IOWA home radio sets are used in almost every room. In other words, Iowa radio listening is a positive part of family life—is far more than just an incidental attraction for leisure hours!

The 1948 Iowa Radio Audience Survey* reveals the following about the location of Iowa radio sets: In the 98.0% of Iowa's radio-equipped homes, 70.2% of the families have a radio in the living room, 30.4% have one in the kitchen, 18.1% list "bedroom or bedrooms," 16.3% have one in the dining room, and 18.2% have sets that "move about."

The 1948 Edition of the famed Iowa Radio Audience Survey is full of such background information in addition to statistics about station and program preferences, etc. Write for your complimentary copy of this Eleventh Edition today. Or ask Free & Peters.

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

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

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.
Helen Hayes Charges Electric Theatre With Drama —

WMT Provides Important Outlet

Many a star is borne on WMT's powerful signal . . . to Eastern Iowa's vast farm and city market. Bringing good theatre to WMTland is one of the numerous reasons for WMT's success in gaining and holding its loyal audience. Outstanding news coverage, diversified nightly musical and comic entertainment, widely followed special events, have done much to cement relations with everybody's rich relations in prosperous Iowa.

When you've something to say—and something to sell—in Iowa, tell WMT's audience and watch results!

Ask the Katz man for full details.
Buying time in New England is like having guests for dinner. You need the best china and enough of it.

Set the table the Yankee way and you can be sure you will have enough plates to go round. With Yankee it is possible to reach 24 markets in this six-state area. You need not slight any one of them.

You can realize the full sales potential of each market through its local Yankee home-town station.

Yankee's 24 home-town stations, with their Yankee Network audience, provide the most complete radio coverage of New England — with local acceptance in every market, full dealer co-operation everywhere.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
**Upcoming**

Dec. 3: Florida Assn. of Broadcasters seminar, discriminating, Tampa Terrace Hotel, Tampa, Fla.

(Other Upcoming, page 55)

**Bulletin**

REP. J. PERCY PRIEST (D-Tenn.), member of House Committee on Interstate & Foreign Commerce, Federal Communications Committee, said: "It is letting high-bracket professional entertainers pay capital gains taxes as business enterprises rather than higher income taxes as individuals." Rep. Carl T. Curtis (R-Nebr.), of House Ways & Means Committee, joined Rep. Priest in demanding explanation. Similar demand was made by Sen. Styles Bridges (R-N.H.) two weeks earlier [BROADCASTING, Nov. 15].

**Business Briefly**

BANK TAKES OPTION * Bank of America, San Francisco, negotiating with Hayes-Parnell, Hollywood, for TV rights to Family Quiz in California, first use of medium. Contract is for 10-minute film in Los Angeles starting Dec. 6. KPIX San Francisco may be used when it takes air next month. Agency, Charles R. Stuart, San Francisco.


FERRY-MORSE RESUMES * Ferry-Morse Seed Co., Detroit, will sponsor Garden Gate on CBS for 16 weeks starting Feb. 5, 1949, Sat., 9:45-10 a.m., fifth year company has sponsored program during pre-planting season. Agency, MacManus, John & Adams, Detroit.

WOIC SIGNS 15 ACCOUNTS

FIFTEEN 52-week accounts signed on first day of selling by WOIC Washington, Bau- burg, TV station in nation's capital, according to William D. Murdock, sales manager. Contracts range from single weekly spots to strips. Station will take air Jan. 15. WOIC presented each sponsor with gold pen used in signing contract.

**CBS Gets Jack Benny; Stirs Angry Battle**

JACK BENNY program, sponsored by American Tobacco Co., will be transferred from Lucky Strike cigarettes, will move to full CBS network Jan. 2 in Sunday 7-7:30 p.m. period it has occupied on NBC, CBS announced Friday (early story, page 32). Rebroadcast time for Pacific Coast remains 9:30-10 p.m. (PST).

After the CBS announcement Niles Trammell, NBC president, said: "Until the U.S. Treasury says that such transactions are lawful, NBC will continue to refuse to purchase stock in so-called production corporations where the artists who control those corporations are performing on the NBC network. Such arrangements are bound to lead to charges of discrimination between artists who are paying income taxes at the regular rates and those who are paying at the lower rates of only 25% based on so-called capital gains." A CBS spokesman came back with this statement: "If and when any deals are made for the purchase of radio production companies or radio properties, all details of such transactions will be submitted to the Treasury Dept. for approval or disapproval. Thereby, how any stretch of the imagination can there be any question as to the propriety of such transactions. "Mr. Trammell's statement is unwarranted and reflects unfairly on many creative artists who have done no more than abide by our laws as any businessman or corporation."

Phil Harris-Alice Faye program, sponsored by Rexall Drug Co. on NBC, 7:30-8 p.m., Sunday, will stay on that network for time being, necessitating some fast traveling between CBS and NBC studios for Mr. Harris if he is to stay on Benny show.

It is understood this decision was reached after President Charles Luckman of Lever Bros. had insisted that "Amos 'n' Andy" continue to plug Rinso in that time period on CBS. Coca-Cola Co., soon to assume sponsorship of Edgar Bergen and his Charlie McCarthy, has left question of network open until an Internal Revenue Bureau ruling on capital gains matter, expected about Dec. 15.

CBS is understood to have offered both Benny and Bergen outright purchase-of-program deals similar to that concluded earlier with "Amos 'n' Andy." Decision to keep Harris-Faye program on NBC apparently negates that network's offer of its Sunday 7-8:30 p.m. time slot. Offer was first made to Procter & Gamble Co. for Life of Riley, Red Skelton, and Truth or Consequences, currently all on NBC at other times, was rejected by several agencies involved.

**Broadcating**

Page 4 • November 29, 1948
Eye and ear advertising appeal of WCAU-TV programs reaches 80,000 sets with thousands added every week in the fast-growing television center and second largest TV market. CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM
Advertisers on WFBM are investing their money to buy time and talent, and they're getting their money's worth, as Hooper's and BMB's figures testify.

But, they're getting something else too. WFBM pays out regularly recurring dividends—big dividends in promotion and merchandising.

WFBM's outstanding merchandising program of special field work and personal retail contact doesn't show up in Standard Rate and Data, but it is an every-week affair.

And, WFBM's promotion doesn't show up on the rate card either, but it includes direct mail, taxiposters, point-of-sale, newspapers, and many other hard hitting features.

Investigate, then invest in WFBM!
There is no 2-way stretch in KFH coverage—it's 5,000 watts ALL the time and it's the TOP audience station day and night. Every unbiased survey of listening habits gives KFH the TOP rating in the Wichita trading area by a large majority.

Source of Data: THE KANSAS RADIO AUDIENCE OF 1948
- An unbiased survey conducted by Dr. F. L. Whan in one out of every 75 homes in Kansas - 6,633 families reporting divided as follows: 2,256 on farms, 1,762 in villages, 2,614 urban

5000 Watts - ALL the time

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Open Mike

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

WSIX GIVES YOU THE NASHVILLE MARKET AREA!

And WSIX doesn't give you too little or too much. For Nashville's retail trade area includes 51 counties. WSIX's daytime audience map includes 60 BMB counties with 25 per cent or more in 48 of these. Mail pull and field strength maps add even more convincing proof that WSIX gives you the Nashville market. Cash in on the $655,888,000* spent yearly here in retail stores alone — via WSIX!

*Projected from Sales Management May '48

EDITOR, Broadcasting:
I want to thank your organisation very much indeed for the nice reference to The Walker Co. in your issue pertaining to radio in Minneapolis.

Wythe Walker
The Walker Co.
New York

* * *

'Baby Looks Fine'

EDITOR, Broadcasting:
The baby [TELECASTING SHOW-SHEET] looks fine.

As I initially told you, BROADCASTING is the one medium that can handle this type of operation. I think you have done a fine job, both as to content and format. Please keep it coming.

You will also remember that I suggested you put in some information about cable availability. That is a most important subject in connection with the networking of television, and more people are going to become aware of it when East and Midwest hook-ups are linked together.

Congratulations on a fine job. . . . Once again BROADCASTING is rendering a distinct service to the industry.

Thomas J. McDermott
N. W. Ayer & Son
New York

* * *

Offers 'Telestatus' File

EDITOR, Broadcasting:
Received my Nov. 8 issue of BROADCASTING and noticed on page 16 under the heading "Open Mike" that a Mr. Joseph W. Tammany, Television Department of "Border's" in New York City is looking for the first 26 copies of "Telestatus." Said he has No. 30. If you cannot supply him with those back items, I will be very glad to furnish them to him as I have all copies on hand. They have already served their purpose in so far as I am concerned so I will be more than glad to help out others.

Ray B. Edge
National Radio Club
Buffalo 15, N. Y.

EDITOR'S NOTE: Mr. Tammany's request was filed. Anyone else want to start a file?

A Word of Thanks

EDITOR, Broadcasting:
Thanks very much for the splendid article in the Nov. 15 issue of radio's top magazine on Byron McGill. No one deserves it more.

J. B. Conley
Westinghouse Radio Stations Inc.
Philadelphia

TALENT HUNT

WFAC Starts Contest
With Prizes

WFAC Dallas has launched a radio talent hunt in the Southwest to run through a 25-week series of contest broadcasts.

Top prize of $500, and two others of $100 are offered, plus chances for paid appearances and an opportunity to join the WFAC talent staff.

"Our talent search was interrupted during the war," said Martin B. Campbell, WFAC general manager, "but now we are ready to go ahead. The award may become an annual affair."

Craig Barton, WFAC talent coach, auditions contestants for preliminary rounds, leading to semi-finals and finals. First contest broadcast was last Monday, 9:30 to 10 p.m.

Contract Taking Shape Between Films and BBC

FIRST step toward a working arrangement between the BBC and the British film industry has been made, according to word from London. The proposal calls for the film people to supply the BBC with feature and other motion pictures for broadcast use on the BBC video station while the BBC in exchange will make certain special event telecasts available to the movie theaters for large screen reproduction.

Norman Collins, BBC controller of television, who has been appointed to the board of governors of the National Film Institute of Great Britain (Broadcasting, Nov. 15), is currently in the United States surveying American television.

Yup, our North Dakota yokels have it good in the Red River Valley — big crops that make an average Effective Buying Income of $5599 per family, compared with $4567 for the counties we don’t cover in this State! (Sales Management, 1948.)

Right now, farmers around Fargo buy more than 125 national products advertised over WDAY . . .

Whatever you’ve got to advertise, WDAY in its 26th year continues to be the topnotch medium in this fabulous North Dakota Area. Write us for details today.

FREE & PETERS, INC.  Exclusive National Representatives  NBC  970 KILOCYCLES  5000 WATTS
Everything for TV—

complete antenna systems,

Up there, 737 feet above the sidewalks, is a 6-section Super Turnstile—RCA complete from transmission line to beacon light. More than sixty RCA TV antennas of this bat-wing type have been shipped to television's top stations. Many are now in use.

Each RCA Super Turnstile is complete— with everything needed to transmit high-quality sound-and-picture signals. A complete system includes a Diplexer for handling sound and picture signals simultaneously, transmission lines, de-icing equipment, 300-mm beacon, and all miscellaneous hardware. The system can also include a Triplexer (optional) for operating your present FM transmitter and your new television sound-and-picture transmitter...simultaneously on the one antenna.

Why are RCA Super Turnstiles the choice of nearly 90 per cent of the TV stations? Because RCA Super Turnstiles produce a horizontal radiation pattern that is virtually circular. They provide power gains of 3.5 to 7.1, depending on the TV channel used. (For example, Type TF-3A antenna delivers an effective radiated power of over 20 kilowatts with a 5-kw transmitter on channel 6.) RCA Super Turnstiles are lightweight, have low wind resistance, are effectively grounded for lightning protection, and are easy to erect.

Get the proper start in planning your antenna system...and your station...by calling in your RCA Television Specialist. Or write Department 19KE, RCA Engineering Products, Camden, New Jersey.
for instance

WCAU-TV Philadelphia, on channel ten, uses an RCA 6-section TV Super Turnstile atop an RCA FM Heavy-Duty Pylon antenna. Here you see two antennas on a single self-supporting tower.
Feature of the Week

They couldn't keep Miss America of 1948 "BeBe" Shopp of Hopkins, Minn. on the farm, so WNAX Sioux City-Yankton, S. D., collaborating with civic officials and 2,500 4-H club youngsters, invited her to a celebration in Mankato, Minn., early this month.

The occasion was WNAX's 1,000th-plate banquet honoring Mr. and Mrs. Ben Ludtke of Good Thunder, Minn., winners of the station's five-state Farmstead Improvement Program. The couple, whose home and farm improvements were adjudged the most outstanding in Minnesota, received $1,050 in merchandise from WNAX. And Miss Shopp was on hand to play her violin during the WNAX Missouri Valley barn dance.

The three-year program, now in its first year, is sponsored jointly by WNAX and state extension services of Minnesota, Nebraska, Iowa and the Dakotas. The station annually gives merchandise awards of $50 for county and $1,000 for state winners, who automatically become eligible for a five-state grand prize to be awarded in 1950. There were 1,043 entries from 203 counties this year.

Purpose of the program is to give farmers an incentive to push improvements on their farms—and, in so doing, focus attention on the farm as a "convenient, modern and pleasant place for family living."

The Mankato banquet was the fourth in a series honoring this year's state winners. Highlights of the program included a main address by W. C. Coffey, president emeritus of the U. of Minnesota.

On occasions honoring winners in the cities of other states, there were parades, barbecues, street dances, 4-H calf scrambles, banquets, speeches and band concerts.

On All Accounts

IN THE REALISTIC literature of our time, roses and Wall Street are rarely mentioned together. Yet in the case of John Davis Upton, vice president and account representative with N. W. Ayer & Son, New York, the connection was an actual one. It was Wall Street that kept his talent from being hidden under a rose bush.

Mr. Upton's first job after graduation from Yale in the depression year 1932 was with the Bamberger Co. where his degree in electrical engineering apparently qualified him for a job as salesman of the aforementioned rose bushes.

But just about the time that Gertrude Stein began declaiming that a rose is a rose is a rose, Mr. Upton decided that enough is enough, whereupon he joined the firm of Stone, Webster and Bledget selling public utility securities.

After two years in a starch collar and a blue serge suit he left the financial district to enlist with the Jiffy Manufacturing Co. (paper products), where he was named sales and advertising manager.

In 1936 he departed his paper work to move to N. W. Ayer & Son as an account executive. From that time on his rise was rapid and his status secure as one of the looming figures in the advertising industry.

At first he represented such accounts as Eastern Steamship, Kirkmains Soap and Half and Half American Tobacco.

Today he is a vice president and manager of service on the Sealtast account, the television part of the American Tobacco account, and part of the Johnson & Johnson account.

Sealtast sponsors Dorothy Lamour on NBC, and also will sponsor a new quarter-hour show five times weekly on ABC. American Tobacco Co. (Lucky Strikes) has a current video spot campaign, a college football schedule on television and a half hour television show scheduled for some time in January on NBC-Television.

The Uptons were married in 1940. They have two children, Mary 6½ and Elinor 2. The family lives in their own home at Greens Farms, Conn. Mr. Upton is a member of the Yale Club and the St. Anthony Club. His hobbies include golf, riding, carpentry, stamp collecting and photography.

Robert R. Timcher (r), WNAX general manager, announces the $1,050 merchandise award at banquet honoring Mr. and Mrs. Ludtke.

Amer.-S. S. Buys

Represented by ROBERT MEKKER ASSOCIATES
1588 Broadway New York City

Page 12 • November 29, 1948
PRELUDE to "Potential of Television" is discussed by I. E. Showerman (I), vice president in charge of NBC's Central Division, and FCC Chairman Wayne Coy before Mr. Coy's address at Chicago's Rotary Club.

ARMISTICE DAY fete for local radio executives was tendered by the Philadelphia Junior C. of C. Seated (I to r): Rupe Wirling, WIBG; Robert E. White, KYW; Robert K. Richards, NAB Washington, who was guest speaker, Dolly Banks, WHAT; Jerry Weiss, WMJ. Standing: Roger W. Clipp, WFIL; Joe Connolly, WCAU; Gordon Gray, WIP; Joseph Tinney, WCAU; and Doug Hibbs, WTEL.

EARL G. GILMORE (seated), grocery owner, becomes KTTV Los Angeles' first sponsor. Looking on (I to r): Hal Hudson, program director; Harry W. Witt, acting general manager; Robert E. Dwyer, Wade Adv. official; Frank G. King, KTTV sales manager; Fred Beck, show m.c.

A HAPPY HARVEST is assured by Alvin Zeisser, Equipment Distributors Inc., president, as sponsorship of Happy Harvest show on WNAC Boston is taken. Other principals (I to r seated) are Arnold Rosoff, co-owner, Arnold Co. agency; Charles W. Corkum, International Harvester Co. district manager. Ken Rapieff, m.c. of IH Refrigeration dealers' show, looks on.

The Ideal Balance between traditionally prolific* AGRICULTURE

and continually prosperous** INDUSTRY

means more sales for you in the rich YORK, PENNSYLVANIA area through

THE VOICE OF SOUTH- CENTRAL PENNSYLVANIA

W NOW

YORK 2, PENNSYLVANIA
1250 KC - 1000 WATTS
AM - FM

* Hub of the fertile "Pennsylvania Dutch Country."
** 3rd largest in Pennsylvania in dollar value of manufactured products produced . . . exceeded only by Philadelphia and Pittsburgh.

THE COLORFUL NEW

Business

RANGE EMPIRE STORES, Riverside, Calif. (grocery chain), Nov. 15, started three weekly quarter-hour transcribed Iretta Jewel's Jewel Box on ten western stations for promotion of "Recipe of the Week" contest. Stations are: KMPX Hollywood; KSJX San Diego; KFXM San Bernardino; KTOO Riverside; KWTJ Barstow; KREO Indio; KROP Brawley; KUCB Blythe, all California; KENO Las Vegas, Nev., and KYUM Yuma, Ariz.

GOLD SEAL WAX Co., Bismarck, N. D., Dec. 6, renames Meet the Muses for 26 weeks on 10 Columbia Pacific Network stations, Saturdays (12:30-1 p.m.). Agency: Campbell-Mithun, Minneapolis.

GENERAL ELECTRIC and KEESSH Electric Appliance Co., Chicago, began sponsorship Nov. 17, of five-a-week series starring Dr. Preston Bradley, pastor of People's Church, on WINN Chicago, 10:45 to 11 a.m. CST, to continue 18 weeks. Agency: Mar-O-Bar, Chicago. Firm also is backing Music by Cagay with Capehart Co. (five-a-week, 1:20 to 1:30 p.m. CST), and Record Shop (five-a-week, 9:45 to 10 p.m. CST) with Motorola, also on WIND for 15 weeks.

CELOMAT Corp., New York, appoints Tracy, Kent & Co., same city, to handle advertising for its Vue Scope television enlarging lenses and Teleroto turntables. Television is being used, with one-minute film spots on WZB-TV Boston, WBAL-TV Baltimore, and WNBW (TV) Washington. Company plans coverage in all TV cities.

INTERNATIONAL HARVESTER Co. refrigeration dealers to sponsor twice-weekly, quarter-hour quiz, Happy Harvest, on WACN Boston, Yankee Network key. Show will originate from distributor stores, mainly, Mollers in Cambridge, and Electric Appliance in Boston. Company plans to expand number of Yankee stations carrying program. Agency: Arnold & Co., Boston.

COHEN DRUG Co., Charleston, W. Va., sponsoring 15-minute segment of Judy and Julie show on four West Virginia stations. They are: WWNR Beckley, originating station; WKOY Bluefield; WLOG Logan and WBTH Williamson. Show planned and sold by Tom Douda, WWNR manager.

FRANCUS-ALBERT PRODUCTS, New York (Corde handbags), appoints W. S. Doner & Co., same city, to handle advertising. Radio is being used.

FARMER'S MARKET, Los Angeles, retail food and merchandise center, to sponsor segment of half-hour Fred Beek's Kitchen beginning Jan. 6, on KTTV (TV) Los Angeles. Contract for 52 weeks. Agency: Wade Adv., same city.


GOEBEL BREWING Co., Detroit and Muskegon, Mich., to sponsor all 1949 games of Detroit Tigers, baseball team, on Goebel Baseball Network, group of Michigan stations. In addition, 35 home games will be televised by company.

WALLACHS Stores, New York (10 local retail clothing stores), began sponsorship Nov. 25, of repeat broadcast of Drew Pearson, Sundays, 11-11:15 p.m. on WIZ New York, as special public service so that those who have not heard his original broadcast on ABC, Sundays 6:30-6:30 p.m., will get second chance to hear it. Mr. Pearson is sponsored on network show by Lee Hat Co. William H. Weintraub Co., New York, is agency for Lee and Wallachs.


ADMIRAL RADIO Corp., Chicago, sponsored Chicago Cardinals-Detroit Lions professional football game Thanksgiving Day on WGN-TV Chicago starting at 9:45 a.m. CST. Game, which originated in Detroit and was fed exclusively to station via coaxial cable, was first National Football League conference play to be televised in Chicago this season.

COHEN, GOLDMAN & Co., New York (Worsted-tex, Knit-tex and Tropitex Men's Wear), and BROADSTREETS, retail men's stores, New York, appoint Cecil & Presbyr, that city, to handle advertising. Use of co-op radio advertising being considered.

AMERICAN SAFETY RAZOR Corp., Brooklyn, appoints Ruthrauff & Ryan, New York, to handle advertising for Star Blades and razors and Treet blades.

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NEW ORLEANS

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

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

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

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

4. Biggest net audience for strip programs.

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

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey: your Katz Agency representative has it.

This is definite proof folks turn to

WWL 1st

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

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
The Travelingest Salesmen in all Radio

To study the stations they represent, Radio Sales Account Executives (the men who call on you) last year hit the road a total of 261 times! It means that, on the average, there is a Radio Sales Account Executive on the move every working day of the year—working for you. By visiting twelve of your most important markets regularly, these Radio Sales specialists gain on-the-spot knowledge of how to custom-build your advertising to local listening likes. They get inside information which otherwise you would have to dig up for yourself—or do without. For these facts—which can send your sales curve traveling up to the top of a sales chart—call in your Radio Sales Account Executive.

Radio Sales

STATIONS REPRESENTATIVE...CBS
Selling... Selling... Selling...

...for 25 local, regional and national sponsors—

KOMA and one of its top-flight features... disc jockey entertainer Eddie Coontz.

We aren't trying to sell you Coontz... we can't do that... he's already sold out (25 sponsors can't be wrong!)... but

There are many other KOMA features that will take your message effectively to consumers. For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

AGENCIES

THOMAS M. McDONNELL in charge of Toni radio account for Foote, Cone & Belding, appointed director of radio in New York office of agency. LILIAN SELBY, timebuyer, appointed business manager of agency's New York radio department.

J. NEIL REAGAN, with McCann-Erickson for past four years, appointed manager of agency's Hollywood office. He succeeds to position left vacant by death of AUGUST J. BRUHN. Mr. Reagan continues as head of radio production of Hollywood office in addition to his new duties.

SNOWDEN M. HUNT Jr., former advertising manager of Bear Creek Orchards, Oregon, joins Mogge-Privett, Los Angeles, as account executive.

CHARLES A. RHEINSTROM relinquishes interest in his aviation consultant firm to join Erwin, Wasey & Co., New York, as agency's senior vice-president. Mr. Rheinstrom enters agency field after more than 20 years as sales executive. Prior to forming his own firm, he was with American Airlines Inc. for 18 years as a director and vice president in charge of traffic and sales.

NORMAN NASH, with Kudner Agency, New York, since 1930, appointed assistant copy chief. He will supervise writing of radio and television spots and commercials.

PHILLIP M. BOTTEFILD, in charge of Benton & Bowles publicity in Hollywood, appointed assistant publicity di-rector of agency with headquarters in New York. RICHARD K. BELLAMY continues as director of publicity for B&B.

Mr. Rheinstrom

STIRLING WHEELER, manager of Young & Rubicam's Mexico offices, transferred to agency's New York contact department. DEAN AVERY of New York office, moves to Mexico City as manager of Y&R office there.

JAMES BEARDSLEY, formerly with Beaumont & Hobman, Chicago; joins copy staff of Campbell-Mithun, same city. Other newcomers include: O. E. HENT-RICH, executive staff; MINNIE KAPLAN, media director; ERNST NEUBAUER, production and traffic manager; JOHN ROUTLEDGE and A. E. WRIGHT, to copy staff.

ROBERT J. WELL resigns from Lester Harrison Inc., New York, to join Dorland Inc., New York, as account executive.

TIFFANY THAYER, for past 11 years with J. Walter Thompson Co., New York, as copywriter, joins creative staff of Sullivan, Stauffer, Colwell & Boyles, New York.

SALLY PAUL, formerly with Garfield & Guild, San Francisco, resigns to join Kaufman & Assoc., Chicago, as space and timebuyer.

ELMIRE GOLDTHWAITE, head of own agency of that name, and GRETCHEN VANDIVER of Knox Reeves Adv., both San Francisco, elected to honorary membership in U. of California's chapter of Pi Alpha Sigma, national advertising sorority.

RUTH ROCKOFF joins Kapps Adv., Chicago. She formerly was with WOTM Manitowoc, Wis.; WEDC Chicago, and WJOL Joliet, Ill.


FOOTE, CONE & BELDING dissolves publicity department of Hollywood office. JACK MELVIN, former department head, has announced no future plans; BOB RICHARDS, his assistant, joins Abbott Kimball Co., Hollywood, as manager of publicity department.

JAMES W. KEELER, former feature writer for St. Paul Dispatch and Minneapolis Sunday Tribune, joins Erwin, Wasey & Co., Minneapolis, as assistant account executive. CARROLL A. RAY, formerly with Walker Adv., Minneapolis, joins agency as production manager.

EDWARD R. FITZGERALD succeeds the late MARGARET WYLIE as timebuyer at J. Walter Thompson Co., Chicago. Associated with firm 12 years he headed production control department for past five years.

(Continued on page 69)
We can't always be first in everything, but WGN can be counted on to be among the leaders if not the leader.

From time to time you have been bombarded with nebulous statements attempting to prove one station's superiority over another. Here is a case where all stations were broadcasting the same type of program—election returns—at the same time and yet 23.1% of the homes listening to any station preferred WGN at a time when over half of the homes were listening to something.

We won't say any more—you be the judge.

Tuesday, November 2, 1948
8:30 - 10:00 PM
Hooperatings*

(Sets-In-Use 54.3%)

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<th>Share</th>
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<td>6.8%</td>
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*Less than 600 calls—indicative but not conclusive
MORE
People In This Billion Dollar Retail Sales Area
Listen To WPTF Than To Any Other Station!

WPTF dominates all competition at all times. That's the report of the 1948 LISTENER DIARY STUDY. Conducted by Audience Surveys, Inc. in WPTF's 62 counties with 50% or better, day and night, BMB coverage.

The LISTENER DIARY STUDY shows detailed radio habits of this billion dollar plus retail sales market, including: Sets-in-use. Station ratings. Share of audience flow. Audience composition by quarter hours. Get your copy from WPTF or Free & Peters.

More proof that WPTF is the Number One Salesman In North Carolina, The South's Number One State.

50,000 WATTS 680 KC. NBC AFFILIATE
WPTF
RALEIGH, N. C.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

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NEGOTIATIONS were still in progress last week-end for sale of the American Broadcasting Co. to Twentieth Century-Fox. It will be in or out this week. It was still a 50-50 bet either way.

The transaction, if completed, will mark the second time in history that a major network will have changed hands. Paradoxically, both involve the same basic network.

Conversations were in the highest echelon—between Edward J. Noble, ABC chairman and 55% stockholder, and Spyros P. Skouras, Twentieth Century president. It was Mr. Skouras who approached Mr. Noble, it was learned.

ABC, which has shown a phenomenal growth in both AM and television since Mr. Noble acquired it five years ago, from RCA-NBC, as the Blue Network, is roughly valued at between $20,000,000 and $25,000,000.

ABC Silent

Only formal word regarding the negotiations emanated from Mr. Skouras last week, when he confirmed reports that conversations were under way. ABC officials have maintained a strict silence.

It is understood that Mr. Skouras, if the transaction is consummated, desires to acquire the network as a going concern, with its present executive personnel, from Chairman Noble down. Thus, presumably, it would be operated wholly apart from Twentieth Century, though with the emergence of television the two organizations would dovetail hand-in-glove. The film company—one of the big four—would have important outlets in both TV and sound broadcasting for its film exhibition and its talent. It would have the promotional value of a full-scale network, and it would wield its motion picture operations with the greatest competitor of motion pictures—television.

Others Interested

ABC has been approached in recent months by at least three other important entities in the motion picture industry. Warner Bros., it is understood, was among them.

Despite the complete silence in ABC quarters, the atmosphere last Friday appeared to be one wherein Mr. Noble was adamant about selling, but was confronted by an insistent prospective purchaser.

Mr. Noble and his immediate executive associates in ABC together own, with their families, 65% of all outstanding ABC stock. Thus, if a transaction is consummated, more than control could be delivered by Mr. Noble and his top echelon, which includes Mark Woods, president; Robert E. Kintner, executive vice president; Robert H. Hinckley, vice president; C. Nicholas Fraulx, vice president and treasurer, and Earl E. Anderson, vice president.

The question of movie companies' qualifications to own and operate radio stations, long simmering in the Commission as a result of the Supreme Court's anti-trust decision against the major producers [Broadcasting, June 21], would be sure to arise when FCC is called upon to approve a transfer to any of the principal film companies.

In any event the Commission will have to face and answer the question when it resumes licensing of new television stations, in view of the large number of movie firms seeking to get into TV.

Problem Remains

FCC's concern, which reportedly led to conferences with the Justice Dept., was evidenced officially when an application was filed by which Paramount Pictures would have acquired a 25% interest in KSB Des Moines [Broadcasting, July 19]. The application was withdrawn—but not, Paramount said, because of the nature of the questions raised by FCC.

Observers felt a thorough FCC hearing would precede approval of transfer of ABC. The transfer application actually would only to five ABC AM-FM-TV stations, since the Commission does not license networks, last sale of the network certainly would be conditioned upon FCC approval of the station transfers.

The purchaser of ABC would acquire a ready-made television system—a primary consideration for a movie firm. Aside from AM and FM outlets in five cities, the network has five video stations—the maximum allowed by FCC's multiple-ownership rules.

Three of the five are on the air: WJZ-TV New York, WENR-TV Chicago, and WXYZ-TV Detroit. The two others—KECA-TV Los Angeles and KGO-TV San Francisco—are slated to commence operations around the first of the year.

ABC also operates a growing television network which now consists of 18 stations including its three operating owned stations.

Under Mr. Noble's five-year plan [Continued on page 62]

Mr. NOBLE

NOBLE SKOURAS TALK SALE Decision in or Out This Week

Mr. SKOURAS

BROADCASTING • Telecasting

BMB REVAMPED

Langley Named Aide to Feltis

BMB emerged last week from the reorganization wringer with its top personnel intact, its framework revamped and an operating program meeting desires of its agency-advertiser-broadcaster sponsorship.

The heated observations of NAB's board [Broadcasting, Nov. 22], which called for serious "realignment" at BMB, were gone over thoroughly in a three-day series of New York meetings at BMB headquarters.

As a result of the deliberations, Hugh Feltis, BMB president, announced appointment of Curt Langley, former director of subscriber services, to the new post of assistant to the president. This change frees Mr. Feltis for general management duties. Departmental responsibilities and duties were completely defined to bring about better coordination of BMB functions.

The NAB realignment resolution, together with NAB recommendations, were discussed Monday by the BMB board at an all-day meeting in New York. In presenting it to the BMB board, Hugh Terry, KLZ Denver, member of both the NAB and BMB boards, explained that it stemmed from an NAB doubt that the BMB by-laws were sufficiently specific in centralizing responsibilities for the bureau's activities. The BMB board referred the matter to the By-Laws Committee, whose consideration culminated in today's announcement.

Under the new set-up, Mr. Feltis assumes responsibilities for BMB policies, general management, industry relations with the three member associations — AAAA, ANA, NAB — and sales of subscriptions.

Mr. Langley has charge of operations and the coordination of the bureau's activities in television and (Continued on page 22)

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BMB Revamped
(Continued from page 21)

mechanical and electronic devices.

Philip Frank, executive secretary, handles public relations and BMB publications.

John Churchill, director of research, is responsible for surveys embracing FM and TV as well as AM broadcasting. He is in charge of technical procedures and tabulating subcontractors.

A subscriber service director, to be appointed, will handle subscriber, advertiser and agency service.

George Baillie, production manager, is responsible for ballot mailings, printing and clerical staff.

John Wright, auditor, handles accounting and billing.

In announcing the executive re-alignment Mr. Feltis told BROADCASTING he was in no way disturbed by the NAB recommendations for a change. "BMB functions under the direction of its three member organizations," he said, "and it may be expected that from time to time any of them will come up with suggestions. It would really disturb me," he stated, "if there were no suggestions, as that would indicate a lack of interest in BMB and that would be serious."

Mr. Feltis pledged that "as long as I am president of BMB all these suggestions will always be welcomed and given serious consideration." He added that it was easy for him to make this promise as he has "no personal allegiance to any one method, or technique, or measurement."

A major consideration guided the decisions entailed in making the realignment of executive duties, Mr. Feltis stated."

1. To assure our subscribers of careful consideration and efficient handling of special problems as they arise."

2. To fulfill our commitment to the industry to conduct a nationwide study in March 1949 and to deliver the results as soon as possible thereafter.

3. To refine and develop future nationwide studies for 1951 and thereafter.

4. At the same time to keep abreast of expanding industry needs with respect to the type of information required for both radio and television."

Mr. Feltis declared that the decisions as to the executive personnel had been made without regard for pressure from broadcasters and others for or against this man and that. "The men whose names are announced are there because we believe them to be the best men for those positions," he said.

Expressing gratification in the strong NAB board action asking for at least 1,000 BMB subscribers for the 1949 study. Mr. Feltis said he will expect and welcome the help of every NAB director toward achieving that goal.

He lauded the BMB board's approval in principle of releasing non-subscriber data for the restricted use of subscriber stations as "one of the most constructive steps that could be taken at this time because it will make their sub-

sions more valuable to the subscribing stations."

This action had been taken at Monday's BMB board meeting, where Mr. Terry and G. Richard Shafter, WIS Columbia, S. C., presented the report of the NAB sub-committee on BMB which the NAB board had unanimously approved. (See below for full text.) A member of the NAB board, Mr. Shafter will join the BMB board in January, succeeding Robert Mason, WMRN Marion, 0., whose term expired the end of the year.
WMAR DROPPED

FIRST CANCELLATION of a station in a major market was requested of the FCC last week, and is destined to provoke widespread discussion.

WMAR Baltimore, which holds with 1 kw, fulltime, is the facility turned in by the A. S. Abell Co., publisher of the Sunpapers, which now operate WMAM. The station formerly operated as WMAR-FM. It was presumed that other applicants in Baltimore and elsewhere would promptly crop up for the service.

In a letter to FCC, former Comr. E. K. Jett, now Sunpapers' vice president and director of radio, stated: "The Commission has advised the firm of a construction permit for 850 kc expire on Dec. 29, FCC explained.

The original CP for WMAR was issued in October 1947 (Broadcasting, Nov. 3, 1947) after comparison hearing with request of WEEU Reading, Pa., to improve its facilities. The WEEU application also was approved.

Placing the letter by Mr. Jett indicated the door was not closed to possible future operation in AM. The difficulty in locating a suitable site for WMAR was complicated by a three-element directional antenna. The estimated construction costs were under $800,000.

