98% of Iowa homes have radios, 41.8% have two or more sets, and 11.8% have three or more, according to the 1948 Iowa Radio Audience Survey.*

This extra-set ownership means more listening throughout the day. In the morning, for instance, it means 6.9% more women and 5.9% more men listeners.

The Survey's authoritative figures about multiple-set homes in Iowa constitute one of the several new and extremely important findings of the 1948 Edition. In addition to this “new information not previously gathered” the Survey gives up-to-date facts on almost every possible phase of Iowa listenership.

Write for your copy 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.
Thanks... to **The Billboard**

and the
Distinguished Panel of Judges
in *The Billboard's* 11th Annual
Radio and Television Promotion Competition

<table>
<thead>
<tr>
<th>CLASS:</th>
<th>Clear Channel Network Affiliates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST PLACE IN SALES PROMOTION:</strong></td>
<td>“WLW evidenced its usual top-flight sales promotional job in winning first place in that category. The station's merchandising methods have become a by-word in the industry. Again this year they proved the plus ultra in the field thru maximum use of 20 full-time employees in a department devoted entirely to grocery, drug and special merchandising.”</td>
</tr>
<tr>
<td><strong>SECOND PLACE IN PUBLIC SERVICE PROMOTION:</strong></td>
<td>“WLW won second place for <em>pubserv</em> work in giving 1,100 free broadcast hours to worthy causes. Potent publicity, advertising and promotion was given these shows, on a par with regular commercial broadcasts.”</td>
</tr>
</tbody>
</table>

**PS.**

Thanks, too, to the City College of New York and its panel of prominent trade paper editors, for selecting WLW for an Honorable Mention for "unusually effective all-over station promotion" in the National Radio Television Awards for 1948.
It's a MAGNET for Customers ALL OVER New England

To put pulling power into your New England radio coverage, you need enough stations to reach and draw from 24 markets in six states.

Actually, for you, this involves one choice. You select the Yankee Network. Yankee does the rest. Yankee established the pattern long ago — the simple and obvious method . . . a Yankee hometown station in each market to assure complete acceptance and thorough penetration of the entire trading area.

That is what you get — 24 Yankee hometown stations carrying the best possible endorsement — acceptance and use by local merchants whose customers listen daily to Yankee and Mutual programs.

It's coverage that actually covers. It's the Yankee way and the better way to sell New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  A-94714  Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

If Mutual board and Frank K. White come to terms on network presidency April 8, it's expected to be for long haul. Based on past performances which have won him wide acclaim, it's expected Mr. White would move slowly on reorganization, first sizing up present personnel. He would join Mutual with blessing of CBS President William S. Paley, who transferred him from vice presidency and treasurer-ship of network to presidency of Columbia Re-}

COMPLAINTS continue to flow into FCC from listeners in Mexican border areas of California and Texas charging fraud, misrepresentation and deception in Mexican broadcasts high-presuring mail-order sales. Since many of those promoters use U. S. mailing addresses, authorities think postal fraud statutes offer best approach to air-cleansing.

LEGISLATION to remove tax on colored margarine contains sleeper which might block national advertising of margarine and building up of brand names.

DATE of moving balance of Pillbury accounts from McCann-Erickson to Leo Burnett Co. still uncertain, but expected soon. Burnett account executives, Joseph Greeley and John Willem [CLOSED CIRCUIT, March 28] will be in charge of business for Minneapolis firm.

STATION relations departments of major net-works are working overtime warding off heavy siege of applications from smaller stations for affiliations. Shifting of top-rated programs, plus personnel realignment, believed primary factors, along with curtailment of operations of one or two state networks.

ALTHOUGH NBC spokesman refused to con-firm, reports persist that I. E. Showerman, NBC vice president in charge of midwestern operations, will become vice president in charge of television sales, headquarters in New York.

APPROPOS NBC top chelon, it's reported that Ken Dyke, administrative vice president in charge of programs, may leave to accept another post among several under consideration. If Showerman transfer (see above) is consummated, it's possible that Gen. Dyke will succeed him in Chicago vice presidency.

CAPITAL gains deal of NBC with Fisher Mc-Geé & Molly has been presented to the Revenue Bureau in Washington for approval. Loyd Wight, Hollywood attorney who represented several other stars in CBS deals, presented case to Bureau. Decision expected momentar-ly.

NAB MEMBERS and officials who fathered Standards of Practice are on tenterhooks until final ballots are counted this week on pending by-laws amendment. Deadline for ballot mail-

Business Briefly

BLOCK SPOTS • Spot campaign to reach eventually into every radio station in country, gradually being built up by Block Drug Co., Jersey City, on behalf of Amm-I-Dent, anti-monated anti-decay tooth powder. According to Melvin A. Block, president, company's appropriation for advertising for Amm-I-Dent this year totals $2 million, $400,000 of which is to be spent on newspapers during March and April. Network radio expected to be added fall.

KRIO TO ABC • KRIO McAllen, Tex., to affiliate with ABC as Southwest Group mem-

PHILIP MORRIS STRIP • Philip Morris Co., through Cecil & Presbrey, New York, signed for five-a-week daytime strip on Mutual, with strong probability program will be revival of Against the Storm, serial which once won Pea-

BMMA DRAFTS FORMULA

BMB board Research Committee Friday approved publication of figures showing "compo-

KAROL TO HEAD CLUB

JOHN J. KAROL, CBS sales manager, has ac-

WGN-TV CELEBRATION

ONLY limit to effectiveness of television is "our imagination," Frank P. Schreiber, man-

SEN. JOHNSON URGES HIGHER FCC SALARIES

SEN. ED C. JOHNSON (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, went on record Friday endorsing higher salaries for FCC Commissioners and additional increase for FCC Chairman. He promised that "any proposal for such increases will have my warmest support."

He stated his position in a letter to Guilford Jameson, president of Federal Communications Bar Assn. FCBA had sent him a copy of its resolution calling for increase in Commis-

ANTITRUST EXTENSION

DEADLINE for filing replies to petition of 20th Century-Fox for prompt ruling on antitrust issue was extended by FCC Friday to April 22. Film firm seeks quick decision on movie companies' position in radio and TV station ownership, which Commission is study-

Page 4 • April 4, 1949
Mr. HOOPER

Reports:

FOR DECEMBER AND JANUARY

KRLD

DALLAS, TEXAS

was the 2nd

HIGHEST RATED

CBS STATION

in the United States

BETWEEN 6 p.m. and 10:30 p.m.

IN THOSE CITIES WHERE
ALL FOUR NET-WORKS
WERE SURVEYED.

50,000 watts

Day and Night

•

STUDIOS

Dallas

Ft. Worth

KRLD

The TIMES HERALD Station

NUMBER ONE STATION in the NUMBER ONE MARKET of the Great SOUTHWEST

Represented By The Branham Company
RUTH JOHNSON

Time Buyer,
WESTERN ADVERTISING AGENCY,
Los Angeles

In radio for over sixteen years, Miss Johnson is
currently buying time
both nationally and inter-
nationally for major ac-
counts. Well known in
L. A. for her pleasing per-
sonality and outstanding
ability, Miss Johnson to-
day was welcomed into the
Patroons by the William
G. Rambeau rep with a
membership scroll and the
deed to a tract of land in
the heart of Patroonland.

*PATROON
Aristocratic
Landholder of
the Hudson
Valley

The same signal strength
in Albany, Schenectady, Troy;
equal mail response from all
three, a transmitter in the
geographical center of the three;
WPTR gives more listeners
per dollar in all three.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N. Y.
Taxes are UP
Prices are UP
Cost of living is UP

... But WGN cost per 1000 homes is DOWN

In February-March, 1946 the cost per 1000 homes reached per average quarter hour rating between 6 AM-12 midnight, based on time cost only, was $1.11.

Two years later, same months, this figure for a thousand homes reached was down to 88c.
That's what you get when WGN, serving the Middlewest, is your Chicago radio station.

NOTE: More about more for your money in succeeding ads

*Nielsen Radio Index

A Clear Channel Station...
Serving the Middle West

MBS
"Any advertiser can and most advertisers should use **SPOT RADIO**"
Put on your old Blue Bonnet
With the Margarine upon it
And we'll hitch Spot Radio to the shay
We'll make sales all over
And we'll be in clover—

which is considerably more than can be said for less far-sighted advertisers who have not been awakened to the tremendous selling force of the powerful Spot medium.

MILLIONS of housewives remember that the letters F.N.E. mean—

"Flavor,
Nutrition,
E-con-omee."

Surely it is not asking too much for you to remember that "Any advertiser can—and most advertisers should—use Spot Radio."

---

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETOIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA      WSB-TV
BALTIMORE     WBAL-TV
BOSTON        WNAC-TV
BUFFALO       WBEN-TV
LOS ANGELES   KFI-TV
MILWAUKEE     WTMJ-TV
M'P'L'S-ST. PAUL KTSP-TV

- Announcing the opening of our Dallas office, M & W Tower Building, 311 So. Akard Street -
WMT plows fertile ground in Oasis (IOWA)

You gotta look fast when you pass Oasis. It's small ... and it sort of blends into the rest of Iowa, which is all oasis anyway. But don't let anyone throw sand in your eyes about the importance of Oasis as a market for your goods. When the Oases of WMTand put their collective purchasing power together, the aggregate is fertile ground indeed.

There are 1,121,782 people within WMT's 2.5 mv line—well-heeled citizens whose standard of living is high, whose income is high—and whose affection for WMT stretches from day to night and back again. Tell your sales story to this loyal audience on Eastern Iowa's exclusive CBS outlet—WMT. Ask the Katz man for full details.

Agencies

JOHN R. ALLEN joins Grant Adv., New York, as vice president in charge of television. He was formerly head of his own television consultant concern, John R. Allen Assoc., and radio and television director of Marschalk & Pratt, New York.

JANET KERN, former radio and TV director of Dr. I. Q. J's show for Grant Adv., Chicago, joins creative staff of Henri, Hurst & McDonald, same city.

WILLIAM J. SUTTON, art director of Hixson-O'Donnell, New York, elected vice president and director.

WILLIAM WHITE, former timebuyer at Benton & Bowles, New York, joins Pedlar & Ryan, New York, in same capacity, effective today (April 4). Mr. White replaces JOHN J. MCSWEENY, who joins WMAG New York, as account executive.

C. J. LA ROCHE & Co., New York, announced four changes in executive personnel. Those appointed were: ROBERT R. FERRY, formerly executive assistant to president, to vice president in charge of contact department; JOHN F. REEDER, vice president, to general manager; D. E. ROBINSON, vice president in charge of research, also to be vice president in charge of media and merchandising departments, and OTIS WINEGAR, former copy chief of the agency's Chicago branch, to vice president.

SHAFFE-WILKES Inc. New York, announces addition of radio and television department to its organization. ROBERT KIRCHBAUM, former continuity director for WLIB New York, appointed to head new department's production, and PATRICIA STEVENS, formerly with International Broadcasting Corp., New York packaging firm, appointed to direct radio and television sales.

VINCENT P. CONROY appointed vice president of John A. Cairns & Co., New York. He will continue to act as executive assistant to JOHN A. CAIRNS, president.

ALFRED V. HANSEN and CHARLES L. HUTCHINGS join copy staff of Erwin, Wasey & Co., Los Angeles. Mr. Hansen was formerly copy chief for C. J. La Roche & Co.; Mr. Hutchings was formerly with Bricatcher, Wheeler & Staff, both of Los Angeles.


NORMAN B. MOELLER resigned effective April 1 as vice president of Glenn Adv., Los Angeles, to open own agency. New agency, under name of Norman B. Moeller Co., will be located in former offices of Glenn Adv. at 1680 N. Vine. Telephone: Hillside 8379. Glenn moves to 5450 Harold Way, that city.

DON UNDERWOOD, formerly chief of Washington bureau of Indianapolis (Ind.) News, joins Bosell & Jacobs as head of agency's new Washington office. Other personnel changes include: J. M. MOOREHEAD, manager new Rio de Janeiro office; CHARLES ROBBIN, news director; MARTIN K. SPECKER, former manager of agency's Louisville office, now director of media and merchandising; GEORGE W. GARVIN, account executive, and VINCENT R. FOHLER, formerly with agency's home office in Omaha, Neb., now copy director.

HENRY B. LENT, copywriter at Young & Rubicam, New York, promoted to copy supervisor.


HENRI MOSSINGER joins Paul Smith Adv., New York, as controller and media director.

JOHN T. GOEY JR., formerly with Foote, Cone & Belding, New York, joins creative staff of Robert W. Orr & Assoc., New York.

THOMAS G. JOHNSTON elected vice president of Hewitt, Ogilvy, Benson & Mathers Inc., New York and London. Mr. Johnson was formerly with McCann-Erickson.

CATHY MORGAN, former continuity director at WBBB (TV) Chicago, joins J. Walter Thompson Co. radio and television production staff in Chicago.

(Continued on page 98)
YOU may not have to be crazy to be in radio, but from these samples reaching Broadcasting, what do you think? Here Clellan Card, WCCO Minneapolis “Man On the Street,” lights pipe for Mrs. Philip Sinclair, who appeared with Pat Dunlevy (1) and Mary Duggan, when Mr. Card offered free theatre tickets to first woman to appear on his program smoking a pipe. Mrs. Sinclair won.

THE SWING may be to WHB Kansas City, but it appears that Dick Smith, special events director, has gone to the dogs as he interviews a couple of contestants in Heart of America Kennel Club Dog Show.

MRS. ELMER DOWNS is sure of radio’s insanity after winning services of (1 to r) Eddy McKean, Hugh Harper and George DeBolt during contest on WKZO Kalamazoo’s Merrymakers program.

DEAN Kay Kyser (1) of College of Fun and Knowledge decides maybe he really is “nuts” after interview with Dean Elmer Kayser of George Washington U., Washington.

NOT so crazy is Jim Officer of KCNA Tucson, who thoroughly enjoys interview with Coleen Townsend, star of "Chicken Every Sunday," at the gala before movies’ preview in Old Pueblo.

TOUCH of insanity definitely helps those connected with the Jack Sterling Show, on WCBS New York, Monday-Friday, 6-7:45 a.m. and Saturday, 7:45-7:45 a.m. Guests on the program are, obviously, from varied walks of life. Last Friday being April Fool’s Day it seemed only natural to invite this distinguished guest, who relates to his host, Mr. Sterling (the one with the hat), an exaggerated tale of “the man who got away.” The visitor was brought to the show by revenge-seeking WCBS staffers in retaliation for Mr. Sterling bragging about his piscatorial prowess.

MISS TV, a fabulous feline, joined WLWT (TV) Cincinnati staff as chief mouser. Feeling safe with nine lives she stayed to become an air personality. Here she receives a few pointers from one of her favorite personalities, Newscaster Peter Grant. Miss TV wanders in and out of most WLWT programs, with exception of Pointers on Pets, which uses mice, birds, etc.

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Television's Favorite studio camera

It delivers sharp, realistic pictures—even at ordinary light levels!

THIS IS IT! RCA's studio camera which does for indoor productions what RCA's versatile field camera equipment does for outside events! Television pictures produced with this camera are sharp and clear, contain half-tone shadings needed for natural-appearing images, show detail in the highlights and shadows—all without the glare and heat formerly required in television studios.

Gone is the need for expensive, intense studio lighting. No need for oversized air-conditioning plants. You get brilliant, sharply defined pick-ups at light levels of from 100 to 200 foot candles...functions down to 25 foot candles.

This studio camera opens new fields of studio production. It is simple to use and requires no fussy shading adjustments. Offers higher resolution and lower noise level than the field-type, image-orthicon camera with somewhat less sensitivity which is not required in the studio. You see exactly what you are picking up on an electronic view finder at the back of the camera.

The turret-mounted lenses can be switched in a matter of seconds. Lens ranges from 35mm f/2.8 to 135mm f/3.8 cover all studio requirements. Depth of focus is such that refocusing is seldom required.

The "eye" of this camera is a studio-type, image-orthicon tube. Circuits and components used with it are similar to those in RCA's field camera. Therefore, anyone familiar with the field camera can operate or service the studio camera without special training.

The only camera connection needed for operation is a flexible, lightweight cable less than an inch in diameter. Intercommunication facilities for the operator and built-in tally lights are provided to co-ordinate all programming directions.

Here, we believe, is a real aid to versatile, low-cost studio programming...brighter, clearer, steadier telecasting. An early order from you will help us meet your delivery requirements.

Write Dept. 19 DA

---

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Open Mike

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

The Baseball Story

EDITOR, Broadcasting:

This letter is by way of correcting and broadening a story carried in your March 21 issue concerning a law suit brought by WGAC against WBBQ in connection with our purchase of the Augusta Tigers baseball team.

Total settlement was $8,500, instead of the $11,500 figure as reported. The "$3,000 in checks" item is purely fictitious, as can be proved by any careful check of the terms of settlement.

WBBQ will not only broadcast all out-of-town games, as reported, but will also air all home games in addition to the entire exhibition schedule. Rights to broadcast certain major league games are also acquired.

A new corporation, in which WBBQ holds a 51% interest, has been formed to operate the ball club. The minority interest will be held by a number of leading local citizens and baseball enthusiasts.

Added Value

EDITOR, Broadcasting:

Your Marketbook alone is worth the price of admission, to say nothing of the Yearbook. The magazine is a kiever to kiever catalyst.

George Logan Price
President
George Logan Price Inc.
Los Angeles

*C* *C*

'Cover to Cover'

EDITOR, Broadcasting:

... There isn't a single copy of Broadcasting that is not read from cover to cover by every member of our staff. I hope that in a couple of weeks our staff will be 100% subscribers to Broadcasting.

George A. Flowers
Managing Director
WCVA Cupeper, Va.

Profits are Prolific, too...

... when WTAR sells the Norfolk Metropolitan Market for you.

Most of the folks in Norfolk, Portsmouth, and Newport News, Virginia, listen most of the time to WTAR.

Hooper says WTAR's Share of Audience was 44.2 on weekday mornings, and 47.0 weekday afternoons. Sunday afternoon was 31.8 and daytime Saturday 31.0. In the evenings 30.2. Closest competition was never more than 22.4. (Station Audience Index, January-February, 1949.)

Mate the mighty potential of the Norfolk Metropolitan Market with WTAR's listener preference. Check the cost per listener. Easy to see why WTAR makes sales soar and profits more so. May we tell you more?

Suggests Canton Survey

EDITOR, Broadcasting:

We thoroughly enjoy your "Major Markets Section" in your magazine and feel that you are performing a great service, particularly to the time buyers who are always in quest of information and figures. We don't know what your plans are for future articles but have you considered the possibility of including such markets as Canton, which are smaller in size, but comparable in importance...

Julius Glass
Promotion Manager
WHTC Canton, Ohio

(Editor's Note: Broadcasting expects to include smaller markets in its continuing series.)

Now that the "battle of the baseball broadcasts" has ended, WBBQ has resumed its traditional very cordial relationship with the plaintiff. All of our staff expect to be invited to WGAC's $8,000 barbecue if and when they increase power to 50 kw.

George G. Weiss
President, WBBQ Augusto
Chief Bat Boy, Augusta Tigers

Asks Listeners

EDITOR, Broadcasting:

... "Favorite Program Contest," appeared in your issue of March 21 stated that "A letter to each of its advertisers asking them to name their favorite WRTG programs..." This statement is incorrect. The letter to our clients merely explained the value of the contest to them. Our listeners are the ones who were invited to write and tell us their favorite programs.

Pratt Secrest
Comm. Mgr., WRTG
Thomasville, Ga.

Schwerin To Speak

HORACE SCHWERIN, president of Schwerin Research Corp., will address a luncheon meeting of the New York Radio Executives Club at the Roosevelt Hotel April 7. Mr. Schwerin will summarize the findings of his company in its exploration of audience reactions to various programs. Some 300,000 individual responses have been recorded by the Schwerin Corp. in the course of its work in testing programs for networks and agencies, it is reported.
LISTENERS’ REQUESTS KEEP THIS PROGRAM ON THE AIR
2800 Letters Protest Cancellation

The item below, reprinted from a San Francisco newspaper, tells the eighth in a series of equally remarkable stories from Opoped and Salt Lake City, Des Moines, Iowa—Danville and Bloomington, Illinois—Charleston, Tennessee, and Kansas City, Missouri. Here are facts of special interest to all advertising and radio station executives.

Highlights—Sidelines

“Any of a number of inferences might be drawn from the flood of listener protests that inundated KQW offices on announcement that Dr. Crane, Psychologist” was to be removed from the daily program schedule. The most obvious would be that listeners in the area take their radio seriously enough to write letters about it. Another might be that sponsors are willing to pay for programs for which they are assured a sizable listening audience.

“The latter conjecture has proved true. Dr. Crane is still on the air at the same time—5:15 p.m. Monday through Friday—with a sponsor to pay for his time and counsel. Some 2800 letters, arriving during a two-week period, convinced the sponsor that it would be a good investment to buy Dr. Crane.

“Still another inference from the mail and letters might be that listeners are hungry for something besides jazz, soap operas, silly young men interviewing elderly matrons on how they met their husbands, and the dubious satisfaction of listening while someone in the studio audience wins a piano for guessing that Columbus’s first name was Christopher.

“Dr. Crane apparently has something to offer in the way of mass guidance in ethical, psychological or even religious problems. But about his qualifications later. We can’t confess to being a Dr. Crane fan, his program time not meeting our listening routine, but he must have something substantially more intriguing to the mind than his question-and-answer column in a daily of the area to garner 2800 letters. The total indicates many times that number of listeners who did not write.

“Perhaps it takes just such a sudden revelation as those letters to convince the wiseacres of radio that people are not concerned primarily and all day long with being entertained. A bit of substantial reflection on man and his ways is essential to civilized society, and neither comedy nor tragedy, nor romance, nor mystery dramas, nor music will take its place.

“Dr. Crane’s academic background should qualify him for the role he has essayed in radio. The name is not fictitious. He is Dr. George W. Crane, and he includes M.D. and among the five academic degrees he earned at Northwestern from 1922 to 1936.

“Dr. Crane has taught applied psychology at Northwestern and George Washington University. He is a member of the American Medical Association and the American Psychological Association. His Psychology Applied, used as a standard text in some 300 colleges or universities, is now in its eleventh printing.”

MAIL COUPON BELOW FOR FULL INFORMATION

Or Phone While in Chicago—3-2883

HOPKINS SYNDICATE, INC., 11 S. LA SALLE, CHICAGO 3, ILL.

HOPKINS SYNDICATE, INC., 11 S. LA SALLE, CHICAGO 3, ILL.

Brief full information about Dr. Crane’s programs.

Firm
Name
Nature of Business
Address
City and Zone
State

April 4, 1949 • Page 15
It's easy to bag big profits in the Summertime in WCCO territory. For Northwest retail sales soar just about as high during June, July and August as they do in any other season. More than $699,000,000!

And no wonder. During the 13 Summer weeks, WCCO's 308,417 farm families harvest more than $865,000,000 in cash. What's more, more than two million vacationists add more than $200,000,000 in "good-time" money to the regular spending of year-round residents.

That's why 48 major non-network sponsors (30% more than the year before) stayed on WCCO all year 'round last year. Without a Summer hiatus.

They know, too, that 50,000-watt WCCO delivers the biggest share of the Northwest audience. In the Twin Cities, for example, WCCO delivers an average daytime Summer Hooper of 6.0... a 58% bigger average audience than any other Twin Cities station! And all cash customers!

Make your reservations now with us or Radio Sales... for 13 wonderful weeks with pay on WCCO. And net a fortune.

All source material available on request.

WCCO Minneapolis-St. Paul

Represented by RADIO SALES
**Feature of the Week**

"THE PUBLIC Loves Me" was called in as a substitute for the more usual "I Love Me" campaign when WIRL Peoria, Ill., 5 kw basic ABC outlet, celebrated its first anniversary on the air.

Robert E. Jones Jr., general manager, arrived at the happy medium of letting listeners as well as the station staff thump WIRL's back.

**On All Accounts**

When Charles (Chuck) Lewin joined Grey Advertising Agency Inc., New York, last September, he was experiencing Grey days and Rainbow nights—playing, come curtain time, the first half of the Shears and Robust team in Broadway's hit play, "Finian's Rainbow." Chuck came east to find rainbow's end. Born and raised in Hollywood, schooled at the U. of Arizona, Chuck started in radio writing for a local quiz show at KMTR Hollywood (now KLAC), for which he was paid by the sponsor in car-wash tickets. He had no car. Later he got a raise, consisting of free bus tickets to San Francisco, to which city he had no reason to go. Chuck turned announcer.

Renouncing announcing for a spell, radio's factotum turned to the production field, joining Fields Bros. Productions, Hollywood, as assistant to J. Donald Wilson, now ABC director of programs, then directing "Adventures of Dr. Fu Mancha." From there, he headed East. Deciding he knew too little about production, Chuck enrolled, in 1940, in the New York U. summer radio workshop, supporting himself by becoming a professional quiz-goer, which earned him $75 to $80 weekly. He celebrated each winning by calling his girl, now his wife, in California. (They now are proud parents of nine-month old Joshua Norman).

After a brief New York sojourn as production apprentice at CBS' Columbia Workshop, and assistant-without-pay to Ed Gardner, then producing and directing the Rudy Vallee show, Mr. Lewin returned to the West Coast, where he became chief announcer for the KMTR radio newsreel. From that job he was fired for talking too much. He proudly admits that when he was sent out to interview Franklin D. Roosevelt Jr., he talked 13 minutes out of the 15 allotted for the program, while Mr. Roosevelt posed for news photographers.

After a respite of free-lancing, Chuck joined the then Blue Network in Hollywood, writing and directing. Working on the "Break..." (Continued on page 104)
2. JOHNS-MANVILLE PLANT, Natchez. Now at peak capacity, producing 125 million sq. ft. of insulating board annually. Wood pulp industries add $229,000,000 to Deep South wealth each year. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

1. D'EVEREAUX, Natchez, Mississippi—a superb example of Grecian architectural influence in the Deep South. Great trees and elaborate landscaping provide a perfect setting for this temple-like mansion.

Photo from the national best seller, "Natchez on the Mississippi," by Harnett T. Kane of New Orleans.

2. JOHNS-MANVILLE PLANT, Natchez. Now at peak capacity, producing 125 million sq. ft. of insulating board annually. Wood pulp industries add $229,000,000 to Deep South wealth each year. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

3. WWL'S COVERAGE OF THE DEEP SOUTH
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

Represented Nationally by The Katz Agency, Inc.
**One dozen reasons why you can depend on this General Electric 5-KW AM TRANSMITTER**

1. **Spare Tube Switching.** A distinctively new feature! To minimize time off the air, front-of-panel controls switch spare PA and modulator tubes into the circuit in a matter of seconds.

2. **Variable Loading.** To maintain output power within FCC tolerances despite changes in line voltage or load conditions, variable pressurized-nitrogen capacitors are used with front-of-panel controls. These capacitors—both for PA tank tuning and for output loading—assure maximum reliability and flexibility of operation.

3. **Low Installation Cost.** Each transmitter is assembled and tested in the factory and therefore requires a minimum of reassembly and circuit-checking at installation. Cubicle construction and steel base (with built-in wiring trench) make this transmitter exceptionally easy to install. Net result—money and time saved for you!

4. **Blower Externally Mounted.** The blower is designed for installation outside the cabinet, permitting the use of a spare unit if desired. This system keeps blower vibration out of the cabinets, decreasing room noise and tube vibration.

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**WQAM—MIAMI**—The clear, strong signal from this station blankets greater Miami and gives dependable coverage of the 15 additional counties in its trading area. Above: G-E 5 kw AM transmitter (left), Monitor rack, G-E 10 kw FM transmitter (background).

**WDAE—TAMPA**—Owned and operated by the Tampa Daily Times, the city's oldest station has been on the air since 1922. In recent complete modernization program, WDAE officials selected the General Electric 5 kw AM transmitter (above).

**WNAX—YANKTON**—A Cowles station, on the air since 1926. This South Dakota station recently modernized its broadcast facilities, installing a General Electric 5 kw AM transmitter.
5 Comprehensive Supervisory Control Circuit. Cuts time off the air by pin-pointing trouble sources instantly! Advanced control features—automatic reclosure, automatic restart after power failure, high speed overload protection—are employed.

6 Carrier Trip Circuit. A built-in trip circuit minimizes outages and helps protect equipment in the event of an arc-over caused by lightning.

7 Improved Crystal Oscillator Circuit. This frequency control circuit is exceptionally stable. Spare crystal can be switched and crystal frequency trimmed at any time—even when the transmitter is on the air.

8 Double Safety. Automatic mechanical grounding switches plus door interlocks assure maximum safety to operating personnel. The use of cubicle type construction permits the "island installation" you have always wanted. The area behind this transmitter is safely accessible during operation.

9 Day-Night Power Reduction. Power can be reduced to 1 kw at the flick of a switch!

10 Long-Scale Meters. 240 degrees long—they give better reading accuracy. Your engineer will find them easy to read from his console position.

11 Front-of-Panel Tuning Controls. On low power stages as well as high power, these controls assure proper tuning adjustment for full output and long tube life.

12 Easy Conversion to Higher Power. This G-E transmitter can be modified readily for 10 kw operation when desired.

Before you select any transmitter, get this bulletin FREE Yours for the asking—a booklet giving complete specifications and features of the G-E 5 kw AM transmitter, Type BT-22-A. General Electric Company, Building 3, Electronics Park, Syracuse, N.Y.

Station owners, managers, engineers!

To save your time, we have listed just 12 features of the G-E 5 kw AM Transmitter shown here. The broadcast equipment representative at the General Electric office nearest you has many more facts to give you. He's at your service. Please call him.
"RABBIT ADVERTISERS"?

NO SIR!

Advertisers who want results don't jump around from station to station in Cleveland... they stay on WHK where they reach the largest audience at the lowest (network station) rates. In less than a year a WHK produced local show reached an 18.6 Hooper rating for a Cleveland advertiser—the highest Hooper ever attained in Cleveland by a local program. So, you see there is a reason why...
NAB ENGINEERING

By J. FRANK BEATTY

NAB'S Third Annual Broadcast Engineering Conference opens a four-day session Wednesday morning with a program covering principal technical advances in the past year and high-lighting such topics as magnetic tape recording, atomic energy, television and use of the ultra-high frequencies (see NAB Management Conference story page 30).

A new subject entered the scene at the weekend as expiration of the interim NARBA agreement complicated the already complex international situation (see NARBA story below). NARBA likely will be discussed at a Wednesday meeting of the NAB Engineering Executive Committee and is expected to receive careful attention at the Saturday morning FCC-Industry Roundtable.

Last-minute change in roundtable personnel was announced. Curtis B. Plummer, chief of the FCC TV Broadcast Division, will be unable to leave the International High-Frequency Broadcast Conference at Mexico City to take part in the discussion. Hart Cowpert-Whitae, acting chief of the division, will fill in for Mr. Plummer.

New feature added to the program last week was a demonstration of high-speed facsimile by Radio Inventions Inc. and Stewart-Warner Corp. The two companies will display 7-second facsimile Wednesday afternoon, using NAB President Justin Miller as the first subject. A photograph of Judge Miller will be transmitted via WMAQ-FM and recircled for the benefit of delegates and guests.

Registrations Mount

Arrangements for the Engineering Conference, with 500 to 600 delegates expected to attend, have been in charge of Roy V. Howard and Neal McNaughten, director and assistant director, respectively, of the NAB Engineering Dept. A week in advance of the Wednesday opening some 250 delegates had registered at NAB Washington headquarters (see advance registration list page 24).

Working with Messrs. Howard and McNaughten in the planning have been members of the Engineering Executive Committee headed by Chairman A. James Ebel, WMBD Peoria, Ill., and Dr. William L. Everett, U. of Illinois, who directed the NAB engineering meetings at Ohio State U. before the war.

Wide interest has developed in the recording situation since announcement that NAB’s Recording & Reproducing Standards Committee would submit a long series of standards for final approval [BROADCASTING, March 28]. The standards will be submitted to the NAB Recording & Reproducing Committee by the first meeting to be held Saturday at 3 p.m. in the Tower Room on the 28th floor of the Stevens.

Standards Approved

Already the standards have been approved by the NAB Engineering Executive Committee and the executive committee of the full recording group. The standards mark the result of years of work and large numbers of meetings and studies. They include standards based on latest magnetic recording methods, by which 10,000-cycle fidelity is obtained at the low speed rate of 7/4-inches per second.

The huge display of equipment (see exhibit story page 27) will be opened at 9 a.m. Thursday, remaining open until 9 p.m. Similar hours prevail Friday. Saturday hours are 9 a.m. to 5 p.m.; Sunday, 10 a.m. to 5 p.m.; Monday, 9 a.m. to 9 p.m.; Tuesday, 9 a.m. to 5 p.m. Heavy equipment will be shown in the Exposition Hall directly beneath the Stevens lobby. Lighter equipment and allied services will be displayed on the fifth floor in sample rooms. The display is by far the largest in NAB history, according to Arthur C. Stringer, NAB staff director in charge of the show.

Among meetings scheduled during the conference is a session of the NARBA Committee IA, U. S. delegation, comprising the FCC industry group. John H. DeWitt, president of WSM Nashville, is chairman. Reports will be submitted by various working groups on new developments since expiration of interim NARBA likely will be discussed.

Over half the engineering papers to be read during the conference will deal with television, though AM, FM and facsimile are tied into some of the discussion. One facsimile paper will be read. Magnetic recording will be covered at a number of points in the proceedings.

The final FCC-Industry roundtable, scheduled at 10:45 a.m. Saturday, the closing day, should develop into a stirring session, according to Mr. Howard. It will be a wide-open affair at which industry spokesmen will ask FCC officials pointed questions, and perhaps have a few of the same thrown back at them.

Goldsmith Paper

The roundtable will follow the paper of Thomas F. Goldsmith Jr., director of research, Allen B. DuMont Labs. Dr. Goldsmith will report on progress in ultra-high frequency television. He has been engaged in ultra-high frequency research and has followed progress in the industry. The air has been cleared somewhat in this field since the recent speech by Wayne Cox, F.C.C. chairman [BROADCASTING, March 28].

Opening event of the conference will be the NAB engineering committee session in Room 8 of the Stevens at 10 a.m. Wednesday. Registration will be on the mezzanine. A tour of the Hallcrafters plant is planned at 2 p.m. Buses have been obtained to transport delegates. Ladies are invited. The plant is located at 5th and Kostner Avenues, Chicago.

Plans for the tour were made by (Continued on page 24)

NARBA EXPires

By RUFUS CRATER

POSSIBILITY of a calamitous other war arose last week as the North American Regional Broadcasting Agreement expired, leaving North American broadcasters without a formal mutual-protection pact for the first time since 1941.

Hope that unregulated frequency use would be avoided was encouraged, however, by the facts that (1) all NARBA signatory nations but Cuba had signified a willingness to extend the present NARBA, and (2) Cuban spokesmen had indicated they plan no frequency raids, despite their refusal to agree to NARBA’s extension.

Further complications loomed from Mexican representatives’ informal indications that they would like a one-year postponement of the conference scheduled for September to negotiate a new NARBA, or, in the alternative, that the conference be held but that the agenda be restricted primarily to engineering matters.

Postponement, observers agreed, could lead to several problems, one of which would be probable delay in international agreement on the use of 540 kc, the new broadcast frequency (see story page 29).

Although there was no official announcement, it appeared the official U. S. position would be that (1) signatories of NARBA should and will respect the provisions of NARBA, and (2) the conference to draw up a new NARBA will be held in Canada (either Montreal or Ottawa) starting Sept. 13 as planned.

Observers also felt that steps would be taken in the near future to get NARBA nations—including Cuba if she wished—to sign formally for an extension of the expired NARBA. It seemed certain Cuba would be invited to the Canadian conference.

FCC, State Dept. and the broadcasting industry will continue the NARBA Conference preparations which they undertook jointly in December, authorities reported, and the Commission presumably will continue to work toward issuance of its decision in the long-pending clear-channel case as soon as possible.

FCC regards the clear-channel decision as a fundamental factor in its ultimate proposals for a new NARBA. But there was speculation among observers that the decision might not be ready by May 1 as indicated earlier by FCC (Continued on page 81)
AGENDA

Engineering Conference

WEDNESDAY, APRIL 6
10 a.m. Registration; Meeting, NAB Engineering Committee.
2 p.m. Tour, HallieFlorida Plant.
4 p.m. Reception-Cocktail Party.

THURSDAY, APRIL 7
8 a.m. Registration.
1 p.m. "Television Non-Return Link," Martin Silver, project engineer, Tcme Communication Labs, Nutley, N. J.

LUNCHEON, 12:30 p.m.

Presiding: Loyd V. Howard, director, NAB Dept. of Engineering.

Addressee of Welcome, Justin Miller, president, NAB.

"Engineering Education and the Broadcast Industry," Dr. William L. Everitt, head, Dept. of Electrical Engineering, University of Illinois, Urbana, committee.

East End, Grand Ballroom.

Hotel Stevens

2:15 p.m. President: Mr. H. DeWitt Jr., member, NAB engineering executive committee, president, WSM Nashville.


2:45 p.m. NAB Recording & Reproducing Standards for Disc and Magnetic Recording," Robert M. Morris, radio facilities engineer, ABC.

3:15 p.m. "Magnetic Tape Recording and Reproducing," Dr. S. J. Begun, vice-president, Brush Development Co., Cleveland.


FRIDAY, APRIL 8
9 a.m. Presiding: William B. Lodge, Network Advisor, NAB engineering executive committee, vice president in charge of general engineering, CBS.


10 a.m. "Design Problems in Triode and Tube Television High-Frequency

(Continued from page 22)

NAB Engineering

(Continued from page 23)

Charles J. Nesbit, Halliecrafters advertising manager. Halliecrafters' hosts include Bill Halligan, president and founder; Ray W. Durst, executive president; Nelson P. Case, engineering vice president; R. W. Maher, sales engineer; and Mr. Nesbit.

Reception and cocktail party will be held 6:30 p.m. Wednesday in the North Ballroom of the Stevens. Ladies are invited to this event also.

Ebel to Preside

Mr. Ebel will preside at the first full conference meeting Thursday at 9 a.m. All general meetings will be held in the East End, Grand Ballroom, of the Stevens. An Alter Reno public address system has been installed. It will use the new silhouette mikes, and extreme high fidelity is claimed for the setup. Speakers will be able to hang the tiny maze around the neck and have relative freedom to move around. Bell Labs has supplied an optical pointer for use by speakers during projection of slides.

Papers will be read during the morning (see agenda), followed by a 12:30 p.m. luncheon meeting in the East End of the Grand Ballroom. Mr. Howard will preside. Judge Miller will deliver an address of welcome and Dr. Everitt will be the principal luncheon speaker.

The afternoon meeting starts at 2:15 with Mr. DeWitt in the chair. Five papers will be read during the afternoon.

Presiding Tuesday morning will be William B. Lodge, CBS engineering vice-president. Six papers are on the agenda. Mr. McNaughten will preside as the 12:30 luncheon, with A. D. Willard Jr., NAB executive vice-president, as speaker.

Following Mr. Willard's talk Dr. Lincoln R. Thiemeyer, executive assistant to the director, Brookhaven National Laboratory, Upton, Long Island, will speak on the subject, "Atomic Energy Is Here for Good." He will offer slides showing some of the non-military and medical uses of atomic energy.

Dr. Thiemeyer's talk will deal mainly with industrial applications of nuclear progress. Much of the research in this field is non-military, in line with government policy. During the war Dr. Thiemeyer was head technical side of the Office of Field Service, Office of Scientific Research & Development.

Jack R. Poppele, WOR New York vice president, MBS director and president of TBA, will preside at the Friday afternoon meeting, at which six papers are scheduled.

Oscar C. Hirsch, owner-manager of KFVS Cape Girardeau, Mo., will preside Saturday morning. Three papers are scheduled prior to the FCC-Industry Roundtable.

Papers for ABC and VBO Chicago television stations are planned at 3 p.m. The recording committee will meet in the West Ballroom of the Stevens at the same time.

Mr. Howard and Robert M. Morris, ABC recording and recording executive committee chairman, respectively, will preside. All members and interested parties are invited to take part in the meeting.

Broadcasting's Rooms

HEADQUARTERS OF BROADCASTING DURING THE NAB ENGINEERING AND MANAGEMENT CONFERENCES WILL BE AT THE STEVENS HOTEL IN ROOMS 506A, 501A, AND 505A.

Mr. Barr, Mr. Wiloughby, Mr. Allen, Mr. Chapin, Mr. Braun

(Continued on page 84)

BROADCASTING • Telecasting

ADVANCE REGISTRATION

ADVANCE REGISTRATION for the NAB Engineering Conference to be held April 6-9 at the Hotel Stevens, Chicago, follow (symbols are ST, Stevens; PH, Palmer House; B. Bismarck; D. Drake):

ABM: George P. Washington Albertson, Fred W. Dow, Lohnes & Albertson, Washington

Alabama: H. KALE Alexander, La., ST.


Bachman, William S., Columbia Records, New York

Bailey, Fred, WJBC Bloomington, III.

Bailly, Stuart L., Jansky & Bailey

Barnes, Wade, NBC New York

Barlitz, F. A. M., Crane's Molten, Boston, Whitney, NBC New York

Beatty, J. Frank, Broadcasting, Washington

Beve, B. E. G., WYSR Syracuse

Beville, Ross, WWDW Washington, D.C.

Benn, F. D., WLAC Nashville, ST.

Biner, Carl B., WRET Tupelo, Kan.

Buck, M. N., kwtx Waco, Tex.

Brackett, Quincy A., WSPR Springfield, Ill.


Burton, D. A., WLBW Muncie, Ind.

Byrne, Louis C., KVMA Magnolia, Ark.

Carr, Gerald, WLDS Jacksonville, Ill. ST.

Caudle, L. L., JR., WSOQ Charlotte

Chambers, Joseph A., Chambers & Garrett, Washington, ST.

Chandler, George Clarke, CJR Vancouver, ST.

Che, C. M., WAFS Dallas

Chiles, Gerald R., KYXZ Houston

Collins, Raymond, WWAC Dallas

Compton, Robin D., WOC Washington, ST.

Cove, U. H., KMBC Kansas City, Mo.

Coughlin, Homer, WLBS Chicago

Craigh, M., WMBL Muncie, Ind.

Curtis, Richard, WJIB Indiana

Curtis, James K., KFRO Longview, Tex. ST.

