Pipe smokers say they get a lot of satisfaction—a world of peaceful relaxation and pleasure, out of a quiet smoke. To real pipe fans a pipe is, in fact, a mighty important part of their everyday living.

To people living in any one of the seven cities listed below, a local Fort Industry Station, too, is a part of everyday life. As a local institution, each Fort Industry Station seizes every opportunity to join in the furtherance of community enterprises—to render public service. For advertisers this means that the seven stations listed below speak with a voice that's listened to, believed in, acted upon.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
EXCLUSIVE CUSTOM-BUILT COVERAGE!

Light gray area shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City research.

Dark gray area, plus all counties within KFRM's heart-shaped coverage contour, shows KFRM listeners in 21 counties in 9 states.

The KMBC-KFRM Team is Custom-Built to provide complete, economical, simultaneous coverage of the Kansas City trade territory. When you add KMBC's audiences in metropolitan Kansas City to KFRM's—it had listeners in at least 9 states and 231 counties the first two weeks it was on the air—you have the only real combination for covering the Kansas City market. A study of the map above will show we're really talking turkey when we talk of Custom-Built Coverage to fit the market.

KMBC of Kansas City

KFRM for Kansas Farm Coverage

Represented Nationally by Free & Peters, Inc.
Hard-shelled New Englanders are really softies!

It's just that you must learn to get under their shells. New Englanders like to trade in their local communities with local merchants they know.

To really sell New Englanders you must cultivate their patronage by means of a friendly approach. You can do this best by using the Yankee Network with its 23 hometown stations. Each Yankee station, over a period of years, has become an integral part of local community life — a locally accepted source of the finest in entertainment — a locally accepted medium for sales promotion.

The Yankee Network takes you into New England's most important markets, penetrates city and suburban trading zones completely. It's your best means to get the effective local impact you need throughout 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.

Represented Nationally by EDWARD PETRY & CO., INC.
May 17-21: 63rd Convention of Society of Motion Picture Engineers, Santa Monica, Calif.
May 18-19: CBC Board of Governors, Windsor Hotel, Montreal.
May 19: New NAB Board of Directors meeting, Biltmore Hotel, Los Angeles.
May 20-21: NAB Engineers Conference, Biltmore Hotel, Los Angeles.

**Upcoming**

**Business Briefly**

GOODRICH CO-OP ● Monogram Radio Programs Inc., Chicago, announces sale of new transcription, *Breakfast in the Blue Ridge*, to B. F. Goodrich Co., Akron, Ohio. Series is being made available on cooperative basis to more than 5,000 Goodrich outlets. Intensive retail merchandising campaign planned. Program features Lulu Belle and Scotty.

SPIC AND SPAN TO BIOW ● Biow Co., New York, to take over Procter & Gamble's Spic and Span (soap) account July 1, busy mapping out campaign plans. Dancer-Fitzgerald-Sample, Chicago, former agency. No budget figure revealed.

FORM PLAN ELIMINATES MUCH PROGRAM DATA

DEMAND for commercial-sustaining percentage breakdowns on program types—entertainment, religious, etc.—would be eliminated from FCC application forms, under extensive form reorganization plan proposed by FCC Friday. Also proposed for elimination: requirement that network affiliates list network sustainers they rejected during “composite week.”

Annual measurements of equipment performance by AM and FM stations would be required under proposed rules change, which would set out exact information needed. So-called “Blue Book” program log analysis (commercial and sustaining) would be retained in forms, but definition of ‘non-commercial spot announcement” would be amended to keep promotional announcements for sustaining programs out of straight spot announcement category.

Proposed changes, described as largely editorial, affect applications for new or changed facilities; for licenses, renewal, assignment and transfer, extension of completion date. Comments will be accepted by FCC to May 31. The FCC said it would then call for oral arguments if comments justified.

**Bulletins**

PATRICK JOSEPH STANTON, whose FCC grant for new Philadelphia 10-kw daytime station on WCKY’s 1530 kc was set aside by court [BROADCASTING, April 19], was given 6-month special authorization for 1540 kc, 1 kw. day only. FCC also granted application of O. E. and O. L. Bohlen, trading as Francisco Rental Co., for new 5-kw daytime on 960 kc at Victorville, Calif.

SIMMS JOINS WASEY AGENCY

RAY SIMMS, assistant manager, Kenyon & Eckhardt timebuying department, New York, has resigned to join Erwin, Wasey & Co., New York, as manager of radio and television timebuying department. He succeeds Keith Shaffer, who has joined KMB-C-KFRM Kansas City in charge of sales for KFRM [BROADCASTING, May 10].

KTBS Shreveport, La., applied for TV station, Channel 4 (66-72 mc), 14.5 kw visual and aural powers. It’s second Shreveport bid; four channels available, one may be added. Estimates: $258,052 construction; $8,000 monthly operating costs first year; $3,000 monthly revenues.

**NLRB Probing AFM Ban on Transcriptions**

NATIONAL LABOR Relations Board began probe Friday of charges by Associated Program Service, Lang-Worth Feature Programs and Standard Radio Transcription Services that AFM transcription ban constitutes secondary boycott, illegal under Taft-Hartley Law. Complaint, detailed in joint statement by Richard Taenzer of APS, Gerald King of Standard, C. O. Langlois of Lang-Worth, said in part:

“We are seeking relief under the provisions of the National Labor Relations Act, which makes it illegal for a union to compel its members to refuse to work for a businessman against whom the union has no claims, in an indirect effort to get at his customers. . . .”

Statement said transcriptions “afford the only means of supplying music to local broadcasters, referred to remarks by James C. Pettrillo, AFM president, before House committee that he stopped work for transcriptions to deprive broadcasters of transcriptions use. APS and Lang-Worth complaints filed with NLRB in New York Thursday. Standard filed same day in Los Angeles. Secondary boycott investigation by NLRB gets top priority under Taft-Hartley Act. Complainants repeated charge that Mr. Pettrillo has refused to discuss matter, or answer letters asking for conference.

**Closed Circuit**

SEVERAL top executives have been inter- viewed personally during past week by Vincent Riggio, American Tobacco Co. president, for the position of advertising manager, recently resigned by George Washington Hill Jr. Definite announcement expected within ten days.

STANLEY HUBBARD, president and general manager of KSTP St. Paul, now is sole owner. He has paid off obligation to Aveco Mfg. Co., amounting to $865,000, having negotiated straight loan from Mellon National Bank & Trust Co., Pittsburgh. Understood loan entailed no strings on control of corporation. FCC will get full accounting in usual course. Mr. Hubbard originally held 25%.

It’s not so much upstairs vs. downstairs in TV that’s bothering telecasters but what to do about low band versus high band telecasts. Despite FCC’s proposed TV reallocations, ultimately looking toward opening of 500 mc range, telecasters are wondering how long it will be before fast-moving mobile services will force preemption of lower end of low band for their use. Curbstone opinion is that “upper seven” (channels 7 through 13) should be good for maybe ten years but that “lower five” (2 through 6) may not be able to withstand pressures longer than two or three years.

SENATE radio inner councils now seriously considering fusion of White Bill (S-1338) and revision of Communications Act with Johnson Bill (S-2231) on clear channels in hope of action this session. Talk is White may give in objectionable Section 206 giving FCC right to review programs on control of corporation. Johnson might settle on partial breakdown with no arbitrary power limit.

PROSPECTS of lush advertising market in ranait vehicles for FM broadcasters looks right. Transit Radio Inc., Cincinnati, now selling $1,200 worth weekly on WCTS-FM for programs to Cincinnati area bus and trolley riders [BROADCASTING, April 5].

UT in AT&T charges by Illinois Bell effective June 1 when rate for relay from Chicago White Sox park for WGN-TV will be $455 monthly with no installation charges. Games from Wrigley Field cut to $345. Previously installation charge alone was $500, with regular tariffs on airline miles.

FESTINGHOUSERS are mum but it’s understood they’re getting good results in tration tests from B-29 based at Martin lant in Baltimore. Signals said to have been picked up on TV band No. 6 (58-58 mc) in Pittsburgh. Tests, delayed by rudder troubles on Army-owned plane, FCC to be notified soon of staff who can monitor tests.

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SOLD VIA WSIX

WSIX sells electrical appliances, too. At least some of the nation’s most successful producers must be convinced by sales results. Electrical appliance companies use time ranging from daily quarter hours and spots to weekly half hours; and they’ve stuck to this schedule for two, three and more years without a break. See what WSIX can sell for you in Nashville’s 51-county retail trade area. Your Katz representative has additional information to help you judge for yourself.

ABC AFFILIATE
5000 W • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

And WSIX-FM • 71,000 W • 97.5 MC
BOOK OF THE MONTH IN - Indianapolis

"Broadcast Measurement Bureau"

• It is comforting (at the comparatively old age of twenty-four) to receive documentary proof of honesty! For years WFBM has claimed listeners within a 50-mile radius of Indianapolis ... verifying our 400,000 radio-home potential with good old half-million-volt maps, heavy mail response areas, and personal contacts.

Now—in effect—BMB has put a notary seal on our published figures ... for, the 10% or more counties in Indiana credited to WFBM fit our claims "hand in glove."

Skip the bonuses if you like ... five-state mail on almost every contest offer; registered daily listeners in 82 of 92 Indiana counties (WFBM's membership "Quiz Club"); and actual, measured sales results outside our claimed listening area.

But credit WFBM with exclusive, basic CBS coverage in Indiana; top over-all Hoosiers in Indianapolis 16 months in a row; and almost two million people in BMB counties. Let us show you that we sell by radio any product that can be sold!

WFBM is "First in Indiana" any way you look at it!

BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency
serving the Pacific Northwest with 50,000 watts

BMB coverage maps of KEX now are as out-of-date as a tight skirt. Watch for new "interim reports"—coverage maps based on mail response to KEX's new 50,000-watt voice. The only 50,000-watt station in Oregon, KEX now gives advertisers one-station coverage of the tremendous Portland market-area, which means most of Oregon and much of Washington.

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

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
To BLANKET A STATE or "Wrap Up" a Community...

BE IT AM, FM or T/V, it isn't the size but the satisfaction that counts. With a service covering everything from initial surveys to final operation, Godley jobs have a reputation for being properly completed and delivering a margin above expected performance— with emphasis on the common sense approach and economy.

KXEL
LAST PRE-WAR 50,000 Watt Station
Waterloo, Iowa—a Josh Higgins station, ABC affiliate, started operation July, 1942. (Westinghouse transmitter)

KOMA
FIRST POST-WAR 50,000 Watt Station
Oklahoma City, Okla.—Oklahoma's only 50,000 watt station, commenced operation February, 1947. (Western Electric transmitter).
Dear Mr. Godley:

We are putting out a darned good signal, and confounding station engineers in surrounding areas. Our organization is running smoothly and we are getting a highly favorable listener reaction.

Both Bob and I appreciate the effort, the services and the cooperation we have had from you and your organization on WHUC, and I do hope that you will stop in any time you are up this way.

Cordially,

John F. Kearney
General Manager

An unsolicited letter from a recent local, WHUC

Indianapolis, Ind. — owned by Indianapolis News — the only 50,000 watt station in the State. To start operation Fall, 1948. (RCA transmitter).

Miami, Florida — a Fort Industries station and the only 50,000 watt plant in Florida. To start operation Fall, 1948. (RCA transmitter).

Paul Godley Co.
Consulting Radio Engineers
Upper Montclair, New Jersey

Arlein: Mr. Paul F. Godley

PAUL GODLEY Company
Consulting Radio Engineers
Established 1926
Labs: Great Notch, N.J.
Phone: Little Falls 4-1000
At the Notch in the Watchung Mountains
NAB CONVENTION FACTS

MAIN activities center at the Biltmore Hotel, Los Angeles, including the Management Conference Monday-Tuesday and the Engineering Conference Thursday-Friday. Management meetings are in the Biltmore theatre.

Heavy equipment exhibition is in the Biltmore foyer-ballroom. Transcription and program services, and similar light displays, are on the second floor.

The Tuesday banquet and the luncheon sessions will be held in the Biltmore Bowl. The Monday fashion luncheon for ladies will be held in the Crystal Room of the Beverly Hills Hotel.

Delegates register on the Biltmore Galleria floor for both Management and Engineering Conferences. Engineering registration opens Wednesday.

BROADCASTING Magazine's headquarters are in rooms 2235-67 on the light exhibit floor.

List of convention hotels follows:

Alexandria—210 W. Fifth St., Madison 318, Wis. Ambassador—3440 Wilshire Blvd., Exposition 4-3451.
Beverly Hills—5641 Sunset Blvd., Exposition 1-4311.
Bilmore—515 S. Olive, Michigan 1011.
Biltmore—285 S. Figueroa Blvd., Exposition 8-3951.
Biltmore—3335 Wilshire Blvd., Exposition 12-3251.

Chapelle, Edward A., WKIP Woughkeeple, Wash., Biltmore
Chastenot, C., O., WILK Longview, Wash., Biltmore
Chernoff, Howard, W. CBS Charleston, S. C., Biltmore
Clark, J. C., WBBF Buffalo, N. Y., Biltmore
Clark, C., S., WWBO Springfield, 0., Biltmore
Clark, S., W. KFWI Wichita, Biltmore
Clarkson, Robert J. Columbus Transcriptions, N. Y.
Clay, Henry, B. WHKX Shreveport, La., Biltmore
Clough, Charles E., KFDX Wichita Falls, Tex., Clark
Cooper, E., W. KFHM Chicago, Ill., Biltmore

Drake, Dale, WHB Dallas, Biltmore
Draughon, Jack M., WSB Nashville, Biltmore
Draughon, Louis W., WSX Nashville, Biltmore
Drury, R. H., KSWO Lawton, Okla., Biltmore
Elliott, W. L., KSWB San Burro, Calif., Biltmore
Ekrem, T. C., KVOX Denver, Biltmore
Elia, Ray C, Raytheon Mfg. Co., Wal- los, Biltmore
Elgieke, Frank H., CKWX Vancouver, Wash., Biltmore
Enoch, Robert D., KTOK Oklahoma City, Biltmore
Fairbanks, R. M., WIBC Indianapolis, PA., Biltmore
Fairbairn, H. W., WENC Cincinnati, Biltmore
Fondron, Don, KYA Kansas City, Biltmore
Fisher, H., KCXE Kansas City, Biltmore
Fletcher, Bar, KGEX Greenville, Texas, Biltmore
Fletcher, George, KQW San Bruno, Calif., Biltmore
Fletcher, wife, KHQ Spokane, Wash., Biltmore
Fleming, Wilmar, BVC Columbus, Ohio, Biltmore
Fondevoy, John, WGST Atlanta, Biltmore

Gaines, James M., NBC, New York
Gaines, Milton, KCNB Enid, Okla.
Gardner, Florence M., KTFI Twin Falls, Idaho, Biltmore
Garland, William, NBC, New York
Guthrie, Joseph, WOR New York, Biltmore
George, Leonard M., WQFC Albany, N. Y.
Gillim, John J., WVO Omaha, Biltmore
Ginsel, Benedict, J. W., WPM Philadelphia
Glover, Paul, KFLY Spokan, Wash., Biltmore
Great N. Y., WOR New York

(Continued on page 18)
Before or after the NAB convention, you'll enjoy seeing all of this spectacular Southern California country that makes us almost as boastful as Texans.

KFI wants you to see it for a very selfish reason—so you can believe all the supersize facts about the market.

This is a capsule guidebook to places and things that might interest you. For complete information, we suggest the All-Year Club Free Visitors Bureau, 517 W. Sixth Street—just around the corner from Convention headquarters at the Biltmore.

NORTH OF LOS ANGELES: Take Highway 101 at the foot of Wilshire Blvd. for a leisurely, two-hour ride along the ocean to Santa Barbara.

Santa Barbara is the city Chicagoans dream about on January evenings—a clean, urbane community of white stucco walls and red tile roofs, full of flowers, picturesque Spanish California architecture, and high retail sales.

You'll find three or four of the best hotels in America here. See the El Paseo's unusual shops. Drive along the ocean to the yacht harbor. Don't miss the Mission with its century-old gardens.

Burbank, an hour north of Santa Barbara, has the world's best split pea soup—if you're that hungry for split pea soup.

That's Ventura county you pass through on the way north—cattle ranches, oil wells in the ocean, and vast citrus groves.

Take the inland route back—through the San Fernando Valley. Ten years ago the Valley was mostly bean fields. Now, 350,000 people live here.

Footnote for those who can't forget the radio business: BMB says that KFI is the dominant Los Angeles station with Santa Barbara and Ventura counties' 46,000 radio families.

SOUTHERN CALIFORNIA: It's three hours by car to San Diego. Take longer—there's so much to see. (Santa Fe runs a comfortable streamliner if you're tired of driving.)

Along the ocean, you'll find:
- Signal Hill bristling with oil derricks; Long Beach—where 200,000 refugees from the Midwest now live.
- The Pacific Coast's largest harbor—Los Angeles Long Beach;
- Laguna's art colony; Newport's land-locked harbor with 4000 pleasure craft afloat; the racetrack a Mr. B. Crosby built at Del Mar.

Like 2005? San Diego has one of the best. It has huge parks, a harbor full of battlewagons, and an adobe Old Town not more than a few minutes from one of the world's great aircraft manufacturing centers.

Old Mexico is simple to get in and out of. You might enjoy watching jai alai—if you're of a blood-thirsty turn of mind.

Return through Santa Ana and the heart of Orange county—some of the richest farm land in America.

The KFI commercial: San Diego is a market of a half-million people. Its metropolitan area is comfortably ahead of Houston or Indianapolis in retail sales. But for KFI advertisers—it's simply a bonus.

LOS ANGELES ITSELF: Of course, see Catalina, Griffith Park Planetarium, the inside of the Strip night spots, and Hollywood Park where the bandstands start running soon.

But don't miss Mount Wilson—if you're in radio or advertising.

From Mount Wilson you can look down on thousands of square miles of lights (on homes where KFI has a large and growing lead on other Los Angeles stations).

And you can look up at the darnedest collection of FM and television transmitters you have ever seen. (One is KFI-TV, soon to be in operation.)

Have fun.
The best way to reach teen-agers is Radio!

- Teen-agers... whether you'll admit it or not... are an undeniable buying influence. They criticize your clothes, choose your cars, plan your trips and give you tips on almost everything!
  Everyone who knows (well—just about everyone) says "the best way to reach kids is radio!" And... in the great Cleveland market... the best way to reach teen-agers is with WJW's Teen-Timer Revue.
  Teen-Timer Revue, in its Sunday slot, is a hot spot for any all-family product that needs added promotion in the great Cleveland market.

- Chuck Plotz... whose WJW show by teen-agers for teen-agers is a skillful blend of styles, sports, safety hints and hot music... is a junior sensation in teen-age circles.

- Alert, aggressive, articulate, this group... the cast of WJW's Teen-Timer Revue... packs a powerful wallop with the younger set. And what they do to parents couldn't happen to nicer people!

Bill O'Neill, President

WJW
BASIC ABC Network
CLEVELAND 850 KC
5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
IT PAYS TO PROGRAM WITH ZIV SHOWS!

**Favorite Story**
Radio's most brilliant dramatic half hour, with Mr. Ronald Coleman as host and narrator. Outstanding—cast includes Benita Hume, Edna Best, Lionel Stander, Vincent Price, Lurene Tuttle. Symphonic orchestra, Claude Sweeten, musical director.

**Wayne King Show**
A glorious half hour featuring the incomparable music of the waltz king, his golden saxophone and his orchestra, with vocals by Nancy Evans and Larry Douglas; Franklyn MacCormack, narrator.

**SONGS OF GOOD CHEER**
A choir of gorgeous voices, and guest soloists, in a quarter hour of favorite songs. Orchestra directed by Vladimir Selinsky; narrator, Lawrence Elliott.

**Sincerely Kenny Baker**
A sparkling quarter-hour musical, starring America's favorite romantic tenor, with Jimmy Wallington, Donna Dae, and the music of Buddy Cole and his men.

**OLD CORRAL**
Starring Pappy Cheshire, famous western story-teller, and a big cast of vocalists and instrumentalists in songs of the open range.

**PLEASURE PARADE**
Vincent Lopez, Milton Cross, Jimmy Wallington, the Modernaires, Paula Kelly, Dick Brown, Lillian Cornell, the Pleasure Parade orchestra and guests in a lavish quarter-hour-musical.
BOSTON BLACKIE

One of radio's top mystery shows. Top ratings everywhere...Louisville, 21.7...Youngstown, 21.3...Cincinnati, 16.9...Minneapolis, 16.5. Radio's best point-per-dollar buy.

EASY ACES

America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.

The GUY LOMBARDO SHOW

"The Sweetest Music This Side of Heaven" in a star-studded half hour of musical showmanship at its sensational best. Starring the Royal Canadians with Guy, Carmen-Lebert Lombardo; David Ross; Don Rodney; Kenny Gardner.

BARRY WOOD SHOW

A smooth-as-silk quarter hour, with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvern and his orchestra.

PHILO VANCE

S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Each program a complete story.

KORN KOBBLERS

The band of a thousand gadgets and a million laughs...presenting a wide variety of music ranging from the classics to comedy and novelty tunes.

MORE PROGRAMS FOR MORE SPONSORS, ON MORE STATIONS

VISIT OUR EXHIBIT AT THE NAB CONVENTION:
ROOMS No. 2200-2201, EXHIBIT FLOOR.
**Advance Registration**

**MANAGEMENT CONFERENCE (Continued from page 12)**

Russell, Frank M., NBC Washington, Ambassador
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington, Billionmore
Ryan, J. Harold, Fort Industry Co., Toledo, Billionmore
Ryan, William B., KPI Los Angeles, Billionmore
Sadler, Owen, KMA Shenandoah, Iowa, Billionmore
Sanborn, A. B., World Broadcasting System, New York, Billionmore
Sanders, Theo, KFPP, Los Angeles
Sanders, Wayne, KCKN Tucson, Billionmore
Schroeder, F. Eugene, WXYZ Louisville, Billionmore
Scanlan, Gertrude, BBDO, New York
Scharte, John H., KSMO San Mateo, Calif.
Schrade, Andrew J., Columbia Transcriptions, Hollywood
Schulz, Paul, KYA San Francisco
Scribb, W. J., WMJ Detroit, Ambassador
Seebeck, Charles E., WVT Staunton, Va.
Service, C. W., Collins Radio Co., Los Angeles
Shade, Hal, KOOS, Coos Bay, Ore.
Shaw, O. Richard, WS Columbia, S. C.
Sharp, M. H., BM New York
Sharp, J. H., KSL Salt Lake City, Billionmore
Sharp, Thomas, E., KFSD San Diego, Calif.
Sheen, Glenn, KLMK Oakland, Calif.
Shearer, T. Rodney, A. C. Nielsen Co., Chicago, Gaylord
Shepard, John, Yankie Net., Boston
Sherwood, A., Media Trans., New York, Billionmore
Shields, Arthur T., KURL, Corvallis, Ore.
Sholes, Victor A., WHAS Louisville, Ambassador
Shono, E. H., WBBM Chicago, Billionmore
Shouse, James D., WJW Cincinnati, Ambassador
Shultz, John W., WMVA Martinsville, Va.
Stiller, Michael M., KBS New York, Billionmore
Silvernail, Frank G., BBDO, New York
Simon, Arthur, WKBW Buffalo
Simonds, L. F., Weed & Company, New York, Billionmore

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**1948! and it's bigger audiences**

than ever for Buffalo’s first station

---

**WGR**

BROADCASTING CORPORATION

RAND BUILDING BUFFALO 3, N. Y.

National Representatives: Fees & Paters, Inc.

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**What's what Hooper says**

---

**Leo J. ("Fitz") Fitzpatrick**

I. R. ("IKE") Lounsberry

---

**Stavick, Henry W., WMC Memphis, Tenn.**

**Sunday, Joseph E., WXDE Tampa, Fla.**

**Smith, Calvin J., KFAC Los Angeles, Ambassador**

**South, C. F., KBC Cleveland, Billionmore**

**Smith, J. R., CBS New York**

**Smith, Pat., WLS Los Angeles**

**Smucker, Ray C., KYKN Toms, Ariz.**

**Smith, Wm. B., KIEM Eureka, Calif.**

**Smith, O. P., KTFI Twin Falls, Idaho.**

**Southwest, Royl, KID Idaho Falls**

**Smith, R. C., WLAC Nashville, Tenn.**

**Smith, S. H., BM New York**

**Spence, Jim H., KCFC Ft. Worth, Texas**

**Spence, Harry E., KXRO Aberdeen, Wash.**

**Sperduto, Robert, KNE New York**

**Spurlin, Frank M., WGST Atlanta, Billionmore**

**Springgate, V. W., KKKK St. Louis., Billionmore**

**Squire, Burt, BM New York**

**Staley, Don, Katz Agency, San Francisco**

**Stanion, Frank, CBS New York, Towne Broadcasting**

**Stapp, Jack, WMX Nashville, Billionmore**

**Staples, E. J., B. R. K., Co., Pittsburgh, Billionmore**

**Stoddard, Robert L., KATO Reno, New Stone**

**Stoner, Barry, WMX Nashville, Billionmore**

**Storer, George O., Fort Industry Co.**

**Stout, Carl L., Dow, Lohman & Albersen, Washington, Clark**

**Streicher, Theodore C., WOR New York**

**Stroh, Herb, WWDM Washington, Billionmore**

**Sugg, Proctor A., WRY Oklahoma City, Ambassador**

**Taft, David G., WCTS Cincinnati, Billionmore**

**Taft, Hubert Jr., WCTS Cincinnati, Billionmore**

**Talstaff, Sol, BROADCASTING Magazine, Washington, Billionmore**

**Tansey, J. E., KNBO Long Beach, Calif.**

**Taylor, Archie J., KANS Wichita, Kan. Ambassador**

**Taylor, Gerald L., KMB Pittsburgh, Billionmore**

**Taylor, Lawson, KFMJ Tulsa, Billionmore**

**Taylor, R. L. (Ted), KGNC Amarillo, Tex., Ambassador**

**Taylor, R. F., Western Electric Co., New York, Billionmore**

**Terry, Edward L., KSN Sanger, Cal.**

**Terry, Huch B., KLD Denver**

**Testut, Richard S., Associated Program Service, New York, Billionmore**

**Thayer, Edwin T., New York, Billionmore**

**Theriot, Charles, KNO San Francisco**

**Thomas, C. L., KKKK St. Louis., Billionmore**

**Thomas, Eugene S., WOR New York, Billionmore**

**Thomas, George H., KVOL Lafayette, La.**

**Thompson, Roscoe L., WKRO Cairo, Ill., Billionmore**

**Thornburgh, Don, KNY Los Angeles**

**Thompson, George W., KFRA Las Vegas, N. Mex. Billionmore**

**Thomlin, Joseph F., Wanhon Co., New York, Billionmore**

**Titchner, Robert B., WNAX Yankton, S. D., Ambassador**

**Tobosa, Clinton A., KOVO Provo, Utah.**

**Todtliill, John A., Run-Smith Chicago**

**Trammell, Niles, NBC New York, Billionmore**

**Travers, Linus, Yanke Net., Boston, Billionmore**

**Tromblee, L. W., KORE Eugene, Ore. Billionmore**

**Tuffy, Stephen J., Washington, Clark**

**Tyler, Haan J., KPI Los Angeles, Billionmore**

**U**

**Ulmert, John G., KOBK Tyler, Tex.**

**Smith, Pat., WOB Los Angeles**

**Umber, James G., Jr., KOBK Tyler, Tex.**

**Unger, Alvin, Frederic W. Ziv Co., Cincinnati, Billionmore**

**Upson, Dean R., KKKK Sheveport, La. Alexandria**

**V**

**Van Korte, Carl, WTCN Minneapolis, Billionmore**

**Van Volkenburg, J. L., CBS New York**

**Van Velden, M., KBFK Fort Arth-**

**Vocalis, James Charles, WBRR Carrollton, Ga. Billionmore**

**Vogel, George J., KFWC Muscogee, Iowa. Alexandria**

**Walker, Jack B., WSBC Yreka, Calif.**

**Wagner, Wm. D., WBO Davenport, Iowa. Billionmore**

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**(Continued on page 26)**
RAYMOND M. WILMOTTE INC.

Consulting Radio Engineers

and

Constructors of Complete Broadcast Stations

AM • TV • FM
FACSIMILE • RADIO RELAY

Raymond M. Wilmotte, President        Paul A. de Mars, Associate

1469 CHURCH ST., N. W.

Washington 5, D. C.        DEcatur 1231
WO out of three television receivers bought by the American public are table models, indicating that a majority of video viewers want the most sturdy they can get for the money, according to production figures of the Radio Manufacturers Assn.

This follows a pattern somewhat similar to that of broad- cast receivers, where table sets exceed console units in popularity, according to RMA’s records. MA figures represent about 1% of the total production of receivers.

As in the case of broadcast sets, layers of video consoles want the works” when they invest the larger sums represented in the arket price of these models. RMA and that late in 1947 one out of seven TV buyers wanted a console with a record player. About the same number purchased lower-priced consoles without a record player.

One out of 15 TV sets made at year was a console with a projected picture, several times the size of the images in the direct-view models. No tape models were manufactured with projection screens because the cabinets are not large enough. However, it is possible to buy magnifying lenses to increase the size of the picture seen in direct-view models. No figures are available on the number of lenses sold.

Only a small percentage of projection TV console con- tains record-playing equipment, according to the RMA production data.

Rate of production in 1947 skyrocketed between January and December as manufacturers got their production lines in operation. Total TV output was 5,407 in January, not far from the 6,476 total in the entire year 1946. By June the TV output had risen to 11,484 units. The summer season was the same level, annual factory vacations cutting down the total. Then in September the rate shot up to 32,719, record month for the year.

In January of this year the production rate again increased, though the 30,001 total represented only four weeks of production as against five weeks in December. A proportional increase in console models was noted in January, the figure being 13,261 consoles compared to 10,742 table models. The total January TV output actually represented a rise of 101.6% over the monthly average in 1947.

Again in February production soared sharply, RMA members representing the manufacture of 35, 859 television receivers. At this point 250,857 TV receiving sets had been manufactured since the end of the war.

February’s TV output was 5,888 greater than that in January, representing an annual production rate of over 430,000 and up 141% over the average 1947 monthly output.

Of the February production, two-thirds again were table models, with most of the remainder consoles and radio-phonograph combinations.

March’s production of 52,137 TV sets set an alltime record.

(Continued on page 34)

**TELEVISION SET MODELS BY PRICE CATEGORY**

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Type of Service</th>
<th>Price</th>
<th>Installation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightmaster Corp.</td>
<td>Table TV-FM</td>
<td>10 in.</td>
<td>14500</td>
<td>$50.00</td>
</tr>
<tr>
<td>Sonora Radio and TV Corp.</td>
<td>Table (The Grand-stand)</td>
<td>TV</td>
<td>14500</td>
<td>$45.00</td>
</tr>
<tr>
<td>U.S. TV Mfg. Corp.</td>
<td>Table TV</td>
<td>10 in.</td>
<td>14500</td>
<td>$55.00</td>
</tr>
<tr>
<td>CRSREW TV Corp.</td>
<td>Console (The Suburban)</td>
<td>TV-FM</td>
<td>15000</td>
<td>$55.00</td>
</tr>
<tr>
<td>Allen B. DuMont Labs. Inc.</td>
<td>Console (The Chatham)</td>
<td>TV-FM</td>
<td>15000</td>
<td>$55.00</td>
</tr>
<tr>
<td>General Elect. Co.</td>
<td>Console (The Suburban)</td>
<td>TV-FM</td>
<td>15000</td>
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<tr>
<td>Philco Corp.</td>
<td>Console (The Chatham)</td>
<td>TV-FM</td>
<td>15000</td>
<td>$55.00</td>
</tr>
<tr>
<td>RCA Victor Div.</td>
<td>Console (The Suburban)</td>
<td>TV-FM</td>
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<td>$55.00</td>
</tr>
<tr>
<td>Top 20 Tube</td>
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<td>Top 20 Tube</td>
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<td>$55.00</td>
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(Continued on page 34)

**TELEVISION PRODUCTION, 1946**

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<tbody>
<tr>
<td>Radio table models:</td>
<td>32</td>
<td>27</td>
<td>29</td>
<td>22</td>
<td>41</td>
<td>3</td>
<td>177</td>
<td>1,551</td>
<td>3,171</td>
<td>5,970</td>
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<tr>
<td>(a) Direct viewing</td>
<td>32</td>
<td>27</td>
<td>29</td>
<td>22</td>
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<td>3</td>
<td>177</td>
<td>1,551</td>
<td>3,171</td>
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<tr>
<td>(b) Projection</td>
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<td>46</td>
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<tr>
<td>TV sets (All classes)</td>
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<td>25</td>
<td>29</td>
<td>24</td>
<td>41</td>
<td>3</td>
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**TELEVISION PRODUCTION, 1947**

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<tbody>
<tr>
<td>Radio table models:</td>
<td>4796</td>
<td>766</td>
<td>826</td>
<td>726</td>
<td>626</td>
<td>526</td>
<td>586</td>
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<td>526</td>
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<td>526</td>
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<tr>
<td>(a) Direct viewing</td>
<td>4796</td>
<td>766</td>
<td>826</td>
<td>726</td>
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<td>526</td>
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<tr>
<td>(b) Projection</td>
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<tr>
<td>Radio-Phonograph comb.:</td>
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<tr>
<td>TV sets (All classes)</td>
<td>5,437</td>
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<td>32,719</td>
<td>23,693</td>
<td>24,135</td>
<td>29,395</td>
<td>178,571</td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 34)
The Best Buy in Television!

FULL LENGTH FEATURES
- TOPS IN UNIVERSAL FAMILY APPEAL.

WMAR-TV has obtained the exclusive television rights in this area for 24 star-studded major films produced by Sir Alexander Korda.

Never before have feature films of this quality been available to television audiences. The release of these pictures is regarded as one of the biggest developments in television programming.


And these pictures include such stars as Lawrence Olivier, Merle Oberon, James Mason, Gertude Lawrence, Raymond Massey, Valeria Hobson, Leslie Howard, Elizabeth Bergner, Rex Harrison, Miriam Hopkins, Jean Parker, Robert Donat, Vivien Leigh, Roland Young, Sabu.
The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.

(Photograph courtesy of Radio Station KOOL, Phoenix, Arizona)

The 5-KW AM TRANSMITTER...
with 10-kilowatt insurance

BTA-5F. The one 5-KW AM Transmitter that insures easy increase to 10 KW at any time! Power changeover is simple ... inexpensive ... quick. Because it was planned that way.

When you install the BTA-5F Transmitter for 5-KW operation there is just one tube in the power amplifier stage (left-hand cubicle in view below). But note the additional tube socket already mounted in place. To increase power to 10 KW, you need only buy the simple modification kit (described in box at right). With the parts contained in this kit...and the few simple circuit changes required, changeover can be made "overnight." It's easy...it's inexpensive. You need lose no air time.

Naturally, you can also buy this transmitter originally for 10-KW operation (specified as Type BTA-10F). Both models—the BTA-5F for 5-KW operation, and the BTA-10F for 10-KW operation—have the same sleek, well-finished, business-like appearance shown by KOOL's installation on the opposite page. Both models have the true unified front ... an exclusive feature of RCA high-power AM transmitters. This front is an integral piece separate from the Stage compartment enclosures. It greatly facilitates flush-mounting...and improves appearance of the installation by several times.

And careful planning like this goes right on through. For instance, this transmitter is equipped with one of the most complete centralized control systems ever designed for any transmitter...with all the necessary controls, circuit breakers and relays needed for fully automatic operation or step-by-step manual operation. It has push-button motor-tuning for its high-power stages...and instantaneous power control reduction. It can be furnished with matching cabinet end-extensions for housing antenna phasing, monitoring, test and audio equipment. These extensions have front sections that become an integral part of the overall unified front—another exclusive RCA feature of great importance in station appearance. And note this too: the 5-KW BTA-5F uses only 24 tubes (6 different tube types); the 10-KW BTA-10F uses only 27 tubes (6 different types).

* * *

Here, we believe, is the finest streamlined station installation ever engineered for standard-band broadcasting...with all basic circuits proved in more than 125 transmitters of this series now operating throughout the world. Get the details from your RCA Broadcast Sales Engineer, or write Department 19-E.

This simple kit (MI-7267-A) takes the BTA-5F to 10 KW...inexpensively and without one change in station layout.

- One blower
- Two filament transformers
- One 10-KW modulation transformer
- One reactor
- All necessary hardware

The Transmitter Control Console—standard equipment with every BTA-5F and BTA-10F.

THE 5-KW BTA-5F (open view). Sweet and simple ... with everything up front where you can reach it.
Feature of the Week

WHEN SOMETHING new and novel was needed to liven up the activities on Studio Party, broadcast Saturday afternoons on WSAM Saginaw, Mich., "Sam" was invited to the party. "Sam" is a baby pig and right now he is the center of a "fattening-up" contest.

Each week one of the studio contestants is chosen to take the pig home and give him loving care. Ample feed has been supplied by a local livestock concern and that goes along with "Sam." Object of the contest is to add as much weight as possible to the pig during the week.

Each Saturday Rob Downey, m.c. of Studio Party, and Jack Parker, program director of WSAM, have a weighing-in ceremony. An official weight record is kept, and at the end of the contest the participant who has added the most "ham" to the porker will receive a grand prize. Contest is to run ten weeks.

On All Accounts

EIGHTEEN YEARS ago an advertising agency executive said to Mary Cardon: "If you want to go places and do things, try to join J. Waite Thompson Co." Mary followed that advice at once, tried to get on as copywriter, was hired as research assistant, soon became head of the research department. For the past six years she has been head of the research and media departments of JWT's Montreal office.

Mary knows radio, as Canadian Broadcasters who have never met her found out at recent convention of Canadian Assn. of Broadcasters, when she asked pertinent questions and sat on a rate structure panel. Broadcasters from all parts of Canada drop in to see her about local and regional programs which she places. French language stations, programs and announcement campaigns are something she is especially familiar with and can discuss authoritatively.

Mary is a native Montrealer, and in her brief business career before joining JWT was a school teacher, book-seller and librarian. She holds a master's degree in psychology from McGill U. She joined the agency shortly after it opened a Montreal office, spent several years ringing doorbells and getting to know eastern Canada in a search for answers to clients' questions.

Mary married a Montreal physician shortly after joining JWT, but her career was never interrupted by domestic duties. In 1942 she took on the job of media director, and came directly into contact with station people, though she knew radio from her research work.

In the six years she has held the media directorship, she has placed network accounts originating in the United States on Canadian networks, including Standard Brands' Charlie McCarthy Show and Kraft's Music Hall. She has also placed French network programs originating in Canada, such as Kraft's Le Cafe Concert, Standard Brands' Juliette Beliveau and J. B. Williams' Les Chansons de Roland Bedard.

Mary has done considerable traveling throughout Canada in her research work. She has talked on such varied topics as mental hygiene, vocational guidance and advertising to clubs and school groups. When she has time she finds relaxation in reading at least one "who-dunit" a week, getting acquainted with a growing record library and romping with her black spaniel.

Yes, we've got something to sell.

What? Radio time ostensibly; more customers, specifically.

We're talking about WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT (Television).

With 5000 watts day and night, at 790 kilocycles, WMC has been the leader in Memphis and the Mid-South since 1923, almost since the inception of radio.

Get the facts from the nearest Branhman man.
One thing makes one station STAND OUT!

Your sales story in Indianapolis soon mushrooms out into many other media...all part of the "regular follow-through" that goes with every WISH program. For example—see the flood of extra publicity given to Sterling Brewers, Evansville, Indiana, in sponsoring the Indianapolis Baseball broadcasts. It shows the WISH idea of...

WISH Indianapolis
CAPITOL BROADCASTING COMPANY
600 Radio Stations say, "Soup's on!" 600 Lang-Worth affiliates make available a NEW and specialized commercial program service for advertisers and agencies — Come and get it!

The following Radio Stations are Lang-Worth affiliates.
but going fast!

CAVALCADE OF MUSIC IS 50% SOLD OUT!

The story behind Lang-Worth's Specialized Program Service for Advertisers is well worth the telling. Suffice it to say, however, that 3 years of planning and several hundred thousand dollars have gone into its fulfillment!

Its greatest endorsement is its success — first offering, THE CAVALCADE OF MUSIC, announced March 1, 1948, is now 50% sold out!

As of this date, you can still sponsor "CAVALCADE" (via transcriptions) in a few open territories ... but hurry! Each "CAVALCADE" show is $5,000 worth of big-time production ... a half-hour musical featuring D'Artega's Pop-Concert Orchestra and 16-voice chorus and starring headline guests . . . Tommy Dorsey, The Modernaires, Anita Ellis, Vaughn Monroe, The Riders of the Purple Sage, Tito Guizar, Frankie Carle, Tony Russo, Rose Murphy, The 4 Knights and others — scheduled for 52 weeks.

Available June 1: THROUGH THE LISTENING GLASS . . . a half-hour production revealing a "Wonderland of Music." Romantic songs by Johnny Thompson, Joan Brooks and Dick Brown. Memory melodies with The Lang-Worth Choristers and starring the radiant voices of The Silver Strings — scheduled for 52 weeks.