The Sunpapers' television outlet, BARNARD WILL FORM OWN VIDEO REP FIRM LYNN BARNARD has resigned as television manager of Paul H. Raymer Co., to form L. L. Barnard & Co., a television representative firm. Headquarters will be at 53 E. 77 St., New York.

In announcing his new organization Mr. Barnard pointed out that "Television is now arrived at the point where it requires sales specialists who understand the complicated camera techniques, studio production and the vast potentials in visual advertising that this new medium offers."

Mr. Barnard has been with the firm for a year. Pedlar, Ryan and BBDO in radio and television. During the war he produced motion pictures for the U.S. Navy.

HATCHER TO JOIN LANG-WORTH SALES RALPH HATCHER, prominent in radio sales and commercial management circles, has been appointed to the sales division of Lang-Worth Feature Programs, New York, C. O. Langlois, the firm's executive director, announced last week. Mr. Hatcher's activities will be directed primarily representing Lang-Worth in the Middle Atlantic and New England states.

Mr. Hatcher's resignation, most recently associated with CBS as manager of the network Central Division stations relations office in Chicago, Mr. Hatcher was transferred in March 1947, to New York. There he created and developed the cooperative program department of CBS.

"Mr. Hatcher will devote every effort toward furthering the Lang-Worth idea of reviving spot broadcasting in its original concept, throughout his territory," said Mr. Langlois.

Starting his radio sales career as commercial manager at WTAG Norfolk, Mr. Hatcher remained there 14 years, until he went overseas with OWI. He joined CBS upon his return to this country.

WMAR-TV, ended its first year of operation on October 27 with a record of 4,000 hours telecasting. This averaged 7½ hours per week, 54½ percent of program time and the balance test pattern. The TV and FM stations have a combined staff of about 60. The FM station, WMAR-FM, holds a Transist Radio Inc. franchise.
A REPORT ON TAPE

By GERALD KING
President, Standard Radio Transcription Services

AT THE NAB convention held in Los Angeles last May, Standard Radio demonstrated transcriptions on tape, together with a promise that eventually this style of music would be available to radio stations on this new form of recording.

Delivery was subject to several conditions—mainly the standardization of technical standards by the NAB, manufacture of equipment for reproduction, and, of course, the demand for tape transcriptions. It was demonstrated at the time that tape has many advantages. It is of higher quality than any form of recording in existence today and has far less background noise, no ticks or pops, less distortion, greater dynamic range, and the ability to be played thousands of times without increasing the noise level or distortion of the music recorded upon it.

Its disadvantages are higher cost and less ease in handling, especially cueing.

Tape Standards
At this time it seems only fair to the many people who are interested in the development of this new recording art to make some statements about progress. To begin with, the NAB Engineering Dept. has been quite active in investigating standards for tape, particularly the speed with which it passes through a reproducer.

The original German machines operated at 77 cm per second, which translates into 30 American inches per second, and as the two original machines made in this country were copied after the German model, they retained this 30" speed. This speed allows for very high quality and all the other desirable characteristics of tape to its fullest extent.

It does, however, greatly increase the cost. The NAB engineering standards therefore seem likely to be set at 30" for original high quality master recordings and recordings where frequencies upwards of 15,000 cycles are desirable; then 15" per second for general use in AM and FM, based on the assumption that the advance of the art eventually will allow this speed to handle frequencies upwards of 15,000 cycles; and lastly, 7 1/2 per second, which is the speed of the little home machines and for special pickups like "Man-on-the-Spot" broadcasts, interviews, etc., where low cost and extreme portability are desirable.

Standardization is but one of the problems to be licked before tape becomes a useful part of a station's broadcasting day. Although the U. S. makers of tape have advanced well beyond the best the Germans had to offer in every respect, they still have manufacturing problems which have to be resolved so that the tape can be used as it comes out of a box.

At the present time we have to condition every foot of tape before we use it due to many splices and irregularities, and magnetic properties in the tape itself. The problem of making copy or dubbings is also under laboratory survey and out of it we hope to find a better way of making copies other than by the so-called "brute force" dubbing, by a line-up of machines.

The second problem, reproducing equipment, is being attacked by several manufacturers and it is fair to assume that very satisfactory reproducers without recording and erasing heads will be available at a lesser cost than is now paid for a transcription turntable.

These will be heavy duty machines, capable of continuous performance. They are not yet in production.

The next problem is that of a demand for such a service from radio stations. We felt that FM radio would find this method extremely desirable, but the changed economical picture, with many FM stations deeply in the red, or making little headway and making operators reluctant to take on a more expensive method of transmitting recorded music than they now have by transcriptions and ordinary phonograph records.

Present Use
AM station operators with FM outlets seem content to duplicate AM programs as a general rule and they, too, seem little interested in taking their AM audience away.

This brings us down to the present use of tape recording and its future possibilities. For the present, we firmly believe that tape recording at high speed gives the best possible master recording, superior in every respect to the best disc recording of any type.

By making these tape recordings now, we are enabled to use our present style transcriptions and at the same time retain the tape master for future use.

The crew which we sent to Europe in September to do recording because of the AFM ban was equipped with a special Rangertone 30" recorder and all necessary accessories, including microphones, mixer, and the necessary converters to use on any type current.

Without such equipment high quality recording in Europe, apart from London, is impossible. The equipment is not there to do the kind of work to which we are accustomed. To begin with, the tape recorder has been released for one use only by the manufacturer.

The second important use we have found for the tape recorder is in our sound effects.

About six months ago we decided that sound effects available for radio were getting in a bad state and we set about to record new sounds and better recordings of the old ones. For this we used a portable tape recorder operating at 15" per second.

Problems, Possibilities Cited

Business of Broadcasting
One of a Series

THE INSIDE STORY of steps being taken to produce high quality tape recording equipment for transcriptions for the industry is given frank treatment by the author. Much progress is cited in a review of experiments and efforts to standardize equipment. At the same time, Mr. King brings into sharp focus a vivid picture of the stumbling blocks which are still proving troublesome.

The idea is to have the equipment ready for use at the NAB convention held in Los Angeles last May. This equipment will be in the hands of a number of stations, and the results are expected to be a great improvement over the existing situation.

Several programs utilizing foreign language will be in process, and the tape being flown to New York for network presentation or processing to transcriptions, which will eliminate the noise, fading and distortion which is always present in overseas pickups.

And finally there is TV. Every listener to TV has one big squawk—the horrible quality of sound on the films which are telecast. This is an inherent fault in 16mm film.

The optical system of recording makes it an impossibility to record transcriptions on 16mm film at the present rate of speed much in excess of 4,000 cps. Not only is the quality bad, but the flutter is worse.

Cumbersome as it may seem, TV (Continued on page 50)
INAGURATION

INITIAL plans were made last week for radio, television, newspaper and press coverage of the Presidential Inaugural which is expected to attract more than a million visitors to Washington Jan. 20.

Overall plans are under the direction of a committee headed by Chairman Melvin D. Hildreth, a Washington lawyer, who was in charge of grandstand arrangements for three inaugurations of the late President Roosevelt.

Mr. Hildreth appointed S. C. Brightman and Kenneth Fry, publicist and radio director, respectively, for the inaugural. Both appointees are associate directors of publicity for the Democratic National Committee, which has placed them on leave.

They commenced duties last Monday in their office in the Tariff Bldg., 700 Block F St., N.W.

Tentative plans discussed last Wednesday by Messrs. Brightman and Fry with representatives of AM, FM, TV, TV newsreel, press and newsreel companies call for the erection of three large stands for coverage operations.

Pooled Coverage

The television networks will provide coverage through a pooled arrangement, Mr. Fry said. Details of the pool have not yet been completed. These will be determined by the industry, itself, Mr. Fry explained.

To provide a long view of the parade down Pennsylvania Ave., a large two-tier stand will be erected.

The club's address was given as 418 Randolph St., N.W., Washington, D.C.

The Truman-Barkley Victory Club (Signed)

The club member was given as Mr. Bennett, President of the club.

Mr. Bennett, President, decided to drop the p.i. offer. Ap- prised by this magazine of the widespread station indignation his project had aroused, he said that he did not desire the idea as a stunt for radio or NAB. He already has bought newspaper space.

Nevertheless, some NAB officials have an advertising device aroused such a storm of station-wide protest.

The offer had inspired an investigation by the Democratic National Committee, which quickly disclaimed any connection with the "club." Committee officials refused to take it in an effort to carry on in the Truman-Barkey victory and took "a dim view" of the whole idea.

The station protests in the Truman-Barkey offer culminated two months of industry indignation over the autumn outbreak of per inquiry propositions (Broadcasting, Nov. 1, 1948, p. 6).

Recent Flag Waving

Station officials writing to Broadcasting and the NAB had denounced the "club" in bitter words. They especially resented what they felt was a flag-waving appeal. On top of that, they mar- veled at the requirement that stations receive all orders, forward $1 each to the club, and then wait three weeks until the inauguration is over before receiving the $25 commission.

Mr. Bennett told Broadcasting he was in the design business and had conceived the idea as a pat-riotistic gesture, since there was little chance to make money on a 75% basis in view of the expense of buying ash trays, printing and applying a stencil and then mailing.

He said 70% of stations replying to his offer had rejected it, with about 10% denouncing the idea. He said 30% had indicated they were interested in the p.i. proposition.

Mr. Bennett said he would write accepting stations a letter explaining why the whole idea had been abandoned. No stations had started actual announcements of the ash tray, he said, though paid white space has been used in tabloid newspapers, bought at the straight rate.

He pointed out that the p.i. letter to stations does not claim official sanction of the Democratic National Committee. His designoffice had produced many items during the Presidential campaign, he said, calling the post-election scheme "strictly a goodwill measure."

"This was just another little thing we were going to do," he stated. "We also wanted to give the idea the widest possible exposure."

BROADCASTING

The club had a nationwide scope. The club members will be given a badge and a membership in the "United America" Society.

Mr. Bennett said he had decided to drop the p.i. offer because of the "flame" of protest that it had attracted.

Mr. Bennett said he would write accepting stations a letter explaining why the whole idea had been abandoned. No stations had started actual announcements of the ash tray, he said, though paid white space has been used in tabloid newspapers, bought at the straight rate.

He pointed out that the p.i. letter to stations does not claim official sanction of the Democratic National Committee. His design

agency commission" but it was understood no agency was mentioned in the offer. In submitting the deal, Mr. Bennett of WWVB stated: "Frankly, I am running it on a station that I own and we are meeting with great success."

Lighter Offer

Another broadcaster is originator of a per inquiry offer of "Berkeley Director Lighter" said to be a $10 value selling over the air for $5.95, with the station getting $1.25. The offer is submitted by Carl Calman on behalf of Namlac Radio & Television Corp., 55 W. 42d St., New York.

The lighter offer "will bring a mail pull that will amaze you," writes Mr. Calman. He continues: "I have been a general manager and sales manager of metropolitan New York stations, the last being WBZ where I was vice president and general manager."

It was pointed out at NAB that "Namlac" is Calman spelled backwards.

Interesting product offered by Ayres Advertising, 1310 Sharp Bldg., Lincoln, Neb., is a plastic toothbrush with paste in the handle. This brush is said to dispense "evenly over the brush area by".

(Continued on page 55)
PROPOSED merger of talent unions, an on-and-off project for some years, has now progressed to an advanced stage in its latest start. Spokesmen for unions concerned are optimistic that a wedding will finally take place.

The new impetus for a merger began last August after the Boston convention of the American Federation of Radio Artists passed a resolution for such a merger. Since then, a merger committee of AFTRA, with George Heller, AFTRA's secretary-treasurer as spokesman, has been seeking agreements with Actors Equity, Chorus Equity and American Guild of Variety Artists.

The boards of Actors Equity and Chorus Equity already have started consideration of the 20-page merger plan which has been worked out by committees of the unions. The AGVA board is expected to take it up soon while AFTRA's boards in the West, Midwest and East, in that order will review the entire plan.

TV Jurisdiction
When complete agreement is worked out among the four unions, a further pact will be sought with the Screen Actors Guild in Hollywood, under which the responsibility and jurisdiction in television is to be defined.

The new organization is expected to be given this jurisdiction except for matters primarily concerned with the motion picture field, which will fall within the jurisdiction of SAG.

Final step in the merger would be either votes at general membership meetings or mail referenda by members of the organizations. This step, barring complications which are at present not foreseen, is said to be possible as early as January.

If the merger is voted for by the members, a central office in New York to handle the administrative concerns would be sought and, although the single union would have subdivisions along craft lines, it would operate as a unit.

Its relationship with SAG, it is said, will be something in the nature of a partnership with the responsibilities of the partners in the television field given delineation to prevent clashes or overlapping.

One Card Only
Upon merger, member of the new organization will carry but one union card, instead of the two, three or four it is possible for them to presently hold. Dues will, of course, be paid to only one organization.

The membership card, however, will have on its face the fields in which the performer is qualified to vote, so that his identification as an actor in any particular field will show in the card line.

It is also proposed that the national board of the new organization consist of 40 members, divided as follows: Equity 15, AFTRA 15, Chorus Equity 5 and AGVA 5. Each division is to elect its own board members by a system each is free to devise for itself.

Seven officers are to be elected from among the 40 national board members: A president, four vice-presidents (one representing each division), a secretary and a treasurer. They will be elected at an annual convention from among the board members.

Provision is made to have not more than two officers from any one division.

The national board will appoint national executives and the national counsel. Local executives are to be appointed by the association's local board or elected by the local membership, subject to disapproval by a two-thirds vote of the national board.

The national board will have the power to approve or disapprove or amend budgets of divisional boards and association locals.

Powers of Board
Other powers of the board will include: Supervision of association locals; ultimate approval of basic agreements with employers; coordination and codification of rules regulating agents; organization and administration of television; administration of central treasury; determination of major policies affecting divisions and association locals jointly; review of disciplinary action after divisional and/or association local remedies are exhausted; relationship with the AFL, the APL and other unions.

Although the four divisions of the new union are to have autonomous powers, the national board will be empowered to operate in concerted fashion in contract negotiations and strikes.

Dues are to be based on annual income, ranging from $24 a year for incomes up to $2,000, to $100 a year for those of more than $50,000.

Initial contribution to finance the new organization are proposed as follows: Equity $150,000, AFTRA $150,000, Chorus Equity $50,000 and AGVA $5,000.

AUTO-LITE FOREIGN CAMPAIGN PLANNED

ELECTRIC Auto-Lite Co., New York, plans the largest foreign market advertising campaign in the firm's history to support its newest product, the resistor spark plug, according to National Export Advertising Service, New York, the company's agency for foreign advertising.

Radio stations in six marketing areas overseas, including Puerto Rico and Venezuela, are to carry spot announcements. In Hawaii transcribed re-broadcasts of the Auto-Lite Suspense show, heard domestically (CBS, Thursdays, 9:30 p.m.) will continue to be used. Other overseas markets are as yet undecided.

C. F. Rork, sales promotion manager for Auto-Lite's foreign division, describes the campaign as a continuation of Auto-Lite's major drive for foreign markets. Current advertising budget is about triple the prewar level and is 50% greater than in 1946.

ASCAP-TV Meets Explore Music Use

THREE POINTS seeped out of the closed doors of the annual Western Convention of ASCAP, which convened at the Beverly Hills Hotel, Los Angeles, Nov. 22.

(1) ASCAP-TV industry meetings have been going on in preliminary study of the manner of music use in the medium. The formula of charge, yet to be evolved, would be effective as of Jan. 1.

(2) ASCAP will appeal the decision of New York Federal Judge Vincent Leibell related to film theatre performance-right excises. Stay of execution is to be sought the first of the week.

(3) There is dissatisfaction on the part of some West Coast members leading to resolution of "cesure" of board of directors for refusing to create paid post of West Coast liaison. L. Wolfe Gilbert. This had earlier been petitioned by the South and East.

Fred Ahlert, ASCAP president, informed the meeting attended by more than 240 members that 72% of (over 80) members required to authorize ASCAP as agent for handling of TV rights had been obtained before he came to Coast. During his stay, he advised Broadcasting that a number equal to or in excess of the needed 8% had probably come in.

On the court ruling which found against ASCAP, Mr. Ahlert said that Judge Leibell's ruling was out of his jurisdiction as the suit was a civil one. He was optimistic of final victory.

CONGRATULATIONS are extended to Phillips Carlin, MBS vice president, on his 25th anniversary in radio. L to r: Col. William M. Rankin, pioneer advertiser, who gave Mr. Carlin the audition that led to his first commercial broad- cast Dec. 22, 1922; H. Kaltenbeck, news commentator and founder of Pioneers' 20-Year Club; Mr. Carlin, and Sam Ross, who gave the MBS execu- tive his first job in radio (WEAF New York, now WNBC).

(See Carlin's Respects Sketch, page 44)
A STRONG BELIEF in color television as a service for the near future was voiced last week by FCC Comr. Robert F. Jones.

Giving his chance to speak before the Midwest stations, he outlined what probably was their strongest shot-in-the-arm since CBS's fullfledged effort to have color standards established two years ago. Comr. Jones said in a speech prepared for delivery in Columbus, Ohio, last Saturday:

"If color can work in actual practice as it does in the laboratory, and will utilize the same channel space, should provision not be made for it promptly? Should we not let the American public as listener and investor decide what it wants?"

Mrs. Jones' speech, in accepting an honorary degree of Doctor of Laws from Ohio Northern University, came only a few weeks after the Commissioner watched a demonstration of CBS color systems, which reportedly included electronic sequential and 6 and 12 mc methods [BROADCASTING, Nov. 1]. He said:

"I have viewed two systems in the laboratory stage. One of them takes more space than the [6 mc black-and-white system], but the other is now able to give a bright television picture as sharp, as beautiful and as accurate as any technicolor movie I have seen."

Why Wait for Perfection?

"I am one Commissioner who believe color television to the public for the next generation or the next five years. I think it is not necessary to wait for perfection before launching a new service. Thomas Edison's first light bulb was a pretty dim affair. American industry and genius have made it the fairyland of lights it is today," he declared.

He pointed out that "all the major companies are conducting research in color." Some of the different systems, he noted, have been inspected informally by the Commission.

Comr. Jones also sketched the potentialities of Stratovision. If this is the best method to carry television to rural populations, he said, "then the Commission should plan for it and provide for it in the UHF [region] reserved for television [475-890 mc band]."

"If you believe television should be engineered to deprive the rural population of television programs," he declared.

He referred to the Commission's current freeze on TV applications as a "moratorium" but said work on the technical problems behind it is being expedited and that "it is my personal viewpoint that the problems will be ironed out in the not too distant future."

Mr. Jones said television's need for additional spectrum space "cannot be ignored."

With respect to use of the UHF, currently under consideration, he said: "It is my feeling that the art may be developed to the point that we now can have television broadcasting in these ultra high frequencies, but the day when the industry will provide us with transmitting and receiving equipment sufficient for that purpose is still a question."

Coy's Prediction

A similar prediction that video might soon begin to use its "upstairs band" had been made only a few days earlier by FCC Chairman Wayne Coy [BROADCASTING, Nov. 22].

It was clear from Mr. Jones' remarks that he was expressing his personal views and not undertaking to commit the Commission.

His speech was to be broadcast by WHRC Columbus and a number of other Midwest stations.

Advertest Is Preparing Video Audience Survey

A STUDY of "The Television Audience of Today" will be released about Dec. 16 by Advertest Research, New Brunswick, N. J. Based on panel interviews throughout New Jersey, the study will be available to advertising agencies, television stations and television advertisers.

A statistical picture of the following points are to be included:

1. Length of ownership of TV sets, (2) family size of set owners, (3) which selects the programs to be viewed and (4) favorite stations for various type programs.

The study may be secured without charge from Advertest Research, 136 Albany St., New Brunswick, N. J.

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**NBC's Television Data Chart—Compiled and Corrected to Nov. 1, 1948**

<table>
<thead>
<tr>
<th></th>
<th>No. of Families</th>
<th>No. of Sets</th>
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<td>(Service Area)*</td>
<td>Installed</td>
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<td>New York</td>
<td>WPIX-TV</td>
<td>3,580,000</td>
</tr>
<tr>
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<td>WBAL-TV</td>
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<tr>
<td>Philadelphia</td>
<td>WPTZ</td>
<td>1,144,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WWGR</td>
<td>1,444,000</td>
</tr>
<tr>
<td>Schenectady</td>
<td>WRGB</td>
<td>458,000</td>
</tr>
<tr>
<td>Washington</td>
<td>WANN</td>
<td>601,000</td>
</tr>
<tr>
<td>East Coast NBC Intercon. Network</td>
<td></td>
<td>492,400</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBBF-NTV</td>
<td>323,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM</td>
<td>1,428,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WNKR</td>
<td>654,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WDIV</td>
<td>215,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ-TV</td>
<td>377,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KTVI</td>
<td>261,000</td>
</tr>
<tr>
<td>Toledo</td>
<td>WSBN-NTV</td>
<td>228,000</td>
</tr>
<tr>
<td>East Coast NBC Intercon. Network</td>
<td></td>
<td>410,800</td>
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<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>233,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCVT</td>
<td>1,067,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KDFI</td>
<td>1,067,000</td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>KSTP-TV</td>
<td>327,000</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>KSL-TV</td>
<td>55,000</td>
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<tr>
<td>Total NBC Stations (18)</td>
<td></td>
<td>824,400</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA</td>
<td>1,772,000</td>
</tr>
<tr>
<td>New Haven</td>
<td>WNAB</td>
<td>357,000</td>
</tr>
<tr>
<td>Sub Total</td>
<td></td>
<td>2,129,000</td>
</tr>
</tbody>
</table>

**Station Status**

<table>
<thead>
<tr>
<th></th>
<th>Licensed Sta's</th>
<th>CP's</th>
<th>Pending Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>60</td>
<td>7</td>
<td>67</td>
<td>11.2</td>
</tr>
<tr>
<td>CBS</td>
<td>6</td>
<td>14</td>
<td>20</td>
<td>16.6</td>
</tr>
<tr>
<td>ABC</td>
<td>1</td>
<td>14</td>
<td>18</td>
<td>15.9</td>
</tr>
<tr>
<td>MBS</td>
<td>2</td>
<td>5</td>
<td>7</td>
<td>41.5</td>
</tr>
<tr>
<td>IND</td>
<td>2</td>
<td>7</td>
<td>14</td>
<td>42.1</td>
</tr>
<tr>
<td>Total (d)</td>
<td>37 (c)</td>
<td>80</td>
<td>117</td>
<td>132 (79)</td>
</tr>
<tr>
<td>Markets (b)</td>
<td>5</td>
<td>45 (15)</td>
<td>125 (79)</td>
<td></td>
</tr>
</tbody>
</table>

**STATION STATUS NOTES**

STA — Operating under Special Temporary Authority
CP — Construction Permit
108 actual FCC channel allocations applied for
(b) - Figures in parentheses represent additional markets
(c) - Three stations not operating: KOB-TV Albuquerque (NMC), WAVE-TV Baltimore (NMC), WAAM Baltimore (ABC)
(d) — Network figures in STA and Total columns aggregate more than column totals since several stations are affiliated with more than one network.

**SET CIRCULATION NOTES**

— New station added
**— Figures represent total number of families in each 45-mile (1½ millivolt) service area and may not be combined to show net coverage in 2 or more cities. Net family figures for NBC networks are shown below:

| Families In Range of | 7,101,000 |
| Families NBC East Coast Network |          |
| Families NBC Midwest Network | 3,477,000 |
| Families All NBC Stations | 12,578,000 |

---

**ADVERTEST Survey of Total Net-Spot-Local**

<table>
<thead>
<tr>
<th>Area</th>
<th>548 (Sept) Television Mag.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANUFACTURERS</td>
<td>100 (Oct) Television Mag.</td>
</tr>
</tbody>
</table>

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**BROADCASTING** • Telecasting

November 29, 1948 • Page 27
Food Manufacturer Buys Xmas on KTBI

AS A SALUTE to the friendly neighborhood grocer, Nalley's, Pacific Northwest food manufacturer, has contracted for the entire Christmas broadcast day on KTBI Tacoma.

W. B. Stuht, general manager of the Tacoma station, says that special programming is planned for the entire day, with the Christmas spirit pervading all broadcasts.

Christmas music and other concerts will form the bulk of the day's programs, but four full-length dramatic shows are also planned, utilizing local Little Theatre personnel for the casts.

A $5,000 Christmas tree purchase was arranged through Milne-Hef-ferman, Seattle advertising agency. The programs will be merchandised to the grocery trade.

SALT LAKE CITY TV ADVERTISERS ADD 12

AN ADDITIONAL 12 local sponsors joined the KDYL-W6XIS (TV) Salt Lake City advertiser lines. Many of the spots are for quarter-hour periods, the rest are spots.

Wolf's Sportsman's Store signs for a program each Friday evening through George W. Baker Advertising. Show will feature interviews with prominent local skiers and a program of local snow conditions. Lessons in dancing will be sponsored by A r t h u r Murray School of the Dance each Wednesday night through Cooper & Crowe and Admiral Radio.

Other spot buyers are Day & Night Mfg. Co., water heaters; Wilson Food Products Co.; Sears Roebuck & Co.; Bennett Faint & Glass; Capson-Bowman Real Estate Co., and Radio Supply Co.

STOP THAT STOMPING

A NEW TUBE capable of measuring vibrations as delicate as those caused by a fly walking on a steel beam has been announced by the Tube Department of the Radio Corporation of America. It is called a mechan-echron and is said to be the first commercial electronic device capable of translating mechanical vibration into a readable electrical signal. The new measuring instrument is smaller in diameter than a cigarette, only half as long and weighs 1/16 of an ounce.

NBC 'DIAL'

FIRST PRINTS of the NBC documentary film "Behind Your Radio Dial" were shipped last week to the network's affiliates for showing before an expected total of five million people a year "for the next few years."

Ordered by the affiliates on the strength of the Sun Valley convention showing last September and ensuing trade publicity, the first prints will be shown to local clubs, civic and church leader groups and schools.

Exclusive distribution privileges have been granted affiliates for three months with each NBC station receiving its regular number of prints showing the station's call letters in special animated sequence.

Only the actual cost of the print will be charged to the stations, which with trailer and sound track, is $48 for first copy and $35 for subsequent copies.

The two reel, 16mm film, running 23 minutes, is described by Charles F. Hammond, NBC vice president and assistant to the president, as the most complete documentation yet of the people, organization and operations behind NBC's radio and television programs.

Kits containing distribution suggestions and publicity aids will be furnished with the film, according to James H. Nelson, NBC advertising and promotion director, who calls it the most useful public relations instrument ever made available to stations.

During the option period, the film will be shown to conventions and other meetings of national scope. Its filming by Berto Pathe was supervised by Roy C. Porteous, manager of NBC's advertising and promotion department, directed by Edward Montagne.

Distribution Planned

The network will distribute 500 prints through Frank H. Airinghaus, president of Modern Talking Picture Service, New York.

Four hundred media, agency and advertising executives were guests of Niles Trammell, NBC president, at a screening of "Behind Your Radio Dial," last Monday, at New York's Waldorf-Astoria Hotel.

Attending the presentation were (1 to r) Charles R. Denny, NBC executive vice president; John T. Cakhill, member of the NBC board, and Ray Vir Den, president, Lennon & Mitchell.

James Doubles Area Sale of TV Filters

POLAROID Television Filters has had sales doubled in all areas where the Dennis James telecast of wrestling shows is carried over the DuMont network, according to William Dungay Cayton of Cayton Inc., New York advertising agency handling Polaroid account.

After four weeks of the James shows, said Mr. Cayton, unit sales of filters jumped from 2,000 to about 4,000 in the East, where the show is viewed. Nationally, sales have gone from 3,000 to 5,000, he said.

Part of the increase is due to Polaroid's policy of giving dealers a chance to get commercial tie-ins on the program. Dealers who buy 250 filters are given free plugs.

More than 20 dealers already have been booked on the program into the summer, said Mr. Cayton.

To take care of the requests of almost 300 dealers who could not be accommodated on the James show, Polaroid in the past two weeks has begun the policy of buying spots to boost dealers.

The dealer tie-ins take the form of a salute to the area in which the dealer's store is located and then a salute to radio in general with three mentions, which add up to about a minute, and include a photo of the dealer's store, are carried on the DuMont program.

Mr. Cayton emphasized that the recent sales boost of filters can be tied down to the James influence because, basically, the same series of one-minute spots, 20-second station break announcements and programs are being placed now that were on the air before the Dennis James telecast.

Mr. Cayton said he believed the sincerity that Mr. James can impart to a selling message is largely responsible for the sales boost.

Berthon Promoted

GEORGE T. BERTHON, who has been with Young & Rubicam since 1943, as a merchandising man and account executive, and later as manager of the agency's Toronto offices, has been named a vice president of the firm, Sigurd S. Larmo, president, announced last week.

Mr. Raibourn

Mr. Raibourn

Mr. Raibourn

Raibourn Is Named To Sindlinger Board

PAUL RAIBOURN, vice president of Paramount Pictures, has become a member of the board of directors of Sindlinger & Co., radio lis- tener rating service, but reports that Paramount is buying an audio, in interest in the serv- ice were said to be erroneous.

In New York Mr. Raibourn de- nies that Paramount intends to participate financially in Sindlinger, which operates Radox, the listening service.

"It would be the worst thing that could happen to a research organi- zation like Sinderling for another company to get a part of it," said Mr. Raibourn.

He emphasized that his own par- ticipation in the company was purely personal interest in it as a business venture.

"I believe it's the first sound thing that has been done thus far in its field," he said. "That's why I'm interested in it."

In Philadelphia, Albert Sind- linger, president of the research organization, also denied that Para- mount intended to purchase any part of the company.

At the same time, he admitted that there was a possibility that his firm might be extended to the Midwest. One of the nation's largest radio stations has urged him to set up his listening meas- urement service in its area. It is un- understood that if this is done, it will operate as a branch of the home office in Philadelphia.

In the Quaker City, Sindlinger has two areas presently operating, with a third to begin operations in about two weeks. In each area, monitors are installed in 2,000 homes. These monitors, called transphasers, enable Sinderling to know at a moment's notice whether the radio in these homes is on or off in the station. This information is instantaneous transmitted by tele- type to clients.

POST-ELECTION DROP

Sindlinger Finds Listening

—Logged for Seven Days—

RADIO listenership in the area served by the Sindlinger & Co. Radox listening measuring agency in Philadelphia showed a 42% drop in the seven days following the re- cent election, while moving picture attendance went back to near 40%.

According to Albert Sindlinger, president, a canvass of listeners to determine why the sharp drop in listening occurred revealed that set owners just got tired of radio temporarily and sought diversion else- where.

After the seventh day, radio listernership went back to normal, as did movie attendance.
By MURRAY ARNOLD
PROGRAM DIRECTOR
WIP Philadelphia

THE STORY of the magnificent success of BMI, related in the November 15 issue of Broadcasting, proved once again the tremendous force unleashed when broadcasters act in unison for their common defense—their common good.

However, it seems to me that now, a good thing to do is to take a look at the BMI-ASCAP picture from a somewhat different angle—that of the hit song. Ergo...

When I left this magnificent country of ours back in 1942 to save the world for democracy, ham and eggs and corn flakes, BMI was well on its way to bringing to radio eternal freedom that of a song. BMI was proving to the world that music is an art and not commerce.

And we're passing by the best insurance we've ever owned. We pay the premiums, yet we seem to care nothing about collecting on the policies!

I maintain that we are the ones who make the songs all America sings. If we were to withdraw and until they do, we are the ones who are making the songs of ASCAP the top tunes of the country, week in and week out. And come soon, we'll have to pay the piper for our foolishness.

Time to Prepare

But there's still time. Not much, to be sure, but still time enough to escape the ASCAP net. If we use that time carefully and intelligently, I believe we can save ourselves many thousands of dollars.

Obviously, the more successful BMI, with less money to lose, can be against you, the subscriber! The more hits BMI has, the more successful are BMI affiliate publishers.

But BMI's hit publishers do not have the power-packed financial set-up of ASCAP publishers. Consequently, when BMI publishers are unable to push a song across, not because of quality but because the song is not properly exploited, BMI has to pay for the failure. Little wonder, then, that BMI is not consistently in a position to make monthly rebates.

And now, with the added competition of television and other media, and with rising costs in almost every phase of station operation, it is imperative that management look for every saving possible.

Let's look at it this light.

Certainly no one can deny the fact that we have more than an ample supply through BMI. I defy anyone in radio to tell me that the following BMI tunes are not top-drawer quality:

<table>
<thead>
<tr>
<th>You Belong to My Heart</th>
<th>Yestereve's Sake</th>
<th>Cool Water</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poinciana</td>
<td>Amen</td>
<td>Tico Tico</td>
</tr>
<tr>
<td>Heartstring</td>
<td>Rose</td>
<td>Amour</td>
</tr>
<tr>
<td>Heartstring</td>
<td>Rose</td>
<td>Amour</td>
</tr>
<tr>
<td>Heartstring</td>
<td>Rose</td>
<td>Amour</td>
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<td>Heartstring</td>
<td>Rose</td>
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<td>Heartstring</td>
<td>Rose</td>
<td>Amour</td>
</tr>
<tr>
<td>Heartstring</td>
<td>Rose</td>
<td>Amour</td>
</tr>
</tbody>
</table>

Since BMI is paying the failure, BMI isn't using its money to the best advantage. Now we're setting up a new budget. BMI is paying the failure.

BMI Budget

THE BUDGET Bureau has cut BMI's estimate of its budget needs for the next fiscal year below the level on which the Commission is operating currently, it was reliably reported last week.

If the decision stands and Congress approves or cuts the figure further, the President's budget request when they are called to discuss appropriations with the Congressmen may seem to be a change of mind on its estimates, particularly for the smaller agencies, it was understood, and the President is not inclined to intervene on the Bureau's figures except on major services such as the military.

The prospects of upward revision of the estimate for FCC mean-while were dimmed by a statement that the aggregate recommended appropriation for some 16 unidentified agencies would be less than their total current budget.

The President's budget recommendations will be sent to Congress when it convenes in January.

WiP Philadelphia's program director, after an intensive study, furnishes some suggestions designed to move the industry's BMI to a position of superiority in its field. Mr. Arnold urges action and an end of the present apathy and inattention to the health and growth of its own child. He casts a critical eye at "romancing" practices between some disc jockeys and publishers. In short, broadcasters are implored to accept the valuable returns on their investments which they now refuse.
FARM PROGRESS

FARM broadcasting has attained the level of a profession and is acquiring recognition along with other broadcast operations, Judge Justin Miller, NAB president, said in an address prepared for the National Assn. of Radio Farm Directors.

The farm group meeting was scheduled Saturday and Sunday at the Stevens Hotel, Chicago, with Judge Miller slated as principal speaker at the Sunday night dinner.

Judge Miller recalled the ethical and professional strides made by broadcasters. He praised the work of farm directors, who keep an important productive section of the nation informed on their business problems.

Over 100 members of the association converged on Chicago Friday and Saturday. The meeting coincides with the International Livestock Exposition.

An NARFD survey of programming used by 98 of its members explained that the Sunday business was by Lemmon, WGY Oklahoma City. Fifty preferred 6 to 7 a.m. as the best time for farm shows; 35 liked 12 to 1 p.m.; 4, before 6 a.m. and 2%, until noon, the canvas showed.

Market reports were classed as "very important" by 50% of the respondents, "valuable" by 24%; "indifferent," 2%; "unnecessary" by one person. Seventy-five percent said they quoted markets daily, with an average of four minutes each. Seventy-four percent use transcribed interviews, with 55% live studio and 33% remote.