Dalyman, Amos, KFIF Wichita, Kan.

Dalphia, Arne, WJMS Ironwood, Mich.

Daugherty, C. F., WSB Atlanta, Ga.

David, William Russell, Jr., WPTR New York

Davis, George C., Washington, ST.

Dettman, Robert A., KDAL Duluth, Minn.

Dewing, Harold, WCVS Springfield, Ill.

DeWitt, John H., JR., WSM Nashville

Dieringer, Frank A., WFMJ Youngstown, Ohio, ST.

Dodd, Carlos, WDSU New Orleans

Doolittle, H. D., Machlett Labs Inc., Springfield, Conn.

Droke, O. S., KWKH Shreveport, La.

Duke, Charles, WSLX Nashville, Tenn.

Etzel, A. James, WMBC Peoria, Ill.

Essig, R., Collins Radio Co., Cedar Rapids, Iowa.

Evans, C. Richard, KSL Salt Lake City

(Continued on page 99)
THE STATUS of sound broadcasting, and the inroads of growing television highlighted the fifth annual Radio-Television and Business Conference in New York last Wednesday. Conference was sponsored by the City College of New York.

The one-day meeting, held at the Hotel Roosevelt, dealt with research, sales, programming and publicity problems relating to AM, FM and TV stations.

More than 260 radio, agency and television executives attended the morning and afternoon sessions.

Highlight was a luncheon featuring CCNY’s annual awards, and an address by Ben Duffy, president of BBDO.

Optimistic Atmosphere

An atmosphere of optimism pervaded the sessions, during which these conclusions crystallized: “Deflation has started” but television may help avert a depression. A stronger sales effort by both TV and radio is needed.

Money for TV advertising will come from sales as well as advertising budgets.

Sound broadcasting is neither sick nor dying and will continue to prosper.

Independent stations have nothing to fear from TV if they specialize; local and regional time sales will not be affected for perhaps five years.

Television advertising money will derive from increased sales, and from new advertisers who never used radio. The advertising dollar is growing and other media will not suffer adversely.

Sales techniques are changing because televising habits are still in the formative stage.

Television must learn to adapt itself to periodic and seasonal advertisers because of present costs.

Only the surface has been scratched thus far on research relating to TV’s ad impact and sales effectiveness.

The AM-TV industry must invest more in creative talent rather than fall back on peripheral entertainers.

FM has shown growth both in number of stations and sales of exclusive FM receivers.

Mr. Duffy, in his luncheon address said that television is not necessarily competitive dollarwise with radio and other media, and predicted that the new medium may help avert any depressions, as radio led up to the depression of the 30’s. He said both would be major factors in tripling product sales of the past 20 years.

Contending that cost will “iron itself out in relation to sales,” Mr. Duffy said that “as long as new media can open up new sales, manufacturers will find additional money to pay the cost.”

‘No Saturation’

“There is no such thing as saturation,” Mr. Duffy asserted. “Television will perhaps increase sales as much as ten-fold.”

Appearing on the morning research panel were Dr. Kenneth H. Baker, NAB director of research and acting president of BMB; Orville H. Langhoff, research directors at CBS and Young & Rubicam, respectively, and Samuel Norcross, vice president in charge of research at Audience Research Inc. E. P. H. James, MBS vice president in charge of advertising promotion and research, served as moderator.

Mr. Duffy, who said that BMB has run “into some problems which appear to be insoluble in terms of the present BMB case.” He said the organization’s two greatest problems are the present—(Continued on page 108)

KOBAK FM VIEWS

FM BROADCASTERS should not try to sell FM as a distinct medium itself but should join AM broadcasters and “take over part of broadcasting’s responsibility,” Edgar Kobak, MBS president, asserted in New York last Friday.

The Mutual president spoke at the FM Assn. sales clinic for broadcasters, advertisers and agency personnel at the Hotel Commodore. General theme was “FM Crowding AM for Radio Broadcasting Leadership.”

Mr. Kobak declared that much of FM’s strength lay in AM weakness, with AM coverage greatly reduced at night. He also cited FM’s range over average AM stations and greater freedom from interference. As better FM receivers become available, the difference will accrue in FM’s favor, he pointed out.

“Millions of people still get poor reception, and FM is the only means available to give every person good reception,” Mr. Kobak said. “In many sections we must replace AM if we are to give all people equal results. Now is the time to sell FM in [these] sections. . . .”

Other speakers who addressed the one-day sessions included William E. Ware, FMA president; Edward Sellig, FMA executive director; William Ensing, eastern manager, Transit Radio; Linne Nelson, chief timebuyer, J. Walter Thompson Co.; Maj. E. H. Armstrong, pioneer FM inventor, Ted Leitzell, public relations director, Zenith Radio Corp., and Everett Dillard, WASH Washington, Continental FM Network president and ex-president of FMA.

FM ‘Bright Spot’

Referring to the “phenomenal” growth of FM broadcasting in the last two years, Mr. Dillard presented the basic case for the medium which he called “the bright spot in the broadcasting picture.”

FM is on the threshold of a “tremendous business potential,” he said, and can no longer be ignored by the advertisers, especially in a buyers’ market. He said the number of operating FM stations increased from 370 to 700 last year, with 451 cities having stations at the year-end, and 3,300,000 sets in the hands of the public, without including those on TV sets.

Scope of Service

Mr. Dillard declared FM service is within reach of 100 million persons, conceding that there are open spaces in the West that aren’t covered. He foresaw a developing trend toward inclusion of FM in TV table models as well as consoles.

Owners of FM sets listen to FM 69.4% of the time their sets are in use, according to a Northwestern U. survey, he explained. Analyzing set production figures, he showed how AM-only output had dropped, with many of them “parttime” sets for autos or portable models used infrequently. January’s set output by RMA members, he said, consisted of 584,390 AM-only sets of which only 277,438 were not part-time auto and portable types.

FM set output increased 38% in 1948, according to Mr. Dillard, including 100,000 FM-only models which are starting to appear in larger quantities. Interference on the AM band will increase, he said. A dozen FM networks are in operation, he said, with Continental, of which he is president, operating coast-to-coast with the aid of tape and FM relays. He predicted expansion of FM hookups and believed they would be more economical than other networking.

Three-fourths of the FM stations are affiliated with AM interests, according to Mr. Dillard, with 23% combined AM-FM-newspaper operations and only 25% FM-only. He lauded FM coverage and said the “horizon” theory has been rejected.

FM is the only one of the three broadcast services not presently plagued by major allocation problems, Mr. Dillard said.

Taking results of a recent NBC listener survey in Washington, he said 11% of the population (143,000) live in homes with FM sets, compared to 8.5% (110,500) for TV. The average FM listener spent (Continued on page 85)
LATEST developments in the light equipment field, many of them relating to new products occasioned by television's fast-spreading growth last year, and in production and other allied services are available to broadcasters everywhere for the making of commercial motion pictures.

Possibly most numerous advances were in the new lines of transmitting tubes for all broadcasting phases (AM-FM-TV), but particularly for television, and magnetic tape recorders. The products are varied. One example is DuMont Labs' television studio control room on wheels, the Telecruiiser, designed to meet the growing needs posed by remote broadcasts. Other products include such allied off-shoots as flying spot scanners, television microwave relay links for intercity program transmission, speech input apparatus and copy racks.

In television, note is taken of problems incurred in studio lighting, some of which have been resolved by mercury vapor arc lamps which look toward provision of absolute color characteristics. TV switching systems, video test equipment, film projection, equipment and kinephos systems are some of the new TV units developed by RCA, for example.

Recording developments take form in new phonograph pickups and cartridges for standard and high-fidelity use—portables for remotes and transcription for studio installation. One firm—Califone Corp.—has available new lightweight Universal transcription player capable of reproducing three types of recordings 78 rpm, 45 rpm and 33⅓ rpm.

Other products include attenuators, broadcast microphones, booms and stands, and a host of others.

A feature, of course, is Columbia's controversial Long-Playing Microgroove transcription in both 12-inch and 10-inch sizes, with programs of 20 and 13 minutes, respectively.

Recording equipment, which will be on hand in sumptuous display during NAB engineering sessions, are of particular interest to broadcasters in view of proposed uniform standards for disc, magnetic and optical recording. Developed by NAB in cooperation with broadcast and other groups, the standards will be reviewed during the Engineering Conference.

Summary of availabilities as reported to BROADCASTING:

- **Amperex Electronic Corp.**
  AMPEREX Electronic Corp., Brooklyn, N.Y., has available a new line of transmitting tubes for AM-FM-TV and particularly for television. (No specifications were submitted.)

- **Astatic Corp.**
  NEW PHONOGRAPH pickups, cartridges and related equipment, designed expressly for long-playing recordings, are being featured by the Astatic Corp., Conneaut, Ohio. Products are the FLT, FL-33 and FLC pickups, as well as the 400 series. FLC series was designed to reproduce, with one pickup, 33⅓ rpm and 45 rpm narrow-groove, in addition to standard 78 rpm records. Novel "slip-in" feature of pickup cartridges permits changing from one record type to another instantly. FLT series pickup is designed to satisfy exacting requirements of studio and station use. The design of head and cartridge permits reproduction of different types of lateral recording systems, with one pickup and turntable. Other features include ball bearing swivel base, hinged arm extension, fingertip lift, height adjustment of mounting base and arm. Model FL-33 is designed for use with Microgroove LP vinylite records.

- **Brush Development Co.**
  MAGNETIC recorders for station use, portables for remote pickups, and transcription equipment for recording studio service. This curved model is designed for minimum tracking error, and provides proper mechanical features and necessary electrical response for faithful reproduction. 400-Q-33 pickup is a professional type crystal also for studio use, and is similar to the previous model.

- **California Corp.**
  NEW LIGHTWEIGHT Universal transcription player capable of reproducing three types of recordings—standard 78, LP Microgroove at 33⅓ rpm, and narrow-groove 45 rpm—has been perfected by Califone Corp., Hollywood, Calif. Improved in appearance, the new player incorporates:

  (Continued on page 54)
NAB EXHIBITS

(Also see stories, page 26 and below, on heavy and light equipment availabilities of companies not necessarily exhibiting at the NAB Convention and mentioned in the following story)

BROADCASTERS and telecasters, will find many new or improved equipment pieces and production services on display beginning Thursday when engineering sessions kick off the annual NAB convention in Chicago—if advanced notices filed by exhibitors are fulfilled. The Conference begins officially Wednesday.

This year's exhibit promises to be one of the most extensive in NAB history. It will surpass 1948's sumptuous array in Los Angeles for space alone, with heavy equipment to occupy over $30,000 square feet in Exposition Hall immediately beneath the hotel's main lobby. The foyer of the hall will be included. Other exhibitors, displaying their light equipment wares and production services, will use some 100 rooms on the fifth and sixth floors of the Stevens Hotel, according to NAB's Arthur Stringer, in charge of the annual exhibit. The show will open at 9 a.m. Thursday. Over 36 exhibitors have been assigned space.

The exhibit offers some pointed contrasts to previous ones. Last year some manufacturers were compelled to prepare double displays because the Radio Parts Show in Chicago preceded by a week the Los Angeles convention. This year an interval of six weeks removes any possibility of conflict (Parts show is May 16). Another factor is that this exhibit is more centrally located with respect to manufacturing centers, thus facilitating shipment of equipment, as was the case in 1946. Still another: There are no railroad labor negotiations to thwart prospective exhibitors contemplating shipment.

Spaces Allocated

According to NAB, about 15 spaces in Exposition Hall have been set aside for equipment exhibitors, and registration (see separate story for location). About three dozen suites or sets of rooms, not including those for publications, also have been set aside and will serve as reception and display centers. Representatives will be on hand to demonstrate equipment or services, and to answer broadcasters' questions.

Because of television's mushrooming inroads on industry and national economy, many of the exhibits will be pointed along that line. One example is DuMont's new $200,000 remote truck, the Telecruiser. Other video equipment will be in prominent display, including TV links, transmitters, antennae, tubes, etc. On the service side, International News Service's TV department will demonstrate all types of TV news programming, and feature its video news tape and adaptability to telecasting.

Another highlight will be the first commercial display-type facsimile receiver, to be jointly exhibited by Stewart-Warner and Radio Inventions. Broadcasters will see programs originated from a facsimile console in the exhibit, transmitted via telephone lines to a station (WMAQ-FM) and relayed back to the booth.

New transmitters—10 w FM, 5 kw FM and 50 kw AM—will also be in evidence, as exhibited by Gates Radio Co., RCA and Westinghouse, respectively.

Arousing particular interest (Continued on page 77)

Display of Wares Highlights Convention

Tentative space assignments for heavy equipment at Exposition Hall and suite numbers at Hotel Stevens, as revealed by NAB:

**SPACE:**

1. Communications Products Co. Inc.
2. -Andrew Corp.
3. -Raytheon Mfg. Corp.
4. -Graybar Electric-Machlett Labs-Western Electric
5. -Encyclopaedia Britannica
6. -NAB Registration

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**W/ Stewart-Warnen**

6. -Gates Radio Co.
7. -Collins Radio Co.
8. -Federal Televis & Radio Corp.
9. -Daven Co.
9. -DuMont Labs
10. -Westinghouse Electric
11. -RCA-Victor

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**SUIT E NUMBERS**

549.—Arc Tourus
539.—INS TV Dept.
534.—Federal TV & Radio Corp.
529.—Wincharger Corp.
521.—Anmex
520.—Casa, Michelson
516.—NBA Recording
509.—Calitop
502.—Capitol
504-05-07.—RCA-Victor
500-01-01A.—Ziv Productions
504A-05A-07A.—Graybar, Machlett-Western Electric
560A-61A-65A.—Broadcasting
512A-15A.—Lang-Worth
556A-37A.—Westinghouse
553A.—SESAC
524A.—Keystone Bstg. System
526A.—Ampex
515A-17A.—Magnecord
528A-30A.—Radio & TV Corp.
532A.—BMB
519A-20A.—London Library
521A.—Radiotime
536A-36A-37.—DMI
538A.—Fairchild Recording
544A.—Transcription Bstg. System
542A.—MacGregor
547A.—Telebiweather
542A.—Columbia Records
550A.—Billboard
545.—McIntosh Eng. Labs

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HEAVY EQUIPMENT Products Listed

(See separate story above on equipment exhibits at NAB Convention. Many of the items described here-with are not shown in the NAB exhibits)

**UPWARDS** of a dozen companies manufacturing transmitter and certain related heavy equipment, including antenna and tower structures, have reported a wealth of availabilities to AM-FM-TV broadcasters as the Engineering Conference of NAB's Convention prepared to get under way in Chicago.

The availabilities mark recent developments in all phases over the past year, with accent on economy of cost and more efficient operation. New products took shape in transmitting antennae, with single-ended feed system and diplexer; self-supporting or guyed steel tower structures, designed to withstand meteorological elements at their worst; new-type transmitters, especially FM for educational broadcasters' use, which incorporate latest air-circulation innovations and include low-cost matching antennae; new utility video amplifiers and stabilizing amplifiers.

In the tower equipment field, some of the innovations look toward simplified maintenance, lessening of distortions, and preservation of tower shapes through severe storms, as well as increased height measurements. Also available on the market for the broadcaster are transmitters specifically designed to use fewer tubes and simplify overall operation.

Developments in amplifiers are

(Continued on page 82)

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TRANSCRIPTION companies in New York last week appeared little concerned over a proposal made the week before at District 1 meeting in Boston that stations be permitted to buy instead of rent transcription libraries.

Most of the companies refused to talk on the rule, taking the viewpoint that they did not want to build up an issue which at this point they did not regard as important.

Although not permitted to attend the closed meeting at which the proposal was made [Broadcasting, March 28], ET executives said it was their understanding that no official action was taken by District 1.

They believed that Milton Meyers of WOCO Waterbury, Conn., who proposed that services be sold instead of rented, did not follow through on his motion that the NAB look into the possibilities of buying or setting up a library service on a non-profit basis.

They further believe that until the NAB Convention they would take action they would withhold their own funds.

The ET companies themselves don't have an association or an industry spokesman. They do, however, occasionally meet to discuss industry-wide problems informally and take concerted action. There was some belief that if the Meyer suggestion were strengthened during the NAB Convention, the disc makers would meet in Chicago to decide whether or not a countermove would be indicated.

Prevaling view of most transcription companies, whether engaged in library service or open-end dramatic productions, is that the Meyer suggestion is impractical.

Speak From Experience

In the past some of them have sold their service instead of renting. They believe, therefore, that they know both sides of the story.

If they did, then the position of the commission's viewpoint, they would get a bad deal by such a purchase.

First drawback is the enormous initial outlay which would have to be incurred in a purchase.

Next reason cited is the fact that such a purchase would mean there would be no follow-through on service which the companies offer under present arrangements. These services include indexing material, promotional material, replacement of damaged discs, and regular additions to the library.

Further reason given is that library services would lose their exclusive nature, since if sold to a station it could be sold to some other operator in another town where that same service already would be used. Under present arrangements, libraries are made available on an exclusive basis.

Still another drawback, from the station manager's viewpoint, is that if an outlet bought a service and was dissatisfied with it, he could not unload it economically at the end of a given period, as now under the rental policy, and change to a new service.

As for the transcription companies viewpoint of a sale policy on themselves—they have one word for such an effect on them: "Bankruptcy." They feel that the entire market for theirwares would be sold out in three years or less. After that time, business from the few remaining prospects and from replacements and additions to libraries would be so piddling as to mean the end of profitable operations and of most new and creative programs.

Among the few transcription companies executives willing to talk for the record at the present time, Charles Michelson, president of Charles Michelson Inc., New York, said he currently still sells library service to some overseas customers but feels the expense of doing business back and forth on a rental basis was prohibitive due to shipping, crating, duties and other cost.

He has found that many stations which buy such service do not use it sufficiently, whereas those renting feel obligated to make use of the series, and profit thereby.

Mr. Michelson is of the opinion that abandonment of a lease policy by transcription companies would mean the end of the exclusive character such services have in localities and would mean the beginning of the demise of the industry.

Raymond R. Green, vice president and general manager of Kermit-Raymond Corp., was the lone dissenter among transcription company executives. He believed it was feasible for library services to be sold and believed stations should have a chance to buy them. He did not believe, however, that this was feasible in the case of dramatic type shows because of restrictive clauses about replay rights in actors contracts and because that type of show cannot often be repeated to the same audience.

Purchase Held Impractical

Milton Blink, vice president of Standard Radio Transcription Services, Chicago, asserted that purchase of transcription is not practical for most stations because the cost would be too high—"probably three to four times the leasing charge." Transcriptions cannot be compared with phonograph records of the same quality and their direct sales because the former are highly specialized, directed to a limited market and very expensive. Records, however, are manufactured in quantity for a mass market, he said.

Another stumbling-block to outright sale is the obsolescence of discs over a three or four-year period. In this time, a transcription firm renews its stock, paid for by charges on a high rate of monthly releases. Mr. Blink pointed out that the NAB "failed completely" when it attempted to organize an industry transcription service—such as Mr. Meyers suggested—some years ago.

M. M. Cole, owner of the Cole Transcription Library, Chicago, says that lease of discs would not be feasible. If the industry were to organize such a service, stations could not get the "variety of disc and ideas now originated by specialists." With rental, transcription firms use fund coming in monthly to augment libraries, he concludes.

INCORRECTING number of smaller stations throughout the country are beholding "slow pay" a canvas of transcription companies in New York has indicated.

The platter makers and leasers report that unpaid bills are back and accounts receivable in transcription ledgers are mounting. One disc company recently received its first bad check in history from a station.

Most companies will talk openly about the matter, but are reluctant to be quoted. Some are taking steps to guard themselves against further losses.

Such steps include requiring the first and last payments to be made in advance and more careful credit investigation of stations. One transcription company, whose policy previously was to ship to a new customer automatically on order, is now withholding shipment until receipt of credit information.

The "slow pay" problem is a matter of some concern, but transcription companies feel it was to be expected and eventually will be straightened out but not until some "weak sister" stations fall by the wayside.

They ascribe the present condition primarily to new and smaller stations. Many of these, they point out, started on a shoestring, never built up an adequate reserve and, worst of all, never learned how to make a profit.

Richard S. Testut, vice president and general manager of Associated Program Service, New York, believes many stations currently having difficulty in making payments were outlets started in already overcrowded radio markets. They got by up to now as they rode the crest of a sellers' market. They never learned to sell and now, when selling is necessary, they don't know how.

Sees Sounder Future

Mr. Testut believes 1949 will see the beginning of a "shakedown" year for stations, with unsound operations actually dying off. He is of the opinion that a sounder radio industry will emerge.

He also feels it is unfortunate that some good operations may die in the process as they struggle to compete in "over-radioed" markets against the larger and more entrenched outlets.

Charles Michelson, president of Charles Michelson Inc., said that the "slow pay" is confined not only to smaller stations in this country, but he also has found it so in the transcription export market, in which he is active. Some stations in Latin American countries are not paying promptly.

Many other companies, suffering from a shortage of American dollars and from government restrictions on export of American dollars, have made payment a great problem, he said. To guard against both the credit risk and further restrictions on dollar exports, he is now requiring payment of six months' transcription rental in advance instead of the former policy of requiring payment of the first and last rental installment in advance.

Raymond R. Green, vice president and general manager of Kermit-Raymond Corp. and of Transcription Broadcasting System Inc., said the slow payment by stations could not be tied down to a particular geographical area. His own experience, he said, led him to the conclusion it is general geographically, but confined largely to newer outlets in small communities.

Among other reasons given by transcription companies for "slow pay" was that outlets often had over-extended themselves in the purchase of equipment and plants.

Firms 'Little Concerned' Over Meyers' Plan

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Disc Firms Cite Small Stations

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AFCA

Sarnoff, Coy Address Communications Group

VICTORY in any future war could go to the side which “sees farther sooner,” rather than those getting there the mostest,” Brig. Gen. David Sarnoff, RCA board chairman, told those attending the third annual meeting of the Armed Services Communications Assn. March 28-29 in Washington, D. C.

FCC Chairman Wayne Coy told the Monday luncheon meeting that “no nation in history has ever been so well equipped with civilian communications facilities” as the U. S. today—“facilities to promote our efficiency, comfort and enjoyment in peace and our national security in event of attack.”

A defense official, Leighton H. Feible, assistant director of production for the National Security Resources Board, told members that the NSRB intends, at a later date, to explore the international communications and broadcasting industry “to determine the available facilities and necessary controls in an emergency.”

Navy this year was host to more than 500 executives of the communications and photographic industries and members of the armed forces, who attended the sessions.

Gen. Sarnoff, outgoing president of the association, called on large corporations and small businesses, together with their best personnel, to “make company and personal sacrifices to come to the aid of the preparedness planners.”

It is significant, Gen. Sarnoff pointed out, that tide of important battles has depended on the availability or absence of good communications.

Industry's Role

The job of the industry, Gen. Sarnoff said, is “to do all we can to assure that such advances as we make in the communications art are promptly made available to the appropriate military service.”

The nation is courting disaster, the RCA official said, if the swift advances of science are ignored.

Television's importance in naval, military and air operations of this modern age was “dramatically revealed,” he said, in the Naval maneuvers known as “Task Force TV.” During these maneuvers, it was demonstrated on the aircraft carrier Leyte, at sea off New York, how television can be used to direct tomorrow’s battles. In this first ship-to-shore telecast in history, an estimated 2 million eastern viewers watched the flat-top under simulated combat conditions, over 200 miles away, undergo a mock attack by its own planes.

“Parsightedness,” he declared, “takes on a different meaning in the great complexities of modern war, with supersonic speeds, guided missiles and the danger of ‘surprise attack.’ It used to be said that the battle goes to those who get there ‘fustest’ with the ‘mostest.’ The victory, in another struggle, could ‘well go to the side which sees farther, sooner.’

The Marshall Plan and the North Atlantic Security Pact, Gen. Sarnoff observed, will enable the U. S. “to gain the time so sorely needed to work out the complicated problems which are astir in a world that is neither at war nor at peace.”

“Time also is required,” he warned, “to gear up industry toward a mobilization plan that would be effective in the event that an emergency cannot be avoided—effective without confusion and without delay.

“But actually we need more than time, if we are to be fully prepared to meet successfully a possible emergency of modern dimensions. We need, also the interest and experience of the best brains in American research laboratories and in industry to work with our military planners.”

Gen. Sarnoff pledged anew the “wholehearted cooperation” of the industry and its workers with all services of the armed forces.

Fred R. Lack, vice president of Western Electric Co., was elected president of the association at a meeting of the group’s council March 28, to succeed Gen. Sarnoff, who has led the association since its formation in 1946.

Chairman Coy cited the postwar growth of AM, FM and television; the nation’s 38 million telephones; the growing use of radiotelephones on planes, ships, trains, buses and other vehicles; the increase in amateur radio’s ranks and a telegraph system that is taking “some hopeful steps toward improvement.”

Aside from the more than 100% increase in AM stations since the war, he noted there are now 700 FM and 80 TV stations on the air and 240 FM and 85 TV outlets under construction. He said two-way radio had been authorized for 200,000 vehicles and predicted the number would reach half a million in five years.

But “our very profusion of radio transmitters can also be a source of danger in war times,” he cautioned, citing their attraction for spies and saboteurs and recounting FCC communications intelligence

(Continued on page 88)

540 KC

LIMITATIONS which FCC proposes to place on the new 540 kc broadcasting channel [broadcasting, Feb. 28] would amount to a “waiver” of the use of the frequency for broadcasting in the U. S., the NAB charged last week.

In a new protest to the Commission NAB submitted maps to show that the limitations, if coupled with 1-A protection to current and proposed Canadian and Mexican operations, would leave 540 kc available only in a narrow strip running through parts of Kansas, Missouri, and Arkansas (see map, this page).

Yet the 1947 Atlantic City allocation of 540 kc made it a broadcast channel, NAB reminded.

WILK Wilkes-Barre, Pa., meanwhile, told the Commission that 540 kc with 60 kw is the only assignment which will provide service to a substantial portion of the Scranton-Wilkes-Barre area. Midland Broadcasting Co., licensee of KMBC Kansas City and KFRM Concordia, Kan., already had indicated plans to apply for 840 kc for FM fulltime for KFRM [broadcasting, March 28].

The 1947 allocation provided for

(Continued on page 89)

THE DOTTED AREA in mid-U. S., according to this NAB map, is the only region where 540 kc would be available to broadcasters if FCC goes through with its proposed limitations on use of the frequency and if current and proposed Canadian and Mexican operations on 540 kc are accorded protection as 1-A stations. The circles represent the 25-mile areas around military installations where 540 kc could not be used under FCC's plan. The contour lines along the East and West Coasts, Gulf and Great Lakes show the effects of FCC's proposed coastline protection. The border-protection lines represent limitations which would result if Mexican and Canadian uses of 540 kc were protected as 1-A operations. FCC's proposal is designed to protect military stations just below 540 kc from interference resulting from broadcast use of the new channel. NAB protested the proposed restrictions and urged that no decision be reached until after international accord is reached on 540 kc.

BROADCASTING • Telecasting

April 4, 1949 • Page 29

NAB Charges 'Waiver' of Use
EIGHT days of general and group meetings that run the gamut of industry business, regulatory and technical problems will mark the NAB Convention week proceedings opening Wednesday morning at the Stevens Hotel. The three basic meetings are scheduled—engineering, independent stations and management.

The Engineering Conference starts at 10 a.m. Wednesday (see separate engineering story page 23) and winds up Saturday afternoon. The NAB board is scheduled to meet Saturday. It will be the final session of the old board.

Six new members will sit with the old board as guests [BROADCASTING, March 7]. The new board, originally scheduled to meet Thursday and Friday after the convention may shift its meeting to Wednesday afternoon and all day Thursday (April 13-14) due to imminent of the Easter holidays.

The separate meeting for unaffiliated stations will be held Sunday, April 10, 9:30 to 5. It will be open to NAB members and to nonmembers as well, carrying separate registration fee of $5, including luncheon. The subject of the all-day meeting is “Plain Talk,” and Ted Cott, chairman of the NAB Unaffiliated Stations Committee, has advised those attending “to check their inhibitions at the door.”

Willard To Open

A. D. Willard Jr., NAB executive vice president, will open the meeting, with Mr. Cott as chairman. Morning program includes a panel, “Do I Need Transcriptions,” including the question of purchase of libraries. Mr. Cott will moderate. Appearing on the panel will be Cy Langlois, Lang-Worth Transcriptions; John Sinn, Frederic W. Ziv Inc., and Walter Davidson, Capital Transcriptions.

Benjamin Cohen, Assistant Secretary General of the United Nations, will discuss "A New Program Source, The United Nations, Gordon Kinney, radio director of the Advertising Council, will speak on "Public Interest Audience Building—The Advertising Council’s Allocation Plan." Dr. Sidney Roslov, president of The Pulse Inc., will wind up the morning session with a speech titled "The Independent Is Hege to Slavery."

Only formal address by NAB

Golf Tourney

LAST CALL for 14th annual NAB Golf Tournament. If you would like to play get in touch with BROADCASTING’s convention bureau at Suite 560-A Stevens Hotel. Tournament will be held at the Acacia Country Club. Bus leaves the Stevens at 9 a.m. Sunday.

President Justin Miller during the week is planned at the Sunday luncheon. His talk is titled, "Who Owns and Controls Radio Broadcasting in America." The afternoon includes a session on sales and promotion, with case histories. Speakers will be Jerry Franken, editor, Billboard, and Joe Koehler, editor, Sponsor. "How to Steal an Audience," is the title of a panel on programming, Calvin Smith, KFAC Los Angeles, NAB District 16 director, will cover good music; Bill McGrath, WHDH Boston, will cover sports; Ralph Weil, WOV, will take up foreign languages, and Pat McDonald, WHHM Memphis, will cover popular music.

The unaffiliated committee will report through Mel Drake, WDGY Minneapolis, a committee member. Maurice B. Mitchell, NAB director of broadcast advertising, will head a sales panel covering national business, department stores, utilities, government agencies, legal notices and dealer co-ops.

Committee meetings will be held Monday morning, April 11, the Management Conference opening formally at 12:30 with a luncheon meeting in the Grand Ballroom.

Judge Miller will preside. Howard Lane, WJJD Chicago, NAB director-at-large for large stations, will deliver the address of welcome as chairman of the Convention Sites & Policy Committee. Luncheon speaker will be Wayne Coy, FCC chairman.

Fundamentals of radio sales will occupy the Monday afternoon meeting [BROADCASTING, March 21]. "This session is designed to bridge the gap between platform and floor," said Mr. Mitchell, declaring: "We'll have microphones on the floor as well as on the platform, and we hope the delegates to the convention will move in on us with the toughest questions on sales they can possibly imagine."

Presidng at the afternoon meeting, programmed to emphasize selling in an increasingly competitive market, will be A. D. Willard Jr., NAB executive vice president. Eugene S. Thomas, WOIC(TV) Washington, NAB Sales Managers Executive Committee chairman, and Simon Goldman, WJTN James-town, N. Y., chairman of the Small Market Stations Executive Committee, will be honorary chairman.

Mr. Thomas will open the program with a talk on "Radio Today," an appraisal of the present broadcast sales job. Mr. Mitchell will direct a panel discussion. Participants will be Martin Lea, WGBF Evansville, Ind., and John A. Engels, WQV(EV) Evansville, who will discuss cut-throat methods of competing media.

Howard P. Abrahams, director (Continued on page 76)
Too wet for the duck

The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it’s harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W.I.T.H to produce low-cost sales.

You can do so much with so little money on W.I.T.H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W.I.T.H story from him today.

W.I.T.H
Baltimore
Maryland
AM
FM

Tom Tinsley, President - Represented by Headley-Reed
Standard's SENSATIONAL "Extra"

THE New STANDARD STAR
An Integral Part of the "THE LIBRARY WITH THE

Standard Radio does it again... tops its long-standing record of showmanship with a group of brilliantly written and professionally produced programs which take their musical content from the massive Standard Program Library itself... and are available for immediate and continuous sponsorship! Come in and

Standard Radio
HOLLYWOOD - CHICAGO
Listen to the Audition Discs in Suite 556-7 of the Stevens Hotel during the NAB Convention April 6-13.

Radio Shows

Standard Program Library

COMMERCIAL TOUCH

hear the special audition discs... see the impressive literature which we have created to describe these shows... and let us tell you how these and other selling aids can help you make the most of "the library with the commercial touch!"

TRANSCRIPTION SERVICES, INC.
NEW YORK
**SET DOLLAR VOLUME**

DOLLAR VOLUME of TV set sales will exceed that of AM and FM receivers in 1949 if estimates by two government economists are correct. Using industry predictions of a 2,000,000 TV set production, they estimate that TV manufacturers will sell about $600,000,000 worth of TV sets, allowing for a slight reduction in the average cost of sets during the year.

These predictions are contained in a March 29 report of the Office of Domestic Commerce, Trends & Prospects in Radio and Television Receivers, by James B. Forman and Charles F. Redick.

Radio set sales are estimated at a maximum of ten million in 1949 with a current average price of $56. If this average price dropped to $50, as may be by the end of the year, dollar volume in AM & FM sets would be $500,000,000 for 1949.

Retail dollar value of TV in 1947 was 7% of the industry's total sales, 30% in 1948, and may be more than 55% of total sales in 1949. "This would be a remarkable achievement for an industry in its fourth year of production," the authors declare.

There were 76 manufacturers of TV receivers in mid-1948. Of this number all but 18 were also radio manufacturers. The report states, "This present predominance of the radio industry in the television receiver field may be expected to gain impetus as competition for sales in a declining radio market increases."

Radio manufacturers numbered 136 in mid-1946, but at the end of 1948, there were 107 remaining companies in the field. Of the total of 132 manufacturers in 1946, 80 were newcomers. By mid-1948, 40 of them had ceased radio production.

Production of radio sets reached a postwar peak in 1947 of 17,516,022. In 1948 production dropped to 13,265,763. Backlog immediately after the war was estimated at nearly 20 million sets. Although 1948 set sales were below 1947, they were the second largest in the history of the industry. In 1948, the authors state, supply of AM sets was equal to demand (See chart, this page).

In 1947, table models (over $12.50 in price) accounted for nearly half of all set production—in 1949, these same types accounted for a little more than one-third of all AM set production and dropped nearly 50% in total production. Auto radio production was above the three million level in 1947 and 1948, with an added 380,000 last year.

Production of portables was a little over two million in each year. Console models were produced at the rate of about 1,541,598 in 1948, and were selling better than the previous year as prices dropped somewhat.

FM production of 1,650,000 was about 400,000 above 1947, and rep-

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**P&G VIDEO**

26 Half Hours To Be Filmed
For Use on NBC

PLANS for production of 26 half hours of dramatic video film by Procter & Gamble were announced in Hollywood March 28 through Compton Adv. [Closed Circuit, March 28]. Series' tentative starting date is Sept. 6 in NBC time period following Texaco Star Theatre.

"If the present negotiations are successful," the announcement said, Gordon Levey, president of General Teleproductions Enterprises, will handle Hollywood production on the series and Irving Asher Productions Ltd. will handle production done in Great Britain. While the announcement was worded conservatively, certainty is reflected in fact that Mr. Asher, who was present in Hollywood at the time of the announcement, left for London last Thursday to start work on scripts.

The half hours will be broken into two short story treatments, according to William Craig, Procter & Gamble manager of television. This, he pointed out, is being done to avoid the center commercial intruding upon the story. The ratio of how much work will be done in this country and how much abroad is not known at present.

Although none of the principals cared to name the production cost of a half-hour, it is understood the range will be $8,000 to $12,000. Precise length of each story unit is not as yet settled.

Mr. Levey is a prominent film attorney in addition to being president of General Television Enterprises Inc. A California corporation and capitalized at $1 million, its announced aim is "to bring together producer and sponsor" as well as "guiding, financing, packaging and marketing of television programs."

This is the first public step of GTE since the firm's incorporation. "It will not at the outset engage in television production itself and will limit itself in the direct purchase of pictures, preferring to concentrate upon the servicing of both producer and sponsor."

Irving Asher has been associated with the motion picture business for many years. He has been with both Warner Bros. and MGM as a producer. He will be represented in this country by Carleton Alsop in the handling of sales and sales service operations. Mr. Asher advised Compton that he aims to make a series of 26 pictures regardless of whether P & G buys only 13.

Production supervision for both film projects will be handled for P & G by Mr. Craig and Gilbert A. Ralston, executive producer of P & G television department. For Compton supervision will be over-seen by Lewis Titterton, vice president in charge of radio and television, Stuart Ludlum, assistant director of firms radio-television department, and Brewster Morgan, agency's director of television.

These products to be merchandised through this series are Ivory Soap, Crisco and Duz.

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**RADIO RECEIVER PRODUCTION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions of Sets</th>
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<tbody>
<tr>
<td>1946</td>
<td>60</td>
</tr>
<tr>
<td>1947</td>
<td>80</td>
</tr>
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<td>1948</td>
<td>100</td>
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**BROADCASTING**
presented 12% of total AM & FM set production during the year. In 1947, this represented only 6% of the total. The authors of the report predict that the average price of FM sets will continue to decline during 1948.

If present trends continue, the sales of TV receivers will just about take up the gap produced by declining AM sales.

In the report, one diagram on the radio market has been the confusion existing in the phonograph field. Consumers who are in the market for console models are hesitant to buy the radio-phono combinations until they have decided what the long playing record will be in the future.

"With consumer acceptance of TV a fact," the authors conclude, the aggregate retail sales of radio and TV receivers in 1948 may be expected to approach the $1,200,000,000 achieved in 1947 & 1948." (See graph.)

**VIDEO RATES**

**WLWD, WLWC Announce**

RATE for one hour of Class A time on WLWD(TV) Dayton and WLWC(TV) Columbus, new Crosley Broadcasting Corp. stations, is $200, according to the first rate cards for the stations issued by Crosley.

Both stations maintain the summer discount feature offered on WLWT(TV), Crosley's Cincinnati video outlet. The discount is offered because of the natural slump in total viewership during this time. R. E. Dunville, Crosley vice presi-
dent and general manager, explained. Sponsors are given a discount of from 25 to 40% for the May-31, 1948 period, depending upon the number of consecutive weeks for which the advertiser has contracted.

WLWD and WLWC rate cards are identical to that of WLWT except in the actual charge for video time. Costs for any period, from 40 minutes to 10 minutes, bear the same relationship to the cost for a full hour on all cards.

**TBA ELECTS**

Russell as Director

F. M. RUSSELL, vice president of NBC, has been elected director of Television Broadcasters Ass'n., it was announced last week by J. R. Poppelle, president. Mr. Russell will serve in this capacity until next annual meeting of the TBA next January. He succeeds Noran E. Kersta who resigned from TBA board in January.

Announcement was also made by Mr. Poppelle that directors of TBA have approved two applications for membership. Admitted to active membership was WNSV, Co- lumbus, and to educational membership, Twin City Television Lab., Minneapolis, Minn.

**SOX VIDEO**

$60,000 Paid for Rights

WGN-TV Chicago has paid the Chicago White Sox $60,000 for exclusive rights to telecast its home baseball games.

This was learned Wednesday from a reliable source after Frank P. Steiner, manager of WGN, Inc., and Charles A. Comiskey II, vice president of the Sox, jointly announced that WGN-TV would telecast the 77-game American League schedule from Chicago's Comiskey Park.

Season's opener is April 22 and closing game will be Sept. 28, however, WGN-TV will begin its 1949 baseball telecasts with the annual city series between the Sox and Chicago Cubs of the National League April 15-17.

With the signing of the Sox contract, WGN-TV for the second year becomes the only Chicago station to telecast a complete 154-game big league schedule.

The station's agreement with the Cubs was announced early last month. [BROAD-
casting, March 7].

**OBSOLESCENCE**

Set Makers Will Air Views

KLEE-TV Houston has invited eight firms manufacturing television sets to send representatives to appear on station's Television Roundtable April 11, 8-9 p.m. (CST), to discuss the question of TV set obsolescence.

Invitations, wired March 31 to Philco, Zenith, Admiral, General Electric, RCA, Emerson, Motorola and DuMont, pointed out that the buying public is concerned over reports that present TV sets may soon become obsolete.

"In view of the fact that Hous-
on is a new television market," the station stated, "KLEE-TV has been presenting a weekly program, Television Roundtable, to present facts and problems of television to the public. Referring to the ob-
solescence question, KLEE-TV said: "You will be free to say whatever you wish for your company's receiver, or against competitive sets."

**PARR NAMED**

CBS-TV Program Manager

ALLEN PARR, program coordinator of CBS television, has been appointed program manager, a new post.

Mr. Parr, who has been with CBS since 1936, will supervise production and budget department of all CBS-TV programs. In 1938 he joined CBS in radio net-
work operations, serving in various capacities until becoming program coordinator for television a year ago.

During a four-year military leave he served in the Southeast: Asia Command as a first lieutenant.

**TV Study Released**

The FIRST monthly study of "The Television Audience of To-
day" was sent by Advertisers Re-
search of New Brunswick, N. J., last week to various clients throughout the New York metro-
politan area. The initial study presented research coverage of "Daytime Television."
### Telestatus

**Prospective television set owners have a wide variety of makes, models and prices to choose from in today's video set market. Thirty-nine firms among the leading set manufacturers were surveyed by Broadcasting. Production by these firms represents a combined total of over 270 video models now being offered to the public.**

Priced to fit almost any pocketbook, sets range from $99.50 for Pilot Radio Corp.'s small portable model up to $1,905 for DuMont's "Manchu" console.

Screen sizes vary widely, although 10", 12", 12 1/2" and 16" are the most predominant among those sets reported. Of the 270 models listed here (see table), 112 have 10" screens or smaller. Among the larger sets, 17 models are reported with screens over 16". Smallest screen reported, in a finished set, is Pilot's portable with a 3" x 2" screen. Espey Mfg. Co. features a 3" screen in its training kit for home assembly. United States Television Mfg. Corp. makes the largest screen reported—a commercial model with a 30" x 22 1/2" screen.

Use of the 10" metal picture tube is reported by four manufacturers: Freed Radio Corp., which uses the metal tube in all its models, Hoffmann Radio Corp., Nielsen Television Corp., and United States Television, each of which uses the metal tube in one model.

Portable television receivers are made by five of these firms: Pilot, Motorola, Sentinel Radio Corp., Tele-Tone National Corp. and Raytheon Corp.