Additional Feature Programs, conceived, designed and produced especially for commercial sponsorship, will be made available by all Lang-Worth affiliates at intervals of 30 days, beginning July, 1948. Coming up:

THE COTE GLEE CLUB — 15 minutes, 5 times week. Stars the most popular male singing aggregation in radio. Spotlights a "memory corner" in each show (52 weeks).

GIT ALONG COWBOY — Songs of the Golden West, starring Roy Willing and The Riders of the Purple Sage, Elton Britt, Slim Rhodes, Rosalie Allen and Jack Pennington. Special interest spot is a 2-minute romantic yarn of the pioneer west designed as a feature for the station announcer. 15 minutes, 3 per week, 52 weeks.

For costs and time availability covering these or any other Lang-Worth Transcribed Features, from 5 minutes to 60, contact any Lang-Worth Affiliate or its station representative. For complete information on talent, program format, promotional material and future releases, contact Lang-Worth direct.

SOUPL'S ON — COME AND GET IT!

LANG-WORTH FEATURE PROGRAMS, INC.

113 West 57 Street — New York 19, N. Y.

NAB CONVENTION HEADQUARTERS — SUITE 2100 BILTMORE

Wauk, Irving, WSM Nashville, Biltmore.


Wehrmann, Henry F., WTPS New Orleans, Alexandria.

Wells, Lewis Allen, KIS Hollywood.


Westworth, Ralph, BMI New York.


Wetzl, Grant, Collins Radio Co., Cedar Rapids, Iowa.

Wheelahan, H., WSMB New Orleans, Biltmore.

Wheeler, Chet, KWIL Albany, Ore., Biltmore.
WOW: LAND'S banks are bulging with money—its farmers are the richest in the world. What a market for whatever you have to sell!

And in this market—WOW can do your advertising job ALONE!

Call your nearest John Blair office or Webster 3400 in Omaha.

96% (77 out of 80) NBC shows have better Hooperatings on WOW than they do nationally!
Albuquerque  KOB  NBC
Beaumont   KFDM  ABC
Boise      KD9SH  CBS
Buffalo    WGR  CBS
Charleston, S. C.  WCSC  CBS
Columbia, S. C.  WIS  NBC
Corpus Christi  KRIS  NBC
Davenport  WOC  NBC
Des Moines  WHO  NBC
Denver     KVOD  ABC
Duluth     WDSM  ABC
Fargo      WDAY  NBC
Ft. Worth-Dallas  WBAP  ABC
Honolulu-Hilo  KGMB-KHBC  CBS
Houston    KXYZ  ABC
Indianapolis  WISH  ABC
Kansas City  KMBC-KFRM  CBS
Louisville  WAVE  NBC
Milwaukee  WMAW  ABC
Minneapolis-St. Paul  WTCN  ABC
New York   WMCA  NBC
Norfolk    WGH  ABC
Omaha      KFAB  CBS
Peoria-Tuscola  WMBD-WDZ  CBS
Portland, Ore.  KEX  ABC
Raleigh    WPTF  NBC
Roanoke    WDBJ  CBS
San Diego  KSDJ  CBS
St. Louis  KSD  NBC
Seattle    KIRO  CBS
Syracuse   WFBL  CBS
Terre Haute WTHI  ABC

Television
Fort Worth-Dallas  WBAP-TV
New York  WPX
St. Louis  KSD-TV
If you believe that "a big nighttime show" is the answer to every radio advertiser’s prayer, take a look at the Hooperatings for your favorite programs in a dozen different cities. They’ll vary all over, because of wide differences in sectional tastes, in the power and acceptance of each individual station, etc., etc.

The only way you can use the best station in each market (and the kind of programs that each audience likes best) is with spot broadcasting—*Bull’s-Eye Radio*. You can buy more audience-per-dollar with spot broadcasting than with any other medium. And that’s what WE call "more effective radio".

Free & Peters are pioneer station representatives. We know spot radio as you know the intricacies of your own industry—the opportunities as well as the places "fools rush in where angels fear to tread". We like nothing better than to share our experience with agencies and advertisers who want more effective radio. May we—with you?

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

NEW YORK  CHICAGO  
ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
**Advance Registration**

**ENGINEERING CONFERENCE (Continued from page 26)**

Hoffman, Edward, Fed. Tel. & Radio
Clifton, N. J.

Hoke, WWCW Asheville, N. C.
Howell, Rex, KKXJ Grand Junction, Col. Clark

Kurd, Freeman, IEW Washington
Urt, Edward F., KFXD Nampa, Idaho

Ing, George W., KKO San Antonio, Alexandria
Isenberg, R. A., KRON San Francisco, Alexandria

Jackson, A. H., Blaw-Knox Div., Pittsburgh, Baltimore
Jeffers, Charles L., WOAI San Antonio
Johnson, Albert D., KOY Phoenix, Baltimore

Johnson, Leslie C., WHBF Rock Island, Ill., Clark
Johnson, Seymour, KFI Los Angeles
Johnson, Col. Geo. C., WDSD Orlando, Fla., Biltmore

Jones, Donald L., KCIL Houston, La.
Karpiak, Wm. J., KCKA Tucson, Ariz., Hayward

Konyenburg, F. Van, WTCN Minneapolis
Kreisstein, Harold R., WMPM Memphis

La Marque, J. W., Graybar, New York City, Baltimore
Lancaster, Robert, Fed. Tel. & Radio, Clifton, N. J.

Layne, C. N., KID Idaho Falls, Idaho
Levinson, Col. Nathan, KFWS Los Angeles

Livensay, Ray, WLSH Mattoon, III.
Livingston, Clifford, KTTU Tucson, Ariz., Baltimore

Lodge, Wm. B., CBS New York, Chapman Park

Lohman, Horace L., Dow Lohnes and Albionton, Washington, Baltimore
Loyet, Paul A., WHO Des Moines, Baltimore

McClashey, Ben S., KFJ Hollywood
McIntosh, Frank H., Washington, Baltimore

McLean, James D., WPTZ Philadelphia, Baltimore
Maddox, B. G., Fed. Tel. & Radio, Clifton, N. J.

Mallone, E. A., KUIN Grants Pass, Ore., Alexandria
Martin, L. I., KFXD Nampa, Idaho
Mason, Curtis W., KFI Los Angeles

Merino, John, KPSD San Diego, Baltimore
Miller, Dr. Burt, KFMB Los Angeles
Miller, Clifford R., KOY Phoenix, Ariz., Baltimore

Mills, Gordon H., Kudner Agency, New York, Baltimore
Milton, Vern, KUSN San Diego, Calif., Alexandria

Morgan, Glenn, KVOB Great Bend, Kan., Baltimore

Morriss, T. G., KFEL Denver, Col., Baltimore
Myers, Larry, KFWS Los Angeles

Nickell, G. E., KUIN Grants Pass, Ore., Alexandria

Oakley, Ron, KFAC Los Angeles, Ambassador

O'Meara, F. E., Allied Record Co., Hollywood

Oson, Alvaro E., KIEM Eureka, Calif., Baltimore
Penborg, H. W., KNSX Los Angeles

Peppe, John B., WDIA Memphis, Biltmore
Pyle, K. W., KFBI Wichita, Biltmore

Ranger, R. H., Rangertone Inc., Newark, Baltimore

Reese, David M., KSWD Mt. Shasta, Calif., Baltimore

Reineke, Earl, WDNY Fargo, N. D., Heathfold. Robert B., KWIN Ashland, Ore., Baltimore

Reinsch, J. Leonard, WSBL Atlanta, Ga.

Rhninow, A. W., Fed. Tel. & Radio, Clifton, N. J.


Schoeder, R. J., KMA Shenandoah, Iowa, Delaware

Scott, George, Fed. Tel. & Radio, Clifton, N. J.

Shipley, Larry, WJMO Cleveland, Biltmore

Simon, C. J., General Electric Co., Syracuse, Biltmore

Sivick, H. W., WMC Memphis, Alexandria

Smith, Carl E., WHK Cleveland, Biltmore

Soldier, Robert E., KTUL Tulsa, Biltmore

Snyder, Glenn, WLS Chicago

Stautberg, E. J., Blaw-Knox Co., Pittsburgh, Baltimore

Stone, Earl J., WEH Battle Creek, Mich., Biltmore

Strampler, John, Presto Recording, New York, Baltimore

Studdaker, Gordon, KSON San Diego, Baltimore

Talbott, Edward F., KROD El Paso, Alexandria

Taishoff, Sol., BROADCASTING Magazine, Baltimore

Tapp, Jay E., KNOB Long Beach, Calif.

Taylor, Gerald L., KMBC Kansas City, Baltimore

Taylor, Ted O. L., KONG Amoralio, Tex., Ambassador

Torian, Raymond B., KNOB Long Beach, Calif.

Torry, W. H., KRON Amoralio, Tex., Alexandria

Towne, Alfred E., ESB San Francisco, Biltmore

Townen, Orlin R., WHAS Louisville, Ky.


Wallace, James W., KFQ Wenatchee, Wash.

Wallack, Chester, KVOG Great Bend, Kan., Baltimore

Webster, Norman B., McClothy Stations, Sacramento, Biltmore

Wehrman, Henry F., WTPS New Orleans, Alexandria

Weidon, James O., Washington, Biltmore

Wheeler, Chet, KXIL Albany, Ore., Baltimore

Wheaton, L., KORT Biltmore, Baltimore

Wheeler, Leavesworth, KYUM Yuma, Ariz.

Wilcox, Nathan, KFPM Tucson

Williams, Nathan, Consultant, Eng., Oshkosh, Wia., Clark

Wilson, George A., WRC Cincinnati, Biltmore

Woodrough, Jim W., Jr., WRBL Columbus, Ga., Hollywood Plaza

Wooten, S. D., Jr., WRCB Memphis, Hollywood Plaza

Wright, Omer W., KDON Monterey, Calif.

Wyckoff, Marion S., Alvin Epstein Agency, Washington

Yarbrough, James E., WDBO Orlando, Fla., Biltmore

---

You are cordially invited to meet Art Baker of "Art Baker’s Notebook" and Jimmy Scribner creator of "Sleepy Joe" at the CARDINAL COMPANY 6000 SUNSET BLVD. ON RADIO ROW HEMPEAST 1177

---

Page 30  May 17, 1948  BROADCASTING  Telecasting
Look to Raytheon for all your needs
RAYTHEON Presents
A complete line of

RA-10
10,000 Watt
AM Transmitter

RTV-5
5,000 Watt
TV Transmitter

RF-3
3,000 Watt
FM Transmitter

ANTENNAS
FOR
AM
FM
TV

RAYTHEON MANUFACTURING COMPANY
COMMERCIAL PRODUCTS DIVISION
WALTHAM 54, MASSACHUSETTS
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FM, AM and TV Broadcast Equipment, Tubes and Accessories

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(Left)
Portable Sync Generator
(Center)
Mixer-Amplifier and Monitor
(Right)
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Low Voltage Supply

Image Orthicon Chain
Available as single
or dual chain of cameras
and associated equipment

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COMPLETE INSTALLATIONS — AM, FM or TV
Raytheon's complete symposium series new line of
receivers as well as AM and FM station equipment. The
forward-thinking Raytheon Basic System Plan permits
new television stations to begin operations without delay,
with a minimum investment and with provision for increas-
ing power and facilities as developments warrant. Talk to
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Warren Cozzens, Ben Farmer
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DALLAS 8, TEXAS
Howard D. Cray
414 East 10th Street
Yale 2-1904

LOS ANGELES 15, California
Emile J. Rome
1255 South Flower Street
Rch. 7-2558

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU 2-7440

SEATTLE, WASHINGTON
Adrian VanSanten
135 Howard North
Main 3137

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5697

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES — Raytheon Manufacturing Co., International Division, 50 Broadway, New York 4, N. Y., WH 3-4980
### Television Set Model

*(Continued from page 18)*

| Manufacturer | Model | Type of Service | Size of Set | Number of Tunes | Number of Channels | Phono Tube | Price | Installa- 
|--------------|-------|----------------|-------------|-----------------|-----------------|-----------|------|tion Price |
| Sightsma & Corp. | 12-8-1 & 42 TV | TV-FM | 24 13 | $75.00 | $50.00 |
| Sightsma & Corp. | 12-8-1 & 42 TV | TV-FM | 24 13 | $50.00 | $50.00 |
| Stromberg- Carlson Co. | 17-9-12 | TV | 25 3 7 | $95.00 | $50.00 |
| Stromberg- Carlson Co. | 17-9-12 | TV | 25 3 7 | $50.00 | $85.00 |
| Cleevue TV Corp. | T-285 | TV | 20 | $600.00 | $85.00 |
| Consolidated TV Corp. | TV | TV | 19 | $175.00 | $100.00 |
| Crosley Div., Ace Mfg. Corp. | 458-CP (Deluxe Spectator) | TV-FM | 25 4 8 | $75.00 | $70.00 |
| General Elec- tric Co. | 62 FM-4 (Raylor) | TV-FM | 36 13 | $95.00 | $85.00 |
| RCA Victor Div. | TV-AM, TV-FM | TV | 15 | $75.00 | $75.00 |
| Remington Radio Corp. | TV-AM, TV-FM | TV | 15 | $85.00 | $100.00 |
| Stewart-Warner Corp. | TV-AM | TV | 23 3 13 | $70.00 | $65.00 |
| U.S. TV Mfg. Corp. | TV-AM, TV-FM | TV | 23 2 | $65.00 | $65.00 |
| Andros Radio Corp. | TV-AM, TV-FM | TV | 28 3 | $95.00 | $95.00 |
| Bace TV Corp. | TV-AM, TV-FM | TV | 15 2 13 | $65.00 | $65.00 |
| Colonia TV Corp. | TV-AM, TV-FM | TV | 23 | $75.00 | $75.00 |
| Allen B. DuMont Labs. Inc. | TV-AM, TV-FM | TV | 23 2 13 | $95.00 | $95.00 |
| General Electric Co. | TV-AM, TV-FM | TV | 20 3 13 | $1,350.00 | $100.00 |
| RCA Victor Div. | TV-AM, TV-FM | TV | 23 | $1,050.00 | $100.00 |
| Allen B. DuMont Labs. Inc. | TV-AM, TV-FM | TV | 15 11 | $1,050.00 | $50.00 |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $985.00 | $85.00 |
| RCA Victor Div. | TV-AM, TV-FM | TV | 15 1 | $850.00 | $100.00 |
| Allen B. DuMont Labs. Inc. | TV-AM, TV-FM | TV | 23 | $1,100.00 | N/A |
| Sports-View TV Co. | TV-AM, TV-FM | TV | 23 1 | $1,100.00 | N/A |
| Stromberg- Carlson Co. | TV-AM, TV-FM | TV | 15 40 7 | $1,150.00 | $95.00 |
| Stromberg- Carlson Co. | TV-AM, TV-FM | TV | 15 40 7 | $1,450.00 | $95.00 |
| Telcor Corp. | TV-AM, TV-FM | TV | 15 1 | $1,050.00 | $50.00 |
| Receivers FROM $500 TO $1000 | TV-AM, TV-FM | TV | 15 10 1 | $985.00 | $85.00 |
| Race TV Corp. | TV-AM, TV-FM | TV | 20 3 13 | $1,350.00 | $100.00 |
| Allen B. DuMont Labs. Inc. | TV-AM, TV-FM | TV | 20 15 | $1,050.00 | $50.00 |
| Stromberg- Carlson Co. | TV-AM, TV-FM | TV | 15 40 7 | $1,100.00 | $95.00 |
| Stromberg- Carlson Co. | TV-AM, TV-FM | TV | 15 40 7 | $1,450.00 | $95.00 |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $1,050.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $985.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $850.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $750.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $650.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $550.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $450.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $350.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $250.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $150.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $50.00 | N/A |
| General Electric Co. | TV-AM, TV-FM | TV | 15 1 | $0.00 | N/A |

### VIDEO SET DISTRIBUTION IN THE NEW YORK VIEWING AREA

*(Based on a survey of 33,074 TV sets owned by WPX New York)*

<table>
<thead>
<tr>
<th>CITY AND SUBURBS</th>
<th>Home Sets</th>
<th>Bar Sets</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>NEW YORK CITY</td>
<td>960</td>
<td>40</td>
<td>100%</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>214</td>
<td>0.5</td>
<td>21.9</td>
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<tr>
<td>Queens</td>
<td>11.3</td>
<td>0.4</td>
<td>11.7</td>
</tr>
<tr>
<td>Bronx</td>
<td>8.9</td>
<td>0.3</td>
<td>9.2</td>
</tr>
<tr>
<td>Manhattan</td>
<td>8.6</td>
<td>0.6</td>
<td>9.2</td>
</tr>
<tr>
<td>Richmond</td>
<td>7.8</td>
<td>2.1</td>
<td>9.9</td>
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<tr>
<td>SUBURBS</td>
<td>44.7</td>
<td>2.1</td>
<td>46.6</td>
</tr>
<tr>
<td>Westchester</td>
<td>7.8</td>
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<td>Essex</td>
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<td>0.3</td>
<td>7.7</td>
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<tr>
<td>Nassau</td>
<td>6.9</td>
<td>0.2</td>
<td>7.1</td>
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<tr>
<td>Bergen</td>
<td>4.7</td>
<td>0.1</td>
<td>4.8</td>
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<tr>
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<td>0.3</td>
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</tr>
<tr>
<td>Union</td>
<td>4.3</td>
<td>0.2</td>
<td>4.5</td>
</tr>
<tr>
<td>Passaic</td>
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<tr>
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<td>Putnam</td>
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<td>Huntington</td>
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<tr>
<td>Warren</td>
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<td>0.0</td>
<td>0.1</td>
</tr>
</tbody>
</table>

### Telestatus

*(Continued from page 18)*

Noticeable drop in projection models occurred during the month.

Sharp increases in TV output are expected every month this year, with the skyward trend scheduled to hold for several years, at least. With some 250 stations likely to be on the air by 1960, the number of receiving sets in the hands of the public is expected to be from 2,500,000 to 3,000,000 at the very least.

Manufacturers are quite aware of these predictions, and are planning accordingly. Just a few weeks ago RCA announced that it was putting up a new cathode tube plant at Lancaster, Pa., which will double production of the big-viewing tubes. These tubes still provide a television bottleneck, since they must be carefully made and are a costly, custom-built item in an era of mass production. As in all new arts, manufacturers are learning how to turn out cathode tubes in quantity. RCA's new tube building is to be completed by mid-summer, indicating that a constantly increasing public demand for TV receivers is anticipated by the company responsible for much of television's progress.
YOU MIGHT RACE AN AUTO AT 403 M.P.H.*—

BUT . . .
YOU COULDN'T SMASH THROUGH THE RADIO WALL AROUND WESTERN MICHIGAN!

No matter how much power you use from outside Western Michigan, you won't really reach this rich area. Why? Because the district is surrounded by a wall of fading that outside stations just can't penetrate with any degree of dependability.

By using WKZO in Kalamazoo and WJEF in Grand Rapids, you'll get your message across to more people in Western Michigan than any other station or combination of stations in the area can reach. The figures from the latest Hooper Report prove it.

Mondays through Fridays, from 12:00 Noon to 6:00 p.m., for instance, WKZO shows a 55.2 Share of Audience—36.5 above its best competition. WJEF shows 26.7—4.5 above its best competition. The combination is invincible, and at bargain rates. (Hooper Report of Jan.-Feb., 1948.)

For further facts and figures, write us, or ask Avery-Knodel, Inc.

* John R. Cobb was timed at 403.135 m.p.h. in a run at Bonneville, Utah, September 16, 1947.
MOST EFFECTIVE PROGRAMS

another reason why CPN
is the West's COMPLETE Regional Network
Just ask any Columbia Pacific Network advertiser

_Here's selling power._

A Columbia Pacific audience participation show brought 111,352 product labels (and 111,352 twenty-five cent pieces) for a miniature ball point pen advertised by one of the sponsors only 18 times.

_Here's low cost._

A Columbia Pacific Network sponsor of a news program gets listeners for 57c per thousand for time . . . 53.7% less than the average cost per thousand for time on all regional network news programs.

Such success does not merely happen. It is _made_ to happen by the sixty-one people in CPN's program department... people with more creating, writing and directing skills than any other regional network on the Coast.

Our job is to create the most effective programs and the most effective advertising in the West. So when you think of the Coast...and want the Coast to think of you... think first of Columbia Pacific.

*Columbia Pacific Network*

*The West's Complete Regional Network*

*NEWS REPORTING, ENGINEERING, MUSIC AND SOUND, STUDIO FACILITIES*
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 Salesman is WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

RALEIGH, North Carolina

National Representative FREE & PETERS INC.
CODE COMES TO L.A.

By J. FRANK BEATTY

TOP-LEVEL industry executives—nearly a thousand of them—met in Los Angeles over the weekend to face an array of top-level problems, headed by the Standards of Practice.

Meeting for the first time at an NAB Management Conference, they will chart the immediate future of scheduled broadcasting. Sessions, Monday and Tuesday at the Biltmore Hotel, will feature the annual NAB convention week proceedings.

An agenda loaded with dollar-mark topics includes the code, along with labor relations, critical soaring of station operating costs, and the pressure of intra-industry and inter-media competition.

These down-to-earth operating questions will vie for delegate attention with pressing legislative-regulatory problems. In the background of the agenda, but well in the forefront of delegate discussion, is the impact of the delicate international situation on broadcast management.

Technical questions will come before the Engineering Conference to be held Thursday and Friday.

Hotel facilities for the 1948 convention appeared well in hand at the weekend, contrasted to the chaos at Atlantic City last September. Main problem is the normal Los Angeles matter of getting from one place to another in the vast city area.

Reservations started picking up early last week, reaching 800 by Wednesday, according to C. E. Arney Jr., NAB's convention manager. Removal of danger of a pre-convention railroad strike had little effect other than juggling of space among railroad and plane facilities by delegates, he said.

Mr. Arney predicted that possibly 1,200 would be registered by Monday morning when the convention gets underway. Registration at the Engineering Conference had long since passed the 200 mark.

1948 Advertisers
By Product Groups
... Page 54-G

PROBE FIREWORKS

By JOE SITRICK & RUFUS CRATER

BITTER CLASH between Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate Commerce Committee, and Committee Member Homer E. Capehart (R-Ind.) broke into the open last Thursday in what was to have been the final session of the committee's FM and television probe.

The hearing, devoted largely to re-airing FM Inventor Edwin H. Armstrong's charges that RCA and FCC impeded FM, was carried over for one as yet unamed date after Sen. Capehart precipitated an acrimonious dispute with his charge that Sen. Tobey "has already made up his mind that RCA is wrong and the other side is 100% lily-white."

The session was slated to resume "one afternoon" this week to permit Paul A. deMars, Washington consulting radio engineer, to complete the statement he was making when the Tobey-Capehart battle developed at Atlantic City. Instituted the investigation single-handedly at the end of the Johnson clear-channel bill hearings [Broadcasting, April 28], that would be "all for the present" but promised more for the future.

The disagreements between the New Hampshire and Indiana Senators had smoldered throughout the day-and-a-half hearing, but flared Thursday afternoon, with Sen. Albert W. Hawkes (R-N.J.) also taking some part on Sen. Capehart's side.

Sen. Tobey told his Indiana colleague that he had not known Prof. Armstrong eight or ten years ago but that he had since found that he is "clear white and has a pure soul." He contended "the record of the other side is not that way," and declared that "when you see

Sarnoff [Brig. Gen. David Sarnoff, RCA president and board chairman], coaching witnesses, it's a sordid picture and a rotten mess."

The hearing produced an early test of strength in which Acting Chairman Tobey failed to muster a majority of his colleagues in support of his argument that the hear-
Convention, Code, Conscience & Conflict . . . . AN EDITORIAL

EIGHT MONTHS ago the nation’s broadcasters met in Atlantic City in annual convention. The all-consuming issue was Standards of Practice, or the code, if you use its nick-name. Today, as the NAB meets in Los Angeles, the burning topic is still the code.

It shouldn't be. Standards are the necessary first step toward voluntary self-regulation. Self-regulation is the necessary first step toward retrieving for radio its full freedom, i.e., removing the Government from the forbidden field of program control. To remove the Government from program control now entails remedial legislation. You can't get legislation until radio affirmatively roots out program ad commercial abuses.

We doubt whether there is a single broadcaster in the lot who doesn't recognize the validity of these arguments. The proposed code has undergone four revisions. More changes will come at the convention. And there will be charges that will become manifest as the radio art progresses. That's because radio cannot and does not remain static. Television alone introduces a host of problems.

So the code comes up Monday afternoon. There will be vocal discussion. There should be. There is no show business like show legislation. This time the barn should be locked while the horse is inside.

NAB President Justin Miller will have a story to tell. Since the Atlantic City convention has been the first line before Congress and the FCC, on the White Bill and the editorializing (Mayflower) proceeding. Both presentations roll down to the same issue, because there is but one issue: Radio's right to be free. At the Senate hearing, Judge Miller was subjected to a brand of innuendo that made broadcasters' blood boil. He stood his ground against legislation which he insisted would have the effect of legalizing the Blue Book, with its implications of program censorship.

Judge Miller was a warrior without a lance. His learned dissertation on the Constitution and the Bill of Rights and his inspired quest for full freedom for radio fell upon too many deaf ears. He was not armed with an affirmative showing that broadcasters were helping themselves. Senators wondered why radio had not put its own best foot forward. They knew only of the harangues against too much commercialism, higher rates for political time, whodunits and soap operas. The do-gooders had gotten their licks.

There had been criticism in certain quarters about NAB affairs. There's talk of too much paper work, too much service for the newcomers with the older established stations paying the freight, over-organization and what-not. Some of this criticism may be justified. NAB functions for its membership and the top-level members at this first Management Conference can call the shots.

Judge Miller was given one big job. That was and is the Herculean task of preventing Government from impinging upon radio's freedom. It's up to the broadcasters to give to Judge Miller—or to whomever this assignment is delegated—the primary ingredient which can make that possible. It would be a miracle if the job could be achieved without this ingredient.

So let's have un inhibited discussion of the code. But let's get out a code.

And then let's get on with the broadcasters' business.

The world situation is frightening. A single overt act, or a wild shot, might touch off hostilities. Defense plants are working again. Soon it will be overtime. Government agencies are taking on people and more people. The Washington atmosphere is reminiscent of 1939 and 1940.

The electronics and communications arts and industries are in their greatest periods of expansion. It doesn't take a long memory to recall the solid freeze on broadcasting equipment of World War II. There are quiet assurances that nothing approaching a freeze is in sight. Whose assurances?

The truth is the whole picture can change next week or next month. The political complexion, irrespective of who wins in November, will undergo sweeping revision next January. Now isn't the time to invoke restrictions. It's a campaign year.

Before the last war there were secret plans for the military to take over all radio, on security grounds. The NAB was warned—to the suspected credit of certain Washington-frontiers. And a plan for a high-powered Government network, which was half-sold to President Roosevelt, went by the boards too, thanks to saner heads.

These are matters to be explored at Los Angeles. Plans should be made to alert radio and to condition it for any national emergency. There's actually an emergency now, but we don't call it by that name.

These matters cannot be dealt with if the convention is to be thrown into another tail-spin over a code.

Radio, as the newest (and most potent) of the mass media, looks to precedent in older media for guidance. It behooves us to reflect upon what has happened in the motion picture industry. About 30 years ago it was bedevilled with an impossible freeze over a code. It became stymied. It did nothing.

As you delegates to this NAB convention make the Hollywood rounds, observe what goes on in the front office of the film studios, where the policies are made. And we find that the greatest concern is over what we in radio would call continuity acceptance. There are state boards of review to be considered. A national board, too. There are legions of decency and other professional groups in the do-gooder category. And those boards have what we might call "program standards" which the movies must observe.

We call it censorship.

Eric Johnston, president of the Motion Picture Assm., will tell us, we believe, that these boards exist because the movies didn't get around to promulgation of their own standards of practice until it was too late.
Code to L. A.

(Continued from page 39)

code clauses that drew heaviest fire last September have been cut out of the current version. For example, changes in the commercial time limits and dropping of the ban on religious program offers are certain to temper criticism.

Heavy opposition is expected once more from independents despite the changes since last September. Many of the Southern California operators are known to be violent opponents of some code provisions.

The overall picture of industry progress and problems will be offered by President Justin Miller in his Monday morning keynote address following the call to order by Howard Lane, WJJD Chicago, chairman of the NAB board’s special convention planning committee and greetings by William J. Beaton, KWKW Pasadena, president of Southern California Broadcasters Assn. Presiding will be William B. Ryan, KFI Los Angeles, retiring director for District 16.

Speaking under the title “Radio Broadcasting—A Profession,” Judge Miller is expected to review developments in radio regulation along with legislative activities.

Progress in association efforts to insure freedom of speech for broadcasters, including events in the Mayflower proceedings, are slated for detailed discussion by Judge Miller. The effect of international relations and possibility of a world crisis are likely to come in for attention.

An ardent advocate of self-regulation, the association president is expected to analyze the whole

Mr. GAMBLE

Mr. CLIPP

Mr. MORTIMER

Mr. WOODS

Mr. Hoffmann

Mr. WEISS

Mr. STANTON

Mr. KERSTA

Mr. McCOLLOUGH

Mr. DILLARD

... Participants in “Horizon Unlimited” Panel Tuesday

Office of the Mayor
City Hall
Los Angeles, Calif.

April 30, 1948

Mr. Sol Telasoff
Editor and Publisher
Broadcasting Magazine
870 National Press Building
Washington, D. C.

Dear Mr. Telasoff:

Los Angeles is looking forward with pleasure to

playing host to the 1948 convention of the National Association of Broadcasters the week of May 12.

Having first-hand knowledge and appreciation of the workings, the value and influence of radio broadcasting, we are always glad to meet and greet those who make the great American radio industry tick.

It is significant that the Association has chosen Los Angeles, a key city in radio for its convention. Our standard stations have helped to blaze the trail in radio with pioneering effort that has enabled the industry to make the noteworthy strides which, in turn, have brought about its fabulous growth. This cycle now seems to be repeating itself in behalf of television and frequency modulation. Not only that, but that part of Los Angeles known to the world as Hollywood is now the focal point of long-range broadcasting, the center of network program activities for the entire country and as much of the world as will listen to free speech in the democratic tradition and those of any nationality or race whose prejudices and habits do not deny them the freedom of flinging the dial as they choose in response to the universal appeal of music.

I should like to take this opportunity, as chairman of Los Angeles, to congratulate Broadcasting on its special edition dedicated to the twenty-sixth annual convention of the National Association of Broadcasters.

Your magazine has kept pace with the expansion of radio, gaining an outstanding position among radio trade journals.

Very truly yours,

Mayor Bowron

Mr. Telasoff

Mr. Miller

Mr. Ryan

Mr. Ryan

Mr. Hoffmann

Standards of Practice question. At Atlantic City last fall he gave an exhaustive account of the code history and problems, and then

... Participants in “Horizon Unlimited” Panel Tuesday

sonally went over the proposed standards word for word. As chairman of a board-authorized re-styling committee he rewrote the Foreword and Creed into a single Creed and made a number of important changes in code provisions.

Judge Miller has insisted all along that the industry must be given every chance to reach a satisfactory and workable solution to the code problem. He has insisted that all code opponents get a hearing.

Should delegates get all their code sentiments off their chests by 5 p.m. Monday when a recess is scheduled, the decision will be up to the board at its Wednesday meeting. But should one afternoon be inadequate, as was the case at Atlantic City, the possibility of a Monday evening session arises or even an unscheduled session Wednesday morning.

The board is scheduled to meet Wednesday morning, but concurrent discussion of the code could be handled if necessary. This procedure would be strictly of an emergency nature, of course.

Following Judge Miller Monday morning will be A. D. Willard Jr., NAB executive vice president, who will discuss “Dollars and Sense.” Taking the practical, station manager’s perspective, Mr. Willard will base his talk on two immediate problems—control of station costs and means of increasing revenues.

He will review NAB’s efforts along these lines and explain activities planned during the coming months, using the premise that if radio is to be free and useful as an instrument of democracy
THE WEST is pressing hard for the upcoming vacancy on the FCC to be created by the retirement of Comr. Clifford J. Durr, Alabama Democrat. Left wing's but the South could be in the driver's seat as far as the administration is concerned.

Two well-known western figures — both of whom qualify from the "practical broadcaster" standpoint — have been strongly endorsed at the White House. They are Edward J. Jansen, general manager and part owner of KOY Phoenix, and John A. Reilly, former manager of KOY Phoenix, and ex-Army major.

No inking has come from the White House as to President Truman's predilections other than that if a qualified Southerner can be found, he might be given preference on the geographical count, if none other. It is believed the administration would not be adverse to placing the South, because of the civil rights issue and because an FCC post is regarded as a patronage post. The West already is represented by Comr. Rosel H. Hyde (R-Iowa), it is pointed out. Vice-chairman Paul A. Walker is an Oklahoma Democrat.

Mr. Jansen's candidacy first was espoused by Sen. Pat McCarran, Nevada Democrat, who wrote the President May 4 urging his appointment as "an actual broadcaster" who has been in radio since 1929. Sen. Sheridan Downey (D-Calif.) promptly seconded the endorsement, as did Sen. George W. Malone (R-Nev.). Sen. Harry P. Cain (R-Wa.) also is understood to have urged his appointment.

Maj. Reilly, now in public relations in Phoenix, was urged for the vacancy by Sen. Ernest W. McFarland (D-Ariz.) when he called on President Truman 10 days ago. Maj. Reilly, it is understood was asked whether he would be available for the post, if offered, but was given to understand that the impending vacancy is not tantamount to an offer of nomination.

Meanwhile, FCC Chairman Wayne Coy fatally denied a published report that he had offered a high Democratic party post — inferentially that of executive director of the Democratic committee in succession to Gold Sullivan who recently resigned — when he called on the President a fortnight ago. He declined to discuss the subject of the White House conversations, but speculation centered upon the impending Duke vacancy.

Maj. Reilly, in his fifties, is a veteran of both World Wars. He was director of special events of both the New York and Chicago Fairs before joining KOY. He has been a close friend of Senator McFarland for many years, it is understood.

The name of Brig. Gen. Telford Taylor, chief prosecutor at the Nazi war trials, now in the United States, automatically figures in

(Continued on page 138)

AD COUNCIL MESSAGE TO NAB
By CHARLES G. MORTIMER Jr.
Chairman, The Advertising Council Inc.

TONIGHT, and tomorrow night, tomorrow morning and the next afternoon American radio's most valuable and effective programs and time periods will contain material enlisting public action to help solve some critical problem.

When someone inquires what broadcasting is doing about a public service project, we at The Advertising Council can name names and give dates and programs . . . we know, because The Council arranges for these messages every day and every week and every month of the year.

That's one big reason why we are so proud of The Council, and of The Council's radio operation, which so many people in radio help to make possible.

Since its inception, The Advertising Council has been dedicated to the proposition that "What Helps the Nation, Helps Business." And we never let up in our job of trying to sharpen on the understanding of The Council and telling why we believe that in the last five years American Democracy has gained a revolutionary new instrument of power — public service advertising.

During the past five years, the broad information facilities available to The Council have been devoted to the task of helping solve some of our most serious national problems — problems which simply would not yield unless the cooperation of the American people was secured.

Now virtually every private, non-profit organization in the country, along with every department of government, has discovered that in the mechanism called advertising, as developed and used by a free American business, there exists today the greatest single force for informing and activating public opinion the world has ever seen. In consequence, the responsibility of selecting the most urgent, deserving and non-partisan projects from among the mass of appeals for help has become both difficult and demanding. It is at this point that The Advertising Council takes on a role which is not quite as well understood as some of its other performances.

For obvious reasons, radio and radio advertisers are considered fair game for doers of good whose name is legion. Hardly a day goes by that every network advertiser doesn't get from two to a dozen letters demanding free time on their programs to plug

(Continued on page 148)

WGST ATLANTA GOES TO MBS IN AUTUMN

WGST Atlanta is scheduled to switch affiliation from CBS to MBS Sept. 25, Mutual announced last week. At the same time CBS will replace WGST with WAGA, former ABC affiliate (Closed Circuit, May 10). WAGA relinquished its ABC affiliation last December.

The WGST change culminated drawn-out negotiations and legal proceedings in which violation of FCC network regulations had been charged. WAGA is owned by the George B. Storer interests.

NBC outlet in Atlanta is WSB, Atlanta Journal station and one of the J. M. Cox Jr. group. ABC outlet in Atlanta is WCON, owned by the Atlanta Constitution. WATL has been the MBS outlet in Atlanta. It becomes an independent.

Mr. Reilly
Mr. Jansen

Lamb Files $500,000 Suit Against Rival Newspaper

EDWARD LAMB, attorney and station owner whose FCC grants have been under Congressional fire [BROADCASTING, May 10], has filed a $500,000 libel suit against the Erie (Pa.) Times on grounds that the paper called him a Communist in its stories and headlines.

The suit claims that "the malicious libel uttered by the defendant was instigated for the purpose of harming Attorney Lamb in his professional, business and social activities . . . and was published with the hope of harming the competitive position of the Erie Dispatch, of which Mr. Lamb is president."

Earlier, Rep. F. Edward Hebert (D-La.), a member of the House Un-American Activities Committee, promised an "expose" of FCC's action in granting five permits to Mr. Lamb.
MULLEN LEAVES NBC

WITH THE resignation of Frank E. Mullen as executive vice president of NBC, to assume the presidency of the G. A. (Dick) Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles), announced last Thursday, NBC President Niles Trammell has effected a reorganization of the top echelon of the network. A battery of administrative vice presidents will conduct day-to-day operations (Closed Circuit, May 10).

Mr. Trammell himself, in effect resumes general management.

Sidney N. Strots, West Coast vice president, effective with Mr. Mullen's departure July 1, becomes administrative vice president with primary duties in television. In that respect he takes over the major functions of Mr. Mullen's office. Mr. Strots will divide his time between Hollywood and New York, according to Mr. Trammell. NBC expects Hollywood to develop as an important video center, Mr. Trammell said.

John H. MacDonald, one of the first three administrative vice presidents to be appointed by NBC some time ago was put in charge of operations and finance. Many of the operational responsibilities to be assumed by Mr. MacDonald were previously handled by Charles P. Hammond, vice president who has been executive assistant to Mr. Mullen, was made assistant to Mr. Trammell. NBC's advertising and promotion, research, information and guest relations departments will report to Mr. Hammond.

Mr. Hammond, who has been director of the television department, was appointed executive assistant to Mr. Strots, and Carlton Stone, until now manager of the television department, will become director of television operations. Norman Blackburn, national television program manager, reports to Mr. Smith.

Mr. Mullen, second in command at NBC since 1940 and a veteran of 25 years in the BCA-NBC organization, will take over active direction of the three Richards stations. He will headquarter in Los Angeles. While terms of the agreement were not disclosed, it is understood the contract is for five years at a six-figure stipend and with participating interest in the three operating companies.

STATION SALES

STATION SALES aggregating more than two and a half million dollars were approved by FCC last week.

Actions included $1,200,000 purchase of WSYR and WSYR-FM Syracuse by Publisher S. I. Newhouse from the Harry C. Wilder interests of KXYZ Houston, Tex., by M. Tiflord Jones and associates to Glenn H. McCarthy, oil financier.

Other major transfers approved were: Sale of WALB Albany, Ga., for $150,069 to James H. Gray, editor of the Albany Herald; purchase of KWHK Hutchinson, Kans., for $120,000 by Manhattan Vern Minor and Engineer Kenneth W. McRum and associates; and consolidation of KGAK Gallup, KTRC Santa Fe and KOAT Albuquerque, all New Mexico, with considerations totaling $144,800.

Comm. Clifford J. Durr voted for hearing in the WSYR and KXYZ transfers.

The individual transactions receiving FCC approval were:

WSYR and WSYR-FM Syracuse. N. Y. Transfer of control over Central New York Broadcasting Corp. licensee. All 18,000 shares outstanding common and all 200 shares preferred stock are acquired for $1,200,000 by Radio Projects Inc., headed by S. J. Newhouse, Jersey and New York publisher and chief owner of the Syracuse Herald-Journal and Post-Standard. Mr. Newhouse and his immediate family own Radio Projects. Of the Central New York common stock, 15,000 shares have been owned by Harry C. Wilder, president and general manager of WSYR since 1932; his wife, Isabelle H. Wilder, and his father, Mark S. Wilder. Remaining 5,000 shares have been held by 12 WSYR staff members. WSYR is 5 kw fulltime, 170 kw, and is an ABC basic affiliate.

KWHK Hutchinson, Kans. Assignment of license from James E. Mullen to KWHK Broadcasting Co. Mr. Murray, sole owner, for $125,000 sells to new firm composed of the following: C. L. Burt, local contractor, director and 50% owner; R. L. Evans, farmer, president 25%; Vern Minor, station manager, secretary-treasurer 12.5%; Kenneth W. McRum, station engineer, director 12.5%; Frank Fe, vice president 12.5% and John K. Richard, director 12.5%. A Keystone affiliate, KWHK is assigned 1 kw daytime on 1190 kc.