Preferences Stated

Fifty-one considered entertainment as service, while 49 said service was necessary. One in six directors uses religious music. Musical preferences, in order, are western, blues, country and popular.

Sixty-one percent of the directors do all-on-the-air work themselves. Homemaker programs were discussed by Marian Polz, WOSU Columbus, Ohio State U., chairman of the homemakers committee.

After a recent study among members, she concluded: Farm shows are geared to both men and women; only four directors are aided in production by a woman, but a third have plans to hire one; in shows with a homemaking angle, 50% devote up to 25% of the air time to women, and 50% use from 25 to 50% of the time for women.

The major recommendations were that the homemaking information be aired on every general farm program, and that directors encourage the state Extension Service to provide adequate farm-home information.


His investigations of member opinions, discovered that one-third get state background and two-thirds want it; 25% get information this way and would like it, and 40% receive transcription service, with 60% wanting it. Fifty percent of the RDF's feel that other stations in the same market, WOA1 San Antonio, guiding a talk on "How RDF's Can Improve Farm Life," outlined soil conservation practices and means by which members provide the impetus to improve farm life.

Exchange Suggested

Profits to be gained by a radio station, both commercially and in a public service way, were discussed by C. W. Jackson, KCMO Kansas City, in "RFD-Station Marketing Relations." He suggested a continuous exchange of ideas to better the entire service, and listed what 29 of the top station managers wanted. Every think that their farm directors should do in the way of programming.

At the same time these sessions were being conducted in the lower tower, Mr. Kathe and Mr. Kader-...metry exchanged information in dialogue fashion on "RFD's Look at Some Basic Issues," and then answered questions.

After the Sunday luncheon, four panelists—D. Howard Doane, president of the Iowa Farm Bureau Federation; Charles B. Shuman, president of the Illinois Agriculture, and Lloyd Buckingham, NBC-WLS Chicago farm commentator, discussed "What We Farmers Want to Hear" under the chairmanship of Mr. Miller, WRFD Worthington, Ohio.

"The Farm Market, Its Size, How We Judge It, What We Want was the subject of a panel participated in by Gerald L. Sampson, radio executive of the Bert S. Gittens Advertising Agency, Milwaukee; Armand S. Well, president of the Well Agency, Buffalo and H. T. Koening of the Carbola Chemical Co., Natural Bridge, N. Y., with Frank Colley, WHAS Louisville, as chairman.

Spending from the advertiser's viewpoint, they submitted what the sponsor looks for, and how the best job can be done to correlate with use of farm directors, agencies and sponsors.

The final report of the two-day session, "RFD Television in Action," cited as pioneers in farm telecasting WTV New York, WCUA-TV Philadelphia, WTAM-TV Cleveland, WOW-TV Omaha, WKY-TV Oklahoma City and WJW-TV Detroit.

FARM PROGRESS

Miller Lauds NARFD

REVERSING FCC's decision, the U. S. Court of Appeals for the District of Columbia ruled last Wednesday that the Commission acted arbitrarily, capriciously and without the support of "substantial" evidence when it denied WORL Boston's application for renewal.

By a 2 to 1 vote the Court sent the case "back to the Commission for the opportunity to carry out the judgment of this Court." But it appeared certain the Commission would either ask the Supreme Court to review the decision or the Appeals Court itself to reconsider. Direct approach to the Supreme Court appeared the more likely course.

But that had refused to issue the WORL license (950 kc, 1 kw, day) on grounds of concealment of ownership. In support the Commission cited the Supreme Court decision upholding the final renewal to WOKO Albany.

But the appellate court majority held that the principles of the WOKO appeal did not apply to the WORL case.

Not 'Willful' Deception

In the WORL proceeding, the majority said, no motive for concealment was shown and no evidence of "willful" deception was presented.

The majority opinion was written by Justice Bennett Champ Clark for himself and Justice Wilbur K. Miller.

Justice H. W. Edgerton, dissenting, said he found adequate support for FCC's finding that WORL owners had "willfully" filed false reports. A "significant, if not the "falsehoods" would have substantiated FCC's finding that the "continued series of misrepresentations and concealments ... demonstrates that the applicant does not possess the necessary character qualification of a licensee," Justice Edgerton declared.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys.

The Court considered it unnecessary to rule on WORL's claim that FCC violated the Communications Act and its own regulations when it dismissed, along with the license denial, a pending application for sale of the station to Laurence S. Bittner and Dominic J. Perri (Bittner Broadcasting Corp.) for $290,000.

By its own terms, however, the deadline for consummation of this contract has already passed. Meanwhile, applications for WORL's financial reorganization have been heard by the Commission and appear headed for even longer delays while litigation continues.

Court Counters FCC Denial

In its own decision, adopted on a 5 to 1 vote, FCC contended that Miller, Lafount and Cohen had refused to apply for FCC consent and also "concealed from the Commission the fact that a transaction that the majority of Class B voting stock had taken place at that time." FCC also cited other instances of alleged misrepresentation.

Acted in Good Faith

The Court majority, however, accepted the owners' arguments that they did not act in good faith. Justice Clark quoted, as the "keynote" of WORL's contention, the argument of its attorneys that "we say we've never sinned; erred, yes, but never sinned." The majority opinion continued:

In view of the majority of this Court, the record ample supports appellant's protestations of good faith. True, the evidence had, in the view of the appellant's agents were careless and absentminded, possibly, lacking in good judgment as to drafts reports required of a Commission, but none of these characteristics suggest a lack of good faith. True, it is equally certain and of record that most of these characteristics were projected over to and affect the representation and conduct of appellant's business as a . . .

In fact, appellant's outstanding public service, the impact of which is increasing financial stability at home.

(Continued on page 60)
PUBLIC GETS THIS 'CHANCE'  
Siegman's 'Listener's Bill of Rights'  
Ugus Group Action 

IN A PAMPHLET The Radio Listener's Bill of Rights, detailing the dealings of radio, Charles A. Siegmund of New York U. outlines a plan whereby listeners can cooperate with the radio industry for better programming. 

Pointing out that channels and wave-lengths basically are public property, Mr. Siegmund says it is the FCC's job as well as that of FCC, to promote the best community interest on the air. 

Stressing radio's potentialities for influencing social thinking, Mr. Siegmund takes radio to task for devoting too small a portion of its scheduling to such issues as racial and religious intolerance, juvenile delinquency, world security, etc. 

The listener can become an active participant in directing the future course of the industry by purchasing selectivelistening motoring wider interest in serious programs and by writing to stations in praise or in protest, he says. 

Recommending group action in the formation of radio listeners councils, such as already are organized in Wisconsin, California and Ohio, he emphasizes the importance of local groups having a place on programming. 

The Radio Listener’s Bill of Rights is third in the “Freedom Pamphlet” series published by New York’s Anti-WPIX Organization. 

Chairman of NYU’s department of communications, Mr. Siegmund spent 12 years with BBC before coming to United States. He is author of Radio's Second Chance, and a collaborator on FCC's Blue Book. 

The pamphlets are being distributed to radio departments of every university and school in the country, to listeners councils where formed, and to radio stations that have seen defamation League chairman throughout the nation will place pamphlets in the hands of such key people as YMCA heads, church leaders, labor organizations, NAACP, and veterans organizations. 

Whitewall Starting Drive for Kolynos 
Firm to Use Radio and Video In Big Campaign 

WHITENAL Pharmaceutical Co., New York, completed plans for one of the biggest national advertising campaigns in the company’s history. It will promote Kolynos Toothpaste, offering as a premium with each tube purchased the product’s unique “Indian Kap.” 

Both radio and television will be used, with further details to be announced in January. 

A cap is a small ball designed to replace the old fashioned screw cap on the paste tube. Brilliantly painted on its surface is an Indian head complete with headdress in one of six different colors. The toothpaste squeezes through a tiny aperture in the head. 

Auto Dealer Sponsors Musical Show on WTCN 

Motor Sales Co., one of the Northwest’s largest Lincoln and Mercury automobile dealers, last Monday started sponsorship of Motor Caravan, a half-hour news and music show, six times a week over WTCN Minneapolis. 

The show, featuring such groups as the King Cole Trio, and the Chuckwagon Jambores, is emceed by Bud Kachling, WTCN announcer. Produced by Erwin, Wasey and Co., Minneapolis, the agency is in charge, the show is presented at a different hour each night of the week in an effort to reach a larger and more varied audience.
CHICAGO U. PROGRAM CALLED PROPAGANDA

"PURE PROPAGANDA," was the charge made against U. of Chicago Round Table of the Air (NBC) by the Chicago Tribune in a page one story Friday.

"It was a half a hundred of this broadcast over the last few years shows it is used mostly as a podium for the personal political ideas of Robert M. Hutchins, chancellor of the university, and those in sympathy with him," said the Tribune. The article, written by Frank Hughes, who, according to sources close to the Tribune editorial department, is writing an anti-One World series, stated that, with few exceptions, none of the Round Table scripts featured speakers "whose political ideas differ basically."

Mr. Hughes pointed out that the program is financed by the Alfred P. Sloan Foundation, "philanthropic foundation exempt from federal, state and local taxes." Ordinarily, up to 70% of the income of the foundation, "entitled by law to the deduction of expenses," would go to the government.

SMILES result from KRON-FM San Francisco's sale of a big block of time to Philco Corp. Philco, in conjunction with Thompson & Holmes Ltd., local distributor, on behalf of San Francisco-Oakland area Philco dealers, will sponsor KRON-FM programs 5-10 p.m., Monday through Friday. Seated, 1 to r: Robert E. Crane, secretary, Thompson and Holmes; Norman Louvau, KRON-FM sales manager; Cliff S. Bittenger, western sales manager, Philco. Standing, I to r: Tom W. Kirby, Northern Pacific division manager, Philco; N. J. Etienne, sales manager; T and H; Al Constant, KRON-FM program director.

NBC BLOCK

EVERYBODY was willing to concede last week that NBC's top Sunday evening line-up of Jack Benny, Phil Harris and Edgar Bergen would move to CBS early next year. Everybody, that is, except the principals in the deal. They were saying nothing.

NBC salesmen reportedly were offering the early Sunday evening time slot now occupied by these three programs to other advertisers willing to sponsor "top comedy programs" in the 7-8 p.m. period. But as of Monday NBC was denying that it had received any cancellation orders for the present programs.

Riggio, Duffy Confer

What was holding things up was not known, but Vincent Riggio, president of American Tobacco Co., whose sponsorship contract with Mr. Benny still has five years to run, had met daily with Ben Duffy, head of BBDO, agency handling the Lucky Strike account, and other top BBDO executives. What they talked about in their sessions they would not talk about outside, but it was obvious that projected shift of the Benny program from NBC to CBS was causing his sponsor some concern.

Most likely cause of that concern was the recent demand of Sen. Styles Bridges (R., N. H.) for full explanation of the methods by which movie and radio stars are selling themselves as "businesses" for tax reduction purposes [BROADCASTING, Nov. 15]. Sales such as that of Amos 'n Andy to CBS for $2,000,000 are subject only to capital gains taxes of 25%, an appreciable reduction from the 77% taxes on personal incomes in the upper brackets.

Congressional Threat

Threats of a Congressional investigation of all such deals might also be the explanation of NBC's withdrawal from entering a bidding match for Mr. Benny's continued services in opposition to the offers of CBS. Rumor has it that the empty-handed return of Niles Trammell, NBC president, from a Hollywood conference with Mr. Benny was due not to any lack of persuasiveness on Mr. Trammell's part but to orders from RCA counsel not to involve NBC or its parent company in any contract which might invite Congressional attention.

However, that is all supposition. It may well be that Mr. Riggio's delay in approving his star's change of networks is to seek improvements in his company's own contract with Mr. Benny or for other pertinent reasons. The fact is that the conferences of Mr. Riggio and his aides with BBDO executives were continuing with no new bulletins being issued on progress.

L&M Again Signs For Giant Baseball


The Giants this past season sponsored by Chesterfield were on WNBC-TV but the switch to WPX was made because of the NBC network's need to develop program structure for the network instead of local interest games. On WPX there will be approximately 60 day games and 14 night contests. The announcer will be named later.

Chesterfield has also signed a renewal contract for the Giants radio schedule on WMCA New York for next year. Russ Hodges will replace Frank Frisch as the announcer for the coverage next season.

Exodus Still Undecided

Just a Taste of TV

BILL MARTINO Radio Service, Buffalo television and radio representative, has secured a one-time showing of the Tele-news-INS daily newsreel on WBNV-TV Buffalo, on a test basis. The next day he sold the $700 TV sets as a direct result. Immediately Mr. Martino signed for continued sponsorship of the newsreel, with a contract running until February.

Allen Brown Leaves Post at NAB Jan. 1

Resignation Prompted By Wish For Station Work

J. ALLEN BROWN, NAB assistant director of broadcast advertising, last week announced his resignation from NAB, effective Jan. 1. He said he desires to return to station management. Mr. Brown joined NAB three years ago as assistant director under Frank E. Pellegren, at that time broadcast advertising director.

Before joining NAB Mr. Brown had spent 13 years in station management, sales, program promotion and overall operation at both network affiliates and independents. He was associated with Frank King, president, and Glenn Marshall, Jr., secretary-treasurer of Florida Broadcasting Co., operating WMBR Jacksonville and former operator of WFOX-St St. Augustine.

His first radio venture was producer-announcer at WJBY-Gadsden, Ala. He moved to sales and in 1938 became sales manager of WHMA Anniston, Ala., then a new station. In 1939 he opened KXON Sweetwater, Tex., returning to WHMA as general manager.

At NAB Mr. Brown served as a sales and management consultant for the industry, handling problems affecting all types of stations. Among his recent projects was the "Radio Advertising for Public Education and Relations." He is author of a series of publications designed to produce new sources of radio income, including "Ten Point Plan for Increasing Station Revenue," "Suggestions for Emphasizing Program Sales," "Problems of Service and Survival," "Facts on Radio Advertising," and "Who's Going to Staff the New stations.

He conducted sales and station operation forums at NAB conventions, district meetings and state association conventions as well as speaking engagements of business and advertising clubs. For three years he has lectured at American U., Washington, on radio sales and station management, and has conducted summer radio sales and management clinics at the U. of Denver. He has worked on a number of industry, sales and management projects with the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.
Plenty of Attention

This little squirrel is really getting undivided attention from the pussycat. That’s the kind of attention that radio advertisers like to get for their radio programs.

And that’s the kind of attention they do get in Baltimore from W·I·T·H. Through smart programming, W·I·T·H has built up a huge audience of loyal listeners.

And you can buy this audience economically too! W·I·T·H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you want high attention for your sales story in Baltimore, if you want low-cost sales, get W·I·T·H on your schedule fast. Call in your Headley-Reed man and get the full story.
A SMALL THING TO LOOK FOR... A BIG THING TO FIND*

All radio stations have listeners but what those listeners do in their reaction to advertising is what counts.

That's why WHHM is repeat choice, time after time, when the Memphis Market is under discussion. For those merry cash register jingles proclaim that WHHM listeners act when a product or service is WHHM advertised.

Look for the BIG station when it comes to Memphis market results—for WHHM is the one that . . .

DELCVERS MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM
Music, News & Sports 24 hours a day
Memphis, Tennessee

Patt McDonald, General Manager FORJOE & Co., Representatives

Member Association of Independent Metropolitan Stations

*Hart-Schaffner-Marx Clothes

NAB Book to Have Electronics Report
'Engineering Handbook' Revised; Out in Spring

PROGRESS in the electronic arts will be rounded up for guidance of broadcast engineers in a revised edition of the NAB Engineering Handbook to be published early next year.

Work on the handbook is progressing rapidly under direction of Royal V. Howard and Neil McNaughten, NAB director and assistant director of engineering, respectively.

First revision in three years, the handbook will replace an edition now out of print. It will be assembled in an expandable post binder, permitting additions from time to time and with compilation of new material.

The handbook will contain some of the basic material of past issues, but these chapters will be brought up to date.

Divided Into Sections The handbook will be broken down into sections covering standard broadcasting, FM and television. New articles will deal with such topics as directional antennas, FM and television. New charts will also be included. An article is being prepared covering basic factors of very high-frequency antenna design.

Industry engineers are submitting articles on various aspects of broadcast operation, with other articles originating within the NAB staff.

The practical data covering basic broadcast engineering will be supplemented by a bibliography. Contents will be topically thumb-indexed for quick reference.

Progress of the handbook, along with examination of contents, will come before the NAB Engineering Executive Committee at a meeting to be held in January. Funds for the project have been authorized by the NAB board. It is expected that the book will soon pay for itself.

All NAB member stations are entitled to one copy, with additional copies available for purchase. Heavy foreign sale is anticipated, and NAB is considering the idea of publishing a Spanish version for use in Latin nations.

Advisory Unit Meets

QUESTIONS of overall major policy and the budget of the State Dept's Office of International Information were reviewed by the U.S. Advisory Commission on Information at its second monthly meeting in Washington last Monday. Policy discussion concerned all media, including radio, motion pictures and periodicals. Next session was scheduled for New York Dec. 6. Five-man commission is headed by Mark Ethridge, publisher, Louisville Courier-Journal, and includes NAB President Justin Miller [Broadcasting, Oct. 18].

'VOICE' GOES ON
Firestone Show Celebrates 20th Anniversary

ONE of the oldest continuously-sponsored programs on the air, and the first commercial program to be broadcast coast-to-coast, The Voice of Firestone, celebrates its 20th anniversary tonight (Nov. 29) on NBC, 8:30-9 p.m.

In addition to Howard Barlow, musical director of the program, the Metropolitan Opera soprano, Eleanor Steber, and Christopher Lynch, tenor, anniversary celebrants will include Harvey S. Firestone Jr., chairman and chief executive officer of Firestone Tire & Rubber Co., Akron, and Niles Trammell, NBC president.

First heard Dec. 3, 1928, on a 27-station network and via shortwave to overseas, the musical program has retained its original format, with little change in its personnel. Hugh James has been announcer since 1938, while Edwin Dunham, NBC assistant production manager, has directed since 1937. There have been just four musical directors.

Firestone also pioneered in television, with the regularly scheduled Firestone Televiews, which began Nov. 29, 1943. The Voice of Firestone was also among the first NBC commercial musicals to be telecast and broadcast simultaneously. Firestone now sponsors the American television show on NBC, Mondays 8:30-9 p.m. Sweeney & James, Cleveland, is the Firestone agency.

Paramount Names Weed For KTLA and WBKB

WEED & Co. has been appointed national advertising representative for Paramount video stations WBKB Chicago and KTLA Los Angeles in all cities except New York and in each station's own trading area. In announcing the appointment, George T. Shupert, director of commercial operations, television department, Paramount pictures, said that Paramount will continue its own sales office in New York and each station's own local sales staff, but that Weed & Co. will represent WBKB in Los Angeles and KTLA in Chicago.

John Dickinson is eastern sales representative of the Paramount TV stations, assisted by Cris Rashbaum at New York headquarters. Melvin B. Wolens is sales manager of WBKB and Harry Y. Maynard of KTLA.

Mr. Shupert, director of commercial operations, television department, Paramount pictures, said that Paramount will continue its own sales office in New York and each station's own local sales staff, but that Weed & Co. will represent WBKB in Los Angeles and KTLA in Chicago.

John Dickinson is eastern sales representative of the Paramount TV stations, assisted by Cris Rashbaum at New York headquarters. Melvin B. Wolens is sales manager of WBKB and Harry Y. Maynard of KTLA.

Shortly after 11:00 A.M. on November 3, Governor Dewey conceded the 1948 presidential election to President Truman.

What prompted the Dewey concession at that precise moment?

Shortly before, a bulletin told Dewey of the Ohio swing to Truman. Then another told him the same about California.

Those bulletins were not the result of guessing, estimating, padding, or political claims. The information they contained was from The Associated Press.

The great bulk of all accurate returns on November 2-3 stemmed from The Associated Press—which does the one and only complete job of gathering and tabulating the actual count in all elections.

Since before the turn of the century, only The Associated Press has done such a job. For example:

When virtually all others conceded the election to Hughes in 1916, The Associated Press alone continued to count. While “President-elect Hughes” slept the third night after the polls had closed, an Associated Press bulletin announced the re-election of Wilson. The complete count of votes from isolated counties in California was the decisive factor. Had Hughes carried the state he would have won the presidency. The election was conceded to Wilson by the Republicans “on the face of returns as compiled by The Associated Press.”

No other news agency covered the 1948 election on such a scope as did The Associated Press.
ON USE OF AP...

It would require more than 1,300 pages of this size just to reproduce legibly the front pages of member newspapers which used The Associated Press election coverage solidly or predominantly on November 3.

Likewise, it would require page after page just to list the identities of all member radio stations which did the same.

To understand fully the scope of Associated Press election coverage, a study of the use of the service by newspapers which had access to it is illuminating. Additionally, it is significant that many radio stations—not regular subscribers—made special arrangements with members of The Associated Press in order to obtain adequate election coverage.

The record does not lie.

More than 1,300 newspapers in this country alone used The Associated Press solidly or predominantly. They included newspapers owned by owners of the commercial news agencies.

More than 1,000 radio stations in this country alone broadcast Associated Press returns day and night. All four national radio networks and every regional network of any consequence did the same.
ON TESTIMONIALS...

On November 3, The Associated Press concentrated on completing the count and telling the story for its members—not upon soliciting testimonials. Nevertheless, hundreds of spontaneous, unsolicited commendations were received.

Mostly, these commendations confined themselves to the outstanding coverage provided by The Associated Press. Other comments were to straighten the record.

Page after page of space would be required to carry the quotations of all who telegraphed, telephoned or wrote. Because of space limitations, only two comments are reproduced on this page:

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Mr. Alan J. Gould
Executive Editor
The Associated Press

Dear Mr. Gould:

I had not intended to tell the Associated Press that it did an excellent job covering the general election nationally and in Indiana. The AP has always measured up in elections and beaten the rocks off the opposition both in coverage and accuracy. This is not new to you, so I passed up sending a congratulatory message.

But, since the United Press has seen fit to use a trumped up, untrue statement as coming from The Indianapolis Star to help it shore up its election coverage, I feel that I must do what I can to straighten out the facts.

James A. Stuart, editor of The Star, did not make the statement attributed to him in The UP Editor and Publisher as published recently.

As editor, he is no longer associated with the news and of The Star. He so informed the UP man who called for a statement, and referred him to me, as managing editor, for any statement that was to be made. The UP man did not call me. If he had, this is what he would have learned:

The Star used the AP report for all its main news on the national election. The reason: The AP was ahead most of the time. Reliability. The AP was completely accurate, and we weren't sure of copy we received from the UP. We did, however, use several UP wire stories.

In Indiana, the only wire service election news used by The Star came from the AP. John Jameson, Indiana chief, and his staff did an outstanding job. The AP returns were accurate and first.

Once early in the evening when The Star needed a national lead for the Bulletin Edition, we gave Jameson a hurried up call. Within a few minutes, the lead was on the copy desk.

I hope that this clears up The Star's position on election coverage.

Sincerely yours,
Robert F. Early
Managing Editor

---
Six full months before each presidential election, The Associated Press begins setting up nation-wide election machinery that has been tried and tested over many years.

Only The Associated Press operates on such a scale.

Through the cooperation of members on election night, The Associated Press has the services of a force of 65,000 workers to gather and handle the returns.

Only The Associated Press has such a force.

On election night, The Associated Press uses more than 300,000 miles of leased news wires for the transmission of returns.

Only The Associated Press has such facilities.

Precinct by precinct, county by county, state by state, The Associated Press gathers and tabulates the actual vote—accurately, speedily and completely.

Only The Associated Press operation is of such magnitude.

Nation-wide, no one ever is ahead of The Associated Press on the actual, first-hand reporting and tabulation of election returns.
IN OR OUT?

WSNY Management Changed

President Winlow P. Leighton of WSNY, Schenectady last week, after the temporary receiver and another court order, brought by George R. Nelson, was set aside. Justice Alexander said "it appears..." that no notice of the application for such appointment of temporary receiver had been given to the Attorney General of the State of New York and/or to any officer or director of the defendant."

Those Discharged Would Return

Mr. Leighton said the temporary two-day management of Messrs. Flynn and Carpenter would be replaced "immediately" by himself and Robert Wallace, program director. He said any employees who had been discharged would return. The second order was signed the day after Mr. Leighton's return from a business trip. "I learned of the action of George R. Nelson, William Avery and others when I was out of town on business," Mr. Leighton was quoted. "No papers in the action were or have been served on me and therefore the order was a complete surprise."

The group joining Mr. Nelson in the action against Mr. Leighton, Western Gateway and others reportedly consisted of Mr. Avery and Alice Pach, of Schenectady; Joseph Field, Hollywood; James T. Healey, Albany; Benjamin L. Dubb, Green Island, and Bradley Kincade, Nashville, Tenn.

In his petition to FCC, Mr. Nelson charged that Mr. Leighton, who founded the station with him in 1942, gained control without his knowledge while Mr. Nelson was on vacation in February 1946.

Standard & Poor's Says Ad Prospects Are Good

"THE RETURN of buyers' markets in an increasing number of lines suggests that industry will place greater reliance on advertising. Expenditures for this purpose, therefore, are expected to continue in an uptrend, but gains doubtless will be far less marked than in the past two years." This analysis of the advertising situation is presented in the Nov. 19 Standard & Poor's Industry Surveys covering printing and publishing.

Radio time sales are reported to have held up fairly well so far this year, although the nine-month report for CBS shows a 7% drop in net revenues. This drop is attributed primarily to "sales of the record subsidiary."

The large sums spent in television "have adversely affected profit margins" and "for this reason, profits of the large radio networks are likely to remain restricted."

NOW! - TELEVISION FOR THE RICH LOUISVILLE TRADING AREA!

WAVE-TV went on the air November 24, with finest equipment, with a 570-foot tower in downtown Louisville, and with a television staff whose combined experience in television totals 41 years.

Channel 5.

We are now telecasting seventeen hours per week, including eight hours of play-by-play sports, and more than two hours of commercial network.

WAVE-TV is affiliated with both NBC and ABC Television Networks — is represented by Free & Peters, Inc.
A Double Barreled Announcement!
From WSAP — WSAP-FM
NOW 100,000 Watts for WSAP-FM Virginia's Most Powerful FM Voice!

AVAILABLE AT NO EXTRA COST
WHEN YOU BUY AT WSAP'S LOW RATES
For Virginia's No. 1 Market!

Two! We are proud to announce the appointment of a new National Representative, effective immediately:

BURKE, KUPIERS and MAHONEY, Inc.
New York, Chicago, San Francisco, Los Angeles, Oklahoma City, Dallas, Atlanta

Ask Any BK&M Man for the FACTS — The WSAP Facts — About NORFOLK — PORTSMOUTH — NEWPORT NEWS

WSAP 1490 Kc 99.7 Mc
250 Watts MUTUAL NETWORK

B. WALTER HUFFINGTON GENERAL MANAGER
JACK NORTFLEET COMMERCIAL MGR.

MANAGEMENT

RALPH D. HERBERT, for past two years program director of KILO Grand Forks, N. D., has been appointed general manager of that station. He replaces ELMER HANSON, resigned.

JULES HERBEVAUX, television chief at NBC's Central Division, has been elected president of the Merchants' and Manufacturers' Club of Chicago for a one-year term.

R. W. BEHLING has been appointed manager of WDLB Marshfield, Wis.

FRANK J. SOSOLIK, chief engineer at WFAV College station, Tex., since 1943, has been appointed manager.

THOMAS CARR, general manager of WGBS Decatur, Ill., and director of Georgia Assn. of Local Stations (Bamboo, Nov. 21), and Dorothea Rockwell were married Oct. 25.

ANTHONY J. JERNLING has been appointed manager of KWWN Watertown, Wash., replacing MEL GAUMER, resigned.

LEE BISHOP has been appointed manager of KORE Eugene, Ore. He replaces L. W. THOMMLITZ, resigned.

JOHN H. MCDONALD, NBC administrative vice president, addressed Atlanta and Detroit chapters of the National Assn. of Cost Accountants on Mutual Network, its subject, "The Functions of Accounting to Managerial Policies."

JOHN W. TINNEA, assistant station director of KWWN, St. Louis, is the father of a boy, Jerry.

CHARLES G. BURKE, general manager of KWWN, N. D., has been appointed director of 1940-1950 Fargo Community Chest campaign. He served as chairman of drive this year.

WOV, IDE FIGHTING PREJUDICE TOGETHER

PROBLEMS of prejudice and discrimination faced by the Italian-American community, are being tackled by a joint venture of WOV New York and the Institute for Democratic Education.

The Man Next Door, a series of 13 15-minute dramatizations dealing with group stereotyping, discrimination in education, employment and other fields, has been scripted by Alfredo Segre of the CBS shortwave staff, winner of Ellery Queen 1947 Short Story Contest. The initial presentation was heard Thanksgiving Day at 6:15 p.m., titled Turkey and Spaghetti.

The Man Next Door was conceived by Harold Franklin of the Institute for Democratic Education and Arnold Harilty, WOV program director, cooperating with Dr. Joseph Lichten, foreign language department director of the Anti-Defamation League. A number of the scripts have been translated into English for subsequent use by English-language stations. Transcriptions of the 13 programs will be offered to 57 foreign language stations across the country without charge. It will also be offered to Italian language departments of schools as an educational aid.

RALPH EDWARDS, m. o. of Truth or Consequences on NBC, has been voted the Doctor of Comedy Degree by the Gagwriters Institute in New York.

7 FM CG Holders Are Granted 'CPs
CONSTRUCTION permits were issued by FCC last week for three Class A and four Class B FM stations which heretofore have held conditional grants. 'CPs in lieu of previous conditions were given to 11 existing FM outlets.

DePauw U., Greenfield, Ind., received permit for new low power, noncommercial educational FM station on Channel 201 (88.1 mc). Power of 10 w is included. Estimated cost of construction is $1,975.

Permits in lieu of conditional grants were awarded the following:

KPFA Pacifica Foundation, Berkeley, Calif.—Class A, Channel 261 (100.1 mc), effective radiated power 1 kw, antenna height above average terrain 50 ft.

WRUP-FM U. of Florida, Gainesville, Fla.—Class B, Channel 261 (104.1 mc), 12 kw, antenna 350 ft.

Pensacola Broadcasting Co., Pensacola, Fla.—Class B, Channel 285 (96.8 mc), 5.4 kw, antenna 260 ft.

KSCM-FM "The Donoe Co.," St. Genevieve, Mo.—Class B, Channel 269 (105.7 mc), 2.9 kw, antenna 250 ft., conditions.

WHIA, Harry D. Fernari, Mineola, N. Y.—Class A, Channel 286 (103.5 mc), 640 w, antenna 125 ft.

WDAS-FM WDAS Broadcasting Station, Inc., Philadelphia—Class B, Channel 243 (96.5 mc), 20 kw, antenna 500 ft.

KCLK Anson B. Brandage, Grand Prairie, Tex.—Class A, Channel 276 (103.1 mc), 380 kw, antenna 190 ft.

CPs in lieu of previous conditions were awarded the following:

WMGK-FM Montgomery, Ala.—To change ERP from 6 kw to 5.2 kw; antenna height from 415 ft. to 415 ft. and make changes in antenna.

KGRA-FM Sacramento, Calif.—To change ERP from 38 kw to 11 kw; antenna from 380 ft. to 380 ft.

WHRM-FM Jacksonville, Fla.—To change ERP from 47 kw to 43 kw; antenna from 220 ft. to 500 ft.; change studio location and make changes in antenna.

WTVS-FM New Orleans—To change ERP from 270 kw to 55 kw; change type of transmitter and make changes in antenna.

WXSN Greenbrook Twp., N. J.—To change ERP from 630 kw to 1 kw; antenna height from 210 ft. to 20 ft.

WOFR New York—To change ERP from 15 kw to 3 kw; antenna height from 560 ft. to 560 ft.

KMUS-FM Mukogawa, Okla.—To change ERP from 65 kw to 87 kw; antenna height from 320 ft. to 270 ft.; change transmitter and make changes in antenna.

WPLN Philadelphia—To change antenna height to 450 ft.; change type of transmitter and make changes in antenna.

WIZZ Wilkes-Barre, Pa.—To change ERP from 2.5 kw to 3.1 kw, antenna height from 1065 ft. to 975 ft.

WRG-FM Dallas, Texas—To change ERP from 59 kw to 88 kw; antenna height from 910 ft. to 500 ft.

WINS-FM Bluefield, W. Va.—To change antenna height from 1072 ft. to 1160 ft., change transmitter site and make changes in antenna.

Ontario Rebates
ONTARIO STATIONS, hit by power cuts, are slowly working out methods for rebates and make goods to advertisers who lose part of their audience when power is off. CKCO Ottawa has worked out a policy of rebroadcasting all commercial and spot announcements used during times when different parts of the city are minus power. CAB also is urging stations to carry short announcements to bring home to listeners the need for cutting down the use of electric power in homes.
To help you sell
the great Albany, Schenectady, Troy market
WPTR offers YOU
Radio's First Special Representatives
William G. Rambeau Co.

OFFICES IN
NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

JOSEPH R. FIFE
Commercial Manager
WPTR

WPTR
PATROON BROADCASTING COMPANY • HOTEL TEN EYCK • ALBANY, N.Y.
Turkey is a
Say "turkey" to anyone but an American and he thinks of a country bordered by the Mediterranean. Say "turkey" to any American and he thinks of roast fowl, potatoes, and all the trimmings. That's because roast turkey is an American symbol of Thanksgiving Day, of happy family gatherings on this holiday. Hence, the turkey is a sort of American institution.

Seven more American institutions, in a regional sense, are the seven Fort Industry Stations listed below. In the areas they serve, these stations have built up a record of public service that has made them community traditions. To advertisers this means prestige behind their products, attentive and responsive listeners to their sales messages.
IRAC-Wracked Radio

IF CURRENT intra-government reports are true (and we’ve heard no denial since our publication last week) the Navy would have a chunk of the ultra high frequency spectrum earmarked for “upstairs” television for purposes which at this writing remain undisclosed.

And if any portion of that band is diverted, television will be dealt a crippling blow. For TV’s greatest problem today is the excellent condition of the FM band, made available by absence of electronic communication. The clear channel case is an example.

Radio’s horizons have expanded to embrace FM and TV. Freedom of radio covers the freedom of all of the radio arts. Freedom of expression embraces all mass media. The NAB can and has plumped for them. But because the membership, and the board of directors reflecting the view of that constituency, are basically AM-minded, the NAB has not ventured into these newer vistas to any important extent.

FM broadcasters, who are on the TV fence, others who are lukewarm or less on FM, understandably look askance upon diversion of their dues’ dollars for “competitive” media. The NAB board, at its request is bound by the mandates of its board.

There is discussion of full-scale fusion of NAB with the Television Broadcasters Assn. and perhaps even the AM and FM committees. Each of the latter has served and is serving a purpose. But both must be regarded as short-range. They are not overall trade associations. They are composed of like-minded people who are naturally interested in exploiting development of their respective fields and in getting widest possible set distribution to build circulation. The NAB board, at its request is bound by the mandates of its board.

Should the NAB become the umbrella over a federation of associations in radio, with each unit, like AM and TV and FM and perhaps faces a different way? That would be the local chambers of commerce, which function autonomously, but which united, make up the United States chamber.

FM should create divisions under the NAB aegis, with each member contributing to those divisions from which he requires or desires service. In such a structure, each unit would have its own division head, who presumably would report to the overall NAB board.

The radio arts are dynamic. TV cannot be wished away. FM represents too great an investment to die on the vine, though it may be several—maybe many—years before it finds its level. AM has reached the pinnacle of its expansion. But from now on it means hard-selling, tighter operation, more prudent management.