Commercial models, designed specifically for use in places of large public gatherings, are reported by two of the manufacturers surveyed. RCA Victor makes one commercial model and U.S. Television offers two such sets.

### Table: Data, Price on TV Receivers

#### CROSLEY DIV.

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-420A</td>
<td>10&quot;</td>
<td>$299.95</td>
<td>table, FM</td>
</tr>
<tr>
<td>9-421B</td>
<td>10&quot;</td>
<td>$219.95</td>
<td>table, FM</td>
</tr>
<tr>
<td>9-427M</td>
<td>12 1/2&quot;</td>
<td>not ann.</td>
<td>console, FM</td>
</tr>
<tr>
<td>9-428B</td>
<td>10&quot;</td>
<td>not ann.</td>
<td>console, FM</td>
</tr>
<tr>
<td>9-422M</td>
<td>16&quot;</td>
<td>not ann.</td>
<td>console, FM</td>
</tr>
<tr>
<td>9-404M</td>
<td>10&quot;</td>
<td>$499.95</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>9-414B</td>
<td>10&quot;</td>
<td>$529.95</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
</tbody>
</table>

#### DU-MONT LABS

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Char Thom</td>
<td>12&quot;</td>
<td>$425.00</td>
<td>table, FM, mahog.</td>
</tr>
<tr>
<td>Char Thom</td>
<td>15&quot;</td>
<td>$435.00</td>
<td>table, FM, blonde</td>
</tr>
<tr>
<td>Savoy</td>
<td>12&quot;</td>
<td>$695.00</td>
<td>console, AM/FM, 1-speed phon.</td>
</tr>
<tr>
<td>Savoy</td>
<td>15&quot;</td>
<td>$715.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>Winthrop</td>
<td>12&quot;</td>
<td>$695.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>Mead-Mitos</td>
<td>15&quot;</td>
<td>$525.00</td>
<td>console, FM, mahog.</td>
</tr>
<tr>
<td>Stratford</td>
<td>15&quot;</td>
<td>$595.00</td>
<td>console, FM, mahog.</td>
</tr>
<tr>
<td>Colony</td>
<td>15&quot;</td>
<td>$945.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>Westbury</td>
<td>15&quot;</td>
<td>$745.00</td>
<td>console, FM, blonde</td>
</tr>
<tr>
<td>Club &quot;20&quot;</td>
<td>20&quot;</td>
<td>$995.00</td>
<td>console, FM, mahog.</td>
</tr>
<tr>
<td>Mambu</td>
<td>20&quot;</td>
<td>$1,995.00</td>
<td>console, AM/FM, 2-speed phon., swivel base, Chinese lacquer</td>
</tr>
</tbody>
</table>

#### ANDREA RADIO CORP.

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVC-12</td>
<td>12 1/2&quot;</td>
<td>$499.00</td>
<td>table, mahog.</td>
</tr>
<tr>
<td>BYK-12</td>
<td>15&quot;</td>
<td>$325.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>COVK-124</td>
<td>15&quot;</td>
<td>$319.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>BCDV-124</td>
<td>15&quot;</td>
<td>$319.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>COVK-15</td>
<td>15&quot;</td>
<td>$1,195.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>BCDV-15</td>
<td>15&quot;</td>
<td>$1,145.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
</tbody>
</table>

#### ANSLEY RADIO & TELEVISION INC.

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The bartender</td>
<td>10&quot;</td>
<td>$595.00</td>
<td>table, mahog.</td>
</tr>
<tr>
<td>The Sommar</td>
<td>12&quot;</td>
<td>$995.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>The Bellevue</td>
<td>12&quot;</td>
<td>$1,035.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>The Salisbury</td>
<td>12&quot;</td>
<td>$1,035.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>The Sophomore</td>
<td>15&quot;</td>
<td>$1,295.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>Bennett</td>
<td>15&quot;</td>
<td>$1,295.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
</tbody>
</table>

#### BENJAMIN RADIO

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>235M1 The Fiesta</td>
<td>10&quot;</td>
<td>$548.95</td>
<td>table, mahog., built-in antenna</td>
</tr>
<tr>
<td>238S1 The Aurora</td>
<td>10&quot;</td>
<td>$595.95</td>
<td>table, mahog., built-in antenna</td>
</tr>
<tr>
<td>325M8 The Pageant</td>
<td>10&quot;</td>
<td>$695.50</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
</tbody>
</table>

#### BRUNSWICK RADIO

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canton</td>
<td>15 1/2&quot;</td>
<td>$795.00</td>
<td>swivel base, various finishes</td>
</tr>
<tr>
<td>Cathay</td>
<td>12&quot; x 16&quot;</td>
<td>$895.00</td>
<td>console, various finishes</td>
</tr>
<tr>
<td>Tibby</td>
<td>15 1/2&quot;</td>
<td>$1,295.00</td>
<td>3 speeds, various finishes</td>
</tr>
</tbody>
</table>

---

(Continued on page 86)
In Maryland, it's WMAR-TV for Sports

Check the program scoreboard of most Maryland televiewers and you will find sports events right up there as a popularity leader. Check the dial of these Maryland sports enthusiasts and you will find most of them tuned to Channel Two for WMAR-TV's outstanding sports programs.

When activities are resumed at historic Old Hilltop this spring, WMAR-TV's cameras will be there again to bring its constantly growing audience the thrills of all the big events at Pimlico.

And as the spring and summer sports season swings into action, WMAR-TV's camera crews will be there to bring all the excitement right into the living rooms of Maryland televiewers.

In addition to seeing the actual sports events telecast from the sports centers of the State, Maryland sports followers get a nightly roundup of the latest sports news, scores and comments on WMAR-TV's popular daily "Television Scoreboard."

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES
UNESCO ON TV
Cleveland Meet to Run

WEWS (TV) CLEVELAND last week emerged the victor in its scrap with the government over State Dept. efforts to impose a ban on telecasts of sessions of UNESCO, international champion of freedom of the press [BROADCASTING, March 28].

The clash was touched off a fortnight ago when a State Dept. official advised WEWS that it could not televise proceedings of UNESCO's All-American convention in Cleveland April 1, according to James Hanahan, general manager of the station.

In Washington, Howard Vickery, assistant director of UNESCO relations for the State Dept., maintained that, at first, the ban was imposed because certain Hollywood actors who were scheduled to appear were forbidden by their contracts to appear on television. Later New York actors with television performance rights were substituted. After this the consent of Mrs. Eleanor Roosevelt, who was to appear on the program, stood in the way of full government clearance.

A State Dept. official last Wednesday told BROADCASTING Mrs. Roosevelt had consented to the telecast and no government ban would be imposed.

TV UNION PLAN
Goes to 4A Councils Soon

PLAN for a permanent television union covering talent was ready for the mimeograph machines Thursday, according to George Preis, comedian, who has been drafting such an agreement.

The plan will be submitted to the various councils of the Assoc. Actors and Artists of America (AFA). Although details are not being made public, it is understood the plan calls for creation of a "Four A's Television Authority" [BROADCASTING, Feb. 21]. The authority would undertake all collective bargaining for video talent.

ABC Purchases Property Site;
$2.5 Million Investment

ABC last week announced its purchase of the site of its Television Center in New York, a property representing a total investment of more than $2,500,000.

Until the purchase, the site had been under a 21-year lease to ABC.

When construction is complete, the center will contain 11 television studios, carpenter shops, scene production space, storage facilities and offices.

Included in the planned construction is what ABC describes as the "most elaborately equipped television control room in the country," 30 image orthicon cameras and a motor-driven camera crane.

Title to the Television Center property will be vested in a wholly-owned ABC subsidiary. The property was bought from the real estate firm, Webb & Knapp.

CBS-TV ADDS TWO
WKY-TV and WGAL-TV Join

WKY-TV Oklahoma City and WGAL-TV Lancaster have been assigned as affiliates of the CBS television network, bringing the network's total video outlets to 35.

WKY-TV will start operations May 1 on Channel 4. Station is owned by the WKY Radio-Che Co. P. A. Sugg is general manager.

WGAL-TV, also assigned Channel 4, joins CBS-TV on June 1. It is owned by WGAL Inc., with Clair McCollough as general manager.

TV CENTER

TELEVISION version of Stop the Music, ABC's hour-long Sunday night (8-9 p.m.) radio musical give-away, is to premiere on Sunday May 1, 8-9 p.m. P. Lorillard Co., New York, will sponsor the 8-9:30-9 p.m. portion of the program. According to the network, the video feature, designed especially for viewers, will vary considerably from the radio show. Telephone calls will be made only to those homes having television sets.

P. Lorillard Co., through Lennen & Mitchell, New York, also sponsors the first and last quarter-hour segments of the programs' radio version, as well as the Original Amateurs Hour, Wednesday, 8-9 p.m., also on ABC. Company also sponsors Old Gold Party Time, a 15-minute show on the full ABC Pacific network, Monday through Friday.

Contract for telecasts of Stop the Music is for 52 weeks.

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THE HOUSE of Representatives in the Pennsylvania State Legislature March 28 unanimously passed the Costa bill, designed to end paying of an amusement tax on taverns for the use of television sets. The Senate now will consider the measure.

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TV TRAINING

NBC-Northwestern to Feature

TWELVE picture discussions and professional classes will be conducted at the eighth annual NBC-Northwestern U. Summer Radio Institute, which begins June 27. The six-week session is directed by Don F. Fedderson, chairman of the radio department at Northwestern, and Miss Judith Waller, director of public affairs and education at NBC's Central Division.

Increasing interest in television training is reflected in the symposium series schedule, according to Miss Waller. Six of the 12 meet-ings will concern TV exclusively, as compared with one session last summer. Techniques of television will be integrated with remaining discussions centering on AM.

High entrance requirements have been set again this year, and persons enrolling must have industry experience, she explained. Most of the sessions will take place at NBC headquarters in the Merchandise Mart.

NBC Chicago employees who will instruct include Jack Ryan, David Lasley, Horace Logan, Joseph Roen, Arthur Jacobson, Don Mar- cotte, Robert Guibert, Homer Heck. Others are Melvin Wissman, program manager of WJW WWJ-PM and WEE-TV Detroit, and Baskette Mosse, assistant professor of journalism at Northwestern.

KLAC-TV SUIT

Privacy Invasion Charged

REPLYING to "invasion of pri- vacy" suits totaling $7,500 brought against KLAC-TV Hollywood, Don Fedderson, vice president and gen- eral manager, said the station "acted entirely in good faith in televising this event for charitable purposes."

The action has been brought separately by three members of the Lettere Obrado Acquacade, Joseph Peterson, John Riley and William Lewin. They allege that KLAC-TV showed them without compensation and filmed their exhibition without consent. Although the station does not answer the latter point, it is known that KLAC-TV did not have any kinescope film facilities on Sept. 26, date of alleged telecast, nor does it have such now.

Complaint which was filed in Los Angeles Superior court in three in- dividual suits of $2,500 each is being represented by counsel for AGVA. KLAC-TV response is ex- pected by April 4.
we've "wrapped up"

EVERYTHING YOU'RE LOOKING FOR

Of completely new design, the 50-HG-2 50-kw AM transmitter combines every aspect of reliability and convenience the present state of the art affords.

Here are its outstanding features:

1. Only seven tube types—only twenty tubes total.
2. All-metal rectifiers, even in the output stages—no warm-up, no flashover, virtually unlimited life.
3. Supervisory control—more complete than any other transmitter.
4. Minimum floor space—by using only 6 cubicles in transmitter proper.
5. Centralized control—all controls on front panel—motor-driven where necessary.
6. Built-in spares—crystal oscillator, blower and motor unit, and each power amplifier and modulation tube.

Call your local Westinghouse representative today, for full details. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.
Sure, summertime is vacation time... but not for Philadelphia's KYW... or for those owl-wise advertisers who use its booming 50,000-watt voice to speak their sales "pieces" throughout KYW-land.

But summer does make one big difference!

In addition to its vast and loyal regular audience, KYW then adds thousands of seasonal friends (with their auto radios and portables) passing through the area vacation-bound, or stopping to rest and play in the nearby Poconos or at South Jersey's world-famous seaside resorts.

And remember—easy-spending bucks keep burning holes in vacation-bound pockets. Catch?

Get in touch with Harvey McCall at KYW, or Free & Peters.
WLWC STARTS

WLWC (TV) Columbus was slated to begin commercial operation yesterday (April 3) on Channel 3 (60-66 mc). Opening of the station was to have marked the completion of Crosley Broadcasting Corp.'s regional video network, WLWC, WLWT Cincinnati and WLWD Dayton. Stations are linked by a microwave relay setup which permits interchange of programs [BROADCASTING, March 14].

WLWC began transmitting its test pattern March 21. Regular telecasts were delayed until completion of relay towers at Mechanicsburg, Ohio, to enable relaying of WLWT programs into Columbus for transmission on WLWC.

The Columbus video outlet plans to carry 25 to 30 hours of programming weekly, greater part of which will be originsations from WLWT, according to James Leonard, WLWC station manager.

WLWC's studio building is still under construction. The WLWC mobile unit will be used in telecasting special and sports events in Columbus until studios are completed, Mr. Leonard said.

WLWC plans intensive local programming and use of Columbus area talent when the station's full telecasting facilities are completed.

WLWT MINSTREL

Endmen Give Commercials

WLWT (TV) Cincinnati reports that a new technique in identifying the sponsor and presenting commercials on its minstrel show (Sundays, 8:30-9 p.m.) is proving succeeding weekly. The program, placed by Strauchen & McKim, Cincinnati agency, is sponsored by Dodge Dealers of Greater Cincinnati.

Members of the cast use giant tambourines for sponsor identifications and commercials. "Dodge" is spelled out with five tambourines at the opening and closing of the show. The ten dealers' names, also on the tambourines, are passed before the camera in grand march style. Middle commercials, handled by the endmen, are given light treatment in keeping with the program.

The minstrel show is WLWT's largest production. Ensemble includes a 13-piece orchestra; Joe Dunlevy and Harry Hall, endmen; Bill Hall, interlocutor; Swanee River Boys quartet; Bob Shreve, tenor, and Ann Ryan, singing star.

* * *

VIEWS ON AM, TV

Given Chicago TV Council

CONTRASTING views on AM and TV were outlined at the Chicago Television Council's regular luncheon meeting last Wednesday. Harold Safford, program director at WLS Chicago, said AM will hold its own, while Edgar Greenebaum Jr., research director of Television Shares Management Co., insisted "there's nothing like TV."

Mr. Safford took the view that the character of TV programming will be affected by transmission limits. "Until TV is economically feasible in towns of 150,000 persons or less, AM will hold its own," he said.

Mr. Greenebaum, formerly regional advertising manager of Emerson Radio, predicted AM will lose its potency on a gradually diminishing scale because, he said, it cannot compete with TV for the same audience—and win. Manufacturers are producing more video receivers than AM sets, which portends industry expansion, and telecasting is attracting the investment dollars, Mr. Greenebaum added.

VIDEO A MENACE

'Health Journal' Warns

TELEVISION may prove a "health hazard" to its fans, the Pennsylvania Medical Journal warns. Dr. Max H. Weinberg of Pittsburgh, in a Journal editorial, said he believes there is "no doubt" that television menaces the sight of its enthusiasts when fans "crowd into a small room ... to watch performances for an hour and a half."

He urged the appointment of a professional committee, preferably of ophthalmologists, to study the effect of video on the eyes, and the minimum distances best for watching in television. He also noted that the television industry itself "should be interested in this problem."

KMA-TV Joins CBS

KMA-TV Omaha becomes the 33rd affiliate of the CBS television network Sept. 1, the network announced last Wednesday. KMA-TV, to operate on Channel 3 (60-66), is owned and operated by the May Broadcasting Co., Shenandoah, Iowa. Owen Saddler is general manager.

THE BROADCASTING AND TELECASTING "LOOK TO ALLIED" (PART II)

Look to Allied For Your Station Accessories

NOW—for the first time—you can fill all your station supply needs from one single completely dependable source. ALLIED's great in-stock resources and close contacts with all major manufacturers guarantee the fastest, most complete service ever offered the broadcast engineer. Bring your supply problems to ALLIED. Our broadcast specialists will solve them quickly and economically.

IN STOCK

Partial List of Regularly Stocked Equipment

Transmitting and TV Tubes, including 2P23, 5679, 7C24, 8D21, etc.; Test Equipment of all types; Disc and Tape Recorders and supplies; Pickups; Amplifiers; Patch Panels; Patch Cords; Tech Pads; Transformers; CAA approved Tower Lights Controls.

GET IT QUICK

Just name your need, and ALLIED'S Broadcast Division—geared for immediate service—will see to it that you get exactly what you want—when you want it. Equipment stocks are kept at high levels to assure quick shipment of your requirements. All broadcast station orders, large or small, are given preferred handling. Get rid of supply headaches—use one dependable source—ALLIED!

EMERGENCY SERVICE

Outstanding 180-page Buying Guide to standard radio and electronic equipment. If you haven't a copy, let us know—we'll be glad to send one.
CHICAGO TELEVIEWING

Northwestern U. Report Released

CHICAGO televiewers, on the average, plan their TV house parties in advance, like commercials and tune-in after 7 p.m. These habits were indicated in the second of a continuing survey report conducted by Northwestern U. marketing students under the supervision of Dr. George R. Terry of the faculty.

The first study, concerning "The Effect of TV on the Social Habits of Chicagooland Families," was made last August in 381 homes. This second, and final, report is the result of personal interviews among 883 families in the city and suburbs.

Video out-rates AM "on many counts," but the margin decreases as the time of TV set ownership increases, the survey shows. Ratios for preference of TV follow:

| Sets of Sets Owned Owned Less Than Six Six Mos. Mos. |
|-----------------|-----------------|-----------------|-----------------|
| More interest to children 47 to 1 14 to 1 |
| More interest to teen-agers 14 to 1 6 to 1 |
| More interest to adults 9 to 1 5 to 1 |
| More enjoyable 8 to 1 8 to 1 |

In response to "Which offers the better programs?", AM took the lead with a ratio of 1.1 to 1 for each of the above groups.

Data on the effect of television on time normally spent on other forms of entertainment was analyzed by family size, occupation of the main wage-earner and income. TV was found to reach the large family, skilled and semi-skilled occupations and the middle income brackets.

Changes in motion picture attendance was most pronounced among families having children under 12 years old. The increase in TV house parties is greatest in homes where the head of the family is working in a skilled or semi-skilled job, where there are teenagers or children under 12 or where the actual income ranges from $2,000 to $4,000. Change from daily radio and phonograph listening habits was greatest among the semi-skilled in the same income range.

At 54% of the homes checked entertainment is done at TV parties. At two-thirds of these homes parties are planned in advance. Twenty-one percent of the people invite guests twice monthly, 18%, once, and 16%, four times.

Work habits of the housewife are changed in more than one of every three homes. Changes, and the percentage of homes affected by them: the order of work, 22%; "keeping evenings free," 15%; sewing and mending clothes, 15%; dishwashing, 14%.

Sets are viewed after 7 p.m. by 97%, between 5 and 7 p.m. by 49% and before 5 p.m. by 12%.

Almost one-half, or 46%, of the respondents like TV commercials, with 35% disliking them. Major reasons are shown below:

- **LIKE**
  - Interesting 72%
  - New and different 11%
  - Entertaining 10%
  - Clever 6%

- **DISLIKE**
  - Too Long 34%
  - Too repetitious 12%
  - Badly timed 9%
  - Silly 5%

Reception was completely satisfactory with 92% of those interviewed. Of the remaining 8%, one-half complained about lack of picture clarity, fading and distortion.

TOP SHOWS

N. Y. TV Hoopers Issued

VARIETY show, Texaco Star Theatre, led the top ten television hoopings for New York, and Arthur Godfrey's Talent Scouts was second. Ratings follow:

**TOP TEN TV HOOPLATINGS**

(Regularly Scheduled Sponsored Television Programs) March 1949

<table>
<thead>
<tr>
<th>Station Rating</th>
<th>Station Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC 72.7</td>
<td>WNBC 72.7</td>
</tr>
<tr>
<td>WCBS-TV 61.3</td>
<td>WCBS-TV 61.3</td>
</tr>
<tr>
<td>WABC 56.4</td>
<td>WABC 56.4</td>
</tr>
<tr>
<td>WARD &amp; WNBNT 51.3</td>
<td>WARD &amp; WNBNT 51.3</td>
</tr>
<tr>
<td>WNBC 44.4</td>
<td>WNBC 44.4</td>
</tr>
<tr>
<td>WBXY 42.2</td>
<td>WBXY 42.2</td>
</tr>
<tr>
<td>WCBS-TV 39.7</td>
<td>WCBS-TV 39.7</td>
</tr>
<tr>
<td>WNBC 38.6</td>
<td>WNBC 38.6</td>
</tr>
<tr>
<td>WNBC 31.5</td>
<td>WNBC 31.5</td>
</tr>
<tr>
<td>WBXY 31.2</td>
<td>WBXY 31.2</td>
</tr>
</tbody>
</table>

"Broadway Revue" was broadcast on WARB and WNBNT. The rating is the combined audience to both channels.

TV STILL PHOTOS

WBKB Contracts With Acme

NATIONAL Still picture coverage has been contracted for with Acme News Service by WBKB-TV, Chicago, it was announced last week by John H. Mitchell, general manager. Prints of pictures taken by the organization's photographers throughout the country will be processed in Chicago and rushed to the station for use on its Multiscope - a mechanism which provides viewers with time, temperature and news in one operation.

Local picture service is supplied by the Chicago Sun-Times, with which WBKB has a working agreement.

Acme plans to offer the same type service to other stations using the Multiscope, according to Meade Monroe, manager of Acme Teletronix in Cleveland. Device will be demonstrated at the NAB Convention.
**PORTABLE AMPLIFIER**

for **FM•AM•TV**

See it at the G-E booth
NAB•Chicago•April 7th-12th

For full information, call the broadcast equipment representative in the General Electric office nearest you. Meanwhile, send for this FREE BULLETIN today!

You can put your confidence in—

**GENERAL ELECTRIC**

---

**The only PORTABLE amplifier that gives you all this—**

- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high-level mixing—
- Light weight—only 35 pounds including batteries—
- Exceeds electrical performance requirements for FM-AM-TV.

**PLUS:**
- Built-in test tone
- Normal and high headphone levels
- "Battery-saver" filament switch
- Convenient accessibility of all components
- VU meter
- Dimmer control
- Easy to carry.

**ALL IN ONE PACKAGE!**

---

**GENERAL ELECTRIC COMPANY**
Bldg. 3, Electronics Park
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATION</td>
<td>POSITION</td>
</tr>
<tr>
<td>CITY</td>
<td>STATE</td>
</tr>
</tbody>
</table>

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DuMONT AT AMA

Sees TV Costs Dropping

Dr. Allen B. DuMont, president of DuMont Labs, looked into the future of television Wednesday and predicted that in five years the cost per 1,000 listeners on television would be, on some cases be as low as that of radio.

He made that estimate before members of the radio-television group of the American Marketing Assn. in New York.

He said studies by DuMont showed that costs for the Jack Benny show on radio last year were $82 per 1,000 listeners as against $11.00 per 1,000 on TV for DuMont Amateur Hour. This year the Benny show costs were $56 per 1,000 while the Amature Hour was down to $4.30, he said. His company had projected the costs into 1962, at which time he expected the cost per 1,000 would be about the same for each medium.

Five years from now, too, he said, there would be 1,000 TV stations on the air in 140 cities. They would reach 85% of the population and 60 to 70% of the homes in the United States would have receivers.

By that time, too, coaxial cable would connect the entire country. Stations in this country also would be furnishing programs for Canada, Mexico and Cuba. He believed the sending of programs to Canada might start "quite soon."

Still looking into the future, he believed that color television was "certain to come, a color television receiver will cost about two to three times as much as a black and white receiver. He explained that the components that go into a color set would cause the price to be much higher in comparison with the simpler parts in black and white receivers.

Prices of black and white sets will not be greatly reduced in the next five or ten years, he further predicted. He said he looked for no more than a 10% drop in receiver prices. He explained that some of the price drops already made were in part accomplished by giving the consumer less set. He said, however, that some of the drop was made possible through mass production of viewing tubes. He indicated there would be still further economies in this direction but said he felt little savings were foreseen in the rest of the set.

Dr. DuMont also talked of the past, and immediate future of television, as well as of what may come some years hence. He traced the growth of the medium and said that present studies in his company's files showed that Brooklyn had the greatest number of television homes in the country—20% or one out of five homes being so equipped. By May 1, he said, all New York would show that 14% of its homes have sets. As of March 1, the U. S. had 1,315,000 receivers in operation.

He foresaw that in the next month or six weeks the FCC freeze on station sales that would be lifted. He further foresaw that as more stations joined networks cable costs would go down. He predicted that network operations will then become economic operations.

He believed it feasible in the very near future to assign UHF bands to stations in smaller communities while present power possibilities for UHF are sufficient to transmit into the whole area. In five years he believed it possible to generate power for UHF as for VHF. He said additional TV channels in New York would not be needed.

Charles Barry

Article Cites TV 'Tyrants'

Charles C. Barry, ABC vice president in charge of television, has written an article, "'Tyrants of Television," appearing in the current issue of The Atlantic.

Mr. Barry cites as the "tyrants of television" the mechanical "obstinance" of television equipment, overheated studios and "the long, grinding hours of rehearsal with never time for another take from the cameras."

The ABC vice president believes, however, that obstacles encountered in the early stages of television development will be overcome and that program producers "can be counted on to evolve a picture on the television screen that is as broad and as dramatic and as challenging as America itself."

Sarnoff Report

Tells Truman U. S. Tops in TV

American television development is well advanced, that is the belief of England, France and Italy, David Sarnoff, RCA and NBC board chairman, said at the White House Wednesday after a lengthy visit with President Truman.

Gen. Sarnoff said he reported to the President on general conditions in Europe in line with a request made just before he started on his recent foreign trip. He found conditions considerably improved.

England has a relatively small number of video receivers and only one transmitter, he said, in a similar situation in France where there are only 5,000 receivers and one transmitter.

Asked about color television, Gen. Sarnoff recalled that two years ago he had predicted color was at least five years away. He now feels it is still three years away, however, because the problem is to develop ultra-high frequencies into a stable service," Gen. Sarnoff said, adding that color is still in the laboratory experimental stage.

Present sets will be able to receive color transmissions in monochrome by use of a simple tuner or converter, he explained to newsmen. Answering another query, he said there was no basis for the present discussion of obsolescence in TV sets since present receivers will be useful for many years to come and will continue to receive normal service after UHF is introduced. RCA has applied to the FCC for permits to conduct field tests in UHF, Gen. Sarnoff said.

An officer in the Army reserve, Gen. Sarnoff is working on scientific developments of a military nature which he declined to discuss.

Canada Dry Meet

Uses ABC TV Closed Circuit

Conducting what is claimed to be the industry's first television "closed circuit" meeting, officials of Canada Dry Ginger Ale Inc., New York, discussed on Wednesday, March 30, the company's forthcoming promotion and sales plans, using ABC television facilities.

The company's regional and district personnel saw as well as heard such plans. They also were advised, via the special ABC-7 closed circuit, about Super Circus, the full-hour 5:50 p.m. ABC Sunday afternoon program, sponsored by Canada Dry, effective yesterday (April 3) on eight ABC stations, during its 5:50-6:30 p.m. period. Speaking directly to personnel gathered at the eight stations, were Roy W. Moore, Canada Dry president; William M. Collins, vice president in charge of company owned operations; William S. Brown, vice president and advertising manager, and Ralph O. Nims, manager of sales and merchandising. Also appearing on the program were ABC vice president in charge of television, Charles C. Barry, and Ted Oberfelder, network director of advertising and promotion.

Video Seminar

MBS Meet To Hear Schreiber

Television seminar will be conducted by Frank P. Schreiber, manager of WGN Chicago, at afternoon session of the annual Mutual affiliates meeting in Chicago next Sunday.

Jay Faraghan, WGN-TV program director, will outline programming, while Carl J. Meyers, WGN-TV engineering director, will discuss technical aspects. Seminar visitors will attend the station's simulcast of Rubin's Stars of Tomorrow program, aired on AM, FM and TV.

Ziv, Oboler

Cancel Agreement on Films

AGREEMENT whereby Frederic W. Ziv Co. was to release and distribute for radio-TV purposes the films and transcriptions brought back from Africa by Arch Oboler has been mutually cancelled.

Ziv felt that, because of other commitments, it would not be in a position to handle the Oboler material at this time.

Mr. Oboler, whose African expedition is now over, Ziv will buy back rights to the material. Entire negotiations were on a friendly basis, it was emphasized.
MYCALEX 410 MAKES HISTORY

Sets astonishing high operational record for telemetering commutator used on aeronautical research projects... MYCALEX 410 only insulation to fill exacting requirements.

To February 7, 1949, more than 200 hours of maintenance free, high speed, clean signal telemetering commutator performance has been logged on MYCALEX 410 Units... Experience indicated four hours was optimistic... specifications hoped for ten hours... and the challenging problem was solved by MYCALEX 410 molded insulation.

SPECIFICATIONS TO BE MET IN PRODUCING MYCALEX 410 MOLDED INSULATION COMMUTATORS FOR TELEMETERING

O.D. 2.996" ± .000 - .002
Location of 3 slip rings and the 3 contact arrays from the center has a total tolerance of ± .001.
Contact spacing 6" apart ± 1 minute.
Parting line thicknesses on insulation body are + .002 - .000.
Concentricity between ball bearing bushing and O.D. .0015.
Assembly height from face of slip rings and contacts to Mycalex 410 has tolerance of + .002 - .000.
Every contact must be tested from its neighbor contact for infinity on a 500 volt megger meter.
Plate ambient -20' C. to + 100' C.
Plate to operate at 95% humidity must not warp, crack, change in dielectric constant or resistivity.
Contacts to resist high temperatures and must not loosen when repeatedly heated by soldering.

SPECIFY MYCALEX 410 for Low Dielectric loss... High Dielectric strength...
High Arc Resistance...
Stability over wide Humidity and Temperature Changes...
Resistance to High Temperatures...
Mechanical Precision...
Mechanical Strength...
Metal Inserts Molded in Place...
Minimum Service Expense...
Cooperation of MYCALEX Engineering Staff.

MYCALEX 410 molded insulation is designed to meet the most exacting requirements of all types of high frequency circuits. Difficult, involved and less complicated insulation problems are being solved by MYCALEX 410 molded insulation... the exclusive formulation of MYCALEX CORP. OF AMERICA... our engineering staff is at your service.

MYCALEX CORP. OF AMERICA
"Owners of 'MYCALEX' Patents"
Plant and General Offices, CLIFTON, N. J.
Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
Look to FEDERAL for the Finest in AM, FM and TV Equipment

It's a combination that is bringing dramatic results to many FM stations. Here are four outstanding examples! All four selected the Federal 12-element Square-Loop Antenna as best suited to their requirements. In all four instances, this antenna is achieving an effective radiated power more than twelve times the kilowatt output of the Federal FM Transmitter.

The coverage maps show how this power takes effect—over unusually large areas—providing outstanding FM performance to wide-spread audiences. Letters from listeners report excellent signal strength... fidelity... tone quality.

Federal's Square-Loop Antenna is available in multiples of 2, 4, 6, 8 or 12 elements, to meet the requirements of every FM broadcaster. Since it offers the highest gain in the field, this Federal antenna saves substantially in over-all station costs, and in reduced power and operating expense year after year. Federal's "Frequematic" FM Transmitter is available in outputs of 1, 3 and 10 kilowatts.

Federal also offers all necessary associated equipment for the complete installation of any size station. For information, write to Department B-909.

*Trade Mark
Canadian Assn. of Broadcasters' General Manager Jim Allard announced at Ottawa that CAB and private interests had not been consulted on government TV policy. He pointed out that CAB had offered TV for Canada without extra taxation, while government policy called for license fees to pay costs of CBC TV programming center.

The government, he said, expected viewers' fees and commercial revenue to pay for TV within a few years.

Private broadcasters are not happy over the arrangement of one frequency per city and the necessity of forming an association among all private interests wanting a license in a center to share the costs and the channel.

The CBC board of governors will be final authority on recommendations for TV licenses, and will have charge of all TV licenses, Revenue Minister J. J. McCann announced. The policy of only one TV frequency per city for private stations is a temporary one, he said, and is open to change when TV development is further advanced. There are three TV frequencies open for Toronto and five for Montreal.

Wording of the limiting clause in the government statement is: "In any city or area in Canada, including Montreal and Toronto, a license to establish one private station will be granted to a private organization giving adequate assurances of financial means and of service."

Other important sections deal with development of Canadian programs. Canadian TV stations will be required to carry a certain minimum of national programs to be developed by CBC. Programs from other countries will be brought in, however. (With CBC having control of networks, this will also include bringing in programs from outside Canada.)

LODGE ELECTED

First TV Man on SMPE Board

WILLIAM B. LODGE, CBS vice president in charge of general engineering, last week became the first television representative to be named to the board of directors of the Society of Motion Picture Engineers. The election of Mr. Lodge to the SMPE board was announced by E. I. Sponsable, society president and director of research and development for 20th Century-Fox Film Corp.

Mr. Sponsable explained that the appointment of a television engineer to the board was the first in "a series of steps to help SMPE examine more closely the problems of television with an eye toward improving technical facilities, data and information leading to standardization which will benefit both industries."

WTVJ to DuMont

WTVJ (TV) Miami, which began operations March 21, last week reported affiliation with the DuMont Television Network. Bob Venn, WTVJ general manager, announced he has signed a two-year contract with DuMont. CBS headquarters in New York previously announced a working agreement with the station [BROADCASTING, March 28]. WTVJ also will use transcribed shows from the ABC television network, the station announced.
WHETHER your station operates on low power or high power, AM or FM, you’ll find the tubes you want in Western Electric’s line.

Always known for long service life and top quality performance, these broadcast power tubes and rectifiers—all engineered by Bell Telephone Laboratories—are now being made for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

Look over the listing of types below—and for further information, call your local Graybar representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

Western Electric
QUALITY COUNTS

Western Electric’s line of high power transmitting tubes includes:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>212E</td>
<td>Air cooled triode, 275 watts</td>
</tr>
<tr>
<td>220C</td>
<td>Water cooled triode, 10 kilowatts</td>
</tr>
<tr>
<td>220CA</td>
<td>Forced-air cooled triode, 5 kilowatts</td>
</tr>
<tr>
<td>222A</td>
<td>Water cooled high vacuum rectifier, 25 kv. inverse voltage</td>
</tr>
<tr>
<td>228A</td>
<td>Water cooled triode, 5 kilowatts</td>
</tr>
<tr>
<td>232B</td>
<td>Water cooled triode, 25 kilowatts</td>
</tr>
<tr>
<td>232BA</td>
<td>Forced-air cooled triode, 8 kilowatts</td>
</tr>
<tr>
<td>233A</td>
<td>Water cooled high vacuum rectifier, 50 kv. inverse voltage</td>
</tr>
<tr>
<td>234A</td>
<td>Water cooled triode, 20 kilowatts</td>
</tr>
<tr>
<td>240A</td>
<td>Water cooled triode, 10 kilowatts</td>
</tr>
<tr>
<td>241B</td>
<td>Air-cooled triode, 275 watts</td>
</tr>
<tr>
<td>251A</td>
<td>Air-cooled triode, 1000 watts</td>
</tr>
<tr>
<td>255B</td>
<td>Mercury vapor rectifier, 20 kv. inverse voltage</td>
</tr>
<tr>
<td>270A</td>
<td>Air cooled triode, 350 watts</td>
</tr>
<tr>
<td>279A</td>
<td>Air cooled triode, 1200 watts</td>
</tr>
<tr>
<td>298A and B</td>
<td>Water cooled triode, 100 kilowatts</td>
</tr>
<tr>
<td>308A</td>
<td>Air cooled triode, 250 watts</td>
</tr>
<tr>
<td>304A</td>
<td>Water cooled triode, 25 kilowatts</td>
</tr>
<tr>
<td>341AA</td>
<td>Forced-air cooled triode, 5 kilowatts</td>
</tr>
<tr>
<td>342A</td>
<td>Water cooled triode, 25 kilowatts</td>
</tr>
<tr>
<td>343A</td>
<td>Water cooled triode, 10 kilowatts</td>
</tr>
<tr>
<td>343AA</td>
<td>Forced-air cooled triode, 5 kilowatts</td>
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<tr>
<td>357B</td>
<td>Air cooled triode vhf, 400 watts</td>
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<tr>
<td>363A</td>
<td>Air cooled pentode, vhf, 350 watts</td>
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<tr>
<td>379A</td>
<td>Air cooled triode, 1200 watts</td>
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<tr>
<td>5530</td>
<td>Forced-air cooled triode, vhf, 3 kilowatts</td>
</tr>
<tr>
<td>5541</td>
<td>Forced-air cooled triode, vhf, 10 kilowatts</td>
</tr>
</tbody>
</table>
PROPOSED GRANTS

KTHS, WARM
WHP Favored

PROPOSED decisions were announced by the FCC last week to:

Grant request of Radio Broadcasting Inc., a John D. Ewing interest, to switch KTHS Hot Springs to West Memphis, Ark., and increase power on 1090 kc from 10 kw day, 1 kw night to 50 kw day, 25 kw night.

Grant KTHS group new AM station at Hot Springs on 550 kc with 5 kw day, 1 kw night to replace KTHS.

Grant WHP Harrisburg, Pa., switch from 5 kw day, 1 kw night on 1460 kc, directional night, to 5 kw fulltime on 580 kc, directional.

Grant WARM Scranton, Pa., switch from 250 w fulltime on 1400 kc to 5 kw fulltime on 590 kc, directional.

Proposed denials were issued by the Commission to: Hot Springs Broadcasting Co., headed by former Gov. Carl E. Bailey of Arkansas and Publisher C. E. Palmer, seeking 50 kw fulltime on 1000 kc at Hot Springs; WMFJ Daytona Beach, Fla., for switch from 250 w fulltime on 1450 kc to 1 kw fulltime on 1090 kc; and WBAX Wilkes-Barre, Pa., for switch from 250 w fulltime on 1240 kc to 1 kw fulltime on 590 kc, directional.

Three Commissioners dissented in part from the majority opinion in the 1090 kc case. Comrs. Paul A. Walker, Rosel H. Hyde and Robert F. Jones favored grant of Hot Springs Broadcasting for 50 kw on 1090 kc at Hot Springs instead of the removal of KTHS to West Memphis with increased power. Comr. Walker stated that "the location of a station at West Memphis is not, in my opinion, within either the spirit or the letter of the reservation of the frequency 1090 kc for the State of Arkansas."

Comrs. Jones and George E. Sterling did not participate in the 580-500 kc decisions.

Basis of reasoning in both proceedings was Sec. 307 (b) of the Communications Act which requires that broadcast services be distributed efficiently and equitably among the states and communities.

The majority concluded that "on an overall basis, the West Memphis operation on 1090 kc and the Hot Springs operation on 550 kc" proposed by the KTHS group "will provide service, both daytime and nighttime, to substantially greater numbers of persons than the 50 kw operation on 1090 kc at Hot Springs" proposed by Hot Springs Broadcasting.

The KTHS dual proposals would result in daytime primary service gain of 2,163,801 persons and nighttime 845,006, the decision found. Substantial "white areas" not receiving any primary service also would be covered. The Hot Springs Broadcasting outlet would result in a gain of 890,291 persons daytime and 311,568 nighttime, FCC found. Substantial secondary coverage gains also would result by the KTHS operation at West Memphis, totaling 12,773,195 persons. This was compared with the 10,311,263 persons gain for Hot Springs.

The Commission majority further favored the KTHS group's proposals in that it would result in greater gains of people served within the state of Arkansas.

The proposed denial of WMFJ application was based on interference to stations in Cuba and the Dominican Republic, prohibited by the North American Regional Broadcasting Agreement.

In the 580-590 kc proceeding, the WHP decision was given separately from the rulings on the WARM and WBAX bids. The FCC granted petition of WHP for severance from the comparative consideration on grounds that no objectionable adjacent channel interference would be involved.

The Commission found that the proposed WHP operation would provide a first primary daytime service to at least 15,352 persons without such service and similarly at night to 43,176 persons. Total daytime population gain of 1,107,596 was cited and nighttime 292,074.

Between the WARM and WBAX proposals, the Commission found the former would serve substantially more persons both day and night than the latter. The decision also said Scranton receives only one primary service at night while Wilkes-Barre receives daytime service from three local stations and nighttime from four at Nanticoke and three local services at night. Scranton is the major city in the metropolitan area of Scranton and Wilkes-Barre.

Radio Broadcasting, licensee of KTHS, is owned 50% by Tri-State Broadcasting System, in turn owned 100% by The Times Pub. Co., publisher of the Shreveport, La., Times. John D. Ewing, Robert Ewing Jr., Wilson Ewing and Mrs. Esther Ewing Brown, brothers and sister, own the paper firm. The Times Pub. Co. also is 100% owner of KWKH Shreveport, a 50 kw outlet on 1130 kc.

Officers of Hot Springs Broadcasting includes the following: ex-Gov. Bailey, now attorney, president; C. E. Palmer, chief owner of Southern Newspapers Inc.; publisher of two dailies at Hot Springs, and majority owner of News-Times Pub. Co. at Texarkana, first vice president; Vance Bryan, vice president; and Leon J. Wilson, advertising manager. The papers were owned by Mr. Palmer, secretary-treasurer. There are about 40 stockholders in the firm.

Response ±2.5 db, 40 cps to 15 kc; Output −46 db

Broadcast Engineers Helped Design it!
Network Shows Use it!

Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant. Has E-V Acoustalexy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Airlab

New "565"
Response ±2.5 db, 40 cps to 15 kc.
Output −50 db.
Internal Shock Mount. Impedance Selector.
List Price .......... $150

New "645"
Response ±2.5 db, 40 cps to 15 kc.
Output −50 db.
External Shock Mount. Impedance Selector.
List Price .......... $100

The "635"
Response ±2.5 db, 60 cps to 15 kc.
Output −50 db.
Impedance Selector. For Hand or Stand.
List Price .......... $60
THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
WEBB PLAN

Thinks NAB Should Establish New Broadcast Ad Bureau

NAB should set up a separate Bureau of Broadcast Advertising to stimulate the sale of time and bring industry promotion in line with competing media, in the opinion of Frank V. Webb, general manager of KFH Wichita, Kan.