WSFX (FM) Grand Rapids, Mich. Reorganization of Grand Rapids Broadcasting Corp. permittee, whereby control passes from present nine owners to new enlarged group of stockholders. Revamped by failure to attract certain subscribers to take their stockholders' meeting of approval by others. Nine original owners are Gordon Thrash, president; Ken Y. Yellich, vice president; Morton G. Mack, secretary-treasurer, and Henry A. Riedeser, Harry D. Donahue, Robert L. Epstein, Richard K. MacCafferty, A. James Ebel and F. Leo Dietz. All hold 12% each except Mr. Dietz, who holds 4%. All other than the following who realign the board are, now: Mr. Epstein, 11%; Mr. Ebel, 16%, and Mr. Thrash, 16%. Some large stockholders enter firm, paying stock for holdings.

KGAK Gallup, KTRC Santa Fe and KOAT Albuquerque, N. M. Consolidation of ownership. Albert B. Ruck and M. R. Schreifler, co-partners in Ruck and Schreifler Broadcasting Co. as Gallup Broadcasting Co. assign KGAK license for $5,500, KTRC license for $2,500, and KOAT license for $1,500 to a new partnership in which Mr. Ruck is also a part owner, for $77,000. M. R. Schreifler, president, and wife, each own 25% (25 shares) of each of the three licenses. Ruck owns 12 shares in that firm for $12,800 to Mr. Tucker, vice president, so that the three individuals will hold equal interest. Mr. Ruck is secretary treasurer. Ruck and Schreifler, at the same time, formed another company, in which Ruck owns all the stock of new company, with each of the three stockholders issued one share at par of $250 on each of the three new companies. KGAK is assigned 550 fulltime on 1230 kc; KTRC is assigned 1250 kc fulltime and KOAT 1450 kc fulltime. All three a part of the same group.

WSKI Montpelier, Vt. Assignment of license from Johnson Enterprises to H. S. Kimball, individually, for $8,000 for additional interest in same corporation of same name. Montpelier is owned by G. Co. Cognat, Victor N. Davis, Bernard N. Jackobsen and Carl J. Saab, respectively, and vice president respectively, and 30.5% each. Name of new corporation is Cognat and Johnson Enterprises Inc.

BROADCASTING • Telecasting

Network Top Echelon Revamped

Mr. MULLEN

Mr. RICHARDS

Conversations with Mr. Mullen had been in progress in New York for a fortnight prior to the disclosure in Broadcasting that the presidency had been offered him. The actual agreement, however, had not been reached until Saturday, May 8, after the May 10 issue had gone to press. Mr. Richards has been in frail health for several years. His family and his physicians have urged him to retire from active direction of the properties.

Mr. Mullen has been one of radio's top policy figures since he became chief aide to President Trammell in 1940. He has spearheaded NBC's highly successful presidential primary program.

Mr. Richards, under the revised alignment, becomes chairman of the board of his properties and will continue to reside in Los Angeles. "Mr. Mullen has represented Mr. Richards as feeling that the rigors of expansion of operations, including television, would be too severe for him and that he is no longer anxious of finding the "best man in radio" to head his operations.

Under the new NBC alignment Mr. Mullen will rank as an executive vice president who has held office since August, 1947. These are Harry C. Kopf, in charge of sales; Ken R. Dyke, in charge of operations; Mr. MacDowell, Mr. Charles R. Denny, vice president and general counsel, and Fred T. Call, chairman, also sits on the policy level.

Mr. Trammell announced that the executive changes in no way (Continued on page 124)

Capital News Service

Offered to CBS Stations

A SPECIAL CBS Washington news service for affiliates was announced May 13 by Herbert V. Akerberg, network vice president in charge of station relations. These service differ from the current affiliations, which are offered on a regular or one-shot basis. Recorded weekly 15-minute interviews with members of Congress and government officials from areas of individual stations; query service on selected news events; recorded dubbing of special shows not broadcast on the network.

The new project is supervised by Theodore K. Koop, Washington director of CBS News.

May 17, 1948 * Page
PARAMOUNT-Dumont

By LARRY CHRISTOPHER

PARAMOUNT PICTURES Inc. neither controls nor has any part in the day-to-day operations of Allen B. DuMont Labs Inc., FCC was told last week at a further inquiry by the Commission into the movie firm's multiple television applications.

In fact, Paul Raibourn, Paramount vice president in charge of television, testified his firm has never applied to dispose of its 29% holding in DuMont. Competitive purchasers have characterized the interest as of a non-control investment nature only. He said the asking price is in the neighborhood of $10,000,000 and asks have been going on for some time now.

Last week's hearing, held Monday and Tuesday before F.C.C. Hearing Examiner Jack P. Blume, involved a re-examination and further study of Paramount's interest in DuMont and whether its interest constitutes control within the meaning of the Commission's rules. FCC earlier had ruled he holding was control in its remand opinion and order granting a hearing to the DuMont television network by Paramount Productions Inc., a Paramount subsidiary, for KT LA, Los Angeles [Broadcasting, Dec. 15, 1946].

The session is part of an overall competitive hearing upon applications by Paramount subsidiary firms, DuMont and others to carry on the ownership and operation of television stations in several cities across the country. Would FCC determine that Paramount does effect control over DuMont the pending applications of these two firms will be dismissed from their respective hearings. Between them they now have 69 TV stations and a direct or indirect interest as well held under Sec. 3.540 of FCC's rules.

Both Have Applications

DuMont is licensee of WAB we York and permittee of WTTG Washington and WDTV Pittsburgh. Paramount, in addition to owning KT LA, is 99% owner of Balaban & Katz Corp., licensee of WBKB Chicago.

DuMont has applications pending for Cincinnati and Cleveland while Paramount has requests pending, including applications by a subsidiary, in Boston, Detroit and San Francisco. Paramount's interest is New England Television Inc., a 100% owned subsidiary of Detroit it is United Detroit Theaters Corp., 74% directly owned by Paramount. A 100% interest is owned by Balaban & Katz. Television Productions is the San Francisco applicant.

The other applicants competing in these markets: Boston—Boston Metropolitan Television Co., WBMF; West Coast—Associated Television, KTTV-Fox, KTTU-Fox, KFFA, WAGA, United Broadcasting Co., WJBK; New York—CBS, WXYZ; Philadelphia—WIPJ, KMDS, WJTV; Chicago—WLS, WBBM, WGN, WMAQ, WBBF, WGN; San Francisco—KXTV, KMST.

... Continued. See page 45.
By ED KEYS

A DOCUMENT is under preparation which holds promise of remedying some long-standing ills of the radio industry through the unprecedented establishment of obstruction standards permitting automatic FCC approval of transmitter sites, it was learned last week.

The exact character of the minimum standards has not been finally decided.

One reliable government source was confident that portions of the standards advocated by the Civil Aeronautics Administration, were, at best, an empty gesture, setting up such stringent qualifications that few applications would meet them.

FCC and CAA officials have been privately laboring to develop a working document to streamline application processing procedures and curtail the heavy criticism of broadcasters stemming from regulation of tower locations, heights, and lighting.

Such matters represent one of the industry's perennial thorns-in-the-side. Dissatisfaction of broadcasters, stymied in their efforts to meet FCC requirements, have produced a continual wall in FCC chambers, which, it is believed, has inspired an FCC challenge of the sky sovereignty allegedly usurped by the CAA.

Meeting This Week

CAA and officials of the FCC aviation and broadcast divisions will hold their fifth meeting this week—probably Thursday—to resolve and draft the final portions of the CAA-FCC Obstacle Rule and Standards document, it was authoritatively reported.

The draft will then be transmitted to the Interdepartmental Committee for inspection of views of Army and Navy officials and also members of the committee who did not sit through the original meetings, it was understood. The committee of which Comr. George Sterling is chairman, will in turn establish recommended standards and transmit them to the Commission for en banc consideration.

Advises conflict on whether the Commission would, at that time, open the matter to public hearing. Contents of the document, as approved by the Commission, would be published in the Federal Register for a period of 30 days. If strenuous objections are voiced the Commission is required to submit the document to public hearing.

A CAA official intimated that broadcasters would be jubilant over new policy changes and that improving radio-aviation relations would result.

Most promising controversy-buster, the CAA spokesman said, would be the obstruction standards, dealing in specific terms with land surfaces and tower heights, which would allow FCC to make blanket approval of transmitter sites without referring specifications to CAA for investigation. Special consideration by CAA of transmitter sites would be given only in the case of specifications not conforming with proposed requirements.

Reviewing complaints of broadcasters, with which he had been acquainted, the CAA spokesman indicated that:

- Radio towers shielded by other buildings or structures would not be required to carry any more lighting equipment than surrounding objects. He acknowledged that there was justification for charges by radio interests that, in some cases, they were required to provide superfluous and expensive lighting equipment.
- The allegedly slow CAA processing procedure would be almost eliminated by the obstacle standards, which he declared would permit the majority of broadcasters' applications to receive blanket approval.
- Alleged delays resulting from CAA surveys of transmitter sites of all competing bidders before the final FCC permit was made would be drastically cut by the approvals.
- Charges by the radio industry that CAA officials are impractical in their consideration of transmitter sites near aircraft areas would be considered by the committee.

• The committee would consider factors involving potential air force and national security, and would base its decisions on the public interest in the areas.

While the two agencies were weighing the highly controversial tower problems, the State of Wisconsin had initiated action which may establish a legal precedent on air sovereignty.

Threatening mandamus action against the FCC in the U. S. District Court of the District of Columbia, Wisconsin Attorney General John E. Martin, in a telegram to the Commissioners April 26, challenged FCC's jurisdiction in denying a construction permit on the basis of CAA findings on tower sites, it was learned last week.

Attorney Martin, acting as attorney for the State Radio Council, U. of Wisconsin, demanded that a construction permit be issued the Council for a new non-commercial educational FM station on Rib Mountain near Wausau, Wis.

FCC, he recalled, had conditionally authorized a construction permit to the Council with the site subject to CAA approval.

"The site in question," Mr. Martin explained, "is a public park owned by the State of Wisconsin in its sovereign capacity. The park is under administrative jurisdiction of Wisconsin Conservation Commission, which has authorized construction."

He then referred to a U. S. Supreme Court ruling which expressed the rule, which he said had no contrary, that "a landowner owns so much of the space above ground as he can make use of, in connection with the enjoyment of his land. But that such rights vary with his needs and is co-extensive with them."

The same case, the attorney general pointed out, further held that no one can acquire right to space above land that will limit the landowner. Washington CAA officials told

(Continued on page 50)
Sept. 20 on the merits of opening the "upstairs bar" for commercial television [BROADCASTING, May 10], he declared that video could "expand into" the higher frequencies but that "no television at all" would result if all television were moved up.

"New vacuum tubes capable of generating high power at these frequencies must be developed and manufactured," he declared. "Much needs to be learned about the facts regarding wave propagation at these frequencies. In short, we need to learn how to use these frequencies to render a reliable television broadcast service to the public."

Virtually all of the Senate committee took part in the hearings. These included Sen. Tobey, Clyde M. Reed (Kan.), Owen Brewster (Me.), Hawkes, E. H. Moore (Okla.), and Capehart, all Republicans, and Edwin C. Johnson (Colo.), and Francis J. Myers (Pa.), and all Democrats.

Testimony continued from page 89

Wednesday

Session-by-session account:

Over Sen. Tobey's protests, Sen. Tobey insisted that the hearing opened Wednesday that "continuity" be preserved by giving him an opportunity at the outset to cross-examine Prof. Armstrong on his testimony at the opening of the investigation April 23 [BROADCASTING, April 26]. If the purpose of the probe is "purely to excite the people and turn our names in the newspapers," he added, then "that's another thing" and "I question whether hearings should be held."

After a brief executive session Sen. Tobey announced that a "committee" had been reached, with Prof. Armstrong to take the stand for 30 minutes of cross-examination.

Under questioning by the Indianan Senator, Prof. Armstrong said he had a "substantial" stock interest in RCA, that he didn't think an FM set could be built without infringing on his patents but that he had tried to get the issue out in the open and had "not yet" filed patent suits. He said there were 25 or 30, "perhaps more" licenses under his patents.

He repeatedly attacked FCC's treatment of FM but baulked former Chairman James Lawrence Fly's attitude and said FM now appears to be headed for "clear sailing in the main."

Asked what he got from the report which he had read, Sen. Tobey contended he would have substantiated his views on FM in 1936 but was "withheld" from FCC by RCA. He said Dr. W. R. G. Baker, then RCA chief engineer, now with General Electric, turned it over to him in November 1935 on instructions from RCA. President David Sarnoff.

Sen. Tobey interjected that Gen. Sarnoff had full knowledge of the report when he "made a kind of hasty quiet offer" to make full disclosure of RCA's information on FM during the 1936 hearings, yet kept back this report. He wouldn't file it to FCC, Sen. Tobey shouted, yet eight copies were made available to Russia.

Sen. McMahon thought it "peculiar" that Prof. Armstrong himself failed to turn the report over to FCC when Gen. Sarnoff failed to do so. The inventor agreed that he had already received a copy but said he didn't have it with him at that time and "in fact, I had forgotten about it."

It had seemed "inconceivable," he reiterated, that FCC would limit FM allocations after that hearing.

Sen. Hawkes said he felt Dr. Baker should be summoned. One of the most important factors of the entire question, he said, was the fact that Prof. Armstrong had made the report for five years before he made it public.

Dr. Jolliffe's direct statement, largely a summation of the testimony presented in April, in which he pointed out the House Interstate Commerce Committee's hearings on the Lemke FM Bill (H.J.Res. 78). stressed RCA's contributions to FM, which he said dated to 1924 and have made possible many advances in the art.

"It is particularly significant that when Armstrong appeared before the Senate three weeks after the Lemke hearing[ ] he did not even attempt to refute any of the facts which I presented on that occasion," Dr. Jolliffe declared.

"Published to the World"

Answering the charges that RCA has withheld information vital to FM, he said the company's preoccupation for FM had been "published to the world" by RCA engineers in January and May 1936. The report referred to by Prof. Armstrong and Sen. Tobey, he declared, was a "tentative" report which "states its face that its conclusions appear to be too optimistic."

After explaining that RCA licensees were free from all restrictions and were charged "reasonable" royalty rates, Dr. Jolliffe said RCA has furnished the patents freely, they made money in one of two other ways—either by adding on to the price of the product or making an assessment for engineering assistance.

The RCA counsel said RCA made a great deal less than it would if there had been no war. Asked the exact amount, he said he would furnish the figure for the record.

Taking issue with Chairman Tobey, Sen. Hawkes stated that "Mr. Cahill is absolutely right in his attack on the FCC."

Returning to his questioning of Dr. Jolliffe, Sen. Tobey asked about

which has proved acceptable to most licensees; (4) royalty amounts to about 2% of selling price.

To Sen. Tobey's inquiry on the amount the public has spent for RCA sets, Dr. Jolliffe revealed that as of March 31, 301,698 TV receivers had been sold at a total value of $79,375,000.

Sen. Tobey then called Conway P. Coe, RCA vice president in charge of patent matters, and asked if it were not true that RCA has 10,000 patents for which it grants licenses. The witness did not know the exact total but said that in the fields in question, RCA had about 100 TV patents, 26 of which are in litigation, and about 86 FM patents.

Chairman Tobey then turned to one of his main bones of contention with RCA, charging that while other companies such as AT&T, General Electric and Westinghouse gave the government the use of their patents free or on less stringent terms during the war, RCA negotiated a deal with the late President Roosevelt whereby it received $4,000,000 a year for its patents.

Before Mr. Coe gave an answer, John T. Cahill, RCA general counsel, jumped to his feet and offered a reply. Sen. Tobey ordered him to "sit down until called." When Sen. McMahon identified Mr. Cahill and stated that it was only fair to let him answer, Chairman Tobey called him to the stand.

Elston explained that corporate officers were under obligation to earn money for stockholders and had no lawful right to make a gift to anybody. He pointed out that although other companies may have furnished the patents free, they made money in one of two other ways—either by adding on to the price of the product or making an assessment for engineering assistance.

The counsel for RCA said the company had made a great deal less than it would if there had been no war. Asked the exact amount, he said he would furnish the figure for the record.

Taking issue with Chairman Tobey, Sen. Hawkes stated that "Mr. Cahill is absolutely right in his attack on the FCC."

Returning to the question of Dr. Jolliffe, Sen. Tobey asked about

(Continued on page 48)

BROADCASTING • Telecasting

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Sen. Capehart listens.
Comparative Field Measurements, Comparison of Propagation Characteristics between Channel 4 and Channel 7 in the Washington Metropolitan Area—E. C. Page, Consultant, Washington, D. C.

A comparative study and analysis of the coverage of two television stations, one operating on Channel 4 (65-72 mc) and the other on Channel 7 (174-180 mc) is presented.

The technique employed consists of simultaneous mobile field intensity recordings of both stations, employing the method specified in the FCC Standards of Good Engineering Practice Concerning Television Broadcast Stations. The recordings are analyzed to present the field intensities exceeded for 10, 50, and 90% of the sector distances. The measured results are compared to the calculated coverage. Problems associated with propagation habits in connection with such field intensity surveys are also treated.

Mr. Page. Mr. Seibert. Television and FM Transmitting Plants—Raymond F. Guy and John L. Seibert, NBC.

This paper will deal with unique problems which arise in connection (Continued on page 194)

ENTERTAINMENT SLATE FOR CONVENTION WEEK (Also see What’s to Do in Los Angeles, page 829)

SERIES of entertainment events and side meetings, formal and informal, will feature NAB convention week proceedings. The list was not complete as this special convention issue of Broadcasting went to press.

SUNDAY—Atwater Kent festa, Bel Air, 2:45 p.m.; Icecapades, evening performance, Pan Pacific Auditorium.

MONDAY—Movie studio tours.

TUESDAY—CBS/CBSPost on the strength of a large cast made up of Women Broadcasters and Advertising Women, 9:30 a.m.; CBS Post on the strength of a large cast made up of Women Broadcasters and Advertising Women, 9:30 a.m.; CBS Post on the strength of a large cast made up of Women Broadcasters and Advertising Women, 9:30 a.m.

WEDNESDAY—NAB convention golf tournament, fried at Broadcast Magazine magazine trophy, California Country Club (Best ball, 3-ball, 9:30 a.m., for details contact BROADCASTING head office, 3520 oxford 6-695); tour of Cale- lina, open to men and women; MB-Don Lee luncheon at new building, 1113 N. Vine St., for press and advertisers.

THURSDAY—NAB convention golf tournament, fried at Broadcast Magazine magazine trophy, California Country Club (Best ball, 3-ball, 9:30 a.m., for details contact BROADCASTING head office, 3520 oxford 6-695); tour of Cale- lina, open to men and women; MB-Don Lee luncheon at new building, 1113 N. Vine St., for press and advertisers.

FRIDAY—Evening inspection tour, thursday inspection, 9:30 a.m., at B-Don Lee building for Engineering Conference registrants (buses leave Biltmore 5:30, $ 0.30 bus.

SATURDAY—Inspection tour of M. W. (buses leave Biltmore 9:30 to 10 a.m.)
**TECHNICAL EXHIBITS**

(EWEST developments in broadcast equipment, ranging all the way from powerful transmitters to lighter transmission and studio equipment, feature the annual NAB convention week exhibit opening Monday morning at the Biltmore Hotel, Los Angeles.

Over 10,000 feet of space is required for the heavy display on the lobby-foyer floor of the Biltmore, according to Arthur C. Trimmer, NAB department head in charge of the exhibit. In addition, there are 80 rooms on the second floor for displays of transcriptions, records and related companies.

Though the convention is being held far from the manufacturing centers in the east, the displays are up to normal standards. Missing from this exhibit, however, are the high towers set up in the Atlantic City Convention Hall last September. Manufacturers are explained in some cases that they were forced to prepare displays because of the adjacency of last week's Radio Parts Show in Chicago.

Despite the problems involved, and the uncertainty created by railroad labor negotiations, exhibitors are presenting displays that will hold interest all through the five-day schedule. Exhibits close Friday afternoon just as the Engineering Conference concludes its sessions.

New associate members who will be represented at the Biltmore are Enesco Derrick Equipment Co., Los Angeles and Houston, and Allied Record Mfg. Corp. DuMont plans to show teletranscription recording direct from cathode tube. Raytheon has a coaxial cable from the floor up to its suite for demonstration.

Indicative of the interest shown by exhibitors is the two-carload display of RCA, with a complete studio setup for projected television. Exhibitors on the second floor will be able to give actual demonstrations of their programs as against the "silent" displays at Atlantic City last autumn. That inability to demonstrate programs and library services caused considerable grumbling at the coast resort.

In the displays of heavy equipment everything is being shown from television transmitters and antennas right through FM and AM equipment and on down to tubes. Company representatives will be on hand to answer questions about all the items shown.

Following are brief descriptions of most of the exhibits, as made available to BROADCASTING by the exhibitors in advance of the convention:

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**Ampexrex Electronic Corp.**

AMPEREX is exhibiting a complete line of transmitting, rectifying and special purpose tubes for radio communications and industrial applications. Included are tubes for AM, FM and television transmitter applications.

Besides many tubes previously exhibited, Ampexrex is featuring a new line of recently developed forced-air radiation external anode tubes of greatly reduced dimensions which are lighter in weight than earlier designs of similar function. Savings in physical dimension have been accomplished without sacrificing electrical efficiency.

S. E. Norris, executive vice president in charge of sales, is supervising Ampexrex exhibit in Rooms 2212 and 2214 at the Biltmore.

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**Andrew Corp.**

FEATURING the Andrew exhibit (Continued on page 224)

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**Probe Fireworks**

(Continued from page 46)

The hiring of former FCC Chairman Charles C. Denny and wanted know who first approached him when Dr. Jolliffe said he first approached Mr. Denny during the September 1947 Telecommunications Conference in Atlantic City, it that NBC President Niles and Senator Boeing had succeeded in their efforts to convince him that his judgment was sound and that he should run. Senator Boeing is reported to have said, "If you have that...."

The Chairman made final arrangements.

Sens. Tobey and Myers agreed that cases like Mr. Denny's were examples of insufficient salaries paid by the government.

Prof. Armstrong returned to the witness chair and was asked by Sen. Capahart why he and RCA didn't sit down and settle their personal matters instead of bringing them before a Senate committee. Sen. Tobey answered that he called the hearings because the matter affected the public interest. Sen. Capahart then added that FM had made "great strides," but FCC was better qualified to make decisions on the question.

---

**Thursday**

Mr. deMars, consulting engineer, began the session by tracing his experience with and support of FM through the years.

In reply to Sen. Tobey, Mr. deMars stated that in his judgment RCA had used undue influence on FCC down through the years. This prompted Sen. Hawkes to assert that other engineers probably could be found to say the opposite. "If you have them, bring them on," retorted Sen. Tobey.

The Indiana Senator charged that the Chairman had been making a "stump speech" and was deliberately saying one side was right and the other wrong. He said he was "objected to unanimously," and that it "is unfair, unwarranted and un-called in the U.S. Senate.

Sen. Capahart charged further that the Chairman had allowed Prof. Armstrong to proceed as he wished, but had instructed RCA witnesses to answer yes or no.

Chairman Tobey vigorously denied the charge and turned to Dr. Jolliffe to ask whether he had been allowed to read his statement and had been given "fair treatment." The RCA executive replied that he had.

Sen. Magnuson succeeded in breaking up the battle by reminding the committee that all Senators were wanted on the floor for a vote in five minutes.

Before the session was adjourned, Mr. Cahill was called on to furnish the figures for the record which he had promised the previous day. He pointed out that RCA's profit during the war years was less than during the eight years preceding the war. He also produced figures to show that RCA's $4,000,000 contract with the government during the war saved the armed services $100,000,000 during that time.

---

**Capitol Cars**

CAPITOL RECORDS Inc. is supplying convention limousine service from the Biltmore to Hollywood every hour on the hour and from Hollywood on the half-hour. At its Biltmore convention suite Capitol is holding a daily drawing for Caliphone transcription playbacks.
POLITICAL BROADCASTS

POLITICAL broadcasts are an important facet of a Presidential election year, and, while broadcasters are almost unanimous (99%) in saying they plan to sell time for political broadcasts, a majority (79%) have indicated they would refuse to alter important segments of their schedules to make way for the politics.

This latter fact is among those brought out in the second portion of the study—presented here with—of a study of broadcasters' plans and policies for handling political broadcasts. The study, conducted exclusively for Broadcasting Magazine by Audience Surveys Inc., represents the ninth survey of station manager opinion, thirteenth in the Broadcasting Trends series.

Most television stations, like AM stations, Audience Surveys concluded in the second portion of the study, “plan to sell time for political telecasts; to let the business come to them rather than solicit it; to charge regular card rather than special rates; and, to sell on commission on such business; insist on scripts in advance; and collect in advance of broadcast.”

In making its political broadcasts survey Audience Surveys followed its usual custom of canvassing a representative cross-section of the managers of commercial AM stations, and, because of the interest in how operators of television stations plan to handle political telecasts, submitted the same questions answered by the AM panel to video stations already

A sample of U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

CHART I

<table>
<thead>
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<th>% of all respondents</th>
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<tr>
<td>YES - 79 %</td>
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**LOBBY ACT EXEMPTION FOR RADIO IN S-2575**

Radio news services would be exempted from the Regulation of Lobbying Act, under a bill (S-2575) favorably reported to the Senate by the Senate Committee on Expenditures in the Executive Departments. The bill would amend the Legislative Reorganization Act of 1946. The committee report declares:

Newspapers and periodicals are presently excluded from the necessity of registration under the Regulation of Lobbying Act in appearing before a committee of Congress in support of or opposition to legislation. The amendment merely adds the radio to the list of exempted activities.

Registered under terms of the Act are these radio officials: A. D. Willard Jr., executive vice president, and Don Petty, general counsel, for NAB; Earl H. Gammons, Washington vice president, for CBS; Frank M. Russell, Washington vice president, for NBC; Glen A. Wilkinson, Washington counsel, for KSL Salt Lake City; Victor Sholis, director, and Louis G. Caldwell, counsel, for Clear Channel Broadcasting Service; Harry J. Daly, counsel for a group of stations.

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About a quarter of the stations would keep their discussions and talks programs on (28%), and their household programs (23%).

Approximately one of seven stations regard their mystery, drama, comedy and quiz programs as important enough to refuse to move or cancel them in favor of political broadcasts, while 9% feel music programs should not be affected. Six per cent would not cancel any programs on the schedule for a political broadcast.

If you carry the network program and are asked to provide opponents with local time to answer it, will you do so? (See Chart IV).

Sixty-three per cent of the stations which expect to carry network political broadcasts will provide opponents with local time to answer the network speaker if asked to do so—almost six times as many as will not do so (11%). Many of those who will not point out that, in their opinions, providing equal time would be a network rather than a local problem. A significantly large group (26%) are uncertain of what policy they will adopt in such a situation.

This year for the first time in a Presidential campaign, television will be available for use by political candidates and parties.
AAA's Message to NAB Delegates

By FREDERIC R. GAMBLE
President, American Assn. of Advertising Agencies

HOW DOES radio look today from the advertising agency viewpoint?

The answer is indicated, it seems to me, by a recent development in the American Assn. of Advertising Agencies. We have just overhauled and streamlined all the national standing committees that determine AAA policy; after the shuffle, two out of our eleven standing committees are concerned entirely with radio, a third deals partly with radio, and we also maintain a special committee on radio and television policies. Certainly this evidence that agencies are vitally concerned with radio as a medium.

It is meaningful, too, that we have now incorporated "television" into the titles of all our radio committees. It reflects a conviction among agency people that television is coming into its own at top speed. If anybody doubts this feeling, I refer him to the program of our recent AAA annual meeting—there were three separate talks on television as well as a special film presentation on television commercials and programs.

Much of this concern with radio and television is due, of course, to mutual problems. In our view, here are some that need solution:

On the business side, we again urge that networks and stations which have abandoned the customary twelve-month rate protection should restore it as soon as possible. As expressed in a resolution of our board, we believe that absence of this protection tends to discourage the planning of campaigns on an annual basis and results in losses to broadcasters.

We also believe that many more stations need to adopt the customary 2% cash discount on national advertising—and soon. Despite progress in the past year, radio still lags far behind all other media in providing for this financial safeguard.

We hope that broader industry support will be given to Broadcast Measurement Bureau. Certainly support should be greatly broadened by 1949, so that BMI study No. 2 will provide again a uniform measurement for a maximum number of stations.

We shall watch with interest new developments at the NAB convention on the proposed code of Standards of Practice. We stand ready, as the advertisers have also stated they do, to lend our support—if the code adopted can be approved by us and recommended to agencies—in order to facilitate application of the code.

A major and persistent problem, still, is the lack of any recognition body in the broadcasting industry. We believe most broadcasters already recognize that the calibre and effectiveness of advertising broadcast by the station is very much the station's concern, that high-calibre advertising is the product of skilled and experienced agencies and that some recognition machinery is therefore needed to evaluate advertising.

In listing some problems that continue to exist, there has been no space to summarize here the very notable advancement that has been made during the past year toward the solution of many other problems. This steady advance is due to close understanding and effective teamwork between the NAB and the AAA. It is a bright token of our good relations and of the promising future.
11 FM GRANTS

SIX Texas Baptist organizations which plan to operate as an FM network were among 11 applicants given conditional FM grants by FCC last Wednesday.

The Commission also issued FM construction permits to 11 other new Class B stations, including one by the Atlanta-based KMER Radio City. It granted requests to vacate authorizations previously issued to three others.

The Texas church groups, all affiliated with the Baptist Convention of Texas, will form a network with which Texas Baptist College in Fort Worth, Tex. plans to affiliate [BROADCASTING, Jan. 26].

List of Grants

Conditional grants and proposed channel assignments:

Howell College, Brownwood, Tex.; Class B; Channel 271 (103.6 mc).

First Baptist Church of Beaumont, Texas; Class B; Channel 286 (101.9 mc).

Booster Orphans Home, Dallas, Texas; Class B; Channel 286 (101.9 mc).

Wayland Baptist College, Plainview, Tex.; Class B; Channel 271 (103.6 mc).

Southwestern Baptist Theological Seminary, Fort Worth; Class B; Channel 271 (103.6 mc).

San Antonio Baptist Assn., San Antonio; Class B; Channel 286 (101.7 mc).

Voice of the Rockies Inc., Preston, Idaho; Class B; Channel 223 (92.1 mc).

Dr. Leo Hawks and Dr. T. L. Smith, Preston physicians, own 45% plus each. J. L. Peterson, in the radio service business there, is president, and Al Sturgeon, former sales manager of KXLY Logan, Utah, is secretary.

Science Education Foundation Inc., Shaker Heights, Ohio; Class A; Channel 222 (92.1 mc). The foundation will operate a commercial station. Its trustees are A. L. Bogeboehl, Detroit; F. B. Foley, Philadelphia; H. K. Work, Pittsburgh; John L. Spanagel, Rochester, and W. H. Eisenman, Cleveland.

Regional Broadcasting Co. Inc., Jafferson, Ark.; Class B; Channel 210 (103.6 mc).

WDFE Broadcasting Co. Inc., Chattanooga, Tenn.; Class B; Channel 271 (102.1 mc).

Six FM stations were given construction permits to 11 other new Class B stations, including one by the Atlanta-based KMER Radio City in Texas.

Now Over 2000 NAB membership passed the 2,000 mark just prior to the 1948 convention, an increase of 15% over the Atlantic City convention last September. Present membership, of last week, totaled 2,035 consisting of 1,271 AM stations, 285 FM and 3 TV associates, 3 networks, 107 others.

OMAHA TV Granted To KMA Licensee

GRANT for a new television station at Omaha was issued by FCC last Thursday to May Broadcasting Co., licensee of KMA Shenandoah, Iowa.

The grant was for use of Channel 3 (60-66 mc) with 8.3 kw aura and 17.8 kw visual power. It is the only TV channel authorized in the Omaha, where WOW-TV is now under construction. Installation of the new station is expected to cost $189,000, while first year’s operating expenses are estimated at $10,000, and revenues at $40,000 [BROADCASTING, March 11].

Meanwhile the Commission, came within the hearing range and with the results of the auction on Don Lee’s A and FM renewal proceedings, which apparently has held up action on the San Francisco bid. With Don Lee’s application withdrawn, the FCC hearing will cover seven San Francisco applications.

The Commission also took a hearing on the request of Associated Broadcasters (KBSF San Francisco) for additional time to complete its KWIS TV. FCC extended the completion date by six months but specified that a pre-screen report on the station, filed in 90 days by the Kwis Television Co., was granted six-month extension for completion of its WTVO TV, Detroit.
PREPAREDNESS

AGAINST a backdrop of accelerated defense preparations, nearly 300 leaders of industry and the Armed Forces pooled experiences at the second annual convention of the Armed Forces Communications Assn. in Dayton, Ohio, May 10-11 to discuss electronics preparedness.

In keeping with the association's aim to offset problems of all three branches of U.S. Armed Forces in the foreground, the convention program emphasized Air Force progress and required action:

At a national defense symposium Tuesday morning, the AFCA members heard Maj. Gen. Harry C. Ingles, former Chief Signal Officer and now president of RCA Communications; Rear Admiral Earl E. Stone, chief of Naval Communications; Maj. Gen. Francis A. Lankenbrand, Air Force communications director and Maj. Gen. F. O. Carroll, of the Air Material Command, outline the nature of their respective functions.

Mr. Gen. David Sarnoff, RCA president and board chairman, who is also AFCA president, in a banquet address Monday evening saw television as "a substantial aid to public information in any future war." General Sarnoff warned that a nation which is complacent faces possible oblivion.

The RCA official read a message from President Truman, who, in his address, said: "This association's program for maintaining close relations between the Armed Forces and the communications, electronics and photographic industries is an important contribution to the industrial preparedness which must buttress the future security of our country."

General Sarnoff recalled that "World War II stimulated advances in many branches of electronics and communications. They forced into discard many previous concepts of warfare. They taught us that, although there was a closer relationship between the communication services, the armed forces, and industrial research. Upon this relationship, through technology, to military uses before—instead of after—war comes."

"Television is a case in point. We all know that this new science, which combines radio, electronics and photography—field in which our nation is already well ahead and heavily interested—has almost unlimited possibilities in its application to military as well as to industrial and entertainment activities. No doubt television can be a substantial aid to victory in any future war. The knowledge gained through television, the Commander-in-Chief in Washington will be able to watch distant military activities and maneuver, even overseas."

Possibilities of military television...
The problems that confront broadcasters who propose to enter the television field revolve primarily around questions of cost, both of facilities and of operation. This discussion is directed toward the prospective telecaster who must put his operation on a sound economic basis by keeping his investment and operating expenses at a minimum.

Television programming and studio operation are in the initial formative period, and experimentation and operating experience continually demand changes in the facilities needed for programming. It is almost impossible therefore for the broadcaster to anticipate the facilities his station will require to do an adequate job in his community five years from now. He is faced with the danger of investing heavily in a plant which may well become obsolete within a relatively short time.

Sound economic planning for the development of small television stations indicates the wisdom of installing minimum facilities at the beginning of operation. To this basic plant additional facilities can be added as the state of the art advances and as revenue from the station increases. It should be remembered that there will be much wider variation in the facilities needed for rendering complete video service to individual communities than in aural broadcasting. The characteristics of the local audiences, the station budget, availability of facilities, and special programming requirements, will make every station an individual problem requiring careful analysis and expert planning.

The four stages outlined below permit the logical development of television facilities on a reasonable economic basis.

**FIRST STEP—Install transmitters and minimum film equipment.**

**SECOND STEP—Purchase mobile equipment.**

**THIRD STEP—Build minimum studio facilities.**

**FOURTH STEP—Expand studio facilities to provide complete program service for the particular community served by the station.**

The first step puts the station on the air with minimum initial expenditure and minimum operating costs. Programming will be limited to films and slides. It will probably be found that 16mm is the most satisfactory for a number of reasons. Free and commercial films are available in considerable quantities and 16mm film is printed on a safety base which, under most city building codes, requires no special fire protection for the projection room or for storage areas.

Probably the most economical operation for this first stage will be to combine the film projection and transmitter facilities in one building if that is possible. If an existing AM or FM site is suitable for television transmission and an existing tower can be used for supporting the television antenna, a considerable saving will be effected.

The building problem will be further simplified when space is available in the existing transmission building for the installation of the television transmitter and the film equipment. Additional space required for television is as follows: (1) An area of 400-600 sq. ft. for the 5 kw video and audio transmitters, including space for a control console and for tuning and servicing transmitters; (2) a minimum of approximately 120 sq. ft. for film projection equipment. The film room must be separated from the equipment area by fireproof shutters and electrically shielded. The combined size of the transmitter building will be approximately 12½ feet long and two feet deep, and the area required for servicing, control console, etc., will again range from 400-600 sq. ft.

(b) A video receiving and equipment room may be needed eventually if not immediately. This will house racks containing receivers (if a radio link to the studios is used), audio and video amplifiers, and perhaps in the future, a film projector to be used in case of line failure. An area of 120-150 sq. ft. should be provided.

(c) Laboratory, shop, and storage space should be between 100-150 sq. ft.

(d) Living quarters for the chief engineer: 200-300 sq. ft.

(e) Combined office and lounge 150-200 sq. ft.

(f) Miscellaneous accessory area such as an entry, bath room, space for a heating unit, closets, etc. 160-200 sq. ft.

(g) A visitors' lobby, if required will demand the enlargement of the entry to an area of approximately 200 sq. ft.

(h) A garage for passenger cars may be desirable, especially in severe climates or in isolated areas. It should include an area of at least 500 sq. ft. If a remote pick-up truck is to be housed, a larger garage will be needed.

(i) A motion picture projector room containing a slide projector and one or two film projectors (either 16mm or 35mm), and a work bench. If 16mm film is used, the film pick-up camera can also be installed in this room; for 35mm film the camera and projector must be separated by a masonry wall. The size of the room should be between 70-120 sq. ft. and the area where the film camera and monitoring equipment are located must be electrically shielded. At the time when the film equipment is moved to a permanent studio location the

(Continued on page 54)
TV Blueprint

(Continued from page 58)

area it occupies can be allocated to other facilities.

Some of these elements may not be needed in a particular locality and they may be related to each other in a number of different ways. The figures given represent average space requirements. Specific total requirements may vary from 1,000-2,500 sq. ft. for a simple, if at all, operation. The cubic content of a room varies from 12,000-32,000. A typical studio building incorporating film service is shown in Fig. 1.

Step two entails the purchase of mobile equipment. This will allow programming of local sports and civic events, and will allow the inclusion of field cameras and field monitoring equipment. This step involves no additional building construction.

Step three involves the building of a single studio and control room, which are operated on a minimum of adjacent facilities.

At the present time there are many ideas regarding studio and control room design. At least there are no television operators. It is of the utmost importance that the hope of incurring less criticism, and with the hope of gaining more discussion, a new type of studio-control room layout is shown in Fig. 2. This plan allows for the shifting of scenes, provides for audience viewing, audience participation, or straight studio work. Flexible arrangements for one to five sets of varying sizes are provided in a minimum area. The control room is placed on the second floor level with a convenient stairway to the studio. The ceiling height is 22 ft., allowing for cubic sets giving sufficient height for lighting, high angle camera placement, etc. The studio (including control room) has about 1,000 sq. ft. of floor area, and contains approximately 40,000 cubic feet.

In step four the facilities are added which are necessary to bring the station to full programming capacity for the community it serves. The operations know-how and experience gained by the broadcaster prior to step one will enable him to determine the facilities required for a complete programming service. Limited space prevents a discussion of the elements to be considered for complete facilities, but a brief outline of the elements is given below.

CHECK LIST OF ELEMENTS DESIRED

1. Studio...
(a) Approximate size...
(b) Audience participation desired...

2. Master control...

3. Sub control...

4. Film projection facilities...

5. Shop...

6. Video effects shop...

7. Equipment storage

8. Crew and property shop...

9. Scenery and property storage...

10. Powder room...

11. Emergency powder room...

12. Air conditioning and heating room...

13. Dressing room...

14. Costume storage...

15. Toilet facilities...

16. Musicians' room...

17. Instrument storage...

18. Lobby (public)...

19. Reception-telephone switchboard...

20. Staff lounge...

21. Talent lounge...

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Upcoming

June 13-17: Advertising Assn. of the West, Annual Convention, Sacramento, Calif.
June 21-25: AIEE Summer general meeting, Mexico City, Mex.

Broadcasting • Telecasting
IOWA, ALA. GRANTS Decision Reversed in 1450-kc Case

Radio Corp.'s "service plans... are better designed to meet the interests of the community" and charged that the majority's decision was contrary to FCC policy on similar cases in which "program plans... were made the controlling factor."

Comr. E. M. Webster did not participate in the Cedar Rapids case and neither did Comr. Robert F. Jones took part in the 1420-kc proceeding. In the latter case, Andrew College Broadcasting's application was turned down independently for want of a satisfactory transmitter site.