The point to remember is that all of these mass radio media—and they are radio—live by suffrage of a government license. The freedom of AM is the same freedom that TV and FM must have. Facsimile puts the newspapers in the same licensing boat. The movies get into it via TV too.

The NAB, reorganized, revamped or revitalized, is the haven for all. The first step, and the one that will make crystal clear the strength and area of its functions, is to change its name to:

National Assn. of Broadcasters & Telecasters.

P. I. Defy

SURELY no broadcaster would deliberately discourage the purchase of radio time by advertisers.

Or would he?

Unfortunately he sometimes would, and does, if he accepts per inquiry accounts. P. I. accommodates such accounts. This chisel technique is used instead of buying time at card rates. Newspapers long ago learned their P. I. lesson, and learned it well. As a result few advertisers would dare approach any reputable newspaper with such a deal.

A graphic lesson in business ethics was taught last week when a design firm circularized stations with a post-election P. I. proposition. The promoter quickly agreed to drop the job when he found he had dangled a hornet’s nest. His defense was lack of familiarity with media practices, though he was astute enough to buy newspaper space at card rates.

P. I. advertisers can’t exist unless stations do business with them. The answer: Sell time at card rates.

Our Respects To—

PHILLIPS CARLIN, MBS vice president in charge of programs, came to work last Wednesday morning wearing his usual conservative suit, a new wrist watch, a new pen and pencil set, and the lingering traces of a blush.

Mr. Carlin, the night before, had been praised warmly and repeatedly by some of the most celebrated ancients in the radio business. The occasion was Mr. Carlin’s 25th anniversary in broadcasting, and it was suitably observed by a small, but vigorous party at Louis Sherry’s fashionable cafe in New York.

The celebrates were mostly men of vast experience dating back to the beginnings of broadcasting, and all had been associates of Mr. Carlin at some time in his long career. H. V. Kalsenborn, the principal speaker of the evening, presented Mr. Carlin with the pen and pencil set on behalf of the industry. Edgar Kobak, MBS president, spoke highly of Mr. Carlin’s well-known abilities at program development and gave him the wrist watch on behalf of Mutual.

Ted Husing, a brash youth of 25 years radio experience, was master of ceremonies. Vincent Lopez, whose fingers are still unaccountably nimble despite their years of service, played piano renditions of nostalgic tunes.

Mark Woods, ABC president, who was Mr. Carlin’s boss a quarter century ago at WEAF New York, was on hand, as were Frank Stanton, CBS president, a newcomer to the trade; Paul Whiteman; John Royal, NBC vice president and another onetime boss of Mr. Carlin, and other colleagues.

Mr. Carlin, overwhelmed by reminiscences and praise from his contemporaries, realized he had come a long way since he took a job as an announcer at WEAF on Nov. 25, 1925, to add to the income he was receiving in an export-import business. He kept both jobs for several months.

He had gotten into radio the hard way. It took WEAF three months after giving him his first interview to make up its mind that he was suitable for the job. The favorable but belated decision apparently was made on the basis of his earlier accomplishments as a boy orator.

Mr. Carlin, who was born in New York June 30, 1894, was a champion orator in P. S. 165, a debating medal winner at De Witt Clinton high school, and the winner of a $150 oration award at New York U., to which he had been given a scholarship on the strength of his voice

(Continued on page 44)
MT. RAINIER, "The Mountain That Was God" to the Indians, hovers like this over Seattle, seeming near, though it is 63 air miles away to the Southwest. It is photographed here from historic Queen Anne Hill.

BUYING TIME ON KJR, you have access to not only the 610,000 people in the immediate Seattle area, but the 1,178,303 radio listeners in rich Western Washington State.

KJR's 5000 watts at 950 kc. covers the important audience that any 50,000 watts would reach*—including the 43.3 per cent MORE people who have come to Western Washington since 1940.

"And the beauty of it is", comparison proves KJR gives you this valuable audience at an extremely low cost.

For more "beautiful" facts, talk with AVERY-KNODEL, Inc.

*Check your B. M. 8.

A Marshall Field Station 5000 WATTS AT 950 k c.

for Seattle and Western Washington
An Affiliate of the American Broadcasting Company.
Mr. Fife

WFCN (FM) Washington, has appointed Dwight William Whiting, formerly with KAGH Pasadena, Calif., as its Eastern representative. Walter Biddick Co., Los Angeles, represents station on West Coast.

Dwight William Whiting, formerly with KAGH Pasadena, Calif., has been appointed Eastern representative, Don Lee Broadcasting System, Los Angeles.

Mrs. Mattie J. Padgett has been transferred to Los Angeles office of John Blair & Co., station representative, to New York. He replaces Edward D. Ingrimm, now advertising director of Don Lee Broadcasting System, Los Angeles.

Toddler Tempest

WJW Cares for Kids, Airs 'Baby Sitters' Show

Radio has gone into the babysitting business—at least at WJW Cleveland, where every Saturday morning, from 9 to 10, the station conducts a variety show called Baby Sitter, for youngsters ages four to nine.

Mothers who wish to shop downtown may bring their youngsters into WJW's "playground," free to leave them under supervision of a registered nurse and girl scouts, and go about their shopping without a worry.

They are received by Bruce Donald and Walter Kay, who put on a program consisting of music (kidde records), stories and spot interviews on arrivals during the show.

WJW has furnished its studio-playroom with slides, sandbox, and toys to keep the small fry occupied. The name of each child is given on a registration card, which are tagged onto their clothes and chairs. A maximum of 50 are accepted each week. Milk, graham crackers and toys are provided by Cleveland firms. Each child may take home one toy when leaving the studio.

Respects

(Continued from page 44)

in high school.

Upon graduation from NYU, he got a job as salesman for a silk company, an association which was ended by the first World War. Mr. Carlin volunteered for the Navy, served 17 months as the communications officer aboard a ship in the Atlantic.

After the war, from which he emerged as a lieutenant (jg), he was hired by a French commission which had come to the U. S. to buy cows.

He looks back upon that period as unerring.

As translator for a team composed of a French farmer and a French veterinarian, neither of whom spoke English, he was the announcer between the caution and American impulsiveness.

It became Mr. Carlin's onerous task one night to translate for his French charges an exceedingly idiomatic warning from the farmers of a certain South Carolina community that they were considering riding the trio out of town on a rail. Mr. Carlin resigned and entered the export-import business.

If nothing else, Mr. Carlin had perfected his French during his service as an intermediary in cattle buying, and had thus polished four foreign languages which he had learned in school. It was his knowledge of French, Spanish, German and Italian, as well as his scholastic record as an orator, he believes, which landed him his first job at WEA (now WNBC).

Part of the test for prospective announcers was the pronunciation of the names of foreign composers and the titles of foreign music. Mr. Carlin swept through that without missing a syllable.

Associated With McNamara

At WEA he became a partner of the late, famed Graham McNamara in sports announcing. Among the outstanding sports events which were his opening with were the Dempsey-Tunney "long count" fight, World Series, and many football games. Mr. McNamara broadcast play-by-play and Mr. Carlin did color.

He became manager of WEA three years after joining the station, and then assistant eastern program director of NBC when that network was organized in 1926.

At NBC he was successively eastern program director, manager of sustaining programs and assistant to the vice president in charge of programs. At the separation of the Blue Network from NBC, Mr. Carlin transferred to Blue as vice president in charge of programs, a job he held until he joined Mutual with a similar title in November 1944.

In his long service as a programming executive, Mr. Carlin looks back with satisfaction upon several program types which he is believed to have either originated or authorized to be put on the air and which spawned whole categories that flourish widely today. Among these are Queen for a Day, which he believed was the first of the big, regular giveaways, and Breakfast at Sardi's, which started a minor trend away from daytime serials.

Mr. Carlin, a graying, quiet-mannered man who looks years younger than his age, is the pressures of running a national network program department by energetic pursuit of a hobby in which it may truly be said that every hour is a boost—carpentry. The Carlin home in White Plains, N. Y., and his summer house at Guilford, Conn., are adorned with cabinets, shelves, closets and other wooden knick-knacks constructed by Mr. Carlin.

A Fisherman

His Connecticut home is convenient to both salt and fresh water, a happy geographical arrangement that suits his taste for fish—catching and eating.

Mr. Carlin has been married to the former Claire Wilhelme of New York since 1916. They have two daughters, Mrs. Virginia Spraggins, who is married and living in Mississipi, and Patricia 19.

Patricia is giving her father many nervous moments. A sophomore at Sweetbriar College, she has lately demonstrated a compelling and apparently incurable desire to act, and has had leads in several school productions.

Her determination to become an actress is a blow to Mr. Carlin, who has repeatedly but without success counselled her in the happy rewards of other less turbulent careers. It is probably with some sadness that any parent observes a stage-struck child. In the case of a man who has made a career of radio programming, the sadness is infinite.

Mr. Carlin gloomily foresees the day when his daughter hits the old man for a job.

Tom Koch, newswriter at WBBM Chicago, is author of I'll Remember Indiana, volume of poetry, which will be distributed to Illinois and Indiana book stores by Becker Press.
ONE OF THE
BRIGHTEST SHOWS
IN RADIO

¼ Hour, Five Times Weekly
A Great Audience Builder –
Even Against Network Competition –
and No Wonder!

ANNOUNCER: From Sunset and Vine,
Hollywood, the most important corner
in America's entertainment capital,
we bring you music and songs by
Buddy Cole's Four of a Kind, the
Dinning Sisters, and other top-flight vocalists and instrumental
groups. Opening the show is
--- Peggy Lee!

And you're off on another profitable
fifteen minutes... profitable because this show
has proved its ability to win sponsors
and influence listeners. Yet this is but one
of many hit shows that await you
in Capitol's up-to-date, in-the-groove
library of 3500 musical selections... all
the finest ingredients for building
Big-Time Shows with local appeal!
Send for details today!

Capitol Transcriptions
Sunset and Vine, Dept. 1129
Hollywood 28, California

☐ Please send me your descriptive booklet.
☐ Include sample transcription.

Name__________________________
Station___________________Position__________
Street__________________________
City________________________State__________
PORTLAND'S NEWEST AND FINEST

In their spacious fourth floor quarters in The Oregonian building, KGW's staff work in soundproof, vibrationless, air-conditioned comfort. The studios of KGW and KGW-FM are architecturally perfect...efficiently designed, completely modern. Television facilities are here, also—
26 YEARS OF PROGRESS

For more than a quarter of a century KGW has been regarded as one of the great stations of the nation. For 21 years KGW has been affiliated with NBC, and since the day in 1922 when KGW’s first signal was heard, the station’s entire policy has been “service in the public interest”. KGW’s entire history has been a series of “firsts”... first commercial station in the Northwest, first use of a teletype in Portland radio news broadcasting, first broadcast of a Portland symphony orchestra performance, first Portland network broadcast, first FM station in the Northwest... these are only a representative few of KGW's forward strides.

In the diagram at the right note how the Master Control room gives technicians a view of three studios at the same time through large, specially constructed, glareless windows. All announcer and monitor booths are visible from Master Control, so that at all times engineers, announcers and producers are in visual contact.

BROADCASTING STUDIOS

two stories high and large enough for half a dozen stage settings at one time. Five studios, two announcer booths, four monitor booths, master control, lounges, music library, news room, spacious offices... it's a dream of a place, fitting home for a radio station that's going places.
Fulltime Campaign Is Mapped by DPA

PLANS for a campaign to secure fulltime rights on their daytime channels were mapped by representatives of some 35 stations from 23 states in a meeting conducted by the Daytime Petitioners Assn. in Washington last Monday.

The group authorized Leonard Marks of the Washington firm of Cohn & Marks, DPA counsel, to take part in the Dec. 7-9 preliminary conferences called by FCC to help formulate the U. S. position on changes in the new North American Regional Broadcasting Agreement.

He will press for revision of the "Gentlemen's Agreement" between the U. S. and Mexico which prohibits fulltime U. S. use of Mexican 1-A's, on which DPA members operate.

Mr. Marks also was authorized to recommend further courses of action which DPA may take in its campaign.

H. B. Hayes, president of WPIK Alexandria, Va., and also of DPA who called the special meeting [BROADCASTING, Nov. 8], was named president of the group.
Other officers named: Lamar Newcomb of WPAX Falls Church, Va., secretary, and Joseph L. Brechner of WGAY Silver Spring, Md., treasurer.

The group also designated a board of directors from representatives of stations on each of the six Mexican 1-A frequencies included: John Lau of WPIT Pittsburgh (750 kc); J. B. Booth of WCHA Chambersburg, Pa. (800 kc); E. A. Cisler of WKY Louis ville (900 kc); Mr. Brechner of WGAY (1050 kc); Newcomb of WPAX (1220 kc), and Milton Hammond of WLO East Liverpool, Ohio (1370 kc). Mr. Marks was appointed legal counsel and Everett L. Dillard was named engineering consultant.

Officials said approximately 50 of the 106 U. S. daytime stations currently using the six Mexican 1-A frequencies have indicated they will support the DPA campaign, and that efforts will be made to get the backing of the others.

KNOE to 5 kw on 1390 kc; 16 AMs Authorized

KNOE Storm Lake, Iowa, took the air Nov. 14 as a licensed AM station of the Consolidated Broadcasting Corp. with 250 w on 990 kc. Station opener tied in with celebration of National Radio Week which began that at 2 p.m., were dedicatory addresses by local, state and national civic and religious leaders.

Those attending the premiere included Ben P. Sanders, manager, and Mason Dixon, program director, KICD Spencer, Iowa; Al Bell, program director, and Art Skinner, sales manager, KASI Ames.

KAYL IS NEW 250 W AM OUTLET IN IOWA

KAYL Storm Lake, Iowa, took the air Nov. 14 as a licensed AM station of the Consolidated Broadcasting Corp. with 250 w on 990 kc. Station opener tied in with celebration of National Radio Week which began that at 2 p.m., were dedicatory addresses by local, state and national civic and religious leaders.

Those attending the premiere included Ben P. Sanders, manager, and Mason Dixon, program director, KICD Spencer, Iowa; Al Bell, program director, and Art Skinner, sales manager, KASI Ames.

KPD (AM, FM) Control Transferred to Baptist

CONSENT was granted by FCC last week to transfer of control of KPDF and KDFM Alexandria, La., to one present majority stockholders to the Louisiana Baptist Convention. Sale price is $24,500.

Eugene Levy, 55% owner, transfers his interest to the religious group who are stockholders in a stock worth 25.5% of their combined 45% holding. Application stated the transfer was requested in view of "failure of station to establish itself successfully in the community." Retaining minority interests are: Sidney B. Pearce, Paul A. Gilham Jr., Julius B. Nachman, Philip Seafall, George S. Stanley, Abe A. Rubin, Junius H. Payne, William T. Morgan, George I. Mason, Isaac Wahlman, Carl L. Dunn, and Luther M. Lewis. KPD is assigned 1 kw day, 500 w night on 970 kc.

Report on Tape (Continued from page 24)

may have to come to an independent track of sound on tape along with the sights picture. TV sound is transmitted by the FM system and it is only short of criminal that this type of sound is allowed to go out over TV stations.

Thus, use on TV plus the desire on the part of enough of the AM and FM station operators for extraneous high-quality music are the factors which will determine the advent of a tape transcription world.

It is obvious that this is a report which will have in the way of a chance the advances that have been made are daily additions. We might say, however, that the first tapes recorded by us in Europe have been found from the floor, and we are pleased with this channel which is adding to our precious library of music from all parts of the world.

KNOE GRANTS

KNOE to 5 kw on 1390 kc; 16 AMs Authorized

The AGRS call is 309 and the old call was 990 kc. Station was built to begin equipment tests Nov. 20, and we were in 1860 kw with 15 kw visual, 7.5 kw aural. WHEN transmitter has already been delivered, according to General Electric.

WHEN (TV) Tests

WHEN (TV) Syracuse, video outlet of Meredith-Syracuse Television Corp., has applied for permission to commence program tests for a "super ER" station, pending FCC approval of site and tower height. Station, which was to begin equipment tests Nov. 20, was moved from Chann. 6 (160 kc) to Chann. 1 (160 kc), and we are pressed with this channel which is adding to our precious library of music from all parts of the world.
Among the guests at a Chamber of Commerce dinner celebrating the opening of Bristol Brass firm, Gov. Shannon, and Judge Beach.

WBIS Bristol Personnel Assignments Announced

PERSONNEL assignments of WBIS Bristol, Conn., have been announced by Benjamin Sachner, president of the Bristol Broadcasting Corp., licensee. WBIS is on 1440 kc daytime, with 600 w.

Directors of the licensee corporation are Dr. Sachner, David Cramer, an attorney, vice president; Judge Frederick W. Beach, treasurer; Francis V. Tracy, an attorney, secretary, and Donald Funk. Personnel includes Earle Clement, formerly of Flitchburg, Mass., station manager; Norbert O'Brien, formerly with Frank Gannett Publishing Co., sales manager; Fay Clark, formerly of WBRY Waterbury, Conn., public relations and director of women's activities; Joseph Michaels, program director, and Ed Stephens, chief engineer.

FCC OPERATOR RULES SLATED FOR CHANGES

FCC's RULES governing commercial radio operators would be slightly modified to conform to the Atlantic City Convention provisions, the Commission indicated last week with notices of proposed rule making, outlining the proposed amendments.

The Commission also announced revision of portions of Part I of its rules, organization of the FCC and delegation of authority, to reflect changes in nomenclature and procedures. The changes are designed to provide for the internal administration of the Commission.

Concerning the operator rules, FCC said it proposed to amend Sections 12.81 and 12.82 of its rules for three purposes. The first would be to include in the scope of authority of the various classes of commercial radio operator licenses appropriate provisions for stations using printed and frequency modulated types of emission.

The second would be to define more clearly the basic scope of organization by reference to types of transmission employed (transmitting, receiving, telephone, radiotelegraph) in lieu of the present references to types of emission.

The third would be to expand the scope of operation authorized under radiotelephone classes of licenses so as to include facsimile, radiotelephone, radiotelegraph in lieu of the present references to types of emission.

Among the guests at a Chamber of Commerce dinner celebrating the opening of Bristol Brass firm, Gov. Shannon, and Judge Beach.

FMA PAPER-STATION COMMITTEE SET UP

NEW FM Assn. committee to advise the association board on newspaper-station problems, organized last week by William E. Ware, KFMX Council Bluffs, Iowa, FMA president. The committee was authorized Sept. 29 by the FMA board. Mr. Ware also reappointed an FCC liaison committee.

Chairman of the newspaper committee is Joseph L. Horne, Rocky Mount (N. C.) Evening Telegram, operating WCEC-FM. Other members are:


Reappointed to the FCC liaison committee were C. M. Jansky Jr., Jansky & Bailey, chairman; Everett D. Lillard, WASH Washington; Leonard H. Marks, Cohn & Marks; J. W. Bailey, FMA executive director.

Radio Continuity Study Report Issued by FTC

A TOTAL of 8,519 advertising statements out of 8,618 pieces of radio continuity were studied by the Federal Trade Commission during the fiscal year ended June 30, 1948.

That information came to light in a review of FTC's "policies and procedures" on drug, food and cosmetics advertising. The article, by FTC Chairman Robert E. Freer, was reprinted by the Food Drug Cosmetic Law Quarterly.

During the fiscal year, 11,119 advertisements in all were noted as containing representations that appeared to warrant inquiry as to fact, the report said.

The three-day discussion will include the recent National Radio Week project in which RMA and NAB cooperate, and the Radio-in-Every-Room campaign. Other topics on the agenda include proposals to expand industry statistics and services as well as to conduct a membership survey for parts and transmitter manufacturers.

FOREIGN TV MARKET TO BE GOAL OF RMA

EFFORT to build an eventual foreign outlet for U. S. TV equipment was set in motion last week by Radio Mfrs. Assn. James E. Burrell, Stewart Division, Sylvania Electric Products, was named chairman of a new RMA Television Export Promotion Committee, authorized by the board of directors at a recent meeting.

Major barrier to TV exports lies in difference of standards in European countries, mainly in number of lines in picture and power cycles. With European countries promoting their own standards and equipment in various parts of the world, RMA fears general adoption of non-American standards will interfere with future exports of TV transmitters, receivers and parts.


Preparedness Plans On N. Y. Agenda

MILITARY preparedness plans and servicing head the list of topics to be discussed at a Dec. 7-9 industry conference in New York.

Projects based on TV and AM-FM receiver output, increasing rapidly, and the problem of meeting increasing government purchases will come before RMA's board of directors, which meets Dec. 9 with President Max F. Bacolm, Sylvania Electric Products, president, in charge of committees and divisions within RMA plan separate meetings.

Among TV problems is the encouragement of apartment house antenna systems. The RMA service committee will submit recommendations for improving of radio and TV servicing and will prepare plans for town-meeting projects in Atlanta, Los Angeles and Chicago.

The agenda for consideration is the anticipated effect on the civilian population of military preparedness plans being developed by the Electronics Industry Advisory Committee of the Munitions Board and the National Security Resources Board.

Manson Chairman

Meeting Dec. 7 will be the advertising committee, under Chairman Stanley H. Manson, Stromberg-Carlson Co.; excise tax committee, under Josee Gerl, Sonora Radio & Television Corp., and four sections of the RMA parts division, headed by A. D. Flandomon Jr., Sound Products Co., as chairman.

The set division's executive committee will meet Dec. 8 under Chairman G. M. Gardner, Wells-Gardner & Co.; the parts division will meet with Chairman Flandomon presiding, and the amplifier and sound equipment division will include the anticipated barrier.

The RMA convention committee, headed by Leslie F. Muter, Muter Jr., will discuss plans for RMA's 25th anniversary convention to be held in Chicago next May, coinciding with the annual Radio Parts Trade Show.

The three-day discussion will include the recent National Radio Week project in which RMA and NAB cooperate, and the Radio-in-Every-Room campaign. Other topics on the agenda include proposals to expand industry statistics and services as well as to conduct a membership survey for parts and transmitter manufacturers.

RMA CONCLAVE
Nielsen Radio Index Top Programs
(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)

REPORT WEEK OCT. 17-23

**TOTAL AUDIENCE**

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Copyright 1948, A. C. Nielsen Co.

**FIRST ADDITION**

**Favorite Story** Joins

**Library File**

ONE of the first series of radio shows requested by the U. of Washington for its newly established transcription library is the Ronald Colman favorite Story, produced by the Frederic W. Zih Co. The series is heard locally on KIRO Seattle under sponsorship of the Binyon Optical Co.

The transcription library, under the supervision of Dr. James Brown, will include materials for the use of students in radio, marketing, literature and other courses.

The Favorite Story platters, like other transcriptions in the library, will be available to Seattle's public schools, private schools and other community educational enterprises.

Simultaneously, it was announced that the show's third commercial on each broadcast will be devoted to public service projects, according to Binyon's and the advertising agency, Wallace MacKay Co.

Arthur Fiedler and the Boston Pops Orchestra will join RCA Victor program Dec. 12 on NBC network.
ONE BROADCASTER TELLS ANOTHER

"IT'S G-E FOR ME!"

FOR 4 BIG REASONS!

ACCETANCE  "Our long standing confidence in General Electric equipment is further strengthened by the excellent performance of our new G-E FM Transmitter."  M. H. Vroman, General Manager, KFXM-FM, San Bernardino, Calif.

COMPLETENESS  In television, G-E equipment covers every phase of station operation, from camera channels to transmitters and antennas. Pictured here is the Master Control Desk, an exclusive G-E development.

PERFORMANCE  "There's no chance for operating errors with the G-E Console because of its simplified planning, push-button system and arrangement of control."  Fritz S. Updike, General Manager, WRUN-FM, Rome, N. Y.

SERVICE  "The straight-forward, clear-cut design and layout of our General Electric FM Transmitter makes for ease in maintenance and reliable operation."  Ross A. Utter, Chief Engineer, WEFM, Chicago, Ill.

FOR FAST SERVICE CALL G-E!

Broadcast equipment representatives are at G-E offices in all principal cities.

ATLANTA 3, GA.

187 Spring Street, N. W.—Walnut 9767

BOSTON 1, MASS.

140 Federal Street—Hubbard 1800

CHICAGO 34, ILL.

1122 Merchandise Mart—Whitehall 3913

CINCINNATI 2, OHIO

215 W. 3rd Street—Parkway 3431

CLEVELAND 4, OHIO

710 Williamson Bldg. Euclid & Public Square—Superior 6822

DALLAS 2, TEXAS

1801 N. Lamar Street—LD 224

DENVER 2, COLO.

650 17th Street—Denver 2717

KANSAS CITY 6, MO.

106 W. 14th Street—Victor 9745

LOS ANGELES 14, CALIF.

Suite 1300—Security Title Insurance Bldg. 530 West Sixth Street—Trinity 3417

MINNEAPOLIS 2, MINN.

12 16th Street—Main 2541

NEW YORK 22, N. Y.

570 Lexington Avenue—Plaza 2-1311

PHILADELPHIA 2, PA.

1405 Locust Street—Pennypacker 5-9000

SALT LAKE CITY 9, UTAH

200 South Main Street

SEATTLE 4, WASH.

710 Second Avenue—Main 7100

SYRACUSE 1, N. Y.

Syracuse 6-4411

WASHINGTON 5, D. C.

804 15th Street, N. W.—Executive 3600

See your nearest G-E broadcast equipment representative, or write today to General Electric Company, Electronics Park, Syracuse, New York.
CBS, ABC Shows Win NCTE Awards

Documentary Unit, 'Theatre Guild of Air' Rated Tops

ABC's Theatre Guild of the Air and CBS' Documentary Unit are winners of the National Council of Theatre's of English radio awards for the 1947-1948 school year. Leon C. Hood, chairman of the council's committee on radio, announced the awards at a function on Nov. 27, closing day of NCTE's three-day annual meeting in Chicago.

CBS Documentary Unit was ranked first among program series which have done most to raise the ideals of good speech and to promote powers of intelligent listening and critical thinking. Dr. E. W. Zieba, educational consultant of CBS' Central Division, accepted the award on behalf of his network.

'Ideals of Good Speech'

Other programs cited by NCTE as outstanding in the "ideals of good speech" category were: America's Town Meeting of the Air (ABC), Living-1948 (NBC) and Meet the Press (MBS).

Theatre Guild of the Air (U.S. Steel) was rated tops among programs which have done most to further listeners' understanding and appreciation of our literary heritage and to awaken a greater love of good writing. The award will be made during an intermission in the program's Dec. 5 presentation of Dodie Smith's "Lovers and Friends."

Other shows cited in the same category as Theatre Guild of the Air were: Ford Theatre (NBC-Ford), The Greatest Story Ever Told (ABC-Goodyear) and Studio One (CBS). Ford Theatre has since moved to CBS.

The Theatre Guild series won its award, Mr. Hood said, "for its high consistency of selection and production and for its functional value to the teachers and students of English."

CBS Documentary Unit has shown that radio can embrace other roles than that of gift giver and simple entertainer, Mr. Hood commented. "For excellence of appearance, that of business in treatment and superlative production," he said, "the series would be worthy of laurels. But more than that, the Unit chose to select areas of American life that were crying for public attention or phases of American life that needed the clear and searching light of publicity."

Noting that two programs honored by NCTE for the past, Columbia Workshop and American School of the Air, were no longer heard "because of lack of popular appreciation," Mr. Hood declared "our committee is inclined to agree with the radio industry that the teaching profession must carry part of the responsibility of elevating public taste."

Annapolis to Get New AM Station

FINAL DECISION was adopted by FCC last week to grant application of Capital Broadcasting Co. for new AM station at Annapolis, Md., on 1430 kc with 500 w fulltime, directional night, filed by Robert F. Jones voted for the permit.

Substantially following its proposed decision, the Commission held that Capital's proposal would better carry out the intent of Sec. 307(b) of the Communications Act as it would provide a first local nighttime service in Annapolis [BROADCASTING, July 26]. Comr. Robert F. Jones voted to grant Mr. Kramer's application. Comrs. George E. Sterling and Frieda B. Hennock did not participate.

FCC ruled that although the Capital proposal does not meet the Commission's standards for minimum nighttime coverage of the city, the relaxation of the applicability of the standards is warranted since a first local nighttime service would be established. The FCC grant set forth several engineering conditions including requirement that an application be filed to modify the permit so as to specify transmitter with power output not to exceed 1 kw.

Capital Broadcasting is composed of 38 stockholders, most of whom are local businessmen. President is Alfred G. Payes, Westinghouse engineer, who holds 6.9% interest. President W. D. Downlow, president and 10.6% owner of WBOC Salisbury, Md., is vice president and 2.1% owner. Secretary-treasurer is F. Marion Lazenby, president of Annapolis Dairy Products Co, who holds 6.9%. Mr. Kramer, Annapolis resident, is in the real estate business.

KCMA Kansas City, Mo., has been cited by ASB for its outstanding promotions.

Midwest Baseball Network Totals 30

WIND Chicago's Midwest Baseball Network, formed in 1947 by John T. Carey, sales manager of the station, with 11 stations, will have a 1948 lineup of more than 30.

The expanded network, covering the major part of a seven-state area, will be the "largest baseball network in the country," Mr. Carey said Wednesday.

It will include stations as far northwest as WIREX Duluth, as far east as WPTF Fort Wayne, Ind., and as far west as KIOA Des Moines and KOWI Omaha. It will extend into southern Illinois and Indiana. Ten Wisconsin stations are included.

Unlike most baseball networks which cover only one league, the Midwest setup will give both National and American League coverage.

Formerly the network originated Chicago Cub and National League games. In 1940, however, it will also carry many play-by-play broadcasts of Chicago White Sox and American League games.

WIND will originate the Cub-Nationals League games for the Chicago and network area, but the Chicago White Sox and other American League games will be channeled to WIND for broadcast by WJJD that carries Sox and American League games in the Chicago area.

The Midwest Baseball Network is operated on a cooperative basis. Commercial time, consisting of spot announcements cued in between innings, is shared by the originating sponsors, who for the fifth consecutive will be Old Golds and Walgreen drug stores.

Other sponsors are those secured on a network basis and those sold locally by the various stations.

WCAU-TV's November Business Adds 7 Clients

MID-NOVEMBER business at WCAU-TV Philadelphia was highlighted by the acquisition of seven new accounts.

They were Curtis Publishing Co., Barr's Jeweler's, Otto Erlanger Brewing Co., Philadelphia; Harry Krouse, Studebaker dealer; Royal Typewriters, Swank Jewelry, and Stanley-Warner, local film distributors.

INSPECTING WTMJ-FM Milwaukee's new RCA 50 kw transmitter at Richfield, Wis., are Philip B. Lacon, chief engineer of WTMJ-FM and WTMJ-TV, and W. B. Fletcher, RCA Service Corp. engineer. Mr. Fletcher is demonstrating ease of power cutback from 50 kw to 10 kw. Station is on Channel 227 (93.3 mc).

How to be FIRST in the World's No. 1 Oil Market!

Pick KPRC

It's true! Within Houston's trade area thousands of producing oil and gas wells supply fourteen of the nation's greatest petroleum refineries! The city itself houses more oil companies and allied petroleum industries than any other community in the world. Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping points of Beaumont, Port Arthur, Texas City and Galveston besides. Pick KPRC now! Write Petry or call us for availability.

KPRC HOUSTON
950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company
Affiliated with NBC and TZN - Jack Morris, Manager
 means of a smooth-sliding non-clogging plunger operated from the end of the toothbrush handle. The product retails for 98¢, with listeners sending $1 out of which the station gets 50¢.

The makers of the "sensational" Kyron, reducing agent, have "now launched a new baby, Q. R. D., a dandruff remover, according to Arthur Mayeroff & Co., 410 N. Michigan Ave., Chicago. The agency predicts a "spectacular" success for Q. R. D., judging by newspaper tests, according to a letter over the signature of E. Z. Caliner, of the agency. Q. R. D. sells for $3 C.O.D., the station getting $1 less agency commission.

Outstanding Mops

Bell Adv. Agency, Missouri Insurance Bldg., Chicago, has a "combination deal" of four products of "one of the outstanding brooms and mop manufacturers in the country," according to Frank Flagg, account executive.

From de Buhr Adv., Washington, Mo., comes an offer for Pro-Tex-Mor screen door cover, a golden color craft paper that "converts any screen door into a storm door." The door cover sells for $1, with 20% for the station.

George R. Nelson Inc., Shenectady agency, has written stations offering them 75¢ for each $2 order for Save-Heave-Nasty, cough medicine. Manufacturer is William W. Lee & Co.

Mr. Nelson recalls that Save-the-Baby advertising has been placed on WGY Shenectady, WTIC Hartford, WZB Boston, New England Regional Network and Yankee Network "and a host of additional stations." The p. i. offer, his letter explains, is designed to open new territory where "we are not in a position to advertise and merchandise the product in usual fashion."

Surplus silk and nylon parachutes are offered by May Adv. Co., 922 Commercial Trust Bldg., Phil-

**COMEBACK IS SEEN FOR GALENA CRYSTAL**

THE GALENA crystal, used a generation ago in radio receiving sets and since replaced by the vacuum tube, may stage a comeback and replace its successor. Such was the prediction of Dr. William Shockley, research scientist of the Bell Telephone Co., when he addressed the National Academy of Sciences at Berkeley, Calif., Nov. 17.

The crystal, in its new application, is called a transistor. Basically, Dr. Shockley said, it is the same old detector, which performed so faithfully in radios when a fine wire or "cat whisker" was scratched into contact with it.

However, in the new transistor, there are two cat whiskers set one two-thousandths of an inch apart. By an involved electronic process, the second cat whisker makes the crystal an amplifier capable of increasing 100-fold the power that passed through it.

Dr. Shockley said that although its earliest application probably will be in telephone communication, the Bell Co. has built and operated radios using it.

**Zetka Production**

ZETKA Television Tubes Inc., Clifton, N. J., has doubled its production of television tubes over 1947, Hamilton Hoge, president of the firm, announced last week. Zetka, an affiliate of United States Television Mfg. Corp., New York, concentrates on 12-inch and 15-inch tube production. By February of next year Zetka production should be doubled once again, according to Mr. Hoge, who is also president of UST.

Zetka offers the public, on behalf of a client, the parachutes sell for $14.95 plus $1 for postage and handling, with the station receiving $1.75 ($8.95 for half parachutes, with 98¢ for the station).

According to Bertram May's letter, the station commercials tell women "how they can make beautiful underwear for themselves, their children and husbands—in addition to slips, panties, bras, negligees, dresses, blouses, lamp shades, slip covers, mantles, scarfs, bed spreads, etc."

Ofers Jewelry

William von Zehle & Co., 25 W. 43d St., New York, submits an offer of a $19.98 necklace and earring set on behalf of a client. The agency will pay 60¢ "per lead, either p. i. or on a guaranteed basis."

On all p. i. deals, Allen Brown, NAB assistant director of broadcast advertising, reminds those making the offers that the technique is considered "not only bad business practice, but unethical advertising." He refers them to a resolution unanimously adopted at the 1946 NAB convention in which per inquiry deals were condemned.

**FACTS ABOUT THE UTAH MARKET**

**WEEKLY PAY ENVELOPE**

$14,024,270.00
NET--AFTER PERSONAL TAXES

**YES—UTAHNS HAVE MONEY TO SPEND**

Is your brand in their minds?

- Effective buying income in Utah last year was $729,262,000 after personal taxes—a average of $14,024,270 a week to spend for food, clothing and everything else people buy.

It makes Utah an important market.