Such a bureau should have as its purpose "the sale and promotion of broadcast advertising as America's most effective means of influencing the purchase of goods and services, without an apology to anyone or to any other medium," Mr. Webb said.

Reminding that there are twice as many stations today as a decade ago, he said many outlets must have increased sources of advertising revenue. "Current advertisers must continue to be sold," he declared. "Such a national selling campaign requires manpower and brainpower. NAB is fortunate in having Maurice B. Mitchell as director of broadcast advertising. He could competently manage such a bureau, which would be responsible only to the board of directors."

Mr. Webb said the bureau should have an executive office in New York, with director, assistant director, general sales manager, general sales promotion manager and office staff, along with research and statistical specialists as well as artists and copy men. Field offices in Cleveland, Chicago, Kansas City and San Francisco would be staffed by managers and other personnel, similar to a station representative firm. Field men would be salesmen and speakers, using every sales promotion device and addressing business and other groups. They would be available to serve broadcaster groups.

"ANPA's Bureau of Advertising is literally undermining many advertisers' faith in broadcasting," Mr. Webb asserted. "Car card, outdoor and direct mail associations are, along with all magazine publishers, fighting for a larger share of the advertising dollar. In the meanwhile broadcasters are so busy sapping among themselves, competitively, for the radio dollar that the true story of radio's overall effectiveness is not being told or sold properly."

"It's high time to start swinging on the theme that broadcast advertising is the world's most effective means of influencing the purchase of goods or services."

---

KFB!

THE BEST BUY IN WICHITA, KANSAS

because:

KFB! AUDIENCE EXCEEDS THAT OF ANY WICHITA RADIO STATION (BMB Figures).

KFB! PRODUCES RESULTS FOR THE SMALLEST LOCAL ACCOUNTS AS WELL AS THE LARGEST NATIONAL ADVERTISERS.

KFB! IS OUTSTANDING IN KANSAS IN STATION PROMOTION, USING BILLBOARDS, SCREEN TRAILERS, AND 78 NEWSPAPERS IN KANSAS AND NORTHERN OKLAHOMA.

10,000 Watts Day
WICHITA'S HIGHEST POWER
1,000 Watts Nite
THE PIONEER VOICE OF KANSAS
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

1070 KC
WICHITA'S BEST FREQUENCY

WHEN it comes to "combination men," it's hard to beat WBSR Pensacola, Fla., with its Bob Dietz, announcer-disc jockey-blacksmith. Here Mr. Dietz turns to the latter trade as he shoes a 2,380 pound Clydesdale show horse while his helper hangs on tight. The horse is one of a group traveling with the Wilson & Co. exhibit. It needed to be reshoed but no blacksmith could be found until Mr. Dietz, who has been shoeing horses since he was a child, volunteered. Mr. Dietz is no amateur. He did blacksmithing with the Army for a couple of years and previously worked in several stables.

REILLY DROPPED

Prell to End Sponsorship

PROCTER & GAMBLE announced last Monday that it is, "with regret," dropping sponsorship of "Life of Reilly" at the end of this season as the result of a change in the advertising strategy for Prell, the product sold on the show. The program cost (NBC, Fridays, 10-10:30 p.m.), plus time charges, will represent about a $1 million cut, it is understood. Further plans for Prell were not announced.

In making public the decision to drop the show, Benton & Bowles, P&G agency on the Prell account, quoted Gail Smith, director of night radio for P&G Production, as follows: "This decision is a result of a change in the advertising strategy for Prell.... The Reilly show has for years been one of the most popular programs on the air, and it is with real regret that we give it up."

It is understood that B&B is trying to sell the show, which has a good Hooper, to General Foods.

WNAR Norristown, Pa., has begun series of daily news programs from its new remote studio in Pottstown, Pa., enabling it to further expand its coverage in Montgomery County.
Television
IS READY FOR
really good films

With television maturing so rapidly, it is becoming generally recognized that films cannot just be “adapted,” but should be made specifically for television release — and of the finest quality consistent with allowable costs.

The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

Maurer 16-mm Recorder produces sound tracks of the highest quality and fidelity. Standard amplifier equipment provides the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.

Maurer 16-mm Professional Motion Picture Camera — unapproached in the 16-mm field for accuracy — for versatility.

Maurer 16-mm Film Phonograph — a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, N. Y.

Maurer 16-mm Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films
WQUA PETITION
Charges Network Violation

PETITION was filed with FCC last week by WQUA Moline, Ill., requesting that the renewal application of CBS-affiliate WMT Cedar Rapids, Iowa, be designated for hearing on alleged violation of the Commission’s network regulations. WQUA asked to participate in the proceeding.

Signed by Bruff W. Olin Jr., president and general manager of WQUA, the petition charges that WMT unlawfully has induced CBS to refrain from negotiating with WQUA to provide network service to Moline. Mr. Olin said that Moline was not in the WMT primary service area and hence Sec. 5.102 of the Commission’s rules is being violated. The rule forbids exclusive affiliation agreements covering areas not within the primary service area of the outlet involved.

Mr. Olin first complained to the FCC about the situation in October 1948 and no action has yet been taken, the petition said. At that time he told the Commission that CBS “apparently” intended originally to affiliate with WQUA when the station was proposed in 1944, but refused after it was granted in 1946 [BROADCASTING, Oct. 18, 1948]. WQUA then signed with MBS.

He said “the admitted reason why CBS continues to refuse affiliation to WQUA is the admitted opposition of the executives” of WMT. His complaint further cited introduction of NBC competition in that area and lower program ratings for CBS as additional reasons why the network “should be more interested in a WQUA affiliation.” Mr. Olin said that BMB figures prove that WMT gives only secondary service to Rock Island County, WQUA’s immediate service area.

The FCC in December advised WQUA that a “preliminary engineering examination” indicated Moline is within WMT’s primary area and that it found no violation as alleged. But WQUA replied that the engineering rules were not absolute on this point.

A Yankee Returns
SPORTSCASTER Jack Lee, a Yankee from Boston, is back at a 250 w North Carolina independent, WGBR Goldsboro — and by public demand, the station reports. At close of the football season last fall, Mr. Lee left WGBR and went back to Massachusetts. With the baseball season coming up, Coleman Scott, WGBR manager, went on the air with an announcement that if enough folks would let him know they wanted Mr. Lee back he’d see what he could do about it. The results: More than 1,500 letters and postal cards requesting Mr. Lee’s return.

Mr. Lee

SEATTLE FM
New Outlet To Open Soon

PLANS for a new FM-only station, to be opened in Seattle within four months, were announced last week by Ellwood W. Lippincott, former chief engineer of KEA Centralia and now with Weyerhaeuser Timber Co. as radio communications engineer. No call letters have been assigned as yet, but Class B permit has been issued to Mr. Lippincott by the FCC [BROADCASTING, March 14].

Operating on Channel 260 (99.9 mc) with 2.1 kw, the station will be on the air from 8 a.m. to 10 p.m.

at the start, Mr. Lippincott said. Plans are being made to extend the broadcasting hours to midnight. Transmitter will be located on Roosevelt Hill, and programming will be directed primarily to residents of the university district.

RTPC WILL BE AT NAB CONVENTION

Come See Us - - Room 530-A

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVE. • CHICAGO 11, ILLINOIS

Member National Association of Broadcasters

Page 54 • April 4, 1949
area 7

hottest spot

the NAB convention
Associated proudly presents...
It's in Area 7 that you will find the Collins broadcast equipment display at the NAB show, Stevens Hotel, Chicago, beginning April 6.

As a first hand means of keeping up-to-date on the latest developments in equipment design, plan to make the Collins exhibit your first stop. Included are:

The Collins 21B 5 kilowatt AM transmitter, designed and built as a husky 10 kilowatt job, which can be converted later for 10 kilowatt operation. The conversion is accomplished with a minimum of additional parts, at a minimum of cost, and without loss of 5 kilowatt air time.

Latest version of the highly regarded Collins 20T 1 kilowatt AM transmitter, with the most modern refinements.

Collins 737A 5 kilowatt FM transmitter, which, with a 4 to 12 bay Collins 37M FM antenna, provides by far the most economical way to radiate 20 to 60 kilowatts of FM power. This is the only 5 kw FM transmitter on the market.

Collins 2 bay 37M FM antenna ... speech equipment ... accessories

Collins sales representatives from all parts of the United States, and Collins broadcast equipment engineers, will be on hand to show you around and answer your questions.

Remember Area 7. You will be welcome.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street
New York 18, N. Y.

438 South Spring St.
Los Angeles 13, Calif.

BROADCASTING • Telecasting

April 4, 1949 • Page 55
The Stars Sing

another in the Series of Profit-building Shows that SEI

Phil Brato
Kay Amen
Mindy Carson
Evelyn Knight
Yeah, but can he lift a sales curve?
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Remember Area 7. You will be welcome.
Associated proudly presents...

The Stars Sing

another in
the Series of
Profit-building
"Shows that Se
Advertisers know there isn't any monkey-business behind CBS' ability to lift their sales curves. For CBS not only has the highest ratings — and the highest average — in all radio, but now delivers for the third year running more customers per dollar than any network in radio.

Here 99 million people gather every week!
**EXPLANATORY NOTES**

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NETWORK, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S INDICATES SUSTAINING. R, RE-BROADCAST ON WEST COAST. TTA TO BE ANNOUNCED.

### ABC

10:00-11:00 AM, Thurs., Club Time, sponsored by Club Aluminum Products Co., 56 stations.
3:00-6:00 PM, Tues.-Thurs., Green Hornet, sustaining.
5:00-6:00 PM, Thurs., General Mills, sponsored by Jack Armstrong and Derek Fowles, sponsored Sky King, 9 stations, running programs on alternate weeks.
8:30-9:00 PM, Fri., Soldier Show, 90 stations.
10:10-10:30 PM, Saturday, National Sign Dance, Phillips Petroleum, 50 stations.
10:30-11:00 PM, Saturday, Eds. Godfrey, over stations in the East.
11:00-11:30 AM, Saturday, Jimmy Dickens, over stations in the East.

### CBS

11:00-11:30 AM, Salem, Sonora Ranch, Allan Jacobsen News, 10 stations. San. sustain.
4:30-5:30 PM, News.

### MBS

7:30-8:00 PM Sunday, Round Art, Art Works, sponsored Robinson-Detroit Show, 54 stations.
8:30-9:00 PM, Mon.-Fri., Bill Henry & Bee News, John-Manville, 9 stations.
9:00-9:15 PM, Sat., Soldersnight of the West, Farm Corp. 117 stations.

### NBC

9:00-9:30 AM, Predators of Silo Show, sponsored Est. by Minnesota Valley Canning
9:30-10:00 AM, Thurs., Footall. Farm sponsors Music from the Northwest.
"The Stars Sing" is a program for the most discriminating sponsor on your prospect list...a show that is professionally programmed for real sales impact 52 weeks a year...completely flexible for local commercial requirements...and one of many profit-building programs produced for Associated's widespread radio family of more than 700 stations.

The same big-name artists that are heard and enjoyed by millions of faithful radio, television and motion picture fans step out on the Associated "stage" to perform for your local sponsors in this sparkling quarter-hour, five-times-a-week show. Each star has recorded special themes...scripts provide for accurate cue-ins, fades and placement of commercials...a complete sales and audience promotion kit becomes available to Associated subscribers.

"The Stars Sing" is just one of the many valuable program properties in the Associated library...programs built to sell both advertiser and listener.

This is Associated...

- Completely diversified library of more than 5000 selections.
- More selections by more performers.
- Two full program-hours of new music each month.
- Talent selection with a "sixth sense".
- 16 hours of planned programming each week.
- Specially arranged themes for artists.
- Vertically recorded on quality-controlled, cherry-red Vinylite.
- Wide variety of production aids.
- Modern, streamlined steel cabinet and rapid index system.
- Across-the-board programming without repetition.
- Complete promotion aids.

Come up and see the "Shows that Sell" showcase. NAB Convention Headquarters—Suite 509-A.
Editorial

The 'Intellecturers'

OUT OF the frothing seas of these troubled days there has washed upon the world's shores a new and disturbing species—the 'intellecturers.'

These phenomenal mental-migrants found harbor last week in New York under the nominal banner of the "Cultural and Scientific Conference for the Betterment of Radio." As predicted by its own State Department, the meeting developed into a sales clinic for Communism.

Dr. Harlow Shapley of Harvard U., an astronomer, was chairman. This is the same star-gazer who consistently finds Russia looming at the large end of his telescope each time he scans the astral universe.

In October 1944 Prof. Shapley, doubtless during a lull in the overcast, cast his scientific pursuits, devoted to radio, toward American radio—notably the singing commercial. He compared our radio to "yellow journalism" as an example of "aggravating" aspects of the problem. One of the questions there, in substance, is whether FCC should be allowed to intervene in radio policies. This is the question the FCC board is supposed to answer.

We do not propose to approach the question from the standpoint of this pending case, because there may be particular circumstances which control. We do suggest that if FCC should intervene, it should make known in advance, in its deliberations, these "aggravating" aspects of the problem.

An Antenna Dilemma

THE REQUIREMENT that antenna systems and tower sites be approved by the CAA has always caused headaches. While the appeal may be necessary, the headaches are not.

The pending Belleville-East St. Louis case [Broadcasting, March 28] suggests a remedy for at least one of the "aggravating" aspects of the problem. One of the questions there, in substance, is whether FCC should intervene in radio policies. This is the question the FCC board is supposed to answer.

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"Music," the sage Longfellow remarked, "is the universal language of mankind."
And good music, programmed always over WQXR and WQXR-FM, is the language that keeps more than half a million New York families constantly tuned to these stations. So constantly, indeed, no other station can reach them so effectively. These families love good things as they love good music... and can afford to buy them, too. Advertisers regard them as the most inviting segment of this biggest and richest of all markets. Whatever language you speak... may we help you speak it more profitably through music?

WQXR
AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES
HAROLD ESSEX, managing director of WJSJ Winston-Salem, N. C., and vice president of Piedmont Publishing Co., licensee of station, has been appointed to board of directors.

JOHN W. KIRKPATRICK, former manager of WORX Spartanburg, S. C., has been appointed manager of Montgomery (Ala.) stations WOCV, WOCV-AM, G. W. COVINGTON Jr., owner of four Alabama stations, has announced, ED ESTES manager of Mr. Covington's WGDW Goddard, has been promoted to general manager of entire chain, which includes WOCV Selma.

HERBERT STONE and HENRY FRIELINGHAUS III have been appointed vice presidents of WKBS Oyster Bay, L. I., N. Y. Mr. Stone will handle sales and promotion and Mr. Frielinghaus will direct commercial operations. Both men were formerly associated with newspapers.

STERLING W. FISHER, NBC manager of public affairs and education, has been appointed to board of governors of Institute for Democratic Education, New York. Mr. Fisher replaces Dr. James Rowland Angell, deceased (Broadcasting, March 7). Mr. Fisher has also been appointed member of education committee of RCA.

RADIO CENSUS
Willard Urges Set Count

PASSAGE of legislation for the 1950 Housing Census was urged last Tuesday by A. D. Willard Jr., NAB executive vice president, in a letter to Chairman Tom Murray (D-Tenn.) of the House Committee on Post Office & Civil Service. Mr. Willard wrote the chairman that the census makes possible the most equitable distribution of goods and services and that it carries the endorsement of NAB and related advertising industries.

A question on radio ownership would appear in this half of the 1950 census should the Census Bureau approve its inclusion. The Population-Agriculture Census for 1950 already has been authorized. Mr. Willard wrote Chairman Murray that a radio set count in 1950 is all the more important since it could provide for the first time a reliable count of television as against radio homes.

D. C. Fast Time

PROPONENTS of daylight saving time appeared last week to have scored their first major victory this year after the House and Senate agreed to a bill permitting the District of Columbia Commissioners to establish fast time in the Washington area from April 24 to Sept. 25 of this year only. The measure (S-135) was sent to President Truman March 29.

MORGAN H. SEXTON, 88, general manager of the Clinton Broadcasting Corp. and KROS Clinton, Iowa, died March 27 at his home in Clinton. He had been in ill health for some time. Funeral services were held March 30 at St. Mary's Catholic Church, Clinton, and burial was at Rock Island, Ill.

Associated with radio in the Midwest for about 25 years, Mr. Sexton had been KROS general manager, since the station went on the air in September 1941. He entered radio at WOC Davenport, Iowa, and subsequently was connected with WHBF Rock Island, WCCO Minneapolis and WMAM Marietta, Wis.

Mr. Sexton was born in Rock Island April 14, 1895. His father, M. H. (Mike) Sexton, was for many years a chief executive in minor league baseball.

Before turning to radio, Mr. Sexton had been in the advertising department of the Rock Island Argus. At one time he was the vaudeville partner of Charles Correll, the Amos n' Andy radio team.

Recently he had been doing double duty between KROS and KCR1, now being readied for operations at Cedar Rapids, Iowa. There was no immediate announcement as to Mr. Sexton's successor at the stations.

Mr. Sexton is survived by his wife, Mrs. Natalie Holmes Sexton, a son, Robert, of Niagara Falls, N. Y., and a brother, Kenneth, who lives in Florida.

TBS Affiliates Increase

TRANSCRIPTION Broadcasting System now has 186 station affiliates, according to Raymond R. Green, vice president. He said that when the network started Feb. 15 it had 116.

WBT MAKES A GOOD
**FREE TIME POLICY**

**CAB Prepares Questionnaire**

ALL APPLICANTS for free time on Canadian stations, members of Canadian Assn. of Broadcasters, must apply to the CAB for such time. A questionnaire has been drawn up by CAB for use by applicants for free time, basis of which is a question on how much advertising is being purchased in other media. CAB points out that "no campaign will be recommended for free time donation by its members when expenditures are being made in other media, including printing other than letterhead, unless a proportionate share of such expense is spent in radio advertising."

This move by the CAB is important in view of the increasing number of free time applications received by Canadian stations, from organizations which spend advertising dollars in other media.

WTOP Washington has added a half-hour to its Sunday broadcast schedule, has shifted time of eight shows, and added six programs for that day. New sign-on time is 7 a.m.

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**New Business**

(Continued from page 15)

MILWAUKEE LAUNDERERS Assn. appoints Loise Mark & Assoc., Milwaukee, Wis., to handle advertising. Radio and TV will be used.

PETERS BRANCH, International Shoe Co., St. Louis, renews contract for 12th year for sponsorship of Air Adventures of Jimmie Allen, through Russell C. Comer advertising, Kansas City, Mo. Transcribed series is aired on various stations coast to coast.

**Network Accounts • • •**

CHESEBROUGH Mfg. Co., New York, appoints Cayton Inc., also New York, to handle its video advertising for Vaseline Cream Hair Tonic. Company will sponsor Greatest Fights of the Century, highlights from championship bouts of past, on NBC-TV, Friday nights, following the Gillette-sponsored fights.


**Adpeople • • •**

ALFRED N. STEELE elected first vice president of Pepsi-Cola Co., Long Island City, N. Y., in charge of sales and operations in United States.

JOHN A. CROWE elected a vice president of American Tobacco Co., New York. He has been with firm since 1913, and has been member of board of directors since 1931.

**SPEEDWAY CLASSIC**

Perfect Circle Again on MBS

MBS WILL ASSIGN seven broadcast crews to cover the annual 500-mile Indianapolis Speeday racing classic May 30, the network announced last week. Perfect Circle Piston Ring Co., Hagerstown, Ind., through Henri, Hurst & McDonald, Chicago, sponsors the annual event over the full Mutual network.

Four broadcast periods, covering critical stages of the race, will be offered by MBS. Time periods will be announced later. It was also indicated, but not confirmed, that radar might be utilized in some fashion, this time. Stratovision had been discussed as a possibility last year, but that coverage failed to materialize.

**IMPRESS...many million times a week!**

When WBT first began serving the Carolinas, 28 years ago, "promotion" was a small boy who used to run through the streets of Charlotte, announcing to a handful of crystal-set owners that the South's pioneer station was on the air.

Since then, 50,000-watt WBT has become a power in the daily lives of almost three-and-one-half million people in 95 counties...and promotion has helped set the pace all the way. Using many different media...

- **NEWSPAPERS** (more than 1,000 lines weekly)
- **ANNOUNCEMENTS** (average of 350 weekly)
- **POINT OF SALE DISPLAYS** (in food and drug stores)
- **MERCHANDISING MAGAZINE** (mailed regularly to retailers).

Such impressive promotion—making extra impressions for WBT programs—is one reason why WBT averages a larger audience in Charlotte than all other stations combined.* (In the 94 "outside" counties, WBT has virtually no Charlotte competition.)

If you want to make a good impression—and an impressive sales record—in the Carolinas, WBT can show you how.

---

*E. Hootner, Dec. 1948–Jun. 1949 [or any other house ad ever made]
$1,500 inventory abolished—at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 a.m. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.

Remember, $4.46 included speedy pick-up and delivery service, too. More protection, because you get a receipt for every shipment. Air Express is the world's fastest shipping service.

Facts on low Air Express rates
19 lbs. of machine parts goes 600 miles for $3.54. 9 lb. carton of new styles goes 1400 miles for $3.99. (Every kind of business finds Air Express pays.) Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $500 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

WALTER HOLOHAN, member of ABC Central Division AM sales staff for past four years, has been transferred to network TV sales department. ROBERT BREITHAUER has been named account executive in network sales, while ROBERT ATWOOD succeeds him as sales service manager.

KSVC Yreka, KSUE Susanville and KBFL Red Bluff, all California, have issued a combined rate card. Identical rate has been adopted because of similarity in size and character of markets and power of stations. A discount of 15% is planned in addition to one billing and one representative.

BOB THOMAS, former program director, has been appointed assistant commercial manager of WGAI Elizabeth City, N. C.

DAREN McGAVREN has joined sales staff of KXOB Stockton, Calif.

KEITH PINION, KXOB Stockton, Calif., is the father of a boy, George Bryan.

EDDIE FEITZ, former conductor of his own instrumental trio in Chicago, has joined sales staff of WBBM Chicago.

BEVERLY SCOBLE joins KROW Oakland as traffic supervisor.

DORA C. DODSON has been appointed southern representative for WHKY WHKY-F M Hickory, N. C.

LEONARD SCHULTZ, promotion manager of Braham Co., Chicago, has joined sales staff of WBBM Chicago.

EDWARD LLOYD Jr., sales representative for WEEI Boston, is the father of a boy, Edward Lloyd III.

WMIN BILLING
Firm Buys All-Night Show

TWIN CITY listeners are currently being treated to their first all-night disc show in the Minneapolis-St. Paul area—thanks to WMIN, which now operates 24 hours daily. The program, 12 midnight to 6:30 a.m., is sponsored by Slawik Motors for 52 weeks.

The new round-the-clock service marks the debut in that area of Merle Edwards, who conducts the "wee hour" sessions. Formerly associated with eastern stations, Mr. Edwards began his new show in mid-February with a contest designed to acquire a name for the six and a half-hour segment. Winner will receive prizes from the sponsor. Program already has drawn such response that Western Union installed a special machine to relay telegram requests to studio on tape.

Frank M. Devaney, WMIN general manager, who negotiated the sale, said it represented one of the largest billings ever placed on the station. He declined to reveal the actual figure.

NARND DRIVE
For New Members Launched

PLANS for a nation-wide campaign to triple the National Assn. of Radio News Directors’ membership within six months are completed. Joint announcement was made last week by Orzin Melton, KSOO Sioux Falls, S. D., NARND membership committee chairman, and Ben Chatfield, WMZ Macon, Ga., the association’s vice president in charge of membership.

Organized in 1946, NARND now has a membership of 150 radio newsmen. Membership applications and detailed information on NARND may be obtained from the organization’s executive secretary, Seren Munkhof, WOW Omaha, or from any of the following area leaders appointed to conduct the drive on a state and regional level: Region 1 (New England), Ron Cochran, WCOP Boston; Region 2 (New York, Pennsylvania, New Jersey), Bill Tompkins, WROW Albany; Region 3 (Maryland, Virginia, North and South Carolina, Delaware and District of Columbia), F. O. Carver, WSJS Winston-Salem, N. C.; Region 4 (Georgia, Alabama, Florida and Tennessee), Dale Clark, WAGA Atlanta; Region 5 (Indiana, Kentucky, West Virginia and Ohio), Tim O’Sullivan, WGL Fort Wayne; Region 6 (Louisiana, Arkansas, Mississippi and Oklahoma), Lee Coney, WLCS Baton Rouge; Region 7 (Illinois, Michigan, Missouri and Wisconsin), Bob Boyle, WLS Chicago; Region 8 (Tennessee, Georgia, North Carolina and South Dakota), Russ VanDyke, KNRT Des Moines; Region 9 (Nebraska, Kansas, Montana, Wyoming and Colorado), Bud Nible, KFAB Omaha; Region 10 (Utah, Washington, Oregon, Idaho and New Mexico), Wayne Kearl, KSL Salt Lake City; Region 11 (Texas), Pat Flaherty, KVPX Houston, and Region 12 (California, Nevada and Arizona), John Beck, KNX Los Angeles.

TRANSP-WBUZ
72% of Riders Have Home FM

SURVEY completed by Transit Radio and WBUZ (FM) Bradbury Heights, Md., reveals 72% of commuters using radio equipped WM&As buses have FM radios in their homes. Questionnaire cards were distributed to bus line passengers asking for opinions on the service and suggestions for programming. Ninety percent of the commuters indicated their approval of "music while you ride." WBUZ has been broadcasting Transit Radio programming to the WM&As for approximately 30 days. By April 7, 56 buses will be radio-equipped. Plans are underway to complete installation on the balance of the motor line’s vehicles within the next few weeks, the company reports.

DATED 29X351

Page 62 • April 4, 1949

BROADCASTING • Telecasting
Mighty in Massachusetts
WSAR at Fall River

- WSAR's 5000 watt signal delivers Mutual and Yankee Network shows to more than half a million listeners in the busy eastern Massachusetts-Rhode Island market. Its transmitter—located in nearby South Somerset—utilizes four Truscon Guyed Steel Radio Towers, each 329 feet high.

Rigorous Massachusetts winters, with strong off-the-Atlantic winds, presented serious structural problems to The Fall River Broadcasting Company, operators of WSAR. But, to Truscon Radio Tower engineers, here was still another opportunity to design and build the finest pos-
sible tower for the specific location. This installation is typical of the sturdy design, quality materials and skilled workmanship of hundreds of Truscon Radio Towers in the U. S. and foreign lands—towers operating under wide ranges of wind, temperature and humidity conditions.

Truscon Radio Towers are available in guyed or self-supporting types, with tapered or uniform cross-section, for AM, FM and TV. And, Truscon Radio Tower engineers are available for consultation at any time. Call the Truscon office nearest you . . . there is no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation
NEW YORK was the most likely choice as a site for the National Assn. of Radio News Directors convention next fall as members of the board of directors arrived in Chicago Friday for a week end conference. Major business after selection of a convention city was scheduled to be revision of the constitution.

Twelve board members of the four-year-old organization were to hear and act on 11 committee reports. A preliminary study by the television group on the status of news departments in video stations was expected to be made. Early statistics show that 24 out of 25 stations surveyed have working news directors, 24 news writers and 12 news photographers. Nine stations operate local newscasts, and 15 use still pictures for telecasts.

The committee conducting a continuing study of press associations will issue a preliminary report on the four major wire services—AP, UP, INS and Transradio—and an overall summary later in the spring. Members analyzed news supplied by the wire services during the week of March 6 to 12, using criteria established by the U. of Denver Journalism School.

Results are being correlated by Richard Oberlin of WHAS Louisville, who supervised the study with Sheldon W. Peterson, KLZ Denver.

Members of the standards committee were to have suggested further NARND action on promoting state privilege legislation for radio newsmen as well as newspaper men. Confidence polls have been passed in Oregon, Indiana and Arkansas, according to Sig Mickelson of WCCO Minneapolis and NARND president.

Details of an extensive award system were to have been outlined, including plans to recognize "outstanding news work in one-man news departments, large independents, networks," and the "outstanding personality who has sided news reporting by radio and the top TV newscaster."

NARND officers are spearheading a campaign to triple membership in the next six months. Twelve division chairmen, for each section of the country, have been delegated to solicit new members (see story, page 62).

Members of the Chicago Radio Correspondents Assn., headed by Charles Ahrens of the United Press, were invited to attend a NARND cocktail party Saturday afternoon.

Board members slated to attend the Chicago meeting were:
- Mr. Mickelson; Len Munkhof, WOW Omaha, executive secretary; Jack Shelley, WHO Des Moines, first vice president; Ben Chaffield, WMZT St. Louis, second vice president; Dave Hessler, WHAM Rochester, N. Y., third vice president; Bruce Harrington, KNOM St. Louis; James Ber magg, M Tahlen Paskow, WCIR, TIF Raleigh, N. C.; Sid Piet eck, WFFA Dallas; Fred Hinesburg, WLBK Muncie, Ind.; Robert Redden, WOC Davenport, Iowa; John Hogan, WCBS Portland, Me.

NEWS PACT

KMPC, 'Mirror' Cooperate

COOPERATIVE news pact between KMPC Hollywood and the Los Angeles Mirror was jointly announced March 28 by Frank Mullen, station president, and Virgil Pinkley, newspaper publisher. Agreement takes effect today (April 4) and was kicked-off with an hour dedicatory program last Sunday.

Mirror and KMPC offices are connected by teletype and broadcasting lines. Mirror's news sources thus will be enlarged by the Mirror's reporters, radio cruise cars and special correspondents. Local news bulletins are to come from the Mirror's city desk throughout the day.

The Mirror already has a news and promotional agreement covering television with NBC's KNBH (TV) Hollywood.

ALFRED STEELE

Joins Pepsi-Cola Co.

ALFRED N. STEELE, former vice president in charge of U.S. sales of Coca-Cola Co., has resigned to join Pepsi-Cola Co., New York. He becomes first vice president in charge of sales and operations for Pepsi-Cola in the U.S.

Mr. Steele joined Coca-Cola four years ago, he was vice president in charge of the New York office of D'Arcy Advertising agency for seven years. In that post he was in charge of the Coca-Cola account.
And we do mean everything. For Graybar can provide not only the whole gamut of equipment— from mike to antenna—for building or maintaining an entire AM or FM station; Graybar also is your best source of everything for wiring, ventilating, signaling, and lighting... for your entire structure and grounds!

Graybar is a dependable source. We've been serving broadcasters ever since 1925. We know the business. We have the nation's outstanding lines of equipment. Our supply service has expanded steadily and rapidly to the all-inclusive operation it is today. Like broadcasting service itself, Graybar service tomorrow will be even greater and better.

Graybar is a convenient source. No matter where you are in the U. S. A., one of our more than 100 offices (with warehouses) is near-by.

Graybar is a helpful source. Our Broadcast Equipment Representatives are well qualified to assist with technical recommendations. And our business philosophy of extra service to every customer is reinforced by the fact that Graybar is owned entirely by its operating and retired personnel.

Why not discuss your needs with the nearest Graybar Representative? Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y. 4935

In the list of Graybar locations below, the names and phone numbers of Graybar Broadcast Equipment Representatives in key cities are included:

**DISTRICT OF COLUMBIA**
- Washington

**FLORIDA**
- Jacksonville—W. C. Winfree (Jacksonville 5-2180)
- Miami
- Orlando
- Tampa

**GEORGIA**
- Atlanta—E. W. Stone (Atlanta 1731)
- Savannah

**IDAHO**
- Boise

**ILLINOIS**
- Chicago—E. W. Taylor (Chicago 4104)
- Peoria

**INDIANA**
- Evansville
- Hammond
- Indianapolis

**IOWA**
- Des Moines

**KANSAS**
- Wichita

**KENTUCKY**
- Louisville

**LOUISIANA**
- New Orleans
- Shreveport

**MAINE**
- Portland

**MARYLAND**
- Baltimore

**MASSACHUSETTS**
- Boston—J. P. Lynch (Boston 6-4567)
- Springfield
- Worcester

**MICHIGAN**
- Detroit—P. L. Gundy (Detroit 1-5500)
- Flint
- Grand Rapids
- Lansing

**MINNESOTA**
- Duluth
- Minneapolis—W. G. Free (Minneapolis 1621)
- St. Paul

**MISSISSIPPI**
- Jackson

**MISSOURI**
- Kansas City—R. B. Uhrig (Grand 0324)
- St. Louis—J. A. Lenard (Newstead 4700)

**NEBRASKA**
- Omaha

**NEW HAMPSHIRE**
- Manchester

**NEW JERSEY**
- Newark

**NEW YORK**
- Albany
- Binghamton
- Buffalo
- Rochester
- Syracuse

**OHIO**
- Akron
- Cincinnati—J. R. Thompson (Main 9400)
- Cleveland—W. S. Rockwell (Cherry 1300)
- Columbus
- Dayton
- Toledo
- Youngstown

**OKLAHOMA**
- Oklahoma City
- Tulsa

**OREGON**
- Eugene
- Portland

**PENNSYLVANIA**
- Allentown
- Harrisburg
- Philadelphia—G. J. Jones (Walnut 2-5405)
- Pittsburgh—R. F. Grossett (Court 4000)

**RHODE ISLAND**
- Providence

**SOUTH CAROLINA**
- Columbia

**SOUTH DAKOTA**
- Aberdeen

**TENNESSEE**
- Chattanooga
- Graeagle
- Nashville

**TEXAS**
- Amarillo
- Austin
- Beaumont
- Corpus Christi
- Dallas—C. C. Ross (Central 6454)
- Houston
- San Antonio

**UTAH**
- Salt Lake City

**VIRGINIA**
- Norfolk
- Richmond—E. C. Toms
- Richmond 2-2833
- Roanoke

**WASHINGTON**
- Seattle—D. L. Craig (Main 4655)
- Spokane
- Tacoma
- Wisconsin

**WISCONSIN**
- Milwaukee
The Sky is the Limit

Production

BOB ALLEN, announcer at WDGY Minneapolis for past three years, has been appointed program director. Mr. Allen replaces KEN CRANE, who has joined WWSW Pittsburgh as operations manager.

BILL GEIB, former announcer and production man at WABF (FM) New York, has been promoted to program supervisor. Prior to joining WABF, he was an assistant director at CBS.

ELINOR LEE, director of women's activities at WTOP Washington since 1938, has been appointed director of community service.

RALPH D. WILLEY, program director of WHTY La Crosse, Wis., has re- 

signed in order to take post of program director at KCIW Cedar Rapids, Iowa now under construction.

DANTON WALKER, Broadway column- 

nist, is enceasing Show Business, Incorpo- 

rated, NBC-TV variety show, which re-creates outstanding stage performances of past.

MARY CONN, formerly with WTCN 

Minneapolis-St. Paul, has joined.

WCCO in the Twin Cities, as an- 

nouncer-announcer.

GRANT TURNER joined NBC Grand 

Ole Opry as announcer.

FRANK GOSFIELD, former video 

switcher at WBBK (TV) Chicago, has been promoted to director.

FRANCES ALEXANDER has joined continu- 

ity department of WPTF Raleigh, N. C., 

replacing ALICE HOLLIDAY who resigned to become program director of WCBN Dunn, N. C. MARY GRAHAM has joined WPTF's program department.

JACK GLEASON, WCTC New Brunsw 

wick, N. J. has received a citation from New Brunswick Exchange Club for valuable contribution to com- 

munity life.

ANN MADER PERRINGTON, former- 

ly with WBYN Holyoke, Mass., has joined continuity department of WNOX Norwich, Conn.

TRENT CHRISTMAN, night super- 

visor of NBC Western Division and 

Joe Hoover, arranger, have had new 

song accepted for publication by 

Patmar Music. Song is entitled 

"What'll It Getcha?"

Brumm Joke Book

HOW TO WRITE YOUR OWN JOKES. By Walter Brumm, New York, Comedy World Publishing Co., 104 E. 40th St., New York. $1.

WALTER BRUMM, lecturer at the 

Gagwriters Institute, has written a new book, How To Write Your Own Jokes, which is being published by the Comedy World Publishing Co., New York. Book is the second in a series of How To—created by the National Laugh Foundation in cooperation with Comedy World, trade journal of humor business. Two others in the series are being planned.

JOSEPH TERRY, producer of the 

Charlie Sparks Music Shoppe on WINS 

New York, has been promoted to pro- 

duction manager.

ART JARRETT, former band leader and showman, has joined WCPO Cin- 

cinnati, Ohio, where he will conduct a 10 a.m.-12 noon rec- 

ord show. Mr. Jar- 

rett also will be active in television when WCPO's affil- 

i ate WCPQ-TV takes air next month.

RICHARD L. RIE- 

DER, former video 

producer at WBKB 

(TV) Chicago, has 

joined WLW-TV Columbus, Ohio, as production man- 

ager.

ARTHUR GODFREY, CBS radio and 

television star, was awarded a plaque from American Guild of Variety Artists for "invaluable services to the cause of bringing back vaudeville."

DON ROEDER, formerly with KRCJ Edmonton, Okla., has joined announcing staff of WSAZ Huntington, W. Va.

ED BLEIER has joined WFBF Syra-

cuse, N. Y., as producer-writer. Prior to joining WFBF he was with WNEW and WBBC New York, and with WSYR-FM WNDR Syracuse.

ROBERT T. WEST, former announcer at WMAL Washington and WMMG New York, has joined WHLI WHLI- FM Hempstead, L. I. in same capacity.

TOM HANSELD has joined WSM 

Nashville, Tenn., production staff. He was formerly with stations in Columbi-

a, Tenn., and Birmingham, Ala. In addition to his production duties, Mr. Hanseld will serve as relief announcer.

ALLAN KURMAN, former record li-

brarian for KKLW Clayton, Mo., has joined announcing staff of KVER Al-

biquere, N. M.

KEN OVENDE, announcer at WEEL 

Boston, is the father of a boy, Geoff-

frey Bruce.

NEWS PREFERENCES

IARNE Hears Swanson Report

PROF. C. E. Swanson, U. of Iowa, reported on his survey of news preferences at annual spring meeting of the Iowa Assn. of Radio News Editors a fortnight ago in Cedar Rapids. He refresher course on libel laws as they apply to news- 

casts in Iowa also was a feature of the meeting, attended by more than 50 radio newsmen.

Two stations in the host city, WMT and KCRG Cedar Rapids, were co-hosts at a cocktail party for the newsmen. IARNE members and guests attended final of the Iowa state high school basketball tournament in nearby Iowa City at conclusion of the meeting.

FAR AWAY SPOTS

N. Y. Restaurant Uses WMBM

A FARSIGHTED advertiser is Oscar Lakowitz, owner of Solow- 

ey's restaurant on 7th Ave., New York. Not content to praise his 

fine food and service in the New York area alone, Mr. Lakowitz sign up for WMBM Miami Beach, Fla. The restaurant does not, nor 

has it ever, advertised in any other medium, according to WMBM.

Credit for the long-distance sale goes to WMBM's Dick Stern show, a remote broadcast from the Belmar Hotel, Monday through Friday. Mr. Lakowitz heard the show when in Florida and signed up for a series of spot announcements. His theory is to give New Yorkers a little touch of home they will remember upon their return.

Both sponsor and station were 

slightly startled, however, when they discovered a listener in New York. During one of the broad- 

casts, Dick Stern received a call from New York City from a listener with an unusually powerful receiver. For a 1 kw independent, WMBM thinks that reception should be reserved for engineer's tales, and will not be noted on its coverage map.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Encore

JUST REMINISCING

On Records: Ray Noble—Col. 38404; Jo 

Staford—Cap. 15378; Jack Fine—MGM 10372; Barbara Brown—Varsity 125.

On Transcriptions: Buddy Weed—Associ- 

ated; Frankie Carl—Lang-Worth; Now- 

time Trio—NBC Thesaurus; Hal Derriein 

—Capitol.

BROADCASTING • Telecasting
Guaranteed by WELLS

Brand new, standard make tubes by the thousands are ready for immediate delivery at the lowest prices in our history. Check this list for exceptional values in magnetrons, cathode ray tubes, voltage regulators, transmitting tubes and also neon, A/f and flashlight bulbs. Be sure to order enough for future needs directly from this ad or your local parts jobber.

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**Neon Bulbs for Radio Use**

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**Pilot and Flashlight Bulbs**

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**Use This Page for Ready Reference**

Manufacturers: We carry thousands of electronic parts in stock. Send us your request for quotations.

Distributors: Our standard jobber arrangement applies. Order directly from this ad.
Syracuse Observance Attracts Interest

ADVERTISING Week committee of Syracuse, N.Y., reports that it has been swamped with requests for information on other cities about the Syracuse observance of Advertising Week March 21-25. The committee, composed of representatives of the Syracuse Advertising and Sales Club and Syracuse U., carried out an extensive program to impress Syracuse area residents with the meaning of the week's slogan, "Better Living Through Advertising."

Exhibits prepared by Syracuse advertising agencies showing the steps in preparation of advertising were on display in the six Syracuse senior high schools. But the biggest display was in Hotel Syracuse, where entries in the First Annual Syracuse Advertising Award Contest were exhibited.

More than 400 pieces of advertising copy, including radio, newspaper, magazine, direct mail, display card, television, and many other types of advertising, were shown. Roy Porteous, promotion manager of NBC, New York, served as judge of the radio entries.

During the week advertising club members appeared before Syracuse service clubs to talk on advertising and explain the purposes of Advertising Week.

Several events on Friday climax the week's events. One was a forum at Syracuse U. Medical College in which five of the country's leading advertising and sales personalities discussed problems facing advertising today. Participants included Budd Gore, advertising manager, Marshall Field & Co.; Wesby R. Parker, vice president in charge of sales, General Foods Corp.; Theodore S. Reppier, president, Advertising Council; Harold H. Dobberteen, vice president and director of media, Benton & Bowles, and James A. Peckham, executive vice president, A. C. Nielsen Co.

Week's observance closed with a banquet Friday evening at Hotel Syracuse attended by more than 600 persons, including advertising and sales representatives from all parts of central New York. A feature of the banquet was the presentation of medals by Syracuse U.'s School of Journalism and College of Business Administration to four executives for outstanding service to advertising.

Those honored were Lee H. Bristol, Bristol-Meyers Co. president, who was principal speaker at banquet; Neil H. Borden, Harvard Graduate School of Business Administration; Donald Belding, chairman of the board of Foote, Cone & Belding, and Gerald W. Cunningham, general mail order and advertising and sales manager of Sears, Roebuck & Co.