Principals Involved
Ownership of the new grantee companies:
Alabama-Georgia Broadcasters—M. M. Moulthrop, Montgomery and others; Eufaula, is president and owns 22%, B. H. Coleman, in the Montgomery business, and E. B. Farmer, Post Office employee and radio repairman, T. L. Schade, T. V. Owsley, manager of WCTA Andalusia, Ala., and former manager of WSB, Atlanta, owns 15% and will serve as the cooperating vice president. Current owners.

Cedar Rapids Broadcasting Corp... stockholders are the last 15.1% being held by W. S. Jacobsen, controlling owner (85%) of KROS, Cedar Rapids, and the remaining 14% is KROS General Manager of WCTA Moline, who is also the general manager of the new station Paul Huston, Cedar Rapids banker, is president and owns 17%. Remainder of the stock is held by Cedar Rapids and Clinton business and professional people, including Luella Leers and Doris Gray, employee of KROS, William J. Barron, John W. Beck, Scott McIntyre, A. L. Smolakowski, Frank C. Byers, Frank C. Wicke, and Theodore J. Welch, all of Cedar Rapids and William F. Hendricks, and William T. Oaks of Clinton.

NBC LEASES 3 STUDIO: FOR VIDEO PROGRAM!

NBC has leased three New York sound studios from RKO-Pathé for video production, including one described as "the world's largest television studio" and the network announced last Tuesday.

The studios, located at 106th St. and Park Ave., are to be used for live as well as film production NBC said, and will be five television, one NBC video studio, located in New York. The largest of the three new studios measures 97 by 74 feet. The others are 63 by 3 feet. The lease also covers an exterior floor of office space at the same location.

Occupancy of the Pathe studio on a five-year lease, is set for July 1. Acquisition of the new set will be part of the network's television expansion plan which calls for 16 inter-connected outlets from Massachusetts to Missouri to operation by the end of the year according to NBC.

May 17, 1948 • Page 54

OTHER

WLS ELECTION

JAMES E. EDWARDS, for 35 years a WLS’-Prairie Farmer, Chicago, was elected Tuesday to the presidency of the Agricultural Broadcasting Co., WLS licensee, and the Prairie Farmer Publishing Co.

Glenn Snyder continues as vice president and general manager of WLS, and also as a director, along with Mr. Edwards, in the management of the two companies.

Mr. Edwards, who leaves his

TV Profits Battle Ends; N.Y. Boxing Is Resumed

THE BATTLE over television profits which caused a six-week hiatus in the New York boxing calendar was settled amicably Monday by the Boxing Managers Guild as it agreed to accept half of the video profits collected by the Twentieth Century Sporting Club, which controls boxing in Madison Square Garden.

In actuality, the managers will collect one-quarter of Garden television profits, since the Garden management, which reserves a full half for itself, has steadfastly refused any further split. The Guild’s share of the video take will amount to about $25,000 a year, according to Sol Strauss of the Twentieth Century Sporting Club.

Mr. Strauss offered to make the same deal with the Guild several weeks ago, but later withdrew the offer at the urging of the Garden management.

CBS Adds Two Outlets; One Is in Philippines

CBS last week announced the addition of KZBU Cebu, Philippine Islands, and WHOL Allenton, Pa., to the network, making a total of 178 affiliates.

Norman Paige manages KZBU, owned and operated by the Philippine Broadcasting Corp., Manila. It operates with 1 kw fulltime on 1250 kc.

WHOL joins CBS as a basic supplementary station, beginning August 1, to operate with 250 w unlimited time on 1230 kc. The station is owned and operated by the Allenstown Broadcasting Corp.

EDWARDS NAMED TO HEAD FIRMS BUTLER OWNED

An associate of the late Burridge D. Butler in the management of WLS-Prairie Farmer, Chicago, was elected Tuesday to the presidency of the Agricultural Broadcasting Co., WLS licensee, and the Prairie Farmer Publishing Co.

Mr. Edwards, who leaves his

WARS EDUCATORS

FM CHANNELS reserved for educators might have to be assigned to commercial broadcasters if left unused, Wayne Coy, FCC chairman declares in a bulletin, “FM for Education,” just released by the Federal Security Agency.

Warning educators they must make full use of their 20 channels (88-92 mc), Chairman Coy pointed to progress in commercial FM broadcasting. His article is titled “FCC Views FM Educational Broadcasting”.

The chairman repeated a view expressed by former FCC Chairman Charles R. Denny, Paul A. Porter and James Lawrence Fry that the Commission expects FM to replace AM in all but remote rural areas.

“Judge the value of this section of the ethereal public domain which the Commission has just allocated for educational purposes,” Chairman Coy wrote, “I suggest a look at the spirited competition which has arisen for assignments in the 80 channels allocated for commercial broadcasting.

“Although only relatively few

REVERSING one proposed decision last week granted the applications of Cedar Rapids Broadcast Corp. for a new 250-w fulltime station on 1450 kc at Cedar Rapids, Iowa, and Alabama-Georgia Broadcasters for a fulltime 250-watter on 1420 kc at Eufaula, Ala.

Radio Corp. of Cedar Rapids, which was nominated for a grant in the proposed decision last October, and Moline (Ill.) Dispatch Pubicating Company, gained denials in the 1450-kc case, while Andrew College Broadcasting Co., Cuthbert, Ga., was denied in the 1240-kc proceeding.

While FCC’s proposed decision on 1450 kc had preferred Radio Corp. of Cedar Rapids largely on the basis of its program plans and extent of executives’ participation in station affairs (Broadcasting, Nov. 3, 1947), the final decision found “no significant difference” between the two Cedar Rapids applicants on this score. Instead, it preferred Cedar Rapids as having “negative control” because negative control (50%) of the other applicant is held by Interstate Finance Co. and James D. Carpenter, who together control (50%) of The Dispatch Publishing Co.

“Greater diversification of control of the broadcast medium as well as a greater local control would be obtained by a grant to Radio Corp. of Cedar Rapids,” the Commission concluded. Moline Dispatch Publishing Co.’s competing application was eliminated from consideration on engineering grounds.

Coy and Hyde Dissent

The reversal brought a dissent from Chairman Wayne Coy and Comr. Rosel H. Hyde, who thought Radio Corp.’s application should be granted. Comr. Hyde held that

FM receivers are in the hands of the public, 400 commercial FM stations are now in operation, 600 are under construction, and 120 applications are pending. This activity is building potential audiences for the radio educational broadcasters, he said. They look for from 2,000 to 3,000 FM stations on the air within the next few years. Eventually the Commission expects FM to supplant AM in all but the sparsely settled rural areas.”

John W. Studebaker, Commissioner of Education, said the new edition of “FM for Education” presents “encouraging evidence of the rapid progress of this valuable educational tool since the end of the war.” He said 100 school systems and institutions are on their way to FM station ownership.
Radio Coverage Plans for Philadelphia

By HERMAN BRANDSCHAHN

WORLD'S greatest assemblage of working radio and television personnel will be on hand for the coming political conventions in Philadelphia, according to Edward T. Ingle, radio and television division director of the Republican National Committee.

Mr. Ingle made that report to the press, in connection with the organization of publicity, public relations and promotion officials in the Philadelphia area at a May 3 luncheon session devoted to plans for coverage of the conventions.

Equal time in discussing the plans was given to John L. Redding, publicity director of the Democratic National Committee, and to Will Baltin, secretary of the Television Broadcasters Assn.

Many of the Quaker City's top radio executives were present as guests of the National Association of Broadcasters.

"There will be the greatest assemblage of radio and television personnel anybody has ever seen," said Mr. Ingle. "In fact, there will be more vice presidents and network executives in Philadelphia than in the history of networks. Working television and radio people, however, will be adequately taken care of.

"I have added to the Philadelphia Mayor's Auxiliary Housing Committee a job of finding such accommodations.

"His organization has received requests to date from 450 indeendent stations which wish to do special broadcasts, he said, in addition to carrying network convention programs.

"They are in a position where they are not all coming at the same time, thus helping to give TV a boost.

"Television's Role" Mr. Redding was more cautious in his estimate of television. He asserted that he was "not completely sold" on the idea that television will be the major media this campaign year. He added, however, that the Democrats' first TV remote instantaneou pickup a few weeks ago was a national foll and is expected to a growing importance in the medium.

"Television is in a position where in the next few years it may take over from radio or was to do, before other media have even reached their peak in performance and effectiveness.

For this reason, however, he believed that newspapers and newsreels, and especially the latter, will provide the most important impact for political campaigns.

As the campaign shapes up at present, the Democrats are not getting the great play over the radio or in the newspapers that is being given the Republicans, Mr. Redding complained. As an example he asserted that Republican Cандide Taft could make the same speech five days consecutively on the radio and in the press, whereas "a Democrat can make the same speech twice but hit publicity with it only once."

Mr. Baltin related that the television industry decided to pool its efforts because lack of space in the Convention Hall made such cooperation imperative. "This cooperation was not a simple matter to work out because of the highly competitive nature of the groups," he said.

The four television cameras inside the Hall will each have four lenses so that 16 different angles can be seen, he said, and a fifth camera will be at the hall's entrance to interview dignitaries as they enter.

"These cameras will give the television director an array of five screens from which to choose; which picture goes on the air," he said, "It will be the first time in history a television director will have had such a choice."

The TV announcer, however, said he will be headquartered in a booth where he will be able to see both the TV screen and the Hall. Three or four other announcers will be able to hammer through the Hall and by signal get picked up to air interviews.

He reported, too, that AT&T will have two new coaxial cables in use for the conventions, with the present cable to be used during the conventions exclusively for non-convention coverage. One of the new cables will be kept open all day to carry proceedings of the conventions, "from starting gavel to closing gavel," he said. The other new cable will be available to any television station which wishes to lease it for an individual program.

Telecast Expenses

Mr. Baltin estimated that costs of the pooled telecasts will be in excess of $75,000, while the costs of all telecasts of the conventions, including individual station expenses, "will run well into six figures."

But this will mean to television what the 1924 convention meant to AM radio," he said.

He estimated the wire charges at $25,000 and added that the pooled television newscast coverage will cost an additional $50,000. He reported that plans on the latter coverage are to shoot a 40-minute newscast, which will be developed, printed and released to each member station off the coaxial cable at the same time. It will then be the responsibility of the individual station to fly its newscast to its area.

Limited License - FCC Operator Permit Plan Argued

WIDELY DIFFERING views on FCC's plan to create a "limited broadcast operator license"--lowest of three grades of operator permits which the Commission proposes to establish--were expressed by NAB executives and representatives of unions Monday.

Royal V. Howard, NAB director of engineering, said a survey of stations and engineers found the proposed changes "preeminently satisfactory."

He argued that "if the small station has as a regular fulltime employee, a qualified technical person in charge of the station, and upon whom responsibility can be placed, thereby operation of the station not one requiring vast technical knowledge."

He contended this position "is adequately supported by the war-time giving reward of radio stations under the limited permit then granted by the Commission."

Union spokesmen on the other hand opposed the creation of the lower-class license as "degrading," insisted that stations should be required to keep highly qualified engineers on duty as a safety measure and took issue with Mr. Howard's assertion that in many areas first-class operators are not available.

FCC witnesses submitted exhibits showing a year-to-year tabulation of first-class radiotelephone authorizations, with a total of 29, 162 valid permits reported outstanding at the end of fiscal 1947, an estimate that 7,400 would be issued this year and that the number outstanding by July 1 would be 31,500. Another exhibit showed AM stations with more than 1 kw power averaged 9.7 first-class operators each (fulltime and part-time) as of Oct. 11, 1947, while stations to 1 kw averaged 4 each. The overall average was 5.3.

In a third exhibit Commission witnesses estimated 49.3% of the 2,996 AM and FM stations would be likely to employ limited (Continued on page 180)
WITH an average audience of 8,449,000 radio homes and a Hoopering of 24.85-US, Fibber McGee & Molly, broadcast on 114 NBC stations, was the nation's most-listened-to program in January and February of this year, according to preliminary returns of the first U.S. (projectable) rating survey of C. E. Hooper Inc. Unlike the telephone surveys of Hooper Ratings, restricted to telephone homes in the 36 cities of four-network program availability, the U. S. Hooperings are the sales section of U. S. radio homes, without phones as well as with them.

Figures for non-telephone homes are collected by the use of diaries on which set-owning families record their listening. These data are brought into line with the results of the Hooper coincidental telephone survey results so that the projectable ratings can be expressed in the same terms as the familiar network Hooperatings (Broadcasting, Feb. 9).

Top five January-February programs, according to the projectable ratings for the entire country were, in addition to the top-ranking Wistful Vista family: Truth or Consequences, on 137 NBC stations, rating 24.26-US or 8,248,000 homes; Charlie McCarthy, on 143 NBC stations, rating 23.78-US or 8,085,000 homes; Jack Benny, on 161 NBC stations, rating 23.62-US or 8,030,000 homes; Bob Hope, on 129 NBC stations, rating 23.40-US or 7,956,000 homes. (See table for city, town and rural ratings.)

Comparison of the standard 36-city Program Hooperatings with the Urban Full-Measure Ratings covering 84 cities shows about minor differences in either dimension, rank order, despite the shift in size of the city base and the expanding factor resulting from the inclusion of all sets in the city in the 36-city figure. (Broadcasting, Feb. 9, the 36-city ratings with the projectable U. S. Hooperatings, while relatively minor for the top five groups, the quantity and quality of expected to increase substantially on lower rating programs which either have less appeal to all or some listeners or can be heard less well by them, the Hooper release noted.

On the first five programs, the January-February comparisons were:

<table>
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<tr>
<th>Program Hooperatings (36-City)</th>
<th>U.S. Hooperatings (Projectable)</th>
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<tr>
<td>A. Program Hooperatings 36-City</td>
<td>F. Pipher McGee 24.85-US</td>
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<tr>
<td>I. Fibber McGee</td>
<td>24.85-US</td>
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<tr>
<td>II. Radio Theatre</td>
<td>24.26-US</td>
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<tr>
<td>III. Jack Benny</td>
<td>23.78-US</td>
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<td>IV. Bob Hope</td>
<td>23.62-US</td>
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<tr>
<td>V. Fred Allen</td>
<td>23.40-US</td>
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B. Urban Full-Measure 84-City:
| I. Fibber McGee                | 24.85-US                         |
| II. Radio Theatre              | 23.78-US                         |
| III. Charlie McCarthy          | 23.62-US                         |
| IV. Jack Benny                 | 23.40-US                         |
| V. Fred Allen                  | 23.26-US                         |

With this happy coincidence of format, Mr. Hooper, president of the research firm, told the Radio Research Council, comprising top network, station and agency research executives, last Monday, "The appeal of the program, to persons who have not yet, may be said to be the program's depth. The breadth of the facilities purchased to take it from studio to listeners constitute the coverage, or program's breadth. Program appeal (depth) multiplied by program coverage (breadth) may be said, at the risk of over-simplification, to equal program audience. In the U. S. Hooperatings report the coincident establishes the depth, the diary makes the necessary national adjustments for differences in breadth."

Each U. S. Hoopering, Mr. Hooper said, "will reflect each of the 48 states' proportional contribution of coverage variations wherever they are. In some states, one network affiliate will be the source of practically all of that network's listener coverage. Such is the case of Station WAA (which he subsequently identified as WQO in Des Moines) in Iowa. In other states a comparable total of the same network's coverage will stem from two or more affiliates. Such is the case in Kansas, where it is estimated eight affiliated stations to pile up 29% for which WAA supplies with 34% of the total listener service in Iowa."

In the question period following Mr. Hooper's talk, Hans Zelis, associate director of research, McCann-Erickson Inc., asked Mr. Hooper to publish the ratios between coincidental and diary ratings in matched telephone homes, between telephone and non-telephone homes in the 84 cities in which both are made, and between these cities and the rest of the country for each individual program. Mr. Hooper answered that the decision on publication of such data would be made, as he had previously identified the study of the program information developed by the survey.

Langhoff Addresses 4A New York Agency Meet

A REPEAT program of two talks given in Virginia Beach at the American Advertising Assn. of Advertising Agencies meeting was held in New York May 10 by the New York Council. About 450 representatives of advertising agencies attended.

Dr. Peter Langhoff, director of research, Young & Rubicam, New York, described "Dimensions of the Young Television Industry." An hour-film presentation was narrated by Walter Craig of Benton & Bowles, New York, chairman of the AAAA committee on radio and television production. George Hyde of the Federal Advertising Agency and chairman of the New York council presided.

KFI Suit Charges California Judge

CHARGING "conspicacy" and denial of "its right to freedom of the press," KFI Los Angeles filed a $150,000 suit in U. S. District Court May 11 against Judge Kenneth E. Morrison and KVOE Santa Ana (Voice of the Orange Empire Inc.

KFI claims that Judge Morrison, of Orange County, joined in a "conspicacy" with KVOE to deny them in addition to freedom of the press, the "equal protection of the law, its property without due process of law and its right to engage in interstate commerce."

Action refers to denial of admission to KFI microphones during trial of Beulah Overell and George Gollum for alleged murder of the former's parents.

Judge Morrison "arbitrarily and capriciously refused to grant KFI the right to broadcast coincident with the trial verdict as had been granted KVOE, according to the KFI brief." Further, KFI contends that a courtroom official, under Judge Morrison's orders, seized a microphone set up outside the courtroom and aided by two deputies "improperly placed a station engineer "in restraint."

In a statement coincident with the legal step taken, Eugene Overton, vice president and general counsel of Earle C. Anthony Inc., said "while the action of the judge resulted in serious damage to KFI, this case goes beyond that and is an effort to settle once and for all, for the benefit of all gathering agencies, fundamental rights guaranteed by the constitution."

On the contention that a property right is involved, Mr. Overton said that news dissemination via radio, picture, or press is a "right" and "persons engaged in such business have rights that the law will protect."

He recognized that a judge of a court "does possess broad powers in the control of his court room" and may refuse "any radio broadcasts to be made from his court room." But Mr. Overton pointed out that "once a judge decided that a trial may be broadcast, we believe all radio stations and the press should have the same rights."

TV Plans Stressed In Changes by GM

FORMAL ADOPTION of television as an advertising medium by General Motors Inc., Detroit, was assured last Tuesday when the radio-minded company announced the appointment of Edward G. Smith, director of radio and television production.

Samuel C. Gale, vice president in charge of advertising and public service, said that Mr. Smith, for the past 11 years radio program manager of the station and later, will immediately assume his new duties of exploring video for program possibilities.

Mr. Gale also disclosed that the company's film department, under the direction of Thomas W. Hope, will be transferred to the supervision of Mr. Smith.

Mr. Hope has headed the film department since his return from Hollywood where he and a half years ago and will continue in that capacity. The new arrangement will facilitate utilization of the film organization in television production programs under Mr. Smith's direction.

Department was formerly under the wing of Lowry Crites, administrative assistant to Mr. Gale.

* * *

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BLACK INK OPERATION

By LOUISE C. ALLEN
Instructor in Journalism
Texas Technological College

ISSUANCE OF PERMITS to approximately 700 new stations within the last two years has thrown a bombshell into the financial climate of local station operation. Recent surveys show that over 50% of these "post V-J day" installations are operating in the red.

An outstanding exception is KCBD, 1-kw Mutual station in Lubbock, Tex. Although the third station to bid for advertising in this market, it has grown to its present size since the first day of operation on May 14, 1947, when the station went on the air. It has been successful even in the face of vigorous competition from another station in Lubbock. The third station has chosen to remain in operation.

Lubbock is more adaptable to radio than many small cities because of its distance from other markets. The retail trade territory has a radius of 100 miles, whereas some Eastern markets are spaced about 15 miles apart.

Stockholders in the company are men who have helped build the city, in their respective fields of agriculture, medicine, merchandising, banking and civic enterprises, from a town of 5,000 in 1921 to 60,000 in 1948. From the very inception of the idea to put in another station in Lubbock, the corporation has gone all out in every department to transform the plan from the idea stage into practical application. A total of $30,000 was expended to construct one of the most modern studio facilities in the Southwest. Another $75,000 was expended on the installation of the finest technical equipment.

What are the other differentiating factors? Staff, organization, programming, and community acceptance. says Manager Joe H. Bryant, although the actual keynote to KCBD's success is the manager's interpretation of these factors.

"One thing we've got is a very definite, concrete record of where we are, which I think essential in any business," he explains. Although Mr. Bryant has had several years of radio experience, he has for the past seven years been the successful owner of a theatre. Many principles of theatre organization apply to radio.

"The same things are true of any service business," he says. "Most people in radio come from merchandising fields and do not keep an up-to-the-minute record of every procedure. As a result, there is often not much organization, little departmental structure, no definite assignment of responsibilities to a definite person. In other words, no good sound organization plan to power and supervising its various functions. His experience qualified him to operate a business where records of all procedures are so important.

"He also brings in the listener's viewpoint regarding programming, which is the criterion for KCBD's program policy. The assistant manager functions as the program director and has responsibility for internal operation of the station, including business management, accounting, billing, personnel employment, traffic, announce and continuity supervision.

Mr. Snyder concurs with the manager in the belief that high quality personnel is important: "Production is made up of personalities," he says. "We have no manufactured product, but service, for sale. And so the way our salesmen offer it, the way the copy is written, the way the announcer presents it, make up the quality of what we have to sell."

George Dale, commercial manager, who was experienced in public utility advertising before going to KCBD, has worked with all advertising media and can advise station clients effectively regarding use of these media. He is responsible for the functioning of the sales department. He and each of his salesmen maintain a close personal contact with their accounts, making one or two personal calls a week to get copy ideas, check on special features, etc.

Salesmen Fully Informed

The station maintains only one contact with each advertiser: that is the salesman assigned to service the account. Continuity works through him to the account and vice versa, so that the salesman is completely informed at all times of the status of the account. The salesman is not messengers or copy boys, but each has a definite part in planning radio campaigns and takes responsibility for their execution. "A strong service policy is our sales policy," Mr. Dale says.

Mr. Bryant, the general manager, also does some selling, both locally and on national accounts, has overall responsibility for operation of the station, and helps with station promotion, which he thinks essential to success.

"Through the 15 years that stations had a virtual monopoly," he says, "when business came over the transom, there was no incentive for aggressive service or promotion policy. We believe in what we sell. We feel that a radio station's organization, its programs, its public service functions, must be sold to the community as is the product of other businesses. A great deal of emphasis has been given to station promotion."

A full-time man, Leroy Land, who had ten years' experience in motion picture theatre business, has been employed to do this job for KCBD. His experience has taught him how to use every possible aid to reaching the public in the sale of entertainment. Newspaper advertising in special features and national accounts, product display, display banners at the business houses of advertisers, over 1000 lighted blinker displays in stores—these and other devices keep the public aware of KCBD.

The station has made a positive approach to programming:

"Since programming is the vehicle or medium on which all service of a radio facility is based, we felt before going on the air that a very rigid standard should be established regarding our program policy," Mr. Bryant explains. "Instead of selling what you can sell, it is our idea to produce programs and sell them, thus maintaining a strict control on what listeners are offered.

Limitation on Commercials

"For example, we have a limit of 375 words of commercial copy to each quarter hour. This automatically eliminates a great number of distasteful programs as far as listeners are concerned. In some stations the advertiser appears as a 15-minute commentator regarding the merits of trading with him or purchasing his product. We feel that programming of this kind has no listener appeal at all. Not only does it accomplish nothing for the advertising, it detracts from the effectiveness of the programs following."

"We do not believe all consideration should be given to the advertiser. We feel that in a competitive situation, if any station is to succeed, the emphasis must be given to the listener. This in turn should be the advertiser's first interest if he is to get maximum return from his investment in promotion."

When the difficult problem of a religious policy arose this well-decided (Continued on page 144)
Radio's War Role

STAR-SPANGLED RADIO by Edward M. Kirby and Jack Harris; Ziff Davis Publishers, New York. $3.50

"AS LONG as no M-Day plan for radio for the future exists, so long will the public welfare be imperilled," co-authors of the book Star-Spangled Radio, released May 10, admonished after reviewing the "lucky" manner in which American radio ad-libbed its way through World War II without government control.

This warning was sounded by Edward M. Kirby, former NAB public relations chief and World War II radio adviser to the Secretary of War and his wartime executive officer, Jack W. Harris, in the 18th and final chapter of their stirring new book.

Before raising the storm flag the authors in preceding chapters paint a panoramic picture of radio's activities, triumphs and troubles during the war years. Famous soul-stirring commentaries, such as the Army Hour broadcast from sharded Corregidor are blended with accounts of humor, pathos and heroism in many unpublished heretofore BBC is taken to task for its alleged selfish interests during the war in a chapter entitled "How to Develop Anglo-American Friendship Despite the BBC."

"There is scant comfort in the fact," the authors point out, "that when the Japs bombed Pearl Harbor no plan existed for the use of radio as an instrument of either defense or offense, or for anything else, for that matter."

They charged that for this oversight both government and the radio industry might be criticized.

The authors feel that "it is not too early" to determine the role radio will play in the event an atomic, scientific war is thrust upon us. "It is not warmongering to talk about war, any more than it is inviting fire to insist on fire-escapes," they reason.

"American radio," the book cautions, "cannot permit its future during another war crisis to be left to improvised planning after the war is upon us...let us not overlook radio's responsibilities today, should men fail each other again tomorrow."

Among the recommendations offered was regular liaison between the Armed Forces, the State Department, FCC and the radio industry, and unity of control and purpose in a strong international radio plan.

Readers are reminded that "with the first radio-controlled missile, with the first germ to infest our reservoirs, with the first terrifying blast of atomic energy over some American target would come, simultaneously, the effort to seize or destroy our radio communications facilities. Destroy an army's lines of communications and you destroy the Army." The authors visualized every transmitter in the nation as a potential target for enemy seizure or destruction.

Brig. Gen. David Sarnoff, president and board director of RCA, in a foreword to the book, declared that "considering that there existed no precedent for the radio job that was to be done, the accomplishments recorded in Star-Spangled Radio seem truly astonishing. The authors credit success to the fact that, due to their insistence, experienced radio personnel ultimately was installed in all theaters."

"They concentrated," General Sarnoff continued, "on this need and devised programs of training and indoctrination to provide aids in helping field commanders in all parts of the world to solve the difficult problem of reporting the war to the people back home. Here is a book which proves that the American way of radio, as in democracy generally, serves better than any other system in achieving happy results for the millions of protagonists in life's great drama."

General Sarnoff said "it was fortuitous that the man who was selected in 1941, as adviser for radio to the Secretary of War—at one dollar a year—was Edward M. Kirby...As his executive officer, Kirby chose Jack W. Harris. They helped develop procedures and policies behind radio at home and overseas which gave the nation the greatest war coverage in history."

The final chapter, bearing the title "Beamed Toward the Future," assumes added significance in view of increasingly delicate world affairs. Text of the chapter reads as follows:

**Beamed Toward the Future**

"There is only one conclusion to be drawn from this summing-up: American radio was lucky. It ad-libbed its way through the first war—and without government control. Private management continued to operate on public franchise, and at a profit. The industry sent forth its young men and women and they made the American concept of radio under free enterprise work even during wartime.

"There is scant comfort in the fact that when the Japs bombed Pearl Harbor no plan existed for the use of radio as an instrument of either defense or offense, or for anything else, for that matter. For that oversight both government and the radio industry may be criticized. Furthermore, as long as no M-day plan for radio for the future exists, so long will the public welfare be imperilled."

"Our age has been transformed from the electronic age to the atomic age. It is not warmongering to talk about war, any more than it is inviting fire to insist on fire-escapes. No one is eager for more bloodshed, but if the nation learned anything from the recent conflict, it was the need for preparation. Yesterday's weapons are today's museum pieces. Our entire war machine has been outmoded by the development of atomic energy. Split seconds, as well as split atoms, are now in the calendar of Mars. Now, every human being on the face of the earth is exposed to the possibility of germ warfare, guided missiles and atomic bombs. Without warning ruthless machines of destruction may descend through the night, and large segments of the population may be cut off and isolated. Then will rumor spread, and multiply—and rumor, too, de-moralizing as it is, must be reckoned with as a weapon of war."

"What can be the role of radio in such a war? It is not too early to ask the question. American radio cannot permit its future during another war crisis to be left to improvised planning after the war is upon us. Neither war nor peace can be won merely with good intentions. By all means, let us endeavor to have radio speak the language of brotherhood and un

(Continued on page 54-F)
FIFTH NETWORK

Bids by Titus to WLS, WINS Reported

PAUL M. TITUS was still in New York last week seeking support for his proposed fifth network, Radio America Inc.

His activities in connection with and seek in the news since early in with his indictment in California for alleged illegal stock sales.

In New York, where he report-

edly had been talking with WINS

officers, Mr. Titus refused to di-

vulge the state of negotiations.

He also refused to comment on

reports that he had solicited WLS

Chicago as an affiliate and offered

its manager, Glenn Snyder, an ex-

ecutive post.

Contacted in Chicago by BROAD-

Casting, Mr. Snyder said he had

been approached by executives of

the network project on one occa-

sion. Functioning on his customary

"open door" policy, Mr. Snyder

said he had been interested in hear-

ing their story.

The conversation, he said, was

hardly of a nature where any de-

cision could be reached and could

be regarded as only exploratory.

From time to time other promi-

nent Midwest broadcasters have

been mentioned as identified with

the network plan. In each instance,

however, the situation appeared

generally similar to that involv-

ing Mr. Snyder.

Announcement Soon

Mr. Titus said he would proba-

bly have an announcement to

make soon. He had nothing to say

on the status of a San Francisco

Superior Court action charging

him and two other principals in

North American Broadcasting

Service, the forerunner of Radio

America Inc., with the illegal stock

sales.

His trial on that charge was

postponed for the second time


Although neither Mr. Titus nor

officials of WINS would comment on the proposals Mr. Titus was of-

fering, it was understood that he

had advised that his network

would begin operations June 15.

Mr. Titus told WINS executives

that Radio America Inc. was con-

structing a new building in Den-

ver and intending to buy a large

building in New York. He would

not reveal the identities of finan-

cial backers yet unsettled.

In response to questions report-

edly directed at him regarding ar-

rangements with the telephone

company for trans-continental

lines to feed his proposed network, Mr. Titus was said to have insisted

that he had been promised such

service by June 15.

The AT&T long lines depart-

ment, following Mr. Titus, would

not comment on Mr. Titus' alleged

arrangements for network lines.

The selection of his staff, he re-

portedly told WINS, was in progr-

ess but as yet unsettled.

Several months ago Mr. Titus
told a BROADCASTING represen-

tative that his organization would begin operation May 15 with between

200 and 250 affiliates [BRA-

DCASTING, Jan. 26]. At that time

Howard L. Pearl, said to be a Denver

mining engineer and secretary-treas-

urer of Radio America Inc., said

that the network by May 15 would

possess "a backlog of $4,300,000

plus large commercial commit-

ments."

Mr. Titus is under indictment

with Rudolph J. Fjellstrom and

Charles J. Husband, all involved in

North American Broadcasting

Service, for violation of the Cali-

fornia Corporate Securities Act.

The Titus firm allegedly sold

stock in California without authori-

zation from the state corporations

commissioner. Mr. Titus has denied

the charges.

Hallcrafter Video Unit
Features Chicago Show

HALLCRAFTERS Co. scooped competing television manufactur-

ers last week by exhibiting a new set at the annual Radio Parts &

Electronic Show in Chicago under the guise of four separate elements.

No other manufacturer of a complete TV unit had space at the show.

The Hallcraffers exhibit con-

sisted of a magnetic projection tri-

ode (cathode ray tube); an optical

unit that reflects and projects the

magnification of a complete TV

unit chassis and Hallcraffers new

tv receiver. When assembled, the

component parts become an unfin-

ished set, featuring a 16 x 12-inch

image.

Entire set is to sell at below

$500, William J. Halligan, presi-

dent, said.

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REVISED DRAWING of proposed Chicago Television City, being promoted by the

Waltzing last week, Mr. Paul estab-

lished another as 101, shows 1,050-

f. frontage along Chicago's Outer Drive. Equal-sized structures, ABC, CBS, WGN-Mutual, and NBC are planned. New plans call for building studios facing west along the Outer Drive first. Office building and tower, in background, would be erected later.
BILLINGS STILL RISE

$200 Million Possible for ’48

By BRUCE ROBERTSON

BUSINESS was good for broadcasters in the opening months of 1948. It should continue good during the remainder of this year, provided the country’s general economic atmosphere is not seriously disturbed by war, strikes, rearmament, foreign aid programs, the Presidential campaigns or other extra-business factors which may develop during the summer and fall.

Time sales of the national networks, only segment of the broadcasting business for which complete records are available, were on the upgrade in the first quarter of the year after a minor decline in 1947. Publishers’ Information Bureau, whose running record of gross network time sales showed a decline of 1.1% in the 1947 total—$190,830,336 in 1947 against $193,009,599 in 1946—reported that in January-March of 1948 the gross time sales of the four nationwide networks totalled $202,601,125, a gain of 7.7% over the combined gross of $48,361,127 for the corresponding part of 1947.

$200 Million Mark

If continued at this rate throughout the year, the $200 million billings for time would pass the $200 million mark, topping last year’s gross by 9.1% and surpassing the all-time high of 1946 by 7.9%. Making due allowance for summer layoffs of a number of network sponsors, 1948 seems headed for a new record as far as network time sales are concerned.

Such exact sales data are not available for spot or local radio, but indications are that they, too, are operating on a high level and, unless general business conditions are radically changed, will continue to do so throughout the year.

With the immediate postwar demands for goods of all kinds satisfied to a large degree, a buyers’ market is beginning to appear in the apparel, household equipment and furnishings and other fields of business activity, bringing with it increased competition and increased selling efforts by manufacturers and retailers. Advertising of these lines will also increase, with radio’s share determined more by the good-will of the mass of time salesmen in competitive selling against the sellers of space.

Television has entered the national advertising picture this year for the first time, and while its total circulation—about 300,000 sets in use as of May 1—is not very impressive in comparison to the country’s 37,000,000 radio homes even without considering portable sets, auto radios and second, third and fourth home sets, it is attracting not only national advertisers but retailers of all types of merchandise to its sponsor lists. Early surveys indicate that even mediocre video fare is more attractive to most TV families than the best programming on television in the United States.

If the remaining months of 1948, sound broadcasting’s outlook is good, if the general economic picture remains favorable. The chances for that, while viewed differently by various economic prophets, are generally on the whole to be favorable, although not preponderantly so. Civilian employment in April was up a million from March to a total of 68,330,000, according to the Census Bureau, and Ewan Clague, director of the Bureau of Labor Statistics, predicted that if our economy follows its normal pattern this spring, early summer will find employment at “a new peak, exceeding last year’s record of 60,000,000.”

Personal income in January was running at the rate of $210.4 billion and 11.5% ahead of January 1947, with the income tax reduction beginning May 1 to give an increase in take-home pay to millions of wage earners.

Some economists see the tax reductions as a definite inflationary threat, but J. B. Wallach, business news editor of the New York Sun, after pointing out that a family of four with an income of $2,500 a year will have $78 a year more to spend, with the extra money amounting to $90 if the family income is $3,000, $157 if it is $5,000, $531 if it is $10,000, $1,125 if it is $15,000 and $2,390,000, commented: “Everything points to the attaching of greater importance than ever before to the class market. The trend toward will become more solvent rather than more affluent ... While luxury goods may take a new lease on business life, it is equally probable that middle-class luxuries by heavy taxes will meet the strongest demand.”

Probably the most powerful inflationary factor in the present picture is the demand of a large segment of organized labor for another round of wage increases.

As this was written (May 10), the railroad unions were pondering a strike for a $1-an-hour wage increase over the 15½ cents an hour proposed by a government fact-finding board and agreed to by the railroad companies. Seventy thousand United Automobile Workers (CIO) voted to walk out of the Chrysler plants on May 12 after bargaining had failed to win company acceptance of their demands for a 30-cent-an-hour boost in pay. The strike against the Big Four of the meat packing industry—Swift, Armour, Cudahy and Wilson—was threatened with expansion to the dictating point. The United Electrical, Radio & Machine Workers of America (CIO), undeterred by such wraps, pressed their demands unsuccessfully and, as this was written, seemed on the verge of issuing strike ultimatums against GE, Westinghouse and the electrical division of General Motors. United Rubber Workers of America (CIO) on May 10 were to start negotiations over their demands for 30 cents an hour more in wages with Goodyear Tire & Rubber Co., with talks with the Goodyear F. M. Smith Co. scheduled to start May 21.

If these unions should prove successful in the fight for higher wages, like increases for other workers would be inevitable, with higher prices equally certain. Lengthy strikes, cutting down production and reducing or restoring the sellers’ market for many goods,

(Continued on page 63-H)

BROADCASTING • TELECASTING

Network Gross by Product Groups

<table>
<thead>
<tr>
<th>Class</th>
<th>1947</th>
<th>%</th>
<th>1948</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>$376,990</td>
<td>0.8</td>
<td>$338,158</td>
<td>0.7</td>
</tr>
<tr>
<td>2. Automotive, Accessories,</td>
<td>222,654</td>
<td>0.6</td>
<td>377,467</td>
<td>0.7</td>
</tr>
<tr>
<td>Equipment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Beer, Wine &amp; Liquor</td>
<td>646,103</td>
<td>1.3</td>
<td>315,610</td>
<td>0.6</td>
</tr>
<tr>
<td>4. Aviation, Aviation Accessories</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&amp; Equipment</td>
<td>641,520</td>
<td>1.2</td>
<td>382,434</td>
<td>0.7</td>
</tr>
<tr>
<td>5. Building Materials, Equip. &amp;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fixtures</td>
<td>1,357,109</td>
<td>2.8</td>
<td>1,993,582</td>
<td>3.8</td>
</tr>
<tr>
<td>6. Confectionary &amp; Soft Drinks</td>
<td>616,799</td>
<td>1.3</td>
<td>718,313</td>
<td>1.4</td>
</tr>
<tr>
<td>7. Consumer Services</td>
<td>7,430,566</td>
<td>15.4</td>
<td>6,009,553</td>
<td>11.5</td>
</tr>
<tr>
<td>8. Drugs &amp; Remedies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Household Equip. &amp; Supplies</td>
<td>11,240,391</td>
<td>23.2</td>
<td>12,892,404</td>
<td>24.8</td>
</tr>
<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>1,592,539</td>
<td>3.3</td>
<td>1,684,790</td>
<td>3.3</td>
</tr>
<tr>
<td>11. Household Equip. &amp; Supplies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Household Furnishings</td>
<td>1,293,107</td>
<td>2.5</td>
<td>1,700,721</td>
<td>3.1</td>
</tr>
<tr>
<td>13. Jewelry, Optical Goods &amp;</td>
<td>137,342</td>
<td>0.3</td>
<td>160,577</td>
<td>0.3</td>
</tr>
<tr>
<td>Cameras</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Office Equipment, Stationery &amp;</td>
<td>1,396,772</td>
<td>2.9</td>
<td>730,677</td>
<td>1.4</td>
</tr>
<tr>
<td>Writing Supplies</td>
<td>755,951</td>
<td>1.6</td>
<td>455,177</td>
<td>0.9</td>
</tr>
<tr>
<td>15. Publishing &amp; Media</td>
<td>465,109</td>
<td>1.0</td>
<td>584,432</td>
<td>1.1</td>
</tr>
<tr>
<td>16. Radios, Phonographs, Musical</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instruments &amp; Accessories</td>
<td>4,071,382</td>
<td>8.3</td>
<td>5,163,517</td>
<td>9.9</td>
</tr>
<tr>
<td>17. Soaps, Cleansers &amp;</td>
<td>4,568,876</td>
<td>9.4</td>
<td>4,729,937</td>
<td>9.1</td>
</tr>
<tr>
<td>Towels</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18. Sporting Goods &amp; Toys</td>
<td>7,292,261</td>
<td>15.1</td>
<td>8,707,095</td>
<td>16.7</td>
</tr>
<tr>
<td>19. Transportation, Travel &amp;</td>
<td>59,163</td>
<td>0.1</td>
<td>66,690</td>
<td>0.1</td>
</tr>
<tr>
<td>Resorts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Miscellaneous</td>
<td>595,919</td>
<td>1.2</td>
<td>661,690</td>
<td>1.3</td>
</tr>
</tbody>
</table>

TOTAL: $48,361,127 100 $52,061,123 100

May 17, 1948 • Page 34-G
Spot Accounts Active During 1947

(Continued from page 54-G)

Billings

would also boost or hold prices at a high level. In addition, the effect of a strike can not be confined to the struck industry itself. This is brutally obvious when one considers the probable effects a prolonged railroad strike could have on all American economy and on all American life as well.

Iron Age estimated that the early spring coal strike cost the steel industry alone a loss of 1,500,000 tons of steel, enough to make 300,000 autos, 20,000 tractors, 200,000 refrigerators, 200,000 stoves and 2000 washing machines.

And John L. Lewis this month will present his new demands to the mine owners, with legal preliminaries all set for another coal strike unless an agreement be reached by that date.

Commenting on the action of GE, Westinghouse and U. S. Steel in reducing prices to a total of some $25 million and denying further wage increases, Harvey Runner, business editor of the New York Times, wrote in the New York World-Telegram on April 24: "This pattern—price reductions and a denial of wage increases—will, if followed widely, have a real effect in stemming the tide of labor unrest. If the agreement is kept, believe that if war scares can be avoided for another few months, prices will move downward to a point where the public will be able to buy in greater volume."