Are you getting your share? Smart advertisers are telling their story to Utah people over KIDYL — Utah's popular station — and over television on KIDYL-W6XIS. Here's double opportunity for you!
**Commission Deletes Seven FM, Two AM**

Seven FM stations, including one licensed outlet, were deleted last week by the FCC at the request of the applicants. Two AM stations also were deleted. The majority cited economic reasons.

Meanwhile, the FCC has received request for deletion of KARV Mess, Ariz., 250 w fulltime outlet on 1400 kc. Owner by Arizona Radio and Television Inc., KARV indicated lack of financial operations for economic reasons.

Fiducity Media Broadcasting Corp. was granted deletion of its licensed FM outlet, WFMO Jersey City, N.J. WFMO told the Commission it was unable to continue operations because of large losses incurred (Broadcasting, Nov. 8).

WMQF-M, Memphis, Tenn., Harding College outlet, was granted cancellation of its FM permit in view of its decision to concentrate on its AM station, WRCC, and a pending TV application.

Moraine Broadcasters Inc. was given permission to cancel its FM permit for WMOI Dayton, Ohio. FCC said its decision was motivated by multiple AM-FM-TV authorizations there which have foreclosed firm “from any reasonable expectancy of success with the proposed facility.”

Other FM deletions, indicated to be requested for economic reasons also, were granted to: WSKY FM Asheville, N.C.; Radio Asheville Inc.; KEVL Big Bear Lake, Calif.; Big Bear Lake Broadcasting Co.; KLOK-FM San Jose, Calif.; Valley Broadcasting Co., and UTC Greenbush, N.C.; Capitol Broadcasting Co. Inc.; KCRO Woodland, Calif., a 1 kw daytime outlet on 930 kc, was granted deletion at request of applicant, YOLO Broadcasting Co. Inc. is an affiliate of T. E. Brown and Neal Chalmers.

KCSM Colorado Springs, Colo., a 250 w fulltime outlet on 1450 kc, was deleted by FCC. Station permit expired Nov. 9. Permit was first granted in September 1946 to James L. Frank and subsequently expired and was reinstated prior to present expiration, FCC said.

**Show Goes On**

**LAWRENCE HAGER’S disappointment** knew no bounds. The president of WOIV Oswego had been pulling strings for weeks to get FCC Chairman Wayne Coy to address the fall meeting of the Kentucky Broadcasters Assoc. Nov. 15-16. Then, lo and behold, Mr. Hager made ill two days before Chairman Coy was to appear. But, even on his sick bed, Mr. Hager still had ideas. His prepared introduction of Mr. Coy would not be wasted after all. He had the speech tape recorded. The stunt was roundly applauded by the 150 guests at the dinner.

**HEARING RIGHTS**

**CHIEF JUSTICE Harold M. Stephens** of the U.S. Court of Appeals for the District of Columbia told FCC counsel last week, in a lecture on applicants rights to a hearing, that FCC can’t deny a request “merely because it doesn’t like the color of the hair of the person making the request.”

Chief Justice Stephens outlined the court’s views when Max Goldmark FCC’s cleansing assistant counsel in charge of litigation and administration, arose in court to defend the Commission’s actions in a recent case. He stated it would be imperative to operate with 5 kw fulltime in 700 kc.

The case was up on appeal by ABC’s KECA Los Angeles, which argued FCC should have given it a hearing. Commission would also on 700 kc would suffer interference.

**PROPOSED DECISIONS ISSUED FOR TWO AMs**

**PROPOSED DECISIONS** were reported by FCC last week to grant ABC’s KTHT -KECA case involved a station, KABC in California, to switch from 250 w day on 1250 kc to 500 w fulltime on 1450 kc, and Jorama-Fer Radio Co. Inc., for a new station at Pasco, Calif., to operate with 5 kw fulltime in 1250 kc.

In the California case, KRDU’s request was granted upon disqualification of the competing application of San Joaquin Broadcasters. The latter, a partnership of R. K. Wittenberg and R. L. Stoddard, was held in default for failure of appearance at the comparative hearing and for no presentation of evidence. KRDU is licensed to Radio Dinuba Co.

FCC favored Jorama-Fer over Cagus Radio because of the greater integration of local ownership and management proposed by successful applicant. Jorama-Fer is composed of four brothers and the sisters, Conception Fernandez Rodriguez. The brothers are Jose M., Rafael P., Manuel M. (partners owning Jorama-Fer Electric Co. apartment), and Joaquin Fernandez Rodriguez. Don Joaquin is employed in New York. All four brothers would actively participate in operation of the station.

Cagus Radio is composed of the following: Dr. Andres Franceschi, San Juan physician, president, 30.3%; Joaquin A. Gauthier, operator of Royal Lab., Mayaguez, pharmaceutical firm, vice president 48.5%; Paul J. Gauthier Jr., Cagus distributor for Caribe Motors Corp., secretary-treasurer 3%; Alejandro Torres Ferrer, Cagus bank manager, 3%; Luis Gonzalez, Cagus shoe store owner, 3%, and Jose A. Gauthier, head of his own radio advertising agency in San Juan, 12.2%. Extent of management participation was not given, FCC said.

**Judge Warns FCC On Denials**

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LOG CENSURE

Elyria, Ohio, Station Accuses Newspapers

CHARGES of advertising dictatorial have again been hurled against Idaore and S. A. Horvitz, owners of the Mansfield and Lorain (Ohio) radio station [BROADCASTING, July 19]. This time the accusations came during a series of six quarter-hour broadcasts on WEOL Elyria, Ohio.

The station charges that the Lorain paper refused to run the station log, even as paid advertising. It was further pointed out that both papers carry the program logs of major Cleveland stations free, and WEOL's as paid advertising.

Listeners also noted of letters and reports from radio advertisers in the city of Lorain, who said they had received notices from the Lorain Journal within two weeks after their first broadcast cancelling their display advertising in the paper.

Alleged that this was the same means used in attempting to suppress competition in Mansfield, Bert H. Koeblitz, WEOL general manager, said during the broadcast:

"On June 20, 1946, the FCC opened hearings in Mansfield on the Horvitz applications. On that day numerous advertising witnesses took the stand to oppose the applications. These witnesses were merchants and business men in Mansfield. They testified that when they contracted for radio advertising with Mansfield's radio station, WMAN, they suddenly found themselves unable to advertise in the Mansfield Journal. Several of them were told by Journal representatives that they could not advertise on the radio and in the newspaper at the same time."

Application Refused

Mr. Koeblitz concluded that "during the case, Mr. Horvitz continually denied that he had cancelled ads because the merchants were using radio time. But his applications were refused flatly by the Federal Commissioners."

In tentative and final decisions earlier FCC had ruled against the Journal companies' license application.

LORD(FM) Miami Beach Signs With Continental

STEPS toward addition of a Florida hookup of FM stations to Continental FM Network got underway last week with signing by Continental of WLRD (FM) Miami Beach. The station is installing tape equipment and will broadcast Continental program service on the same basis as KSBR San Francisco and WEAH Chicago [BROADCASTING, Nov. 22].

Negotiations for affiliation of WLRD by Bobie handled by Ben Miller, of Chon & Marks, Washington radio law firm, and Everett L. Dillard, Continental president.

Mr. Dillard said Continental will carry a recorded evening symphony hour keyed from WASH Washington, six nights a week except Thursdays when the network carries the Air Force Band live.

the standard of comparison in TV

- RCA television tube achievements make modern television practical.

Look to this continued leadership to bring you the finest and most advanced tubes that money can buy... like the RCA-5655 camera picture tube for studio operation... or the RCA-82D1 twin power tetrode for television transmitters.

Whatever the application, there's an RCA television tube to meet your needs. For your convenience, these tubes are now available directly from RCA or your local RCA Tube Distributor.

For further information on any RCA tube, write RCA Commercial Engineering, Section KP36-3, Harrison, New Jersey.

The Fountainhead of Modern Tube Development is RCA
know that these polls do greatly influence the management of hundreds of jockeys all over the land. And so, the evil blossoms. All to our own detriment.

The situation in particular issue can be cleared up. Again, the answer is simple. But it will take doing. All it calls for is close supervision of the programming material used by our own jockeys. Pull in the reins. Investigate the situations in your own stations, you managers and program heads. I believe that the whole messy picture can be cleared up. Then, no more unrealistic polls and attendant problems. And we could widen the base of our music operations, instead of playing “Nature Boy” until he’s blue in the face.

Take Up the Plan

All of this should have been done years ago. But there’s no use crying over spilt sharps and flats. Let’s get down to business now. Take up the plan. Follow it through, day by day, week in and week out.

It can’t be done by one station, one network, or a segment of our outlets. It calls for a complete, concentrated pitch by all of us, AM, FM, TV.

Then, comes time for ASCAP confusion and new contracts, there’ll be no “Jeannie with the Light Brown Hair.”

WCCK- Lawrence, Mass., received award by American Legion Auxiliary for initiation of station’s contribution to education, entertainment and inspiration of the community and in appreciation of community cooperation extended them.

FREE 1949 NEWARK

CATALOG

For Everyone Interested in TELEVISION • RADIO • ELECTRONICS SOUND SYSTEMS • INDUSTRIAL EQUIPMENT Equipment in tested brand equipment

Professional Radio Ham Tour Entertainment Enthusiast Oldtimer Amateur Radioist Here’s a book that’s a MUST for your bookshelf 140 and counting licensed with over 20,000 different items. The largest publication in the most complete industrial system from one dependable source

MAIL ORDER SERVICE • ONE YEAR TO PAY

3 GREAT STORES: Upham at 115 West 45th St. and 21st Floor in N.Y. and 877 Madison St. in the heart of CHICAGO

MAIL ORDER DIVISIONS: 242 W. 53rd St., N.Y. 10 and 333 West Madison St., Chicago 6, Illinois

Please send me FREE the Newark 1949 Catalog

NAME

ADDRESS

CITY STATE

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14 Stations Form Network in Ohio

AM, FM Outlets Are Included; Service Originates at WJW

FOURTEEN Ohio AM and FM outlets have formed The Standard Network, with Cleveland as origin station, WJW announced last week.

Through its FM affiliate, WJW-FM, the station is feeding 45 minutes of programming daily to the network and plans to increase this in the near future to a minimum of three hours a day.

Stations receiving the service include: WATG (FM) Ashland, WTPM (FM) Tiffin, WCMW and WCMW-FM Canton, WPRO (FM) Fremont, WFOB (FM) Fostoria, WFIN and WFIN-FM Findlay, WCLT (FM) Newark, WNTS and WNTS-FM Cohocton, WWST and WWST-FM Wooster, WIMA and WIMA-FM Lima, WLOI East Liverpool, WLEC Sandusky, WFAH (FM) Alliance and WKWO (FM) Columbus.

A Plan to give the network a particular flavor and cast of characters was developed.

RADIO, TV PLANNING HEAVY 4-H COVERAGE

RADIO and television will play a prominent role in covering the 4-H Congress, which began in Chicago yesterday (Nov. 28) and will continue through Thursday this week.

Seven AM network shows have been scheduled, according to Ken Gapen, assistant information director for radio and television, U. S. Dept. of Agriculture. The Congress will be telecast by WENR-TV and WGN-TV. The “Voice of America,” BBC, CBC and Australia’s ABC plan to make transcriptions for overseas transmission.

WCCO Minneapolis, KZL Denver and KPAB Lincoln will run direct line of transmission, according to the USDA. WJR Detroit is to be on hand with its studio bus. Three wire and tape recording rooms will be maintained by the Congress radio committee.

ON U. S. SCENE

Lever Records New York Talks for P. R.

NATIONAL Export Advertising Service, New York, agency for Lever Bros., Cambridge, Mass., export advertising, last Wednesday did a switch on the proverbial “on the scenes overseas interviews” for domestic programming. From a grocery store in the heart of New York’s teeming Puerto Rican section, the agency, under supervision of James Zee, radio director and engineer conducted on-the-spot interviews with women shoppers of Puerto Rican birth, for broadcast in about three weeks on WAPA San Juan.

Star of the program, probably the Parks Johnson of Puerto Rico, was Jesus Rivera Perez, known to flattering female fans south-of-the-border as "Rata". He is in New York on vacation. Mr. Perez is sponsored by Lever on two San Juan programs, one, for which Wednesday’s wire-recording was made, Asi Pienso Las Mujeres, is a daily show for Rinso. Another, Jibaro de la Radio, on WIBS San Juan, is a Lifebouy presentation. Both shows handled in San Juan by Publicidad Badillo, Puerto Rican export affiliate.

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ON U. S. SCENE

Lever Records New York Talks for P. R.

NATIONAL Export Advertising Service, New York, agency for Lever Bros., Cambridge, Mass., export advertising, last Wednesday did a switch on the proverbial “on the scenes overseas interviews” for domestic programming. From a grocery store in the heart of New York’s teeming Puerto Rican section, the agency, under supervision of James Zee, radio director and engineer conducted on-the-spot interviews with women shoppers of Puerto Rican birth, for broadcast in about three weeks on WAPA San Juan.

Star of the program, probably the Parks Johnson of Puerto Rico, was Jesus Rivera Perez, known to flattering female fans south-of-the-border as "Rata". He is in New York on vacation. Mr. Perez is sponsored by Lever on two San Juan programs, one, for which Wednesday’s wire-recording was made, Asi Pienso Las Mujeres, is a daily show for Rinso. Another, Jibaro de la Radio, on WIBS San Juan, is a Lifebouy presentation. Both shows handled in San Juan by Publicidad Badillo, Puerto Rican export affiliate.
FARM RADIO

RADIO has a job to do in the maintaining of farmers' prosperity, according to the National Planning Assn.'s Agriculture Committee.

In a statement released today, the committee calls upon radio and other media for educational programs to point out the choices to be made by farmers in investing their "boom-time profits," and the consequences of these choices. The statement accompanied a report titled "Can Farmers Afford to Live Better?"

The committee's statement, signed by 25 farm leaders, and the report, written by committee member Lowry Nelson, professor of sociology at the U. of Minnesota, urges farmers to "buy convenience, comfort, and shorter working hours with your boom-time profits." Such a course not only will be wise for farmers, but also will be in the nation's best interest, the committee said.

The project outlined by the committee for radio and other media is to use their facilities to "stimulate the imaginations of farm families; . . . show the possibilities for improving standards of living in the farm house and rural community;" and for taking advantage of the leisure time afforded by farm mechanization.

Howard Hudson of the NPA radio information section, stated that Dr. Nelson's report can be a valuable aid to farm area stations in programming and promotional activities.

Figures on the present income of farmers, on their present standards of living as compared with urban standards, and indications as to where improvements are needed in American farm living, are compiled in the report.

Lag in Standards

"Farmers are prosperous now as never before," Dr. Nelson writes, "but their prosperity is still so new it is not yet reflected fully in their standard of living . . . the number of farm homes without electricity, running water, flush toilets, and private baths in this wealthy country of ours is appalling. . . . For a large part of the farm population at the present time, there is no longer the excuse of low income for not providing homes and house conveniences for their families on par with town and city homes. They can have them if they want them."

The committee and Dr. Nelson stressed the fact "when a farmer turns his surplus into better living conditions, he becomes a better buyer on the industrial market."

Can Farmers Afford to Live Better?, is being distributed to NPA members and may be obtained from National Planning Assn., 800 21st St., N.W., Washington, D. C.

AIR FORCE TESTING IN-FLIGHT TELECAST

TELEVISION program executives and at least one film producer met last week in Los Angeles with Col. Howard Nussbaum, chief of the U. S. Air Force Radio Branch, to complete plans for an Air Force series utilizing in-flight TV transmission.

Col. Nussbaum left Nov. 18 for the West Coast to conduct a week-long series of television tests from a C-47 in air. Air Force engineers at Wright-Patterson Field, Dayton, Ohio, have already applied the medium successfully to photo reconstruction, it was pointed out.

Air Force plans is to work in cooperation with West Coast TV stations and possibly a film company, though the film aspect was said to be frowned upon. Special events would be telecast direct from in-flight planes for immediate use on TV stations.

SOUTH AFRICA
Commercial Radio -Sanctioned-

THE TWO most important recent events in South Africa—as far as advertising and advertising agencies are concerned—are the sanctioning of commercial radio and the imposing of import restrictions on luxury and non-essential goods.

Roland Wentzel, joint managing director of J. Walter Thompson Co., South Africa Ltd., expressed this opinion on his recent visit to the agency's New York office.

Radio in South Africa has previously been non-commercial, operating like BBC in England. This month the South African government has sanctioned government-controlled commercial radio for the Union. It is expected to be in operation by the end of this year.

Under this new set-up there will be three stations in each principal town: The "A" station for non-commercial broadcasts in English; "B" station for non-commercial broadcast in Afrikaans; and "C" station for sponsored programs only.

The Government of the Union of South Africa, because of the dollar shortage, has voted to cut imports on luxury and non-essential items to 50% of the 1947 figure. This will cover such articles as cigarettes, tobacco, beer, soap, cosmetics, and certain food and house items. The new restrictions will hamper advertising particularly in the development of new business, Mr. Wentzel pointed out.

H A L T A T E
RADIO PRODUCTIONS,
Chicago, Producer of the
"WHO'S TALKING"
Shows,
DEMANDS
UNIVERSAL
For the BEST in Transcriptions

Universal Recording Corp.
20 N. Wacker Dr.
CHICAGO
matters of record in this case — express-ly negative any such projection. The opinion in its final decision, pointed with apparent disapproval to the entire volume of the Corporation's in- clude dividends and to the "showing back" of its profits for the years of 1917 to 1941.

We believe that, far from showing a lack of management, the bind- ment on the part of appellant, this is evidence of the highest business judgment, where the corporation had theretofore been in financial difficulties, and dem-on-strates an awareness of its responsi-bilities and duties as a licensee and of its obligations to the public.

The majority held that FCC's de-cision used strong words unpun- point and that the wording "seems unjustifiably geared so as to bring this case within the doctrine of the WOKO opinion."

The substance of the WOKO opinion, the majority said, is that FCC is justified in denying re-newal "where there has been will-ful and knowing misrepresentations of facts, material or immaterial, concerning . . . stock ownership."

Agrees with Jeet.

The opinion agreed with then Comr. E. K. Jett, who dissented from the refusal to renew WORL's license because "I do not feel that the record . . . supports the finding that any of the parties are guilty of having made willful misrep- resentations to the Commission."

The Court held that FCC re-sorted to "inference and presum-p tion" in attempting to show the WORL owners are not qualified. Yet, the Court said, "there is no substantial evidence of any heed-lessness, and it is conceded that these have been and can be no harmful consequences flowing either to the Commission or to the public interest as a result of applicant's improper report."

The opinion also cited WORL's argument that FCC in 1941 was aware of Mr. Lafount's and the Cohens' acquisition of control, yet granted renewal in 1942. This, the Court said, is another reason for finding that FCC acted "arbi-trarily."

Denied Knowledge.

The opinion noted that FCC counsel "categorically" denied such knowledge but that FCC attempted no further explanation. The opinion continued:

"We wish it clearly understood that we are not ruling that, once fore-gotten, a licensee should always thereafter be forever irrevocable. In compliance with statute or with rule or regulation. The doctrine of such a rule is a fallacy.

Nor are we ruling that a licensee can without probative findings by licensee, statute, rule, or regulation. Further, we do not question the power of the Commission, within statutory bounds, to adopt and administer a stricter pol- icy of enforcement of its rules and regulations with regard to revocation or renewal of radio licenses and other licenses.

But the Commission, and this Court on review, must constantly be guided by the prevailing purpose of the Com- munications Act in ascertaining the re-s ult in each case which will best serve the public interest. In such a deter-mination there is no place for the arbi-trary publication of opinions or acted or by day."

The majority said it is "unmis-taken" that WORL's owners are technically qualified, and that it is within these time limits, the end was set back to ten o'clock, then eleven. Finally we locked out Presidential Parade, and went back on schedule at 6 p.m., a half-hour after Gov. Dewey con- cluded.

The importance of AFN's elec-tion returns broadcast was con-siderable. The only outlet in Eu-rope devoting full time to getting the best returns, did it a great deal toward correcting numerous conflicting or misleading impressions fostered by the local press, both English and German language.

There is no way of ascertaining the number of AFN's European, Near Eastern and Scandinavian listeners during the broadcast. Our audience has been reasonably esti-mated at 100 million but it is doubt-ful that in the early stages, the listen- ing audience was anywhere near this peak, as everyone had been briefed to expect no contest. As the morning progressed, however, not only was the audience national person-sonnel, but Europeans throughout AFN's reception range, realized that something thoroughly unusual was happening. Switchboards of AFN stations in Frankfurt, Munich, Stuttgart, and Bremen were swamped with both local and long distance calls in a half-dozen different languages. In Ber- lin the entire staff of the AFN outlet was detailed to answer phones.

With the Winners.

FCC Chairman Wayne Coy pre-faced his talk to the fall convention of the Kentucky Broadcasters Assn. with this warning: "In any predictions I make in the speech which is to follow I want you to re- member that I am my train- ing under the President and Vice President elect of the U. S. and not under Dr. George Gallup."

By LÖUIS ADELMAN
Chief of Operations
Alarmed Forces Network
FRANKFURT, U. S. Occupied Zone of Germany . . . One interesting local by-products of the recent elec-tions were the cast

Mr. Adelman, for 18 hours, from midnight to 6 p.m. European Standard Time, AFN-Frankfurt, continuously fed election results not only to its own net of five studios and eight trans-mitters, but also the Blue Danube Network in Austria. The new and installations are in Bremen, Bremer-haven, Berlin, Bayreuth, Stuttgart, Heidelberg, Munich and Frankfurt. The Blue Danube outlets are situated in Linz, Salzburg and Vi-enna.

Two years ago such an operation would not have even been consid-ered. A year that it would have been marred by frequent line break-downs, and even six months ago we would have been most re-luctant to try it out. But on December 3rd it was accomplished without any one of the fed stations having to go on its own fill at any time during the 18 hour program.

Project Grows

What started out as only a mod-erately ambitious project, turned into the longest net program in AFN's history.

The marathon show, which ac-quired the title Presidential Plat-ter Parade, consisted of relays of disc-jockeys spinning, and break-ins whenever a flash was received. In addition, shortwave pickups di-rect from the U. S. were aired peri-odically. Most of these were eight to 10 minutes and reviewed the situation to date. Facilities used were AP, UP, IN3, the Stars and Stripes New York wire, and the State Dept.'s European relays.

The program was originally scheduled and announced as running from midnight to 6 a.m. When it became obvious that noth-ing definite would be decided

a matter of record that WORL "prospered both in its financial and public esteem" under Mr. Lafount's direction.

Its Hooperating, the opinion said, increased progressively from 1941 to 1946, "putting WORL in a tie for first place among the Boston daytime listeners." Further, the Court said, WORL received the McNinch Award "for its outstanding weekly public service pro-grams."
God's Little Island

TAKING up cudgels against those who say "New York's a nice place to visit, but I wouldn't want to live there," WOR New York has purchased a full-page ad in today's New York Herald Tribune, heralding the advantages of the metropolis. Only one mention of WOR appears in small type explanatory note, reading: "For more than a quarter century, WOR has been proud to contribute to the growth of New York and the needs of its people. WOR hopes this advertisement may stimulate others to help WOR in promoting the greatest city in the world."

Equal Time Rights Question Put to FCC

WILS Reports It Has Refused Communist Request

THE QUESTION of Communists' rights to "equal time" was put bluntly to FCC last week with a request for the Commission to say so if it feels they are entitled to time.

WILS Lansing, Mich., through its president and attorney, notified the Commission it had refused a request of the Communist state chairman for time to present the Communist viewpoint.

The station submitted a copy of a letter from Carl Winter, Michigan state chairman of the Communist party, who claimed that commentators and news services had falsely accused the party and its membership of being "agents of a foreign power, seeking to overthrow the Government by force and violence." Mr. Winter asked for time on WILS "in accordance with FCC regulations."

FCC was told that WILS President W. A. Pomeroy refused the request with a declaration that "we will not knowingly permit broadcasting over Radio Station WILS by the Communist Party or any other organization of a similar character unless we are ordered to do so by the FCC or by statutory mandate of the Congress."

He said WILS considers the Communist ideology "subversive."

The owners, he said, are veterans of military service who "will not be a party to the expounding of any ideology which seeks to destroy" the freedoms prevailing in the U. S.

WILS makes time available for presentation of both sides of controversial issues "in the public interest of our country and our community," Mr. Pomeroy declared, "but there is no controversy in the public interest involved in your request."

The exchange of letters was submitted by Andrew W. Bennett, Washington counsel for WILS. He said he advised Mr. Pomeroy that "there was no rule or regulation of the Commission or provision of the Communications Act ... requiring him to make time available for the Communist Party or any other organization of like nature. If the Commission disagrees with this statement," Mr. Bennett wrote, "it will be appreciated if you will so advise me."

 Mellinger May Take Civil Defense Post

AUBREY H. MELLINGER of Chicago, former president of the Illinois Bell Telephone Co., has been offered the position of director of the Civil Defense Planning Office, succeeding Russell J. Hopley. The White House announced last Tuesday that Mr. Hopley has resigned to return to the presidency of the Northwestern Bell Telephone Co.

Following a visit with President Truman Nov. 25, Mr. Mellinger indicated he would decide within a few days.

A comprehensive civil defense plan, recognizing communications as its "nerve system," has been recommended by the Office of Civil Defense Planning [Broadcasting, Nov. 15].

We draw dividends on haystacks...

Hay is a capital investment in Spartanburg County where the vast production of feed crops...wheat, oats, and corn...raises the Spartan farm income to 226 million dollars a year.

But the wealth of the Piedmont doesn't come from the land alone. Industries...textiles, timber products, cotton staples...animate a great urban prosperity.

When the Piedmont people go to market, they have $1,054,811,000 to spend.

And for the past 19 years, they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.

Singer Is Asked Details Of Plane Forced Landing

BOBBY BREEN, 21-year-old singer whose radio career began when he was discovered as a child by Eddie Cantor, was interviewed by Robert W. Shafter, manager, and Guy Vaughan, Jr., sales manager, of KCB, Charlotte. Mr. Breen's disappearance was publicized widely, the search was stopped when officers read of his survival in Milwaukee papers.

What a Combination

When you smoke a Camel, in your Hanes Underwear, under a Chatham blanket, you join the world's millions in keeping Winston-Salem one of the world's great markets...and you help keep our workers supplied with cash to buy the products they hear about over WAIR.

WAIR

Winston-Salem, North Carolina

Representative: Avery Knodel, Inc.
COLD WAR

AFTER deciding against carrying
Chesterfield Supper Club owing to
conflict with its frost warnings to
fruit farmers [BROADCASTING Nov. 22], KFI Los Angeles in-
formed the listening public of its
decision last Monday.

The message ran as follows:

"Ladies and gentlemen, we earn-
estly request your careful atten-
tion to the following: it is vitally
important message from the man-
agement of KFI. This is the eighth
consecutive year in which KFI has
broadcast, during the winter mon-
th, the nightly frost warn-
ings, an invaluable public service
to the Pacific Southwest’s two
hundred million dollar a year citrus and
agricultural industries.

“In all this time KFI has not
asked for listener reaction to this
service. We do so now. We should
like all of you who hear these
nightly frost warnings to write to
KFI. A penny post card will do.

We have, of course, received much
evidence from many sources that
these frost warnings have saved
millions of dollars annually in
Southern California and far
western Agricultural crops.

“But to bring them to ranchers
and growers, we have perhaps in-
convenience the metropolitan listen-
ners by forcing them to forego from
one to five minutes of radio enter-
tainment. We now ask these metrop-
olitan residents, and other lis-
eners, with no direct interest in
agriculture—are you willing to
have us continue to break into your
radio entertainment in order to
provide this brief but highly val-
uable service to the richest agri-
cultural area in the entire nation?

“KFI, by virtue of its clear chan-
nel and 50,000 watts of power, is
the station which can reach all
the ranchers and growers in the
area. And this—9 o’clock California daylight time, which is
8 o’clock standard time—has been
determined over a period of years
by the grower as the most desir-
able time to broadcast the warn-
ings. But even if this were not
so, and the frost warnings were
broadcast at some other hour, they
would still cut into the entertain-
ment of some listeners.

“Circumstances have forced us
to make a decision—either we dis-
continue the frost warnings, or we
retain them at the expense of drop-
ping from our schedule the Che-
sterfield Supper Club which has
been heard for many years in this
segment of time. We ask that you
consider carefully these factors:
On the one hand, a high caliber
15-minute musical feature,—on the
other, immeasurable value of the
successful fruition and assured
harvesting of two hundred million
dollars worth of the nation’s food
products.

“In the opinion of KFI there is
but one choice—the sacrifice of en-
tertainment for service. However,
we feel that it is only fair that our
listeners be given the chance to
either sustain or veto this choice.
In the meantime, the Chesterfield
Supper Club will not be heard.

Mr. Linkroum to Decide Frost Warning Fate

KFI Listeners to Decide Frost Warning Fate

RICHARD LINKROUM, program
manager of WTOP Washington,
last Friday tendered his resigna-
tion, to be effective at an unan-
nounced later date.

Mr. Linkroum is currently deferr-
ing announcement of his specific
future plans. No successor for his
post has been named, it was indi-
cated.

Coming to CBS New York in
1937, Mr. Linkroum completed a
general apprenticeship course and
was assigned to the network’s pro-
gram department in which he
served for three years. From 1939
to 1940 he was night network oper-
ations supervisor. He served in
this capacity until joining WTOP
as program manager in Dec. 1941.

Mr. Linkroum joined the Navy in
1942 and served on sub-chasers
during the early part of the war.
Later he entered public relations
work in the Navy and served as
one of the two Navy radio corre-
spondents providing on-the-scene
coverage of the Okinawa invasion.

Returning to WTOP in January
1946 as a producer-writer, he pre-
sented the serial known as Janice
Grey. He was again appointed pro-
gram manager of WTOP in Novem-
bre 1946.

Miles Renews

MILES LABS, Elkhart, Ind. (Alka
Seltzer, One-a-Day Vitamins), has
renewed sponsorship of game of
Day on Mutual for the fourth
consecutive year. Half-hour series
runs Monday through Friday, 2 to
2:30 p.m. EST. It is currently
carrying 455 post-coast Mutual
affiliates. Wade Advertising,
Chicago, is the agency.

Petition Is Filed Opposing STA Ban

Day, Limited-Time Group Asks
Reconsideration of Rule

A PETITION which may provide
the vehicle for reconsideration of
FCC’s ban on special temporary au-
thorizations for after-hours opera-
tions by AM stations was filed with
the Commission last week by a
group of daytime and limited-time
stations.

Contending that the FCC already
has publicly abandoned the views
upon which it base its STA ban
[BROADCASTING, July 5], the peti-
tion offered a proposed rule which
would permit issuance of STA’s upon
proper showing and with provision
of opportunity for objection by
stations that might be af-
fected.

Several FCC sources indicated
they might be inclined to recon-
sider the STA ban on the basis
of the petition. It was filed by Marc
Cohn of the Washington law firm
of Colin & Marks on behalf of WO1
Ames, Iowa; WIGA East Lansing,
Mich.; WNAD Norman, Okla.;
WNBC New York, and WHCU
Itasca. It asked for rule-making pro-
cedings or, at least, for oral
argument.

The petition pointed out that in
adopting its STA ban the Com-
nission held that special local pro-
grams, for which AM daytime and
limited-time stations previously
secured STA’s, would henceforth
be available on FM. But in defend-
ing an AM grant made in the
Easton Publishing Co. case
[BROADCASTING, Nov. 22], the peti-
tion emphasized, FCC maintained
that AM and FM stations must be
considered separately.

Claims Distinction

Commission counsel devoted the
major part of his argument [in the
Easton appeal] to a showing of
the distinction between AM and
FM service, it emphasized, in
response to the Court’s inquiries,
that it was necessary for the Com-
mision to consider these two serv-
ces entirely apart, considering
the Congressional mandate “for
equitable distribution of radio serv-
ces,” the petition declared.

By its contents in the Easton
case, the petition maintained, FCC
has made it “abundantly clear that
there is no merit” to the Commis-
sion’s prior argument that the
availability of FM stations makes
AM STA’s unnecessary.

The STA ban was fought vigori-
ously by WNYC New York in an
effort to secure permission to op-
erate after hours on election night
to carry local voting returns.
WNYC’s bid for all-night opera-
tion on that occasion was turned
down by a 3-to-2 vote, Comr. Rob-
ert F. Jones and Frieda B. Hen-
ning dissented [BROADCASTING,
Nov. 1].

FREED RADIO Corp., New York, has
announced delivery of new Freed-
Edenbelt Agency high fidelity radio
phonograph equipped with dual-speed
r-cord changer. Retail price is $566.
BROADCASTING  •  Telecasting

Democracy Jingles

IN A HOLIDAY mood, three New York retail firms find democracy instead of merchandise on Thanksgiving this year, using once again prize-winning jingles on theme “Little Songs on Big Subjects,” instead of regular commercials. Advertisers are Barney’s Clothes, National Shows and Canadian Pur. Corp. Emil Mogul Co., New York, handles advertising for retailers, who were first to use these spots, “taken from Bill of Rights, on commercial spots and programs. Songs have been awarded major radio prizes.

BMB Revamped

(Continued from page 22)

out that in asking for a review of the methods of tabulating nighttime audiences the NAB was not questioning either the representatives of the BMB sample nor its method of tabulating.

Confusion in Timing

He said, however, that at certain seasons and for certain stations the BMB nighttime audience figures may reflect listening at any time during the 50 minutes immediately following sunset, rather than true nighttime listening. This supposition is supported, Mr. Shaf-to said, by evidence indicating the inability of listeners to hear some stations regularly at night until sign-off in places where BMB reports sizable nighttime audiences on a basis of weekly listening.

He urged BMB to take engineering data into account as a guide for the evaluation of significance of ballots received from such areas. This recommendation agreed with that submitted by the BMB research committee, which had requested the BMB board to form an engineering advisory committee. The board forthwith approved the formation of such a committee.

The board also instructed the research committee to study the relationship between ballot findings and accepted engineering data to distinguish between areas in which a station is or is not regularly available for nighttime listening, in accordance with the NAB recommendations for a review of the BMB methods.

Sales Campaign

The NAB report also recommended an “aggressive promotional and sales campaign” for BMB with the goal of pushing each station subscriber total past the 1,000 mark before the 1945 survey is made next March.

BMB now has about 650 AM and 100 FM station subscribers. The BMB board approved the idea but made no specific plans for putting it into effect at the Monday meeting. A suggestion for establishing state quotas which might reduce costs to individual stations was discussed and will be studied.

To NAB’s further recommendation that BMB endeavor to have subscriber stations identified by a seal or insignia in directories and elsewhere, BMB pointed out that such identification of the BMB sign had been given to all subscribers and furnished also to publications most likely to use them. The BMB board, however, agreed to see that reminders are sent to stimulate a more extensive use of the identifying material.

The NAB proposal that BMB eliminate all reference to non-subscribers in its published reports of audience data ran headlong into a recommendation of a special BMB committee on this subject. The committee recommended fuller disclosure of non-subscriber data than was in the first study reports. Those listed non-subscriber stations but in place of figures showed “N. S.”

Data Available

The NAB argument for elimination of any mentions was obviously based on an unwillingness of subscribers to carry the others without payment. The special BMB committee felt that since data on all stations are available it is a shame not to use them.

Mr. Shaf-to agreed that the whole problem led to a proposal by Mr. Shaf-to that non-subscriber data be divulged to subscriber stations for their restricted use. The BMB board approved the suggestion in principle, without making an attempt to define “restricted use” or to outline any procedural plans at that time.