Another banquet feature was the presentation of a picture story of "Advertising's 50 Golden Years." The show, created by Curtis Publishing Co., Philadelphia, dramatized contributions of advertising to the American standard of living. Milo Boulton, NBC announcer, was narrator.

General chairman of Advertising Week in Syracuse was Leslie M. Beals, Carrier Corp. advertising director and sales promotion manager. Mr. Beals is vice president of the city's ad club.

BROTHERHOOD

Radio Donates Over $2 Million

AN ESTIMATED minimum of $2 million worth of broadcast time and talent was donated to the national Brotherhood Week campaign. Edgar Kobak, WNEW New York and member of the observance, reported last week.

Mr. Kobak's report, delivered by Ted Gott, vice president of WNEW New York and member of the committee, at a meeting in New York, described the observance as "the biggest Brotherhood Week, radio-wise, that has ever been known."

"As a radio man," Mr. Kobak's report said, "I take great pride in what the broadcasting industry has done. No one can tell what its contribution in time, talent, music, script, direction, sound effects, would be worth at commercial rates; but I think I am perfectly safe in giving you a bed-rock, minimum estimate of $2 million."

The meeting was held March 28 with Nelson A. Rockefelder, general chairman of Brotherhood Week in charge.

DR. ALLEN B. DUMONT was guest of Erie (Pa.) Dispatch, license of WICU(TV) Erie, on March 28. He addressed local Kiwanis Club and was interviewed on station that evening.

John Tichen, formerly with WKMO Kokomo, Ind., has joined WSLA Logansport, Ind., as chief engineer. JOSEPH M. McCLAIN, formerly of WIRB Iron Mountain, Mich., and WSOY Decatur, Ill., has joined station as assistant engineer.

DIS. C. H. TOWNES and P. RUSCH of Columbus, Ohio, have been appointed consultants to Microwave Section of Lab of National Bureau of Standards, Washington.

OTTO SEUFER has joined engineering staff of WHLI WHLI FM Hempstead, L.I.

HOWARD BARRETT, formerly with WLAD Danbury, Conn., has joined technical staff of WNOG Norwich, Conn.

ED PICK has joined engineering staff of KWHK Hutchinson, Kan.

Turntable

Charles Michelson Inc., New York has announced six new stations have contracted for its Blackstone, Magic Detective transmitted show. They are: WLOR Minneapolis; KVOG Ogden, Utah; WSIX Nashville, Tenn.; WJRM Lewisburg, Tenn.; KFJL Klamath Falls, Ore.; and WHAP Hopewell, Va.

Hal Tate Productions, Chicago, has announced six stations have contracted for their 'Who's Talking?' syndicated feature. They are: KSET El Paso, Tex.; WWCO Washington, Conn.; WAUX Waukesha, Wis.; WCSC Baton Rouge, La.; WGVW Charlotte, N.C., and WHBQ Memphis. Total of 17 stations now subscribe.

Cooperative Broadcasting Assn., Washington, has announced production of Labor and the Nation series. The once a week, 15-minute documentary is transmitted in Washington each Friday, and air-expressed to subscribing stations. Cost is set at 10% of Class A one hour national rate (SRDS), f.o.b. Washington. Minimum rate per program is $7.50.
Stand By For Station Identification of MAGNECORDER Equipment...

SEE AND HEAR THE SENSATIONAL

MAGNECORDER

TAPE RECORDING AT ITS BEST

NATIONAL ASSN. OF BROADCASTERS
Stevens Hotel  Rooms 515A and 517A

MAGNECORD, INC.  360 N. MICHIGAN AVE., CHICAGO 1, ILL.
G. F. HESSLER, vice president of Graybar Electric Co., New York, has been named head of all company sales activities. C. S. POWELL, vice president, will have charge of appliance and communication lines, and H. P. LITCHFIELD, newly appointed general supply manager, will head all supply lines, under Mr. Hessler. Mr. Litchfield and WILLARD HENGES, district sales manager at Cleveland, have been elected to company's directorate.

CRESCENT INDUSTRIES Inc., Chicago, has announced production of new 40 rpm record changer.

Television

FILM EQUITIES Corp., New York, has opened an office in Los Angeles for production and distribution of TV film. New office is at 933 N. Seward; telephone, Gladstone 1629. PAM BLUE-NENTIAL Jr., formerly independent motion picture producer, heads office as West Coast television representative. Firm planning to open branches in Chicago and Dallas. Former expected to be opened this spring; latter in fall.

AMPEX

MANUFACTURERS OF THE WORLD'S

Finest Tape Recorder

PRESENTS

the NEW SERIES '300'

a worthy companion to the Famous Model 200

After 100,000 hours of continuous commercial operation by broadcasters and recording companies, the AMPEX MAGNETIC TAPE RECORDER has conclusively proved its overall superiority. Because of this fine instrument's ability to maintain a unique high-level of fidelity, the AMPEX TAPE RECORDER is now in continuous use by Bing Crosby, numerous other leading entertainers, the major networks and record manufacturers.

Model '200'

$3625

F. O. B. San Carlos, Cal.

Model '300'

$1500

F. O. B. San Carlos, Cal.

Designed for radio stations

The NEW SERIES '300'

Precision engineered for faithful reproduction and unmatched service.

Speed: Operates at 15-7-5/1000 cycles per second, from switch on top plate.

3-hour recording time at 15-7-5/1000 cycles per second. New Model '300' better NAB recommendations for overall performance.

Frequency Response: Plus or minus 2 db. 50 to 15,000 cycles at 15-7-5/1000 cycles per second. New Model '300' better NAB recommendations for overall performance.

Range: Better than 60 db. dynamic range and less than 2% total harmonic distortion at operating point.

ATTEND THE EXCITING AMPEX DEMONSTRATION AT THE NAB CONVENTION—April 4-12, Hotel Stevens, Chicago

WOMEN listen to the radio more than men—not only during the day but also in the evenings and on Sunday—according to a sampling of two central Illinois counties made by Dr. Charles H. Sandage of the U. of Illinois.

Bureau of Economic and Business Research of the U. of Illinois a fortnight ago released a bulletin in which Dr. Sandage reports on a study of radio listening in Champaign and McLean counties. The bulletin summarizes information gathered in two studies—one made in Champaign County in 1946 and the second conducted in McLean County in 1947. The latter study was supported by a substantial contribution made to the bureau by WJBC Bloomington, Ill.

Participants each recorded in a diary the stations to which they listened during each 15 minutes of the day for a given one-week period. Emphasis was placed on measuring quality as well as quantity of listening.

- Individuals rather than families represent the base used for analysis. The number of listener contacts in Champaign County amounted to 966,112, and in McLean County, 398,160.

Listening by women was consistently higher than that of men in both counties and in all sections—urban, village and farm. Farm women listened more than urban and village women, having a seven-day average listening of 3.6 hours per day.

In educational listings, women with high school educations listened more than those with college backgrounds or grade school only. Among men, however, those with only grade school educations show the highest listening average.

Four clear channel stations in Chicago—WMAQ WGN WBBM WLS-WENR—and local community stations—WDWS Champaign, WJBC Bloomington and WMJ Peoria—served as the source of most programs tuned in by those surveyed.

The community stations secured about as great a share of the total audience in their urban areas as was reported for any other single station. Their percentage of the village and farm audience was materially less than their share of urban listeners.

The pattern of listening to Chicago stations showed WMAQ most popular among urban dwellers; WLS-WENR “overwhelmingly” leading among farm people, and WGN and WBBM relatively stronger among villagers than among either urban or farm residents.

Nearly 100 individual programs received special analysis in the bulletin. These were classified as news, religion, music, drama, audience participation and homemaking, and listeners were classified by education, area of residence, age and sex.

Only women listeners were included in comparing listening by educational groups. Some results in this comparison:

1. Women listeners on the average do not care especially for classical music, preferring semi-classical and popular offerings nearly 2 to 1.

2. Folk and hillbilly came out on top by a 7 to 1 among women listeners having only grade school education.

3. Forum programs, such as ABC’s “America’s Town Meeting of the Air,” found a larger percentage of their listeners in the college group. Two to three times as many college women listened to these programs as grade school women.

4. Commentators drew the greater proportion of their audience from the best educated group.

WOMEN TOP LISTENERS
Audience in Two Illinois Counties Studied

Manufactured by the AMPEX ELECTRIC CORPORATION; San Carlos, California

WORLD WIDE DISTRIBUTOR

BROADCASTING * Telecasting

Audio & Video Products Corp.* California

1650 Broadway, New York 19, N.Y. * Telephone Plaza 7-0789

BING CROSBY ENTERPRISES, INC.

2258 Sunset Boulevard, Hollywood 28, Calif.

Telephone, COHN-10 (1137)
RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting... tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 37 DP-1, Harrison, N.J.

The world's most modern tube plant...
RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

HARRISON, N.J.
"SUCCESS story" ads, telling story of successful advertising over that WCCO Baltimore, are being placed by station on back page of Baltimore Sun every Saturday morning and evening. Reprint appears in Monday's papers as well. Featured in copy are name of advertiser, agency which placed account, and some testimony by advertiser regarding his account.

'This Is San Antonio' TO AIM in promoting San Antonio and surrounding areas, KTSA San Antonio has distributed large airplane view map of city to agencies and advertisers. On back of map KTSA lists some statistics such as population and number of radio homes, plus statement that "KTSA is in the heart of the nation's 28th largest market." Also included is its network affiliation (CBS), frequency and power.

Promotion Aid AS PART of its campaign urging dealers to talk about City Desk, WTOP Washington is mailing series of 12 cards to Shell (gas and oil) dealers in the Washington area, who sponsor program. Each card urges dealers to "check the water, wipe the windshield, and tell 'em about 'City Desk.'" Program is heard Mon.-Sat., 6-4 p.m. In addition card gives some event which WTOP news reporter Gunner Back has covered for Washington listeners.

Stamp Book WNEW New York, beginning a philatelic program. Adventures with Stamps (Fridays 9:9:15 p.m.) March 25 sent books of commemorative stamp issues to radio editors as announcement of program.

The Big Fish "GET the ones that get away!" is theme of latest WCCO Minneapolis promotion piece. Ad appeared in Broadcasting, March 7, and has been made up into folder for distribution.

KWRE DEDICATED Ware Heads New Daytimer NEW daytime standard station, KWRE Warrenton, Mo., was scheduled to hold formal dedication ceremonies March 27, after being on program tests since March 9. Station operates on 130 kc with 250 w and is licensed to W. T. Zimmerman, operator of the local Vita Theatre.

Les Ware, former director of operations at KXLW Clayton, Mo., is general manager of the new outlet. He has been active in the planning and building of the station since Jan. 1. Station plans include remote studios at Washington, 20 miles south and St. Charles, 30 miles east. Mr. Ware announced. KWRE has contracted for the NBC library service and United Press radio wire. Station will be programmed with news and music and heavy emphasis on local service features and talent.

ZIV CONTEST 'Story' Winner Announced WINNER of the $1,000 nationwide "Favorite Story Contest" has been announced by Frederick W. Ziv Co., Cincinnati, contest sponsor, and producer of the transcribed package, Favorite Story. The cash award and trip to Hollywood as guest of Ronald Colman, show's star, was awarded to Mrs. Kathleen C. Jones of Birmingham, Ala.

The contest also featured competition for station promotion. This prize of $500 was awarded to KOIL Omaha, Neb. Donald Dahlberg is KOIL promotion manager. The Birmingham sponsor of Favorite Story, Burger-Phillips Department Store, awarded Mrs. Jones a spring wardrobe for her Hollywood trip. Prizes totaling $30,000 were offered local winners by individual sponsors across the nation.

Mrs. Jones receives the $1,000 grand prize check from W. J. Jenkins (I), advertising manager of Burger-Phillips. Approving presentation is Henry L. Lawson of Ziv Co.

education and entertainment programs in the public service. Among distinguished guests attending the presentation were Frank M. Folsom, RCA president, and Mark Woods, ABC president. Presentation was made in connection with the club's 39th annual reception and dinner.

WFPC Cieero, Ill., has received national award given annually by American Legion for its cooperation with Legion activities.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.
Lower Maintenance Costs
WITH H & P
TOWER LIGHTING EQUIPMENT!

For nearly a quarter century, Hughey & Phillips have
developed and produced specialized tower lighting equipment.
Many exclusive features, designed by H & P engineers, assure
easy installation, low maintenance costs and dependable opera-
tion under all climatic conditions. That is why H & P tower
lighting equipment is consistently specified by outstanding
radio engineers and is furnished as standard equipment by
most leading tower manufacturers.

SINGLE and DOUBLE OBSTRUCTION LIGHTS
H & P Obstruction Lights are ruggedly
constructed of heavy aluminum alloy
castings. Precision machining insures
proper light center when used with
specified lamp. Prismatic globes meet
CAA light specifications. Drain port
provides means of escape for con-
densation moisture. Designed to
permit relamping without remov-
ing prismatic globes. Mounting
base designed for standard A-21
traffic signal lamps.

SOLD ONLY THROUGH JOBBERS
AND TOWER MANUFACTURERS

WRITE ON YOUR
LETTERHEAD FOR
CATALOG AND NAME
OF YOUR NEAREST
H & P DISTRIBUTOR

HUGHEY & PHILLIPS
TOWER LIGHTING EQUIPMENT

300 MM CODE BEACON
Exclusive rain-proof ventilator
dome "circulates" the air, ma-
terially reduces internal tem-
perature and prolongs lamp life.
Concave base with drainage port at
lowest point dissipates condensa-
tion moisture; prevents short-circuits.
Color screen supports insulated with
spin glass shielding for glass-to-
glass contact, equalizes reaction to
temperature changes and virtually
eliminates color screen breakage.
All parts readily accessible for ad-
justment or replacement. Neoprene
gaskets used throughout for positive
protection against dirt and moisture.
CAA approved.

SF-75 MERCURY FLASHER
H & P Mercury Flasher has only four
moving parts which run in lifetime-
lubricated ball bearings. No contact
points to wear out. Gears cut from
highest quality bronze. 3000 watt
Mercury Konktor supplied with
unit. Speed adjustment, 14 to 52
flashes per minute. Set at factory
to operate 1 second on, ½ second off.
Motor separately fused for continu-
ous operation of lights in event of
mechanical failure. Corrosion resis-
tant aluminum alloy housing with
provision for padlocking. Water-
proof neoprene gasketing.
Andrew has consistently furnished broadcasters with a complete line of better designed and more efficient antenna equipment. The superiority of Andrew equipment is achieved and maintained by Andrew's great staff of skilled engineers—a larger group of antenna experts than in any similar organization.

2. The advice and experience of Andrew sales engineers are available at no extra cost to buyers of Andrew equipment. These engineers assist broadcasters with specific installation problems and give detailed instructions on how to use Andrew equipment most efficiently.

3. In addition, Andrew offers a complete installation service to broadcasters. The Andrew Broadcast Consulting Division will contract for all or any part of the installation of your TV, FM or AM station. This includes preparation of the FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys.

Want the most efficient antenna equipment for your station—plus a complete engineering service? Then take a tip from America's leading broadcasters and write Andrew today.

Write for new 1949 catalog

TRANSMISSION LINES FOR AM-FM-TV  •  ANTENNAS  •  DIRECTIONAL ANTENNA EQUIPMENT  
ANTENNA TUNING UNITS  •  TOWER LIGHTING EQUIPMENT
CONSULTING ENGINEERING SERVICE

Eastern Office: 421 Seventh Avenue, New York City

BROADCASTING  •  Telecasting
4A AGENDA Over 350 Expected to Attend

FINAL program details for the 1949 annual meeting of the American Assn. of Advertising Agencies at White Sulphur Springs, W. Va., were announced in New York last Tuesday.

Advance indications were that more than 350 would attend the sessions at the Greenbrier on April 6, 7 and 8, making it the largest number of members and wives to attend any AAAA resort hotel meeting.

Business sessions on Wednesday will be for members only and are to include election of new officers, three new directors-at-large and six directors representing AAAA's sectional councils. The meeting then will get on to its theme, "How Will Advertising Meet the Challenge of the Shift from a Sellers' to a Buyers' Market?"

John P. Cunningham of Newell-Emmett Co., New York, and member of the operations committee, will disclose plans for a series of new AAAA seminars on "The Fundamental Truths of Advertising," intended mainly for use among agency people.

Thursday afternoon will be devoted to sports activities, including a golf tournament, with J. Davis Danforth of BBDO, New York, in charge. The annual dinner will be held Thursday evening—with no speaker. Music and dancing will follow.

Within advertising will open the Friday discussions. Henry M. Stevens of J. Walter Thompson Co., New York, and AAAA secretary-treasurer, will first deal with the association's interchange of opinion. The interchange, in effect for more than two years, enables member agencies to register their comments on advertisements which they consider objectionable.

Clarence B. Gosnold of Benton & Bowles, New York, and vice chairman of the AAAA, will speak on "Good Ways Not to Get New Business"—a look at current violations of ethics in agency competition, mainly in solicitation practices.

Also listed for Friday is the joint ANA-AAAA "Freedom Forums" meeting to be conducted by Harding College, Searcy, Ar., at which Harding President George S. Benson will speak.

The final session Friday will unfold new aspects of advertising research. Samuel A. Stouffer, professor of sociology and director of the Laboratory of Social Relations at Harvard U., will speak on "Developments in the Social Sciences—What They May Hold for Advertising in the Future." Marion Harper of McCann-Erickson, New York, will then give "Practical Examples of the Social Sciences in Advertising."

On Friday, too, the closing luncheon will be addressed by Thomas D'A. Brophy of Kenyon & Eckhardt, retiring chairman of the AAAA board, who will deliver a keynote address.

Mr. Georges

CHANGES CALL
CBS' KWQ Becomes KCBS

ONE of the country's oldest stations, KWQ San Francisco, changed its call letters yesterday (April 3). The key CBS station in the Bay Area is now KCBS, providing an unmistakable link in identity with the network. The move paves a 45% interest in the station in August 1947 and acquired full ownership in February of this year. Arthur Holl Hayes, CBS vice president, is in charge of operations. The call letter change is being promoted by the network and station both on the air and in other media.

GEORGES RESIGNS

Leaves Dale Radio Post

BERT GEORGES, managing director of the Dale radio interests in New Hampshire, has announced his resignation effective April 16. Mr. Georges was named general manager of WEHB Portsmouth in May 1941 and was later promoted to vice president and director when the station was purchased by former Gov. Charles M. Dale.

Mr. Georges designed and supervised the construction of WKKL Concord and WPMI (FM) Portsmouth, also Dale stations. Prior to joining WEHB he had been in radio in Georgia and West Virginia. Mr. Georges has announced no plans.

WITA Sale Approved

SALE OF 50% interest in WITA San Juan, P.R., was approved last week by FCC. Bernard and Elizabeth A. Rubeli transfer one-half interest in the 1400 kc, 250 w outlet for $22,000 to Ayana Valdavies, managing editor of San Juan's daily El Imperial. Virgil and Gloria Meador retain 50% holding.
NAB Conventions (Continued from page 30) of sales promotion and display, National Retail Dry Goods Assn., will speak on local department store use of radio advertising. Lee Hart, NAB retail coordinator, will discuss "New Techniques for Successful Retail Radio," demonstrating her new copy-checking system designed to produce sales results.

Mr. Mitchell will give a talk on "Management's Responsibility to Radio's Selling Effort." Leo Cherie, of Leo Cherie Assoc., will forecast business developments. Mr. Goldman will discuss "Selling the Small Market Station."

Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation, will lead a panel discussion on the film project. With him will be other members of the All-Radio group, including Lewis H. Aver, Aver-Krodel; Victor M. Ratner, CBS; Julian Haas, KARK Little Rock, Ark., and others.

Presiding at the Monday night FM session, a hard-hitting talk period during which all problems of the newer medium are to be discussed, will be Leonard Asch, WBCA Schenectady, chairman of NAB's FM Executive Committee. Serving on an FM panel with Mr. Asch will be Mr. Willard, Ted Leitell, sales promotion manager of Zenith Radio Corp.; W. R. G. Baker, General Electric Co. vice president, representing transmitter; Everett Dillard, WASH Washington and Continental FM Network president, representing the FM network viewpoint; Leonhard H. Marks, FMA general counsel; William E. Ware, KFMR Council Bluffs, Ia., FMA president; Harold E. Blodgett, WCBA Schenectady; Linnes Nelson, chief timebuyer, J. Walter Thompson Co., representing the agency viewpoint; Sam Lesner, radio editor, Chicago Daily News; Paul Walker, member, FCC; Cyril M. Braun, chief of FCC FM Broadcast Division, Engineering Bureau; Frank E. Pellegrin, national sales director of Transit Radio.

FM members may bring up the matter of their status in NAB's administrative setup. With reorganization pending, FM is due to receive greater emphasis as the association shifts to a functional setup based on AM, FM and TV classifications.

Mr. Willard will preside Tuesday morning, with Frank King, WMBR Jacksonville, Fla., as chairman. Mr. King heads the NAB Public Relations Executive Committee. The morning will be devoted to public relations at the management level. Harold Fellows, WEEI Boston and NAB District 1 director, will speak on the topic, "PR in Programs Means Public Relations."

Next topic is "News: Prestige Through Reliability," with E. R. Vadeboncouer, WSYR Syracuse, chairman of the NAB News Committee, introducing Sig Mickelson, WCCO Minneapolis, president of the National Association of Radio News Directors. Richard P. Doherty, NAB director of employee-employer relations, will speak on "Employee Public Relations." Robert T. Mason, WOVR Mansfield, Ohio, will discuss the role of the broadcaster in the community with the topic "You and Your Town."

Panel Discussion A panel discussion will present all those mentioned as Robert K. Richards, NAB director of public relations and publications, and Harold Fair, NAB Program Dept. director.

Judge Miller will preside at the luncheon, with the address to be delivered by Attorney General Tom C. Clark. Judge Miller also will preside at an afternoon business session. Speakers include James Ramon Quinones, president, Puerto Rican Broadcasting Assn., discussing "Broadcasting in Puerto Rico." Delmar Haverlin, BMI program reporting on BMI and a BMM report, probably by Dr. Kenneth H. Baker, NAB research director on loan to BMI as acting president. Resolutions will wind up the meeting unless other matters are raised.

The annual banquet will be held Tuesday evening at the Stevens, with entertainment by BMI. Final event of the convention is the television session Wednesday morning, in which operational problems of television networks and stations will be discussed by a panel of experts.

Presiding will be George B. Storer, president of the Port Industry stations. Appearing on the program with him will be Terry Clyne, vice president of Blov Co.; Henry Grossman, CBS manager of television operations; E. Y. Flannagan, vice president in charge of operations, WPSP and WSPD-TV Toledo; Elaine Phillips, manager of film procurement for the Port Industry television department, and Stanley Hubbard, president, KSTP and KSTP-TV St. Paul.

JOINS BLOW CO.
Alter Leaves Coca-Cola

SAMUEL A. ALTER, former assistant to the vice president in charge of bottling sales, Coca-Cola Corp., has joined the Blow Co., New York as a vice president. He will head the contact group on the Pepsi Cola contract.

Prior to joining Coca-Cola, Mr. Alter was director of sales and advertising at Horlick's Malted Milk Co., and a client service executive for A. C. Nielsen's Chicago office.

WTHI JOINS CBS
Becomes Basic Affiliate

WTHI Terre Haute, Ind., will join CBS as a basic affiliate Sept. 23, it was announced last Monday by William A. Schutt, Jr., network's director of station relations. CBS affiliates now total 181.

The station, operating on 1480 kc with 1 kw fulltime, is now an ABC affiliate. ABC said no plans had been made to replace WTHI in the area.

JOY RETIRES
Beeuwkes Is WDAS Manager

RETIREMENT of Leslie W. Joy as general manager of WDAS Philadelphia and the appointment of Lambert B. Beeuwkes as his successor was announced by the station last week. Mr. Beeuwkes has been commercial manager of WDAS, a 250 w independent on 1400 kc, for two years.

In radio for 16 years, Mr. Beeuwkes formerly was with KYW Philadelphia. He also served for a time in the station's relations department of MBS, and was formerly associated with The Lone Ranger.

Born and raised in Baltimore, Mr. Beeuwkes attended The Johns Hopkins U. and Baltimore Polytechnic Institute.

MILTON RACKMIL
Named Decca President

MILTON R. RACKMIL, executive vice president of Decca Records Inc., was named president of the company at a board meeting Tuesday. He succeeded Jack Kapp, who died March 25.

Mr. Rackmil, one of the organizers of Decca with Mr. Kapp, said the past policies of the company, which have given it a strong economic position, will be continued.

Mr. Kapp's death was sudden. The day he died he reportedly appeared in a most happy frame of mind, one which was attributed to his just having signed Bing Crosby, an old Decca artist, to another long-term contract. At close of work, he entered a taxi and was stricken as the vehicle neared his New York home. He died an hour later in the presence of his wife and two friends, Nate Blumberg, president of Universal Pictures, and Jack Lawrence, vice president of the J. Arthur Rank organization.
**NAB Exhibits**

(Continued from page 27)

these days are tape recorders and transcription playback tables. They will comprise much of the exhibit space.

On the production and allied art side, transcribed library services will command interest, as will various size records, including Columbia's 12-inch and 10-inch Micro-groove records. Broadcasters will be able to witness playing speeds of the standard 78 rpm, transcribed 33 1/3 rpm and also 45 rpm, currently sources of controversy in the industry.

Summary of equipment, space numbers assigned in Exposition Hall, and hotel suites taken:

Amperex Electronic Corp.

AMPEREX will exhibit its new line of transmitting tubes for AM, FM, TV, particularly tubes for television transmitters. Sam Norris, firm's executive vice president, will be in charge in Suites 560-61.

Andrew Corporation

FOUR new products for TV will be introduced at Exposition Hall by Andrew Corp., which now offers a complete TV antenna equipment package to telecasters. Highlighting the display in Space 2 is a scale model of the new Andrew TV transmitting antenna with single-ended feed system. A single-ended diplexer is also being shown. Other products making up the Andrew TV display include standard RMA flanged transmission line and accessories, tower lighting equipment and automatic dehydrator.

Collins Radio Co.

COLLINS will display in Space 7 its new 5 and 10 kw AM broadcast transmitter, as well as the latest 20T 1 kw AM transmitter and audio equipment, including the 212C console and a cabinet of amplifiers. FM equipment will be represented by the 737A 5 kw transmitter, 37M ring antenna and new 10 w FM transmitter for educational broadcasting (738A).

At the Collins exhibit will be Max Burrell, general sales manager; Bob Hollister, broadcast sales manager, and Harold Olson, Tommy Moseley, H. S. Killgore, John Stanbery and Carl Service. Technical assistance and advice will be given by John Green, Bob Essig, J. K. Knowles and Verne Mattison, all members of Collins' engineering department. Two Collins men—Messrs. Green and Essig—are scheduled to speak on "Automatic Selection of Broadcast Program Circuits." Collins has Suite 506.

Daven Co.

IN ADDITION to standard line of attenuators, Daven Co. will show these pieces of equipment in Space 8A: Video attenuators, RF attenuators, miniature attenuators, transmission measuring sets (types 10A and 11A), and knee-action switch. Personnel stationed at the exhibit include Lewis Newman and Edward L. Grayson.

Allen B. DuMont Laboratories Inc.

DuMONT Labs will occupy Space 9 in Exposition Hall. Attending from its television transmitter division will be Herbert E. Taylor Jr., division manager; Robert E. Keissler, assistant manager; James B. Tharpe, sales manager, and all district salesmen, sales engineers, and other engineers scheduled to deliver papers. DuMont exhibit will be a complete model station, and will include several additions to its equipment line. Terminal facilities equipment and flying spot scanner are also included in model station setup with a total dollar value of approximately $130,000. On hand will be $200,000 remote truck, The Telesizer.

Fairchild Recording Equipment Corp.

JAY H. QUINN, sales and adver-

(Continued on page 78)
 Gates Radio Co.

GATES Radio Co. will occupy Space 6 of the heavy equipment exhibit, directly off the main entrance. For the first time, firm will show its new matched control line of speech input equipment featuring apparatus for AM, FM, TV and new control desks with mountings. Gates also will display its new 10 w FM transmitter designed for educational service (Model BFE-10). Also slated to be introduced are the company's combination 250-1,250 w transmitter and B7-1A 1 kw air-conditioned AM transmitter. Other items include continuous dynamo portable amplifier for both battery and AC operation and new transcription turntables. Personnel to be stationed at the exhibit include P. W. Wentura, chief engineer in charge; Fred Grimwood, sales manager; L. I. McWen, executive vice president; Bill Parker, in charge of FM design; Norbert Jochem, audio design; Fred Damm, directional phasing equipment design; Bob Ware, Midwest sales engineer; O. J. McReynolds, Washington zone manager; Bob Kuhl, South Central zone manager.

General Electric Co.

Personnel data and plans not available. GE will occupy Space 12.

Gr Research & Development Co.

(1112 of Gray Mfgs. Co.)

A TELEVISION optical slice projector—the Telop—will be one of the products to be displayed by Gr Research & Development Co., Hartford, Conn. Used with TV film cameras, the projector (type T-101) can be used for flashings of newspapers, temperature or time, station and program identification, announcements and aids to lecturers. Motto for product: "Pattern time is revenue time." Firm will also display various sound effects portable and transcription equipment. Arthur H. Jones, vice president of company, will be in charge of the exhibit in Room 547.

Graybar-Western Electric-Maclachlin Labs.

WESTERN Electric's complete line of radio broadcast tubes, manufactured by Maclachlin Labs, will be displayed by Graybar Electric in Space 4 of Exposition Hall. Included in exhibit is a newly-developed high-powere thoriated cathode, over four inches in diameter, plus a tube in 25 kw television and 50 kw FM service. New automatic seal water jacket, now available for use with this new tube series, also will be featured. Suits 501A, 501A-7A have been assigned to Graybar-Maclachlin-Western Electric.

Magnecord Co.

COMPLETE line of magnetic tape recording and reproducing equipment especially designed for broadcasting use, will be displayed in Suite 515A-17A. Equipment is of unit construction and various combinations will be shown. In addition, new models incorporating some suggestions from broadcasters will be demonstrated. R. J. Tinkham, president; C. G. Barker, vice president in charge of engineering, will attend.

PRESTO Recording

PRESTO's exhibit will occupy Suite 553 in the Stevens. Personnel will include De Saiba, president; Thomas B. Oldrich, sales manager, and John Strampfer, production engineer. New tape recorder to be displayed and demonstrated, in addition to the usual line, are PRESTO's new tape recorder and geared-driven turntables for both recording and transcription. Playback equipment comprises 16-inch turntable, 12-inch speaker and 10 w amplifier, all contained in floor cabinets.

RADIO INVENTIONS, in cooperation with Stewart-Warner, will occupy Space 5, with the exhibit to show facsimile transmitting and receiving equipment. Typical facsimile programs will be produced by an editorial staff in the exhibit space and will be transmitted by a General Electric dual channel facsimile transmitter to remote locations and local Chicago FM stations. Program then will be multiplexed over FM transmitter by a system which suppresses FM distortion, and the sound signal with no degradation of full 15,000 cycle tonal range, according to firm. Programs thus transmitted will be picked up in exhibit space on recorders manufactured by GE, Bunnell Mfgs. Co., and a new display model to be introduced by Stewart-Warner Electric Co.

As a further demonstration of facsimile speed, pictures will be taken of broadcasters viewing film equipment with new Polaroid camera. Prints will be taken directly from camera and transmitted by facsimile.

The following will attend include J. V. L. Hogan, president of Radio Inventions, who will deliver a paper on facsimile before the engineering conference; Elliott Crook, vice president; Ronco Kent, special representative; Frank Hester, chief engineer; and John Long, John V. Hogan and John Smith of company's engineering staff.

Radio Corp. of America

RCA will display what it claims to be its greatest broadcast and television display in history, assembling everything from microphones to antennas for AM-FM and TV for the convention. All 21 field representatives of RCA's broadcasting department, together with chief development engineers and members of firm's sales staff, will attend. RCA display will occupy Space 1101, 5,000 square feet) and feature three model studio layouts, including one with TV equipment as part of RCA's new "Basic Buy" package. W. W. Watts, vice president in charge of engineering products department, also may attend.

Exhibits will include new portable and compact radio tape recorders, kinephoto equipment, remote TV switching system, video test equipment, new 5 kw FM transmitter, film projection equipment. Special demonstrations of LC-1A duocone loudspeaker, new 50 kw FM transmitter tank circuit and 45 rpm record-playing system will be highlighted.

RCA-Victor will maintain Suite 504-05-07. The probable list of personnel attending the convention: T. A. Smith, general sales manager; A. R. Hopkins, products manager; B. Granger, merchandising manager; Broadcast and Television Studio Equipment; David Pratt, merchandise manager; Broadcast and Television Transmitters; C. M. Lewis, sales manager of Detroit Sales Group, and those members of the Field Sales Staffs: Walter City, Santa Clara; C. H. Bitten, Camden, E. B. Bensinger, Chicago; E. B. Clark, Chicago; E. Frost, Los Angeles; L. W. Hasecker, New York; E. J. Bill, New York; A. Josephson, New York; H. J. Knecht, Cleveland; J. E. Reader, Chicago; F. G. Walters, Atlanta; F. J. Kelley, Dallas; E. Miller, New York; J. E. Newberg, Cleveland; R. J. Newman, San Francisco; W. J. Kenyon, New York; R. Paglieri, Dallas; R. J. Palmisano, Atlanta; D. E. Riley, E. C. Townes, Chicago; E. J. Meehan, Camden; J. P. Tice, manager of Merchandising and Sales Promotion; W. O. Hadlock, advertising manager; V. E. Tignor, broadcasting engineer; V. H. King, technical consultant; J. D. Oat, television engineering; V. H. Rice, television engineering; E. E. Gritsch, television engineering; P. A. Poche, television engineering; E. H. Reilly, television engineering; G. H. Walker, RCA, Canada; R. J. Smith, television and broadcasting engineer; W. O. Friel, broadcasting engineer; T. N. Foley, broadcasting engineering; and others.

Here's maximum versatility in the production of sound effects in today's modern studios!

- TURNTABLES
- CONTINUOUSLY VARIABLE 10 TO 30 RPM
- SPECIAL TONE ARMS
- ACCURATE CONTROL FOR FADING, LAPPING, VU REGULATION AND GAIN
- HIGH FIDELITY AMPLIFIERS AND EQUALIZERS
- TRANSPARENT SCRIPT RACK
- AMPLIFIED STORAGE SPACE
- RUGGED CONSTRUCTION

Please ask for descriptive bulletin 1001 THE GRAY RESEARCH & DEVELOPMENT COMPANY, INC. 16 ARBOR STREET HARTFORD, CONN.

W. E. Ditmars, President

Page 78 * April 4, 1949
Raytheon Mfg. Co.

RATHEON Mfg. Co. will occupy exhibit Space 3 (on center aisle). Attending will be Ray Wills, vice president; James J. Tynan, sales manager; and Leonard A. Rooney, John S. Spargo and William E. Neill. Firm will display "rack" items, to be installed in a closed rack cabinet to show equipment as actually used. Firm plans to show for first time an exhibit item to broadcast line, in addition to following equipment: RTR-IA transmitter and receiver (television relay); TV and FM broadcast transmitter, RFW-B sectional FM antenna, RC-11 studio console, RPC-40 consolete, RL-10 limiting amplifier, RM-10 monitoring amplifier, RP-10 program amplifier, RZ-10 four channel (plug-in type) preamplifier, RPL-10 line amplifier, voltage stabilizers, mobile equipment, and television receivers.


FIRST commercial display-type facsimile face which will be exhibited by Stewart-Warner in cooperation with Radio Inventions Inc. Receiver will consist of a recorder, facsimile amplifier and multiplexer. FM receiver and loudspeaker built into a display-type cabinet, and be capable of completely unattended operation during a period of a week or more. Programs will be originated from Radio Inventions facsimile console in the exhibit, and transmitted over telephone lines to a local station (WMQ-FM). Multiplexed combined facsimile and sound program will be received back in Exposition Hall booth. Space 8 is site of S-W exhibit.

Westinghouse Electric Corp.

WESTINGHOUSE will exhibit its new 50 kw AM transmitter in Space 10 at Exposition Hall through its Industrial Electronics Division. Redesigned to include latest engineering developments, new transmitter will operate in the most rugged and accurate by installation of complete motor-driven controls and indicators on front panels of cubicles (for details see transmitter story).

Company representatives at convention are headed by F. W. Fischer, supervisor of communication sales; Irving Mager and W. D. Crawford, sales department personnel; and such district electronics engineers as A. D. Massey, St. Louis; G. B. Saviers, Pittsburgh; M. Brassene, Chicago; M. R. Briggs, Montclair (with Frank S. Testany); and Mr. Bloom, section engineer; and N. B. Tharp, C. K. Hooper, and H. F. Williams, all engineers. Suites: 565-A-57-A.

Wincharger Corp.

WINCHARGER CORP.'s display will consist of a radio tower, FM antenna and exhibition of lighting equipment. Attending will be M. Maslesky, sales manager; Al Tilton, assistant sales manager, and other sales staff members including Joe Green, James Engels, Henry Geist, William Taylor and Hollis Joy.

Production & Other Allied Exhibits

Associated Program Service

(Div. of M. Management, Inc.)

ASSOCIATED is basing its exhibit presentation in Suite 500A on the "platform that transcribed library service should provide . . . stations' clients with musical material designed expressly for radio broadcasting and for commercial radio programming." To emphasize this purpose dramatically, Associated prepared an eight-by-ten foot display (along the wall). In center section will be a station log covering full seven-day week and hourly periods from 6 a.m. to 12 midnight. Each of company's shows that deal with script features will be inserted in log. Entire center will be lighted fluorescently. Two side sections will contain a listing of major classifications of Associated music, each coupled with names and silhouette picture of one of the artists in classified groups. On opposite wall, a similar display will show pictures of key artists and appropriate captions. Associated will have playback, sample discs, promotion literature, and special brochures introducing latest script feature, The Stars Sing. A hostess will receive and distribute at convention compared with last year's, according to Mr. Davison.

* * *

Columbia Records Inc.

(Subsidiary of Columbia Broadcasting System Inc.)

HIGHLIGHT of Columbia Records' exhibit in Room 548A will be the new Long-Playing Microgroove transcription. The 12 inch record offers 20 minutes of program on each side. Several samples of quarter-hour shows and spots announcements will be offered, too, to demonstrate transcriptions of commercial programs. Columbia's 10-inch Microgroove record (13 minutes on each side) will also be exhibited. Columbia Records executives attending the convention include Robert J. Clarkson, general manager; G. R. Ellis, Chicago office manager; William H. Wheeler, Hollywood office manager, and William S. Bachman, director of engineering research and development.

* * *

Encyclopedia Britannica

OFFICIALS of the firm have indicated they would maintain exhibit space (44A) at the convention, "because of the consistently increasing use of (the encyclopedia) and the accompanying services by the broadcasting industry." No details were furnished.

* * *

Harry S. Goodman Radio Productions

IN CONNECTION with its new program. Jump Jump of Holiday House, Goodman Productions will distribute more than 1,000 hand-dressed, hand-painted dolls to convention delegates. In addition, two professional models dressed as "Jump Jump" will assist with display, parading through Convention Hall. Also slated for introduction are Goodman's new Cole Musical Library and TV film spots. Firm will have a projection machine and complete series of 51 Weather Forecast Jingles which have been reproduced on 16mm film in Kodachrome. Other television features will be shown, as will the new series, Rendezvous with David Ross. Jim Amache will be on hand to grant station men in connection with new (Continued on page 80)
production series, Jim Amiche Storyteller, also to be introduced. Attending the convention will be Harry S. Goodman, president; his son Everett, vice president; Hal Willis and William Whitlock, district managers, and Jack Statter, Canadian representative. Goodman has taken Suits 512-13.

* * *

International News Service-International News Photos

THE INS-INP television department will have a display in Suite 550, with department fully represented. All types of TV news programming (from newsreels to still photos) will be displayed. High-light will be INS video news tape, and adaptability to telecasting, in which INS pioneered more than two years ago. Sponsors and station clients, as well as market areas served by Telenews-INS-INP programs, will be illustrated through use of easel display and other visual aids.

Robert H. Reid, television department manager, will head representatives to include Charles N. Burris, sales manager, Telenews Productions Inc.; John Cooper, INS radio director; William Stewart Jr., INS West Coast business representative; A. W. Stark, Midwest business representative, and Gerald Healey, managing editor, INS Central Division (Chicago).

** Allied Exhibits **

(Continued from page 79)

Keystone Broadcasting System

LITERATURE explaining the background of its transcription network (comprising 358 stations, 300 of them in single station markets) will be made available by Keystone Broadcasting in Suite 554A. Attending will be Naylor Rogers, executive vice president; Arthur Wolf, vice president; Sidney J. Wolf, secretary-treasurer; Elizabeth M. Mueller, in charge of traffic, and Emma G. Rogers, station relations director.

* * *

Lang-Worth Feature Programs Inc.

ENTIRE Lang-Worth Program Service of over 600 individual selections and high-fidelity equipment for audition purposes will be on exhibit in Suite 512A-15A. Theme of its exhibit will be "Network Calibre Programs at Local Station Cost" and will feature special production programs. Lang-Worth plans also to unveil its "Mystery Record," which measures only eight inches in diameter. Full 15-minute program may be recorded on one side and reproduced with high-fidelity. Latter equipment will be available to engineers who desire to audition and test, with demonstrations given at appointed hours. Personnel attending Lang-Worth exhibit will be headed by C. O. (Cy) Langlois, president, and Pierre Weis, vice president in charge of sales. Others are John D. Langlois, secretary; Cy Langlois Jr., treasurer; Ralph S. Hatcher, station relations; J. A. Miller, research and engineering director; W. O'Keefe, vice president in charge of talent.

* * *

London Library Service

(Div. of London Gramophone Corp.)

LONDON Library Service will introduce its transcription library available on 10-inch 78 r.p.m. discs, and an album of standard caliber frequency test discs. Transcription library contains instrumental selections only. Joseph F. Harchak, manager, and Richard Pugnelli will be available at London's exhibit rooms, 519-A and 520-A.

* * *

C. P. MacGregor Electrical Transcriptions

SUITE 545A has been assigned to C. P. MacGregor. Display, though slightly smaller than last year, will run about the same, according to plans. First exhibit will feature record artists for its syndicated features and music library service, as well as multi-colored transcriptions, playback for auditioning purposes and pamphlets. For first time, exhibit will show entry into record business with specialized albums of different selections of square dancing. Personnel attending convention will be Rudy Rudolph, sales manager, and Nat V. Donato, eastern manager.