The European aid program, another possible inflationary factor, is not generally seen as increasing exports to a dangerous level, however. Pointing out that exports this spring are running behind last spring's record high, Lewis L. Schelbach, vice-president, Standard & Poor's, wrote in the New York World-Telegram on May 1, "As ERP gains momentum, some gain is likely, but the year's total probably will not equal that of 1947." He predicted that the boom, "revitalized by the rearmament program, ERP and lower personal income taxes, promises to continue over the next few months," and warned that in July two factors "must be reckoned with: the possibility of another coal strike and mass vacations, either of which might curtail production."

The advertising outlook is good, leading agency executives told the New York Times following the April convention of the American Ass'n of Advertising Agencies. They agreed that the continued expansion of national income and the general rise in income taxes would not only outbalance any curtailments of consumer goods, but as advertising is concerned.

Getting back to radio, the first-quarter network times sales table shows increases for 15 of the 28 categories in comparison to the like period a year ago, with decreases in 10 categories and no expenditures for either year in three. Of the major users of radio, only drug advertisers were off this year as against last, network advertising of foods, tobacco, automotive products, candles and soft drinks, and toiletries all showing first-quarter increases for 1948 over 1947.

Political Aspect

A new element will enter the broadcasting picture early this summer, when the major political parties begin for the year "Hollywood Business" survey made in March among 400 credit and financial executives by the New York Credit Managers Ass'n. The survey found less than two percent looking for a real depression but 77% anticipating a slowdown in business in the last quarter of this year or the first quarter of 1949. A similar outlook was reported by 185 leading packing and packaging companies (whose activities are said to provide an index of business) when surveyed by American Management Ass'n. Two thirds of this group foresaw a mild recession this fall or early next year, lasting from six months to a year.

A third survey, of business executives, made by the National Industrial Conference Board, found a general feeling that the break in commodity prices early in the year had not materially changed the business outlook, but that large scale remobilization might change it considerably. A little more than half of the respondents expected production levels for the first half of the year to continue through the last six months, with one in four anticipating a decrease in demand, one in five an increase. Finding the sellers' market a thing of the past, these executives say that more aggressive selling is needed if the full output is to be sold. The supply of goods for consumer use, notably in the men's clothing field.

The advertising outlook is good, leading agency executives told the New York Times following the April convention of the American Ass'n of Advertising Agencies. They agreed that the continued expansion of national income and the general rise in income taxes would not only outbalance any curtailments of consumer goods, but as advertising is concerned.

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THE best "step" a radio station can take is to put more, more and still more emphasis on skillful programming in the public interest.

WHO was founded with that concept, and has stuck to it. The result shows up again in the ring of 31 counties at the right—which average approximately 100 miles from our transmitter, and which are closer to many stations than to WHO. In those 31 counties, according to the 1947 Iowa Radio Audience Survey, WHO's percentage of total listening, from 5:00 a.m. through 6:00 p.m., is actually 47.1%!

There is only one answer to such listener-preference. That answer is Top-Notch Programming—Outstanding Public Service. Write for Survey and see for yourself.
I—FARM OUTLOOK

THE EXTENSIVE and energetic employment of radio by American business to sell its wares to the rich farm market is poorly depicted in the table of network agricultural advertising, which lists only three advertisers whose combined expenditures for radio time during the first quarter of 1948 accounted for less than one per cent of the total network time sales for that period.

Most network advertisers are interested in the farm market as a prosperous segment of the general population, a group whose income has more than doubled since 1940 with an anticipated family income of $6,000 for 1948, making its members good prospects for clothes, cars, candy bars and all the other goods designed for general consumption. But the statistics of that advertising appear in the apparel, automotive, confectionery and other product tables and are not segregated under the agricultural heading.

The farmer's professional needs generally vary in accordance with the location of his land, so naturally most advertising of seeds, stock and poultry feeds and the like is placed on a regional or sectional basis. The fine feed accounts are currently active in spot radio, according to the Rorbaugh Report and our own files: Allied Mills for the sixth consecutive year is using an early morning transcribed program, Let's Go Visiting, on 28 stations in the east five to 30 minutes, broadcast once to six times a week on 10 midwestern stations. Also in the Midwest, Northrup, King & Co. sponsors thrice-weekly announcements on 17 stations, programs on three, for Sterling Feeds and the company's seeds and seed corn. Oyster Shell Products has weekly announcements on 36 stations, from Boston to Denver, for Pilot Brand shells. Pillsbury Mills advertises its feeds with daily spots on four midwestern stations. Quaker Oats Co. is also using midwestern stations for its feeds advertising, a program called Man on the Farm.

Murphy Products Co. advertises feeds with programs ranging from combined agricultural heading.

II—CLOTHING INCREASE

NETWORK advertising of clothing, shoes and accessories in the first quarter of this year consumed air time with a gross value of $372,467, roughly 18 per cent above the total for the same period last year, putting this class into a tie with agriculture and farming advertising for 17th place in the network roster.

In the national spot field the situation is about the same as for the networks. Celanese Corp. uses announcements, five- and 15-minute programs on 22 stations for its fabrics; Rosedale Knitting Co. participates in women's program's in 18 markets in a spring campaign. Bond Stores (men's clothing chain) advertises on 42 stations in cities in which these stores are located, using mainly quarter-hours, three to 12 times a week. Hat Research Foundation sponsored a seven-week spring campaign on 85 stations in 22 major markets.

Brown Shoe Co., in addition to its network children's program, is sponsoring the transcribed Barry Wood Show on 53 stations. Melville Shoe Corp. advertises Thom McAn shoes using three to six quarter-hours a week on nine stations. Goodyear rubber soles and heels are plugged with spot announcements on 85 stations. Most apparel advertising by radio, however, is placed at the local level by the retail dealer. Extent of this advertising is indicated by fact that network co-op shows have more than 175 clothing and department stores as sponsors, 14 shoe stores and three furriers. Kate Smith is the most popular program with this group of local advertisers, having 30 department and clothing stores on her sponsor list. Martin Agronsky is second with 17 such stores, Harry Wimmer third with 15 and Baulbaugh and Fulton Lewis Jr. are tied for fourth with 13 each.

In his "publicity predictions for 1948," Howard Abrahms, director of the sales promotion division of the National Retail Dry Goods Assn., reported that an NRDGA survey of its department and specialty store members indicated increased promotional activity by retailers during 1948. "Fashion advertising will hold its own or increase in practically all stores. Brand names advertising will come

Network Time Costs

<table>
<thead>
<tr>
<th>Program</th>
<th>Product</th>
<th>Network, Station, Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLIS-CHALMERS MANUFACTURING CO., $105,702*</td>
<td>National Farm &amp; Home Hour</td>
<td>NBC-160, Sat., 1:30-2:30 p.m.</td>
<td>10/1-7/48</td>
<td>1/8-4/48</td>
<td>McEathron-Rogers, Inc.</td>
</tr>
<tr>
<td>Harvest of Stars</td>
<td>Truck &amp; Farm Machinery</td>
<td>WLS, 7:30-8:30 p.m.</td>
<td>7/7-9/7/48</td>
<td>7/7-9/7/48</td>
<td>WLS</td>
</tr>
<tr>
<td>Harvest of Stars</td>
<td>Farm Equipment</td>
<td>CBS-165, Wed., 9:30-10 a.m.</td>
<td>7/7-9/7/48</td>
<td>7/7-9/7/48</td>
<td>CBS-165</td>
</tr>
<tr>
<td>RALSTON-PURINA CO., $75,753**</td>
<td>Checkboard Jamboree Chow Products</td>
<td>CBS-165, Tues., 5:15-5:30 p.m.</td>
<td>1/4/48</td>
<td>1/4/48</td>
<td>ACM</td>
</tr>
</tbody>
</table>


Source: Broadcasters Information Bureau.

Brown Shoe Company Leads List

Network Time Costs

<table>
<thead>
<tr>
<th>Program</th>
<th>Product</th>
<th>Network, Station, Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>DREYFUSS &amp; CO.</td>
<td>DREYFUSS</td>
<td>Sport Coats, Suits, Trousers, Hats</td>
<td>ABC-260, Sun., 6-6:15 p.m.</td>
<td>12/2/48</td>
<td>Wm. H. Weintrob &amp; Co.</td>
</tr>
<tr>
<td>WILLS &amp; CO.</td>
<td>BURLINGTON SHIRT CO.</td>
<td>$10,300</td>
<td>CBS-165, Sat., 7-7:30 p.m.</td>
<td>1/4/48</td>
<td>Wm. H. Weintrob &amp; Co.</td>
</tr>
<tr>
<td>SHERIDAN FASHION</td>
<td>DRESS CO.</td>
<td>$10,300</td>
<td>CBS-165, Sat., 7-7:30 p.m.</td>
<td>1/4/48</td>
<td>Wm. H. Weintrob &amp; Co.</td>
</tr>
</tbody>
</table>


Source: Broadcasters Information Bureau.
Advertising exclusively on WLEE for a test week, the Richmond Motor Company reports:

“Despite adverse weather conditions, activity that week was 50% greater than in any week in the past six months.”

For more than 32 years, the Richmond Motor Company has served Richmond Ford owners. Today it is one of the top-ranking Ford dealers in the entire country.

It is the only Ford authorized engine and small parts rebuilders in the Norfolk branch. Its operations include one of the largest and most modern lubritoriums in the South, containing eight safety pits, each equipped with Auto-Rock and Alemite lubrication systems.

Its large fleet of 10-wheel Ford trucks cover a trading area of more than 300 miles through Virginia and North Carolina.

The Richmond Motor Company is a heavy user of newspaper space and radio time. Its current radio campaign on used cars and used trucks has been outstandingly successful. And the great bulk of Richmond Motor’s radio appropriation is on WLEE!

Take a tip from Richmond Motor—if you want to sell something in Richmond, call in the Headley-Reed man and ask about WLEE.
Friends and neighbors love to visit the McCanns. It's such a friendly house, they say.

In one career (and not out the other)! Dora McCann joins her husband’s famous program but continues her role of housewife and mother.

The McCann house in Yonkers, N.Y.
“Alfred can fix anything outside the house”, says Dora, “but inside! He’s all thumbs!”
love me, love my diet

when Dora married into the right-eating McCann family, a friend joshed: “Poor you, marrying a man who knows all about food! You’ll be up to your pretty eareals in cereals.” But Dora was not perturbed; if Alfred said that whole wheat grain and raw carrots were good for you, she’d jolly well serve them. She jolly well does. Today, Dora McCann is as much a crusader for correct eating as any McCann before her!

in one career (and not out the other)

Late in July, 1947, a pretty, sweatered girl sat with her husband at a table in the children’s playroom. Her heart banged. The WOR engineer (set up next to a little boy’s tricycle) raised a hand—and one of radio’s oldest and most honored radio programs, WOR’s “The McCann Pure Food Hour”, became a husband and wife program. Title: “The McCanns at Home.” Said Dora McCann, embarking on a 5-day-a-week radio career: “But I have nothing to offer.” What she had to offer was immense. A simple, disarming, ungarnished charm that falls like manna on the ears of thousands of housewives.

Dora McCann doesn’t pretend to be a homemaker who rolls a food cart up Main Street on marketing day; she IS one. Like her listeners, Dora has a house to manage (in Yonkers, N. Y.), a cleaning woman just twice a week, and children to care for (Patsy, aged 9½, Kevin, aged 4½). Housewives say she’s their spokesman; that she is one of the few women in radio whose problems are identical to theirs.

“it’s Alfred’s program”

Dora’s ego is as microscopic as a pinch of salt. “I don’t count”, she says, “it’s Alfred’s program.” She knows that one reason why many a family on the Eastern Seaboard is well-fed, is because a McCann has been on WOR for 21 years, teaching people how to eat properly.

In 1931, when young Al was a junior in college, his famous father died. Along with a handsome profile, a vigorous voice and a passion for truth, Alfred inherited a radio
program from his father: WOR’s “The McCann Pure Food Hour.” It was the first food program on the air. McCann, senior, had fought food frauds, had started a revolution in eating. Young Alfred carried on. He has seen everything that grows in America, grow. He has inspected over 1,000 food plants in the U.S. and Europe.

Today, Alfred McCann knows as much about nutrition as almost anyone in the country. His word is gospel to women in the 18 states where WOR can be heard; a fact that gives WOR a glow of pride. For Alfred McCann, like so many WOR personalities, is part of the very foundation of this great and friendly station.

these happy two

Today, WOR’s “The McCanns at Home”, heard weekday mornings at 9:30, is still the housewife’s bible. Newcomer Dora gives it the feminine touch; a golden touch that has already added considerably to its listening audience. If Dora chances to mention that she uses, never wastes, beet greens—grocers for miles around are plagued by customers asking for beets with nice, leafy greens. Such is her influence! And when the McCanns recommend a product, housewives act on that recommendation—and buy!

Alfred handles most of the food facts on the show; Dora chats about cooking, keeping house and children...sub-
jects she knows from the ground up. Together, this admirable husband and wife discuss the problems of day-to-day living. Son Kevin, aged 4½ is adopted and knows it. "We told him while he was young so he wouldn't be bothered by the knowledge later", says Alfred. And Dora beams: "Kevin knows he's special. He knows we chose him out of dozens of babies for our own." Such is their warm and commonsense approach to all problems, and WOR listeners love it!

Christmas at the McCanns, as in any American home, is a family day complete with toys underfoot. "Don't want my pitcher taken," Kevin frets.

the shades are up

To many of the 34,057,161 people who can hear WOR, "The McCanns at Home" is a slice of American life; a daily peek in the playroom window when the shades are up. Since the program comes straight from the McCann's Yonkers house, it has a rare and real-life intimacy, one that is worth considerable cash to a sponsor.

Yes, a sponsor buys a priceless ingredient in the McCanns. Women trust them; trust the products they recommend. Little wonder that sponsors stay so long with WOR and the McCanns. Dugan Brothers has been on the WOR McCann show for 21 years, the Hawaiian Pineapple Company for 19 years, The Richmond-Chase Company for 19 years. The list is long and ever-growing. Why do sponsors stay so long? Because WOR and Alfred McCann sell their products!

WOR mutual
heard by the most people
where the most people are
in for greater publicity than even last year. There will be a striking increase in general merchandise advertising in various institutional themes, possibly reflecting the retailers' need for stronger promotions to achieve sales volume.” Reporting that “an overwhelming percentage of the stores surveyed plan to increase their expenditures over last year,” with 10% the amount generally indicated and many stores planning on 15% and 20% advertising increases, Mr. Abrahams said that “radio presents a varied picture. General increases are shown by stores which have been strong users of this medium while many of the recent users of radio are decreasing this activity.” Perhaps this is because radio's usage has been growing from a recent base, and retail radio usage has been a temporary fill-in for other unavailable promotion tools. Increases in radio range to as much as 50%, although the greatest emphasis is in 5%.” (See page 22, Retail Stores A 1 Shops)

### Clothing Increase (Continued from page 56)

Apparel advertisers, always inclined to use pictures as well as words in their printed advertising, have been taken avidly to television which permits them to show as well as talk about their products on the air. Video advertisers of this class in recent months include Simon Ackerman Clothiers sponsoring a weekly newsmag on WBTN New York; Barney’s Clothing using spots on WABD, WCBS-TV New York; Botany 508 advertising its neckwear with weather forecasts on seven TV stations; Brownstein Louis participating in Shopping at Home on KTLA Los Angeles for Hendin Shirts; B.V.D Corp. using weather spots on six stations; Brentwood Sportswear with weather spots on three stations; Jay Bucknell participating in WABD’s Doorway to Fame for its shirts; Calvert Hats using video spots on WMAT Baltimore; Jay Day participating in WABD’s Birthday Party for its dresses; Caspar Davis using spots on KTLA for millinery; Fashion Shop using spots on WMAR-TV; Fair Store sponsoring weekly shows on WBKB Chicago; Howard Clothes sponsoring boxing on WABD; Hecht Department Store sponsoring Fashion Story on WJW Washington; J. L. Hudson Store sponsoring Sketchbook on WWJ-TV Detroit; Jay Jay Junior advertising dresses via Mary Kay and Johnny on WABD; Hat Corp. of America sponsoring sports events for Knox Hats on WCBS-TV; Luluce Ltd. (furrier) using Doorway to Fame on WABD; Felta Furs using announcements on KTLA; Power & Campbell advertising shoes with A. Sagner’s Son sponsoring telecasts of the Pimlico races on WMAR-TV for Northcohl (summer suits), announcements on WABD; Stewart’s (men’s clothes) using spots on WNEW, WTTG Washington; Zlotnick the Furrier using announcements on WTTG.

Television Fashions on Parade, weekly series on WABD, has been presented after the auspices of various smart New York women's stores, with a number of apparel and accessory manufacturers displaying their wares on the broadcasts. Frank H. Lee Co., sponsor of Drew Pearson’s page-a-day column, has announced that this fall it will also sponsor a video News Review of the Week in every city in the country in which TV facilities are available. Beginning in late April, Bobbie Fan Fare for Roblee Shoes, 15 minutes preceding the Yankee baseball telecasts on WABD, featuring interviews with prominent players and fans.

Government plans for mobilization are being closely watched by the men’s clothing industry and, if put into effect, they would not only take a lot of potential clothes shoppers out of circulation but would also divert much of the production from civilian wear into uniforms. A questionnaire as to the ability of the men’s clothing industry to handle Army orders was circulated in April at the request of the Quartersmaster Corps.

Overall, the apparel industry’s retail sales in the early months of the year were running slightly ahead of the same months of 1947, according to Dept. of Commerce estimates.

#### II-AUTO BOOMS

DESPITE A BACKLOG of orders for automobiles which seems to put a buyer’s market for new cars at least a year away, automotive advertising on the air boomed during the first quarter of 1948, with the outlook indicating further advances during the rest of the year. Network billings for cars and trucks, tires and accessories, totaled $2,109,205, up 25.5% from the same period of 1947.

The increase in automotive advertising more or less parallels the postwar upswing in the automotive industry during the last year and a half, according to Mr. Cronin, managing director of the Automobile Manufacturers Assn., who told Broadcasting that “despite the fact that some materials were in short supply, output of cars, trucks and buses jumped 11% in the first three months of 1948 as compared with the same period last year.”

Citing an AMA estimate that 1,272,000 units were produced between Jan. 1 and March 31, “equivalent to an annual rate of slightly over 5,000,000 units,” Mr. Cronin declared that “the April coal strike is expected to upset forward operating schedules for all concerns. The delayed action effect of crippled transportation and slashed steel production undoubtedly will be felt in the weeks and months ahead. Though nearly 6,500,000 passenger cars have been produced since the war’s end,” Mr. Cronin stated, “the buyer’s market for motor cars still appears at least a year or more away. Huge backlogs of orders still remain on most dealers’ books.”

First of the automotive advertisers, at least from the network billings viewpoint, was Ford Motor Co., whose gross network time purchases for the first quarter of 1948 exceeded half a million dollars, up 143% from the like period of 1947. Then Ford’s network activities were the Dinah Shore Show, a half-hour on CBS. Today the company sponsors Ford’s Theatre, a full hour on NBC late Sunday afternoon and, in the name of its dealers who pay a share of the cost, the half-hour Fred Allen program on NBC Sunday evening. Spotwise, the Ford dealer announcement campaign has declined from 80 stations in late March 1947 to 92 stations in the same month of this year, possibly due to the acquisition of the Allen program from Standard Brands the first of the year.

Ford’s out in front also in television. Its winter schedule of sports telecasts—boxing on KTLA Los Angeles, wrestling on WWJ-TV Detroit, varied on WTTG and WCBS-TV New York—has been expanded by a video baseball schedule which includes coverage of the Brooklyn Dodgers (with Old Golds) on WCBS-TV, the Chicago Cubs and the Washington Senators (both shared with the radio) on WBBR and WTTG, respectively, the St. Louis Cardinals (unshared) on KSD-TV and the Milwaukee Brewers (shared with Ford dealers of that area) on WMJ-TV.

Kaiser-Frazer Corp., which last summer entered radio with a spot schedule that, currently covering some 300 stations in 125 markets, probably makes K-F the number one spot automotive advertiser, ranks second in the network list. Its quarter-hour Newscope on Mutual, using 428 stations on Tuesday and Thursday, 75 on Saturday and Sunday, accumulated a gross time bill of nearly $400,000 for the first three months of 1948. K-F also made its video debut during the quarter, sponsoring the Original “High Noon” but timed the over version of the erstwhile Major

### Further Advances Are Indicated

#### Class 3. AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT $1,679,989 $2,109,205

<table>
<thead>
<tr>
<th>Network Time Costs</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>Product</td>
<td>Network, No. Stations Time</td>
</tr>
<tr>
<td>CHERYLER CORP.</td>
<td>Christopher Wells Plymouth &amp; De Soto</td>
<td>CBS-168 Sun., 10-10:30 a.m.</td>
</tr>
<tr>
<td>ELECTRIC AUTOLITE CO., $391,010</td>
<td>Dick Haynes Show Spark Plugs, Batteries, Ignition Systems, etc.</td>
<td>CBS-164 Thurs., 9-9:30 p.m.</td>
</tr>
<tr>
<td>FIRESTONE TIRE &amp; RUBBER Co.</td>
<td>Voice of Firestone Tires &amp; Tubes</td>
<td>NBC-13 Mon., 8-3:00 p.m.</td>
</tr>
<tr>
<td>FORD MOTOR CO., $500,478</td>
<td>Ford Dealers Show Automobiles</td>
<td>NBC-167 Sun., 3-6 p.m.</td>
</tr>
<tr>
<td>General Motors Corp., $244,106</td>
<td>General Motors Show</td>
<td>NBC-164 Sun., 8:30-9:0 p.m.</td>
</tr>
<tr>
<td>Harry L. Taylor</td>
<td>Kaiser Frazer Corp.</td>
<td>KAI-39CBS-91, 7-7:30 p.m.</td>
</tr>
<tr>
<td>Newscope</td>
<td>Automobiles</td>
<td>MBS-75 Sat., 7:30-7:45 p.m.</td>
</tr>
<tr>
<td>Newscope</td>
<td>Automobiles</td>
<td>MBS-88 Fri., 7:30-7:45 p.m.</td>
</tr>
</tbody>
</table>

* First quarter 1947. ** First quarter 1948.

Source: Broadcasters' Information Bureau
WMPS
With
10,000 WATTS*
On
680 K.C.
Has Produced
101,309 REPLIES
from 453 counties in 30 States for our advertisers during the period beginning September 21, 1947** and ending April 24, 1948.

*5000 WATTS AT NIGHT
** DATE OF OUR CHANGEOVER

WMPS-Memphis
Affiliated with American Broadcasting Company
Represented by Taylor-Howe-Snowden
Auto Booms
(Continued from page 68)
lowes show, on the DuMont network. Although the program achieved the highest tonnage rating in February, with 46.8% of the video sets tuned in, the company dropped its sponsorship at the end of March.

General Motors Corp., during the first three months of the year, continued its institutional campaign with Henry J. Taylor on MBS, with greater time charges of more than a quarter of a million dollars for the twice-weekly broadcasts for the quarter. A spot campaign for Oldsmobile in March comprised one to six announcements a week on 164 stations, according to the Horabaugh Report. In television, GM sponsors a 10-minute Sunday evening news review on WNBC New York for Oldsmobile and a 20-minute news show Tuesday evenings on WABD New York and WTTG Washington for Chevrolets. This GM car was also advertised with a special video series of films of the Winter Olympics on eight stations and plans for a more extensive country-wide video campaign for Chevrolet are reportedly now in the works.

Chrysler Corp., not on the network air a year ago, returned to CBS last fall with a Sunday evening dramatic series, Christopher Walkus, advertising Plymouth and Desoto cars, for which it bought more than $200,000 worth of network time in the first three months of 1948. In mid-April Chrysler Films, which does in Desoto and Chrysler dealers in 10 cities, began broadcasting the Animal World Court, a five-minute series of stories of animal heroism. Studebaker Corp., during the quarter, continued its newscasts by Bob Garred three mornings a week on a West Coast CBS hook-up.

Newest automobile network advertising is Tucker Corp., which last month started Speak up America, quarter-hour Sunday afternoon discussion series, on ABC. Novel touch is having the commercials delivered by Preston Tucker, president of the company and now a paid up member of AFRA.

Tire advertisers on the networks during the January-March period were Firestone Tire & Rubber Co., whose Voice of Firestone is in its 20th year as a Monday evening NBC program, and Goodyear Tire & Rubber Co., whose Sunday evening Greatest Story Ever Told series on ABC has won for its sponsor a galaxy of honors as 1947's outstanding commercial radio innovation. U. S. Rubber Co. sponsored a one-time broadcast of the Winter Olympics on Mutual in February and a film series on the Olympics telecast on WCBS-TV, also sponsoring two pickups from the New York Sportsman's Show on that station in addition to its regular Friday night Sports Time series on NBC's television network. Firestone, which sponsored a film series on WNET New York, returned to television last month and is currently sponsoring American Quiz on the NBC video network in the same time period that the Voice of Firestone is broadcast on NBC's AM network.

Production of automotive tires hit an all-time high in 1947, with 195,458,801 casings produced during the year, according to the Rubber Manufacturers Assn. The pace slackened in the opening months of this year, RMA reported, with production for the first two months of 1948 down 13.3% from the little period of 1947 and with February production of automotive casing 18.7% below the January figure.

In the automotive accessories field, Electric Auto-Lite Co. continued its Dick Haymes Show on CBS with Champion Spark Plug Co.'s Champion Roll Call series on Mutual. In July, Haymes will be replaced by a dramatic series, Suspense. Spotwise, the Horabaugh Report shows Keystone Auto Club using seven stations and Johnson's Carnu advertised on 14 Latin American stations.

Local dealers for automobiles and automotive products are active radio advertisers, with more than 300 currently listed as sponsors.

But Increase in Advertising Expected

DESPIE an anticipated decline in sales resulting from voluntary reduction in the use of grain, which is making itself felt in the lower production of beer and ale, the brewing industry has succeeded this year to match its 1947 expenditures of about $5,000,000 for radio advertising, according to the United States Bureau of Alcohol, Tobacco, and Firearm Tax Statistics.

This estimate, the Foundation said, is predicated on the maintenance of current economic conditions, continuation of grain supplies at the present levels and absence of any new laws that would tend to wreck the advertising program of the entire alcohol beverage industry.

The "new laws" reference is to the perennial Capper Bill which would prohibit any alcoholic beverage advertising in interstate commerce, tantamount to banning it from the air entirely, and to two substitute measures more recently introduced by Senators Reed of Kansas and Johnson of Colorado. The Reed Bill would forbid advertising beverages as beneficial to health or to social or business conditions or to an American family life. This is aimed specifically at the USBC "Home Life in America" series of magazine advertisements. The Johnson Bill would limit advertising of alcoholic beverages to a "facsimile of the bottle, container and label of such beverage."

Passage of any of the three bills would radically reduce, if not eliminate completely, radio's revenue from brewers and vintners, the latter group currently spending perhaps a million a year for radio time. Advertising of hard liquor has been kept off the air as a matter of policy concurred in by both broadcasters and distillers.

Brewers and vintners, never sizeable network users as a class, in the first quarter of this year spent only $315,610 for network time, less than 1% of the billings for the same part of 1947. Wine Growers Guild's Murder and Mr. Malone, Saturday night mystery on ABC, is the sole wine program on any network, compared to four last year when Petri, Roma and Creative Artists announced their programs or announcements on one or more stations, with expectations of appreciable increase both in the number of beer advertisers and stations used as warm weather brings on the traditional beer drinking season. Larger users of spot radio in the first quarter included: G. Kreuger Brewing Co., using three newscasts a week on the full Yankee Network and WOR New York, plus announcements on 14 South Atlantic stations; Iroquois Brewing Co., sponsoring the transcribed Guy Lombardo program on 14 stations in New York and Pennsylvania; John F. Trommer, Inc., with announcements on 10 East Coast stations; Terre Haute Brewing Co., using programs from 18 minutes to two hours long on some 40 stations in the East and Central states and announcements on a dozen more stations.

The manufacturers of airplanes and their accessories and equipment made no expenditures for network radio time during the first quarter of 1948 or the full year of 1947, according to the records of Publishers Information Bureau. Nor were there any local or spot advertising campaigns reported for this class. Airline advertising is included in Class 27, covering transportation, travel and resorts.

V-FETTERS ON ALCOHOL

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But Increase in Advertising Expected

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How's this for a Combination -

**Strong Program Promotion**

WHEC not only "airs" your program, but promotes it with the combined force of spot announcements, newspaper advertisements, "Jumbo-size" buscards, outdoor posters, lobby displays, and mail.

WHEC uses daily advertisements in both the Rochester Democrat & Chronicle and the Rochester Times-Union, often buying extra space for special merchandising promotion.

WHEC's consistent and continuous direct mail campaign is directed not only toward key radio audiences but also toward special lists of the trade—dealers, distributors, trade association members, etc.

Write, phone, or wire for availabilities

**WHEC of Rochester**

National Representatives: J. P. McKinney & Son, New York, Chicago, San Francisco
n the same area: Rainier Brewing Co., with station breaks on 16 West Coast stations; Jackson Brewing Co., using 23 stations in the South, mostly with daily quarter-hour programs; West End Brewing Co., sponsoring announcements on 16 stations in New York and New England; Dawson's Brewery, with announcements on 36 New England stations; George & Sons Co., with spots on 10 stations in Minnesota and North Dakota. In April Haffenreffer & Co. started an announcement campaign on 18 New England stations to introduce Pickwick Beer into that market. Goetz Brewing Co. has bought the CBS co-op show, 'Pays to Be Ignorant' on 12 stations in the St. Louis area.

Garrett & Co., with announcements for Virginia Dare Wine in more than 100 stations and five to 15-minute programs on another 10 outlets, was the largest spot user reported among wine advertisers. Fruit Industries also uses announcements for its Floto and Dolly Madison wines on the Montana Z network as well as in scattered markets from coast to coast.

Scheylen Distillers, however, has started a video campaign of one-minute animated film spots on eight TV stations for Cresta Blancas Wines. Robinson - Lloyds, after more than a year of sponsoring spot announcements, moved to expand its video advertising to some 10 stations across the country this spring.

Always active in sponsoring sports broadcasts, brewers have enthusiastically moved into the video sports field. During the late winter and early spring, wrestling, boxing, basketball and other sport telecasts were sponsored regularly by Atlas Prager Brewing Co. (WBKB Chicago); Barbery's Inc. (WPTZ Philadelphia); Esslinger's Inc. (WPTZ); Globe Brewing Co. (WMAR-TV Baltimore; WNBW andWMAL-TV Washington); Gettlemann Brewing Co. (WFTZ); Gunther Brewing Co. (WNBW); Hyde Park Breweries Assn. (KSD-TV St. Louis); National Brewing Co. (WTTG, WMAR-TV); Scott & Grauer (WFIL-TV); Wiedemann Brewing Co. (WLWT Cincinnati); Atlantic Brewing Co. (WGN-TV Chicago).

Baseball Sponsors

The advent of the 1948 baseball season finds the brewing industry increasingly involved among sponsors of ball game broadcasts, video as well as sound broadcasting. In New York, P. Ballentine & Sons are sponsoring telecasts of the Yankees' home games on WABD and sharing sound broadcasts of the same games with General Cigar Co. on WINS. Nara-ganissett Brewing Co. is co-sponsoring with Ben, a soft drink, the home games of both Boston teams, the Red Sox and the Braves, on a New England network of 17 stations. Gunther Brewing Co., also with Atlantic Refining, sponsors the full night game schedule of the Baltimore Orioles on WHTV, (WHTV, 680 AM) away from home being reconstructed.

In Cincinnati, Burger Brewing Co. is sponsoring telecasts of the Reds home games on WLT and sound broadcasts on 13 stations in four states, originating at WCPO. Goebel Brewing Co. is another video baseball advertiser, sponsoring the Detroit Tigers on WWJ-TV. Standard Brewing Co. foots the bill for broadcasts of the Cleveland Indians games on WJW and WJW-FM. The St. Louis Cardinals broadcast is handled by Griesedieck Brothers Brewery Co. on 41 stations (26 AM, 15 FM) in five states, originating at WTMY. In the far west, Rainier Brewing Co. is sponsoring broadcasts of the San Francisco Seals for the seventh consecutive year on KYA. Tiring in with baseball, F. & M. Schaefer Brewing Co. is sponsoring Sports Special, a filmed video program, on WCBS-TV New York immediately preceding that station's broadcasts of the Brooklyn Dodgers games.

VI—BUILDING FORECAST

RADIO advertising of the building and building equipment industries is chiefly placed at a local level. Well over 100 builders, lumberyards, heating equipment firms, paint dealers and the like sponsored network co-op shows alone during the first three months of 1948, compared with only four network accounts—of which one is a national and two are more confined to the Pacific Coast—and four spot campaigns on 10 or more stations. Networkwise, this group ranks 21st among the 28 categories, accounting for one-half of one per cent of the total building dollar sales in the quarter, about a third less than in the same period of 1947. This field would seem to be one worthy of more intensive cultivation by the makers of time on the air. Dan & Bradstreet last month reported that 'the cumulative total of building permit values in 215 cities in the first three months of 1948 was $563,890,000, or 6.58 per cent above that of the corresponding 1947 period. This was the highest first quarter total on record; it was slightly above the previous peak touched in 1928.'

The Federal Works Agency Office of Economic Research reported a total construction activity of $1,088,000,000 in March, 31.7 per cent above the March 1947 total. Of this sum, $852,000,000 was spent for private construction, which was 5.5 per cent above that for March of last year. The National Paint, Varnish & Lacquer Assn. reported January sales by 680 companies, comprising about 90 per cent of the industry total, as $68,475,000, 6.2 per cent ahead of January 1947 and 56.1 per cent better than January 1946. This group last year passed the billion-dollar sales point and NVFBA President Joseph F. Battley in his March bulletin to members cited government estimates to show that 'the annual physical volume of our finished products could be doubled or more than doubled by 1955.'

A possible increase in competition between brick companies which might stimulate advertising of this industry may result from a cease-and-desist order issued April 28 by the Federal Trade Commission against 37 companies, producing more than three-fourths of the country's bricks and other refractory products, designed to end an alleged price-fixing conspiracy.

Johns-Manville

The current network advertisers in the building material class include Johns-Manville Corp., with its five-minute mid-evening news period on CBS; Benjamin Moore & Co., sponsoring its annual spring campaign of Saturday morning home-brightening talks on ABC, and two West Coast firms, the Fuller paint company which started a news show on CBS Pacific last summer, and Day & Night Mfg. Co., which in January of this year began a Saturday newscast on the network.

Marshall-Well's Co. in March expanded the list of stations used to advertise its paints and appliances from 2 to 46, using three spots a week on WCCO Minneapolis and KBMY Billings and from three to ten announcements a week on the others, to become the largest advertiser in this class, according to the Rorbaugh Report for March. Other leading spots users in the class include Martin Rosenberger, with all spots a week on WCCO; Marshall-Well's Co., with six to 13 spots a week on 12 stations, and S. C. Johnson & Son, using five announcements a week on 10 West Coast stations for its water-repelling Drax.

The class is best represented in television by American Blower Corp., using video spots on WWJ-TV Detroit; Dushoff Distributing Co. (tile products), with announcements on WPIL-TV Philadelphia; National Weather Window Co., also with announcements on WPIL-TV; All-Weather Products, building materials distributor, with a five-minute weather report five nights a week on WPTZ Philadelphia. Not yet a video advertiser but wanting to be one, M. A. Baskind, head of a wallpaper firm, has written KGV in St. Louis, applying for a TV station, reporting time to start whenever KQV-TV is ready for business.

Largely on Local Level

[TABLE]

| Class | BUILDING MATERIALS, EQUIPMENT & FIXTURES | $401,520 | $282,434 |

<table>
<thead>
<tr>
<th>Leading Network Advertisers</th>
<th>Product</th>
<th>Network No., Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Waller Sour</td>
<td>Whitewall &amp; Sons</td>
<td>CBS, 15</td>
<td>M-F, 5:55-6:00 p.m.</td>
<td>PST</td>
<td>10/27/48</td>
<td>Los Angeles-PT4; Seattle-TV; Chicago-WMAQ</td>
</tr>
<tr>
<td>John-Manville Corp.</td>
<td>$151,956</td>
<td>CBS, 15</td>
<td>M-F, 5:50-6:00 p.m.</td>
<td>PST</td>
<td>10/27/48</td>
<td>Chicago-CBS, 15; St. Louis-WXYZ; Cleveland-WKRC</td>
</tr>
<tr>
<td>Bill Baskin &amp; Sons</td>
<td>Benjamin Moore &amp; Co.</td>
<td>$23,991</td>
<td>Sat., 6:00-6:15 p.m.</td>
<td>PST</td>
<td>10/27/48</td>
<td>Poughkeepsie, NY; Scranton, PA; Birmingham, AL</td>
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<tr>
<td>Your Home Beautiful</td>
<td>paint</td>
<td>ABC, 32</td>
<td>Sat., 10:10-10:15 a.m.</td>
<td>11/02/48</td>
<td>St. Louis-ABC, 32</td>
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Source: Publishers Information Bureau

Network Time Costs

<table>
<thead>
<tr>
<th>First Quarter</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class</td>
<td>$401,520</td>
<td>$282,434</td>
</tr>
</tbody>
</table>

Broadcasting - Telecasting

Business Index Continues on page 68
DOUBLE-COVERAGE is the Answer in the Dallas-Ft. Worth Area

DOUBLE your sales-power in a region where folks have over $2,000,000,000.00 annually to spend! Only 35 miles apart, WRR-Dallas and KFJZ-Fort Worth give you a double-shot at a powerful audience as Texas radio's top COM-BINATION. Either simultaneous or separate schedules on a single, economical, billing. In Dallas-Ft. Worth, it's WRR-KFJZ!
BUYING resistance to higher candy prices, greatly increased competition in the soft drink field — both conditions calling for energetic advertising — are reflected in the network policies of confectioners and bottlers in the first three months of this year. The gross for the class was $1,995,582, nearly 50% above the gross of $1,287,100 reported for the same period a year ago. Even if there is no further acceleration during the rest of 1948, which seems unlikely, the year's total will exceed the neighborhood of $8 million as compared to the $5,229,166 spent for network time in 1947.

Foremost problem of the candy makers is the inflated cost of ingredients. The National Confectioners' Assn. told BROADCASTING: "Cocoa beans, peanuts, eggs, sugar, glucose (corn syrup) and milk and other ingredients are the major ingredients," NCA explained, reporting that prices for April 1, 1948, as compared to 1941 prices, show the cost of cocoa beans up 66%; peanuts up 76%, with an 249% increase estimated for the 1948 crop; eggs up 160%; sugar up 80%; glucose up 68% and milk up 47%. (But sugar prices declined the end of April to 5.2 cents a pound delivered in New York, lowest since sugar was decontrolled last fall and more than a cent a pound under the government ceiling of 6.32 cents.)

"Inflated ingredient costs," NCA stated, "are of course reflected in the higher costs of the finished confectionery products. In some cases the consuming public has evidenced buying resistance, but on the whole sales are holding firm. The increased demands for confectionery products that occurred following the wartime shortage have been met by greatly increased candy production and the 1948 manufacture of candy is well above the 1947 period. In the early part of the year, candy sales were at the high for the industry, rather than a recession as forecast in other leading industries."

Production of candy bars — major radio-advertised confections for January and February — was up 9% in tonnage, 32% in manufacturers' values over the first two months of 1947, compared to a 3% poundage increase and a 17% dollar value increase for the whole candy industry, with bulk goods off 22% in weight, up 2% in dollar value.

Network candy advertisers, in addition to the leaders shown in the table, include Bunte Brothers, sponsoring World Front, half-hour Sunday show on NBC; Curtiss Candy Co., with Warren Sweeney's five-minute 11:15 a.m. newscasts on CBS Saturday and Sunday; Peter Paul Inc., with a three-times-a-week 15-minute early morning spot program on MBS plus Bob Garred's newscasts on CBS Pacific three mornings and three evenings weekly; Shotwell Mfg. Co., which in February started True or False as a late Saturday afternoon series on Mutual.

Widest spread spot campaign for candy is that of Brock Candy Co., using one to seven announcements a week on 96 stations. Rockwood & Co. advertises Chocolate Bits with announcements in participation shows on 41 stations, including the Yankee Network, and England Confectionery Co. in February launched an announcement campaign on 37 stations. Wilbur-Suchard Chocolate Co. uses half-hour weekly programs on four stations, announcements on 14.

Paul F. Beich Co., using well over 100 stations for its candy bars, and Brock Candy Co., with 96 stations, lead off the spot advertisers of candies, followed by Rockwood & Co., using 41 stations; New England Confectionery Co., on 37; Burdick-Suchard Chocolate Co., on 18; with Life Saver Corp., Charms Co., Fanny Farmer Candy Shops, M & M Ltd., Peter Paul Inc., Mason Au Magenheim Confectionery Mfg. Co. also on the spot radio list.