The BMB board expressed its gratitude to the NAB board and to Messrs. Shaf-to and Terry for their constructive suggestions. It board reports on the progress of BMB’s investigation of various electronic measurement techniques. It took no action on the proposal that BMB appoint a television coordinator.

Those present were: For AAAA: Frederic Gamble president, AAAA; Melvin Bronby, Needham, Louis & Bronby; Leonard Bush, Compton Advertising; Carlso Franco, Young & Rubican; Limnea Nelson, J. W. Thompson Co.; C. Burt Olivia, Foote, Cone & Belding, and D. E. Robinson, C. J. LaRoche. For ANA: Paul West, president ANA; Joseph Allen, Bristol-Mayer; Albert Denspewoll, Celanese Corp.; and A. H. Caperton, Dr. Pepper Co. For BNA: Hugh M. Beville Jr., NBC; Roger Clipp, WFIL Philadelphia; Harold Ryan, Fort Industry Stations; E. P. H. James, MBS; Robert Mason, WMRN Marion, Ohio; Hugh Terry, KILZ Denver.


For BMB: Hugh Felton, John Churchhill, Philip Frank and Curt Langley.

"They Say ..."

“IT IS not surprising that radio comedians are aroused by a ruling which has caused one of their number to caution his studio musicians against laying vocal gags while on the air... The AFRA ruling will be a blow to comedians who have depended on their musicians to contribute to the hilarity... Now that sort of sure-fire response to the comedian’s efforts is a thing of the past—unless the show is willing to pay the extra price. But the extra cost is hardly worth the investment... If the AFRA ruling should cause the radio people to put out a better brand of humor, it will be com ed by radio fans everywhere.”

From an editorial in the Washington Evening Star.

TV Seen as Magnet for New Ad Money

TELEVISION is the “most profitable medium for mass merchandising yet devised,” E. Jonny Graf, production and program manager at WBBK(TV) Chicago, told members of Chicago’s Television council at the regular meeting last Wednesday in the Tavern Club.

“Television speeds up the movement of goods, adds still another new money,” he said, pointing out successes of Bigelow-Sanford rugs and Macy’s Department Store, as new advertisers, in New York. Mr. Graf, who joined the Balaban and Katz station two weeks after doing television production for Donahue and Coke agency, New York, asserted that repetition is not necessary in TV spots and that the “cute commercial is doomed to lay an egg after the first or second show.”

Must Learn Technique

“Pennies are now doing the work that dollars will do later,” he said. He explained that agencies and stations must learn an adequate and inexpensive way to “do a good selling job,” as, for example, using narration over film. One answer, he explained, “is to pay the way first and then get artistic.” WBKB, for instance, is selling inexpensive spots on a new participation show to attract sponsors, on the theory that commercial appeal should precede “sustaining charm.”

Believing that a great part of television is in merchandising personalities as well as goods, Mr. Graf plans to effect local origina tions and build Chicago shows with Chicago talent. Costs can further be amortized with use of a tele transcriber and expensive sets which have longevity, he added.

GEO. E. HOOVER Radio Productions, Trenton, N. J., has announced plans for a new series of contests on WBBK Morrisville, Pa. Wake-up show features popular children’s record, spun by Fred-the-Fiddler.

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BROADCASTING  •  Telecasting

NEW ARMY TOUR

Industry Heads Air

—Views on WRBL—

WRBL Columbus, Ga., gave its listeners an exclusive “earwitness” account of “new” Army viewpoints and modern training methods used by the Ground Forces during a forum-type broadcast from Fort Benning last week. Occasion was the inspection tour of Army and Navy installations by industrialists as guests of James V. Forrestal, Secretary of Defense.

The visitors discussed education of troops, communication between field units, the importance of research and the use of equipment in modern commercial broadcasts, and troop transportation.

George Theeringer, WRBL news director, arranged the broadcast through the post information office at Fort Benning, where the situation maintains a radio booth for direct pick-ups of events there.

Industry heads included Davidson Taylor, CBS vice president; Robert R. Young, president, Chesapeake & Ohio Railroad; Dr. Oliver E. Buckley, president, Bell Labs, and Winthrop Aldrich, board chairman, Chase National Bank.

After the program, Jim Woodruff Jr., WRBL executive manager, gave a dinner in honor of the guests.

Frank C. Westphal

FUNERAL SERVICES for Frank C. Westphal, 59, musical director of several Chicago stations in the twenties and director at WBBM from 1933 to 1936, were held Wednesday in Chicago. Mr. Westphal, who led one of the best known dance orchestras in the Midwest, died Wednesday in Bridgeport, Conn.
Noble-Skouras

(Continued from page 8)

ownership of ABC, the AM network has grown from three owned stations to five and from 163 affiliates to approximately 232, in addition to its expansion into both FM and TV.

Mr. Noble, then owner of WMCA New York, acquired ABC—at that time the Blue Network—from RCA for $9,000,000 in a transaction that was approved by the Commission Oct. 12, 1943, after a hearing (Broadcasting, Oct. 18). The transfer included approximately $1,400,000 in "transitory receivables," which reduced the actual cost to Mr. Noble to $5,600,000.

Two Class A's

The owned stations then consisted of two Class A outlets—WJZ New York and WENR Chicago—which shares time with WLS Chicago—and one 1-B: KGO San Francisco.

The network bought KECA from Earle C. Anthony, also owner of KFI Los Angeles, for $800,000 in 1945. KECA, WNOX from King-Trendle Broadcasting Corp., for $2,800,000 in July 1946. WJZ, WENR, and KGO are all 50 kw stations—WJZ on 770 kc, WENR on 980 kc, and KGO on 810 kc. KECA, on 790 kc, and WXYZ, on 1270 kc, are both 5 kw regions. Each of the AM stations has an FM affiliate.

Twenty-first Century has five television affiliates, all of which would be withdrawn upon acquisition of ABC. The applications, all tied up for San Francisco, Seattle, Boston, St. Louis, and Kansas City.

Under FCC's rules, the only alternative to withdrawing these would be to sell an appropriate number of the TV outlets acquired from the network.

Mr. Noble, former Undersecretary of Commerce and first chairman of the Civil Aeronautics Authority, entered the field of radio ownership through the purchase of WMCA New York in 1941 from Donald Piamm, who charged later that he was "forced" into the transaction. The purchase price was $560,000. When he acquired the Blue, Mr. Noble sold WMCA to present owner Nathan Strauss and associates for approximately $1,250,000.

FCC Rule

ABC's predecessor Blue Network was formerly owned by RCA along with the present NBC. After its chain broadcasting investigation FCC adopted a rule which would force duplicity of ownership of networks serving substantially the same areas. This rule was suspended "indefinitely" after RCA indicated its willingness to dispose of the Blue. While the regulation was put back on the books.

In 1943, the year Mr. Noble bought the network, ABC reported time sales of $15,900,000. Last year the gross figure was put at $43,648,657. This was a gain of 7.22% over the 1946 total.

An expansion of the network's ownership was accomplished by a stock issue authorized in 1946. Officials' testimony before FCC at that time said the proceeds would be used to retire approximately $4,000,000 in long term loans, pay the $2,800,000 purchase price for WXYZ, and invest $3,200,000 in television and FM and in expansion of AM. This issue, it was pointed out, would reduce Mr. Noble's interest from 71% to about 36%.

This plan, however, was subsequently modified, and Mr. Noble wound up with 59%.

The stock market itself provided a tipoff on negotiations for purchase of the network by the movie company. ABC stock gained two points during the week, closing at 9 on the day Mr. Skouras announced 20th Century-Fox's plans.

ABC's long-term debt consists of $8,600,000 worth of 4% promissory notes due May 1, 1960.

Asid from the interest evidenced by its applications, 20th Century-Fox's view of television as a "challenge" to the motion picture industry has been well known. Mr. Skouras has predicted TV will "revolutionize the entertainment industry," but said he feels the challenge also offers movies their "greatest opportunity to open up new entertainment fields and to predict what will happen in seven years television and motion pictures will be woven into one big entertainment industry."

'PRODUCE YOUR OWN TV'

Filming and Exchange of Local Productions

Advocated by Veteran Showman

WHILE many television stations are demanding more specially produced film and larger fees, Bob Greer continues to advocate more live shows and greater production on the local level.

In addition to these live programs, he suggests they be filmed and that a number of the stations in an area get together to exchange these films on a co-op basis—cutting the cost to each station and giving better video fare to the viewers.

Telecasters in 'Fog'

Citing discussions with many station managers who contemplate the addition of video, Mr. Greer feels that "for the most part they find themselves in a veritable labyrinth of mystery and fog."

"On every hand they seem to be madly scrambling for somewhere of filling 12 hours a week . . . Buying old, worn-out film from every Tom, Dick or Harry that happens to offer it for sale. Blindly, they are doing their very best to discourage the listener-viewer before poor video even gets a chance at a fair break."

At the suggestion of local production, Mr. Greer states: "They turn green at the mere suggestion of producing their own entertainment locally . . ." and on cost and time they feel "that it would take hours of rehearsals, tremendously big studios, enormous crews, fabulous amounts of equipment."

"I'll admit that seems to be the general idea. But it is utterly ridiculous. Any really experienced production man with a cast that is anywhere near seasoned can produce at least three fifteen-minute shows a day, five days a week in a nine-hour day, after the group spends a week or so in learning to work harmoniously."

"It is a typical example of the work of the local station groups, Mr. Greer advocates several stations in the same area combining to produce a steady stream of entertainment and to cut their costs."

"The primary need of any good TV operation is one fairly large main studio with a conveniently located storage room for props. With a very small budget the producer with imagination can have at his finger-tips over a hundred small scene studios. Couple this with the proper 'dummy' film clips and with an initial cost of perhaps $2,000 plus one boom orthicon and one dolly you are ready to shoot just about any story any writer can dream up."

For those who raise the question of a cast having to work from pay to pay, Mr. Greer suggests them to:

BOB GREER at present is morning news editor and reporter at WNOX Knoxville, Tenn. He was formerly station director of KPRK Livingston, Mont. Born at Des Arc, Ark., 43 years ago, he has had wide experience in the theatre and summer stock. He also spent some time on KFAC and KFWB Hollywood during which time he became skilled in writing for programs. With this background Bob Greer personnel and gained an insight into the movie business.

"To those who raise the question of a cast having to work from pay to pay, Mr. Greer suggests them to:

"To those who raise the question of a cast having to work from pay to pay, Mr. Greer suggests them to:

Points Involved

In the forthcoming negotiations, minimum fees, vacations with pay, guild shop, audition practices and air credits are among the matters to be thrashed out.

Walter Craig of Benton & Bowles, chairman of the 4 A's radio and television committee, headed the management group while Norman H. Burnett, executive secretary of the guild, represented the directors in the meeting which settled the procedural problems.

RALPH EDDY

RALPH EDDY, 32, announcer and former assistant farm director at WGN Chicago, was killed early last Monday morning when his car collided with a trailer locomotive in suburban Franklin Park. Mr. Eddy, who joined the station in 1941, was well-known to rural listeners, as he opened WGN daily at 5:30 a.m. The newsman, who was married, and the parents include his wife, Marguerite, and two children, Ralph Jr., 7, and Lynne Jo Anne, 2.
Top officials of the new Arkansas Associated Press Broadcasters are Leon Sipes (left), manager of KELD El Dorado, president, and Al Godwin, manager of KFWP Fort Smith, vice president. Messrs. Sipes and Godwin were elected at the organizational meeting held Nov. 14 at Little Rock.

BCI Adds on WOL
Coal Institute Pleased
With Radio

Radio's power as a public information medium received another pat on the back Nov. 15 when the Bituminous Coal Institute renewed and strengthened its program on WOL Washington. The institute is the public relations department of the Nat. Coal Assn. and presents Congress Today Monday through Friday.

The program changed from 6 p.m. to 6:30 and it is lengthened from ten to 15 minutes. Each program carries a brief news item about coal, supplied by the sponsor but separate from the report. This is the only "commercial" carried.

In announcing renewal, Ralph C. Mulligan, BCI public relations director, said: "Our decision to continue the program testifies to the fact that we are well pleased with our experience with this program during the past 12 months.

"The Washington radio audience is of the first importance when it comes to presenting facts that touch upon the national economy. . . . BCI sponsored the Congress Today program to obtain a channel of communications with this important audience."

Commenting on the format of the program itself, which is regularly conducted by Albert L. Warner, chief MBS Washington correspondent, Mr. Mulligan said: "In bidding for audience attention in competition with the great number of news programs that are on the air between six and eight each night, we decided upon a program focused on spot news of Congress and the Government, and the why of it, plus good reporting of what was ahead in the Congressional picture—a specialized news report rather than a general news summary."

Paul Morris, former news editor at WCAO Baltimore, has joined WJBK Detroit as newscaster.

Tony Williams has joined KCMM Kansas City. Mr. Williams was engaged in army broadcasting during the war and handled special events for Blue Danube Network, European Theatre.

Hal Kosut, former chief announcer and acting program director for WLW Torrington, Conn., has joined WHFI Hempstead, Long Island, N.Y., as news announcer.

Max R. Sobot has been appointed manager of Washington office of Radio Reports. He has been with Radio Reports for past two years.

Hugo Speck, foreign news editor of WFAA Dallas, has resumed his fall series of weekly commentaries, Tues. 10:15 p.m.

Paul Visser, assistant director of radio for NBC at its Central Division, is the father of a boy, Philip Albert.

Stark Smith, news director and commentator for WABD and WABB-FM Mobile, Ala., has been elected to membership in the National Press Club, Washington. Mr. Smith was incorrectly listed as Peter Smith in Broadcasting, Nov. 15.

N.Y. Video Committee To Join Fight Against VD

An informal committee, composed of executives from all five of New York's television stations, has been formed to cooperate in the city's all-out fight against venereal disease [Broadcasting, Nov. 22].

The committee consists of Tony Krober, WABD program director; Carl Warren, WPIX special events director; Beulah Jarvis, WNET film director; Robert Hendik, special events director, WCBS-TV; and Steve De Baun, special events director of WJZ-TV.

All TV stations in Manhattan have agreed to use films on the subject at hours when the greatest adult audience will be viewing their sets and when children should be asleep. Films will be circulated among the stations for use on successive nights.

KWH-FM in Shreveport

Starts Service Nov. 21

The FM service of KWHF Shreveport, La., started Nov. 21 with 45 kw on Channel 28, 94.5 mc. The station is operated by International Broadcasting Corp., owned by The Shreveport Times.

John D. Wiering, editor and publisher of The Times, spoke during the 30-minute dedication program. Also heard were Henry B. Clay, KWHF general manager; J. J. Mickle, president of Centenary College, and Mayor Claude E. Fant.

KWH-FM will duplicate the programming of KWHK for the present, the station announced.

S. Dakota AP Radio Group Is Organized

Associated Press radio members in South Dakota Nov. 14 formed a state association with Morton H. Henkin, president of KSOO Sioux Falls, as temporary chairman. The organization meeting was held in Huron in connection with the annual session of the South Dakota Broadcasters Assn.

Mr. Henkin appointed a nominating committee to propose a president, vice-president and secretary-treasurer of the new group. The committee is composed of A. A. Fahy, general manager of KABR Aberdeen, and Irving R. Merrill, general manager of KUSD Vermillion.

There are now 25 state or regional AP radio associations, covering 37 states, Alaska and the District of Columbia, according to AP records.

Radio Praised

Radio has chalked up a splendid record in selling brotherhood, according to Robert Schmid, Mutual vice president of station relations. Mr. Schmid participated in a panel discussion, part of a two-day Institute of Human Relations, Nov. 17 and 18, sponsored by New York's Columbia U. and National Conference of Christians and Jews. He quoted Dr. L. D. Reddick, curator of the New York Public Library, who has said "Radio gives negroes the fairest treatment of any of the mass media." Mr. Schmid enumerated the types of radio presentations being dedicated to stamping out prejudice.

WMPS 68
MEMPHIS
On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N.Y.

BROADCASTING • Telecasting

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Baltimore's Listening Habit

MUTUAL BROADCASTING SYSTEM
JOHN ELBER, President
GEORGE H. KROBER, General Manager
Exclusive National Representatives
WEDD & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

You Can't Complete This Picture Without

The Key Station of the South Plains of Texas

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

Affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN
Represented by
TAYLOR-BORROFF & CO., INC.
PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. For one-time ad, add 10¢ per word. Add 50¢ for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Box 327, Broadcasting. Box 100, National Magazine Press Blvd., Washington 6, D.C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial program director wanted by southern station established over ten years. Salary $12,000 to $15,000. Owner-management. Excellent opportunity for growth. Full benefits. Furnish complete information and photo. Box 329, BROADCASTING.

ANNOUNCERS

Salesmen—Man experienced in selling radio station. Must be capable of working on other executive duties. WKBI, Lake Placid, N.Y.

Salesmen calling on stations—non commission selling. Redline continuity. Box 280, BROADCASTING.

WANTED—250 watt daytime independent network station. semifactional terms. WNLK, Norwalk, Conn.

Announcers

Announcer—Successful daytime opera- tions manager desired for national sports and punch copy. Must talk, sell, produce, and meet requirements to Manager, WMLO, Mil- waukee, Wis.

Experienced combination DJ-announcer. Leading Midwest station. Send airchecks, photo and background. Salary range. Box 328, BROADCASTING.

Combination man, first class ticket needed. Favorable financial terms. WNLK, Norwalk, Conn.

Combination announcer-engineer, with daytime network, well known, by progressive network station. Must fill immediately. Submit qualification, complete resume, and references. Box 327, BROADCASTING.

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WANTED—Combination men for 25,000 watt network affiliate in northeast. New England or N.Y. experience desired. Ambitious, all-round man in working setup. Your minimum and radio story in letter with disc, please. Box 196, BROADCASTING.

Combination announcer-engineer with daytime network must be capable of filling all requirements. Send complete resume. Box 248, BROADCASTING.

Combination announcer-engineer, with daytime network, well known, by progressive network station. Must fill immediately. Submit qualification, complete resume, and references. Box 327, BROADCASTING.

Combination announcer-engineer with daytime network, well known, by progressive network station. Must fill immediately. Submit qualification, complete resume, and references. Box 327, BROADCASTING.

Commercial program director for 250 watt Mutual station located in midwest. Send resume and references. Box 322, BROADCASTING.

Salesmen

Announcement of local station. Must be able to sell network into cities. Reply to Box 347, BROADCASTING.

Salesmen—Man experienced in selling radio station. Must be capable of working on other executive duties. WKBI, Lake Placid, N.Y.

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Situations Wanted (Cont'd)

**Broadcasting.**

**BROADCASTING.** Need a good salesman to travel the west. West.

**Engineer-announcer,** BROADCASTING. Will arrange for shipping and writing. Write or phone Talbot, KROD, El Paso, Texas.

Two Sound Mirror type recorders. Model BK-632. KVNO, Logan, Utah.

**Sale** Equipment

For Sale—One kilowatt Western Electric transmitter. 2SC381, two WE antennae, 21 foot spare plate and filament carrier, model 515, condensers, rectifiers, relays, meters, tubes, etc. In perfect condition. Complete with power supply. Located in Denver, Colorado. Will ship to anyone. Write Ray Host, Chief Engineer, Midwest Broadcasting, 2nd St., New York City. Please give results. Best offer considered.

**Miscellaneous.**

**WANTED**...WBKA, Dallas, Texas. Also, Collins, 32-R1A Xmitt with crystal for $1250.00.

**Production-Programming, others**

**Situations Wanted (Cont'd)**

**Farm director with national reputation.** Experienced all phases farm broadcasting and rural relations. Top recommendation midwest. Box 256, BROADCASTING.

**Salesmen**

**Help Wanted (Cont'd)**

**Veteran, years experience in television, movie and controller, seeks radio station.** Write Ray Host, Chief Engineer, Midwest Broadcasting, 2nd St., New York City. Please give results. Best offer considered.

**Miscellaneous.**

**Help Wanted (Cont'd)**

**Station Managers!**

**WANTED**...One kilowatt Western Electric transmitter. 2SC381, two WE antennae, 21 foot spare plate and filament carrier, model 515, condensers, rectifiers, relays, meters, tubes, etc. In perfect condition. Complete with power supply. Located in Denver, Colorado. Will ship to anyone. Write Ray Host, Chief Engineer, Midwest Broadcasting, 2nd St., New York City. Please give results. Best offer considered.

**Production-Programming, others**

**Situations Wanted (Cont'd)**

**Farm director with national reputation.** Experienced all phases farm broadcasting and rural relations. Top recommendation midwest. Box 256, BROADCASTING.

**Salesmen**

**Help Wanted (Cont'd)**

**Exceptional Sales Opportunities**

For experienced radio time salesmen. Now 10,000 watt station, with application in for 50 KW and TV, offers highly selling (not high-pressure) salesmen. Salesmen must have future with progressive organization. Salary and commission.

For appointment for interview write or wire.

**Joseph B. Five**

Commercial Manager

**Leonard L. Asch**

Vice-President and General Manager

**WPTF**

**WBCA-FM**

Albany, N. Y. Schenectady, N. Y.

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Albany, N. Y. Schenectady, N. Y.
THE COMMITTEE on Radio of the American Standards Assn. is being reactivated to promote interchangeability of parts and equipment used by both the armed services and civilians in the radio field.

Reactivation is not linked to any present international emergency, according to Virgil M. Graham, chairman of the committee and director of technical relations for Sylvania Electric. However, he said, the work of the committee would expedite procurement of service radio and electronic equipment in case of emergency.

First meeting of the committee is expected to be held some time after the first of the year, with the meeting place probably New York City. L. G. Cumming, technical secretary of the Institute of Radio Engineers, who is serving as secretary of the group—known officially in ASA books as "Committee on Radio C16"—is organizing various trade associations and the armed services to arrange for participation.

At initial meetings, broadcasters and telecasters will not be on the committee, since it is felt that immediate problems are present in the operational field but in manufacturing.

IRE Sponsors

The committee, which is sponsored by the IRE, is to review joint Army-Navy specifications with the cooperation of the Army-Navy electronic engineering agency, coordinating them with the civilian standards where possible.

In this connection, however, Mr. Graham emphasized that standards of civilians or of the armed services will not be forced on the other. "We visualize a two-way street of cooperation," he said.

Scope of the committee's work will be in the nomenclature, methods of testing, rating, specifications and dimensions of radio apparatus, equipment and components, except television tubes. Another ASA committee handles tubes.

The C16 committee has not been active since the middle thirties. During the war, coordination of standards between industry and services was effected on a temporary basis. It is now proposed that a more systematic effort in this direction be set up on a permanent basis.

The committee's findings and recommendations will be reported to the Communications and Electronic Section of the Electrical Standards Committee of the ASA. The C and E section in its turn will report to the ASA Standards Council, which has the last word on standards.

Iowans Listen to, Like Giveaways, Poll Reveals

EIGHT out of ten Iowans who listen to giveaway programs enjoy them, and 7 out of 10 think they are good for radio. These results were disclosed in a poll taken among a representative cross-section of Iowa residents of voting age by interviewers for The Iowa Poll, Des Moines.

The poll indicated that seven out of ten Iowans have listened to giveaway shows, and that most of the listeners were in the younger age groups than in the older groups. Iowans with high school and college educational backgrounds pay more attention to this type of program than do those with grade school training, it was also indicated.

Hal Horton

HAL (PAPPY) HORTON, 55, died Nov. 21 at Baylor Hospital in Dallas. He had been in failing health since an operation two and a half years ago. A veteran showman, Mr. Horton was an announcer on KRLD Dallas. He was born in Montclair, N. J., and started his radio career in Davenport, Iowa, in 1926. Mr. Horton leaves a wife, Irene, and son, Arthur.

C16 REACTIVATED Parts, Equipment Affected

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Busy Schedule
WABY, Albany, N. Y., has broadcast football games of 10 high schools in Albany, Troy and Schenectady this season. The WABY sports team for the 20-game schedule, according to Russell B. Wilde, station's general manager, included Pat Ryan, who handled the play-by-play, and Johnny Lawrence, who did color and commercials. Mr. Ryan and Mr. Lawrence also will team up to broadcast 36 high school basketball games during the 1948-1949 season, as well as baseball games next spring. Biggest football day for Mr. Ryan was on Nov. 12 when he did play-by-play on two high school football games, one in the afternoon and the other in the evening.

TESTIMONY CLOSED IN 2 FTC HEARINGS
THE FEDERAL Trade Commission last week closed all testimony in two hearings on formal complaints against American Tobacco Co., N. Y. (Lucky Strike cigarettes), and American Television Labs, Chicago. Both cases will be subject to the exceptions taken to any rulings by the trial examiner.

American Television Labs is alleged to have misrepresented its correspondence courses in television and radio. The firm, listed under the name of Ulyses Sanabria, an individual respondent, presented evidence purporting to prove that other radio companies were offering similar courses in radio engineering without complaint. Hearing will be held Jan. 5, 1949.

Down in Carolina
“Nothing Could Be Finer”
WNAO, Raleigh, North Carolina
The News and Observer Station
5000 Watts • ABC • 850 Kc.
Ask Avery Knodel, Inc.

WASHINGTON (Continued from page 18)

MARGERY KENDALL, formerly with Meier & Frank Co., Portland, Ore., joins Botsford, Constantine & Gardner, same city.

DONALD L. WYATT, former advertising manager of Kaiser Co., Oakland, Calif., joins Ryder & Ingram, same city, as account executive.

ROBERT BACH, art director of Philadelphia office of N. W. Ayer & Son, transfers to agency's San Francisco office in same capacity.

FRED CRAWSHAW, vice president of Garfield & Guild, San Francisco, resigns. He announced no future plans.


JANE WINTHROP, former advertising manager of Joseph Magnin Co., San Francisco, forms own advertising agency, Creative Consultant, at 24 California St., same city.


BYRON H. CLARK, former head of own agency in Connecticut, joins Peck Adv., New York, as director of farm division.

MARVIN IRA RUDWICK, former vice president in charge of sales at Zelbrow Brewery, New York, elected vice president and director of Gordon & Mottner Inc., New York.


Award for Gallaher
EDDIE GALLAHER, disc m.c. of several WTOP Washington programs, will receive a gold medal at the annual dinner of the Washington Music Guild Dec. 7. Mr. Gallaher receives the award for his public relations work with the guild and his success in selecting "Hit Records of the Week" on his Moon-dial program.

RA-TEL WILL BECOME SUBSIDIARY OF BK&M
RA-Tel Representatives has been chartered by the State of New York as a wholly owned subsidiary of Burke, Kulper & Mahoney, representative firm, in line with its expansion program.

BK&M is turning over its station list to Ra-Tel but will continue in the newspaper field. The subsidiary organization is also taking over an undisclosed number of stations now represented by McGeehan & O'Mara, it was reported.

Under the new setup James W. LeBaron, now with BK&M, will be general manager of Ra-Tel and headquarters at the firm's office at 420 Lexington Ave., New York. M. J. McGeehan, formerly of McGeehan & O'Mara, is to be placed in charge of the Ra-Tel Chicago office at 360 N. Michigan Ave.

The firm also plans its own office in Dallas, and will share BK&M quarters in Atlanta, San Francisco, Los Angeles and Oklahoma City.

WVXO, Columbus, Ohio, reports that nearly 26,000 FM receivers were in use in that city at the end of October.

MUSIC . . .
SPORTS . . .
24 hours a day
WINZ
FLORIDA'S BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH HOTEL
Jonas Welland, President

“VICT” DIEHM SAYS
WE WERE CONGRATULATED
. . . by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but really promotes the programs.

We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.

Nationally represented by
Robt. Measker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL
Established 1932 HAMILTON, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

November 29, 1948 • Page 69
November 19 Decisions

BY COMMISSION EN BANC

Transfer of Control

KHNB Omak, Wash.—Granted transfer of 100% of stock in licensee to Miss Anna Brown, Los Angeles, Calif., and to Sam W. Ross, Times-Pub. Co. for $125,000.

Assignment of License

KCSA KCRA-AM Sacramento, Calif.—Granted assignment of license for AM station KCSA and FM station for AM-FM from partnership composition of Pottier & Krueger and Vernon Hansen to new corporation composed of Eugene C. Kelley, Franklin Hansen and Gerald Hansen (McKinley selling his 1/5 interest for $90,000).

AM—990 kc

Bankhead Bstg. Co., Inc., Fayetteville, Ark.—Granted new CP station at 1 kHz with 1 kW D; engineering cond.; estimated cost $20,572.

AM—900 kc

Bankhead Bstg. Co., Inc., Russellville, Ark.—Granted CP new station at 520 kc with 1 kW D; engineering cond.; estimated cost $20,572.

AM—1480 kc

Thomas J. Wallace, Tucson, Ariz.—Granted CP new station at 1440 kc with 250 w, engineering cond.; estimated cost $21,427.

AM—1450 kc


AM—1380 kc

Colorado Bstg. Co., Englewood, Colo.—Granted new CP station at 1380 kc with 1 kW D; engineering cond.; estimated cost $19,500.

AM—1260 kc


AM—1190 kc

Tri-State Bstg. Co., Middlesboro, Ky.—Granted CP new station at 1190 kc with 50 kw, for investment of $14,711; engineering cond.

AM—1100 kc

Springfield Bstg. Co., Springfield, Mass.—Granted CP new station at 1000 kc with 5 kw D; and 1 kw W; engineering cond.; estimated cost $13,465.

AM—1350 kc

The Silver City Bstg. Co., Taunton, Mass.—Granted CP new station at 1350 kc with 1 kW D; engineering cond.; estimated cost $21,500.

AM—860 kc

Brown County Journal Inc., New Ulm, Minn.—Granted new CP station at 860 kc with 1 kw D; engineering cond.; estimated cost $30,350.

AM—1220 kc


AM—1270 kc

Paris Bstg. Co., Paris, Tenn.—Granted CP new station at 1270 kc with 1 kw D; engineering cond.; estimated cost $15,000.

AM—1190 kc

Sparta Bstg. Co., Sparta, Tenn.—Granted new CP station at 1190 kc with 1 kw D; engineering cond.; estimated cost $17,450.

AM—1450 kc

San Anselmo Bstg. Co., San Anselmo, Calif.—Granted CP new station at 1450 kc with 2 kw D; subject to filing within 60 days of grant, of application for construction permit. Identifying the station will be the letter A; system meeting requirements of standards and no changes were made in CP.

Hearing Designated

Olney Bstg. Co., Olney, Ill.—Upon petition of WKTW, Breckenridge and KDWT Stamford, Conn., application of Olney Bstg. Co. for new Station 1450 kc was designated for Hearing. KDWT and WKTW stated parties to proceeding. (WKTW now Kansas City, Mo.)

AM—616 kc

Kermitt Bstg. Co., Kermitt, Texas.—Granted CP new station at 616 kc with 1 kw D; engineering cond.; estimated cost $25,460.

AM—1450 kc

KVOK Uvalde, Tex.—Granted CP change frequency from 1450 to 1460 kc CP Ant. Changes WGMT Manitowoc, Wis.—Granted CP change frequency from 1460 to 1450 kc CP Ant. Changes.

November 22 Decisions

BY COMMISSION EN BANC

Authorization of FM Licenses

Authorized CPs for two Class A and four Class B stations in lieu of CPs previously held by these stations; granted CPs to others in lieu of previous CPs, granted CPs to new educational FM stations (see story this issue).

License Renewal

WSRF Covington, Ga.—Granted renewal of license for period ending January 20, 1951.

WRKBB Dubuque, Iowa—Granted new license for period ending May 1, 1951.

License Extension

WJW Cleveland—Granted petition in part for temp. extension of license. Commission decided to extend temp. authority to operate station to March 1, 1948, provided that petitioner may make application for further extension of temp. license pending showing that he is proceeding diligently in prosecution of his application.

Licensees for following stations were further extended on basis to March 1, 1948, pending final action on renewal applications: KAFT Bakersfield, Calif.; KABC Los Angeles, Calif.; KKVX Kankakee, Ill.; and WCCB Cleveland, Ohio.

November 19 Applications

APPROVED FOR FILING

Modifications of CP

WONE Dayton, Ohio.—Granted CP new AM station for extension of commitment date.

WDAR-FM Savannah, Ga.—Mod. CP new FM station for extension of commitment date.

WHNF Memphis, Tenn.—Same.

KWXY-AM Dallas, Tex.—Same.

License for CP

WBEC-AM Pittsburg, Mass.—License to continue operation of CP granted.

TENDERED FOR FILING

AM—1230 kc

WZUP Covington, Ky.—CP change from 1050 kc to 1230 kc unti.

License Renewal

License for following FM stations were renewed for period ending March 1, 1951: WCBM-FM New York; WCLF-FM Philadelphia; WUSX-FM East St. Louis; WDAY-FM Minneapolis; WADB-FM Cleveland; WVOX-FM New York; WOR-FM New York; WNYC-FM New York, and WOR-FM Boston.

For results

Over a million people in 79 counties of Georgia, South Carolina and Florida.

3½ times more people than any other station in this market.

A $557,206,000 retail sales area.
License Renewal  

KXLO Lewiston, Mont.—License renewal AM station.

License for CP  

WBAI-FM Wauwaus, Wis.—License to cover CP new FM station.

Modification of CP  

WHMA-FM Ansonia, Ala.—Modification CP new FM station for extension of completion date.

KDKM-FM Dubuque, Iowa—Same.

WBKA-FM Brockton, Mass.—Same.

WNQI Uniontown, Pa.—Same.

WLGG-FM Clarksville, Tenn.—Same.

KEFF-FM Odessa, Tex.—Same.

WWTM Rochester, N. Y.—Same. CP new commercial TV station for extension of completion date.

APPLICATION FILED FOR FILING  

SSA—1430 kHz

WMRO Aurora, Ill.—SSA 1430 kHz 250 w un. for six mn.

AM—1420 kHz

WLCS Baton Rouge, La.—CP change from 1490 kHz 250 w to 1490 kHz 1 DA-250 kHz un.

APPLICATION RETURNED  

Henry Lee Taylor, San Antonio—CP new AM station 250 kHz 250 w un. RETURNED Nov. 18.

APPLICATION DISMISSED  

AM—920 kHz

James D. Shryock, Yankton City, S. Dak.—CP new AM station 920 kHz 500 w D DISMISSED Nov. 18 at request of applicant.

AM STATION DELETED  

AM—1450 kHz

KCSM James L. Frank, Colorado Springs, Colo.—Deleted AM station on 1450 kHz 250 w un.

November 23 Decisions  

BY COMMISSION EN BANC  

Modification of CP  

WONE Dayton, Ohio—Grant CP to change call letters, equipment, changes in CA and change to 1450 kHz 250 w (in geographic area only), and to add FM station to engineering cond.

WKO Columbus, Ohio—Grant CP to change ERP from 20 kw to 25 kw and ant. height from 225 ft. to 250 ft.

DOCKET CASE ACTIONS  

Record Reopened  

Announced adoption of order re recording record for further hearing at Washington, D. C., on date to be specified subsequently, in matter of application of Alice Jane Reeves Greater Dover, Ohio, to determine nature and extent of interference problems which would result from proposed operation of new station 1450 kHz 250 w un. and proposed new service area of applicant's station; 10 parties to appearing to submit, at further hearing, evidence of estimated or actual interference measured in terms of actual population. Order made available for 105 days from date of filing; from which determination can be made if interference area is sufficient. The record should include such evidence as to which would result from operation of station proposed by applicant; and any evidence that hearing examiner herefore designated in this proceeding shall hold further hearing herein and record recommendation based decision on record herefore compiled and recorded in record made in further hearing.

November 14-1948

Announced decision granting applications and piggyback CPs of Club 34 Co. Inc. to extend station at Brevard, N. C. 1500 kHz 250 w un., and, denying application of William H. Prejean, Jr. for additional facilities at Greer, S. C.

