges against five Baltimore area stations and a newscaster will be presided over by Judge John B. Gray, Jr., of Seventh Maryland Circuit Court (see story page 41). Appointment made by Maryland Court of Appeals. Stations are charged with contempt of court for broadcast accounts of murder, allegedly violating unique "Baltimore Gag." Hearing date not set.

MEDIA GROUP ACTION

MEDIA representatives meeting in Washington Friday at NAB invitation (early story page 67) construe "Baltimore Gag" contempt charges against stations in Baltimore as too wide,according to W. Aladdin Roeder, WCBM Baltimore newscaster, explained situation to spokesmen for movies, radio, newspapers and other media.

U. S. RUSHING PREPARATION OF SPECTRUM CALCULATIONS

TWO technicians rushed to Mexico City by United States to speed long job of preparing material to be used in channel allocations by High-Frequency Broadcasting Conference. Conference making progress in political field but technical situation not encouraging.

Sent to Mexico City were Hideyuki Noguchi, FCC, and Sidney Osoro, Bureau of Standards. Ambassador R. Henry Norweb, delegation chairman, and New York hotel for back operation. Acting chairman is George E. Sterling, FCC member.

Russia submitted plan for 76% of all spectrum space to be used for internal broadcasting. 26% space opposes priorities basis. United Kingdom opposes Russian plan. India submitted similar idea but offered to retreat if more equitable plan presented.

THEATRE GUILD SHOW TV SPONSORS PLANS SET

CONTRACTS are in final stage for TV sponsorship of Theatre Guild of the Air by General Foods Co. [see story page 11]. Tentative starting date is first week of January.

Philo Corp.'s objection to back-to-back programing of its Philco Playhouse and General Foods Corn Pops show in New York may delay start of NBC's Winter Solstice broadcast. NBC president, said to have assured Philo and General Foods Equity by NBC and General Foods Equities (for Philo) would cooperate as both programs will not represent same type of entertainment on one night.

Benton & Bowles and Young & Rubicam both New York, jointly will handle Theatre Guild show, Sundays, 8-9 p.m.

CBS RECORDS SHOWS POLICY

CBS confirmed reports it will accept record-programs for daytime broadcast until 6 p.m. Action seen as another phase of network's energetic program revitalization campaign. Earlier CBS announced that during summer months advertisers could rebroadcast by recording and in their regular time periods pre-grana broadcast in fall, winter and spring.

NAB NAMES NARBA AIDES

NAB Friday named four staff executives to assist in preparation for third NARBA (earlier story page 39). They are: Tommy A. Banks, executive assistant to president; Royal W. Howard, engineering director, and Neal McNaughton, assistant director; Don Petry, general counsel.

Closed Circuit (Continued from page 4)

pinching for Ambassador R. Henry Norweb, delegation chairman, in New York hospital for back operation.

LOOK FOR another outburst from Inter American Assn. of Broadcasters against Ge Peron's bold effort to "Peronize" Latin Amer can radio against "Yankee imperialism". I.A.B board met secretly at Mexico City la week. Gilmore Nunn, NAB director who a tended explosive Buenos Aires sessions la summer, was present as U. S. delegate.

PRIOR to announcement that Charles Ryi had resigned as ABC vice president and a sistant secretary to become president and ge manager of Audic and Video Program Corp. (see story, page 22), report was cur rer that he would join Mutual as assistant to Pre ident Edgar Kokab.

BROADCASTING • Telecastin
Where else in America?

Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It’s WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW’s Merchandise-able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you’ll have a good idea how consumers everywhere will respond.

And you CAN know through WLW, for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You’ll face this same condition elsewhere throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation’s largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market — get distribution — win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a “know-how” peculiar to its territory, The Nation’s Station stands ready to serve you in the proving ground for America!

WLW
The Nation’s Most Merchandise-able Station
Crosley Broadcasting Corporation
WKY BONUS COVERAGE BRINGS EXTRA SALES FOR ADVERTISERS

In BMB coverage and in actual listeners advertisers get more for their radio dollars on WKY than on any other Oklahoma City station.

WKY is a PLUS-station all the way. It delivers more listeners, more sales, more profit per dollar than any other Oklahoma City station.

OKLAHOMA CITY
Represented by the Katz Agency, Inc.