American Chicle Co. and Leaf Gum Co. are the major users of spot radio for chewing gum, American Circle reportedly spending more than $1,000,000 and Leaf about $750,000 for this medium.

The able Candy Corp. of American sponsors Superman, MBS co-op, on eight Texas stations.

Reporting that 1947 production of soft drinks very nearly reached the industry's all-time high of 623.5 million cases produced in 1944-1945 bottles per capita for the country—but that as on Jan. 1, 1948, there were 860 bottling plants in operation, more than 12% over the 1940-1946 average, John J. Riley, secretary, American Bottlers of Carbonated Beverages, told the annual meeting of Arkansas bottlers the end of March that: "If the industry is to maintain its position and if that sales curve is to go on... it will be because bottlers whose trucks are on the street have succeeded in getting soft drinks into every retail outlet through intelligent and aggressive use of their advertising, their merchandising, their public relations and their sales training programs."

Coca-Cola Co. is the dominant radio advertiser of the soft-drink group, with a five-a-week daytime quarter-hour spot on 290 stations in addition to its three network spots shows. Cha. E. Hires Co., sponsoring Here's To You, Sunday afternoon quarter-hour on CBS for its root beer, is the only other networkiser in this class, with well over 100 banking and building and loan companies sponsoring network co-op programs in their home communities. Fulton Lewis Jr., whose first sponsor spots began in 1931, was the American National Bank of Denver, on KEEL, leads in this field with 26 sponsors. Cedric Foster, with 17 is second, followed by (Continued on page 72)
YESUH, us hicks, hayseeds and plow jockies in the Red River Valley have more dough to spend on necessities and luxuries than similar apple-knockers in almost any other section you can think of!

The average family in WDAY's area, for instance, has an Effective Buying Income of $4493 as against an average of $3466 for Iowa, Kansas, Minnesota, Missouri, Nebraska and the Dakotas, combined! (Sales Management, 1947.)

For 26 years, WDAY has been the big radio habit in the Red River Valley. Most people hardly ever even think of any other station. May we prove it to you?
WPIX
NEW YORK CITY • CHANNEL 11
STARTS JUNE 15
to the transition
of the broadcast wave as a vehicle
for the visual as well as vocal...
WPIX brings three decades' experience
in the development of the visual as a vehicle
of information, significance, entertainment...
by The News, New York's Picture Newspaper,
entrepreneur in the transition of print
from the wholly verbal to partly visual.

three decades
of learning how to make pictures interesting
and keep people interested...
of acquiring the techniques of visual approach,
expression and transmission...
of men and methods matured by experience...
of rich records of pictures and sources...
of camera contacts and craftsmanship...
of securing facilities for fine, fast production...
will constitute some of WPIX's working capital.
The TV equipment and operating personnel
are the known best available...
And always in support is the newspaper
with the largest circulation in this country.

to anticipate
that WPIX will approach perfection
in production at the outset...
or escape the inevitable average of error...
is neither warranted, nor claimed.
After all, Television must be its best teacher!...
But WPIX will try to par its field...
become worthy of its mission and market.

WPIX • Channel 11 • New York City
is owned and operated by News Syndicate Co., Inc.
Station Manager Robert L. Doe, Commercial Manager B. O. Sullivan
and is represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22, N.Y.
DRUG PRODUCTS THIRD

3-Month Billings Top $6 Million

DRUG product advertising, not including toiletries which have their own category (Class 26) comprised the third largest spending group for network time during the first quarter of 1948, just topping $6 million for the three-month period. Class total, however, is some 20% below the almost $7.5 million run-up in the same period of 1947, resulting from the loss of virtually all the network programs as American Home Products’ Bob Burns, Ellery Queen and Real Stories From Real Life; Carter Products’ Policewoman; Lewis-Howe’s Pot O’ Gold; Grove Labs’ Revellie Roundup, and American Cyanamid’s Doctors Talk It Over, all of which were on the air during the first quarter of 1947.

Major plus factor in the network picture for this group is the expanded activity of Pharmaco Inc., which had programs on Mutual the first three months of this year, contrasted with a single entry, Double or Nothing, in the same part of 1947. Billy Rose’s twenty-five minute newscast on Mutual for Musterole Co., which started last October, is another addition since the first quarter of 1947.

Other network drug programs not included in the table are: Emerson Drug Co.’s Inner Sanctum, CBS Monday evening half-hour chiller for Bromo-Seltzer; A Date With Judy, sponsored by (Continued on page 78)
GEORGE WEBER

Mac Wilkins, Cole & Weber
Seattle, Washington

Although Seattle is now, and has been since 1937, your stamping-ground, Portland always will consider you a native son, George Weber. That's where you were born, went through high school, and on to the University of Oregon. It's a good thing for your advertising agency that your early leanings toward a musical career were sidetracked back in 1929 when you deserted your piano for a typewriter. Your rise in the agency which now bears your name has been meteoric, and the long list of civic and service organizations which claim your time and talents bespeak your interest in current affairs. We know you know full well the great future that faces the Pacific Northwest, And we can assure you that Station KGW will in the future as it has in the past, continue to serve this great and growing area.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
IN CLAY COUNTY!

Clay County, Tennessee lay in the path of devastating flood waters.
There was no newspaper link with the outside world to warn the people. Telephone lines were down.

No means of communication — save one. WSM.
Yes, WSM was there. Keeping Clay County listeners abreast of the flood news. Warning them in time to save lives and reduce destruction. Directing sufferers to relief stations and safety.

This flood was not an everyday occurrence. But it was typical of WSM's constant service to our listeners. Service that has earned the confidence of folks who look upon WSM, not as just another radio station, but as a trusted friend.

WSM
NASHVILLE

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Repr.
The American National Red Cross
STATE RELATIONS OFFICE
333 THIRD NATIONAL BANK BUILDING
NASHVILLE, TENNESSEE

February 24, 1948

...WSM was the only means of contacting the rural population of Clay County...
...Thanks to your splendid cooperation in time of emergency approximately 30 families reached chapter headquarters for assistance...

JOHN J. BECK
State Relations Officer
Drug Products
(Continued from page 78)
Lewis-Howe Co. Tuesdays on NBC for Tums; Ned Calmer's Sunday newscast for Gray's Grandpa on CBS; The Fat Man, detective story series on ABC Fridays for Norwich Pharmacal Co. (Unguentine, Pepto-Bismol), whose annual report credits this program with a major part in making last fall's sales the best for that period in the company's history; Jimmy Durante's Wednesday-night NBC re- all Co. broadcast, to be replaced for the summer on June 30 by Rezall Theatre.

Leading spot advertisers in the over-the-counter field include Chattanooga Medicines Co. using three quarters-hours a week on some 90 stations, announcements on about 35 more, mostly in the South for Black- lead, Carbolic Acid, and Zytrin in Whittaker's Pharmacal Co., using announcements on some 50 stations for Frezone, which recently re- placed Guards Cold Tablets as the advertised brand. Network expenditures of this group were $3,255 below the gross for the first quarter of 1947, when Ice Capades bought a New Year's Day quarter-hour on ABC and RKO Radio Pictures sponsored six 15-minute programs on the same network to promote a picture called "San Quentin."

More or less extensive spot campaign, mostly in less volume, were sponsored by Sam Blisoff, Allied Artists, RKO Radio Pictures, Screen Plays, Film Classics and Golden Pictures, Du Mont Pictures, Enterprise Productions and Selznick Releasing Organization. Outlook for more movie business is brighter for the rest of the year, since movie ad budgets, pared along with other Hollywood budget items when the English banned American films last year, may be enjoyed, following concessions won for U. S. pictures from British Government by Eric Johnston this spring.

Test video campaigns for new pictures were conducted by Argosy Pictures, who used two-minute video spots on WBKB Chicago for three consecutive days in the interest of "The Fugitive," and RKO Television Network in New York, which used a video trailer for "Tycoon," aired on WNTB New York daily for a week preceding the picture's debut. Academy Theater's TV spot move chain, in February started a Tuesday week-quarter-hour video series, Inside Hollywood, on WJW-TV Detroit. The Long Theatres sponsor three

X—AMUSEMENTS

AMUSEMENT industry, never a large purchaser of radio time, ran true to form in the first months of 1948. Network expenditures of this group were zero, $3,255 below the gross for the first quarter of 1947, when Ice Capades bought a New Year's Day quarter-hour on ABC and RKO Radio Pictures sponsored six 15-minute programs on the same network to promote a picture called "San Quentin."

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XI—GROCERIES BIGGEST BUYER

In Network Time Field

"The first quarter of 1948 brought to the grocery industry convincing proof that spirited competition for the consumer's dollar is driving them in full force and that the need for top-flight salesmanship and full-scale advertising is vital to the maintenance of sales volume," Paul S. Willia, president, General Merchandise Manufacturers of America, declared in a special statement to BROADCASTING.

The first quarter of 1948 also provided considerable evidence that the radio ranks high with food advertisers in their full-scale advertising efforts. Gross network billings of this class, which is the largest buyer of network time, totaled $12,892,044 for the first three months of the year, 14.7% ahead of the same period of 1947. If food advertising continues at its present pace for the second quarter, the industry's annual network time bill for 1948 will exceed $50,000,000.

"Unless war, threats of war, or preparedness for war, act to counter the evident movement back to adequate supplies of consumer goods and a buyer's market, 1948 should find all of the techniques of successful merchandising in full use—and that includes radio advertising," Mr. Willis continued.

"Food store sales in the United States climbed from $10 billion in

(Continued on page 78)
The RIGHT KEY
DOUBLE ENTRY TO OKLAHOMA'S
RICH MARKET

KTUL
5000 WATTS . . . DAY AND NIGHT
John Esau — Vice Pres. & Gen. Mgr.

KOMA
OKLAHOMA CITY'S ONLY
50,000 WATT STATION
Joe Bernard — General Manager

OKLAHOMA'S ONLY
CBS OUTLETS

avery-knodeL inc.
Nat'l Representative
1939 to $31 billion in 1947, largely because of a high national level of income and the scarcity of consumer goods for which that income could be spent. The people had more money to spend for food and thus learned to eat more food and better quality food.

“Our job in the grocery industry today—and tomorrow—is to insure that our people continue to spend for food and thereby to enhance their disposable income which will result, first, in a well-fed and healthy America, and, second, in the maintenance of the dollar volume sales at the grocery store.”

“I do not see how we can attain these objectives without taking full advantage of every effective advertising medium at our disposal.”

General Mills, with 12 network programs during the first quarter of this year, was top network spender in the food category, buying more than $2 million worth of time (at gross rates), 50% above its expenditure for network time in the first quarter of 1947. Pace will not be maintained throughout the year, however, with Tents (Children and Women in White) and Whitework (Kraft) expected to spend heavily.

“Move follows a severe slump in the demand for flour, company’s major product, and for flour-related items. To counteract this, the company has stepped up its advertising campaign in an attempt to bring back some of the business lost.”

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There's a lot more to it than this...

The real question is — where and to whom is that commercial message going? ... and what is it going to do when it gets there?

Radio waves travel indiscriminately in all directions. So do a lot of sponsors’ sales stories. In advertising this means waste circulation, a very expensive luxury.

If your aim is to reach exactly the people you want in exactly the markets you want ... if you appreciate being able to concentrate your sales effort in one area and go easy in another ... if the flexibility of short-term contracts appeals to you ... if you like to select your own program times regardless of zone differentials ... if you want to make every advertising penny count (and who doesn’t!) ... then — the place for a large share of your advertising budget is National Spot Radio ... and the place to get all the information, guidance, facts and figures about Spot Radio is...

Weed radio station representatives
new york - boston - chicago - detroit
san francisco - atlanta - hollywood
Petroleum

(Continued from page 78)

and facilities, which will result in even greater production. At the same time, current reserves are at an all-time peak, exceeding a trillion gallons. Future demand is the unknown factor as to whether or not the public will get all the petroleum products desired."

Richfield Oil Corp., not listed among the ten network advertisers in this class, has sponsored Richfield Reporter for 17 years on an NBC network. And is continuing this quarter-hour late evening news program, reversing an earlier decision to cancel it when California's daylight time pushed the program's time from 10 to 11 p.m. Also on the West Coast, Signal Oil Co. sponsors The Whirlwind, Wednesday evening half-hour on a CBS hookup, and Standard Oil Co. of California sponsors the Thursday morning half-hour Standard School, 9:30 a.m., and the Sunday evening Standard Hour on NBC Pacific networks.

Skelly Oil Co. uses a midwestern NBC hookup for an 8-8:15 a.m. soap program, Ask the Dr. with early morning news Monday through Friday and This Farming Business on Saturday. Union Oil Co. also uses the national network sponsor list April 28 when it began sponsoring Fleetwood Lawton's news commentaries on the full Don Lee Network.

In the solid fuel group, network advertisers include Appalachian Coals Inc., sponsoring Alvin Helfer's newscasts, 7:15-7:20 p.m., Monday through Friday, on Mutual, and Western Coal Co., perennial sponsor of The Shadow, also on Mutual, Sunday, 6:30-7:30 p.m., and Western Coal Co., broadcasting the D & H Miners Union News from LaFayette, 6-6:30 p.m., on NBC. In March Philadelphia & Reading Coal & Iron Co. began sponsoring Gangbusters, ABC Saturday, 8-9:30 p.m., co-op show in 22 eastern markets. The Gangbusters contract is for a year and calls for an exclusive expenditure of $250,000 which ABC Vice-President Clyde Kitell calls the largest single time sale in the history of cooperative programming.

General outlook in the coal field seems to be as delicately balanced as that for oil. After a walkout of skilled coal miners in April had retarded production of automobiles and other products, United Mine Workers President John L. Lewis April 30 asked the three major coal companies to meet with the union May 18 to begin negotiations for a new contract to succeed the one expiring June 30. By this formal notice, he legally opened the way for calling another coal strike June 30, should he so desire at that time.

Spotwise and sportswise, Atlantic Refining Co., which annually spends some $750,000 for sports broadcasting in the eastern states, in which its gas and oil are sold, entered the baseball season as sponsor of play-by-play broadcasts of the Philadelphia Athletics and Phillies home games on an 11-station hookup fed by WIBG Philadelphia, the Pittsburgh Pirates home games over a 16-station network with WPXK Pittsburgh as originating station, home games of the Boston Braves and Red Sox on 17 New England stations with WHDH Boston as the key, and all night games of the Baltimore Orioles (games away from home reconstructed) on WPHL Baltimore. Co-sponsoring these baseball broadcasts were WJZ Atlantic and WTOP Baltimore, games of the Cleveland Indians, games of the St. Louis Cardinals, and the Washington Senators. City stations blanket all five series. Atlantic Refining '69 is advertising $2 million in baseball, including $500,000 for a national campaign on the NBC Networks.

In the West, Signal Oil Co. is sponsoring broadcasts of games of four Pacific Coast League teams—Oakland Oaks on KLX Oakland with Remar Baking Co. as co-sponsor; Hollywood Stables on KLAC Hollywood with Pabst Sales Co. (Blue Ribbon Beer); Los Angeles Angels on KMPH Hollywood with Brown & Williamson Tobacco Co. (Wings), and Seattle Rainiers on KING Seattle with Hanson Baking Co. Utah Oil Co. (with Utah Power & Light Co.) is broadcasting baseball on the Intermountain Network.

Looking ahead to fall, Tidewater Associated Oil Co. has given exclusive broadcasting rights to a Pacific Coast Conference games for 1948. Union Oil has bought video rights to the 15 games of the pro football team, Los Angeles Rams, for $50,000, and the St. Louis Cardinals have agreed to broadcast them on KFLL-TV Los Angeles. Atlantic Refining has not yet announced fall plans but can be expected to have a heavy football schedule throughout the West, both college and high school, and with video as well as sound broadcasts.

Atlantic is sponsoring telecasts of the Philadelphia baseball games on WPTZ Philadelphia, with Davis Buick Co. and Philco Distributors as co-sponsors. Standard Oil Co. of California is also a video sports sponsor, having paid some $50,000 to telecast the home games of the Los Angeles Angels on KTLA Hollywood.

Continuing its non-sports video advertising, Esso Oil Co. sponsors You Are an Artist, weekly drawing lesson, on the NBC video network, and a weekly news program, WPTZ-TV New York, Texas Co. has bought the 8-9 p.m. Thursday day period on NBC television, but has not settled on a program as yet.

In the spot broadcasting field outside of sports, Esso Marketers continue the Esso Reporter five-minute newscasts on 42 stations in the East and South; Shell Oil Co. uses five-, ten- and 15-minute programs on 22 stations; Phillips Petroleum Co. has five to 30-minute programs on 30 stations and Standard Oil Co. of Indiana has a similar variety on 21 midwestern stations; Society Vacuum Oil Co. New York, Texas Co. uses ten-, 15- and 15-minute shows on 10 scattered stations. Locally, some 25 oil and fuel companies sponsor network co-op programs in their communities. An unusual one this week was sponsored by Union Oil Co., which used nine TV stations to broadcast a 22-minute film which in essence was a pictorial report on the company's operations, income and expenses for the past year.

XIII-FEW SEEDS

-BURDEN RESTS WITH FERRY-MORSE-

-ONE advertiser sponsoring one 15-minute program a week is as small as a class can get and still be represented, so it is not surprising that horticultural advertising ranks last of all classes of business which make any expenditures for network time during the first three months of 1948. This class was down 45% in time purchases from a year ago, when the single advertiser had two programs.
You are cordially invited to listen to a dramatic demonstration of

the FIRST

Tape Transcription Library

AT THE N·A·B CONVENTION
May 17th-21st
in Room 2215 of the
Hotel BILTMORE

The most revolutionary forward step which the recording art has experienced in the last quarter century.

*As a corollary to our STANDARD PROGRAM LIBRARY (now serving over 700 stations) MOOD MUSIC SUPER SOUND EFFECTS
INDICATIONS that the household equipment field is becoming a buyer's market were evident in the opening months of the year, as a number of leading manufacturers of electric refrigerators, stoves and appliances cut prices from 2 to 20%. General Electric Co. started with a Jan. 1 cut of 3-10% in the prices of refrigerators, stoves and radio and video sets, which the company's president, Charles E. Wilson, said would save the buying public some $50 million a year.

This anti-inflationary move was followed by Westinghouse Electric Corp., which cut stoves prices 2% to 5% and refrigerator prices 4% to 7%; Crosley Division of Avco Corp., which reduced prices of refrigerators 7% to 16%, and Bendix Home Appliances Inc., which decreased automatic washer prices 20%.

The increased competition among members of this class is reflected in their network time purchases, which rose 60.3% for the first quarter of this year over the same period of '47, with indications of further increases to come. Only first quarter network user not shown in the table is Club Aluminum Products Co., which sponsors Club Time on ABC, a weekly morning-corner hour, for its utensils.

Two advertisers have joined the network class since the first of April. Nash-Kelvinator Corp. is now sponsoring Edwin C. Hill's five-minute commentaries five evenings a week on ABC for Kelvinator refrigerators, ranges, etc. Regionally, Leo J. Meyberg Co., San Francisco distributor of Bendix washers, is sponsoring George Fisher's commentaries, also five-minute periods a week, on 13 western CBS stations.

Luthe Hardware Co. is sponsoring Speak Up or Pay Up on nine Iowa stations, program originating each week in a different city. General Electric Appliance Division in March began testing weather reports in New York and Philadelphia. But most of this class of advertising is placed locally by local dealer or distributor, ranging from one announcement a week to such schedules as that of the Norge Appliance Dealers of Charleston, W. Va., using 780 newscasts a year on WKNA Charleston, and Westinghouse Supply Co. in Chicago, sponsoring Symphonic Hour for a full hour nightly on WGNB (FM) Chicago. Sponsors of network co-op shows in this class total about 90, chiefly hardware stores and appliance dealers.

Nash-Kelvinator, sponsoring Alma Kitchell's Kelvinator Kitchen on NBC video network as a weekly demonstration of the simplicity of storing and preparing foods with Kelvinator equipment, is the only network television advertiser in this group, but Gimbel Bros. department store in Philadelphia has been enthusiastic about television as a means for demonstrating—and selling—appliances in that city via its programs on WPTZ, where it currently sponsors The Handy Man. Wilf Brothers Appliance Inc. also uses programs on WPTZ.


NETWORK advertising of household furnishings was up 21.5% in January-March 1948 compared with the same period a year ago, largely because of a 50% increase in network time purchases for the quarter on the part of International Silver Co., one of the group's two network advertisers.

Sealy Mattress Co., which in the first quarter of 1947 bought $9,260 worth of time on an ABC western hookup to broadcast Alvin Wilder, this year has turned to co-op shows, sponsoring Bukahege on one station, America's Town Meeting of the Air on one, and Cecil Brown on 11 in California. Furniture and furnishings advertising seems to be placed largely at the local level, with the network co-op sponsor lists including more than 125 furniture stores.

Currently active in spot radio are Alexander Smith & Sons Carpet Co., using announcements five times a week on 50 stations in major markets, and William Brennan Furniture Mfg. Co., which is itself sponsoring the transcribed Box 13 dramatic series on WKRC in the company's home town, Cincinnati, and is offering to share the cost of similar advertising by its dealers on a 50/50 basis.

The Smith firm is also a video pioneer with its Magic Carpet travel programs, now several years old, on WABD New York. Purified Down Products Corp. uses spots on the same station for its pillows. The P. J. Nee Furniture Co. (sports on WNBW Washington), Pennsylvania Linoleum Co. (announcements on WTTG Washington), Stoumen Rug Co. (announcements on WFIL-TV Philadelphia); I. B. Van Belle (carpets) (announcements on WFIL-TV) and Wilf Bros. (rugs) (boxing on WFIL-TV), were among the video advertisers reported in Broadcasting's Telestatus survey for February.

Outlook for the furnishing industry seems to be one of increased consumer resistance, particularly on higher-priced items, with buyers becoming choosy for the first time since the war. A full in furniture orders at factories was found in a March survey made by the National Assn. of Furniture Manufacturers, with 10% reporting a sharp decline in orders, another 30% reporting more than seasonal let-downs and only 8% reporting increased business. April, however, showed considerable improvement, the NAFA reported.
These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs—the best shows in radio. Write for full information and rates.

STEINMAN STATIONS
Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles
XVI—STEELS, duPONT OFF

But They Will Use Radio

Despite lower net profits for the first quarter of 1948, there seemed no question about U. S. Steel and duPont continuing their institutional network radio campaigns. duPont's net was down to $2.46 a share for January-March operations this year against $2.60 a share for the same period of last year in spite of a sales increase of nearly 20% for the quarter. Reason for the decreased net was higher costs of labor, materials and transportation, according to duPont officials. Curtailed production resulting from the March coal strike brought U. S. Steel's net to $3.18 a share, compared with $3.78 for the opening quarter of 1947.

Portsmouth Steel Corp. broadcasts a nightly community public service and good program on WPAY Portsmouth, Ohio. A few other companies in this class sponsor network co-op shows, but and large this category cannot be counted as one of radio's major sources of income.

XVII—INSURANCE DECLINES

Network time purchases by insurance companies in the first three months of this year were down 8.4% from the corresponding period of 1947. All network advertisers in this category are listed in the accompanying table. Only one insurance organization, Metropolitan, was active in the national spot field. Metropolitan used spots, five, ten and 15-minute programs from three to 12 times a week on 27 stations.

This is in line with the general state of the insurance business, according to a statement made to Broadcasting by Holgar J. Johnson, president of the Institute of Life Insurance, who said in part:

"New life insurance written during the first quarter of 1948 continued in satisfactory volume, sales being within 2% of the record volume written in corresponding months of last year. Actually, the sale volume of this business is not quite as strong as these figures would indicate, since they reflect some carry-over of insurance bought in anticipation of the revision of premium rates on Jan. 1. Beyond this, the overall trend shows a sizable gain on the continued expansion in group insurance sales."

"All signs indicate that people are beginning to feel the squeeze of rising living costs... The outlook for the balance of the year, as I see it, is reasonably good. But, barring reductions in living costs, I would be very much surprised if the life insurance business should prove able to equal the record sales performance of 1947."

Extent of local radio advertising from the insurance business is indicated by the network co-op program sponsorship breakdown, which shows 25 insurance firms in all, or slightly more than 1% of all co-op sponsors. Most unusual local insurance radio campaign reported so far is that involving the sign-offs of WBCC Bethesda, Md., which state: "This station's return to the air tomorrow is insured by the Howland A. Sarro Co. insurance affiliate of the Marvin Simmonds Co., realtors and developers of Glen Hills."

Only video use by insurance turned up by Broadcasting's Tele-status survey was that of American Automobile Assn., Detroit, using announcements on WWJ-TV in that city.

XVIII—JEWELERS LIMIT

With only two network advertisers in this class, the jewelry business would seem to be boycotting network timebuying. The National Jewelers Association, whose radio advertisers are Longines-Wittnauer Watch Co., whose 30-minute transcribed Symphonyette is broadcast by more than 100 stations, accounting for some 60% of the company's million-dollar-a-year advertising budget. Tieing up with sports, Longines also has started a series of spots preceding the New York Yankee baseball broadcasts on WMCA New York and station breaks for WAAT Newark, to run through the baseball season.

To augment its extensive time (Continued on page 86)
May 14 was T-Day in Buffalo. After three years of planning and three months of experimental telecasting, WBEN-TV is on the air with a commercial program schedule. It's Buffalo's first television station. WBEN-TV, like WBBN-FM, operates as a department of Station WBEN. Over-all executive and engineering supervision has been broadened to include the video station. Thus, Buffalo television benefits by the experience of the executive and planning personnel that has kept WBBN “the station most Buffalo people listen to most of the time.” WBEN, The Buffalo Evening News station, has been first choice of advertisers for years past. Now WBEN-TV offers advertisers the eyes, as well as the ears, of Western New York. Time is available; programs are in production. For details write or call your nearest Petry office.
Jewelers
(Continued from page 84)
signal schedule, Bulova Watch Co. this year has released four open-ended recordings for use by its dealers. Polka Dancers and Sweetheart Songs have one-minute spots on one side, station breaks on the other; In Any Language is for one-minute spots; In Just One Minute is for station breaks. Pioneer with video time signals, which have been aired since WNEW New York's inaugural broadcast as the nation's first commercial video station, Bulova now is using video spots across the country.

Elgin National Watch Co. also is using video spots on a number of TV stations, and Breitling Watch Co. last month began a 52-week series of three pre-signoff announcements a week on WABD New York. In Philadelphia, Barr's sponsors a video series on the history of the diamond, The Eternal Gem, on WPTZ.

Spot radio jewelry advertisers outside the watch field include Abelson's Inc., New York and New Jersey jewelry and optical chain, using spots on stations in both states; Schubach Jewelry Co., operating in Salt Lake, Ogden and Boise and sponsoring shows on four stations in that area; Service Optical Co., Des Moines, planning expansion of its extensive use of radio in that city to stations in other Iowa cities. Stern & Stern Inc., New York manufacturing jeweler, is planning a country-wide spot campaign through local dealers.

Locally, radio is used by many jewelers. The extent of program sponsorship outside of announcements is indicated by the inclusion of 41 jewelry stores, four optical companies and two camera shops on the lists of sponsors of network co-op shows.

Of the two network advertisers, Revere Camera Co. has replaced its Jan Aughton series on Mutual with a variety program, All-Star Review, same day, time and network. Heibros Watch Co., on June 6 will replace its current MBS program for the summer with a psychological quiz show, What Makes You Tick?

Together, these two sponsors spent 17.2% more for network time in the first three months of 1948 than in the like period a year ago, when the Revere program did not start until mid-February. Outlook for this type of advertising may be gauged from the Dept. of Commerce report that retail jewelry store sales in February totaled $71 million, off 7% from February 1947 and off 9% from January 1948.

XIX—STATIONERY DROPS

STATIONERY advertising on the networks took a decided dip in the first quarter of this year. It was down 47.9% from the like period of 1947, when Eversharp sponsored Maxine for a week-long hour on CBS as well as Take It or Leave It, which was then also on CBS, and Parker Pen Co. sponsored Information Please and a pair of five-minute newscasts, also on CBS. A slight upturn for the rest of the year occurred May 7, when Evans Pen Corp. began participating in Meet the Issue on a western CBS hookup of 28 stations, Fri., May 13-30 p.m. (PST).

Two spots advertisers in this group are Joseph Dixon Crucible Co., using announcements on seven stations, five-minute spots a week on WGN Chicago, for Tiendora pencils, and Mittag & Volger Inc., which in March began an announcement campaign on four stations in Oregon and Washington for M & V carbon papers. Local stationers accounted for 13 of the more than 2,000 spots of network co-op programs.

XX—PUBLISHING PICTURE

NETWORK advertising of publishing companies declined 40% in the first quarter of 1948 as compared with the like period of last year. In the 1947 first quarter William Wise & Co. maintained a regular schedule on ABC, Triangle Publishing Co. spent more than $100,000 to advertise Seventeen Magazine on Mutual and Rechold Chemicals' sponsorship of the Sunday Evening Hour on ABC ran for six more weeks (over $100,000 worth more) for this period.

In the spot field, William H. Wise & Co. is the leading advertiser of this class, according to the Burroughs Report, which shows Wise using from 27 to 27 day-hour-quarter-hour programs on 26 stations during March and 27 day-hour-quarter-hour shows on WHHD Boston in that month for the Handy-Man's Guide, which was also advertised on the company's special Washington Birthday broadcast on Mutual. Wise also advertised a knitting book with quarter-hour and spots on a few stations (six in February, three in March, the Modern Encyclopedia with quarter-hours on seven stations, announcements on one; Modern Home Physician with daytime quarter-hours on 20 stations, announcements on one; a sewing book with daytime quarter-hours on 14 stations, and for Popular Decorator in March began a weekly quarter-hour on KDKA Pittsburgh.

Doubleday & Co., whose agency is Huber Hoge & Sons, which also handles the Wise advertising, in March used 15-minute daytime shows on 20 stations (down from 20 in February) for the Dollar Book Club, and announcements on WNEW New York for High School Self-Taught.

Time Magazine in February began a test campaign to promote its sales in small markets, using four spots on Thursdays and Fridays on six small-city stations. The New York Times used announcements on five stations in that city for two weeks in April to announce that Churchill's war memoirs were running serially in the Times. The Chicago Tribune ran a heavy announcement schedule on nine Chicago stations to advertise the paper.

(Continued on page 185)

Page 86 • May 17, 1948
BROADCASTING • Telecasting
A WORKING REALITY
NBC Network Television is a working reality in 1948—rather than a vague potential.

Today there are fourteen NBC stations on the air. By year’s end, there will be thirty-three.

In the east, the NBC Television Network consists of seven stations—two of which are owned and operated by NBC: WNBT, New York and WNBW, Washington.

In the midwest, there are now five NBC affiliates independently operating television stations. These, together with NBC’s own stations in Chicago and Cleveland (now under construction), will be joined with two other affiliates in Buffalo and Toledo into a regional network this fall.

The midwestern and eastern networks will be joined before the end of 1948. And NBC’s Los Angeles station will be linked with San Francisco by the end of the year to serve as a focal point for an expanding western network.

Here in these pages are profiles of the 33 stations.

In television’s experimental stage—when RCA initiated, championed and perfected today’s black-and-white system—NBC’s contributions were first in the field…a field of great promise.

Through all of television’s development, NBC’s recognized leadership, and its heavy investment, helped to keep that promise alive.

But a network can’t operate on promise alone.

Today—delivering performance rather than press releases—this is the NBC Television Network.

... Profile of the Network
AVBVZ-TV
BOSTON
-11/V1,1h-TV
PROVIDENCE
KSTP-TV
ST. PAUL
WTMJ-TV
MILWAUKEE
BUFFALO
WBEN-
ARR
SCHEN
BUFFALO
WBT NEW YORK
WPTZ PHILADELPHIA
WWJ-TV
DETROIT
WSPD-TV
TOLEDO
CLEVELAND
WBNR
LANCASTER
WJAC-TV
JOHNSTOWN
WDEL-TV WILMINGTON
WBAL-TV BALTIMORE
WBAQ-TV BALTIMORE
WNBT NEW YORK
KSD-TV
ST. LOUIS
WLWT
CINCINNATI
WAVE-TV LOUISVILLE
WMCT
MEMPHIS
WAVE-TV BIRMINGHAM
WAVE-TV NEW ORLEANS
WOW-TV
OMAHA
WLWT
COLUMBUS
WLWD
DAYTON
WLWC
CINCINNATI
WAVE-TV LOUISVILLE
LE PEND
White towers are operating stations.
Black towers have construction permits.
Thick red line refers to existing coaxial cable (eastern seaboard).
Thin red lines indicate projected cable.
Broken red lines represent relay links.
1948
Facilities

Much is promised about television facilities. But again, as in radio, NBC has the most and the best—now. Studios for every production...mobile units for all outside pick-ups...these, plus trained crews, advanced technical equipment and experienced direction, handle anything in television. Joined by coaxial cable and micro-wave relay (New York and Washington operate on both) are the seven stations of the NBC Eastern Television Network.

Other affiliates receive programs on film until they are linked directly. NBC has always had the top facilities in broadcasting. It has them now in television and it will have them from now on.

NBC...America's No. 1 Television Network

NBC Television Stations

For 1948, thirty-three stations operated by NBC radio affiliates—plus new television affiliates—will beam America's No. 1 Television programs to their audiences.

Those audiences, of course, are television's largest. And more television advertisers, network and local, are already identified with NBC than with all other broadcasters.

Here are highlight outlines of these stations...leaders in sight, as they are in sound.

WNBT—New York

Focal point of America's first television network, WNBT's history is practically the history of American television since its inception. Starting in 1928 under the experimental call letters W2XBS, this pioneer New York station was the first practical outgrowth of RCA's famous laboratory discoveries in the field of video. By 1933 the kinescope and iconoscope had both been introduced by RCA, and with them came the first all-electronic system of television—the system now in use in all practical television broadcasting. By January, 1937, W2XBS was telecasting programs with a scanning lineage of 411 per frame, and that same month saw the station's first mobile unit on the streets of New York. By 1941 commercial telecasting had begun under the new call letters, WNBT—with four advertisers standing the cost of programs with 525-line pictures. It was the first commercial television license granted by the FCC—and the first time a television rate card had ever been published. Today, WNBT broadcasts television's finest programming to NBC's seven-station East Coast Network, sports 25 national and local advertisers, puts 28 telecast hours per week on the air, and has recently opened for regular operation the largest and most modern television studio in the world.

WPTZ—Philadelphia

Back in 1932, WPTZ began television broadcasting in Philadelphia as an experimental station—W3XE. Nine years later, under the call letters, WPTZ, it received its license for commercial television, built a radio relay system to New York, and started chain television broadcasting of programs received from that origination point. Last year a reverse relay system was installed, permitting Philadelphia-originated shows to be relayed to New York and farther north. With six-
A view of NBC’s new Radio City studio, 8G, recently opened as television’s finest production unit.

teen years of television experience, and the first television station in Philadelphia, WPTZ covers an area with a potential audience of 3,306,000 viewers. Over thirty-five thousand sets are already installed in greater Philadelphia—an audience of more than 179,000. Typical commercial “success story”: $24,505 worth of sales for one retailer as the direct result of six quarter-hour “budget” television programs.

WWJ-TV—Detroit

WWJ, one of America’s pioneer AM stations, and a member of the original NBC Network, has again blazed trails in the Motor City with its television affiliate, WWJ-TV. On the air experimentally in March of 1947, commercial operation began as long ago as June, 1947. WWJ-TV now averages more than thirty-two program hours per week with additional twenty hours of test patterns. The number of sponsors has climbed to twenty-one and the population served by the fifty mile picture radius is approximately 4,200,000. In programming, too, WWJ-TV has pioneered with its organization of local amateur groups into the Television Amateur Boxing Association. These groups present weekly ring programs with WWJ-TV underwriting all costs. Currently the station is televising two Tiger baseball games a week and plans to carry two football games per week as it did last fall. Total set population estimated for the end of this year in the Detroit region—50,000.

KSD-TV—St. Louis

The first completely post-war-equipped television station in America, KSD-TV began experimental broadcasting February 3, 1947. Now it averages 66 programs in its 20-hour week and sports 22 current sponsors. Of St. Louis’s 1,500,000 potential viewers, over 50,000 are now enjoying television; KSD-TV, itself, contributed $30,000 in its first year to promote sales of television receivers in its coverage area. KSD-TV is firmly entrenched in the St. Louis picture; several programs each week are devoted to discovering and developing local talent, arrangements have been made with the local school board and colleges for educational features and permission has been obtained to televise all sports, including major league baseball, with the single exception of professional boxing.

WNBW—Washington

The Capital District’s first television sta-
This month, Gertrude Lawrence delighted critics and audiences with her brilliant starring role in George Bernard Shaw’s “Great Catherine”, another Theatre Guild presentation in NBC’s season of dramatic hits.

Miss Lawrence first played before NBC’s cameras ten years ago in June, 1938, with scenes from “Susan and God.”

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**WNBW—Washington, D.C.**

Network video origination point for all important political events, WNBW has fed ten such to NBC’s television network since the first of the year and broadcast many more in the Capitol area. With an average viewing radius of 35 miles in all directions from Washington, this NBC-owned station has a staff of 40 people, 5 image orthicon cameras, a fully equipped mobile unit, and facilities for both 16 mm. and 35 mm. film service (the only video station in Washington with both). Twenty-nine national and local advertisers already sponsor a substantial portion of WNBW’s 54 time segments and 47 regular programs per week.

**WTMJ-TV—Milwaukee**

Eighteen years ago—in 1930—WTMJ-TV, Milwaukee, began broadcasting experimentally. In December, 1947, commercial telecasting began. And now WTMJ-TV is transmitting an average of 50 programs a week to Milwaukee’s 42,300 viewers. The television fare offered has amazing variety—from yacht regattas to spelling bees, from teen-age programs to lobby interviews, all with an eye to luring Milwaukee’s 940,728 potential viewers. From WTMJ-TV’s 23 current sponsors come many success stories. A local department store dragged 300 viewers to its cosmetic counter after only one announcement offering a sample lipstick.

**WLWT—Cincinnati, WLWD—Dayton, WLWC—Columbus**

When WLWT recently held open house at its “Mount Olympus” studios, more than 32,000 visitors swarmed up the hill to see what was going on. What they saw was one of the country’s most advanced television stations. Located in Cincinnati’s rich (over $971,000,000) market with 1,330,400 potential viewers, WLWT is now delivering between 25 and 30 hours of programs; and that after only three months of operation. In addition to programs of national significance, through NBC films, WLWT plans strong emphasis on local programs. To this end, they have facilities for taking and speed-developing film, a microwave transmitter for on-the-spot coverage, and a 300,000
Programs

Top facilities would mean nothing without programs—and in television, too. NBC means America's No. 1 shows... whatever most people watch and listen to most. Regularly scheduled dramatic programs range from musical comedy to melodrama, from classic tragedy to mystery... featured news programs are supplemented by spot news and special events pickups... variety shows are building new names and new acts—and are furnishing today's top showcase for vaudeville's great... sports are beamed to NBC viewers by television's most experienced teams of able sportscasters, engineers and technicians... music turns from the full magnificence of the NBC Symphony to the bright rhythms of swing trios... children are endlessly delighted by programs featured regularly for them alone. These, and the whole expanding scope of television entertainment, are on NBC, now, in 1948.

**NBC... AMERICA'S No. 1 TELEVISION NETWORK**

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cu. ft. studio sound stage, which *Variety* has compared to a Hollywood studio lot. WLWD in Dayton, with a potential viewing audience of 539,000 and WLWC, Columbus, with a potential of 803,000, are projected for commercial operation October 1. These two new stations, tied in with WLWT, will form a strong local network with close to 3,000,000 potential viewers in a combined two billion dollar market.

**WRGB—Schenectady**

One of the nation's pioneer stations in television. WRGB continuously developed new techniques of production and staging in video even during the war years. And ample time was given for these many-sided developments—for though WRGB began experimental telecasting in November, 1939, that station started commercial operations only in December, 1947. Present viewing audience: 20,000; potential viewing audience: a half million. Averaging 66 programs and 39 hours of telecasting a week (plus test pattern time) this deservedly famed station of the tri-city area operated the first television relay in the United States, originated outstanding new techniques in video, conducts ambitious auditions for new talent, and tops off its commercial endeavors by pulling customers from a 50-mile radius.

**KDYL-TV—Salt Lake City**

By April's end. NBC-affiliated television reached its westernmost operating point when KDYL, Salt Lake City, started experimental telecasting (April 19) under the call letters, W6XIS. With mid-May set for the beginning of commercial operations under the call letters, KDYL-TV, the Utah station currently telecasts nine hours per week and will soon increase its weekly schedule to fourteen or more hours. Located in a valley, surrounded by the Wasatch Mountains, this station's television coverage includes a twenty mile radius of rich territory with a concentrated and prosperous population.

**WBAL-TV—Baltimore**

WBAL-TV broadcast its first experimental signal in Baltimore, February 20. In March it went on the air commercially. With less than two months of operation under its belt, but with 37 sponsors already, WBAL-TV is luring Baltimore's 32,200 viewers with an average of 77 television programs during a week's 66 hours on the air. The nation's sixth largest market. Baltimore itself has a potential
Originations

Network broadcasting not only offers viewers a full variety of program types, but adds a wide choice of program sources. Just as NBC broadcasters have for twenty-two years proven to be first in radio, so NBC stations are America's first in television operating experience and programming showmanship. Whether from today's great talent centers of New York, Hollywood and Chicago, from the news center of Washington or from any point on the network, top programs and important events wherever they occur in network cities are available to audiences of NBC Television — now, in 1948.