BY THE SECRETARY

WXDA WXFD The Times-Mirror Co., Area Los Angeles—Granted CPs and CMs for 17 exp. TV relays.

WABW Mobile, Ala.—Granted license new AM station.

WYTC Rock Hill, S. C.—Granted voluntary assignment of license from "O" to "P" for 700 kHz, to Tri-County Bctg. Co., for Tri-County Bctg. Co.

WMOR Molains Bctg. Inc., Dayton, Ohio—Granted request to cancel CP new FM station.


KEYL Big Bear Lake Bctg. Co., Big Bear Lake, Calif.—Same.

KCMO YOLO Bctg. Co., Woodland, Calif.—Granted request to cancel new AM station and deletion of call letters KCRG; 550 kHz 1 kw D.

(Continued on page 75)

In OMAHA and County Bluffs

...get your that "EXTRA Socks" THROUGH EFFECTIVE MEDIA TIE-UPS  

- Car Cards  - Taxi Signs  

- Outdoor Boards  - Displays  

- Dealer Letters  - Newspapers

For News of All Radio

BROADCASTING  

November 29, 1948  

Page 71
FCC Actions

(Continued from page 71)

Decisions Cont'd.

KRVV Tacom, Wash.—Granted mod.
CP change type trans. and make changes as shown.
KLUF-FM Galveston, Tex.—Granted mod.
CP to make changes as shown.
KIVY Crockett, Tex.—Granted mod.
CP to make changes as shown.
KRI-TX San Antonio, Tex.—Granted
CP for approval of all new location.
KROA Shreveport, La.—Granted mod.
CP change type trans.
KXAM-SX San Antonio, Tex.—Granted mod.
CP change type trans. and ante.
KXLY Pullman, Wash.—Granted mod.
CP for approval of all new location.
KGGM Greenville, Miss.—Granted mod.
CP change type trans. and ante.
KLVG Galveston, Tex.—Granted mod.
CP change type trans. and ante.
KOKY-Cambridge, Mass.—Granted
CP to make changes as shown.
KOLR-FM Springfield, Mo.—Awarded
license to Continental Broadcasting Co.
KXKJ-C. Conn.—Denied CP to make
changes as shown.
KSCO-Cambridge, Mass.—Granted mod.
CP to make changes as shown.
WAVM Fort Worth, Tex.—Awarded
license to Continental Broadcasting Co.
WABX-Wixom, Mich.—Granted mod.
CP to make changes as shown.
WAVQ-FM Philadelphia, Pa.—Awarded
license to Continental Broadcasting Co.
WAVN-FM Waycross, Ga.—Granted
mod. CP to make changes as shown.
WATH-FM Jamaica, N. Y.—Granted
mod. CP to make changes as shown.
WATH-FM Columbus, Ga.—Granted
mod. CP to make changes as shown.
Williamston, Mich.—Granted mod.
CP to make changes as shown.
KWKX Santa Monica, Calif.—Granted
mod. CP to make changes as shown.
WAXG-Chester, Pa.—Granted mod.
CP to make changes as shown.
KXCV-C. Conn.—Granted mod.
CP to make changes as shown.
KNIT Atlanta, Ga.—Denied mod.
CP to make changes as shown.
KWQW Springfield, Mo.—Denied
mod. CP to make changes as shown.
KZUP-FM Northfield, Minn.—Denied
mod. CP to make changes as shown.
WTHX-Cayuga, N. Y.—Denied mod.
CP to make changes as shown.
KXAD-FM Harrisburg, Pa.—Denied
mod. CP to make changes as shown.
WJZ-Washington, D. C.—Denied
license.
WOR-FM New York.—Denied
license.
KBTK-FM Fort Worth, Tex.—Denied
license.
WQXK-FM Richmond, Va.—Denied
license.
KERR-FM Kalamazoo, Mich.—Denied
license.
KEMT-Macon, Ga.—Denied
license.
KWFS-FM Fresno, Calif.—Denied
license.
KPEX-Fremont, Calif.—Denied
license.
WAVM-FM Roanoke, Va.—Denied
license.
KREX-FM Redding, Calif.—Denied
license.
KTVZ Bend, Ore.—Denied
license.
KXBN-FM Billings, Mont.—Denied
license.
KXMB-FM Bismark, N. D.—Denied
license.
KDFW Dallas, Tex.—Denied
license.
KXLU Denver, Colo.—Denied
license.
KXLA Los Angeles, Calif.—Denied
license.
WAXY New York.—Denied
license.
KJPA Salt Lake City.—Denied
license.
KXCA Fargo, N. D.—Denied
license.
KBUR Hillcrest, Calif.—Denied
license.
KXCG Redding, Calif.—Denied
license.
KXLA Los Angeles, Calif.—Denied
license.
KQFM Clarksburg, W. Va.—Denied
license.
WQAM-FM New York.—Denied
license.
WHDN-FM Mobile, Ala.—Denied
license.
KQFM Clarksburg, W. Va.—Denied
license.
WALLR-FM Waco, Texas.—Denied
license.
KXLC Lynchburg, Va.—Denied
license.
KQJQ Madison, Wis.—Denied
license.
KQV Sioux City, Ia.—Denied
license.
KQAM-FM Denver, Colo.—Denied
license.
KQXK Austin, Tex.—Denied
license.
KQZG Denver, Colo.—Denied
license.
KQGR Oklahoma City.—Denied
license.
KQGJ Oklahoma City.—Denied
license.
KQWM Dallas, Tex.—Denied
license.
KQWM Dallas, Tex.—Denied
license.
KQAM-FM Denver, Colo.—Denied
license.
KQCR Iowa City.—Denied
license.
KQCS-Clarksburg, W. Va.—Denied
license.
KQCC-Clarksburg, W. Va.—Denied
license.
KQBL-Clarksburg, W. Va.—Denied
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KQBU-Clarksburg, W. Va.—Denied
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KQAN-Clarksburg, W. Va.—Denied
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KQAO-Clarksburg, W. Va.—Denied
license.
KQAS-Clarksburg, W. Va.—Denied
license.
KSD NOW OPERATING WITH 5 KW FULLTIME

KSD St. Louis last Monday placed in operation its new ultra-modern transmitter and four-antenna system and increased its power to 5 kw fulltime on 560 kc. The station had been operating on 5 kw daytime and 1 kw night.

The new transmitter and four 450-ft towers are part of KSD's million-dollar fullpowered and expansion program that includes new facilities for television and FM broadcasting as well as for standard-use. AM plant now is located two miles from East St. Louis. Studios remain in the Post-Dispatch building in St. Louis.

Removal of the old KSD antenna was necessitated by erection of KSD-TV's 547-ft transmitting antenna on the roof of the antenna building. KSD-TV, in operation for nearly two years, is a key outlet in the NBC Midwest video network.

Miami Area Station Men Elect Babcock Chairman

GREATER MIAMI Broadcasting Assn., organized by station executives in the Miami area, plans to hold meetings monthly. At first meeting Nov. 17 Miller N. Babcock and Frank Jaffe, both WGBS Miami, were named chairman and secretary, respectively.

Member stations include: WGBS WIO D WMIE WQAM and WWPB, all Miami; WBAY and WVCB Coral Gables; WKTAT WMBM and WLRD (FM) Miami Beach; WINTZ Hollywood and WFTL Fort Lauderdale.

WMOX-FM Power Boost

WMOX-FM Meridian, Miss., soon will increase its power to 25 kw, Jerry Kerns, manager of WMOX and WMOX-FM, announced last week. An eight-frequency antenna will replace WMOX-FM's single pylon now in use atop the WMOX tower. Height of this tower is to be increased also, Mr. Kerns said. WMOX-FM is on Channel 28 (98.5 mc).

FIRST 15 PROGRAM HOOPERTATIONS
Based on Nov. 15, 1948 Report

Top Ten Daytime Hooperatings
Based on Nov. 15, 1948 Report

RADIO NEWS CLINIC SET FOR DECEMBER

TWO radio news clinics will be held in mid-December under NAB auspices. News clinic for Georgia stations will be held Dec. 11 at the Ansley Hotel, Atlanta, with a clinic for Alabama stations to be held Dec. 12 at the Twitwiler Hotel, Birmingham.

In charge of the Georgia clinic will be Wilton E. Cobb, WMZ, Macon, appointed by NAB Director Henry P. Johnston, WSGN, Birmingham. Speakers will include Allen Woodall, WDAK Columbus; John Harman, WHBF Carterville; James Vocaltis, WLBW Carrollton; W. C. Woodall, WDOD Dawson; George Teeryng, WRBL Columbus; Shed Carswell, WSFT Thomson; Dale Koehn, WAGA Atlanta; E. R. Wadeboeure, WSTY Syracuse, and Arthur C. Stringer, NAB, will speak at both meetings. John Fulton, WGST Atlanta, and president, Ga. Assn. of Broadcasters, will preside at the Georgia luncheon.

On the Alabama agenda are Howard Pitt, WSPA Montgomery; Louis Read, WABB Mobile; James Reese, WWBA Jasper; Charles A. Fell, Birmingham Age-Herald; Jim Owahn, WCTA Andalusia; Dick Warner, WIBS Huntsville. Mr. Johnston will preside at the luncheon.

Coverage of 200 Miles Claimed for WBRC-FM

EXTENSION of FM service to wide rural areas has proved practicable at WBRC-FM Birmingham, Ala., according to RCA Victor, Camden, N. J.
WBRC-FM's 460-ft tower is 408-ft. antenna is atop Red Mountain, which is 1,000 feet above sea-level. The station, using a new RCA 50-kw FM transmitter, in conjunction with an RCA eight-antenna antenna system, has power gain of 12, developed an effective power of 546 kw on 102.5 mc (Channel 273).

WBRC-FM has been receiving listener reports from distances as great as 200 miles, RCA Victor reports.
Part of the television equipment used in the WOAY demonstration.

**A DEMONSTRATION of television, reported to be the first in the state, has been presented by WELO Tupelo, Miss. Occasion was the Mississippi-Alabama Fair & Dairy Show, held in Tupelo.

The video equipment was placed at the top of the grandstand and telecast coverage of the show. Transmission was by coaxial cable to receivers placed throughout the fair grounds.

The special television demonstration was promoted by WELO, under the direction of Bob Evans, station manager.
At this year's lower rate, BROADCASTING-Telecasting is the swiftest, easiest answer to Christmas shopping. Whatever their interests, if they're in radio, they'll appreciate this gift of business experience. The 1949 Yearbook (published in February) is included, too.

Tear out the handy coupon and mail it today. Your gift will be announced in your name on a big full color Christmas card.

$7 for the 1st gift  $6 for the 2nd  $5 each additional gift
"I AM convinced . . . that FM pessimism is generated by the stations themselves; that it does not exist with the potential advertiser," says Robert Wadson, general manager of WLOW and WLOW-FM Norfolk, Va.

Mr. Wadson has good reason for this belief, as WLOW-FM, which began broadcasting just four weeks ago, has sold all of its evening time for 52 weeks with option to Ric's Fashion Corner, Norfolk store for women.

The agreement, which started Nov. 15, covers 36 hours of broadcasting each week, 5 p.m. to 11 p.m., Monday-Saturday. Station officials are particularly impressed by the fact that the entire agreement was reached in only two hours, from the time the idea was presented and the contract was signed.

Don Kelly, WLOW sales manager, arranged for the time purchase after William Behrend, Ric's assistant manager who conceived the idea for purchasing the full evening schedule, received approval from Morris Nordlinger, Ric's president.

The Joske technique of "beam" programming will be used by Ric's during the entire six-hour schedule. In addition, public service programming is being emphasized.

Programs have already been arranged for Boy Scouts, U.S. Army, Army Nurses, Girl Scouts, CARE,

Norfolk Symphony Week and U. S. Navy.

Sales controls from which definite conclusions of effectiveness can be calculated are being established by Ric's and WLOW-FM.

Within six or eight weeks the station will compile a study based on these controls and make the figures available to all stations and stores which are interested in the study.

A program conference between personnel of Ric's and WLOW was called to fully plan the proper use of each program and its individual promotion. The evening schedule is broken down in 15- and 30-minute periods with a different department of Ric's store sponsoring each program.

In addition, Mark Scott, station's sports director, has arranged for broadcasts of William and Mary basketball games and weekly bouts from Norfolk Arena.

General Electric and Philco will cooperate on sports broadcasts with Ric's. On Friday evenings 6-6:30 p.m. Ric's will present its personal shopper, Janet Joyce, with shortcuts on Christmas shopping.

Along promotion lines, Ric's is scheduling three- and four-column newspaper ads and store and window displays. Merchandise awards are being made on several of the programs and the station is giving wide publicity to the project.

KFNF Seeks Move

APPLICATION has been filed with the FCC for removal of KFNF Shenandoah, Iowa, to Lincoln, Neb. Licensed to Capital Broadcasting Co., KFNF also seeks to increase power on 500 kw from 500 w night, 1 kw day, to 5 kw fulltime and to install directional antenna for both day and night operation. Station would continue to share portion of its broadcast day with KUSD Vermission, S. D., 500 kw U. of South Dakota educational outlet. Move would cost about $76,000, KFNF told FCC.

Lottery Discussed at Chicago Session

BROADCASTERS should be able to extend the lottery yardstick to the postal statute to radio programs which do not involve the use of the mails. F. J. Delany, Chi. Solicitor of the U. S. Post Office Dept., told members of the Chicago Radio Management Club Nov. 1.

"The Communication Act of 1934 contains a prohibition [recently transferred to the Criminal Code] against broadcasting information concerning lotteries, gift enterprises, and similar schemes," M. Delany recalled. "This was model of the statutory prohibition against the mails for this purpose. The test of what is a lottery should be the same under both statutes.

Clerks Regularity

The solicitor said the department attempts to clearly regular with the FCC "to see that our construction of the two laws are not inconsistent." Rulings of the postal solicitor are precedents applicable to the Communication Act, he emphasized.

"From what I have seen of prize contests conducted by radio, there is little chance that the Postmaster General would even be required to issue a fraud order against a radio station," said Mr. Delany.

"This is to say that he is powerless to do so in proper case but it is apparent that your courts either do not involve the use of the mails, or if they do, the name used is some name other than that of the radio station.

Expressing amazement at the ingenuity of those who contrive prize schemes, he cited an opinion of the North Carolina Supreme Court which said:

"... No power is a lottery defined and the definition applied to a give state of facts, that ingenuity in work to evolve some scheme of evasion which is within the reach of the mischief, but quite within the letter of the definition."
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, D. C. Santa Cruz, Cal.

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Commercial Radio Equip Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. 319
WASHINGTON, D. C.
PORTER BLDG., LO. 8021
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. GILLET
AND ASSOCIATES
922 NATL. PRESS BLDG., NA. 2373
WASHINGTON, D. C.

RAYMOND M. WILMOTTE
PAUL A. dAMARS
ASSOCIATE
1469 CHURCH ST., N. W., DE. 1334
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
National 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

Worthington C. Lent
Consulting Engineers
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HOLLY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. Atwood 3328

ROTHROCK & BAIREY
SUITE 604, 1737 K ST., N. W.
National 0196
WASHINGTON 6, D.C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4427
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REPUBLIC 3984

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 79th St. Triangle 4400
CHICAGO 19, ILLINOIS

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 4, D. C. NA. 7161

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

H. V. ANDERSON
and Associates
Consulting Radio Engineers
134 Clarence St., Phone 7-377
Lake Charles, La.

A. E. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

GGuyl C. Hutcheson
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

L. WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wis.

MERL SAXON
203 W. Hutchison Street
Telephone 888 or 211
San Marco, Texas

NATHAN WILLIAMS
SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

SMEBY
820 13th St., N. W. EX. 8073
Washington 5, D. C.

CONSUL
& HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. Atwood 3328

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.

GILLES BROS.
1108 Lillian Way Gladstone 6178
HOLLYWOOD, CALIFORNIA

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
Oldway 8071
Washington, D. C.

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.

PREISSMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3853
WASHINGTON, D. C.

GUY C. HUTCHESON
1000 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

LYNNE C. SMEBY
820 13th St., N. W. EX. 8073
Washington 5, D. C.
New afternoon disc show on WJHP-Jacksonville, Fla., features "Sylvest-ter Simkins," a younger "feller" who hails from Halea. "Gawagh," about six or seven years out of Jacksonville." Sylvest's show is a 15-minute homophil humor done in a South Georgia dialect, bright musical tunes and sweet corn." Character of "Uncle Ben" was originated by staff announcer Jack Harrell.

Screen Test
THIRTY-THIRD series of Ruben's Stars of Tomorrow over WGN and WGN- Chicago, offers top winner a Holly-wood screen test by Producer Jerry Fairbanks, round-trip rail ticket to the West Coast, $500 Crisley television set and a $500 Savings Bank sav-age tor show is aired Sundays from 9 to 9:30 p.m. CST.

Just too Much
WHEN a client says, "You've got to do something!" I can't handle all the crowd that assembles in my store for the broadcast, then it's time to stop and wonder. What's the Value of radio advertising, WXGQ Greensboro, N. C., has encountered just that situation. WXGQ's "moaning" music, performed by Mr. Jones, has been con-ducting a 15-minute program over the weekly "The Value," from Tillman's Grocery in downtown Greensboro. Dur-ing program he chats with cus-tomers, asking each for his estimate as to value of quantity of merchandise on display in a window. Nearest guess wins the merchandise. WXGQ's program has proven to be such a shopping success that it is no longer complaining. So format has been revised and transferred to WJHP studio, to get customers out of the store.

Christmas Time
CHRISTMAS season is being ushered in by WSB-Atlanta, with new program titled Santa Claus Calling. Show runs Mondays, Wednesdays and Fridays from 7 to 7:15 p.m. on WSB-TV and from 7-7:15 p.m. on WSB. In full St. Nick regalia, Santa Claus talks with youngsters visiting studio and presents each child with a gift from his full pack.

Teen Show
NEW TEEN show, Hi! Club, debuts on WAFB Chicago, Nov. 13 as Saturday morning feature (11:30 to 11:45 a.m.) on WAFB. Hosted by Priscilla Thompson, former WGN disc jockey and Morton Walter, author of Guidebook for the Young Music Lover. Ms. Thompson orally tested high-school series in 1941 and 1943 on stations in Tulsa, Oklahoma, and Aurora, Ill.

'Sports Journal'
NEW program on WSB-TV Atlanta, Ga., Sports Journal, features analysis and discussion of football games played the preceding week. With advent of other sports seasons, show will con-tinue with a similar format. Program is emceed by Ed Dandel, Atlanta Jour-nal education editor, and air-ed on WSB for several years.

Board of Trade
WOTP Washington will air an 15-minute weekly series of programs sponsored by Washington Board of Trade, Sundays 1:15-1:30 p.m. Program features rec-ords of District fiscal studies, Con-gressional relations and events associ-ated with Board's Sesquicentennial Celebration in 1950.

'The Hot Stove League'
KSD-TV St. Louis began program of "Hot Stove League," on Nov. 20. Program features re-enactment of leading sports events of the past and predictions of coming season plus reviews and guest expert appearances. Program is sponsored by Paul Schwartz Motors, St. Louis, Kaiser-Frazer distributor.

'Stories to Remember'
SERIES of radio adaptations of well-known short stories is being aired by WMCA New York on its "Stories to Remember" program. Show is presented under auspices of Institute for Demo-cratic Education and WMCA, and features outstanding radio, stage and screen stars.

School Show
SERIES of short stories, titled Our Schools in Action, is currently being aired every Monday on WJEF Grand Rapids. Through cooperation of Board of Educa-tion, Parent Teacher Assoc. and city's high schools. Station visits a different school each week, recording student activities and school program. Series titled "What's the Value of School," is aired Sundays from 7:05 - 7:15 a.m. on WSB.

Adventure with a Twist
DRAMA TIZATIONS, based on adventure stories in the lives of youths seeking answers to questions of blind-alcohol issues, make up new series of programs on Sundays, 9:30 to 10:30 a.m. on WIP Philadelphia. Titled All Aboard for Adventure, program is sponsored by Philadelphia Fellowship Commission comprinng church, school and religious series. Originated by

Rasson Miletine
WABD (TV) New York telecast the sacred scroll of the Hebrew faith containing the Five Books of Moses, on its Evening Chapel program. Show is new weekly religious video program that station.

Bill Wiggins, announcer, and Ru Stew-son, Dayton Reporter, laun-ched broadcast of Dayton Musical Chimes

TESTIMONIAL to the value of radio advertising for a department store is Dayton's Musical Chimes entering its 16th year of continual broadcast on WCCO Min-neapols-St. Paul. The program heard from 7:30-8:30 a.m. Mon-day through Saturday, has been sponsored since it began by T. Dayton Co., Minneapolis depart-ment store.

The week of Nov. 15 was o-ver as Anniversary Week, the program, and featured high lights in its history and Dayton "Radio Specials." Format of recorded music (from the Dayton radio and record department), time and tape reports, weather predic-tions, and shopping news by the Dayton Reporter, has remained the same since the program went on the air. During the winter the program provides a special pub-lic service to schools in the area. Information such as school closings and bus service on cold and snow days is broadcast.

In the 72 weeks that Dayton Musical Chimes has been on the air in some 69,000 records have been played, and last year 381 calls we received from schools as far as 20 miles from Minneapolis. Near 100 letters have been received from schools to fall from school superintendent urging the service be continued.

Display the Regional Promotions Campaigns
ENROLLMENT OF 1949-1950 FACULTIES AND STUDENTS IN THE UNIVERSITY OF DAYTON. WTTQ will broadcast the University of Dayton's "Dayton's University of the Air," 8:30 to 9:30 a.m. Nov. 30. The program will present an impressive program of songs and readings from the University. Program is under the direction of Dr. J. R. Gray, Dean of the College of Arts and Sciences, University of Dayton.

John M. McCollister
Regional Representative
6745 Eastwood Drive, Dayton, Ohio

Radio, television, and telephone service for your entertainment needs.

TESTIMONIAL Dayton's Launches 15th Year on WCCO—

Bill Wiggins, announcer, and Ru Stew-son, Dayton Reporter, laun-ched broadcast of Dayton Musical Chimes

TESTIMONIAL to the value of radio advertising for a department store is Dayton's Musical Chimes entering its 16th year of continual broadcast on WCCO Min-neapols-St. Paul. The program heard from 7:30-8:30 a.m. Mon-day through Saturday, has been sponsored since it began by T. Dayton Co., Minneapolis depart-ment store.

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Milestones

- First birthday party of WKRT Courtland, N. Y., on Nov. 15 featured dinner for station staff and full hour stage show for advertisers.
- Silver anniversary of KFVO St. Louis, owned by the Evangelical Lutheran Synod, will be celebrated Dec. 14. Funds are being sought to expand present AM facilities, secure FM operation and build auditorium studio.
- Everett Mitchell, farm director of WMAQ-NBC Chicago, has begun his 26th year in radio.
- Marge Niess, who completes 14 years with NBC Central Division this month, has been promoted from Division's advertising and promotion department to assistant promotion manager of WMAQ.
- Marion Sheppard, secretary to station production executives at WBBM Chicago, Nov. 14 began her 17th year in that capacity.
- The WGY Schenectady, N. Y., Farm Forum and Farm Paper of the Air, said to be the two oldest farm programs, celebrated their 23d anniversaries in early November through special origination of the Farm Forum on Nov. 5 from home of Edward S. Hutchinson, 88, believed to be oldest active farm in state. Mr. Hutchinson lives near Schenectady at Glenville.
- KXOK St. Louis weekly civic improvement program, Work Up, St. Louis, marked its 100th broadcast Nov. 8.
- WOAI San Antonio weekly public service feature, Fourth Army Presents, began its third year with Nov. 5 broadcast.

WDSU-TV Plans Dec. 18 Start in New Orleans

WDSU-TV New Orleans is scheduled to commence commercial operations Dec. 18 on Channel 6 (82-88 mc) with an effective radiated power of 31 kw visual and 15 kw audio.

The first commercial program sponsorship has been taken by the D. H. Holmes Co., Ltd., a New Orleans department store. The firm has purchased an hour and fifteen minute Alexander Korda film, Stephens Broadcasting Co. Inc. is permittee of WDSU-TV.

Sponsors Five Hours

SUN RADIO Co., Washington, has signed with WASH (FM) Washington to sponsor a five-hour Sunday Music Festival. Series was slated to begin Nov. 28 and run for 52 weeks. The recorded musical program is a cooperative advertising project to tie in with Capehart FM-AM radio-phonographs featured by Sun Co. Gordon Manchester, radio director of Lewis Edwin Ryan Adv., Washington, negotiated the contract and is handling the commercial details. All records used are from Sun Co. and the program features a complete grand opera regularly at 2 p.m.

EASY GWYNN does it again. Mr. Gwynn (I), who has been with WIBC Indianapolis since 1944, affixes his name to a new long-term contract with the obvious approval of Kenneth E. W. Church, WIBC general manager. Mr. Gwynn does the entire programming job for his morning Easy Listening and afternoon Easy Does It shows, as well as for his Saturday night Easy on the Record.

KRN Delays Expansion

ONE-WEEK delay in expansion of the Rural Radio Network (FM) into the Connecticut Valley area of New England was announced at the network's headquarters in Ithaca, N. Y., last week. New date for start of the expansion operation is Dec. 12. Delay in delivery of antenna to WKBN-FM Hartford, one of the network's new affiliates, was partly responsible for the postponement. WKBN-FM will pick up its KRN signal from WGNF New York and will feed it to WACE-FM Springfield, Mass.

Three Take Awards

PROMOTION AWARDS were won by all three of the Cowles' owned ABC affiliates in the network's promotion competition. WCOF Boston rated in Group 1 for stations in cities of 500,000 population or better. KRNT Des Moines and WNAZ Yankton were voted awards in their population classifications by the agencies and advertisers.
TO CALL attention to its double-page ad in the Minneapolis-St. Paul Market Study (published by the Minneapolis, Nov. 8), WCCO Minneapolis, distributed several hundred mailing pieces, Letterhead announcement headed: "You can see the 128-county intense listening area of WCCO from a thimble in a right hand corner." And the Twin Cities story in the November, 8th issue of Broadcasting for reasons why WCCO leads overwhelmingly in the 1948 dairy study—"to 1.1," the notice continued.

Five hundred of these pieces went to agencies, clients and prospective clients.

Millions

MAN with perplexed expression on his face posed in front of a blackboard covered with algebraic formulae is cover feature of KNX Los Angeles, promotion piece. Inside, station states reasons why KNX figures run into millions—8 million people spend $10 billion a year in KNX's coverage area.

Five Cents

"WHAT can $5 buy in radio?" WMLW Milwaukee promotion sheet tells how cheap radio advertising is and why it's worthwhile to advertise on WMLO. Sheet also lists advertisers who use station to promote their products. It concludes on this note: "Brother, can you spare a nickel?"

WCCO was Awarded Sales

CASII register ringing in the dollars, and a real tweezers, are featured on WIBB Topika, Kan., promotion piece titled, "Full More Kansas Sales—Have WIBB." Red, green and white sheet gives reasons why WIBB should be "hired." Reply card offers more tweezers for the asking, with WIBB's compliments.

Businessmen Sold

PROMOTION piece from KCKN Kansas City describes what businessmen of that city think of station. Featured is picture of bright, young executive smiling

Contest winner receives congratulations from Joe Powell, Edgecombe County (N. C.) farm agent, as C. R. Foinde, dairy foreman at Woodvale farm, Tarboro, presents calf. Flanking the mike are Welcome Stanton (l), WCPS program director, and Station Manager Hanner.

CALF valued at more than $350 was awarded to the winner of a letter-writing contest WCPS Tarboro, N. C., conducted among farm families on the theme, "Why Every Farm Family Should Have a Good Milk Cow."

Contest began Sept. 1 and ran for 60 days. Entries, limited to 400 words or less, were read daily over the WCPS morning program, Country Store on the Air. There were more than 600... according to John C. Hanner, WCPS manager.

The winner, Gordan S. Barnette, is a 24-year-old war veteran who helps his father, D. E. Barnette, care for their 100-acre farm near Chase City, Va.

The four contest judges, all farm agents of North Carolina counties, awarded second place to Ralph Brake Jr., Battleboro, N. C. Ten honorable mention winners also were announced.

WIBB reported that the youthful contest winner, shown a herd of 25 calves and told to pick the one he believed he had won, had a"tumble out" the purebred, registered Guernsey heifer which was awarded as first prize.

For Young Musicians

WTMJ and WTMJ-FM Milwaukee and Wisconsin Federation of Music Clubs, sponsoring for sixth year, "Starring Young Wisconsin Artists" contest. Fort WTMJ-FM,-FM group of young vocalists and musicians will take part in 1948 series of "Starring Young Wisconsin Artists" programs to be heard on Wisconsin stations beginning in November. Three finalists will appear on program each week. At end of series three winners will be chosen to receive $1,000 in cash music scholarships awarded annually by station.

Disc Jockey Contest

DISC-JOCKEY contest for high schoolers was announced Nov. 12 by WOY New York. Contest was prompted by ideas necessary to boys at recent party given for them by WOY. Preliminary and semi-final rounds of three judges will sift the cream of contestants—each one limited to 45 seconds of his own selection and two minutes of original patter. Semi-finalists and finalists will be heard on WOY 1280 Club, with winner selected by popular write-in vote. The ten-ager wins an eight-week contract with WOY for his own show next summer.

WIBB, 1 kw Daytimer, Launched at Macon, Ga.

WIBB Macon, Ga., began operating Nov. 14 as a 1 kw daytimer on 1280 kcs. Studios are in the Professional Bldg., Macon.

WIBB is a member of the local stations group and will be represented in regional sales by Mr. Carr. George Patton has been appointed commercial manager of the station.
Paltridge Proposes to Match Smalley Under AVCO Rule

COMPETITIVE BID for purchase of controlling interest in KGIL San Francisco, Calif., has been filed with FCC by J. G. Paltridge, one-third owner of the station. Transfer applications also have been filed for WBTH Williamson, W. Va., and WHOP Hopkinsville, Ky.

- manager, secretary, 21.875%; Phil Beinhorn, 25% owner B & L Furniture Co., 12.5%; James E. Pinson, auto dealer, vice president 5%, and E. H. G. White, First National Bank president, treasurer 5%. Williams-

station is headed by Mrs. Lewis C. Tierney, president, and owner of 152 shares total 200 shares. Her sons, C. C. St. Tierney and Lewis C. Tierney Jr., each holds 3 shares.

WHOP requests transfer of control to F. Ernest Lackey, part owner, who becomes sole owner through retirement of stock held by Pierce E. Lackey and Montanna L. Lackey, 3 shares each, and Paducah Broadcasting Co., 59 shares, licensee WPAD. Paducah, Ky. WPAD is headed by Pierce E. Lackey. Consideration is $47,661 for the WPAD holding and $2,423.43 for each holding of 3 shares retired.

Dunton Is Re-appointed Board Chairman of CBC

A. D. Dunton has been re-appointed chairman of the board of governors of the Canadian Broadcasting Corp. for a second three-year term according to an announcement in the official Can-

ada Gazette, Ottawa, Nov. 20. Rene Morin, Montreal, has been re-appointed for a one-year term to the board, and Mrs. Mary Sutherland, Parksville, B. C., has been re-appointed for a three-year term.

Mr. Dunton's estimated annual salary of $15,000, while the other members of the board receive $50 a day plus expenses for regular meetings. There are two vacancies on the nine-man board.

FCC BOX SCORE

Summary of Authorization, Applications, New Station Requests, Ownership

SUMMARY TO NOVEMBER 24

AM STATIONS

Class Licensed CPs

Cond\t Appli- for Grants for Hear-

Gains

1 183 243 61 252

2 38 61 7 116

TOTAL 191 304 68 329

TV STATIONS

16 116

7 312 182

* 6 are on air; ** 148 are on air; * 18 are on air; ** 48 are on air. All licensed sta-

tion listed.

AM APPLICATIONS

Reading, Va., d/b/d as Radio Reading, 1400 kc, 250 w, full-

time. Applicant is Washington radio station owner; Richard L. Brown, legal custodian for widow and minor son of owner of WCHR Johnstown, Pa., and would be 49.8% owner. Estimated cost $10,650, plus certain equip-

ment already on hand. Filed Nov. 18.

St. Johnsbury, Vt.—Two State Broadcast Network, 1450 kc, 750 w, fulltime. Principals: E. Dean Finney, traffic man and experience business manager of WSKJ Montpelier, Vt., president-treasurer and 50% owner, James F. McKernan, vice president, Board of KLJA Centrally Washington. He has a legal interest in the properties.

KJY Beshy, Mont.—Transfer control from Jack C. Toole to John J. Harley.

AM—1390 kc

WTS Jackson, Tenn.—CP increase power from 1 to 2 kw-N to 1 kw-W 3 kw-D, unlicensed.

FCC Actions

(Continued from page 78)

November 24 Decisions...

AM—1240 kc

Paltridge proposes to match Smalley under AVCO Rule.

November 24 Applications...

AM—1240 kc

November 24 Applications ...

ACCEPTED FOR FILING


AM—1220 kc

November 24 Applications ...

AM—1220 kc

November 24 Applications ...

WZIP Cleveland, OH—a CP change from 1050 kc 150 w to 1230 kc 250 w unlicensed. Filed Nov. 18.

License for CP

WLOU Louisville, Ky.—License to cover new CP AM station.

WIDE Bidded, Same.

Modification of CP

KSLQ Yuma, Ariz.—Mod. CP new AM station for extension of license site.

WSSW Pittsburgh, Mod. CP change frequency, increase power etc. for extension of license site.

License for CP

WTAX-AM Springfield, III.—License to cover new CP AM station.

WEAU-AM B A s C I. WIs.—Same.

License Renewal

WBNY-FM Buffalo, N. Y.—License renewal fee.

KSEO-AM Durant, Ok.—Same.

Modification of CP

WCIL-AM Carbondale, III.—Mod. CP new FM station for extension of completion date.

WFTV-FM Indianapolis—Same.

WFTW-FM Port Huron, Mich.—Same.

KSD-FM St. Louis—Same.

WBGO-FM Rockville, C. S. —Same.

KCMC-FM Texarkana, Tex.—Same.

KLO-FM Lawrence, Kans.—Mod. CP new FM station to change ERP from 200 kw to 10 kw. antenna height above average terrain from 500 ft. to 290 ft. change site and change in trans and ant.

KKNB Los Angeles—Mod. CP new commercial TV station for extension of completion date.

WAVY Newark, N. J.—Same.

WCAU-Philadelphia—Same.

KBTV Dallas, Tex.—Mod. CP new commercial TV station to change studio and trans. sites, decrease ERP from 25 kw to 1 kw, antenna height above average terrain from 500 ft. to 13.8 kw an. AMENDMENT to change new CP new TV site.

Kimberly, Mont.—Transfer control from John J. Bove, Jr. to Elizabeth G. Bove.

AM—1390 kc

WTJS Jackson, Tenn.—CP increase power from 2 kw-D to 3 kw-D unlicensed.

BROADCASTING • Telecasting

November 29, 1948 • Page 81

IT'S JUST MONEY

Firm Sells Capitalism

On WOR

SELLING, capitalists to the public is the worthy undertaking of the Calv K. Kusanjian and the National Foundation, Waterbury, Conn., which has bought time on the Monday, Wednesday, and Friday (6-7 p.m.) broadcasts of WOR New York's Rambling With Gambling.

Aimed at a better understanding of economic laws, the transcribed one-minute announcements answer such questions as "Who was the first capitalist?" (anyone with savings account or insurance policy), "What is wealth?" etc. They also promote the savings habit, outlining the use of bank savings as tools for the country's growth.