* * *

Charles Michelson Inc. Radio Transcriptions

VARIOUS transcribed program series, including new features for local sponsorship, will be exhibited in Suite 520 by Charles Michelson Inc. Company will display its complete Speedy-Q and Gennett sound effect record libraries, and give instructions on their use. Also slated for exhibit are the Michelson Program Playback machines—portable transcription players, for use of sales staffs in station auditions. Personnel attending include Charles Michelson, president, and Sidney Guber of program department.

* * *

NBC Radio Recording Division

(Thesaurus & Syndicated Programs)

PERSONNEL of NBC Radio Recording, to be stationed in Suite 516, will be headed by Donald J. Mercier, director, and Wade Charles, manager of Thesaurus & Syndication Sales. Others include Addison Amor, eastern representative; William Reilly, central representative, and William Garland, western representative. Exhibit will be built around two long-established station services: NBC's Thesaurus and Syndicated Programs. Latest news and developments, plans and progress of these sources of transcribed programming will be outlined by the above representatives.

RadioTime Inc.

RADIOTIME will maintain headquarters in Suite 521A, displaying large blowups of sample pages of Radiotime, as well as advertiser and agency communications on the service, and a montage of enlarged ad strips. Following are the officers of firm who may attend: Charles T. Stuart, president; Maurice N. Stavin, vice president; Walter E. Elliott, secretary-treasurer; Hugh Feltis, treasurer, and George S. Dietrich and Ross Merritt.

* * *

Radio Television Publicity Corp.

SUITE 528A-30A will be occupied by Radio Television Publicity Corp. "Merchandising, publicity and promotion plans for AM-FM-TV stations will be outlined in detail to visitors," according to the firm. Booklets on their various promotional devices also will be available. Stationed at headquarters will be I. P. Mattaway, E. W. (Bill) Malone, A. A. Graves and Ray T. Gilley.

* * *

SESAC Inc.

SESAC headquarters will be in Suite 563A. On display will be promotion material, music samples of its publishers, and transcribed library service, including new recordings. Convention representatives will be the following: Kolin Hager, assistant to president; R. C. Reinecke, treasurer; R. A. Jadan, assistant treasurer; Joseph A. Quinlan, general manager; Robert Stone, program service; W. F. Myers, station relations, and M. K. Vickery, Peter J. S. King and George W. Johnston, field representatives.

* * *

Standard Radio Transmission Service Inc.

STANDARD plans to announce a new service to its program library subscribers at the convention. Service will take the form of five new "Star Shows"—each a series of commercially-designed programs built within the service and tailored for local sponsorship (see production availabilities for details). Firm will offer the presentation in Suite 556-57 at the Stevens Hotel. Other exhibits include new talent additions, Standard's Sound Effects Library, and Mood Music Library. On hand in Suites 562-57 will be

** The Outstanding Stations **

in Richmond and Virginia

WMBG-23 years of Broadcasting

WTVR- The South's First TV Station

WCOD- Richmond's First FM Station

** FOR RESULTS USE **

WMBG AM 12,500 Watts

WTVR TV

WCOD FM 5,000 Watts

First Stations of Virginia

Havens & Martin, Inc., Richmond, Va.

John Blair & Co., National Representatives

AFFILIATES OF NBC

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BROADCASTING & Telecasting

MAKING a point at recent session of "Advertising in Industry" conference series, organized by Los Angeles Advertising Women at KMPC Hollywood, is Russ Eller (r), advertising manager of California Fruit Growers Exchange, Mark Rice, publicity director of Bullock's home department stores, and Alice Belding, wife of Foot, Cone & Belding board chairman, Don Belding, with their respective board members. Messrs. Rice and Eller were speakers during the session and Mrs. Belding was hostess.

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FIRST 15 PROGRAM HOOPERS—March 30 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Tons</th>
<th>Sponsor &amp; Agency</th>
<th>Hoop-</th>
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<td>Walter Winchell</td>
<td>256</td>
<td>Keiser-Frezer (Winead)</td>
<td>27.5</td>
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<td>Jack Benny</td>
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<td>Amatson Tobacco (BBD)</td>
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<td>Radio Theatre</td>
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<td>Lever Bros. (JWT)</td>
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<td>Mickey Mouse</td>
<td>165</td>
<td>S. C. Johnson &amp; Son (NLBB)</td>
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<td>142</td>
<td>Lever Bros. (Y&amp;R)</td>
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<td>18.3</td>
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<td>Talent Div-Grand Central (FCB)</td>
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<td>Electric Auto-Us (Newell-Emmett)</td>
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NARBA Expects

(Continued from page 8)

Chairman Wayne Coy. Under the current timetable, NARBA's proposals would come before the Senate Commerce Committee, will address the May 3 Women's Luncheon of the 37th annual meeting of the U.S. Chamber of Commerce on "What of the Future in Our Domestic Affairs?" She will share the speaking honors with Sen. Margaret Chase Smith (R-Me.), who will discuss the future of international relations. Sen. Edward J. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, will address a luncheon session May 4 on "Can the U. S. Ever Achieve a Better Balance of International Trade?" The meeting will be held in Washington, May 2-5.

Hennonk To Speak

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Heavy Equipment
(Continued from page 27)
also noteworthy, in view of the
Symmetron, devised by Westing-
house Electric Corp. The sys-
tem, which calls for tubes to
operate in parallel, has implica-
tions for applications for (1) FM
broadcasting, as well as in both black-
and-white and color television.
Symmetron may be applied on
varied radio frequency power levels.
Also available are transmission
sets for measuring characteristics
of audio systems and their com-
ponents. They are suggested for
use by AM-FM stations in checking
FCC requirements. Manufacturer
is the Daven Co.
Following are brief descriptions
of transmitting equipment now
available to AM, FM, TV stations,
as reported to BROADCASTING
(firms are listed alphabetically).

Andrew Corp.
FOUR new products for television,
including a new TV transmitting
antenna with single-ended feed
system and diplexer, comprise
And-
rew Corp.'s (Of GM FM) latest
developments. Feed system utilizes
new principle for broadcasting,
while design is offered to provide
savings in cost of antenna and
transmission line to energize it.
Diplexer consists of simple sections
of line interconnected and spaced
to achieve necessary frequency
discrimination with minimum of
physical material. Other products
available are a high-efficiency,
 succeeds, gas-tight transmission
line for TV, and a new 2,000 mc
high parabolic relay antenna.
Line comes in two diameters: 1% in-
ches and 3% inches. Loss in the
3/8 inch line, expressed in
debits, is 35% less than corres-
ponding loss in RMA standard
line.

Blaw-Knox Co.
SPECIALIZING in transmission
towers, Blaw-Knox Div. of Blaw-
Knox Co. offers an L1 triangular-
guided tower, economically designed
to be used as an AM vertical radi-
tor, or to support lighter types of
FM or TV antennas. Structure
incorporates many features not
ordinarily found in low-priced tow-
ers, according to firm. Another
is heavy-duty self-supporting tower-
types H-21 and H-40—towering
500 feet, designed to take loads
imposed on the tower by FM and TV
antennas or combinations. Provi-
dion is made for inside climbing
ladder and also for attaching trans-
mission lines which feed antenna.
Another type, which is similar.
Taller Blaw-Knox towers include DGN,
available in heights up to 600 feet, and
DGI, up to 1,000 feet. Most 16-
lar types are H-21 and H-40, which
the company feels are well-adapted
to congested areas.

Collins Radio Co.
A NEW 5/10 kw AM broadcast
transmitter is currently being made
available by Collins Radio Co.,
Cedar Rapids, Iowa. The 5 kw
version, known as 21B, features
easy modification to future 10 kw
operation with minor circuit
changes. However, firm has also
other features are triple recycling,
localized control and improved tube
connector. Another feature is dif-
ferential relay protection which
assures longer tube life in FM
transmitting. Another feature
offered is the latest 20T 1 kw AM
transmitter which requires only
4.75 kw of power at 100% modu-
lation. Entire transmitter uses
different types of transformers,
including rectifiers and voltage regu-
ulators. New 5 kw FM transmitter
for educational broadcasting, type
737A, obtains 2 to 6 kw radiated
power economically. Type 738A
10 kw FM transmitter contains
microphone level audio input chan-
nels and a complete control system.

Daven Co.
TRANSMISSION measuring sets
(Types 10 and 11) are included to
measure characteristics of audio
systems and their components,
offered by the Daven Co., Newark,
N. J. Former is direct reading in-
strument which eliminates labori-
ous calculations and is arranged
so that two meters and range con-
roles can be used independently as
VU meters in program monitoring.
Latter is also self-contained and is
suggested for use by AM-FM sta-
tions in checking FCC require-
ments.

DuMont Laboratories Inc.
DU-MONT LABS has available
a new Acorn transmitter (for other
equipment, see separate story).

Federal Telephone & Radio Corp.
WHOLLY-AIR-COoled televi-
sion transmitter is among the new
products currently available from
Federal Telephone & Radio Corp. (Div.
As an example of this, type 20-B trans-
mitter achieves major advantages of
high and low level modulation, and
provides reliable, economical per-
formance with tubes of proven merit,
simplified maintenance and flexible
installation arrangement. A high-
gain "Triangular Loop" coaxial-
ally-fed TV broadcast antenna,
TV cou-
nect-

GE
GE also has 10 w electrical
FM transmitter (type BT-11-B),
corresponding to a simple
and practical cabinet, and trans-
mitter has fewer tubes, compon-
ents and adjustments, GE claims.
Carrier power output, 10 w; carrier
frequency range 88 to 108 mc.
Heart of transmitter is GE phasi-
tron tube, applying single-crystal,
direct frequency control, with no
conversion needed. Modulator has
10-watt, 9 tuned circuits and
1 crystal.

Gray Research & Development Co.
(Div. of Gray Mfg. Co.)
USING the motto "pattern time
is revenue time," Gray Co. offers a
television optical projector for use
with TV film cameras. Called the
Telop, the dual projector consists
of optical cards 3/4 inches by 4
inches, for announcements, titles
and programs; glass slides, same
measurements, for transparencies;
small objects and strip material.
One object can be faded to second
instantly or by lap dissolve or
superimposing to obtain special ef-
fects. With use of a diplexer, one
TV camera can be used for two
film

General Electric
GENERAL ELECTRIC, Syracuse,
N. Y., offers as two of its latest
pieces of equipment a new utility
video amplifier (4TV17A) and
stabilizing amplifier. Former is for
two-channel general purpose
use with radiating and monitoring
amplifier, and is useful in raising re-
 mote programs as low as 1.2 v
up to 2.5 v for transmission.
Either channel can be used with
70 w power output, or with 100 w
high impedance bridging input.
Stabilizing amplifier is designed
to improve TV picture signals, and
is used in studios and at trans-
mitters as a line amplifier or
for remote line relay links. Equip-
ment can raise a signal
as small as 0.2 v, peak to peak,
to standard picture line signal
of 0.5 v. Some specifications:
Frequency response, flat within 5%
from 0 to 5 mc; input voltage range
0.2 v to 3 v, peak to peak, com-
plete output voltage range, 1.5 to 2.5 v,
peak to peak, adjustable, also 0.3 to 0.5,
moni-
tor output.

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TV camera can be used for two
film

modern
advertising
with an analysis of television
advertising
by Charles Hull Wolfe
Director of the Radio & Television
Testing Bureau, BBDKO
Over 750 pages $7.50

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projectors and the Telop. Thus use of one camera chain is not tied up exclusively by one slide projector. Other advantages are program flexibility and long, reliable operation, firm claims. Choice of four slide openings permits mirror or direct image on mosaic. Specifications (for controls): Two 1 kw Variales operated by single levers, two switches with pilot lights, two lamp selector switches and one master power switch with pilot light; (for power) 115 v 50 cycles, four 100 w and two 1 kw lamps, and two blower motors. Lens has 4 inch diameter, 18 inch focal length projection lens, light intensity between 12 and 15 foot candles.

Other equipment available through Gray Co. includes a variable speed sound effects turntable and transcription equipment. Components include transcription and "LP" tone arms, equalizers, pre-amplifiers and high-speed electromechanical devices.

International Derrick & Equipment Co.

INTERNATIONAL DERRICK (Ideo) Columbus, Ohio, claims it can erect a television tower within 40 hours after beginning construction. Firm deals with antenna towers and vertical radiators. Triangular, self-supporting radiators are built in heights of 150 to 800 feet, with base width held to minimum practical width (about 5% of height). Company claims triangular design prevents distortion and assures retention of shape through severe storms. Pre-assembly of units reduces assembly time to minimum, according to company. Ideo cross-section radiators, instead of tapering at top, are uniform throughout their height, mounted on a single insulator and supported by insulated guy cables extending from each of three corners. Cross-section, half-wave towers vary from 150 to 1,000 feet, for frequencies from 800 to 1,000 kc.

Lehigh Structural Steel Co.

LEHIGH offers self-supporting towers in such feet measurements as 327, 285 and 300.

Radio Eng. Laboratories

THE REL line of transmitters features the Serrasoid modulator, a simplified method of obtaining frequency modulation with four simple receiving tubes taking the place of the complex gadgets normally used.

REL produces FM broadcast transmitters ranging from 250 w to 50 kw, as well as 10 w non-commercial FM transmitters. Other products include studio transmitter links operating at 900 mc; relay, bus and store professional receivers; specialized communication systems for FM up to 2000 mc.

VOLUME for initial test pattern of WMOR (FM) Chicago is turned up by Dario L. Toffenetti, Chicago restaurateur and honorary chairman of the board, as the station took the air March 13. Official opening, with a two-hour show, took place March 20. Standing, 1 to r: Chief Engineer David Pivon, Station Manager Ralph Wood Jr. and Program Director Jules Pewowar.

Raytheon Mfg. Co.

TRANSMITTER products currently offered by Raytheon include FM broadcast transmitters in 250 w, 1, 3, and 10 kw class; AM broadcast transmitters in 250 w, 1, 5, and 10 kw; 10 w educational transmitter; directional antenna phasing systems and tuning units; FM sectional antenna (no specifications available; for other equipment, see allied equipment summary). RTR-1A (TV relay) transmitter is complete with dish antenna, while RFW-B sectional FM antenna features flashing beacon.

Skyline Tower Co.

PASSIVE REPEATER type of tower has been developed by Skyline Tower Co., Chicago. With this type, all relay equipment is on the ground at base of the tower, simplifying maintenance problems on radio equipment. At top are two 12 by 12 foot screens which act as reflectors. Two standard type towers are HT and LT, both triangular in shape and uniform in cross section. They are fabricated in 5, 10 and 20 foot sections. LT is 18 inches across one face of cross section and can be used for AM antennas, or to support some VHF and UHF antennas. Tower is designed to maximum height of 350 feet. HT is 24 inches across one face, and can be used for AM antennas to support most standard FM and TV antennas, or to support UHF and VHF antennas to maximum of 600 feet. All Skyline towers are built to withstand 80 pounds per square foot, comparable to a wind of 110 miles per hour.

Truscon Steel Co.

ONE of Truscon Steel Co.'s structures is a 250-foot self-supporting steel radio tower, with antenna height reaching 322 feet above ground level. Others include a 450-foot Truscon Guyed Radio Tower, tower Types H-30 mounting 600 feet and 440 feet, Type A self-supporting tower, each 210 feet high, and one 849 feet. Towers manufactured for AM-TV-FM.

Westinghouse Electric Corp.

A NEW 50 kw AM transmitter, specifically designed to use fewer tubes and tube types, is Westinghouse's latest contribution to the radio engineering field. Operation is simplified by installation of complete motor-driven controls and indicators on front panels of cubicles. Transmitter uses 20 operating tubes (seven types), including three diodes for RF rectification and a voltage regulator tube. Unit also features a supervisory control system, coordinated with sequential interlock system and with overload and safety protection systems. Included are a complete spare crystal oscillator unit, spare blower and motor unit and provisions for a spare tube for each power and amplifier and modulator tube. Transmitter proper consists of six individual uniform cubicles minimizing floor space requirements and simplifying installation.

In addition, Westinghouse has developed a new amplifier, the Symmetron (BROADCASTING, March 14), for application in FM broadcasting, as well as in black-and-white and color television fields. Design is used in company's new 50 kw FM transmitter and assures balanced operation on tube loading, according to its engineers. Symmetron may be applied on varied radio frequency power levels for 50 mc to 1,000 mc region. Tubes operate in parallel and are

NEW TV REVENUE FROM PATTERN TIME!

with the NEW...

Telop

(TV Optical Slide Projector)

Dual projection capability of any desired optical dissolve with exact density control.

For advertising, photos, titles, programs, glass slides, transparencies or small physical objects.

The TELOP is a TELEvision Optical Projector for use with TV Film Cameras. Great flexibility permits instant fading of one object to another, change by lap dissolve or by superimposing with exact gray control of each object for unique effects. The widest latitude is given the program director for maximum interest and added station income.

Please write for descriptive bulletin T-101
FARNSWORTH

Suit Started to Stop Sale

ROBERT W. KENNY, former Attorney General of the State of California, started an action Tuesday in New York Supreme Court to stop the sale of Farnsworth Television & Radio Corp. to International Telephone & Telegraph Corp. Mr. Kenny, holder of 1,600 shares of Farnsworth common, sought to enjoin the officers and directors of the corporation from holding any meeting to consider or vote on the proposed sale. He charged that the sale of the corporation entered into a "conspiracy program to cause Farnsworth to go out of business contrary to the interests of Farnsworth's stockholders." He also charged that the amount Farnsworth would get in the sale for distribution to stockholders would be less than the fair value of the assets. The Farnsworth stockholders' meeting is scheduled for April 14.

Alabama Sales Clinic

FRED A. PALMER, radio consultant at Columbus, Ohio, last month spoke at the Mobile meeting of the Alabama Broadcasters Assn., on the subject, "How to Sell Radio Advertising." Following the address he conducted a quiz on sales. Henry P. Johnson of WSGN Birmingham, association president, arranged the special sales clinic.

FM ACTIONS

THREE FM construction permits were issued for new Class A stations and held a conditional grant. Six outlays received new permits to replace permits which had expired and 11 other stations received permits for technical changes.

Madisonville Broadcasting Co., Madisonville, Ky., licensee of WQD-AM, was granted permit for a Class A station on Channel 285 (104.9 mc) with 5 kw and antenna. Yarrison Valley Broadcasting Co., Elkin, N. C., was granted a new Class A station on Channel 255 (106.9 mc) with ERP 32 kw and antenna minus 47 ft.

KTFS-AM Minneapolis, formerly holder of conditional grant, was given a Class B permit for General 290 (105.5 mc) with ERP 5.3 kw and antenna 500 ft. Owner of KTFS-AM is Northwestern Theological Seminary & Bible Training School.

FM DELETIONS

Eight More Quit

EIGHT more FM authorizations were deleted by FCC last week, including seven construction permits and one conditional grant. Total FM proposals to date this year is increased to 54 [BROADCASTING, March 28].

Five of the new cancellations cite economic factors as reasons for the withdrawals. Newest deletions and reasons:

WLOX-FM Biloxi, Miss.—WLOX Broadcasting Co., Inc., CP, Economic, will utilize funds to improve AM facilities. WDJM-AM Shoshone, Pa.—Radio Antenna Inc., CP, Economic, survey begins little interest in FM reception in area.


FM EXTENSIONS

Granted WINX-FM KURV

TWO FM stations—WINX-FM Washington and KURV-FM Edinburg, Tex.—were extended on temporary licenses by FCC last week until July 1 pending receipt of permanent assignments as a result of their respective program policies.

Both stations have been sent letters by the Commission inviting into program plans for the future after the program logs which accompany their renewal applications were analyzed. FCC pointed out to KURV-FM that only 0.2% of its programs were shown to be local live origination.

In the case of WINX-FM, which has been granted transfer from the Washington Post to the Post controlled WTOP Washington [BROADCASTING, March 28], the Commission stated that local live originations were found to be only 4.8% and total commercial time to be 87.2%. The 1948 composition which was reviewed contained 719 spot announcements.

FCC said the application indicated no changes were proposed in program policy and hence it was inviting public about WINX-FM's efforts to achieve "balanced programming."
Cyrus L. Heard, San Antonio millionaire businessman, last week joined Cowboy Star Gene Autry in his proposed $450,000 purchase of KTSA, San Antonio. [Broadcasting, Dec. 27, 1948].

He would acquire 45% interest from Mr. Autry for $202,500 when and if the transfer to the radio and film actor is approved by FCC. Mr. Heard would retain 55%. His net outlay for that controlling interest would thus be $247,600.

The Autry application is being contested by Express Publishing Co. of San Antonio through a competing $450,000 offer, filed under FCC's Ante Rule [Broadcasting, Feb. 21]. Express is licensee of KYFM (FM) San Antonio and publishes the local Express and News.

Mr. Heard's plan to Join Mr. Autry in ownership of the 5 kw CBS affiliate ($50 kc) was disclosed in an amendment to the Autry application. The amendment was filed Monday by John F. Carr of the Washington law firm of Dow, Lohnes & Albertson, counsel for Mr. Autry.

Other Interests

Mr. Heard's net worth was given as $1,696,625. He owns half interest in the Mason (Tex.) Finance Co. and also owns other businesses dealing in oil and gas royalties, ranching, and business property rentals in San Antonio, and farm and ranch lands at Doss, Tex. Mr. Autry owns KOOL Phoenix and has a minority interest in KOWL Santa Monica.

KUTSA is one of three stations involved in pending transfers by which O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will dissolve a 15-year association in station ownership. The others are KRGV Weslaco and KANS Wichita.

**THREE TO K&E**

EXPANDING its radio and television department, Kenyon & Eckhardt, New York, last week announced three staff additions, two of them to fill newly-created posts. New appointments are John Bates, supervisor of radio production; C. G. Alexander, business manager, and Gordon A. Hellman.

Mr. Bates formerly was radio director at J. M. Mathes Inc., New York, and before that was with Ruthrauff & Ryan. He is expected to supervise such shows as Ford Theatre, County Fair and other K&E shows.

Mr. Alexander, who joined NBC's radio department in 1936, was business manager and personnel coordinator of the network's TV department, which he helped form and whose operations he later headed. After service in the Air Corps, Mr. Alexander returned to NBC in 1946 to become administrative assistant to Nick Keran, then TV manager.

Mr. Hellman, who joins K&E today (April 4), was formerly TV sales presentation and promotion writer at ABC-TV which he joined last September. Previously he was advertising manager of Cannon Shoe Co., Baltimore, Md., and account executive at WTTW Baltimore.

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**CBS Salaries**

*(Continued from page 80)*

B stock. Class A stockholders and Class B stockholders vote separately for directors. Upon election of Class A directors, the holders of Class A stock then vote cumulatively, but Class B shares do not have cumulative rights.

Management of the corporation has nominated the following for directors but has yet to select the seventh Class B director:

**KUTSA DEAL**

**In Proposed Purchase**

**Heard Joins Gene Autry**

---

**30,000 WATTS of PROTECTED Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market**

**American Broadcasting Co. Affiliate**

Radio Centrum Building
Spokane, Wash.

National Representatives Edward Petry & Co., Inc.

April 4, 1949 • Page 85
### GAROD ELECTRONICS CORP.

(Continued from page 86)

### Telestatus

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| CT800     | 52 sq. in.  | $465.00      | console, modern, blonde, or oak |}

### GAROD ELECTRONICS CORP.

(Continued from page 86)

### FOR SALES

—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.

Page 86 • April 4, 1949

### GAROD ELECTRONICS CORP.

(Continued from page 86)

### FOR SALES

—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.

Page 86 • April 4, 1949
### Raytheon-Belmont
- Voyager (7DX22P): 7" (circular) not unct. portable, two-tone case
- Visionaire (7DX21): 7" table, mahog.
- Coronet (10DX34): 70 sq. (circular) 249.50 table, mahog.
- Observer (8-100K22): 70 sq. (circular) 249.50 table, mahog.
- Belmont (10AX46): not unct. not unct.

### Scott Radio Labs Inc.
- 300 62 sq. $245.00 projection
- 400A 192 sq. $695.00 projection, AM/FM, phon.
- 800T 192 sq. $1,975.00 projection, AM/FM, phon.

### Sentinel Radio Corp.
- 400-TV 7" $199.95 portable, leather grain case
- 402-CVM 10" $319.95 table, mahog.
- 406-TVM 12" $369.95 table, mahog.
- 406-TVR 15" $379.95 table, mahog.

### Sightmaster Corp.
- Living Steps 10" $295.00 table, magnifier, walnut
- Pandora 15" $675.00 table, all-mirror cabinet, remote control, Sightmirror
- Americana 15" $995.00 table, custom built, FM, Sightmirror, mahog. or blonde
- Century 15" $495.00 table, mahog.
- Cray lion 15" $615.00 table, remote control, Sightmirror, mahog.
- Manhattan 15" $595.00 table, Sightmirror, mahog. or blonde
- Manhattan 15 1/2" $455.00 (same in mahog.)
- Manhattan 15 1/2" $455.00 (same in blonde)
- Custom-Built 20" $1,150.00 installed in wall, Sightmirror, remote control, 25-ft. cable

### Sonora Radio & Television Corp.
- 700 10" $235.00 table, mahog.

### Sparton Radio-Television
- 4952 54 sq. $269.95 table, mahog. biaqua
- 4953 (some in mahog.) 54 sq. $269.95 console, mahog.
- 4943 (some in blonde) 54 sq. $299.95 console, AM/FM, 2-speed phon.
- 4916 54 sq. $419.95 (same as 4917 in mahog.)
- 4917 54 sq. $419.95 (same as 4917 in blonde)
- 4918 54 sq. $429.95 table, mahog.
- 4900 72 sq. $650.00 console, AM/FM, 2-speed phon., mahog. credenza
- 4901 (some in blonde)

### Stewart-Warner Corp.
- Washington (AVT-1) 56 sq. $369.95 table, matching stand, mahog.
- Waubash (AVC-8) 56 to 73 sq. $399.95 console, optional magnification, photo mirror screen, African mahog.
- New Yorker (some in modern style)

### Stroberg-Carlson Co.
- Rochester 12 1/2" $479.50 table, FM, mahog.
- Rochester 13 1/2" $479.50 (some in avadine)
- Manchester 13 1/2" $499.50 console, FM, mahog.
- Lancaster 13 1/2" $797.50 console, AM/FM/SW, 2-speed phon., mahog.
- Lancaster 13 1/2" $985.00 (some in Chinese motif)
- Yarmouth 16" $775.00 console, AM/FM, mahog.
- Monmouth 16" $940.00 console, AM/FM, 2-speed phon., mahog.

### Tele-Tone National Corp.
- 208 7" $149.95 portable, tan leatherette case
- 149 7" $169.95 table, vanity
- 208 62 sq. $219.95 table, maple
- 249 52 sq. $249.95 table, mahog.
- 259 52 sq. $259.95 table, blonde
- 282 12" $299.95 console, mahog.

---

**TEMPLETONE RADIO MFG. CORP.**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV-1776</td>
<td>7&quot;</td>
<td>$199.90</td>
<td>table, built-in filtered magnetic lens, mahog.</td>
</tr>
</tbody>
</table>

**TRAV-LER RADIO CORP.**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRV-1023P</td>
<td>10&quot;</td>
<td>$245.95</td>
<td>console, mahog.</td>
</tr>
<tr>
<td>TRV-1023P</td>
<td>10&quot;</td>
<td>$279.95 (same in blonde)</td>
<td></td>
</tr>
<tr>
<td>TRV-1023P</td>
<td>12&quot;</td>
<td>$329.95</td>
<td>console, mahog.</td>
</tr>
<tr>
<td>TRV-1023P</td>
<td>12&quot;</td>
<td>$349.95</td>
<td>console, mahog.</td>
</tr>
</tbody>
</table>

**United States Television Mfg. Corp.**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-10823P</td>
<td>10&quot;</td>
<td>$325.00</td>
<td>table, mahog.</td>
</tr>
<tr>
<td>CFM-1283P</td>
<td>12&quot;</td>
<td>$449.50</td>
<td>console, FM</td>
</tr>
<tr>
<td>CFM-1595P</td>
<td>15&quot;</td>
<td>$625.00</td>
<td>console, FM</td>
</tr>
<tr>
<td>CFM-1962P</td>
<td>16&quot;</td>
<td>$625.00</td>
<td>console, FM, metal tube</td>
</tr>
<tr>
<td>KVF-1282P</td>
<td>12&quot;</td>
<td>$795.00</td>
<td>console, AM/FM, phom.</td>
</tr>
<tr>
<td>KVF-1582P</td>
<td>15&quot;</td>
<td>$995.00</td>
<td>console, AM/FM, phom.</td>
</tr>
<tr>
<td>KFM-25636</td>
<td>19 1/2 x 23&quot;</td>
<td>$1,595.00</td>
<td>commercial set, projection</td>
</tr>
<tr>
<td>KFM-30836</td>
<td>30&quot; x 22 1/2&quot;</td>
<td>$1,795.00</td>
<td>commercial set, projection</td>
</tr>
</tbody>
</table>

**Westinghouse Electric Corp.**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>223</td>
<td>10&quot;</td>
<td>$269.95</td>
<td>table, mahog.</td>
</tr>
<tr>
<td>196-DX</td>
<td>10&quot;</td>
<td>$325.00</td>
<td>table, mahog.</td>
</tr>
<tr>
<td>307</td>
<td>10&quot;</td>
<td>$625.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>217</td>
<td>12&quot;</td>
<td>$795.00</td>
<td>console, AM/FM, 2-speed phon.</td>
</tr>
<tr>
<td>225</td>
<td>10&quot;</td>
<td>not annct.</td>
<td>console, mahog.</td>
</tr>
<tr>
<td>226</td>
<td>12&quot;</td>
<td>not annct.</td>
<td>console, mahog.</td>
</tr>
</tbody>
</table>

**Wilcox-Gay Corp.**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continental (99400G)</td>
<td>10&quot;</td>
<td>$349.50</td>
<td>mahog. or blonde</td>
</tr>
</tbody>
</table>

**Zenith Radio Corp.**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Screen Size</th>
<th>Retail Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryflower</td>
<td>10&quot;</td>
<td>$389.95</td>
<td>table, mahog.</td>
</tr>
<tr>
<td>Bilmorea</td>
<td>10&quot;</td>
<td>$389.95</td>
<td>table, mahog.</td>
</tr>
<tr>
<td>Newpark</td>
<td>10&quot;</td>
<td>$439.95</td>
<td>console, mahog.</td>
</tr>
<tr>
<td>Wilshire</td>
<td>12&quot;</td>
<td>$449.95</td>
<td>console, blond.</td>
</tr>
<tr>
<td>Warwick</td>
<td>12&quot;</td>
<td>$479.95</td>
<td>console, mahog.</td>
</tr>
<tr>
<td>Waldorf</td>
<td>12&quot;</td>
<td>$499.95</td>
<td>console, blond.</td>
</tr>
<tr>
<td>Gotham</td>
<td>12&quot;</td>
<td>$695.00</td>
<td>console, AM/FM, phom., mahog.</td>
</tr>
<tr>
<td>2B-1964-R</td>
<td>16&quot; circle</td>
<td>$549.00</td>
<td>console, mahog.</td>
</tr>
<tr>
<td>27-1994-RP</td>
<td>16&quot; circle</td>
<td>$795.00</td>
<td>console, AM/FM, phom., mahog.</td>
</tr>
<tr>
<td>Riviera</td>
<td>12&quot;</td>
<td>$1,075.00</td>
<td>(same)</td>
</tr>
<tr>
<td>Marborough</td>
<td>16&quot;</td>
<td>$1,150.00</td>
<td>(same)</td>
</tr>
</tbody>
</table>
Kobak FM Views
(Continued from page 22)

2 hours and 3 minutes listening to FM on an average day. Where FM and TV both were available, listeners tuned FM 1 hour and 23
minutes in addition to time spent viewing TV. He said he believed the overall time spent by the
listener-viewer in FM homes is greater than in the case where only one broadcast service is available.

‘FM Era’

Sound broadcasting is now en-
tering the “FM era,” with 271 FM
stations now covering 100 million people living in 450 major markets.
Mr. Ware told his audience. He
mentioned FM set production and what he termed a sharp drop-off in production and selling of
“obsolete” AM receivers.

At a luncheon meeting, Maj. Armstrong discussed growth of FM, and contrasted current table
models, on exhibit at the clinic, with one of his first experimental sets. He also demonstrated tape
recordings of broadcasts from New
York AM and FM stations.

Reports on storecasting and
Transit Radio were given by Mr.
Ensign. He said that Transit Ra-
dio is operating in 12,000 cities,
will be in 40 to 50 by year’s end, and
predicted its use on a national scale by the end of 1950. Mr.
Ensign reported that 297 advertisers
were using Transit Radio in only seven cities, but they represented 221 categories of business. Its
strength lay in the fact, he said,
that in urban centers 90% of the
population over 15 years of age are regular transit riders.

Mr. Nelson took FM broadcasters
to task for lack of available
facts on FM as a possible advertise-
ing medium for agency clients.

Dr. Millard Faught, The Faught
Co., New York, pointed out that,
while radio is a vital communica-
tion medium today, it has yet to
become a community communications service. Less than 1% of
America’s four million enterprises
uses radio advertising and only one
out of 20,000 is a network sponsor.
Because of this situation, he declared, radio has not yet come anywhere near its great potential

NEVER TRUST A BOY TO DO A MAN’S JOB ...

In Memphis, It’s WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO

Represented by
RADIO REPRESENTATIVES, INC.

FRANK SCOTT

Returns to Radio Law

FRANK D. SCOTT, pioneer Wash-
ington radio attorney and a
co-founder of the Radio Act of 1927,
has become associated with the
Washington law firm of Dow, Loh-
nes & Albertson. Mr. Scott prac-
ticed radio law in Washington from
1927 to 1947, but since then has
spent most of his time on non-radio
matters outside the Capital. In retur-
ning to radio law in his new associ-
ation, he explained that this field
has held his primary interest since
his early work on communications
legislation.

Mr. Scott was a member of Congress
from Michigan between 1915
and 1927. As chairman of the Com-
mittee on Merchant Marine and
Fisheries, he assisted in drafting
the original radio act and handled
that legislation in the House prior
to its adoption. He has been char-
acterized as the first lawyer in the
U.S. to specialize in radio law.

During his career he has repre-
sented NAB, RMA, and numerous
stations.

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international agreement to be reached on the classification of 540 kc before it is put into use. This is looked for consideration at the conference scheduled to be held in Canada in September to negotiate a new North American Regional Broadcasting Agreement (NARBA), although there has been a suggestion that the NARBA conference be postponed for a year (story, page 28).

"It was contemplated," NAB said, "that [540 kc] would be classified by the interested nations or after Jan. 1, 1949. The immobilization of the frequency as proposed in this proceeding prior to NARBA would violate the principles of the Atlantic City Convention."

The limitations proposed by FCC — "in general," no use of 540 kc with more than 1 kw, and no use at all within 25 miles of some 244 military installations — were announded in connection with the forthcoming Fourth Inter-American Radio Conference, tentatively scheduled to open in Washington about April 22. FCC invited comments but made clear that use of 540 kc is a subject for NARBA and that discussions would be devoted to protection to and from the sub-adjacent frequencies.

NAB's petition filed by General Counsel Don Petty, was an extension of an earlier NAB protest against FCC's proposal [BROADCASTING, March 21]. It claimed the limitations would prejudice the NARBA disposition of the case. Maps accompanying the petition showed the locations of the military installations which FCC proposed to protect, the effects of proposed coastal line, limitations arising out of Canadian and Mexican use of 540 kc, and the area which would be left available for 540 kc use in this country.

The restrictions, NAB said, would overlap to such an extent that a narrow stretch not much more than 800 miles long would be the only area where the channel could be used for broadcasting purposes.

Mexico has authorized a 150 kw station on 540 kc at San Luis Potosí, 350 miles south of the U.S. border and already is operating it with 50 kw despite U. S. protests that the channel should not be used pending international agreement, NAB pointed out. CBK Watrous, Sask., has been using the channel since pre-NARBA days and currently is operating with 60 kw.

HANE GRANT, one of Let's Have Fun (five-a-week, 12 to 12:30 p.m. CST) on WGN Chicago, has been named most popular Chicago radio m.e. by U. of Illinois Studio Craftsmen Club, a radio workshop group comprised of journalism students. Don McNeill of the Breakfast Club and Tommy Bartlett of Welcome Traveler placed second and third.
WCAU BOARD

Levys Remain; Three V.P.s Named

DR. LEON LEVY, president and general manager of WCAU Inc., Philadelphia, and his brother, Isaac D. Levy, vice president and general counsel, will continue in those positions until successors are named, probably in mid-April. The Levys last January announced their resignations from active management of the WCAU stations, effective April 1 [BROADCASTING, Jan. 31].

The announcement that they would continue in the posts temporarily came after a meeting of the board of directors of WCAU Inc. on March 28. Both Dr. Levy and Isaac D. Levy are members of the board and will continue to hold membership after releasing their active management positions at WCAU.

The board also announced that three WCAU department heads had been elected vice presidents of the company: Alex Rosenman, vice president in charge of sales; John G. Leitch, vice president in charge of engineering, and Joseph T. Connolly, vice president in charge of radio programs.

Re-elected to their posts were Joseph L. Tinney Sr., vice president and assistant general manager; G. Bennett Larson, vice president in charge of television; William L. McLean Jr., treasurer, and Richard W. Slocum, secretary.

In addition to the Levys, members re-elected to the board of directors were Robert McLean, chairman; Mr. Slocum, vice chairman; Mr. McLean Jr., and John S. Williams.

Elevation of Messrs. Rosenman, Leitch and Connolly to the rank of officers of WCAU Inc. was in recognition of the three men whose aggregate time with the station totals 50 years.

Mr. Rosenman will continue to direct sales of all WCAU media, AM, FM and TV. Associated with the station since 1927, he has been commercial manager since 1940.

Mr. Leitch, with the station since 1929, has been the technical director since 1932. Both the WCAU building at 1222 Chestnut St., built in 1932, and the television station, WCAU-TV, completed in 1948, were constructed under his direction. He is a senior member of the Institute of Radio Engineers.

Mr. Connolly, a veteran of 15 years in the radio industry, has been station program director since 1946. He joined WCAU in 1940, specializing in news and special events. At various times he headed the personnel, publicity, special events and news departments. Under his direction the WCAU news room was expanded to its present capacity, ranking it among the most complete in the country.

NEW NBC CLAIMS

CONTINUING the CBS-NBC claims and counter-claims to dominance, Harry C. Kopf, NBC administrative vice president, last Thursday sent a letter to advertisers and agencies asserting that NBC now "dominates the field of television on all counts."

Mr. Kopf, declaring that NBC had pioneered for a decade in both facilities and programming for television, said:

"NBC offers advertisers television's biggest audiences with:

- the top-rated program in virtually every major category—variety, drama, sports, news, forums, juvenile, art, feature film.

- the top program of all—Peanco Star Theatre.

- nine of the top 15 sponsored programs.

- the highest average rating—day and night.

All those claims, he said, were substantiated by both Hooper and Pulse ratings for March. "With the majority of popular programs on NBC," wrote Mr. Kopf, "it's only natural to find most of the network advertisers there too. The Rorabaugh report tells this story for last month:

- 29 network advertisers on NBC—twice as many as on the second network—more than all other networks combined.

- NBC advertisers using, on the average, double the number of stations—14 compared to the seven used on the network with the next largest number of sponsors.

- nearly three times more commercial hours on NBC."

WNCA Bows Out

WNCA Asheville, N. C., presented a three-hour program to mark its departure from the airwaves last Thursday night (March 31). The show, which traced the history of WNCA as Asheville's "Community Station," included music, news, sports and other features presented by staff members who had been with the station since it was established in May, 1946. WNCA operated with 250 w on 1340 kc as an ABC affiliate. It surrendered its license voluntarily [BROADCASTING, March 7].

KMED Sale Dismissed

APPLICATION of KMED Medford, Ore., for FCC consent to sell station to Gibson Broadcasting was reported by the Commission last week to have been dismissed. Earlier FCC had been informed by Mrs. W. J. Virgin, KMED licensee, that the long pending transfer had been called off [BROADCASTING, Jan. 31]. The sale contract had expired. Luther E. Gibson, owner of the proposed assignee, was reported to have suffered out-of-pocket expenses of $40,000 in the long proceeding, complicated by the Avco rule and FCC's decision to approve the sale to a competitive bidder, Medford Radio Corp. Original consideration for KMED had been $250,000 plus.

FCBA Contest

FEDERAL Communications Bar Ass'n essay contest on communications law will be held open until June 15. Publication's Committee Chairman Arthur W. Scharfeld announced last week. A $200 first and $100 second price will be awarded. Any written essays (3,000 words maximum) on either "Property Rights in Television Broadcasts," or "The Right to a Hearing, With Due Process of Law," are invited. Manuscripts should be sent to Publication's Committee, FCBA, 1130 DuPont Circle Blvd., Washington 6, D. C.

KSDN

1000 Watts Day and Night

Aberdeen, South Dakota

announces its affiliation with the

MUTUAL BROADCASTING SYSTEM

Effective April 1

NOTE: On that date KABE left the air leaving KSDN alone in the radio field in Aberdeen, South Dakota's second largest city. Aberdeen's primary and secondary market, including 208, 578 persons is effectively covered by KSDN, Mutual's Giant of the Dakotas.
American-British Exchange programs during which American and British teen-agers compare notes will be featured as part of KODA Pittsburgh's Youth Looks at the New Show. New feature will begin April 16, and will be heard every third Saturday of each month. Special series will be recorded at BBC London. BBC's participation will have Brent Wood as moderator, and two English students who will discuss British views and comments. Jack Swift, KDKA, will narrate regular Youth programs, with two Pittsburgh students on discussion ends.

Boy Scouts on the Air

Each Saturday from 1:10-1:30 p.m. WMRN Marion, Ohio, airs its Troop 1490 (taken from WMRN's frequency 1490 kc), Boy Scout troop of the air program. Show is designed for all Boy Scouts, but particularly for lone scouts without a troop. Each broadcast features Scout Master of Week, Scout of the Week and Scout Song of the Day. Material is provided by Harding Area Council of Boy Scouts of America and is presented by WMRN staffs. Dugan Clothing Store of Marion, local scout equipment headquarters, sponsors program.