NBC...AMERICA'S No. 1 TELEVISION NETWORK

viewing audience of 1,200,000. WBAL-TV regularly programs NBC network shows; it is now carrying on a mass talent search for local programs, having auditioned 750 Baltimorians so far.

KSTP-TV—St. Paul
KSTP-TV began experimental broadcasts in June of 1939 and commercial telecasting a month ago. Now broadcasting an average of 56 programs per week on a 23-hour schedule to Minneapolis and St. Paul's 30,000 viewers, KSTP-TV estimates the television audience will grow to 135,000 by the end of 1948, a large slice of the 2,000,000 potential. Currently, there are 14 sponsors picking up the chit on KSTP-TV. Regularly scheduled telecasts of Minneapolis baseball games are now being enjoyed by KSTP-TV viewers.

WTVR—Richmond
WTVR recently—April 22 of this year—began commercial operation with five hours of continuous broadcasts. Opening night parties were arranged in dealers' establishments, department stores and private homes throughout Richmond and, as a result, an estimated 30,000 viewers watched the first programs. Over 1,000 sets have already been sold in the area and orders are pouring in. Now WTVR is servicing Richmond set owners with 12-13 hours of programming each week, with additional programs planned for the near future.

WBZ-TV—Boston
The Hub will have its first television station this month, when WBZ-TV goes on the air with a regular series of programs. It will beam its sight-and-sound entertainment in the field of drama, news, sports and special events to a potential audience of three million viewers in its $\frac{1}{2}$ millivolt contour area. WBZ-TV boasts a 656 foot tower; a seven-relay AT&T microwave system for network programming to and from other stations of NBC's East Coast Television Network; a well trained staff of technicians and producers, and actual experience in experimental telecasting to the network. Greater Boston reverberated this month with the station's ambitious talent hunt, and video set dealers are primed for action. Rate cards were released two weeks ago.

KOB-TV—Albuquerque
Deep in the great Southwest, KOB-TV is already buzzing with television prepara-
BALTIMORE—An original ballet number for WBAL-TV viewers. Performers are members of Anna Pavlova Company.

PHILADELPHIA—The Army-Navy game of 1947 is televised from Philadelphia's municipal stadium.

WASHING TO N—January 1, 1947, President Truman delivers his "State of the Union" message to Congress.

BOSTON—First regularly scheduled program for Boston beamed to NBC. Origination is Boston Fish Pier.

WSPD-TV—Toledo
In June WSPD-TV begins commercial telecasting to the Toledo region's 400,000 potential viewers. The signal delivered from its 550 foot tower will service northwestern Ohio and southern Michigan's rich industrial and rural area. Intensive local sports coverage is planned; the American Association home games have already been sold commercially. For its local programs WSPD-TV has gathered together a complete staff of trained, experienced personnel and the latest in video equipment.

WBAP-TV—Fort Worth
Deep in the Heart of Texas, WBAP-TV expects to bring television to the Fort Worth and Dallas areas by August 15th—first experimentally and one month later.
As Maestro Toscanini, in his second memorable concert over NBC Television, appeared to some 370,000 viewers in the New York, Washington, Philadelphia, Baltimore and Schenectady areas. (The program: Beethoven's Ninth Symphony.)

on a commercial basis. The potential population to be served is 860,000. A special ground floor television building is now under construction. The main ground floor studio, measuring 43 by 85 feet, will be of a unique design so that it will be possible to televise under lights the passing of a parade right through the studio. Horses, cattle and automobiles will be driven through WBAP-TV's specially designed western style studio. Two additional studios are planned for more formal programs. The accent in the WBAP-TV picture will be on action the Texas way and plans for local talent are well matured. Rising 502 feet in the air, the antenna will be midway between Dallas and Fort Worth and will also be the tallest point between the two cities. Since it is of the sectionalized type, should the antenna not be tall enough, it will be hoisted to 800 feet.

**WNBQ—Chicago**

Key station of NBC's mid-western television network, WNBQ will be one of the most important video outlets in the nation when it comes on the air early in September. Shortly after its debut the Chicago station will be linked with WTMJ-TV, Milwaukee; KSD-TV, St. Louis and WWJ-TV, Detroit. These stations will form the nucleus of the network serving the vast middle western region. Eventually they will be linked with NBC's East Coast network in another step toward transcontinental television service. WNBQ's transmitter and antenna will be located on the Civic Opera Building, a Chicago skyline landmark. The entire Chicago engineering personnel has been through a basic television course and a plan is under way whereby WNBQ will exchange production and engineering members with WNB, New York, to gain still more experience. Commercial operation of WNBQ is set for October, 1948.

**WDEL-TV—Wilmington**

Experimental operation by November 15 and commercial broadcasting by Christmas are in store for WDEL-TV in Wilmington. A heavy promotion campaign, using newspapers, billboards and dealer cooperation, is projected for early Fall. That television interest is already high is indicated by rapidly increasing receiver sales among the area's 1,730,000 potential viewers.
WJAR-TV—Providence
With its transmitter located at Rehoboth, Massachusetts, WJAR-TV, Providence, will be on the air by the Fall of this year, covering a highly industrialized area with a busy potential viewing population of 1,700,000 ranging through Rhode Island and Massachusetts. This station will make communications history in Rhode Island for the second time when it starts television broadcasting—in 1924 its parent station, WJAR, together with two other out-of-state stations, took the first commercially sponsored program to be broadcast on a network basis.

WMCT—Memphis
With the prospect of experimental broadcasting in August and commercial operation in November, WMCT has already begun an intensive campaign to promote television in Memphis. For the Cotton Carnival, the week of May 10, a large scale demonstration of direct wire television was staged in Memphis’ historic Court Square. An estimated 75,000 watched this preview of television. By January, 1949, it is expected that three to four thousand video sets will be in use in WMCT’s coverage area.

KNBH—Los Angeles
KNBH, NBC’s Owned and Operated station in Los Angeles and Hollywood, glamour center of the nation, is speeding toward operation. Experimental telecasting will begin this summer, with an outstanding schedule of commercial and feature programs planned to start in the fall. Located 5,600 feet above the Pacific on famed Mt. Wilson, the KNBH transmitter will flash images to one of America’s greatest population centers—some 3,900,000 in the Los Angeles area with another 1,000,000 potential viewers between San Diego to the south and Santa Barbara to the north. By its very location KNBH will be one of the leading television stations of the nation. In the heart of a great industrial center leading in agriculture, petroleum, aircraft production, motion pictures, fashions, fishing and tourist traffic, KNBH will not lack for local and national sponsors. At the same time KNBH will be able to draw from the greatest talent reservoir in the world—the thousands of Hollywood stars of today and tomorrow and all the experts in writing, production, lighting and photography. From all these sources NBC will originate programs for, in the beginning, a Southern California audience; shortly after that, a Pacific Coast audience; and eventually a coast-to-coast audience.

WNBK—Cleveland
WNBK, NBC’s Owned and Operated television station in Cleveland, Ohio, will serve as the network’s video anchor between the East Coast and the Middle West. One of the most important Great Lake Metropolitan regions, Cleveland will have much to offer the eventual Eastern-Middle Western network and WNBK will prove an important origination point for many programs of national interest. Plans call for WNBK to be on the air during December, 1948, serving the largest urban population in the state of Ohio. To greet WNBK, it is expected there will be 25,000 television receivers in operation in the Cleveland area by the end of 1948.

WJAC-TV—Johnstown
WJAC-TV promises to flood Johnstown once again—this time with great entertainment. A 165 ft. antenna will be erected at a 2,700 ft. site on Laurel Ridge near Johnstown, and broadcasts will be made on channel 13, with a radiated power of 29,400 watts on pictures, 2,800 on sound. The transmitter and other necessary equipment have been purchased from RCA, and the station is now in the stage of technical planning. Potential viewing audience: 190,000.

WOW-TV—Omaha
Plans have been drawn for the most modern video studios in a new building and WOW engineers have been training for television for months with the finest of technical equipment. The production staff of the new station has also been undergoing extensive training. Experimental telecasts from cameras to receivers via cable have included all types of sports, variety, comedy, news and the gamut of programming. WOW-TV expects to serve a sixty-five mile radius about Omaha in which there are 200,000 city and farm families.

WBR-CV—Birmingham
WBR-CV expects to begin experimental operation in October, with commercial telecasting slated for the end of the year. The studio-transmitter location is considered to be one of the best in the country—near Red Mountain. For its coverage potential of close to a million persons. WBR-CV plans a heavy schedule of remote telecasts and sports. In anticipation of its debut, distributors in the area are already collecting large stocks of video receivers.

WGAL-TV—Lancaster
November 15, 1948, is the date set for the first test operations of WGAL-TV, Lancaster, Pennsylvania. In time to make pictorial Christmas presents to viewers of the Lancaster region, this station will be operating on a commercial basis as an NBC affiliate. The estimated viewing audience will be nearly 600,000. During the summer general talent auditions will be held and plans will go speedily forward for a variety of broadcasts, including tele-pick-ups of collegiate, cultural and sporting events, city symphony orchestra, baseball and nationally famed cattle auctions.

WAVE-TV—Louisville
WAVE-TV will be on the air commercially within one month after it starts experimentally September 1, with full response from all quarters in the Louisville area—whose potential television audience nudges 600,000. By the end of April all necessary equipment was on hand with the exception of the tower, antenna and micro-wave relay facilities.

KRON-TV—San Francisco
Before the end of 1948, NBC’s San Francisco television affiliate, KRON-TV, will be completed and on the air. Assigned to channel 4, its programs will be available to a potential viewing audience of two and a half million people in the San Francisco metropolitan area. Coaxial cable facilities are already under construction along the West Coast to link up this San Francisco station with NBC-owned KNBH in Los Angeles and with other television station points along the coast. And by 1950 KRON-TV will see coast-to-coast television over NBC’s national video network. Transmitter location: San Bruno Mountain. Owner of station: San Francisco Chronicle.

WSB-TV—Atlanta
Plans of the Atlanta Journal, owners of WSB, include a new transmitter building for WSB-TV now being erected at the studio site. An especially designed thirty-five foot studio is also under construction. RCA equipment is being used throughout the transmitter building and studio. Both the engineering and production personnel of WSB-TV have been training in television for the past two years. When WSB-TV goes on the air in the fall of 1948 they will be ready to bring to the viewers of the great Atlanta area a complete television schedule of drama, sports, special events and remote pickups.
To viewers, the excitement of great programs . . .
To advertisers, television's greatest audiences . . .
To affiliates, America's No. 1 Television Network . . .
To the industry, *the* standard of sight-and-sound
classic . . .

**A WORKING REALITY IN 1948**

**The National Broadcasting Company**

* A Service of Radio Corporation of America
Omaha, crossroads of the nation, claims the headquarters of the UNION PACIFIC, the BIG railroad in the West. And serving the Middle West with the Union Pacific is the BIG radio station, KFAB. To cover a BIG market, in a BIG area, in a BIG way, use the BIG Mid-west radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
STUDENTS LEARN BY RADIO
Formation and Operation of FM School of the Air
—In Upper New York Described—
By LANSING B. LINDQUIST
Coordinator of Television and FM, WSYR Syracuse, New York, Empire State FM School of the Air

EMPIRE State FM School of the Air, the first FM network set up to serve public and parochial schools, is operating successfully in five Upper New York cities, with at least two more to be added shortly.

The network operates entirely with WHCG Hornell; WKNP Corning; WHFM Rochester; WSYR-FM Syracuse and WIBX-FM Utica now participating. Soon to join are WKRT-FM Cortland and WHLD-FM Niagara Falls.

The Empire State Group first became interested in school programming when the Rochester School of the Air moved from WHAM to WHFM in September 1947. Paul C. Reed, head of Radio-Visual Education at the Rochester Public Schools, has seen the program through a long and distinguished record of service.

WSYR-FM had already made plans to supply schools with FM radios, and when the Empire State Group heard of the Rochester School, we began to see possibilities in a network schools program. In Rochester, the Kiwanis Club gave about 155 radios to schools. In Syracuse, Harry C. Wilder, president of WSYR, gave about 75 sets, and this, added to gifts by the Junior League and others, brought the total of FM-AM receivers in the schools to about 120. Similar plans went forward in Utica and Hornell, and are moving forward in other cities within reach of the relayed programs. According to Fred C. Jibson, head of the public relations department of the Syracuse Public Schools, approximately 7,000 children listen to each broadcast in Syracuse.

First Meeting
We called a meeting early in December, after the first Empire State FM School broadcast was actually made Dec. 1 to outline possibilities and discuss problems. Educators and broadcasters from the entire Upstate area were in attendance. We urged broadcasters to hold the school time of 1:30-2:00 p.m. safe from sale indefinitely, so that long-range plans could be made. Mr. Reed and Max U. Bildower of the New York State Education Department urged educators to accept their responsibilities for programming, and Kenneth Bartlett, director of Syracuse U. Radio Workshop, outlined tentative plans for a summer school for teachers at the university. This course, now well organized, will instruct teachers in both utilization and production.

A Steering Committee was named to be responsible for scheduling, liaison between stations and school systems, and conformance with curriculum.

The committee quickly saw that educational radio programs for classroom use imposed a double burden on broadcasters. Programs are now planned by educators in the public school systems. As far as possible, they are broadcast by teachers. As broadcasters, we have the responsibility for facilities, and to see that air shows meet broadcast standards of quality.

We are now working out a system whereby to determine the number of students are listening to each broadcast. Of the nine shows now on the schedule, four come from Rochester, three from Syracuse, and one from Utica. The ninth program is produced locally except when the Rochester Civic Orchestra presents a special children's concert, which is on the network. The service runs five days a week for a half-hour a day. As our chain expands each new area will contribute to our efforts, lessening the producing activity in any one community.

Claiming a "first" in these fast-moving radio days is risky business. But we feel that here in Upstate New York we have the first large-scale development of in-classroom radio on a network basis. It is successful, and will continue to be so, as long as it continues on the firm base of cooperation between broadcasters and school authorities. No one is willing to take credit for creating the idea. It seemed to occur to at least four people simultaneously. No member of the cooperative effort has time to worry about the identity of the originator. We are all too busy keeping ahead of the time demands!

BETWEEN two lovelies is Bob Mason, general manager of WMNN Marion, Ohio, smiling happily over the station's "Weekend at the Waldorf" contest. Ar- ticee Schacht, WMNN contest winner, was chosen the area's most outstanding senior girl. She and her mother received an all-expense trip to New York, a suite at the Waldorf-Astoria, and Easter outfits. On the left is Carol Reed, one of Madison Avenue's fashion editors who was chairman of judges for the WMNN contest.

Page 88 • May 17, 1948

THE NUNN STATIONS
OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

SERVE 5 MARKETS

...EFFICIENTLY-ECONOMICALLY!

WBIR Knoxville, Tenn.
(ABC)

WLAP Lexington, Ky.
(ABC)

WMOB Mobile, Ala.
(ABC)

WCMI Ashland, Ky.
(CBS)

Huntington, W.Va.

KFDA Amarillo, Tex.
(ABC)

These Stations Serve The Advertiser
Best by Serving The Listener First

We realize that programs are our end product and that each show should be designed to recruit the maximum number of listeners. The audience is the object of our operation because the audience is what the advertiser buys. That's why we say "The Nunn Stations serve the advertiser best by serving the listener first.

Each of the Nunn Stations gives the needed coverage in the basic, populous areas of their respective markets. Let them "penetrate the potential" on a low cost per listener basis.

Page 88 • May 17, 1948

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KFDA Amarillo, Tex.
(ABC)
The largest billboard campaign in the Pasadena area will promote one of the best buys in the quality Los Angeles market—the combination buy of KAGH and KAGH-FM. Both stations promote FM. The one objective in FM programming is to produce programs so fine that the listener will feel he's missing something unless he's listening on FM. Here's how this combination works...

KAGH and KAGH-FM cover the quality Los Angeles market. L.A. is the nation's third largest market for retail sales totalling $2,660,866,000 (Sales Management, 1947). Effective buying income per family is $4,131... well over the national average.

Integrative promotion of KAGH and KAGH-FM will include the most forceful billboard and newspaper campaign in the area. Arrangements are under way with outstanding stars of West Coast radio and movies to appear before the KAGH and KAGH-FM microphones.

In the great migration West much of today's population in the Los Angeles area retain loyalties to home towns and home countries. KAGH-FM regularly salutes other U.S. cities and foreign countries in hour-long shows. Transcribed salutes are received in return. So fine are these programs that even Prime Minister de Valera spoke during the Irish salute, followed by songs by John McCormack and music by the Irish Symphony.

KAGH and KAGH-FM in combination today have surprisingly low rates. Together, they offer a valuable sales opportunity in the nation's third market. Ask about our national spot and local successes. Write, wire or call.

Radio City on a Ranch— Even station facilities are part of our FM promotion. Studios are on a western show place—the sweepingly beautiful Hastings Ranch.

KAGH • KAGH-FM
LUCKY 1300 KC 1000 WATTS - 98.3 MC CENTER OF THE DIAL CHANNEL 252
Pasadena 1, California
JOHN R. RIDER, Mgr.
By W. P. Goodwin

BROADCASTING of debates of the Parliament of Australia have been of far-reaching importance.

Previous to inauguration of the broadcasts July 10, 1946, the Parliament transacted its business in seclusion at Canberra, the national capital. Canberra is far removed from the state capital cities, and only a small proportion of Australians have opportunities to visit it, and then usually when Parliament is in recess. Public knowledge of its doings, therefore, was for the average citizen of necessity largely confined to newspaper reports, condensed by space considerations and selected according to news values and newspaper policy.

By every vote of farm folks, WIBW ranks as the primary* favorite. Personal interviews from one end of the state to the other reaffirm this by an overwhelming majority, year after year.

Men, women and children voice such outspoken opinions as, "They're our kind of folks"; "WIBW has never given us a bum steer"; and "They're always one jump ahead with the newest, most helpful farm service and information".

Because of this widespread acceptance, it's easy to see why WIBW gets such consistent results—why it's the primary* favorite of advertisers, too.

*first, that is, son!

BROADCASTS of proceedings of Australian Parliament, inaugurated less than two years ago, not only have proved successful from a technical standpoint but have been of far-reaching importance in bringing the Commonwealth's law-making activities into the homes of Australian citizens. This is the conclusion presented in the accompanying article by W. P. Goodwin, of the Australian News and Information Bureau.

The Australian broadcasting system comprises two networks of the Australian Broadcasting Commission—and 100 other stations belonging to commercial interests. A.B.C., or national, programs contain no advertising and provide alternative programs for different groups of listeners. They are financed from the proceeds of license fees. A pound ($3.20) a year is charged for a single set, ten shillings ($1.00) a year for each additional set.

Commercial stations, on the other hand, derive their revenue from advertisements broadcast during programs. One of Australia's national networks was complete before the war intervened. The other reaches only the capital cities and Newcastle, the iron and coal center in New South Wales. It was decided to limit Parliamentary broadcasts to the uncompleted network in order to avoid interrupting, when Parliament is sitting, the broadcasting of many services to people in country districts. Nevertheless, this network reaches fully two-thirds of electors.

Control of the broadcasting of Parliament is vested in a committee of six members, including the president of the Senate and the speaker of the House of Representatives. The Senate has only 18 members, compared with 75 in the House, its sittings occupy considerably less time. When only the House or the Senate is sitting, the whole of its debates goes over the air. When both Houses are sitting simultaneously, the committee allocates broadcasting time between them.

Technical Setup

Special equipment had to be installed before the Parliament broadcasts could be launched. Tiers of microphones were set up, looking not unlike miniature captive balloon barrage. From a sound-proof control room built in a corner, the whole of the Chamber is visible and here the amplifying equipment is accommodated. A total of 26 microphones—11 in the Senate, 13 in the House of Representatives and one in each of the two control rooms for the announcers—completed the job.

The microphone switching keys and faders are mounted on control panels, inscribed with a dia-

(Continued on page 92)

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BROADCASTING • Telecasting
KEF B WELCOME

LOS ANGELES, CALIFORNIA

May 16-21, 1948

26th ANNUAL CONVENTION N. A. B.

BROADCASTING • Telecasting

May 17, 1948 • Page 91
We've got more peaches than the whole state of Georgia!

We don't want to talk anybody down. But there's a legend about peaches that needs righting.

Spartanburg County shipped 6,342 carloads of peaches last year—a $5,000,000,000 crop. More than were shipped by the whole state of Georgia!

But the wealth of the Piedmont isn't in the land alone. Textiles, farm machinery, wood processing and other industries balance the WSPA-Piedmont's billion-dollar economy.

It's not surprising, then, that when the Piedmont people go to market they've got $1,054,811,000 to spend.

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

Australia Radio
(Continued from page 90)

grammatic plan of the members' seating accommodations in each chamber. The operator switches on the appropriate microphone when a member rises to speak.

The distance of any member from the nearest microphone varies from about three to twelve feet, and the system must be capable of operating satisfactorily from widely varying microphone levels. Disc-recording equipment is provided, with which both Houses usually begin their day's sitting, are recorded and rebroadcast at 7:30 that evening, when audiences are normally great.

"Question Time" consists of a maximum of one hour daily, during which members may address questions without notice to any member of the Government.

Each broadcast is prefaced and concluded by a short summary of proceedings by an announcer of the Parliamentary experience, and the names of speakers are interposed at appropriate moments, as well as occasional short explanations of procedure.

Because of the fuller and more balanced information received through the Parliament, broadcasts many people are now gaining a far wider knowledge of affairs of public importance. This must gradually reflect itself in sounder judgment, since there is clear evidence of awakening public interest in Australia in much that was formerly remote or taken for granted.

Speeches Better Now

On the side of Parliament, too, the broadcasting of debates has had an appreciable effect. Not only has it meant greater care in the preparation of speeches, but it has tended to stimulate particular keenness on the part of members, when the red lights show that the House is on the air. Members are undoubtedly conscious that they now address an infinitely greater audience.

Tangible proof that the broadcasts are effective is afforded by streams of telegrams to members while debates are in progress.

The tendency has been for members to shorten their speeches, to make them clearer and more to the point, and generally to improve their content.

For the first time in Australian history, broadcasting has made the personality, voice and manner of speech of each representative familiar to all who desire to listen. It is certain that whatever its ultimate outcome, the broadcasting of Parliamentary debates in Australia has come to stay.

Call Cues

IN BROOKLYN it's "bolit"; in Houston it's KATL. Call letters phonetically pronouncing "cattle" were considered appropriate for the station because of its location—Houston County, "the largest cattle-shipping county in the U.S." The names of WSPA, with W. H. Talbot, King Robinson and E. A. Stephens, comprise Texas Broadcasters, owners of KATL.

In BROADCASTING's quest for the story behind the call, several more interesting call letter histories in addition to KATL have arrived in the mails. For instance, there is KOPR Butte, in the copper country, still in the phonetic vein.

Tom Watson Jr., general manager of WSWN Belle Glade, Fla., comes through with a delightfully original angle to the call letter story. "When the FCC set aside WSWN for the Seminole Broadcasting Co.'s 1,000-watter here in rural South Florida, company heads were frankly stampeded for a slogan utilizing the assigned call letters. It remained for Chief Engineer 'Curly' Clemans to solve the problem. He took his first look at this wealth-producing but admittedly monotonous neckland, ground his teeth on his corncob pipe and grunted, 'Hump! WSWN for my money means 'Why Sherman Went North.' Even Georgia looks better!'"

KLIX Twin Falls, Idaho, thinks its call is the "most merchandisable in the business," according to Frank C. McIntyre, general manager of KLIX with "clicks" in the titles — The Clicks Club, Music That Clicks, Clicks Clock.

Boise has capitalized on the "Gem State" designation with KEG, a fact also gleaned from Mr. McIntyre. From the same source, BROADCASTING is reminded that B. J. Parrish in Pine Bluff, Ark., in the cotton area, has the call KOTN.

"Jack Richards, down at Price, Utah," writes Mr. McIntyre, "is in the heart of a coal producing area. Some years ago I suggested he change his call from KEBU to KOAL." FCC granted the request.

The call, KOPP, at Ogden, Utah, is building "into a real factor," Mr. McIntyre continues. There are large traffic cop signs on the highways promoting the letters.

There must be more stories behind the calls. BROADCASTING is interested, so send them along.
FROM THIS DESK...

THE RESULTS OF SOUND CONSULTING ENGINEERING

A COMPLETE engineering service from site selection to signal. Our organization, founded in 1941 as Ring & Clark, has made reliability the watch word. Experience in planning, allocation, construction and design assures minimum outlay for maximum performance. We invite your inquiry.

A.D. RING & CO.
CONSULTING RADIO ENGINEERS

MUNSEY BUILDING . . . . WASHINGTON, D. C.
and now the new Westinghouse FM 10

1 DRIVER
standard Westinghouse FM 3 Transmitter with all features including "draw-out" MO and MP units.

2 RECTIFIER
six 872A tubes, capable of supplying 5,000 volts to the plates, are normally operated below 4,000 volts for 10-kw output.
AMPLIFIER

... uses grounded grid tubes. All operating tuning controls are motor-driven, operated from control panel. Rectifier controls are on amplifier control panel... allow for installation flexibility. Rectifier can be located remote to amplifier.

Complete supervisory control system for the rectifier and amplifier cubicles is located on amplifier control panel.

Safeguards your investment 4 ways...

- For future expansion... driving unit for the new Westinghouse 50-kW FM.
- Insures basic investment... incorporates the Westinghouse 3-kW FM as its driver cubicle.
- Forestalls obsolescence... all key circuits are in two drawers for immediate replacement to allow for new FM developments.
- Keeps you on the air... “On call” Westinghouse service, nation-wide.

Here are more Westinghouse FM features!

- replace tubes in a matter of seconds
- “finger-tip reach” for all tubes from FRONT of transmitter
- only one control to adjust output power
- unit cubicle construction
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

Your Westinghouse Salesman is anxious to give you the full details on the new Westinghouse FM 10. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

FIRST OF ALL...

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES... OFFICES EVERYWHERE
MAKING DEMOCRACY WORK

By STUART NOVINS
Director of Special Events
CBS Pacific Network

FOR MOST stations, independent or network, the day has departed when the special-events man is concerned only with fires, floods or disasters. True, the special events reporter must be prepared to cover this type of news story but the last few years have indicated that he now must put most of his effort into a new kind of radio journalism. And this new type of news coverage is something that can be handled not only by networks with the necessary budgets, but also by the small independent station working on a narrow expense account.

What is this new kind of reporting that has brought special events reporting into its own?

In our CBS Pacific Network operation, we have experimented with several different types of spot news shows and an不尽 same underlying premise applicable to all.

You can't wait for spot news to break; you've got to get out and create your story.

The station can identify itself with its own community by putting its special-events man to work during those long intervals between fires and floods.

Here's how it has worked out for us.

Although Columbia has its national documentary unit, we found on the West Coast that we had community problems important to us but not "national" enough in scope to warrant a report by the documentary unit. Consequently, we set out to supplement the work done by the New York documentary unit. We were faced with the problem of doing a show of equal calibre with the network origination, but on a much smaller budget.

Instead of waiting for some big story to come to us, we went to the story. We selected issues that were important to the people of our community. We chose from a long list, those things which we felt should be clarified in order that the people of our community might become aware of them.

THE BRANHAM COMPANY

Chicago New York Detroit Dallas Atlanta
Charlotte St. Louis Memphis San Francisco Los Angeles

AM Radio FM Television

WMOB Mobile, Ala.
WLAW Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB* San Diego, Calif.
WGBA* Columbus, Ga.
KWKH Shreveport, La.
WBRC Jackson, Miss.
WCPO Cincinnati, Ohio
KBEY Oklahoma City, Okla.
WTIS* Jackson, Tenn.
WNXO Knoxville, Tenn.
WMC* Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
EJJ Dallas, Texas
WCHS Charleston, W. Va.
WBLX Clarksville, W. Va.
WGSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

* also operating FM.

WEWS-TV Cleveland, Ohio

A NATIVE of Boston, the author broke into radio in '39 with WESX Salem, Mass., joining WEEI Boston a year later as head of news. He entered the Army in 1942, rising to captain after service in Africa, Italy, France and Germany. In 1945 he joined CBS Hollywood as writer and was named special events director in 1946. Theatre has been his hobby since college days at Boston U., where he graduated in '35. He has spent 11 summers with stock companies as actor and director.

We consider the work of preparing documentaries produced by our special events department within the past year. The first was called "Menace in White," an expose of illegal practice of medicine. It was a one-man assignment. Our reporter decided that the best way to get information was to masquerade as a patient. For weeks, he went to different quack doctors as a patient. Under an assumed name, he gathered the data that was the basis for an hour-long dramatic program.

In this show, because it was broadcast to the entire western region of the CBS net, we went all out with a studio orchestra, a dramatic cast and all the fixin's. Obviously, it would be unusual for an independent station, serving a smaller area, to equal the budget for that show. But the same show could have been done on a smaller scale in your own community, by the use of spoken report, tape recording, or by using an organ instead of the full orchestra.

Another example was our 30-minute report on the movement of the 200-inch mirror from Cal Tech to Mt. Palomar. This particular show was broadcast over the entire CBS network, but at no greater expense or effort than we would have used if we were a local KNX broadcast because, too, was handled by a single reporter.

Actually, there was very little of spot news importance in the movement of the mirror. It was no more than a truck carrying a load of hardware up the side of a mountain.

But our special events reporter,

(Continued on page 98)
OCTOBER-FEBRUARY HOOPER FALL-WINTER REPORT

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<th>MORNINGS</th>
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<td>WHBF</td>
<td>53.5%</td>
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<tr>
<td>Station &quot;B&quot;</td>
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<td>21.1%</td>
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(% of sets in use)

Yes, WHBF delivers the daytime audience in the Quad-Cities—the largest market in Illinois and Iowa outside of Chicago—over 200,000 urban population—four cities nestled together forming one market.

Located 180 miles from Chicago—250 miles from St. Louis—825 miles from Omaha—345 miles from Minneapolis. No outside station adequately covers the Quad-Cities.

Les Johnson, V. P. and Gen. Mgr. Affiliate of Rock Island Argus
Making Democracy
(Continued from page 96)

Together with a tape-recorder engineer, spent almost three full days on this show. He recorded about eight hours of material, including interviews with astronomers of Cal Tech who were able to bring to popular imagination the implications of this Big Eye that could peer millions of light-years into space. He recorded the voices of the workmen who for eight years or more had painstakingly ground away tons of quartz in order to bring the accuracy of the mirror to within 2-millionths of an inch.

He recorded a "play-by-play" description of the loading of this delicate instrument on the bed of the truck. He talked with almost every one who had had any connection with the mirror during its ten years history. And then, with the tape recorder still grinding, he covered the actual movement of the mirror until it arrived safely at the top of the mountain.

The recorded material provided a good, tight, half-hour show.

Our most recent venture into the field of research reporting was a program that went to a special loop of CBS stations in Arizona and California. It was The Last Waterhole, a 75-minute documentary program that used still a different technique. One of the biggest issues of controversial nature in the Southern California-Arizona area is the question of water-rights in the Colorado River.

Although the issue was "dynamite," we felt the people of both states had been exposed to too much misinformation. We felt that a democratic settlement could be achieved only if the people of both sides were given the true picture.

Our special events man went after the story. Again, intensive research was employed. He went to Arizona and got their side. He went to California and got that side. The program itself was broken into three portions. The first 50 minutes was a dramatic documentary presentation of the history of the dispute and a clear objective report on the contentions of both disputing parties. This portion was followed immediately by an unrehearsed ad lib debate between representatives of Arizona and California. And the program was ended with transcribed statements from both Governor Warren of California and Governor Osborn of Arizona.

The reactions indicate there is a definite place in radio for this type of reporting. From both California and Arizona, organizations, private individuals, official representatives and schools and universities have swamped us with letters of congratulation on the fairness, the objectivity and above all, the "public service to the communities of both states."

The climax came when the Governor of Arizona proclaimed, officially, that a day would be set aside for all the citizens of Arizona to listen to a rebroadcast of the program. The rebroadcast was done by transcription from KOY Phoenix over a special chain of every station in the state including all the networks and independents.

These are some of the ways that our special events department has found to go after a story, instead of waiting for one to break. They demonstrate that the special events man is a mature reporter helping to make democracy work.

LARRY IS THE NAME
Sportscaster in Kansas City
—Finds Parents Like It—

KCKN Kansas City's director of sports, Larry Ray, is proud that two babies have been named after him, but has confessed that he hopes the idea doesn't spread.

First to take on the name was the infant son of Mr. and Mrs. James Nauss, Kansas City, Kan., who are baseball enthusiasts. The child was born last August and his crib was promptly placed close to the radio so he could hear his godfather broadcast the Kansas City Blues games.

Mr. and Mrs. Hershel Dillon, Kansas City, Mo., also liked baseball and listened to Larry Ray's play-by-play descriptions all summer. But it was a football broadcast last November when their first child was born, that led them to select the first name, Larry, to go with Ray, a family name of Mrs. Dillon's.

To each child named after him, big Larry Ray has presented an autographed baseball.
IF THE QUALITY IS HERE
GET ALL OF IT—QUALITY REPRODUCTION—PROCESSED AND PREPRESSED BY ALLIED

HIGH
THEN THE SAME QUALITY IS HERE, TOO!

SILVER NITRATE PROCESSING OF SUPERIOR QUALITY
GENUINE "VINYLITE" BRAND PLASTIC PRESSINGS

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. LAS PALMAS AVENUE • HOLLYWOOD 38, CALIF. • HOLLYWOOD 5107

NON-FLEXIBLE
PHONOGRAPh RECORDER
HANDLEd SPECIALLY
FOR
SPEEDY DELIVERY
AUDITING PROBLEMS
Handling Radio Station Accounts

By F. C. SOULE, C.P.A., and HOWARD V. SWARTZ, C.P.A.

THE principal form of income of a broadcasting station is from the advertisers who sponsor the programs. Since this business is very largely one of selling the advertising, it may be observed that there are a good many plans in most stations under which contracts for time are sold. In fact, it is in this section of the accounts and due to the general intangible character of the service rendered, that we believe most of the problems of auditing peculiar to the regular broadcasting business, will be found.

We have not been able to observe in any instances coming before us procedures in use which give the total amount of income resulting from any one day's broadcast. The method used in accounting for revenue by a broadcasting company is described below.

Revenue is created by selling broadcast services to a sponsor. These services include time on the air and the services of an announcer and may include talent, the use of special telephone lines for remote program origination, or the use of news services or reporters. The basic record used in accounting for revenue is the contract with the sponsor.

The contract covers among other things the following items, all of which are essential in determining the amount to be billed to the sponsor:

- Length of broadcast in minutes; the length of day when the broadcast is to be performed; the day or days of the week in which service is to be rendered and the total number of times per week; the total number of broadcast spacings per week, including the time of day, when the time of the broadcast is given as a guide to when the time will again be available for sale. The starting date is given and the

SPECIAL accounting and auditing problems face broadcasting companies. These problems are reviewed by Messrs. Soule and Swartz, based on their joint experience. Mr. Soule is treasurer of WPBL, Syracuse and formerly was with Price Waterhouse & Co. Mr. Swartz is a partner in the firm of Hurdman & Cranstoun and has been a director of the New York State Society of Certified Public Accountants, of which Mr. Soule is a member. The following comments are excerpts from an article appearing in the March issue of "The New York Certified Public Accountant."

(Continued on page 102)

BROADCASTING • Telecasting

WAIT Chicago, 1 ILL.
occurring at the transmitter are noted on the transmitter log and are checked back to the control room log and billing records as a separate operation.

The station (control room) logs are checked each day and all sponsored broadcasts are entered in the work book mentioned above. The work book is checked back to the contract card record to determine that broadcast service was rendered as required and that every sponsored broadcast was covered by a contract.

At the end of each month, in the case of ordinary continuing contracts, or oftener as may be required in special cases, or by termination of contract, billings are prepared from the contract card record information. The amount of each billing is entered in the contract companion card and with its analysis in the sales journal.

Billings are posted to individual accounts receivable from the sales journal and the total is posted to the general ledger control account.

The degree of internal control of the broadcast income will be more effective in some stations than in others. The auditor should examine into this feature in each particular case and extend his detailed examination of each step in the preparation of the entry of the income where internal control seems less adequate.

A measure of control of income which does exist and should not be overlooked by the auditor lies in the following conditions:

1—Charges and credits made to the chain broadcasting affiliation may be checked against statements prepared by the office of the chain broadcasting system. These furnish a basis of establishing income from national advertisers through the network.

2—Salesmen for the station entering into contracts with local advertisers, may be compensated by commissions on their customers' contracts. If the commission is paid to the salesman by the station only after the collection of the account from the sponsor, the salesman's commission statement would probably show the broadcast revenue of the month by sponsors whose accounts he services and it would also show payments collected from these sponsors. The commission expense of the station is calculated from the first list and the commissions now payable to the salesman are calculated from the second list. Comparison and reconciliation of these statements will give a measure of confirmation of the local broadcast revenue.

3—Similar conditions prevail with respect to nationally advertised products; the salesman in this case is the station's national representative.

Nothing of unusual nature seems to us to occur in the accounting procedures for expenses of the broadcasting companies. They generally do not incorporate into their accounting records a formal procedure for determining departmental costs or costs by programs, since there are no product inventories during or at the end of an accounting period. Expenses are recorded in a manner calculated to produce understandable analyses for management and for the annual report to the FCC. Informal costs can be prepared from these classifications from time to time as needed.

Replacement policy for tubes and certain other supplies or equipment may be such that inventory records on the reserve supplies may be kept. Often this seems to be unnecessary since quantities held in reserve are relatively small and would not fluctuate extensively from time to time. Therefore, we see no problem, other than the one outlined on accounting for the income, in auditing a radio broadcasting company which might not be found in a great many companies or in any number of diverse industries.

In the classification of general ledger accounts the fixed asset accounts and the reserves for depreciation accounts should permit the information required on the FCC report to be drawn off direct. This requires the following breakdown:

**TRANSMITTER PROPERTY**

- Technical Equipment
- Transmitter Equipment (Main and Auxiliary)
- Radiating Systems
- Other Technical Transmitter Property (Including Mobile Units and Their Vehicles)
- Total Technical Transmitter Property
- Non-technical Property
  - Land and Land Improvements
  - Buildings
  - Vehicles, Exclusive of Mobile Technical Units

Furniture and Fixtures

(Continued on page 118)
YOU CAN FIND NO BETTER EQUIPMENT OR MORE COMPLETE RECORDING LABORATORY AND STUDIOS ANYWHERE BETWEEN New York AND Hollywood than at WFAA

Quality recording has long been standard practice at WFAA, and now WFAA offers to agencies, advertisers and other radio stations the very best in equipment, technical know-how, studios, talent and production for recording.

New Scully recorders plus WFAA's adherence to NAB's recording standards, enables WFAA to offer the finest and most complete high fidelity transcription service.

Agencies and their clients, sales organizations, industrial and business concerns of all types, and other radio stations are finding it both efficient and profitable to let WFAA take care of their recording needs. Suggestions and advice in planning, as well as our complete facilities, studios, and the service of outstanding recording engineers are available. Published Rate Card and full details will be supplied upon request.

Station WFAA
DALLAS, TEXAS

820 NBC 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News

Represented Nationally by
EDWARD PETRY AND COMPANY
The Nation's Greatest Regional Network

Dedicates

The World's Largest Radio-Television Center

ADDRESS...1313 NORTH VINE STREET, HOLLYWOOD 28, CALIF.
AN EVENT OF HISTORIC IMPORTANCE to the entire radio industry is the dedication of the new Mutual-Don Lee Radio-Video Building, the largest and most modern studios in the world ever built for simultaneous radio (AM and FM) and television transmission.

Engineers estimate the new Mutual-Don Lee Headquarters to be at least 5 years ahead of any network operation in existence. Eighteen radio channels, 8 FM channels and 8 television channels feed out of a 10-ton master control panel, largest such electronic brain in the world.

The 4 vast audience studios, each seating 350 people, contain the world's largest radio stages. In addition, there are 12 smaller studios and over 70 offices and recreation rooms.

Credit for the vision, planning and completion of this functionally beautiful radio center belongs to Thomas S. Lee, President; Lewis Allen Weiss, Vice-President & General Manager; and Willet H. Brown, Vice-President, who cordially invite the radio and advertising professions to preview the new Mutual-Don Lee Headquarters.
By SIMON GOLDMAN

Radio is the ideal medium by which progressive firms and organizations can do an effective public relations job at the local level. Every manufacturer and association needs a good public relations program. But, as in so many other instances, they usually don't realize the extent of this need until someone shows them the light.

WJTN and WJTN-FM have made a concerted effort to educate manufacturers and associations on the need, and secondly, to provide the right radio vehicle to supply that need. The Manufacturers' Assn. of Jamestown had started a complete campaign in 1944. It is still in operation.