The foundation, established through a $1 million bequest by the late Calvin K. Kusanjian, former president of the National Foundation at Gastic, Conn., candy bar manufacturer (Mounds, etc.), provides scholarships and fellowships in economics as part of its educational program.

Platt-Forbes, New York, is the agency for the foundation.

40,000 NEW FIRMS REPORTED IN SURVEY

NET GAIN of 40,000 new businesses was recorded in the first six months of 1948 in the Dept. of Commerce publication, Survey of Current Business. The number of businesses established in the period was 1,729,500 businesses were discontinued.

The authors note that the in-

crease was much less than the two previous years—in 1947 the total of new businesses established was 238,000, and in 1946, 356,000. They con-

clude that "the major gaps in the economy in retail and wholesale trad-

ing, services, construction, manufac-

turing, and distribution of durable consumer goods) had for the most part been filled."

From June 1945 to June 1948, the number of business establishments in the United States has increased 26% to reach a total of 3,880,000.

The authors suggest that extremely favorable business conditions have made such expansion possible.

Most businesses established since V-J Day have weathered the initial phase of secure a footing ... data are not available to indicate how well these new enterprises may have fortified themselves financially against a less favorable period of general business."

Among the few classifications which have shown a trend decline in number of business establishments are: Liquor stores, eating and drinking places, hotels and other lodging places; petroleum, coal, apparel and accessories, footwear & machinery (excluding elec-

trical).
At Deadline...

FCC GETS APPLICATIONS TO SELL WRLQ AND WGL

APPLICATIONS tendered at FCC for consent to sales of WRLQ and WRLQ-FM Knoxville to Knoxville Journal and W&L Fort Wayne, Ind., to D & K Broadcasting Co., WRLQ licensee, disposes of entire holding. He told Commission to sell because he "anticipates that large sums of money will be required to keep abreast of new developments in radio." Knoxville Pub. Co., Journal publisher, has operated WKPB (FM) for past year. Firm said it believes usual future is in FM but "program and promotional assets of an allied AM operation are needed now to help develop new medium." Mr. and Mrs. Roy N. Leepelch are 96% owners of WRLQ assigned 5 kw on 620 kc; NBC outlet.

Farnsworth Television and Radio Corp. sells WGL [BROADCASTING, Nov. 8] because it "is necessary that assignor limit the number of stations in which he has interest to employ its capital in the manufacture of television and other electronic equipment for civilian and government purposes." News-Sentinel is headed by Helen R. Foellinger, president, and 35% owner. Esther A. Foellinger and Loretta Foellinger Tpeele own 27.5% each. WGL assigned 1 kw on 1250 kc; NBC affiliate.

CLEVELAND REGIONAL ARGUMENT HEARD BY FCC

BATTLE for 5 kw fulltime on 1300 kc, directional, at Cleveland went before FCC en banc Friday in oral argument between Cleveland Broadcasting Inc., FM permittee and proposed AM grantee, and Scripps-Howard Radio Inc., permittee of WEWS (TV) and WEWS-FM Cleveland. Cleveland Broadcasting had been favored by FCC because of greater ownership-management integration [BROADCASTING, July 19]. Scripps-Howard argued its proposal would give greater coverage, render higher signal in industrial area and constitute better use of facility. Station would be 24-hour operation. Cleveland Broadcasting supported Commission stand, attacked absentee ownership of competitor. Oral argument heard also on proposed grant to D & K Broadcasting Co. for 250 w fulltime on 1230 kc at Alto Palo, Calif., and to Coastal Broadcasting Co. for 250 w fulltime on 1330 kc at Lakeland, Fla. Respective competitors, proposed to be denied, are Times-Star Pub. Co., seeking 1 kw daytime on 1220 kc at Alameda, Calif., and WDIS Winter Haven, Fla., seeking switch from 1490 kc to 1250 kc, operating fulltime with 250 w.

NAB NEWS-SALES PROJECT

SALES manual pointing out advantages of news programs to advertisers to be prepared by NAB Broadcast Advertising Dept. Project quickly approved at NAB after recent manual of cooperative advertising attracted wide attention.

WDTV Pittsburgh, DuMont station now under construction, to sign on at 7:15 pm Saturday. Management hopes WDTV will be ready for regular programming before end of year.

FMA BOARD, INLAND PRESS TO MEET IN CHICAGO

JOINT meeting of FMA Assn. board and membership of Inland Daily Press Assn. called Dec. 10-11 at Hotel Sheraton, Chicago, by William E. Ware, KFMX Council Bluffs, Ia., FMA president. Purpose of meeting is to bring about cooperation between FMA and newspapers having FM stations or grants. Committees on newspaper cooperation, authorized at September FMA board meeting, appointed earlier in week by Mr. Ware (story on page 51).

In issuing invitation to newspaper group Mr. Ware said agenda will include discussion of storecasting, transit radio, FM networking and ways of making money with FM. He said Western FM Network's inaugural program will take place during meeting, covering area between Chicago and Council Bluffs by off-air pickup.

'TEXACO STAR THEATER' TOPS NEW YORK VIDEO

TOP VIDEO show with New York viewers in November was Texaco Star Theatre, with a Co-hosting on average of 87.6. Top ten sponsored TV programs were:

- Texaco Star Theatre, WNBT, 60.7; Toast of the Town, WCBS-TV, 61.8; We, the People, WCBS-TV, 40. Small Fry Club (Thur.), WADT, 36.9; Amateur Hour, WABD, 31.5; Kraft Television Theatre, WNBT, 32.2; Chairmen of the Board, WCMX, 29.8; Americans, WNBT, 28.5; Bigelow—Paul Winchell, WNBT, 25.4; NBC Symphony, WNBT, 24.9.

WBZ-TV RAISES ITS RATES

WBZ-TV Boston today (Nov. 29) announces increase in time and facilities charges effective Dec. 1. New studio rates range from $85 for five minutes to $350 for one hour. All film telecasts now cost $50 for 20-second and one-minute announcements, $60 for five minutes, $250 for one hour. Discounts range from 7 1/2% for 26 times per year to 20% for 260 or more times per year, W. C. Swartley, WBZ-TV station manager, said. Current WBZ-TV sponsors to be protected at old rates until May 31, 1949, provided no lapse in schedule occurs.

NEW TV ANTENNA HELPS

INSTALLATION of new RCA six-cathode antenna at WATV Newark, completed Wednesday, has greatly improved reception of both audio and video signals in homes where they formerly were weak, according to set owner who had previously complained, interviewed Thursday and Friday in nine-hour telephone survey.

COMMITTEE NAMES EVANS

JOSEPH S. EVANS Jr., former CBS Washington newscaster and analyst, appointed by Melvin D. Hildreth, general chairman of 1949 Inaugural Committee, to serve as committee's executive secretary and personal assistant to M. Hildreth. Mr. Evans is on leave from Democratic National Committee, where he served as editor of committee's publication, The Democrat.

'BLACK LIGHT' TO BE USED FOR ABC OPERA PREMIERE

PREMIERE of New York's Metropolitan Opera season at Ostello will be telecast at 7:45 p.m. tonight (Nov. 29) on ABC's East Coast video network. Mark Woods, ABC president, revealed "black light," special infra-red lighting, invisible to audience, will be used in televising opera. Six TV cameras will record arrival of distinguished guests. Sponsor of program which will run past 11 p.m. on WJZ-TV New York, WPIT-TV Philadelphia, WNBC-TV New York, WAAM-TV Baltimore and WMAL-TV Washington, is Texas Co., New York.

WBKB NEWSPAPER TIEUP

WBKB (TV) Chicago will affiliate within two weeks with Chicago daily newspaper, believed to be Chicago Sun-Times. Station beginning presentation of regular test pattern using AP ticker tape television service, provided by machine which reputedly is first released by AP. Service will be exclusive with WBKB in Chicago.

FMA OFFICE MOVED

HEADQUARTERS office of FM Assn. has been moved from Munsey Bldg. to 526 Dupont Circle, Bldg., Washington, according to Bill Bailey, FMA executive director. New telephone number is Hudson 7170.

Closed Circuit

(Continued from page 4)

rado, slated to become chairman, wants to dig into PM and FM allocations history and there's even talk of retaining consulting engineers.

MUTUAL board will meet again Dec. 13 in Chicago presumably to appoint vice president to head programming and sales.

BEAUTY FACTORS Inc., Los Angeles (Insta-Curl), planning to spend about $100,000 weekly for strip five-minute TV program to start about January 1. Agency, Leo Burnett Co., Los Angeles.

RADIO job hunting is at about all-time peak. Managers and second men in large number of recently-licensed secondaries, both AM and FM, are hunting because of ominous economic signs. And most of them want in on TV.

RADIO COLUMN in new Los Angeles Mirror breaking ban on radio news which older papers had observed. Daily News to begin column and Herald Express reported seriously considering move.

ANNUAL get-together of NAB board and committee members held in November developed from board's unintentional freezing out of Program Committee Chairman John S. Hayes, WIX Washington, during mid-November session. Chairman, invited to tell committee's code and program clinic projects to board, cooled heels entire afternoon.

ANOTHER outcome of incident, after which Chairman Hayes indicated he planned to resign, will be development of system by which committees will be quickly notified of board actions in their bailiwick. Hayes was persuaded by President Miller and Executive Vice President Willard not to resign. Some committee members had threatened to quit in sympathy.

BROADCASTING • Telecasting
to make a play for theater-hungry video audiences. The Philco Television Playhouse does just this each Sunday evening at 9, NYT, on NBC.

The curtain rises on comedy, drama, tragedy and musical comedy—the gamut of the legitimate stage—for millions of American viewers as the Philco Television Playhouse goes on the air. These hour-long presentations of famous plays have lifted the swiftly growing television art to the bright-lighted level of the Broadway stage.

It's legitimate and it's professional: the Philco Television Playhouse, superbly staged, consummately acted by top-notch stars and seen by the greatest number of viewers over NBC, television's No. 1 Network.

**NBC Television**

*National Broadcasting Company* • *New York*

*A Service of Radio Corporation of America*
Don’t overlook the sales promotional punch that Paramount TV Stations—backlogged by 36 years of entertainment know-how—can deliver as needed in the important Midwest and Southern California trading areas. Paramount Video Transcriptions—sight- and sound film-recordings of your tele-shows—make selective TV schedules possible and budget-smart.

If our Rate Cards have not reached your desk, please ask for them.

WBKB KTLA
Balaban & Katz TV Theatre Your Star Salesman in Hollywood
Hollywood Studios • 5451 Marathon Street • Hollywood 6363
Chicago Studios • 190 North State Street • Randolph 6-8210
New York Offices • 1501 Broadway • Bryant 9-8700

KEY STATIONS OF THE PARAMOUNT TELEVISION NETWORK

Represented Nationally by Weed and Company
BULOVA WATCH CO., whose broadcast time signals are almost as widespread as radio itself, is staking out a claim for the future in television which may be expected to match the growth of this new kind of broadcasting.

In 1940 the Bulova appropriation for television advertising will exceed $500,000, Terry Clyne, vice president of the Biow Co. and account executive on the Bulova account, told Broadcasting. But he hastily added that the video expenditure is not being made at the expense of sound broadcasting, for which during the coming year Bulova will expend some $3 million, more than in any previous year.

Such a heavy expenditure for television is being made with the full knowledge that it is not justified by the size of the present TV audience, Mr. Clyne said. "Bulova," he stated, "is buying for the future, staking out now its claim for the hourly evening program breaks in what promises to be television's top viewing times."

Bulova's video time-buying is based on a plan peculiarly and particularly designed for television advertising, one of the earliest examples of pure television thinking in advertising. "Like the company's broadest advertising," the Bulova representative said, "the video plan involves a time signal, but there the similarity ceases."

Dual Purpose

The Bulova plan, Mr. Clyne explained, is predicated on the FCC requirement that a television station identify itself visually as well as orally every hour on the hour during its daily period of operation. On the hour is, of course, the best time for a time signal. So, reasoned the company and its agency, why not combine the two?

Starting with WGN-TV Chicago, where the plan was successfully tested late last summer, the plan embodies designing an appropriate video identification for each station, with the picture also including a clock face bearing the words "BULOVA Watch Time." While the moving hands of the clock traverse the ten-second span to the hour, the announcer gives the oral identification and follows with "It is now 9 o'clock B-U-L-O-V-A watch time. America runs on Bulova time."

Backgrounds, Designs Differ

Station executives are consulted in each case to insure the best possible design for the identification picture, Mr. Clyne said. That for WBAP-TV Fort Worth shows the station call letters backed up by the cow bell, which for years has been the station symbol of WBAP (AM) as well as WBAP-TV. WABD New York accompanies its call with the Statue of Liberty. WPIX New York utilizes the city skyline (see illustration). In Washington, WTTG associates itself with the Capitol dome. WMAR-TV Baltimore displays the tower of the Sun Building; WJW-TV Detroit shows the Penobscot Tower where its transmitting antenna is located. And so on through the complete list of TV stations carrying these identification-and-time announcements. In addition to the station announcements already named the list currently includes WENR-TV Chicago, WPTZ and WCAU-TV Philadelphia, WXYZ-TV and WJBJK-TV Detroit, KDVL-TV Salt Lake City. Soon to be added are KECA-TV Los Angeles, WBZ-TV Boston, WEWS Cleveland, WAAAM Baltimore, WAL-G-LA Washington, WBEN-TV Buffalo, KRSC-TV Seattle, WAGA-TV Atlanta, WAVE-TV Louisville, WSPD-TV Toledo, WRGB Schenectady, WTVR Richmond, and others are being lined up.

In most markets, Mr. Clyne said, these ten-second announcements, broadcast three times a night, at 7, 8 and 9 p.m., implement the company's 20-second and one-minute announcements in which an animated film precedes the time signal. He pointed out that the new plan permits video stations to sell a regular station break announcement, without being guilty of double-spotting, since the Bulova time signal is combined with the station identification.

FILM FOOTAGE HIGH ON DuMONT PACKAGE

Film footage devoted to DuMont Telecasts this week is roughly twice that of all Hollywood feature pictures, Lawrence Phillips, director of the DuMont TV network, said last week.

The DuMont programs Teletranscribed at WABD (TV) New York for use by the network's non-interconnected affiliate stations total between 14,000 and 30,000 feet of 16mm film, he said, while the finished footage of all feature pictures produced in Hollywood, if done on 16mm, would average only 5,000 feet.

Eight DuMont affiliates are now receiving this service from WABD: WGN-TV Chicago, KTSU (TV) Los Angeles, WEWS (TV) Cleveland, WGBK (TV) Detroit, WSPD-TV Toledo, WDSU-TV New Orleans, KRSC-TV Seattle, KOB-TV Albuquerque.

Determined to be in tune with the times of the future, Bulova Watch Co., has taken a long step into television. The company's $500,000 1949 TV budget will augment its $3,000,000 audio budget, the largest in its history. Bulova will feel right at home in television with advertising tied in with the stations' time signals, as is the practice in AM. Bulova now blends its familiar B-U-L-O-V-A ten second aural and visual message with the required identification and time announcements of 12 TV stations. A dozen stations will soon be added.

TELECASTING

Bulova's $500,000 Video Bullseye

Both video station and sponsor profit from the required identification-time announcements such as this used by WPIX (TV) New York.

HOOVER'S POCKET PIECE WILL INCLUDE TELEVISION

HOOPER Pocket Piece for the 30th of each month, starting shortly, will be revamped to include video information. Evening ratings pages will provide a separate column for composite TV ratings by time periods; subsequently this TV column will extend into the daytime ratings pages as well. Inside back cover will show a Hoover estimate of TV homes compared with the latest BMB report on radio homes, plus the share of audience for TV and sound broadcasts for the 6-10 p.m. period.

TV data will also be included in the Hoover city reports, starting with New York and extending to other cities as the need arises. The reports will show radio and video ratings for all homes in the sample and for TV homes only, both for the city proper and for the metropolitan area, the latter being divided into appropriate geographic units.

BURBACH TO ADDRESS TBA'S VIDEO CLINIC

GEORGE M. BURBACH, general manager of the St. Louis Post-Dispatch broadcast activities, KSD-AM-FM-TV, will discuss "Station Management Do's and Don'ts" at the one-day television clinic of Television Broadcasters Assn., Dec. 8, at New York's Waldorf-Astoria Hotel.

Other speakers scheduled for the clinic are: Wayne Coy, FCC chairman; Robert P. Myers, NBC; Leonard Hole, WABD (TV) New York; George Moskowitz, CBS-TV; Robert L. Coe, WPIX (TV) New York; Myron Kirk, Kudner Agency; Hugh M. Belville, NBC; Klaus Landaberg (TV) Los Angeles; Doty Edourade, Badger, Browning & Hersey; Eugene Katz, Katz Agency. Chairman is E. P. H. James, Mutual vice president.

An additional feature of the clinic will be a display of 1949 model video sets made by manufacturers who are TBA affiliate members. These receivers will be installed in the Jade Room at the Waldorf to receive special TV programming scheduled for 9:45-11 a.m. and 12:30-1 p.m.

November 29, 1948 • Page 3
TV SYNTHESIS

By JACK WEIR LEWIS
Assoc. Dir.,
Rocky Mountain Radio Council

ONE OF THE MOST interesting things to the program and production man is New York's candid admission that the televiewers have not even begun to scratch the surface so far as evolving an art form that is peculiarly television is concerned. Not stage, not radio, not film, but something that is, synthesis of the three, and which in time will be peculiarly its own—as different as radio is from the movies.

At ABC they're thinking in terms of turning loose together a top-notch radio writer and director, a stage producer, and a Hollywood big shot production man to see what will come of it. Working together or individually, the circumstances may dictate, these master minds, it is hoped, will evolve something that is really TV.

The idea is infectious, and might well catch on in places like Denver, where fair talent is available. WARD's 'Super Job'

Without too much outcry, WARD, DuMont's New York TV outlet, is doing a superb job in the field of public affairs—a television natural call. DuMont's own radio station manager, who almost any station could adapt to fit its own community. It comes as near to being peculiarly TV as any educational showing I've seen anywhere.

Anyone who contemplates committing television in the near future ought to get a print of it (it's teletranscribed for use by projection elsewhere, and thus there are many opportunities to be copied in Current Issues, which almost any station could adapt to fit its own community. It comes as near to being peculiarly TV as any educational showing I've seen anywhere.

The show is done with a courtroom format, entirely unrehearsed, and is drama in the raw.

Also worthwhile watching, because of an interesting idea and considerable technical virtuosity on the part of an excellent director, is the CBS offering in the field of public opinion, using Elmo Roper and Lyman Bryson ... in opinion poll analysis.

On a strictly bigtime operation, NBC's Kraft show is tops, and an observer can get a liberal education in TV techniques by following this one through from first rehearsal through broadcast.

Hollywood Technique

The technique is strictly Hollywood, however, and you come out relishing the experience, but somehow feeling that it ended up by being a grand attempt at something the movies could have done more smoothly.

For virtuosity of production, NBC's Lanny Ross offering (Swift & Company) and the Better Bakery segment are worth following if you're interested in variety techniques. But they too are hardly

feasible for home town talent and budgets.

With the exception of WPIX, the New York Daily News TV outlet, and most of the [New York] stuff is high-priced and slanted for the network market. Aside from some excellent newsreel work on film, WPIX seems to be doing a rather innovative job.

Going from the rather frantic rat-race of New York City production to WRGB [TV] Schenectady [General Electric] is like lightening one's way out of St. Klein's on the Square and walking into the unhurried precincts of the Public Library. Not that things are static.

June 4

NEW TWIST in television commerce

is used by Bayerian Brewing Co., Covington, Ky., on its Midwest-

ern Hayride show on WLWT (TV) Cincinnati, Saturdays, 7:30-8:30 p.m. Pointing up its slogan, "A Man's Beer," Bayerian has introduced a two-foot pretzel and man-sized battle to help get across the idea. The Bayerian account is handled by The Ralph H. Jones Co., Cincinnati and New York.
Sure, Television's amazing

—and it's practical, too!

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)
PULSE TELEFACTS

TOP TEN TV SHOWS, OCTOBER, 1948

PHILADELPHIA

<table>
<thead>
<tr>
<th>Boxing</th>
<th>Mon.</th>
<th>WPTZ</th>
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<tr>
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<td>WPTZ</td>
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<td>Kraft TV Theatre</td>
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<td>WPTZ</td>
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<tr>
<td>We, the People</td>
<td>Tues.</td>
<td>WCAU-TV</td>
<td>38.0</td>
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<tr>
<td>Gay Nineties Revue</td>
<td>Wed.</td>
<td>WFILE-TV</td>
<td>34.0</td>
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<td>Film-Hamilton Woman</td>
<td>Fri.</td>
<td>WFILE-TV</td>
<td>34.0</td>
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<tr>
<td>Rodeo</td>
<td>Thurs.</td>
<td>WCAU-TV</td>
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<td>Boxing</td>
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<td>WPTZ</td>
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<tr>
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<td>Sun.</td>
<td>WFILE-TV</td>
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<tr>
<td>Toast of the Town</td>
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<td>WCAU-TV</td>
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AVERAGE 1/4 HOUR SETS-IN-USE IN TV HOMES FOR ENTIRE WEEK

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<td>12 Noon—12 Midnight</td>
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TOP TEN TV SHOWS, OCTOBER, 1948

NEW YORK

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<tr>
<th>Texaco Star Theatre</th>
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<tr>
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<td>Toast of the Town</td>
<td>Sun.</td>
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<td>36.7</td>
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<td>Original Amateur Hour</td>
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<td>Tues.</td>
<td>WCBS-TV</td>
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AVERAGE 1/4 HOUR SETS-IN-USE IN TV HOMES FOR ENTIRE WEEK

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For Other Telefacts  
Ask The Pulse

THE PULSE INCORPORATED  
ONE TEN FULTON STREET  
NEW YORK 7, N. Y.
### Daily Delivery...

**95% of all TV stations...**

In television it's programming that counts. Commanding and holding audience attention, the true measure of programming success.

**ADVERTISING EXECUTIVES...**

Don't waste time. Get audience reaction the sure way, the easy way, with Film Equities TV films.

Among our sponsors are: General Foods, Fischer Baking Co., Philco Dealers, R.C.A. Victor Distributors, Leaf Mint Gum and many others. For top drawer video entertainment Film Equities has over 2500 TV films to choose from.

**Send for our illustrated film lists**

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### Telecasting

**WORK/SOWSHEET**

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<td>Actor's Studio</td>
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<td>Feature Film</td>
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<td>Film Shorts</td>
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<td>Basketball</td>
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**Camera Headlines**

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<td>R. J. Reynolds Basketball</td>
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<td><strong>Participating</strong></td>
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<td>Mary Margaret McBride</td>
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**Television Show**

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| **Film Shorts** | L | Whelan Drug Co. 
| **Musical Minatures** | L | Charme Quit |
| **Film Shorts** | L | NBC Presents |
| **Film Shorts** | L | Motors \ 
| **NBC Presents** | L | Nature of Things |
| **Film Shorts** | L | Swift & Co. 
| **Film Shorts** | L | Swift & Co. |
| **Film Shorts** | L | Gulf Oil Corp. |
| **Film Shorts** | L | Gulf Road Show |
| **Film Shorts** | L | Bigelow-Sanford Dunmiger Show |
| **Film Shorts** | L | BAX-Myers Bank the Bank |
| **Film Shorts** | L | 9:30 | L | Proctor & Gamble Co. |
| **Film Shorts** | L | I'd Like to See |
| **Film Shorts** | L | G. E. Co. News |
| **Film Shorts** | L | 9:30-10:00 |

**Feature Film**

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<th>8:00</th>
<th>45</th>
<th>9:00</th>
<th>15</th>
<th>50</th>
<th>10:00</th>
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<tbody>
<tr>
<td><strong>Feature Film</strong></td>
<td>L</td>
<td>TV Screen Magazine</td>
<td>L</td>
<td>Feature Film</td>
<td></td>
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</table>
You're missing the ball in Television if you don't realize how well it's paying off today. For example: the cost of audiences actually delivered by a full-hour CBS-TV program is 12% lower than the cost of reaching people through the average full-page newspaper advertisement. And more important, you also get Television's unequalled impact as a sales medium.
TV Synthesis
(Continued from page 4, this section)

better than average, and include prop thermometers with adjustable temperature readings for weather reports, insecticide demonstrations with real plants and miniature garden plots, a studio set of an auto parts department in action, and other refreshing selling angles that seem to fit into the shows themselves.

Cleveland is a place to watch primarily because of Western Reserve U.'s active interest and participation in TV.

Responsible for this harmonious and mutually beneficial association is Barclay S. Leathem, chairman of the dramatic arts department at the university. Mr. Leathem himself, being an old hand in theatre work, interested himself in television long before Scripps-Howard's WEWS (TV) went into operation in Cleveland.

Today Mr. Leathem and his advanced dramatic students contribute much to the programming of WEWS, and Mr. Leathem is in his spare time one of the station's top producers.

Television has become an important part of Western Reserve's teaching curriculum. Both WEWS and WHK are used as laboratories, and besides the usual run of students there is a large segment of the radio, advertising, and television industry enrolled in the classes.

Mr. Leathem is... planning [to establish] a permanent experimental television center at Western Reserve.

KSD-TV St. Louis has long had the reputation of doing one of the best jobs of programming anywhere in the country, a feat all the more remarkable because until a very few weeks ago it had no network upon which to depend.

However, with the recent creation of the Milwaukee-Chicago-Cleveland-Detroit-Toledo-Buffalo-St. Louis loop it should assume an even more eminent reputation in telecasting.

Studio shows are among the smoothest I [have seen]. Best quiz idea... is the commercial called It's a Hit. It has a baseball format, opposing teams such as Girl Vocalists vs. Orchestra Leaders, clever set, smooth direction, excellent emceeing and plenty of give-aways including a big prize contest.

Operations are under the direction of George M. Burbach, general manager in charge of KSD's AM, TV, and FM setups, and much of KSD's excellence is due to his insistence upon high standards.

Too often TV offerings are thrown together because a program looks simple on paper. KSD directors—one of the best of them a woman, by the way—don't skimp shows. When one outfit can produce live studio shows in one evening, four of which are tops, there's an operation worth watching and learning from.

Children Neglected
I can't help making several observations at this point which should be of value to those planning television operation in the future. First that the planning of programs for the kiddies leaves much to be desired, and the field is potentially dynamic so far as education and sales both are concerned.

Second, with the exception of KSD-TV in St. Louis, the audio side of television is sadly overlooked. Harassed producers are so busy looking at the multiple screens that they seem to have cotton in their ears.

Typical examples are those shows where a female trio, bass, guitar, and piano come out over the air as little more than a bull fiddle solo. Nothing is more annoying than a closeup shot of the piano keys with no piano coming through.

There should be more experimentation with lighting. Outside of Operation Buttonwood in Philadelphia I saw few attempts to do other than glaringly brilliant flat lighting effects.

Last, writers and directors had better stop thinking in terms of merely translating existing AM shows to TV. It won't work. They ought to persuade their bosses to let them make a little observation trip to watch the knowhow boys at work. It'll pay off—but good.

A BIG 'YES'
TV Response Proven
To Emerson

DOES television get response?
If Emerson Radio & Phonograph Corp. didn't know before Nov. 14 it certainly learned fast that the answer is a large, emphatic and unqualified affirmative.

On the Nov. 14 broadcast the Emerson TV show Toast of the Town, on the CBS eastern video network, offered a $20 gift certificate to viewers entitled them to $30 off on the purchase of the Mento AM receiver. This represented a 50% discount as the set is listed at $60.

Offer was good for two days only, but over 9,000 requests got in ahead of the midnight Nov. 16 deadline, exceeding Emerson's for one of the largest domestic custom audio layouts in RCA history.

With final shipment to be made before late spring, the contract calls for master control equipment for a straightforward design, with the master control switching system built into four racks, flanked by eight racks on either side.

The switching system will provide an electrically interlocked circuit wherein sixteen inputs can be switched to ten outputs. It will be possible to add video monitors to the center section when required.

Each of the six special studio control desks ordered has seven mixer inputs to a two-channel system. A two-position echo mixer and a sound effects filter are included.

WBAP handles four networks—NBC, ABC, Lone Star Chain and Texas Quality Network.
PRODUCTION of all types of receivers for the first ten months of 1948 totaled 11,778,678, according to Radio Mfrs. Assn. Most spectacular climb was registered by television sets, which totaled 951,216 in October. AM-FM weekly production rate increased 24% over September.

July-month-by-month figures for production ten for months of 1948 follow (RMA represents about 90% of industry total):

<table>
<thead>
<tr>
<th>Month</th>
<th>TV</th>
<th>FM-AM</th>
<th>AM</th>
<th>All Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>30,001</td>
<td>136,015</td>
<td>1,173,240</td>
<td>1,339,256</td>
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<tr>
<td>February</td>
<td>35,889</td>
<td>140,629</td>
<td>1,203,087</td>
<td>1,379,605</td>
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<td>March</td>
<td>52,137</td>
<td>161,185</td>
<td>1,420,113</td>
<td>1,633,435</td>
</tr>
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<td>April</td>
<td>46,339</td>
<td>90,635</td>
<td>1,045,499</td>
<td>1,182,272</td>
</tr>
<tr>
<td>May</td>
<td>50,177</td>
<td>76,435</td>
<td>970,168</td>
<td>1,096,780</td>
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<tr>
<td>June</td>
<td>64,333</td>
<td>90,414</td>
<td>959,103</td>
<td>1,131,870</td>
</tr>
<tr>
<td>July</td>
<td>56,089</td>
<td>74,988</td>
<td>552,361</td>
<td>683,438</td>
</tr>
<tr>
<td>August</td>
<td>64,953</td>
<td>110,879</td>
<td>759,165</td>
<td>934,997</td>
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<tr>
<td>September</td>
<td>88,195</td>
<td>171,752</td>
<td>1,020,498</td>
<td>1,280,466</td>
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<tr>
<td>October</td>
<td>95,216</td>
<td>170,086</td>
<td>869,086</td>
<td>1,134,378</td>
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<tr>
<td>TOTAL</td>
<td>583,349</td>
<td>1,223,019</td>
<td>9,797,220</td>
<td>11,778,678</td>
</tr>
</tbody>
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**Television Set Production**

**Telecast Sales Presentation**

Telecast Sales CBS Radio Sales Group

**How to sell Philadelphia Market**

- ACCOUNT executives of Radio Sales, CBS station representative subsidiary, from New York, Chicago and Memphis on Nov. 17 watched a sales presentation deal with television and performed under TV cameras. Presentation took place at the studios of WCAU and WCAU-TV Philadelphia during a Nov. 16-18 meeting.

- It was a private once to demonstrate how to sell the Philadelphia market. Highlight was a skit demonstrating the impact of different types of television commercials. Principals were George R. Dunham Jr., eastern sales manager for Radio Sales Television, and Helen Buck of WCAU-TV.

- Production details were handled by Warren Wright of the WCAU-TV staff.

- CBS believes the sales presentation was probably the best of its kind—a teletext deal with television sales.

- The Radio Sales representatives made a trip through the WCAU area, studying the competitive Philadelphia picture. They inspected WCAU's radio and television facilities, acquainting themselves with programs and personnel.

- The conclusion was attended by Carl Burkeland, manager of sales; Fletcher Turner, George Klaeye, Roy Hall, James Burke, Fred Mahler, Tom Ellsworth, George Dunham, Alice Santi, all of the New York office; Gordon Hayes, Soulard Johnson, Charles Compton, Alan Axtell, Marie Plomin, all of Chicago, and Harry Holtschuh of Memphis.

- Alex Rosenman, WCAU commercial manager, was in charge of the meeting. Each WCAU department head explained the workings of his department and acquainted the new station representatives with the WCAU operating methods.

Another such WCAU Radio Sales get-together is scheduled for January.

**Mr. Dunham and Miss Buck, principals in television sales skit.**
In Maryland, it’s WMAR-TV for People

The Man-On-The-Street is a very important person these days. He is also a favorite “television artist” to WMAR-TV’s regular audience.

Every week, WMAR-TV sends its sound motion picture camera crew out into the street to record the faces and opinions of Baltimore’s Man-On-The-Street.

What would you do if you had a million dollars? Should a husband help his wife with the dishes? Do you think it is possible to get along with Russia? What’s wrong with Baltimore? What’s good about it?

These are just a few of the questions answered by The Man-On-The-Street when he appears before WMAR-TV’s “Curious Camera.”

And the “Curious Camera” is just one of the many programs that keeps Baltimore’s Man-On-The-Street tuned to Channel Two.

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
First in Television Music

MUSIC IS HEARD AND NOT SEEN. THIS SIMPLE
POINT OF VIEW IS THE REASON BMI MAKES
NO DISTINCTION BETWEEN THE USE OF ITS
MUSIC BY AN AUDIO STATION OR A TELE-
VISION STATION.

SIMPLE LONG TERM LICENSE

The BMI television license runs until March,
1959. Broadcasters are thoroughly familiar with
its terms and conditions. It is the same as
our audio license. Its cost, similarly, is based
on identical percentages of the revenue from
net time sales.

FULL SERVICE FOR TELEVISION

BMI’s many services to the broadcasting in-
dustry have already been adapted to video
requirements. In addition, we have created a
new Television Service Department to take
care of special needs. We are constantly in
touch with station and agency personnel so
that BMI may keep pace with every phase of
the day-to-day progress by the industry.

For Appropriate Television Music

BRIDGES — MOODS — INTERLUDES

BMI is compiling a classified and cross-indexed reference book especially
designed for television programming.
The first installment is ready now. Write to BMI
for your copy and for future monthly releases.

Broadcast Music, Inc.
580 Fifth Avenue, New York 19
New York • Chicago • Hollywood
You can’t cover California’s Bonanza Beeline without on-the-spot radio

You'll never overtake your objective, either, if you rely on outside radio to cover the Bonanza Beeline. The handicap in this case is local interest. Beeline people live in inland California and western Nevada... naturally have little interest in outside media. They and their favorite listening on their own stations.

But, for the coverage of the Beeline—when annual retail sales now exceed all of Connecticut’s—and on-the-spot radio. Use the five BEELINE stations.

Each of the BEELINE stations is located right in a major Beeline city. KOH is Reno’s favorite station since 1928, is typical. EMB reports its home county audience as 96% daytime, 92% of night!

You can’t cover California’s Bonanza Beeline without on-the-spot radio.

KFBK
Sacramento, California
50,000 watts 1530 kc

KOH
Reno, Nevada
1000 watts 1410 kc

KERN
Bakersfield, California
1000 watts 1410 kc

KWG
Stockton, California
250 watts 1230 kc

KMJ
Fresno, California
5000 watts 580 kc
Now television "stands watch" at sea

Picture the advantage—in military operations—when commanding officers can watch planes, troops, ships maneuver at long range...

This new use of television was seen by millions when the aircraft carrier Leyte—as Task Force TV—maneuvered at sea before a "battery" of 4 RCA Image Orthicon television cameras.

Seventy planes—Bearcats, Avengers, Corsairs—roared from Leyte's flight deck and catapult...dived low in mock attack...fired rockets. And an escorting destroyer stood by for possible rescues.

Action was beamed by radio to shore, then relayed over NBC's Eastern television network. Reception was sharp and clear on home television receivers...

Said high officials: "The strategic importance of television in military operations was dramatically revealed"..."There is no doubt that television will serve in the fields of intelligence and combat."

Use of television as a means of military communications is only one way in which radio and electronic research by RCA Laboratories serve the nation. Facilities of RCA and NBC are available for application of science to national security...in peace as well as war.

When in Radio City, New York, you are cordially invited to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20