'The Preview Show'

PREVIEW of things to come on television is being featured by WHEN

Burgman Indicted

HERBERT JOHN BURGMAN, former employee of the United States Embassy in Berlin, was indicted March 26 by a Federal grand jury in Washington on charges of treason. He is charged with broadcasting Nazi propaganda during World War II. He is the thirteenth American indicted for assisting in enemy propaganda broadcasts.

Programs

TV Syracuse, N. Y. Preview Show gives televiewers an insight on what they'll see on Channel 8 for week to follow. Program is aired each Sunday at 10 a.m., and uses combination of live talent, film, and still pictures to highlight portions of programs to come.

Program by Accident

"Gimmick" invented by accident now satisfies listeners' desires to have requests played during a non-request disc show on WTOP Winston-Salem, N. C. Recently, Russ Reardon, disc jockey, on daily Platter Shop show, accidently committed an error in reading commercial copy. Quickly he ad-libbed that first person phoning station and correctly identifying the fluff would get their favorite number played. The "gimmick" catch is now "Catch Your Announcer's Error" is format for Platter Shop.

Cafe Society Show

CAFE society variety program, originating from Jackie Heller's Carousel, Pittsburgh night spot, was introduced on March 26 at midnight by KODA Pittsburgh. A Monday through Saturday program, aired from midnight to 1 a.m. The Spotlight Show, is emceed by Ed King, KDKA producer-writer-actor, with Mr. Heller as featured star. Top performers playing at Carousel will be presented regularly on show. In addition Mr. King will interview visiting celebrities and will present recorded music. Show originates in Carousel's new "Spotlight Room," which was opened to public night of first broadcast.

'Bible Quiz of the Air'

MAKING study of the Bible interesting is object of Bible Quiz of the Air heard on WAMS WAMS-FM Wilmington, Del., in cooperation with Rev. L. E. Werner, radio chairman of Wilmington Council of Churches. Team representing fourteen churches affiliated with the council, an organization of all Protestant denominations in Wilmington, are competing. Each Saturday at 11 a.m. two teams line up in WAMS' studio, with winners returning at later date for final competition. Both plays paid trip to closed studio for the summer camp of their denominational choice.

'Talent, Incorporated'

STARRING in role of talent agent, Bill Packham of WSB-TV Atlanta auditions prospective entertainers on that station's newest program, Talent, Incorporated. As each candidate proceeds to go into his act, picture dissolves into an appropriate setting, different for each act. Talent is from Atlanta area.

Get Acquainted Quiz

RADIO-telephone quiz which listeners to familiarize himself with sponsors product is being backed by Cross & Blackwell Co., Baltimore, on WQBR that city. On Hour Will Do You Know Me listeners are telephoned and asked a question about C & B line. Correct answers, which are contained on an answer list furnished free by grocers, win $25. Listeners are then given choice of two questions. For $60 they can name a mystery host or answer question about sponsor's product of the week. If product is on listeners' shelves, $50 is the price. Then question is answered on product label, "Product of the week" is announced on preceding broadcast, as well as in newspaper ad. "Mystery host" is well known Baltimorean, who is identified by clues heard on program. Agency for C & B is Valliant, Dugdale & Co., Baltimore.

'Coffee With Chuck'

FREE coffee and cake, plus valuable prizes, are given on WMIBM Miami Beach's newest program Coffee With Chuck. Program is sponsored by Food Fair Stores, grocery chain distributes mementos from regional pressings in downtown Miami. In addition to daily prizes, 1,000 lucky winners win for weekly prizes of round-trips to New York and Cuba. Saturdays are reserved exclusively for children and special guests from local orphan homes and other South Florida institutions are invited to participate. Arnold "Chuck" Kaufman is m.c.

'Talent Hour'

WEAM Arlington, Va., has inaugurated a talent program to encourage local stars and would-be stars. Jerry Turto, protege of late Major Bowes, acts as master of ceremonies. Auditions are invited to write station, and auditions are held each Thursday, 7-9 p.m.

Song Writers—Upcoming

HUB orchestra leader and WCOP Boston disc jockey Ranny Weeks is offering time on his noontime Record Exchange show for submission of original songs written by his listeners, which will be played on piano during his daily program. Outstanding song of week will be repeated on Friday, with an interview with writer. Record of "song of the month" will be presented to winner of song judged best for that period. On May 30 best of all songs will be selected, and will be published by BMI.

New RCA Victor hits for your turntables*

WAYNE KING

When You're In Love Everywhere You Go DJ-470

PERRY COMO

Some Enchanted Evening Ball Hi DJ-671

PHIL HARRIS

The Mountaineer and the Jobberwick Elmer and the Bear DJ-472

CHARLIE VENTURA

Whatta Ya Say We Go Body and Soul DJ-474

THE THREE SUNS

Hurry Hurry Hurry Bullin' the Jack DJ-476

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March 25 Decisions...

By Commission Staff

March 25 to March 31

Dent-D Wis. 5-1460

WSPD Toledo, Ohio, and WJL of Wayne, Ind.—Granted joint petition for construction permit to operate TV station on channel 39 at Toledo, Ohio, and granted April 6 to June 13 at Washington.

KOB Albuquerque, N. Mex.—Granted petition for renewal of construction permit.

George F. Haddigan, Delano, Calif.—Granted petition for renewal of construction permit.

Oney, Inc., Oney, Tex.—Granted petition for construction permit.

KFAR Fairbanks, Alaska—Granted petition to operate AM station.

March 25 Applications... Accepted for Filing

KSFY Bismarck, N. D.—License to cover new AM station.

March 26 Decisions...

By the Secretary

The following were granted licenses for new FM stations:

WMFR, Helsinki, Wis.—Grant to Wallace Haag.

KDWW-FM, Davenport, Iowa—Grant to Wallace Haag.

WKhJ-FM, Beloit, Wis.—Grant to Wallace Haag.

March 26 Applications Dismissed

AM-1498

WSDM Seattle, Wash.—Dismissed March 23 application for license to cover new TV station.

March 27 Decisions...

By Commission Staff

March 27 to April 2

WGBP Milwaukee, Wis.—Granted petition for renewal of construction permit.

WTSF Superior, Wis.—Granted petition for renewal of construction permit.

WMJL Milwaukee, Wis.—Granted renewal of construction permit.

KID Savannah, Ga.—Granted renewal of construction permit.

WWMN Minneapolis, Minn.—Granted renewal of construction permit.

WAKS Asheville, N. C.—Denied renewal of construction permit.

WCMX Des Moines, Iowa—Denied renewal of construction permit.

March 27 Applications... Accepted for Filing

KSFY Bismarck, N. D.—License to cover new AM station.

March 28 Decisions...

Docket Case Actions

AM-1090

WGBP Milwaukee, Wis.—Dismissed March 23 application for license to cover new TV station.

March 28 Applications... Accepted for Filing

AM-380

WGBP Milwaukee, Wis.—License to cover new AM station.

March 29 Decisions...

By the Secretary

The following were granted licenses for new FM stations:

WFMJ, Youngstown, Ohio—Grant to William Jones.

WKB World—Grant to William Jones.

Wonyo Cincinnati, Ohio—Grant to William Jones.

March 29 Applications... Accepted for Filing

WGBP Milwaukee, Wis.—License to cover new AM station.

March 30 Decisions...

By Commission Staff

March 30 to April 6

WGBP Milwaukee, Wis.—Granted renewal of construction permit.

WK wy Springfield, Mass.—Granted renewal of construction permit.

KTTS-FM Springfield, Mass.—Same.

March 30 Applications... Accepted for Filing

AM-250

WGBP Milwaukee, Wis.—License to cover new AM station.

March 31 Decisions...

By the Secretary

The following were granted licenses for new FM stations:

WFMJ, Youngstown, Ohio—Grant to William Jones.

WKB World—Grant to William Jones.

Wonyo Cincinnati, Ohio—Grant to William Jones.

March 31 Applications... Accepted for Filing

AM-380

WGBP Milwaukee, Wis.—License to cover new AM station.

March 31

Central-Broadcasting Equipment

KSFY Bismarck, N. D.—License to cover new AM station.

Reproduction by Commission Jones

March 31

WGBP Milwaukee, Wis.—License to cover new AM station.

March 31 Applications... Accepted for Filing

AM-380

WGBP Milwaukee, Wis.—License to cover new AM station.

March 31

Central-Broadcasting Equipment

KSFY Bismarck, N. D.—License to cover new AM station.

Reproduction by Commission Jones

March 31

WGBP Milwaukee, Wis.—License to cover new AM station.

March 31 Applications... Accepted for Filing

AM-380

WGBP Milwaukee, Wis.—License to cover new AM station.

March 31

Central-Broadcasting Equipment

KSFY Bismarck, N. D.—License to cover new AM station.

Reproduction by Commission Jones

March 31

WGBP Milwaukee, Wis.—License to cover new AM station.

March 31 Applications... Accepted for Filing

AM-380

WGBP Milwaukee, Wis.—License to cover new AM station.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE®

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE®

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
Montclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEOECE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE®

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3651
SPRINGFIELD, MISSOURI

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Lighter Equipment
(Continued from page 26)
action pickup arm with two needles on a reversible head. Firm claims its micro-grip turntable prevents slippage and rumble. Another highlight as “foot-poo” speed changer for both 33 1/3 and 78 rpm recordings. Collins handles up to 16-inch transcriptions, and entire unit is housed in a hardwood carrying case with reinforced corners and scuff-proof leather coating.
Prices: Universal (Model 6U), $64.95; model 6UJ (for use with projector amplifier), $67.50.

Collins Radio Co.
COLLINS RADIO has introduced a new system for performing all switching and control functions on up to 50 broadcast programs loops and 50 associated order wire (or engineering) pairs from remote point up to ten miles distant. Its primary purpose is to save wire. Relatively few control wires replace a large number of telephone line loops, looking toward reduced line charges. Heart of the system is a new device, the “auto-positioner.” Equipment utilizes a special rotary switch developed by Daven Co., with all lines terminating at this switch assembly. Whenever control circuit is actuated, the switch rotor is set up to a pre-determined position by the auto-positioner control head. An electric motor provides the driving force. At the studio end of the system a control panel mounts a preset dial and an operate button. Use of equipment is not restricted to the broadcasting field alone, but can be utilized to full advantage in many instances, where remote control of industrial equipment is needed, Collins points out.

Daven Co.
NEW equipment offered by Daven Co. includes video attenuators, RF attenuators, miniature attenuators and cine-action switches. Impedance of video attenuator (fixed or variable) is 75 ohms; of RF attenuator (fixed or variable), 50 ohms. Firm has developed a complete line designed to provide maximum attenuation in minimum of space.

It is possible to obtain a 30-step Ladder Network in a 1% inch diameter unit, a 30-step “T” Network in a 2% inch diameter unit, and a 45-step “T” Network in a 2% inch diameter unit. Attenuators embody features of workmanship, design and performance. Daven attenuators and switches feature a patented rotor.

Allen B. DuMont Laboratories Inc.
DUMONT LABS’ newest commercial availability is its Telecrusier, a television studio control room on wheels, and flying spot scanner. Other additions to DuMont equipment include a dual image orthicon camera chain; single film chain with new sprocket pull-down 16mm projector; master control console and associated rack-mounted equipment; studio sync generator and sync distribution system, as well as new DuMont microwave relay system.

Electro-Voice Inc.
ELECTRO-VOICE Inc., Buchanan, Mich., has new broadcast microphones—Models 650 and 645—with relative outputs of 46 db and 50 db, respectively. Features include two dual-type external shock mount, new impedance selector, built-in XL-3 connector, magnetic circuit and exclusive acoustical diaphragm. Latter permits wide response and uniformity; net weight of models: 650, 2% pounds; 645, 2% pounds. List prices: Model 650, $150; Model 645, $110.

Fairchild Recording Equipment Corp.
PROFESSIONAL magnetic tape recorder is being offered by Fairchild Recording Equipment Corp., Whitestone, N. Y. Recorder achieves performance at a forward speed of 15 inches per second, affording twice the playing time for the same recording time as recorders operating at 30 inches per second. In addition, eps and 7.5 and 3 inches per second are optional. Frequency response is flat, within 1 decibel of 50 to 15,000 cps at 15 inches, with 60 db signal to noise ratio. Separate erase, record and play-back heads are assembled on a kinematic mount. Play-back amplifier operates at all times and permits simultaneous monitoring of recording. Tape travel direction can be instantly reversed without coming to stop.

A studio recorder (Unit 523) enables lateral recording on acetate or wax masters up to 18 inches in diameter at 33 1/3 and 78 rpm. A planetary feed mechanism eliminates the need for numerous feed screws. Continuous and instantaneous variation of cutting pitch from 80 to over 500 lines per inch is achieved by the easily adjustable knob and knurl. 78 rpm speeds are obtained through precision friction ball-race setup. Any number of disc recorders can be operated synchronously through compact unit attached to studio recorder. Unit 539 recorder, another model, enables recording on discs up to 17 1/4 inches in size for 33 1/3 and 78 rpm speeds, and is applicable to AM, FM broadcasts, synchronization of sound-on-disc with film, recording of facsimile on disc and other uses.

Fairchild transcription turntable, Unit 524, is designed for FM, offering “wow-free performance at 33 1/3 or 78 rpm without turntable noise, rumble or vibration for either FM or TV recording, or portable, for dubbing, and for laboratory uses. Turntable diameter measures 16 inches.

Federal Telephone & Radio Corp.
NEW allied equipment currently offered by Federal Telephone & Radio Corp. includes a flying spot scanner, television STL link, FM STL link, field intensity meter, and transmitting and rectifier tubes. (For transmitting and receiving equipment, see transmitter story.)

Scanner generates a video signal from slides and films with true picture fidelity and minimal-noise ratio characteristics. Television STL link is a versatile TV broadcast microwave system for studio-to-transmitter program transmission.
and studio. Control system is a design wherein all apparatus is matched for symmetry, size and color. Lines is complete, including copy racks, record slots, recording, copy and typewriter desks.

Gates also has a SA-50 console with "Presto" dual channel control for speech input system. Various amplifiers are mounted on a rigid frame attached to cast aluminum "back box" type cabinet. Console consists of SA-70 pre-amplifiers with quad shielded input and output transformers, a new design four-stage program amplifier, plug-in type relays of telephone type, and assembly and wiring job. Use of power components enables maximum temperature rise of 140 C. Damping on output stage is common regulated power supply. Input and output impedances are both 600 ohms. Adjustable low and high frequency equalizers are incorporated in both recording and playback amplifiers. Full-size VU meter mounted on top panel of recorder indicates recording level, playback amplifier output level, bias current and erase current. Price will be in "neighborhood of $1,500," according to firm.

Another addition is new Presto 66-G recorder combining features of dual motor gear drive with overhead mechanism and turntable of Presto-6-K. Instrument is designed for standard and Microgroove recording. List price is $996 ($70 additional for Microgroove). Other additions to Presto’s line include transcription playback equipment made up of a 16 inch turntable, 12 inch speaker and 10 w amplifier, all contained in floor cabinet. Unit is ready to go when plugged into a 110 v AC outlet. New player is similar to firm’s 68-A except for provision of a speaker grill in front of cabinet, and installation of amplifier in rear.

Machlett Laboratories

NEWLY-DEVELOPED high-power throriated cathode tube, manufactured by Machlett Laboratories, Springfield, Conn., can be used as a single output tube in 25 kw television and 50 kw FM service. Tube has large coaxial leads on all electrode connections and has maximum frequency of 50 mc per second at full power. It may be used with new Machlett automatic seal water jacket.

Melenor Corp.

MELETRON Corp., Los Angeles, offers George A. Starbird microphone phones and stands. Specifications: Horizontal extension, four feet minimum, eight feet maximum; vertical, five feet minimum, nine feet maximum. Booms and stands are designed to provide flexible microphone arrangement; chuck, with "Presto" dual channel bearing casters provide silent change of location. They are also equipped with adapters, while balancing counter-weight prevents tipping under loads. In addition to heavy cast iron base to insure steadiness, according to firm.

Otto K. Olesen Co.

MERCURY vapor arc lamps for studio television lighting are now being introduced by Otto K. Olesen Co., Hollywood, Calif. New lamp enables blending of color corrected mercury and incandescent light sources to provide absolute color characteristics for any type camera tube. Color correction is obtained through use of high temperature phosphors coated on inner surface of lamp’s outer envelope. Watt for watt, lamp delivers from two to three times the light output of conventional incandescent lamp, firm’s engineers claim. Recently on West Coast, in a remote broadcast, only 12 kw mercury units were needed to provide adequate lighting. Fundamental advantages are longer lamp life, lower operating temperature and high light output per unit. The company claims that working under these lamps is much cooler because of absence of infra-red radiation. Fixtures are now being developed that will utilize a new 400 w color corrected mercury vapor arc lamp. Efficiency of lamps is reported at approximately 60 percent per watt. Relatively low cost, light weight and flexibility should prove valuable in all TV studios, and especially for field pickups, company feels.

Radio Corp. of America

RCA has a number of new broadcast and television units, among them portable and console tape recorders, kinephoto equipment, remote TV switching system, video test equipment, and film projection equipment, in addition to new 5 kw FM transmitter (see separate story). Marking its entrance into magazine recording field, RCA has developed portable and console recorders having a flat frequency response of 50 to 15,000 cycles.

Analog control switching system provides central position for switching and, permits use of all programming techniques such as cross-fades, fade-ins and fade-outs. Equipment provides relays for video switching which simplify control room cabl- ing system, thus allowing greater flexibility in room layouts. It comprises two major units, a program director's console and associated rack-mounted relays, amplifiers and power supplies.

A kinephoto system, already in operation in several of the nation's network stations, records TV images on motion picture film for subsequent use as video material.
Payable in Advance—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. Add 25¢ per ad for envelope charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Box 582, BROADCASTING, 51 W. Alcorn Ave., Suite 230, Memphis, Tenn. 38103. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Manager

Wanted—Manager for new 250 watt station WBUY, 849 North 22nd Street, Daytona Beach, Fla. Apply to W. A. Smith, 203 West Alcorn Ave., Suite 230, Memphis, Tenn. 38103.

Salesmen

Salesman with ideas present for Texas ABC station. Salary, commission. Box 597a, BROADCASTING.

Salesman, program director, chief engineer—combination announcer-engineers for new 250 watt full-time station beautiful, prosperous, Florida Keys. Ability and character worth more than experience. $4000 monthly and $5000 weekly. Commission for salesmen available on right people. Box 598a, BROADCASTING.

Salesman—If you have sold daytime stations in competitive market, then you are qualified to manage a station. Give us your experience and sales figures. Box 599a, BROADCASTING.

If you sell servicing stations-agencies bored of experience in New England-West Coast. Box 600a, BROADCASTING.

Good opportunity for experienced salesman, with ability to build and develop a profitable business in a prosperous, southwest market. Send full resume, references and photo first letter. KSCB, Liberal, Kansas.

Wanted—Experienced salesman with excellent record of business management in a prosperous, southwest market. Send full resume, qualifications, references and photo first letter. KESB, Liberal, Kansas.

Salesman—Experienced advertising salesman must be able to announce location desired, sober, on the job. Permanent position to right man. Installs FM now. Write full details Station WSBU, Lexington, Ky.

If you have had several years radio sales experience and want to make a change, write us. A top permanent position in a prosperous, southwest market. Send complete background, salary requirements and drawing about men we select.

Announcers

General announcer for Texas station, tell all. Box 572a, BROADCASTING.

Announcer—Must have good voice and be able to do a job on disc jockey-adult shows and commercials that sell. High rated, midwest regional. Give complete personal resume, including experiences and sales. Reply Box 573a, BROADCASTING.


Wanted—Commercial announcer with ability to handle sound saleable news business, $45 weekly, no network affiliation. Fair starting salary, pleasant surroundings. Send complete background, salary requirements and photo to Box 574a, BROADCASTING.

WANTED—If you have first class telephone license and do announcing, contact board operators. Contact me for unusual opportunity, midwest. Box 584a, BROADCASTING.

Can't pay a big price—But we need a special type of announcer. This announcer can do a good morning show, get up the crowd in the morning. Then the kids laugh, do a good man on the afternoon show. If you have experience, try out "truly." Write Box 602a, BROADCASTING.

Situations Wanted

Manager

Wanted—Two combination men, also commercial manager, new station WBUY, 849 North 22nd Street, Daytona Beach, Fla. Fully Station WEAB, Greer, S. C.

1900 Watt Mutual daytime affiliate desires experienced announcer in person to WTOB, Winston-Salem, N. C.

Technical

Have opening available April 1st for experienced transmitter operator—$5,000 annual salary. Send full qualifications and references. Single man preferred. Salary and benefits negotiable. Box 605a, BROADCASTING.

Experienced, qualified combination man with first class ticket wanted. Send full qualifications and references. Single man preferred. Box 606a, BROADCASTING.

Production-Programming, others

Continuity writer, free lance, for spot commercials. Commissions paid by mail. Write, giving full information and examples. Box 599a, BROADCASTING.

Experienced copywriter. Prefer one who can also announce. Prefer southern. KTIV, Baton Rouge, Louisiana.

Situations Wanted

Manager

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 20 years old, aggressive. Will serve as combination-programmer-director-commercial manager of your independent operation. Have successes in getting most important accounts. Have success in sales in the market. Box 270a, BROADCASTING.

Manager or sales manager. Highly successful record major and secondary market station. Over 15 years experience. Will serve as combination-programmer-director-commercial manager of your independent operation. Have success in getting most important accounts. Have success in sales in the market. Box 271a, BROADCASTING.

Salesman available in April. Wants to arrange personal interviews April 8, 9, 10, 11 & 12 at Chicago Convention. If you need producer with 20 years network & independent station experience, well known and highly recommended, write for terms in sales, merchandising, advertising, promotion and management, advise immediately where. Box 272a, BROADCASTING.

Man, 47, exceptionally qualified to manage network tie station, excellent buying position with station in town not less than $6000. Need $1600 weekly plus opportunities and some considerable earning power. If interested please address Box 583a, BROADCASTING.

Manager or commercial manager. Eight years experience in sales, promotion and supervision. Understands successful operation of station and excellent references. Midwest preferred. Box 584a, BROADCASTING.

Proven manager looking for larger opportunities. Presently employed 1000 watt network affiliate, whose earnings have substantially increased during the past six years. Familiar all phases; management, sales, promotion, disc jockey, sales, etc. Prefer east or southeast. Box 585a, BROADCASTING.

Manufacturer of amplifiers for radio. Excellent opening available in Portland, Oregon. Require experience in amplifier design. Box 586a, BROADCASTING.

Situations Wanted

Manager (Cont'd)

Manager 15 years radio and newspaper experience, all departments, strong on sales, public relations, management and ownership experience, network affiliation and small market. Solid family man, 2000 dollars in references. Strong local market BROADCASTING Convention, 3rd floor suite, Washington, D. C.

Station manager-program director-salaries to $10,000 with show by station. Open in person to WTOB, Winston-Salem, N. C.

Situations Wanted (Cont'd)

Successful manager Ten years manager network affiliate plus broad experience in programming, sales and station management qualifies me for management positions in regional or clear channel station. Excellent references. Shift at NAB convention through April 1st. Box 600b, BROADCASTING.

Salesmen

Young family man with eighteen months experience, selling, programing, buying, and selling in highly competitive market. Box 594a, BROADCASTING.

Time salesman presently employed eastern 500 watt station in west or western Pennsylvania. Consider all offers. Box 595a, BROADCASTING.

Experienced sales manager 12 years experience desires position midwestern or Rocky Mountain market. Box 596a, BROADCASTING.

Sales

Sales need transfusion of ambitious young blood? Successful operation: connected with network and independent operation. Prefer holder of college degree or major in marketing. Box 597a, BROADCASTING.

Annoncers

Sports director now—second year announcing football and basketball and all general announcing. Want position as announcer to be sure of professional future. Box 598a, BROADCASTING.

Annoncer—Writer, producer 5 years experience. Box 599a, BROADCASTING.

Announcer, 22, single. Experience with network, double on continuity. Knows radio station. Box 600a, BROADCASTING.

Announcer—Handle all types of shows, comic, straight, network and independent operation. Knew station 10 months experience. Specialize disc jockey and news. Prefer northwest. Box 592a, BROADCASTING.

Morning-man—Attention major markets. Top personality man, best rates. 5 years experience, build your audience in strongest competition. Want position station. Box 593a, BROADCASTING.

Annoncer—Writer-staffer, 3 years experience. Have substantially increased during the past six years. Familiar with all phases of radio. References and qualifications asked for. Box 594a, BROADCASTING.

Sportscaster—Necessary experience—3 years. Must be a graduate of a major college. Excellent delivery. Can work anywhere. Box 595a, BROADCASTING.

Annoncer-engineer desires combination position in progressive station. Experience—Annoncer, engineer, music director, disc jockey. Also experienced, ability public address, etc. Box 601a, BROADCASTING.

Annoncer—Versatile, understands languages and salesmanship—4 years experience. Telephone Michigan 2-5670. Box 602a, BROADCASTING.


Announcer, single, 23 with year in all phases broadcasting emphasis commercials and disc jockey work. Will work with opportunities for advancement. Box 603a, Oak Park, Ill. 60639.

Technical

Engineer, 1st phone, employed, married. Desire above Maryland. Require notice. Box 589a, BROADCASTING.

Engineer, Florida station—prefer first 2nd. Box 590a, BROADCASTING.

Transmitter engineer, first phone, now on night shift. Requires station with directional antennas, active amateurs. Have permanent job. Box 591a, BROADCASTING.

Engineer—First phone, single, veteran. Have car, experienced, southern states. Box 588a, BROADCASTING.

Broadcast engineer desires position with station within commuting distance of New York City. Graduation with major work in radio communications. No experience required. Box 587a, BROADCASTING.
RIGHT of broadcasters to editorialize on the air was upheld by New England broadcasters at a meeting of NAB District 1 held March 23 at Boston. Non-NAB members attended the session, described as the largest audience for any meeting in the area's history [Broadcasting, March 28].

The group adopted a resolution on editorializing "to the end that radio's voice shall become an increasing factor in community thinking and action."

Another important step taken by the meeting was to urge the NAB board to study the problem of conducting a large-scale, continuous campaign of advertising and promotion to sell radio advertising to manufacturers and agencies not familiar with its sales power.

In other resolutions the group congratulated BBM on acquiring Dr. Kenneth Baker, NAB research director on leave, as acting president; urged transcription firms to use more BBM music; commended the work of Maurice Mitchell, NAB director of broadcast advertising; adopted a resolution of tribute to the late Bill Hill Brown, WTMW Portland, Me.; endorsed the All-Radio Presentation project.

HAL TOTTEN, farm director at WGN Chicago, was named honorary member of Quill and Scroll chapter at Chicago's Nicholas Senn High School when he addressed the junior class. An alumnus, Mr. Totten edited the Senn News while in school. The society is a national journalistic high school group.

FIGHT SMOKE
WNOX Crusade for Knoxville

KNOXVILLE, Tenn.'s No. 1 problem is smoke. In 1947 and again in 1948 WNOX Knoxville waged crusades against it, but attempts to put through smoke ordinances were defeated.

When the proposed smoke ordinance failed again this year WNOX set to work. It called in Dr. Clarence A. Mills, of U. of Cincinnati's College of Medicine, considered an authority on smoke and its relation to health.

Simultaneously WNOX began an all-out anti-smoke campaign. Bulletins to schools, parent-teacher organizations and civic groups supplemented anti-smoke broadcasts. The Knoxville News-Sentinel, with which WNOX is affiliated, backed the station up with front page stories, editorials and pictures. On March 16 Dr. Mills gave his lecture on "You, a Victim of Atmospheric Smoke" and that same evening appeared on WNOX Forum of the Air with a summary of his talk.

Just a day earlier Knoxville's Smoke Abatement Advisory Board had heard from the city council that the smoke ordinance be passed. Amendments to the ordinance are now being drafted. And WNOX states: "When the time comes for more public pressure, WNOX will let you know what you will have to do to clean up the air."

INCIDENT of alleged fraudulent advertising regarding an announced public appearance of the WSM Nashville Grand Ole Opry cast was reported last week by WSM. Broadcasting was told by Tom Stewart, WSM publicity director, that WSM has not filed any charges against the promoter in question, "nor is it likely we will," he said. "Our prime concern is preventing radio stations, newspapers, and the general public being misled by such people...

According to Mr. Stewart and photostatic copies of ads and press clippings with the submitted, Larry Sunbrock, a promoter, placed ads in two Columbus, Ohio, newspapers advertising a coming appearance of the Grand Ole Opry and stars from the show at Columbus' Memorial Hall.

James R. Denny, manager of the artists' bureau at WSM, notified the Columbus Citizen that Mr. Sunbrock did not have authorization to bring WSM stars to Columbus and that the program was not making the appearance.

The title "Grand Ole Opry" is the exclusive property of WSM and may be used "only in application to bona fide WSM Grand Ole Opry acts," Mr. Stewart said.

WILLIAM J. HENDRICKS, WXYZ Detroit salesman, has been awarded a certificate of appreciation by 17th Infantry Battalion, Marine Corps Reserve in Detroit, for his assistance to Marine Corps last year. Mr. Hendricks was radio chairman for Corps' 171st anniversary in Michigan.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's ticket. Top salary, grand career opportunity, excellent climate. If you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dollar, KXOA, Sacramento.
WGLS STARTS
Georgia Network Key Outlet

WGLS Decatur, Ga., which held its formal opening March 27, will be the key station for the Georgia Network of Local Stations network.

Tom Carr, WGLS general manager and GALS director, made the announcement last week.

Network service begins today with the first announcement this month. One hour of programming a day is planned in cooperation with the work using telephone lines. As soon as adequate FM facilities are available, programs will be fed by FM relay, Mr. Carr said. Network includes 29 stations.

WGLS licensee is the DeKalb Broadcast Radio Cooperation. Station is a 1 kW daytimer.

In addition to Mr. Carr, includes: A. R. Bruckner Jr., program director; Ruth Kent, director of women’s programs; Clifford Hanson, chief engineer; William Dillingham and John Dillard, assistant engineers; Preston Chriles, Howard Jarrott and Lew Forrest, announcers; Dorothea Carr, office manager and assistant sales director of GALS, and A. P. McConoughy and Spence Bedsole, sales manager.

Mr. Carr

Novy, J. F., WBWM Chicago
O’Brian, Charles H., WHEC Rochester
O’Hagan, James E., Allied Record
Parks, Vern, WMUJ Peoria, Ill.
Parish, Ben, KKHQ Hannibal, Mo.
Perry, Roger L., WPOR Portland Me.
Peters, Francis Joseph, WBNR Marion, Ohio
Petrich, Arnold F., KILO Grand Forks, N. D.
Pierce, Max E., KXQO Sioux Falls, S. D.
Pierce, R. Morris, WVGR Cleveland Purcell, W. J., WGY Schenectady, N. Y.
Pulman, F. E., WGY Schenectady Pyle, R. H., WMBI Wochita, Kan., ST.
Quentin, Charles, KRNK Des Moines, Iowa
Rasch, Edward R., WMX Petersburg, Va.
Radiison, Eugene L., Jersey City, N. J.
Rector, Chester V., WIO Kokomo, Ind.
Reed, Elmo, WJPG Green Bay, Wis.
Rekar, A. F., XKX St. Louis, Mo., ST.
Ridgeway, Frank B., WHER Buffalo, N. Y.
Rohnbaugh, Philip A., WHVR Hanover, Pa., ST.
Rowe, Thomas L., WLS Chicago, Ill.
Rutgers, Clarence, WAJR Morgantown, W. Va.
Sanderston, J. V., WSCN Birmingham, Ala.
Sawyer, Roger, KGLI City, Minn., ST.
Schneider, Sidney, WEAQ (FM) Evansville, Ind.
Schoenly, Erwin P., WGBF Evansville, Ind.
Schroader, Ray J., KMA Shenandoah, Iowa
Scott, Milton C., Jr., WJOD Miami, Fla.
Shelton, Adrian, WSM Nashville, Tenn.
Sherman, G. V., WSGA Mobile, Ala.
Sinclair, David G., KVFD Fort Dodge, Iowa
Smith, Carl E., WHK Cleveland, ST.
Smith, T. A., RCA, Camden, N. J.
Snider, Robert, KTUU Tulsa, Okla.
Steyer, Reed, WHO Who Des Moines, Iowa.
Staley, Max F., KJLV Huron, S. D.

Lee, Carl E., WKZO Kalamazoo, Mich.
Leeman, Alvin, WBBM LaCrosse, Wis.
Lewis, L. L., WCH Ames, Iowa
Linder, D. O., KWLW Willmar, Minn.
Linder, H. W., Jr., KWLW Willmar, Minn.
Livesay, J. C., WBYW Mattoon, Ill.
Lodge, William B., CBS, New York City.
Loper, J. E., WBBB Des Moines, Iowa
Lyford, E. B., NBC, New York
Martin, George, WQAN-FM Scranton, Pa.
McCracken, Artie, WFAA Dallas, Tex.
McDonald, Clifford C., Arterute Engineering Corp., Long Island, N. Y.
McIntyre, Frank H., Washington
McKey, Dipple R., Dible & McKey & Associates, Washington
McLean, James D., Philco Corp., Philadelphia
Machielt, R. R., Machelt Labs, Springdale, Conn.
Magin, Theodore G., WDAN Danville, Ill.
Major, John S., WREX Topeka, Kan.
Marchant, R., Minn. Mining & Mfg Co., St. Paul, Minn.
Mattison, V. C., Collins Radio, Cedar Rapids, Iowa
Mayher, Herbert J., WBEL Sheboygan, Wis.
Mills, Walter, ADM Farming, Mont. Ill.
Miller, Adcox, WMTT Mt Vernon, Ill.
Millers, J. A., Lang-Worth, New York
Minor, J. D., WBT Charlotte, N. C.
Moler, A. R., KMBP Kansas City, Mo.
Mossby, A. J., KGVS Mission, Mont.
Mullan, Lester A., KTRH Houston, Tex.
Murray, Louis H., WPAT, Pottsville, Pa.
Myers, Walter, WJJD Chicago
Nei, R., Baytheon Mfg Co., Waltham, Mass.
Nopper, C. G., WMBT-TV Baltimore, Md.

Stants, L. H., WNBF Binghamton, N. Y.
Staubitz, E. J., WIXY-Bowie, Pittsburgh, Pa.
Steen, Edgar B., Jr., WDSU New Orleans, LA.
Steward, Arthur, KFAB Omaha, Neb.
Stone, Earl J., WELW Battle Creek, Mich.
Sterne, Marion J., WHTT Port Huron, Mich.
Stockburn, Milburn H., WSOY De Kalb, Ill.
Sturman, Harold F., WHNT Huntington, W. Va., ST.
Talbott, Edward P., KROD El Paso, Tex.
Taylor, Frank H., Lehig Structural Steel Co., New York
Taylor, Robert G., KMTHK Mitchell, S. D., ST.
Taylor, S. F., Western Electric, New York
Taylor, Thomas Morris, WCOM Oklahoma City, Okla.
Thompson, William, Broadcasting, Chicago
Toms, E. C., Graybar Electric, Richmond, Va.
Torrey, William H., KNGC Aamarillo, Tex.
Towne, Orrin W., WHAS Louisville, Ky.
Troglien, Karl, KCMO Kansas City, Mo.
Tucker, Durward J., WRR Dallas, Tex.
Volk, Joseph A., WBB St. Louis, Mo.
Wallace, Chester A., KGAV Great Bend, Kan.
Webb, W. W., WCA, Camden, N. J.
Weigler, John F., Allied Record Mfg Co., New York
Wheeler, Edward A., WEA Evanston, Ill.
Wheeler, Harvey, KFHP Houston, Tex.
Whitman, Earl, WAD Quine, Ill.
Wilson, George A., WKRC Cincinnati, Ohio
Wilson, Walton W., KSUM Fairmont, Minn.
Wolfe, W. D. C., WRVA Richmond, Va.
Yandell, Rynburn, WJFP Herrin, Ill.
Young, H. D., KRPI Moscow, Idaho
Zietler, Leonard, WTRC Elkhart, Ind.

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Howard E. Stark
Director, Radio & Television Division

Alvin Freestone
Director, Small Properties Division

will be on hand to greet you

April 4, 1949 • Page 99
Technical Papers
(Continued from page 26)

The Design, Development and Operation of a TV Mobile Unit

The paper will cover the design, development and operation of a television mobile unit for use in field operations. The construction of the vehicle is discussed, as well as the installation of equipment in the completed unit. The use of the vehicle in handling remote is also described, as well as the many problems incidental to handling this type of unit in the field.

The unit described is of an advanced type, accommodating a triple image orthicon camera chain, together with a full complement of audio facilities. Microwave relay equipment is provided for transmitting the remote program back to the master control room or studio.

Operation of the Image Orthicon Camera — J. H. Roe, RCA

Specific adjustment and operating techniques for obtaining the best possible pictures from image orthicon type television cameras will be discussed in this paper. Subjects such as beam alignment, choice of lens and stop, and adjustment of beam current and target potential will be covered in detail. The four types of image orthicons will be reviewed, particularly as regards relative sensitivity, spectral response and general suitability for various applications. The pitfalls most frequently encountered will be discussed and a list of "do's and don't's" presented. This paper assumes a previous knowledge of the general design of image orthicon cameras and the discussion will be on an advanced level.

A 2,000-mc Television Relay Link
— Martin Silver, Federal Telecommunication Labs

The paper describes a link designed to inter-connect television stations in various cities as well as for local portable pickups. The link operates in the 2,000-mc television relay band. A klystron delivering 15 w is used. The transmitter is crystal controlled and receivers are modulated. Monitoring; the receiver is crystal controlled providing maximum stability. Three outputs are provided: one for local monitoring; the second to feed the next link transmitter; and the third for local program service. The design of the equipment is such that long lengths of antenna cable may be used permitting fixed antenna installations at many points of service.

Mr. Silver  Mr. Roe

AM, FM and TV Audio Measurements — F. H. McIntosh, Consulting Engineer

This paper describes the current audio requirements of the FCC concerning measurements of gain frequency characteristics, harmonic distortion, and the methods currently used or recommended for their determination. Included are a definition of this function for both FM and AM transmitters; harmonic distortion analysis, both by summation process of individual harmonic components and RMS measurements, using a suitable distortion factor meter; practical suggestions for the measurement of these characteristics and requirements for suitable equipment and filters to assure acceptance before the Commission. The characteristics of different types of transmitters, such as those of "squirt" carrier, compressed carrier, and their effect upon modulation percentage are discussed. A number of slides to simplify the description will be shown.

Mr. Morris  Mr. McIntosh

The NAB Recording and Reproducing Standards for Disc and Magnetic Recording — R. M. Morris, ABC

This paper will present a brief history outlining the need for and establishment of recording and reproducing standards to facilitate the economical exchange of recorded material among the broadcasters of the United States. In 1941 the NAB Dept. of Engineering undertook to develop a set of standards of good engineering practice to be followed by manufacturers and users of recordings and recording and reproducing equipment for use by the broadcast caster. Various phases of the problems encountered in arriving at the present standards will be outlined and there will be a discussion of the many yet unresolved problems facing the Recording & Reproducing Standards Committee. It was not until 1947 that magnetic tape systems were considered, however the phenomenal growth of this medium has required careful and thorough yet expedient action. The standards thus far agreed upon are magnetic tape and those under consideration will be discussed.

Magnetic Tape Recording and Reproducing—J. B. Begun, Bush Development Co.

Magnetic recording equipment, as it is now available, meets all requirements (frequency response, distortion, flutter) for high quality work. The relative performance and characteristic of magnetic and disc recording equipment will be dis-
A New Portable Audio Amplifier for AM-FM-TV—W. W. Dean, General Electric

The paper will describe a new portable remote amplifier incorporating novel features. The single unit equipment designed for either AC or battery operation is designed to meet the electrical performance characteristics required for AM, FM and TV, yet weighs only 58 pounds. Incorporated in the assembly is a test-tone oscillator for checking line levels. Other new and novel features included in the equipment will be discussed.

Design Problems in Triode and Tetrode Tubes for High-Frequency Operation—H. D. Doolittle, MacDermitt, Ntll.

The design of tubes for power generation in the frequency range from 100-1000 mc/sec requires careful consideration. Transit time devices such as klystrons, traveling wave tubes, etc. may be used, or triodes and tetrodes of more conventional design may be "broad-banded." In either case a decision must be made as to whether the circuit is or is not to be external to the tube. The latter permits greater flexibility in application. There is at present no unique solution to the problem.

This paper discusses only the adaptation of triode and tetrode "switching" tubes to power generation in this frequency range. The problems of inter-electrode capacitance, lead inductance, cathode emission density, and electrode dissipation are discussed in relation to fabrication techniques.

Mr. Kandoian and Dr. Felsenhild

triangular stack loop antenna. A coaxial diplexing filter combines the outputs of the transmitters in a single coaxial transmission line. Experimental data will be presented on the complete antenna system, including radiators, mechanical structure, and diplexing.

A New Low-Cost TV Transmitting Antenna—M. W. Scheldor, and Lawrence Krahe, Andrew Corp.

The development by Andrew Corp. of a new principle for broadband radiators has made possible a new simple transmitting antenna with a single-ended feed system. Elements consisting of multiple rods with a wide variation in lengths are assembled in a cone-fan shape. The absence of structural obstructions makes servicing convenient. There is a reduction both in the cost of the antenna and the transmission line required to energize it.

The single-ended diplexer unit consists of simple sections of transmission line so interconnected and spaced as to achieve the necessary frequency discrimination with a minimum of physical material.

Mr. Krahe and Mr. Scheldorf


Horizontal loop antennas have been designed for a large number of applications in the very and ultra-high-frequency ranges. They are particularly useful for solving TV problems since each loop has the required omnidirectional pattern in the horizontal plane and also some directivity in the vertical plane. Antenna power gain may be obtained by stacking and the tolerable standing-wave ratio at the antenna input can be held to less than 1.1:1 over the entire individual broadband television channel. Furthermore, TV requires diplexing to allow transmission of both picture and sound signals over the same antenna without mutual interference and power loss.

These problems have been solved by the design of a very-broadband

Mr. Marchant and Mr. Begun

Recording of programs to be transmitted at some later time (time delayed programs); composing a show (editing of programs); and on-the-spot recording (portable equipment). The requirements for these three rules will be reviewed briefly.


The fundamental physical and magnetic properties of magnetic tape must be fully considered in the design of a satisfactory magnetic recording and reproducing system. As an operating unit, the recording equipment must be properly maintained in order to insure continued performance of a satisfactory nature. This paper will explain the relation of tape properties to recorder design and call attention to the relative importance of various properties. Suggestions will be given for checking the performance of recording equipment. These include, in addition to routine checking of amplifiers and electronic gear, checks of head alignment, tape tension, head wear, capstan drive speed, bias adjustment, etc. A brief discussion will be given concerning the optimum storage and handling procedures for recorded tapes.

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Wienit Fall: 9,000 Watts 801 KOKO, Inc.

Represented by Paul H. Raymer Co. and KWFT, 801 Tower Petroleum Bldg., Dallas

KWFT

THE TEXAS-OKLAHOMA STATION

Wienit Fall: 9,000 Watts 801 KOKO, Inc.

Represented by Paul H. Raymer Co. and KWFT, 801 Tower Petroleum Bldg., Dallas
Technical Papers (Continued from page 101)

and without special intricate features. The entire arrangement is especially suited for small stations where economy is important.


A new device, The Autopositioner, and its relation to broadcast engineering is presented. A specific application is discussed where in fifty program circuits and fifty order wire loops are switched and controlled from a remote point several miles distant resulting in a considerable saving in telephone cable pairs. The circuits to be selected can be preset in advance at the control point and switching occurs when the operate button is depressed. Similar circuit arrange-

ments in conjunction with the Autopositioner unit are an ideal solution to many remote control problems. Typical switching and control equipment will be operated and its functions described.

High Voltage Metallic Rectifiers Applied to Broadcast Transmitters—C. K. Hooper and N. B. Tharp, Westinghouse Electric

This paper concerns the use of metallic rectifiers in AM and FM broadcast transmitters. Special atten-

tion is given to the use of selenium rectifiers in high voltage supplies. Data is presented on the operating characteristics of high voltage selenium rectifiers based on theoretical considerations and actual station experience. Efficiency, regulation, aging effects and other factors are discussed.

The operating features and costs of metallic rectifiers are outlined and compared with tube rectifiers. (Slides will be shown to illustrate the information presented.)

Iconoscope Film Pickup Systems—H. R. Smith, DuMont

The paper presents a technical description of DuMont Film Pickup Systems starting with the optical image which is projected on the Iconoscope mosaic and finishing with the video output signal which is sent to the master control equipment. Circuit details are discussed briefly, particularly those involved in pre-amplification, shading and line to line coupling. Mechanical features are illustrated by means of slides with mention being made of rim and black lighting, optical switching, accessibility of components, etc.

Mr. Tharp Mr. Hooper

Mr. Green Mr. Essig

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Mr. Fancher Mr. Smith

The Improved 16 mm Synchrolite Projector—H. B. Fancher, General Electric

This shutterless projector especially designed for television service uses pulsed light from a Krypton flash lamp controlled by the synch generator. This permits transmission of single frames at full intensity and furnishes a higher light output than previously available. The optical system consists of a separate lamp house with precision mounting and control for the flash lamp reflector and lens system. The projector head uses a standard pull down ratio with an extremely fast starting and stopping time, and the audio system provides equalized response well beyond the capability of most film.

Kinescope Recording—R. V. Little, Jr., RCA

Film recording of television programs can most easily be accomplished by photographing directly the television picture appearing on the face of a kinescope monitor. The camera, however, must be especially designed for the purpose because of the difference between the TV system frame frequency of 30 per second and conventional motion picture frame frequency of 24 per second. It is also desirable to use a special kinescope with higher anode voltage. This paper discusses the means by which the two systems are reconciled and describes a commercial kinescope recording equipment which is now in operation in several network key stations. This equipment may be used in either the single (combined sound recording) or the double (separate sound recording) methods. It will produce film recordings which are of quality suitable for network delay for delayed or repeat telecasts.

Mr. Little Mr. Thompson

A Cathode Ray Tube Video Scanner—R. D. Thompson, DuMont

Production of a picture signal can be achieved by imaging the raster of a cathode ray tube onto a photographic transparency, and projecting the transmitted light upon the cathode surface of a phototube. Such an arrangement, employing a CRT with a very short persistence screen, provides a simple source of program and test material. The theory of the scanner is briefly outlined and a practical approach to circuits for producing the raster, correcting for CRT persistence, and gamma correction are presented. Although the unit described is intended to use 2 x 2 glass slides, versatility is achieved by an automatic fade and slide change sequence for artistic transition.

General Purpose Television Studio Lighting—Richard Blount, General Electric

A study has been made of the
of instruction designed to train engineers for the practical application of their electronic knowledge. It is based on the assumption that the individual engineer has completed at least two years of academic study. The methods of instruction, selection of engineers, instructor qualifications and benefits derived will be discussed in some detail.

Recent Advances in Broadcast Facsimile—J. V. L. Hogan, Radio Inventions

This paper will discuss improvements in facsimile transmission within FCC standards. It will discuss the importance of improved photographic reproduction, high definition and high speed. The latest developments in multiplex facsimile will be outlined which maintain simultaneous transmission with regular sound programs. The multiplex system in effect gives an FM station a completely new and supplemental service without demand for additional channels. Its addition to an FM station involves no extra expense other than the cost of the facsimile terminal equipment plus the staff required to prepare and supervise the facsimile newspaper. The economics of the facsimile newspaper will also be discussed.

Mr. Hogan Mr. Baston

This paper will discuss the utilization of the UHF channels extending from 475-890 mc. Interest has grown with the realization that such a portion of the spectrum can be safeguarded by the licensing authority, to put these channels 'into use,' would open up a truly nationwide television service. Therefore, this paper will deal with the propagation problems in the UHF band and will discuss the possible allocation of frequencies to UHF stations, the present status of transmitting and receiving equipment, together with information as to price, life, size, and cost. Also, some consideration is extended with reference to bandwidth, black and white, color, and other essential factors which must, of necessity, be reconciled before commercial operation in this region is possible.

Mr. Goldsmith Mr. Young
Development, Design and Application of Super-Power Frequency Modulation—J. E. Young, RCA

Three FM stations now on the air (WTMJ-FM Milwaukee, WBRC-FM Birmingham and WMCF Memphis) are operating with radiated powers of between 300 kw and 600 kw. Powers of this order—sometimes called "superpower"—are obtained by the use of a 50 kw transmitter in combination with a high-gain antenna. The design of a 50 kw transmitter for operation in the 88-108 mc band presented a number of new problems and considerable laboratory development (in advance of commercial design) was required before a satisfactory design was achieved. This paper discusses the course of this development, and some of the interesting features of the final design, and describes the installation, proof of performance measurements and a tabulation of the three installations which have been completed.

Prococious Youth
THE YOUNGER generation is certainly growing up with radio. At least Ed Lovelace, general manager of KOJM Havre, Mont., thinks so and he has a letter to prove it. A young listener 90 miles from Havre wrote the station’s disc jockey, John Derrick, requesting “Cigaretas, Whisky, and Wild Women” —and that’s not all. The youth added precociously: “One of these days I will be able to listen to your program at school as I am making a pocket one-tone radio. I can easily carry it in my shirt pocket. I will have a midget earphone so I can listen to it without disturbing the teacher or the classmates . . .”

Feature
(Continued from page 18)

of presents from merchants and listeners in the area. Vickie out-shone the station, however, as her picture — 16-by-20 inches — was placed in the main window of 50 Peoria stores for one week. An attention-getter, the photograph plugged Vickie, the station and merchandise. Many merchants designed special window displays, using the picture as the focal point. Promotion resulted in general awareness, enthusiasm and response by the public, Mr. Jones reported.

SALES of Canadian Admiral Corp., Toronto, for 1948 amounted to $1,832, 944 as compared to $1,007,764 in 1947.

WCHS
Charleston, W. Va.

Wisconsin Town Needs Blacksmith; WLS Lends a Hand

When the town of Cambria, Columbia County, Wisconsin, found itself without a blacksmith, the citizens of this milk, butter and vegetable-producing community had a problem. The modern smithy performs many vital functions besides shoeing horses.

C. J. Hoffman, one of the community’s leaders, thought immediately of WLS as a source of aid; he wrote to the station, and in response, Art Page announced on America’s oldest farm service program, WLS Dinner Bell, that Cambria wanted a blacksmith.

Within a few days, nine blacksmiths had written Mr. Hoffman to inquire about setting up shop in Cambria.

Like the times WLS located a doctor for the doctorless town of Remington, Indiana, and found a church bell for Grovetown, this incident of the blacksmith is typical of the countless and varied services that have endeared WLS to the hearts of people, both in town and on farms throughout a broad Middlewestern “neighborhood,” to people in California, Arizona, Colorado, Wisconsin, Illinois, Indiana, western Michigan and southern Wisconsin.

WLS
The Prairie Farmer Station Chicago 7, Illinois
Represented nationally by John Blair

Mr. Jack Porez
N. W. Ayer and Son, Inc.
New York City

Dear Jack,

If any one of you city fellers is down this way during convention time drop up for us. We’re right proud o’ our little town, and you would like for our people. At WCIS ter see some o’ you fellows, especially if you ter meet our new Miss 580. She’s a mighty pretty gal, and she there is don’ a bump up job on the WCHS 580 Club. Yeastin’, everywhere our 5000 watts reaches folks. know boys, Miss 580 and brag on her, members of her club. She’s just about the best thin’ we’s got. WCHS fer many a moon, seen her, jest drop up sometime.

Yrs.,
Alps
"Aunt Mary" Celebrates 5th Anniversary

THE DAYTIME serial Aunt Mary celebrating five years on the air has thus settled, once and for all, the old controversy as to whether a program of this type can originate in Hollywood and still be successful.

Since it first went on the air in February 1944, Aunt Mary has been in the top 15 in the daytime Coopers and has usually ranked among the first five programs, national and regional.

Aunt Mary became an NBC package in February 1948, and has been sponsored since that time on 23 NBC western network stations, by Albers Milling Co., a subsidiary of the Carnation Co., for Albers Paycheck Flour and Albers Super Oats. The agency is Erwin, Wasey & Co., Los Angeles.

Previous sponsor, for three years (1945-48), was Safeway Stores, through McCann-Erickson, J. Walter Thompson Co., and Ruthrauff & Ryan. The program was carried sustaining by NBC on its western network in its earliest days.

In addition to its live broadcast in the far West, Aunt Mary is heard nationally east of the Rockies, where it has been sold by the NBC Radio-Roading Division. It is also heard in Australia, where it is performed live by an Australian cast, using scripts sent from Hollywood.

The program has benefited from its inception in the staging and continuing promotion by NBC and its sponsors, and by the "know-how" of Leigh and Virginia Crosby and George Fogle, who write and produce the show. Aunt Mary was a promotion "natural" for a manufacturer of food products, such as Albers Milling, because of its strong appeal to women. This appeal has been "sold" down the line of the Albers organization and to the consumer in the following manner:

1. Albers district managers have been impressed with the importance of the program as a selling tool.

2. Albers salesmen have been instructed to use Aunt Mary as an integral part of their sales presentation to the trade.

3. Grocers who sell Albers products have been shown how the program helps them move goods and thus increase profits.

4. Consumers have been encouraged to become regular Aunt Mary listeners through extensive newspaper and station break advertising by the NBC stations carrying the program.

Listeners Voice Opinion

This campaign has been so successful that in one area where the program was discontinued, more than 400 letters were received within a week from listeners who wanted to know why it had been dropped and when it would return.

Even with this campaign, however, Aunt Mary and Albers suffered the fate of other West Coast daytime serials if it were not for the important part played by Leigh and Virginia Crosby and George Fogle.

George Fogle came to radio from the stage, where he had directed Broadway hits starring Jane Cowl, Frederic March, Leslie Howard and others. In radio he directed Mr. Perkins for seven years, in addition to casting and directing Knickerbocker Theatre which featured many of the biggest names in show business.

The Crosbys and Mr. Fogle formed C & F Radio Productions, which produced Aunt Mary and later Dr. Paul. The latter has enjoyed consistently high rating in the West and is now heard sustain-

It is not surprising, therefore, that "Aunt Mary" has become the most successful of the 50 or more programs on daytime radio today.

CELEBRATING five years of successful broadcasting of Aunt Mary, is this network, sponsor and agency group in Hollywood. L to r: Leigh Crosby; H. C. Cottington, vice president of Wasey & Co.; John Morgan, "Aunt Mary"; Sidney N. Stroitz, administrative vice president, NBC; Paul Willis, advertising manager, Carnation Co.; and Frank Berend, sales manager, NBC Western Network.

On All Accounts

(Continued from page 18)

The Crosbys and Mr. Fogle still continue to produce and write the two programs, however, harnessing the knowledge that sunny California can produce just as successful a daytime serial as windy Chicago.

Radio director of the agency, an assignment he's had now for more than a month. Currently, he says, they're experiencing "growing pains," having just undertaken, with acquisition of their newest account (Ronson Art Metal Works, Inc, Newark, lighters and accessories), their first network shows. They are Twenty Questions (MBS, Sat., 8:30 p.m. EST) and The Johnny Desmond Show (MBS, Sun., 7:55 p.m. EST).

In radio accounts under Chuck's supervision include Ohrbach's, New York and Newark, for which he handles the Hi Jinx show daily (8-8:30 a.m.) and Sunday (12:15-30 p.m.) on NBC, and the WATI Newark Modes and Moods (9:30-9:45 a.m.) with Paul Brenner. He also handles spot radio for such accounts as Good Watch, Macy's, and Walden's.

The lean and lanky, very dark-eyed young man (he's just 31), has much to say in praise of radio, which he doesn't feel is particularly endangered by television. Many accounts, he says, are moving into both media on a much-expanded scale.

"Radio is not dead," he scolds, "it's here to stay, to do a big job for a long time to come. Television, which does probably the more effective selling job of the two media, is nothing to cause hysteria among radio people. Radio still does the more effective advertising job of the two."
the irked Japs as a "cesspool of misinformation.""

As director of a special headquarters ETOUSA scientific staff in Europe he worked with the Army under the Office of Scientific Research and Development, also serving as a member of the Board of War Communications for international broadcasting.

Arriving in Europe with his radio skill, true Army tradition, brought him an assignment in infra-red photography. He adapted this art to field purposes. In his work he made broadcast engineers such as Robert A. Fox, WGAR Cleveland; Lucien Parkas, formerly of CBS, and Eugene Pack, of KSL Salt Lake City.

The intrepid crew, eager for action, landed on the Normandy beaches in what they refer to as D-Day plus two months. Though they missed the landings, they made up for lost time as the allied forces moved toward Germany.

Arriving in Paris with the first troops, they helped restore the largest long-distance telephone exchange in Europe after departing Germans had thoroughly de-commissioned the intricate facilities. The panel spread out over the front and saw plenty of action. As a result of near misses, Howard spent some time in the U.S. hospital in London before he finally returned home, where he authored and prepared a report on wartime organization of science and technology for national security.

His affiliations include a senior membership in the Institute of Radio Engineers. He is also a member of the American Academy for Advancement of Science and the American Institute of Electrical Engineers. He is a former chairman of the IRE San Francisco Section.

Mr. Howard was a member of several Radio Technical Planning Board and Radio Mfrs. Assn. standardization committees. Since joining the NAB in 1941 as engineering director he has been chairman of the NAB Recording and Reproducing Standards Committee which is completing important steps in improving the recording art. He is also a member of the American Standards Assn. Committee on Recording. Prior to the NAB connection he was a member of the NAB Engineering Executive Committee. He is chairman of the BMB Engineering Committee.

Mr. Howard has attended many world conferences and recently, along with Forney Rankin, has represented NAB at the International High Frequency Broadcasting Conference at Mexico City. He also served as a U.S. delegate at the International Telecommunications Conference at Atlantic City, and the NARBA Engineering Conference in Havana.

Mr. and Mrs. Howard—she is the former Elaine DeWitt, of Long Beach, Calif.—maintain a home in San Francisco though "Doc" spends most of his time in Washington or at conferences. They have one child, Roy, who is connected with Graybar Electric in San Francisco.

**TAPE IS THE ANSWER**

KOS Coos Bay, Ore., Is Sold on Idea

By JACK O. IRVINE
Commercial Manager, KOS Coos Bay, Ore.

ARE tape recorders the answer to inexpensive, big-time operation of small market stations? We think so. A two-year experiment in the use of tape recorders at KOS has culminated in a complete re-programming plan during the hours between 6 and 12 p.m. that would have been utterly impossible by any other means.

In any small-station operation, costs are all-important. We don't enjoy the tremendous budgets our 30 kw friends have to play with, but we still rankle at being relegated to the basement of radio. Wax we cannot afford, but tape we can, due to the fact that it can be used over and over again.

Two years ago KOS bought its first tape recorder, a Buell Soundmirror, home-type model. Our engineer converted it to broadcast use.

We began by recording all civic and public interest functions, such as luncheon speakers, banquet speakers, and special features, such as the talks given by Dewey and Stassen when they visited our area. During the Portland floods, we pooled our equipment into a Cub Cruiser airplane, and flew over the area. Under the direction of news chief Carl Schindler, we made a taped recorded eye-witness account for broadcast in the Coos Bay area, as well as for other cooperating stations such as KSUE Susitna, Calif., and KNPT Newport, Ore.

We recorded all of the events during "Pirate Treasure Days," the local summer celebration.

We then began to use recorders to break up our one-voice announcer schedules, by having our men record various shows while they were not on the board, and also offering them a greater chance to experiment, and re-record shows at no cost to the station.

This campaign has been amplified to the point that KOS, a 250 watts Mutual affiliate, now has four recorders, with plans for a fifth.

The scene of the entire experiment was the re-programming of the evening hours, tape recording some 30 hours a week of network shows which we did not otherwise carry at all due to local commercial commitments, and blocking them in on a block programming plan, offering top-notch listening every night of the week, plus cleaning up other "dirty spots" in the schedule.
FCC Actions
(Continued from page 98)

Decisions Cant.:  
KNEL Provo, Utah—Granted mod. of CP make changes in trans., approval ant., trans. and studio locations.
 WPKR Piikville, Ky.—Granted mod. of CP approval ant. and trans. location, change type trans.
 WCPM Middlesboro, Ky.—Granted mod. of CP for approval ant. and trans. location, specify studio location, change type trans.

Following were granted extensions of complete dates as shown: WBT-TV Charlotte, N. C., to 5-30-49; WPFW-TV Kansas City, Mo., to 5-30-49; WKVN Arezbo, P. R., to 6-15-49.

March 29 Applications . . .  
APPROVED FOR FILING  
Modification of License  
KSEM Masi City, Iowa—Mod. license change studio to Weir Bldg.
 AM—1410 kc

WLJH Bowling Green, Ky.—CP change from 1360 kc to 2500 w untl. to 1410 kc 1 kw untl. DA-N.

Assignment of License  

Modification of CP  
KBMT San Bernardino, Calif.—Mod. CP FM station for extension of complete date.
 WERT Chicago–Same.
 WGOH Goshen, Ind.–Same.
 KGCB-FM Des Moines, Iowa—KWK-FM St. Louis–Same.

Transfer of Control  
 SSA–690 kc

KFAK Fairbanks, Alaska–SSA 600 kc 19 kw untl. to May 1, 1949.
 AM–900 kc

KFRD Rosenberg, Tex.—CP change from 900 kc to 574 kc W–D 100 W–D to 900 kc 1 kw untl.

Modification of CP  
KFCW-FM Denver–Mod. CP new FM station to change ERP to 211 kw from 173 kw. To above average terrain—204.2 ft.

WCIY Milwaukee—Mod. CP for extension of complete date to June 23.

TENDERED FOR FILING  
Transfer of Control  
WSPT Thomasalt, Ga.—Transfer control of Thomson Bestco. Co. license, to Julian T. Hightower and estate of William H. Hightower Sr.

Assignment of License  
KXXL Reno, Nev.—Assignment of license from Edward Margulis Frederick W. Kirske, Byron J. Samuel d/b as Station KXXL to Chet L. Gorewitz.

KWFC Hot Springs, Ark.—Assign. license from Clyde E. Wilson to Spa Bestco. Co. Inc.

WGCP Greensboro, N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Greensboro, N. C. Inc.
 WAYS Charlotte, N. C.—Assignment of license from Inter-City Advertising Co. of Charlotte, N. C. Inc. to Inter-City Advertising Co. of Charlotte, N. C. Inc.

KXLM Lockport, N. Y.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Columbus, B. C. Inc.
 AM–430 kc

WJMS Ironwood, Mich.—CP change from 1220 kc to DA-NN.
 AM–1100 kc

WFLB Fayetteville, N. C.—CP change from 920 kc 250 w untl. to 1300 kc 1 kw untl.

Assignment of License  
WLDY Ladymith, Wis.—Assignment of license from C. J. Faige to Flambou Bestco. Co.

ALL home and away baseball games of the Rochester Red Wings will be carried by WFLB-Rochester, N. Y., Genesee Brewing Co., Rochester, will sponsor games on weekdays. Completing plans for broadcasts are (I to r): Mike Carpenter, Red Wings business manager; George B. Kelly, president of Monroe Broadcasting Co.; WRNY-FM Rochester, N. Y.; Genesee treasurer; Robert G. Wehle, Genesee treasurer, and Addison Penfield, program and sports director for WFLB-WNY-FM, who will give play-by-play reports on games for third successive year. Station’s new contract with ball club is for three years.

APPLICATION DISMISSED  
KMTS Santa Barbara, Calif.—Mod. CP Increases power etc. for extension of complete date.

March 30 Applications . . .  
ACCEPTED FOR FILING  
Modification of CP  
KXBD Los Angeles, Calif.—Mod. CP AM station for extension of complete date.

APPLICATION DISMISSED  
KMTS Santa Barbara, Calif.—Mod. CP Increases power etc. for extension of complete date.

March 30 Applications . . .  
ACCEPTED FOR FILING  
Modification of CP  
KXBD Los Angeles, Calif.—Mod. CP AM station for extension of complete date.

WSAZ Hearing  
WSAZ Huntington, W. Va., which once asked FCC whether television permittees were expected to push construction during the current TV freeze (BROADCASTING, Nov. 15, 1948), has had its own request for additional TV construction time set down for hearing by the Commission. In response to the original WSAZ query, the Commission subsequently replied that each permittee must decide whether to proceed or not, but that FCC feels they “must comply diligently with the terms of their construction permits or . . . surrender them.” [BROADCASTING, Jan. 10].

No date was set for the hearing on the request for additional time to complete WSAZ-TV.

Modification of License  
WJMS Ironwood, Mich.—Mod. license change DA-DN to DA-N.

Assignment of License  
WLDY Ladymith, Wis.—Assignment of license from O. J. Falge to Flambou Bestco. Co.

Modification of License  
KREM Fresno, Calif.—Mod. CP new FM station for extension of complete date.

Modification of CP  
KFCF Los Angeles—Mod. CP new FM station change ERP to 9,460 kc and 119 kc change trans. location.

KFWL New Haven, Conn.—Mod. CP new FM station to change ant. to 106 ft. Changes to site.

License for CP  
WDUN-FM Gainesville, Ga.—License cover CP new FM station.

Modification of CP  
KPIX San Francisco—Mod. CP new commercial TV station for extension of complete date to May 31.

THE PORTABLE RECORDER  
YOU HELPED DESIGN  
You asked for it, and you're going to get it soon! A popular-priced portable magnetic tape recorder built to NAB specifications. Your tremendous response to our recent questionnaire addressed to all broadcast technicians proved what we long suspected—the pent-up demand for a broadcast portable tape recorder without frills, but built for quality and service. Field tests are now in progress, and production models will be available soon. Write today and get your name on our mailing list. Be among the first to get your chance to own this really opening "key" on the portable recorder market that's built to the broadcast engineer's recommendations. Sold direct from factory to you.

APPLICATIONS: Oak Hill, W. Va.—Robert B. Thomas Jr., Channel 6 (52-58 mc), ERP 6,935 kwural, 1.9 kw visual, antenna 327 ft; estimated cost of construction $7,377.45. Application does not expect first year operating costs to exceed expected revenue. Mr. Thomas is Licensee of WOAY and WOAY-FM Oak Hill. Filed March 15.


FM APPLICATIONS: Manistique, Mich.—Delta Broadcasting Co. Inc., 1450 kc, estimated cost $18,990. Partnership: J. W. Batchelder, manager; Mr. Batchelder also owner of Delta Broadcasting Co., licensee of WDRN, St. Louis, Mo.

FM LICENSES: Athens, Ohio—Ohio U.—noncommercial educational FM station, Channel 291 (88.1 mc), power 10 kw; estimated cost $5,505. Filed March 28.

WQQW PROPOSAL: For Ownership Realignment

OWNERSHIP reorganization of WQQW-AM-FM Washington, the so-called Blue Network, is reported in an application filed with the FCC Friday for approval.

Under the proposal, M. Robert Rogers, WQQW general manager, would acquire about 30% control, the largest voting interest in the station. Pierson Underwood, program director, would acquire about 20% interest.

In addition to Messrs. Rogers and Underwood, subscribers to the new class A stock issue include James D. Geiger, attorney; Jesse T. Miller, attorney; Norris Rodman, Washington businessman, who will con-tinue as president of Metropolitan Broadcasting Corp., the licensee firm. The latter three would divide the other 50% voting interest equally.

WQQW is assigned 1 kw daytime on 570 kc. WQQW-FM, which operates fulltime, is assigned Channel 27B (103.5 mc) with power of 20 kw.
CCNY

(Continued from page 25)

BMB tax case and how far it can go in support of research methods which, if applied universally, might stop on some toes. He cited such possibilities as restraint of trade and the anti-trust laws. He said committee reports from the tri-partite organizations—NAB, AAAA, ANA—were to be submitted soon.

Asked whether possibility that BMB might fold would be a "body blow to all research," Dr. Baker countered by saying: "All agree that BMB will be retained in some form and the 2nd study, already directed and begun, awaits the coming out of organizational matters. They also agree that the ideal of uniform industry wide research is to be desired. How is the problem?"

Another panel session, dealing with sales, comprised Arthur Dur- um, CBS-TV sales promotion manager; Lewis Avery, president, Avery-Knodel, station representa- tive, Eugene Thomas, manager of WOIC (TV) Washington; Ralph Well, manager, WOV New York; and Eulog R. Kraft, in charge of network sales, NBC. Moderator was Murray Grabhorn, ABC vice president. Subject was "Selling Radio and Television—Programs and Time."

Mr. Duram stressed advisability of advertisers obtaining early TV franchises, and expressed hope they would adopt the attitude that video expenditures will come from sales as well as advertising budgets.

The advertising dollar has increased and other media will not suffer, Mr. Well told the group. Messrs. Duram and Grabhorn expressed accord with Mr. Well. New fields of advertisers are being developed, N.S. Kraft added. Mr. Kraft pointed out that not all present TV advertisers used radio, but television has definite advantages. "Not only that, we are coming into a higher plane of economic well-being."

The problems of the once-a-month advertiser were discussed by the panel, with consensus that viewing habits of televiewers have not yet formed, "but are in the process of forming." It was suggested that in the case of periodic advertisers, promotion and not viewing habits was the key.

Opening question of the CCNY panel on programming, fired at John M. Sinn, executive vice president of Frederic W. Ziv Co. and president of Ziv Television Pro- grams Inc., New York, was: "What segment of radio will be affected by television?" Mr. Sinn's reply that network radio would be the first radio operation to become obsolete if any, started a round of discussions, debates and queries that touched only occasionally on programming as a whole.

Cott Sounds Warning

Ted Cott, vice president and pro- gram manager of WWEN New York, held that talk of video stealing radio advertisers' dollars was having a bad psychological effect on timebuyers. He pointed out that video's impact was being felt more by other media and that already New York papers were showing a noticeable circulation drop.

According to Tony Kraber, pro- gram manager, WABD (TV) New York, video stations are currently producing programs for more money than what is being charged advertisers. At present, he said, were DuMont to sell the 7-10 p.m. period on WABD, seven days a week, the $26,500 realized would not cover operation cost. Tele- casters are staying in business, he explained, for the time when the audience reached (increasing by 100,000 sets per month) will make it worth while for advertisers to pay for programs at higher, profit making rates.

Asked about the place of the small advertiser in video, Mr. Kraber pointed out that these people are currently taking money from other visual media for television programming, i.e., one newspaper page forfeited for one television show. He didn't feel the small advertiser would forego radio, which is "relatively cheap per unit reached."

Cites 'Video Hysterics'

In accord with Mr. Kraber, Leslie T. Harris, Benton & Bowles di- rector of radio, stated that television is not now as good a buy for the audience reached as is radio. He said, too, that agencies were "under the video hyste- rics," and questioned whether TV would put any other media out of business.

Mr. Harris did not see video making big inroads on daytime radio.

Department store programming was discussed, with views offered pro and con on "integrated com- mercials." Mr. Harris was not in favor of them, and Mr. Kraber said similar attempts at WABD were met with letters of protest from viewers who felt cheated. Commenting on department store advertisers as a whole, Mr. Sinn said they demand more direct results from video or radio than any other group, having been geared to newspaper advertising where items featured in a morning paper are purchased the same day.

General discussion ensued on films in television, with all panel members agreeing that film trans- criptions will be bigger than radio ETs have been. Mr. Sinn point- ed out that audio transcriptions were perfect only in the last seven years, but films preceded television by many years. In summary, Mr. Cott advocated that both radio and video sharpen their claws to create more entertain- ing shows. "Competition," he said, "is still the best shot in the arm for the entire industry."

Morning public relations panel agreed there was a need for counselor to develop newsmaking situations in the industry, and for coordination among such sources as agencies, networks, independent stations, independent publicity firms and talent publicity men. Use of off-scale placements in daily newspapers was also brought out, as was the fact that AM picture publicity dominates space in a 9-1 ratio.

Afternoon sessions were devoted to a discussion of "New Frontiers In the Radio and Television Busi- ness," with panelists William E. Ware, FM Assn. president; Hubbell Robinson Jr., CBS vice president and director of pro- grams; Marion Harper Jr., presi- dent, McCann-Erickson, and Elliott M. Sanger, executive vice presi- dent and general manager, Inter- state Broadcasting Co. (WQXR, WQXW-FM New York). Each delivered prepared talks, covering such industry facets as FM, radio talent and package operations, independent stations and the agency picture.

Current interest in television

If it's talent, we have it!

RADIO TALENT, INC.

WRCI BUILDING

410 N. MICHIGAN AVE.
IN A disagreement over radio policy, Kaiser-Frazer Corp. last week changed its agency, announcing that William H. Weintraub & Co., New York, will handle all media.

When the announcement was made, Morris F. Swaney, Inc., the old K-F agency, said he voluntarily gave up the $8,000,000 account because of an "arbitrary" shifting.

He said his company differed with K-F management over the proportion of advertising given to various media and particularly radio. This did not indicate, he said, that the Swaney agency was opposed to radio as such, but that it believed K-F was getting out of balance in its allocation of emphasis among media.

He pointed out that the Swaney organization at one time handled $200,000 worth of spot billing for K-F monthly and that the agency philosophy with regard to radio was no different now. It currently is handling the K-F spot business, amounting to about $18,000 a month while the Weintraub agency is in charge of the K-F Walter Winchell show, the purchase of which Weintraub negotiated for K-F last fall.

The Weintraub agency will begin a newspaper campaign announcing the auto company's entry into a new price field, it was reported. Details of the campaign are to be revealed later, but it

JONES PROMOTED

Named Fort Industry V. P.

RICHARD E. JONES has been named a vice president of Fort Industry Co. He joined the organization Sept. 1, 1948, as managing director of WJBK WJBK - FM Detroit. He is the executive general manager of all Fort Industry operations in Detroit, including radio, television, and FM. Fort Industry, Inc. is the TV, last November. [BROADCASTING, Nov. 1, 1948].

Mr. Jones was announced as the appointee was made last week by Lee B. Walles, Fort Industry vice president and general manager.

Mr. Jones has been a Detroit radio executive for the past nine years. He moved to WJBK from CKLW-Detroit-Windsor, where he had been commercial manager [BROADCASTING, Aug. 23, 1948].

WJBK recently moved its offices and studios into the tower of Detroit's Masonic Temple. Its TV affiliate, WJBK-TV, is Detroit's outlet for both CBS and DuMont television networks.

Fort Industry, headed by George B. Storer, operates stations in six cities besides Detroit, and last month put its third video station, WAGA-TV Atlanta, on the air.
**At Deadline...**

**UHF TV APPLICATIONS FILED BY THREE OUTLETS**

High band (UHF) experimental video stations requested Friday in applications filed at FCC by WAW, Deer, WKB, Harrisburg and West Easton, Pa., owned by the Steinman interests. Each would study feasibility of UHF television operation in its area.

Project, to take about 60 days in each location, is being handled by McNary & Wrathall, Washington consulting engineering firm, which will provide equipment and supervision. Tests will be made in 511-519 mc area with 326 cycle pulsed transmission with peak transmitter power of 5 kw and effective radiated power of 50 kw. EIMAC tubes are specified along with five element Yagi array. Each station estimated cost of research job at $5,000.

**SEATTLE PLANS UNDECIDED**

Television plans of Tacoma, Wash., Times undecided Friday after announcement of permanent suspension of publication previous day. Owned by Scripps-Howard, Seattle, paper is 50% owner with KTBi there in Pacific Publications Inc., pending applicant for TV channel 4 (66-72 mc). Scripps is part owner KNEW Seattle and KVNI Coeur d'Alene, Idaho. Bing Crosby is other applicant pending at Tacoma, seeking channel 9 (186-192 mc).

**STROMBERG-CARLSON NET FOR BROADCASTING DECLINES**

Broadcasting "division of Stromberg-Carlson Co. earned profit of $129,438 in 1948 as against $201,873 year before, according to annual report of Ray H. Manson, president, and Edwin C. Roworth, secretary.

Despite decrease, broadcasting division earned "a good profit from the sale of advertising time during 1948," they said, recalling expenses at Rochester Early Bird, City, occupied by WHAM-WFWM, and of progress of Stromberg-Carlson television station, WITM, to start commercial telecasting early in summer.

From all operations company reported sales of $29,470,232 for 1948, as against $32,190,872 year before; profit of $577,602 for year as against $1,084,149 previous year, and earned surplus for year totaled $5,383,756, increase of $417,030 over previous year.

**HEDGES HEADS PIONEERS**

Bill Hedges, NBC vice president of planning and development, named president of Radio Pioneers at club's annual dinner in New York, preceding Edgar Kobak, MBS president. Among other officers elected were Frank E. Mullen, Goodwill stations, first vice president; Arthur Church, KMBC Kansas City, second vice president; Paul W. Morency, WTIC Hartford, vice president and secretary; Orestes H. Caldwell, Caldwell-Clements publications, vice president and treasurer; Edgar Bill, WMBD Peoria, vice president; J. R. Poppele, WOR New York, vice president; Dorothy Gordon, New York Times, vice president.

**KANSAS LIBEL BILL PASSED**

Kansas legislature passed bill relieving radio and television stations of liability for broadcast or telecast defamation, subject to exceptions of due care and provided defamation isn't by licensee or employee of station.

**McDONALD LIKES COY SPEECH; RCA HITS UHF DEVICES**

**President** E. F. McDonald Jr. of Zenith Radio Corp. told FCC Chairman Coy, in letter released Friday, that he didn't disagree "with a single word" in President Coy's criticism of Mr. Coy characterized controversy over TV set obscenities as "something of a tempest in a teapot" [Broadcasting, March 28].

Observers regarded McDonald statement as significant since it was largely Zenith's high-band claims which touched off current obscenity controversy. Zenith ads claimed Zenith is only TV set on market "with a specially built-in turrent with provision for receiving the proposed new UHF channels on the present channels." Ads claimed purchase of Zenith set was insurance against obscenities [Broadcasting, March 14].

In speech with which Commdr. McDonald professed no disagreement, Chairman Coy said today's TV sets "will probably not be able to get service" from UHF if standards adopted for conversion with present VHF standards. But he thought nobody buying TV set today is "fraud" victim. "I can assure them," he said, "that wherever a television station is operating in the VHF broadcast band, their set will render them fine service for many years and can be converted to render fine service for them if ultra high frequencies are utilized for the present system." He also said obscenity controversy "has tended to create definite pressure" for adoption of VHF system as standard for UHF.

Commdr. McDonald's letter, released by FCC Chairman's office, said "laboratories of our competitors are working night and day to produce two-band sets. They will start marketing them shortly and thereby somewhat relieve the situation that is going to exist with new stations going on the air in the UHF."

J. G. Wilson, RCA Victor executive vice president, meanwhile declared obscenity fears are "unfounded" and "not based on scientific or economic facts." He said suitable converters can be provided but that it is impractical to design a high-band set until it is known which UHF channels will be available.

**TV INFORMATION COMMITTEE NAMED BY BALCOM OF RMA**

Industry committee to give public, trade and government accurate television information appointed by President Max F. Balcom of Radio Mfrs. Assn.

All segments of industry represented including leading video manufacturers. Mr. Balcom said. Committee will give comprehensive data on present and future television service.

Authorized by RMA's board and given "broad authority and substantial funds," committee is headed by Paul V. Galvin, RCA past president and Motorola president. Other members: Benjamin Abrams, Emerson Radio & Phonograph Co.; Hazen W. R. G. Baker, RCA Engineering Dept. director and General Electric vice president; H. C. Bonfig, Zenith vice president; James H. Carmine, Philco vice president; James W. Craig, Admiral Corp. Div. vice president; Dr. Allen B. DuMont, Allen B. DuMont Labs head; Joseph B. Elliott, RCA Victor Div. vice president, and William J. Halligan, Hallcrafters Co. president.

**MOVE TO NEW YORK, KOBAK URGES FMA AND NAB**

EDGAR KOBAK, president of MBS, departing from prepared text, advised FM Assn. clinic in New York Friday (early story page 85) to move from Washington to New York—to get away from government bureaucracy and get closer to business. He advised NAB to do likewise. FM could be life saver to radio manufacturers, he said, and urged latter to plug new model idea hard yearly, as do car manufacturers. Richard G. Evans, president WIZZ-FM Wilkes-Barre, Pa., said FM commercial success is dependent on better programming. Telling how WIZZ built its programming and listnership, he said it enabled local regional stations of Stewart-Warner to outsell New York, Philadelphia and Washington distributors.

Advertisers who buy radio network time without valuing FM outlook above All "just crazy" the silver miner who throws away his by-products of gold and platinum," Ted Leitzell, director of public relations of Zenith Radio Corp., told clinic in Hotel Commodore. Mr. Leitzell emphasized greater coverage rendered in many sections by FM broadcasters as compared to AM.

**RCA CLAIMS HEAVY DEMAND FOR 45 RPM EQUIPMENT**

As RCA Victor's 45 rpm records and record players went on sale last week in stores throughout country, Columbia Records Inc. announced 50% reduction in its 10 and 12-inch records, not including LPs.

At the same time, RCA Victor started huge promotional campaign, taking ads in newspapers throughout country, releasing generous amounts of background material to city desks and using its Sunday afternoon show on NBC to talk about its new record system.

RCA claimed dealer support of new system has led to prediction that approximately two million of its new 45 rpm instruments will be produced and sold this year by equipment and home instrument manufacturers. Orders already received have caused RCA Victor to revise production schedules upward, it was said. Twenty-six manufacturers have announced plans to incorporate 45 rpm record production facilities in their instruments. Notable among those who have not joined in is Philco Corp.

Closed Circuit

(Continued from page 4)

ing was Friday midnight, with results to be known Wednesday. While referendum is pro-
cedural accident, with little support for by-
law deleting code powers, it's realized oppo-
nents might have mustered strength.

CONSTANTLY recurring reports that pro-
jected new fifth network—now styled as Fed-
eral Broadcasting Co.—has aligned number of present network-affiliated stations are without verifiable in response. Results expected to es-
lished network law of no deflections of mo-
ment.

TYPICAL security precautions of Atomic Energy Commission apply to NAB Engineering Conference speech by Dr. Lincoln R. Thies-
myer. Text of Friday talk to be withheld from press and radio until few minutes be-
fore delivery.

WESTINGHOUSE, through McCann-Erickson, New York, reportedly negotiating with CBS for sponsorship of television version of Studio One.

**BROADCASTING • Telecasting**
The Swing is to WHB in Kansas City

Last year, 167 new sponsors (55 of them local) joined the Swing to WHB. More Kansas City advertisers now use WHB than all other stations combined. In one year (1948), WHB increased its power ten times...received 147% more mail...added to its coverage area 89 new counties in three states, with a potential of two and a half million new listeners.

10,000 WATTS IN KANSAS CITY

Represented by JOHN BLAIR & CO.
New Week-Night Shows. Gabriel Heatter, Mutual's traditional 9:00 PM high-spot, moves, April 25, to 7:30 NYT. Our new schedule, featuring sequences, will have new listener appeal. Watch for it.

The Network For News. Swift, accurate, complete U.S. and world news is a Mutual forte: current "beats" keep us "up there." Name commentators and Special Events round out our listened-to News Shows.

Foreign Correspondents give us on-the-spot coverage, help us stay ahead. Our 19 newsmen are in Europe's capitals and in "hot news" spots—from Shanghai to Tel-Aviv, Seoul to Istanbul, Cairo to Manila.

"Million-Two" Plan. For advertisers who can spend $630,000 net annually for time, this Plan provides maximum value and flexibility in network radio; schedules, station line-ups, etc., are tailored to fit.

Package Plan, for advertisers using Full Mutual Network, provides three advantages: 1. maximum discounts; 2. all new Mutual stations added without cost; 3. credit for stations leaving the web.

The Smaller Budget need not find the door to network radio closed. Mutual has a Plan to encourage the "small" starter and help him grow. The Plan is so sound even big advertisers use it in testing.

Rate Guarantee for One Year. "Going back for more money" to meet rate increases upsets yearly advertising budgets. Mutual is now the only network which gives a 12-month time-rate guarantee.


Lowest Cost per 1,000 Homes covered. Example: a Nighttime Quarter-hour Strip, Full Network, time cost only, based on Nielsen Network Audience Study—Mutual: 91¢. Others: $1.07, $1.21, and $1.30.

MUTUAL BROADCASTING SYSTEM
WORLD'S LARGEST NETWORK