The manufacturers decided to "resurrect" a "do nothing" attitude in favor of one that would present a real candid picture of industry's role in the community—the stake everyone has in its success.

The original radio campaign, backed up by a newspaper cartoon series, consisted of a 15-minute commentary on Tuesday from 4:45-5 p.m., by Julius King, public relations counsel, author, and lecturer. This series was so successful that another quarter-hour, 1:45-3 p.m. on Thursday, was added, featuring William Joyce, secretary of the association. This program is designed to have more direct approach in the discussion of labor and management problems.

RECENTLY the ABC co-op program, America's Town Meeting, which for a year was sponsored by the local newspaper, was made available and the Manufacturers' Assn. decided it offered an ideal vehicle within which its story could be told on a positive basis during a program which has a reputation for giving both sides of the question complete airing.

To swing it budget-wise, it dropped the Julius King commentary and newspaper space.

The manufacturer or association using public relations programs has three objectives:

1. Selling their organization to the community (public relations).
2. Selling their organization to its employees (employee relations).
3. Recruiting labor for their plant.

The job of showing manufacturers and associations the necessity of public relations on the local level is a difficult one. The public relations idea and its benefits must first be sold and then a radio series built to deliver these benefits. The approach must be carefully worked out. Our plan with firms interested primarily in "pure public relations"—selling their organization to the community and to their own employees—is based along the following lines:

1. Business, particularly industry, is in the position of a man fighting bees. No sting is conclusive in itself, but the effect is cumulative and becomes harder and harder to defend.
2. Business has plenty of sympathetic friends but they appear to be unorganized, inarticulate and impotent. Each unit in business must do what it can to save its own position, and if enough units are successful, the tide of attack can be arrested, if not reversed.
3. You are located here, wedded to this community for better or for worse.
4. The stake of this community in your business is just as great, perhaps greater, than your stake in the community. Each member of the community should be aggressive, articulate, militant partisans of your company. They can be made continually aware of their stake in your well-being . . . their attitudes can be converted from negative or passive to positive or active.
5. But you'll have to do it. If you deserve the goodwill and championship of your community—it will be yours by getting the community to really know you, what you stand for, and your importance to them.
6. Your interest in the goodwill toward the community can be established by example and suggestion; it cannot be established by assertion. Once established it must be maintained.

In other words, we give the reasons why a positive program of hometown cultivation should be a continuing policy of every important producing unit in the area.

Then we show how this can be done by the use of radio. The program series must demonstrate the company's interest in and goodwill toward the community and also must educate the community on the important of the company to local business, city and county and individuals.

Here's where the station must be resourceful. Not every program will accomplish these objectives. The education of its youth is of

(Continued on page 108)
For Certified Performance...

**SEAL-O-FLANGE**

**AIRCORE**

**TRANSMISSION LINES**

*TRADE MARKS REGISTERED*

...for AM-FM and TV

Seal-O-Flange Transmission Lines incorporate exclusive features that have practically revolutionized previous concepts of coaxial line installation and operating efficiency. They eliminate special sections—anti-creep devices, anchor sections, differential expansion fittings—completely. Gas-tight seals are attained without the use of torches or painstaking cleaning operations. The only tool required to assemble these lines is a pair of small hand wrenches—an important factor when working on a tower. Seal-O-Flange performance is time-proven in over 400 major installations all over the world.

Seal-O-Flange Transmission Lines are sold by RADIO CORPORATION of AMERICA and GENERAL ELECTRIC COMPANY. They are distributed nationally by GRAYBAR ELECTRIC CO., and internationally by WESTREX CORPORATION.

Communication Products Co., Inc.

**KEYPORT • NEW JERSEY**

C-P PRODUCTS ON DISPLAY

See them at Room 2217, Biltmore Hotel in Los Angeles. NAB Convention May 17 to 21st
You are invited to 
Land of 
Redwoods
THE GEORGIA MAJOR MARKET TRIO

1. Concentrated coverage in Georgia's 3 major markets
2. Listener loyalties built by local programming in Georgia's 3 major markets
3. Dealer loyalties in Georgia's 3 major markets
4. Merchandising assistance in Georgia's 3 major markets

*1000W Night

Represented by THE KATZ AGENCY, INC.
Those much-heralded citadels of exploitation, New York and Los Angeles, may harbor some great minds and ideas, but today as never before the real heroes in promotion's battle to add listeners and make sales are the men and women in the field who execute promotion ideas for the local radio stations.

They have to be more heroic than ever. Their battle has been complicated by many factors: more stations competing for audience and business; resurgence of competition from printed media as upper shortages recede; a general desire on the part of advertisers to hold down advertising expenditures; and a desire on the stations' part, in view of increased costs of every operation, to hold out-of-pocket promotion expenses to a minimum. The old refrain so familiar to promotion men, "What we want is not so much to spend money as to use ingenuity anddeals to capture attention," is more than ever the number one one on management's "Hit Parade."

Looking over ABC stations along the Western seaboard indicates many spots where ingenuity is the brilliant ingredient, cash strictly the minor factor.

KUGN in Eugene, Ore., is an example. Manager L. W. McCready and Promotion Manager Austin Chaney (who since moved to KFBK Sacramento and was replaced by Jim Prior) introduced a couple of simple gimmicks that earned great recognition for the station.

One is a "SOLD" tag, of the type often seen on furniture and appliances on showroom floors. McCready and Chaney simply added three magic words to make the tag read "SOLD—via KUGN Advertising" and distributed these inexpensive tags to local advertisers.

Another is the parking-meter courtesy card, a device probably used before and certainly used elsewhere since KUGN tried it in Eugene. When the city installed parking meters, station salesmen were equipped with coins and instructed to watch for expired meters as they made their calls. In each case they insert a coin in the meter and a card in the automobile, letting the errant driver know that the station saved him a fine.

KUGN doesn't really lose many pennies that way, and the cards cost very little to print.

KUTA in Salt Lake City is a storehouse of effective promotion ideas, not the least of which is the KUTA 570 Klub, product of the fertile brain of Promotion Director Al Thomas. An easily-produced and economical mimeo bulletin goes to 4578 youngsters every six weeks, plugging KUTA kid shows. And every summer Mr. Thomas stages a series of Saturday morning theatre parties for Klub members who can show their badge and membership card, with the theatre providing entertainment and with (Continued on page 114)

We believe in Music...

Fine music is not a visual experience; that's why we believe that we'll still have our large and discriminating audience when the market is saturated with television sets.

Kfac, Southern California's Music Station, invites you to listen to some of our great musical programs while you're in Los Angeles.

Good Music...

Broadcast to a population of four million, with 5000 watt coverage, is selling the Southern California market. That's proven conclusively by long-term contracts for quality advertisers.

Bullocks, retail
(16 years)

So. California and
So. Counties Gas Co.
(7 years)

W. & J. Sloane
(3 years)

And many others.

ABC's jeep promotion is viewed by Norman Nelson (1) and Ernest Feitz, both of ABC.

Dial 1330

Kfac
"The Music Station"
For Southern California

645 South Mariposa Street, Los Angeles 5, California

Broadcasting • Telecasting
HOLLYWOOD WELCOMES YOU

HOME OF

STATION MANAGERS

NATIONAL ASSOCIATION
OF BROADCASTERS

26th ANNUAL
CONVENTION

BILTMORE HOTEL, LOS ANGELES
MAY 17-21

WE'LL WELCOME YOU IN SUITE 2128-2129...

OR AT OUR OFFICES → HOLLYWOOD
WASHINGTON TV

WASHINGTON, D. C. today is one of the nation's best video markets from the standpoint of television circulation, according to Irving V. Dalo, sales manager of Southern Wholesalers Inc., regional RCA dealer.

The number of TV sets in operation in the nation's capital is eight times greater than it was a year ago. More than 8,000 receivers are now in private homes.

Close cooperation between the video stations, wholesalers and distributors is considered by Mr. Dalo to be the paramount reason for this rapid and steady growth in Washington. Each is cognizant that circulation gains represent mutual benefits and consequently they have joined hands in promotional efforts, Mr. Dalo says. Unlike the early days of AM, the many television companies and their dealers are actively supporting their new medium by paid time, which is producing excellent cash register results.

When Mr. Dalo joined the electrical appliance wholesale firm in April of 1947, only 643 video sets were in operation. T-Day was just a short time away when Mr. Dalo came to Washington to gain recognition and acclaim in industry circles for his outstanding work as liaison representative between stations and dealers.

He immediately devised a sales formula to tie in with the opening of WNBW in June 1947.

How He Promotes

Devoting almost as much time to promotion of WNBW and other TV stations as to his own business, he:

1. Organized sales meetings with dealers to discuss the fundamental points of television. Practical demonstrations were given and salesmen were warned to avoid technical aspects of television in their discussions with customers. He suggested that customers be encouraged to tune the sets being demonstrated, in order to simplify video in the public mind.

2. Arranged proper displays in store windows, shops, hotels and other meeting places. The imprudence of displaying sets in cramped quarters or in disorderly, haphazard fashion was stressed.

3. Started and sponsored full-page newspaper advertisements, with his firm paying one half the cost and the remainder furnished, at about $12 a week, between the 50 dealers in the Washington area. Spot announcements, alternating names and addresses of dealers, were carried on local stations.

4. Encouraged local TV stations to present afternoon programs so that actual demonstrations might be given by salesmen during business hours.

5. Sponsored a video show Local Crowd over WNBW to stimulate parental interest in television. The show features high school students displaying singing, dancing, announcing and other talents.

6. Supported the establishment of a clearing house where would be furnished sets sales figures by all dealers, so that advertisers might have a reference on the number of sets in operation and the estimates of the viewing audience.

7. Sponsored two-hour evening sports telecasts, Tuesday through Friday, to reach the public during its leisure hours.

8. Contracted for services of advertising agency to insure volume and quality in promotional efforts.

A heavy backlog now on most models has only inspired Mr. Dalo to intensify his efforts.

He is presently contemplating an elaborate billboard campaign in behalf of his dealers and additional video shows.

Mr. Dalo believes the key to television sales is the simplifying of television in the minds of laymen and elimination of anything which serves to confine the public on matters concerning video.

The owners' policy, which guarantees one year's maintenance of sets and the reorienting of airmail to catch new signals, is considered by Mr. Dalo as "one of our most potent sales weapons." Home demonstrations, which are becoming more popular, are considered essential by Mr. Dalo. "We went through the same thing with radio," Mr. Dalo said, "thay want to see how it works in their home—not on the floor." The distributor also believes that, more video shows should be designed for afternoon viewing by the housewife.

A Record for KTBS

When it comes to a high Hooper at low cost KTBS Shreveport, La., has found the formula. Its Cowboy Jamboree aired Monday through Friday for an hour and three-quarters starting at 11 p.m. With hillbilly and cowboy music featured the show beat all competitors in the Fall-Winter Hooper according to KTBS. Best part of the whole thing is that since the show started last July only one record has been purchased as far as anyone can remember. All the rest have been donated by listeners or recording firms or have been in the KTBS files so long that no one could trace their origin.
Low Price

(Continued from page 110)

the various kid show sponsors providing merchandise and prizes for the parties. KUTA spends a minimum on this promotion, yet realizes great impact from it.

KECA Los Angeles makes an inexpensive traveling billboard out of a jeep which delivers inter-office ABC mail in Hollywood; in San Francisco Promotion Manager Bob Laws has frequently been able to get station call letters on theatre marquees—a spot no amount of money could buy—when ABC personalities are starred in movies playing the theater.

Station Manager Ralph Miller of KVOS in Bellingham spends very little money but gains much from a mimeo news bulletin prepared in late-morning, distributed at lunchroom clubs and containing, besides news, a plug or two for KVOS shows of that night.

Promotion Manager Chuck Burrow of KEX Portland gets beautiful displays in a jewel-box showcase in station’s lobby—but most of the money and time consumed in building the display are spent by advertiser representatives.

But among the most economical and yet most effective of all promotions is that used by General Manager Jim Wallace at KPQ in Wenatchee, Wash. His station has so integrated itself into its community that Mr. Wallace sensibly concludes his program log is news to the community just like an election or sports event. So KPQ news-casts the KPQ program log or highlights daily.

Certainly it is in the local stations, always long on ideas but sometimes short on funds, that one finds the greatest promotional ingenuity today. There ought to be more decorations for these unsung heroes, but perhaps the fact that they are winning their promotion battles by adroit and efficient action is enough satisfaction in itself.

Recording Cue

THREE BEEP NOTES
give the cue to announcers and control room operators on the new Audiocue Introducer, developed by Dominion Broadcasting Co., Toronto, for use on all types of recorders, including disc, paper, tape and wire. Dominion Broadcasting has taken out Canadian patents for the audio cue and has applied for patents in the United States.

Harry S. Goodman Radio Productions, New York, has been appointed United States licensee for the development. Three high notes produced by a timed oscillator are produced on the recording just prior to the announcement, eliminating counting grooves in discs or holding back discs for proper timing. After the third beep the announcer knows he is to go on the air.

Recordings produced in Canada for various campaigns in recent months with the new development have met with approval of station men.

WQAM Aids

USING spot announcements and five-minute programs prepared by members of its staff over a 30-day period, WQAM Miami, Fla., received contributions of more than $1,300 from its listeners in a "Care for European Babies" campaign. Supplementing the national CARE drive, which is concerned with obtaining necessities of life for all needy Europeans, WQAM pitched its campaign toward raising funds to buy food and clothing for babies.

CBL-FM Toronto has new RCA self-supporting 4-bay turnstile FM antenna on roof of Canadian Bank of Commerce Bldg. Station now operates with 3-kw RCA transmitter on 99.1 mc.
AVAILABLE NOW

CHALLENGE OF THE YUKON

RE-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of “The Lone Ranger” with the suspense, mystery and intrigue of the Frozen North. “Challenge of the Yukon” appeals to every age group. It’s a “natural” for alert advertisers. Hear it now on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

THE CHALLENGE OF THE YUKON . . .

WRITTEN AND PRODUCED BY THE CREATORS OF . . .

THE GREEN HORNET

. . . a favorite for nearly 8 years. As a movie thriller “The Green Hornet” has been second in popularity only to “The Lone Ranger.” While broadcast locally, “The Green Hornet” successfully sold all types of merchandise, from dairy products to men’s shirts. Now it’s sponsored coast-to-coast ABC by General Mills.

THE LONE RANGER

. . . the half-hour program that has built a Hooper ranging from 9 to 12 for over fifteen years. More than ten million people eagerly await the cry of “Hi Yo Silver” three times each week. No half-hour dramatic program has ever topped this record! That’s why General Mills has it coast-to-coast on ABC.

WRITE OR WIRE

TRENDLE-CAMPBELL BROADCASTING CORP.
1700 Stroh Building • Detroit 26, Michigan
By LEON FERGUSON  
FERGUSON RECORD SHOP  
MEMPHIS, TENN.

STARTING OFF unknown in a suburban location in June 1946, my record shop developed into one of Memphis' largest within less than a year's time due to the right advertising, mostly on WHHM, 24-hour broadcasting station, and to new merchandising ideas that backed up this advertising.

I had little choice of location but did get on a good suburban street, even though there was little foot traffic in my block, so had to depend heavily on advertising to bring in customers. I started out using a small newspaper ad each week listing the top tunes.

Then I heard that another record shop had a quarter hour weekly on another Memphis station and had built its sales up around $200 or $250 a week, so I tried a 15-minute weekly program on that station.

Soon after this program started, Don Lynch of WHHM (which station had only been in operation a short time) talked with me about using WHHM. WHHM was featuring music practically all day and I thought this might attract more actual record buyers than stations did with their mixed schedules. I started out with two 15-minute programs a week; one featuring Hit Parade records at 5:30 p.m. each Thursday, the other featuring hillbilly and western records at 5:15 p.m. each Friday.

Automatically I was spending about 25% of my gross sales for advertising, but I hoped to make this up as my volume developed.

Self-Service

To digress for a moment and explain how I could put so much into advertising: My record shop was designed mostly for self-service, a new idea for this part of the country. Many stores had albums on display but few or no single records. I designed self-service racks for single records and had them built.

At the time I started my two WHHM programs, October 1946, four months after opening up, sales were running about $700 or $800 a month. This was all on nosular and hillbilly records, as I had no classical stock then. It wasn't until the middle of December that I began putting in classical records and they weren't too plentiful then. However, due to the heavy, convincing pull of my WHHM advertising, I was able to do a $3,100 record business in December 1946.

After Christmas, there was little letdown in sales; they continued running well over $2,500 a month and the WHHM programs continued to draw.

As I was then beginning to develop classical record business also, my record clientele during the past year, and while it doesn't bring in as many customers as the popular programs, they are usually heavier buyers and more apt to stick. At this time I was spending about $250 a month on radio advertising, plus another $150 or so on newspaper, theatre, telephone and miscellaneous advertising or promotion aids.

In late 1947, the hillbilly program was changed from an afternoon to an evening slot, which drew better, but at the end of the year hillbilly record sales didn't justify this advertising. Whether the cost of living had hit this type record buyer harder than others, I don't know, but hillbilly records weren't doing nearly so well in comparison with popular and classical record sales.

Record sales for 1947 were a little over $35,000, a surprising volume for a suburban record shop that had only opened up in June 1946, and I believe only a few of Memphis' 17 or so record departments and shops did a greater volume. Of the $4,636.47 I spent for advertising in 1947, around $3,000 went for WHHM programs. The balance went into newspaper advertising, a trailer in a nearby newspaper.

(Continued on page 118)
Great artists are great because they feel the message in the music they play. Their interpretations express the right note of pathos and strength, run the full range of joy and tragedy in human experience. Superior radio engineering demands this same expenres and attention to detail . . . a thorough understanding of the problems peculiar to each client, a knowledge of the full range of today's radio. Since 1935 we have offered full scale engineering service including: allocation engineering, systems engineering, antenna design and adjustment, field intensity measurement, audio and acoustical design, special equipment design. Your inquiries are invited.

McNARY & WRATHALL
CONSULTING ENGINEERS
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.
Grant R. Wrathall
Reseter Hotel
Watsonville, Calif.

James C. McNary
National Press Bldg.
Washington, D. C.
By IRVING MARDER

IF THE INFANTS of tomorrow say "Roger and over" before they've learned to say "mama" and "dada," credit Maj. J. L. Wood, formerly of KVI Tacoma and future commanding officer of the Armed Forces Radio Service in Japan. Maj. Wood is the man who crossed radio with baby-sitting.

The major is a resident of Shanks Village, New York (formerly Camp Shanks). Like many other couples in this community of student veterans, the major and his wife were occasionally confronted with the problem of finding a sitter for their two small children when there were not enough sitters to go around.

Maj. Wood fixed things with typical army resourcefulness. He invented the Wood Master Control Baby-Sitting System. Overnight he electrified the baby-sitting industry, with the aid of a few surplus microphones and amplifiers, and the radio experience acquired at KVI and in the Army.

Each subscriber to the service is supplied with a microphone placed near his child's crib, and linked with an amplifier in Maj. Wood's home. Each amplifier is labeled with the name of the child under surveillance. If the infant cries excessively or otherwise registers a need for personal attention over the amplifier, an operative is dispatched to the scene from Master Baby Control. As a double-check, a sitter makes the rounds each 20 minutes, always leaving a stand-by at headquarters.

Thus assured of constant attention for their infants, Shanks Village families mothers and fathers are free to take an occasional evening off, with the knowledge that Maj. Wood's radio trouble-shooters can meet any emergency.

The major, who headed AFRS in Panama in 1945 after serving with a tank-destroyer outfit, is studying at Columbia U. Teachers College before leaving in August for the AFRS post in Tokyo. A regular Army major, Maj. Wood views his contribution to sociology without dramatics. "It's just a matter of logistics and tactical control," he says.

Auditing Problems
(Continued from page 102)

Other Nontechnical Transmitter Property
Total Nontechnical Transmitter Property
Technical Transmitter Property
STUDIO AND OFFICE PROPERTY
(Main and Other Studios) Technical Equipment
Speech Input Equipment
Control Desks, Consoles and Panels
Other Technical Studio Equipment
Total Technical Studio Equipment
Nontechnical Property
Land and Land Improvements
Buildings
Vehicles, Exclusive of Mobile Technical Units
Musical Instruments, Including Pianos and Organs
Furniture and Fixtures
Total Nontechnical and Studio and Office Property
Total Studio and Office Property
OTHER PROPERTY
Construction Work in Progress
Improvement and Replacements to Property Leased from Others and Not Included Above
All Other Property Not Classified Above
Total Property Other than Transmitter, Studio and Office Property
Total All Property

Recently, many stations have been licensed to broadcast on FM, as well as on the regular AM system. Since FM requires special equipment for both broadcast and receiving, the general ledger classification would provide for separate FM fixed property and depreciation reserve accounts, and for separation of certain income and expense accounts between the AM and FM systems of transmission.

Oldsters' Day

DAILY morning audience participation show on WCBM Lemoyne (Harrisburg), Pa., features prizes for youngest and oldest members of the studio audience, but the oldsters got most of the attention one day recently when six members of the Dauphin (Pa.) Cane Club—they all carry canes—attended the program. The six oldsters, all women and ranging in age from 81 to 90, were duly honored by WCBM.
...more than meets the eye

A REPORT ON THE

CBS- TV NETWORK
CBS AND ITS AFFILIATES IN CREATING A REAL

To those who are deepest in Television, the crucial role of NETWORK Television in the pattern of the future is becoming clear.

NETWORK coverage and NETWORK service are essential in Television—far more even than in Radio—to amortize program costs to the point of making them most quickly profitable to advertisers and stations alike.

AS OF APRIL 15TH (when we went to press with the “score” far from complete)

—THE CBS-TV NETWORK IS NOW SERVING, WITH 3 OPERATING AFFILIATES, 11 CITIES OVER 100,000 POPULATION*

—(and 7 more cities over 60,000 population)*

—THE CBS-Tv NETWORK NOW HAS 9 ADDITIONAL AFFILIATES WHOSE TV FACILITIES (ALREADY APPROVED BY THE FCC) WILL SERVE 7 MORE CITIES OVER 100,000

—(and 4 more cities over 60,000)

—CBS AFFILIATES NOW HAVE 30 ADDITIONAL TV APPLICATIONS BEFORE THE FCC, TO SERVE 37 MORE CITIES OVER 100,000

—(and 26 more cities over 60,000)
TAKE THE LEADERSHIP NETWORK IN TELEVISION

Station operators already know this. That is why the CBS-TV record below—and on the next page—has more meaning than may meet the casual eye.

It not only reports that CBS and its affiliates have taken current NETWORK leadership in Television. It is both a record and a promise that CBS and its affiliates will stay at the top...in Television too.

—29 OTHER CBS AFFILIATES ARE READY TO APPLY FOR TV FACILITIES, TO SERVE 19 MORE CITIES OVER 100,000

—(and 9 more cities over 60,000)

THE TOTAL SCORE of U.S. cities (over 60,000 population) to be served by CBS affiliates who already have or are building TV facilities, and who have applied or will soon apply for them:

74 CITIES OVER 100,000 POPULATION
—67% of all U.S. cities over 100,000

120 CITIES OVER 60,000 POPULATION
—60% of all U.S. cities over 60,000

*The cities indicated throughout this report include only those for which SALES MANAGEMENT estimated 1947 populations: U.S. cities of 60,000 population and over—with the single exception of Stockton, Calif. (58,900 pop.). See back cover for names of cities. All allocations of individual cities into TV service areas are based on FCC standards, as applied by the CBS Engineering Dept.
THE CITIES—NOW SERVED BY THE CBS-TV NETWORK

NEW YORK ........... 7,454,600 Bayonne ............... 90,000 Camden .......... 1,325,500
Newark ............. 443,000 No. Hempstead Township 83,400 Trenton ........... 1,255,000
Jersey City .......... 315,000 Mt. Vernon ........ 75,000 Wilmington ....... 1,215,000
Hempstead Township 285,000 East Orange ........ 72,500 Chester ........... 72,500
Yonkers ............. 147,500 Passaic ............. 62,000 Upper Darby ....... 70,000
Elizabeth ........... 116,000 PHILADELPHIA ...... 2,051,500 BALTIMORE ........ 932,900

NEWARK 443,000 Bayonne 90,000 Camden 1,325,500
Jersey City 315,000 No. Hempstead Township 83,400 Trenton 1,255,000
Hempstead Township 285,000 Mt. Vernon 75,000 Wilmington 1,215,000
East Orange 72,500 Chester 72,500
Passaic 62,000 Upper Darby 70,000

—IN SERVICE AREA OF NINE ADDITIONAL CBS-TV AFFILIATES

CINCINNATI ......... 488,000 Covington .......... 68,000 CHARLOTTE ......... 115,000
DALLAS ............ 466,300 COLUMBUS .......... 334,800 BINGHAMTON ....... 97,500
INDIANAPOLIS ....... 420,000 DAYTON .......... 252,500 STOCKTON, CALIF. 58,900
LOUISVILLE ........ 375,000 Springfield, O. 91,000

—IN TV SERVICE AREA OF 30 CBS AFFILIATES WITH TV APPLICATIONS PENDING

CHICAGO ........... 3,600,000 Lynn .................. 105,100 PROVIDENCE .......... 260,500
Gary ............... 127,500 Somerville ........ 104,500 Fall River ........ 115,100
Hammond ........... 77,800 Lowell ............... 102,000 Pawtucket ....... 77,500
Evanston .......... 70,000 Lawrence .......... 86,000 OMAHA ............ 252,000
Oak Park .......... 69,000 Quincy ............ 81,600 JACKSONVILLE ..... 230,300
Cicero ............. 68,000 Newton ............ 77,300 RICHMOND .......... 228,600
East Chicago ....... 66,000 Medford ........... 68,600 MIAMI .............. 214,300
DETROIT .......... 1,815,000 Brockton ........ 65,300 WORCESTER .......... 201,500
Dearborn ........... 89,100 Malden ............ 60,100 HARTFORD .......... 183,500
Pontiac ............. 75,000 PITTSBURGH ...... 730,000 New Haven ......... 175,000
CLEVELAND ...... 900,000 MILWAUKEE ..... 629,600 New Britain ....... 75,000
Lakewood .......... 70,000 BUFFALO .......... 605,000 DES MOINES .......... 178,000
Cleveland Heights 64,000 Niagara Falls 85,500 YOUNGSTOWN .......... 175,000
SAN FRANCISCO .... 827,400 NEW ORLEANS ... 562,200 Warren ............ 60,000
Oakland ........... 400,900 HOUSTON ........ 478,500 KANSAS CITY, MO... 419,200
Berkeley ......... 100,000 DENVER ........... 375,000 Kansas City, Kansas 140,000
Richmond .......... 93,700 ATLANTA ......... 365,700 St. Joseph .......... 87,000
Alameda .......... 89,900 SAN DIEGO ....... 362,700 SOUTH BEND ........ 119,600
San Jose .......... 84,000 ROCHESTER ...... 331,500 HARRISBURG .......... 86,000
BOSTON ........... 766,400 BIRMINGHAM .... 315,000 TOPEKA ............ 81,000
Cambridge ......... 113,200 AKRON ............ 284,000 WHEELING ........ 65,500

* CBS Station Cities in capital letters. Other major cities within TV Service Area in light face immediately following. See footnote on previous page.

...pace-setter in NETWORK Television
Three Beauties of the Deep South

1. ST. LOUIS PLANTATION, Plaquemine, Louisiana. With its spacious lawns and live oaks, this is a favorite mecca of tourists.

2. ESSO OIL REFINERY, Baton Rouge. Louisiana's annual crude oil production is valued at more than 204 million dollars (1946 report). With vast natural resources and growing plant facilities, WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power
in the South's Greatest City

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

50,000 WATTS • CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
Limited License
(Continued from page 54-B)

broadcast operators under the proposal, and that these stations now employ 37.7% of the 13,800 first-class operators employed by all stations.

A lively controversy was touched off by FCC's introduction, late in the hearing, of an exhibit showing the number of waivers granted to licensees to permit temporary use of non-first class operators—110 from July 31, 1946, through the end of that year: 19 in 1947, and none this year. So far as Washington FCC officials know, the witnesses testified, there have been no requests for waivers this year.

Coy's Observation

The exhibit prompted FCC Chairman Wayne Coy to observe that it "means one of two things: either that they have plenty of operators out there, or that they have decided not to ask the Commission for a waiver because the chances they wouldn't get it."

Bryce Rea Jr., NAB attorney, insisted that the exhibit did not show how great the demand for waivers might have been except in 1948.

R. A. Wood, representing New York Local 1212, Radio and Television Broadcast Engineers Union, insisted that the rules should require two men on a watch at a transmitter, that the requirements should include a knowledge of first aid, and that there should be no differentiation between stations on the basis of power "for anything other than market reasons."

Lawson Wimberly, assistant to the international president, International Brotherhood of Electrical Workers, told the Commission that "I don't believe the licensees...will avoid putting responsibilities upon [the] lower-class license holder that he should not assume."

In addition to the "limited broadcast-operator license," FCC's proposal would create a "broadcast engineer-operator license," which would be top-ranking, and "broadcast technician-operator license," second ranking.

Clifford Gorsuch, national representative of the National Assn. of Broadcast Engineers & Technicians, told Comr. Sterling, in answer to a question, that he thought the entire problem could be solved simply by bringing the requirements for the present radiotelephone first-class license into line with developments that have been made in the radio art, including FM and television.

At one point Thomas X. Dunn, attorney for NABET, challenged FCC's right to hold the oral argument, claiming the law's requirements had not been fully met with respect to notice and reasons for the proposed changes. Commission counsel denied the charge, contending the session was a proper proceeding.

Chairman Coy gave all the parties until May 24 to submit additional comments on the proposals, and extended the same privilege to the American Communications Assn., which was unable to be represented at the oral argument.

Coloring of U. S. Foreign News Charged by Taylor

FOREIGN NEWS coverage by U. S. correspondents for radio networks as well as newspapers and wire service is colored to a disturbing degree by sensationalism not supported by facts, Davidson Taylor, CBS vice president and director of public affairs, said last week. Mr. Taylor returned to New York early this month from a five-week tour of inspection of CBS outposts in Britain, continental Europe, and the Middle East.

Mr. Taylor indicated he was not referring to one or two isolated cases of irresponsible reporting. He was amazed, he said, at the extent of distortion in the news from abroad.

CBS is sending Red Barber, Bill Henry, and John Derr to London this summer to cover the Olympics. Mr. Taylor disclosed. They will be assisted by the CBS news staff in London, headed by Stephen Laird, who takes over in June as a temporary replacement for Howard K. Smith when the latter vacations.

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Available for Sponsorship!

KENNY SARGENT

For twelve years featured vocalist and saxophonist
with
GLEN GRAY'S CASA LOMA ORCHESTRA

*   *   *

Running His Own Disc Jockey Show
on WHHM

RECORDINGS
Decca
Brunswick
Victor
World Transcriptions

RADIO APPEARANCES
Camel Cigarettes—3 years
Burns & Allen—13 weeks
Fitch Bandwagon
Coca-Cola Spotlight Bands

Check with Forjoe & Co. representatives for
spot participations and program availabilities

WHHM
The Mid-South's only 24 hour Station
Memphis, Tennessee

Patt McDonald, manager
Forjoe & Co., representatives
How stabilized feedback reduces amplifier distortion... keeps gain constant

Like many other major advances in electronics, the development of stabilized (negative) feedback was a direct outgrowth of telephone progress. To produce telephone repeaters with the necessary gain stability and low distortion, H. S. Black, of Bell Telephone Laboratories, took a sample voltage of the amplifier output and fed it back into the amplifier in opposing phase. Before-and-after effects are shown in simplified form in the accompanying figures.

How Feedback Reduces Distortion

Signal portion of feedback subtracts from input signal. (In practice, input receives additional amplification to maintain original output voltage.) Distortion portion, encountering no opposing voltage in input, is amplified in opposition to distortion voltage arising in amplifier. Hence distortion voltage largely cancels itself out—output corresponds closely to input. Noise originating in the amplifier is reduced in a similar way.

How Feedback Stabilizes Gain

The relations of input, output and gain can be shown as follows:

<table>
<thead>
<tr>
<th>Voltage Gain without Feedback</th>
<th>Total Input</th>
<th>Feedback Voltage (negative)</th>
<th>Net Input (less feedback)</th>
<th>Output</th>
<th>Overall Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000</td>
<td>10.1</td>
<td>10</td>
<td>.1</td>
<td>100</td>
<td>9.9</td>
</tr>
<tr>
<td>500</td>
<td>10.2</td>
<td>10</td>
<td>.2</td>
<td>100</td>
<td>9.8</td>
</tr>
</tbody>
</table>

As shown, the gain of the amplifier stages incorporating feedback can drop 50 percent, with a drop in overall gain of only 1 percent. Hence gain remains virtually constant, regardless of changes in power supply or performance of components.

Users of all line and power amplifiers and all AM transmitters designed by Bell Laboratories and made by Western Electric benefit by these outstanding advantages of stabilized feedback: greatly reduced distortion and noise, virtually constant gain.

BELL TELEPHONE LABORATORIES

World’s largest organization devoted exclusively to research and development in all phases of electrical communications.
WHILE stabilized feedback is now accepted as an indispensable technique in the communications art, actual design of a stabilized-feedback amplifier calls for painstaking mathematical analysis and control of phase and gain characteristics over a wide frequency spectrum. Without such control, feedback may introduce new faults more objectionable than those eliminated. The extensive experience of Bell Laboratories engineers gives to the users of Western Electric equipment assurance that the outstanding advantages of feedback will actually be realized.

Assurance of Quality Performance
As used in all Western Electric Audio Amplifiers (except one-tube pre-amplifiers) properly applied stabilized feedback insures flatter gain-frequency characteristic and automatic suppression of noise and distortion arising from sources within the amplifier. In new loudspeaker amplifiers (which include the output coil within the feedback loop), output impedance is so low that matching to multiple loudspeakers is as simple as adding lamps to a lighting circuit.

Flat Frequency Response
Flat frequency response is maintained in Western Electric AM Transmitters by stabilized feedback actuated by the final radio frequency output. Hence attenuation of high modulating frequencies is virtually eliminated. No hum suppression circuits are needed, because of reduction of noise and distortion from all sources, including final amplifiers.

Stabilized feedback, correctly applied, is just one of the factors in the outstanding performance of Western Electric Amplifiers and AM Transmitters. For full information on all operating features, call your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Correctly applied feedback gives you these advantages

IN AMPLIFIERS
Feedback as you want it keeps gain virtually constant in Western Electric Audio Amplifiers - cuts noise and distortion down to a minimum.

IN AM TRANSMITTERS
Feedback designed by Bell Laboratories does away with need for hum suppression circuits - maintains flat frequency response.

QUALITY COUNTS

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

Mullen Leaves NBC  
(Continued from page 13)

affected Messrs. Dyke and Kopf, whose jobs remain the same.

That Mr. Trammell was resuming executive responsibilities here-
before carried out by Mr. Mullen was evident in the president's an-
ouncement that all officers and department heads who were not
otherwise directed in the new order and who formerly reported to Mr.
Mullen would now report to him.

One of Mr. Mullen's first ac-
tions, it is expected, will be selec-
tion of a general manager for
WFBL Detroit. The station has func-
tioned under Harry Wiamer, na-
tionally known sportscaster, who
has doubled in brass as assistant
to Mr. Richards since January,
1947. Whether Mr. Wiamer will
continue as assistant to the pre-
sident when Mr. Mullen assumes
his new duties six weeks hence or as
assistant to Mr. Richards as the new
chairman, remained to be
determined.

Changes in the operating align-
ment of the other Richards sta-
tions are not foreseen. John P.

Statements by Messrs.
Trammell & Mullen

TEXT of a statement issued by
Niles Trammell, NBC president,
announcing the resignation of
Frank E. Mullen, NBC executive
vice president:

"It is with genuine regret that I an-
ounce the resignation of Frank E.
Mullen, executive vice-president, effec-
tive July 1, 1948. Mr. Mullen became
associated with NBC at the time of its
organization in 1926. He joined the Ra-
dio Corporation in 1934, where he was
elected vice-president in 1939. In 1940
Mr. Mullen re-joined the National
Broadcasting Co. as vice-president and
general manager and in 1946 was named
executive vice-president. Mr. Mullen has
contributed materially to the success of
the company during his association with
NBC and his resignation will be
received with the feeling of definite loss
to his many associates and friends with-
in and outside the company."

TEXT of a statement issued by
Frank E. Mullen, executive vice
president of NBC, upon his resigna-
tion from the company:

"My decision to leave the National
Broadcasting Co., to which I have de-
voed almost 23 years of my life, was,
of course, a difficult one to make. Those
years have been fruitful and rewarding
to me and I take great pride in the National
Broadcasting Co.'s success as the
nation's outstanding medium of
service to the public.

"I have enjoyed particularly my close
association with General David Sarnoff
and Niles Trammell and wish to ex-
press my appreciation of their constant
cooperation and assistance in making
my work effective.

"Since I am continuing in the field of
broadcasting I am confident that our
common aim to be of still greater serv-
ices to the American public will bring
us together on many future occasions.
I am deeply conscious of the constant
cooperation and loyalty of all my asso-
ciates and fellow workers in the com-
pany and to them I say a special word of
thanks and appreciation."
A BIG SLICE
and it's spread thick!

MARKET DATA - TOTAL AREA

<table>
<thead>
<tr>
<th></th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,571,310,000</td>
<td>$1,199,756,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>381,428,000</td>
<td>294,214,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>74,505,000</td>
<td>57,054,000</td>
</tr>
<tr>
<td>Net Efficiency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buying Income</td>
<td>1,928,073,000</td>
<td>1,498,039,000</td>
</tr>
<tr>
<td>Gross Farm Dollars</td>
<td>734,422,000</td>
<td>510,694,000</td>
</tr>
</tbody>
</table>

Source: Sales Mgt. Survey of Buying Power, 1947

1½ BILLION DOLLAR MARKET SPREAD OVER TWO STATES

You've got to think in big terms when you think about KWFT! Here's what we mean. If you take our BMB Audience Coverage Map and match it with the latest Sales Management "buying power" figures, you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

THE TEXAS - OKLAHOMA STATION
WICHITA FALLS-5,000 WATTS-620 KC-CBS
NEW PI DEALS

PER INQUIRY offer has been submitted by executives of an NAB member station to "only one station in a town" on behalf of Calsad Tablets. It is one of a series of PI deals submitted recently to stations.

Making the offer is the firm of Connor & Campbell, radio advertising agency with offices in the WBRC Bldg., Birmingham. Officers of the agency are Leslie W. Connor and Don D. Campbell, co-commercial managers of WBRC.

NAB told Broadcasting, in response to an inquiry, that the association is historically opposed to PI and free time deals. Resolutions to this effect have been adopted by NAB conventions, the board and Sales Managers Executive Committee.

The Connor & Campbell letter, signed by Mr. Campbell, says:

"When I tell you we have the hottest, PI that ever hit the air, don't take my word for it. . . . Calsad Tablets are ready to start rolling good hard cash into your bank account in about 30 days. A tried and tested campaign is now ready to turn your open time into a proposition that will net you 'better than your general rate'.

"The deal is clean-cut. Calsad Tablets come in two sizes—100 tablets for $2. Economy size bottle of 500 tablets for $9. You make 50c on the $2 size and $2.25 on the $9 size. . . . The Calsad Co. is a trade name of the Veltex Co. of Birmingham."

Another proposal from a broadcasting executive, Edwin A. Kraft, has been submitted by Northwest Radio Adv. Co., Seattle, of which Mr. Kraft is president. He has been interested in station ownerships in Alaska, according to FCC records.

The Northwest proposal says, "We are looking for hot mail producing spots and will appreciate any suggestions you have to offer. At present we are using around 50 stations for several accounts calling for direct mail orders. This is very lucrative business, and on many stations of the country provides the backbone of monthly revenue. Whether or not you can and do produce large mail response, is in a large measure determined by your own station policies, and we have no desire to persuade you to change those policies. . . . We handle no other type of business. We believe we know something about this particular type of broadcasting, and we would thoroughly enjoy working with you to add substantial billing during the spring and summer months."

"Summer hiatus" opportunity submitted to stations by E. J. Potts-Calkins & Holden Adv., Kansas City, covers an offer for a book of floor plans of ranch-house style homes. According to Gene W. Dennis, radio director:

"This is a high-type offer that will in no way impair the prestige of your station. We will pay 25c on each $1 order. . . . This PI opportunity is offered on an exclusive basis in each market. Stations that prove themselves with sufficient mail returns will be given the opportunity to take the orders on straight time contracts."

Timely News Photos Inc., 165 Broadway, New York 6, N. Y., announces it is "engaged in the business of publishing radio stations without charge to them for reciprocal advertising of a limited nature by the radio station for local merchants in your broadcast area."

According to A. H. Tite, of the company, the plan includes a news picture display service which is sold to merchants. These displays usually carry the call letters of the radio station, including radio station copy, according to the letter.

Agency Claims

Shaffer Brennan Margulis Adv. Co., St. Louis, claims to handle "what we believe may be the largest volume of mail order radio advertising in the country," listing seven major stations. The agency says, "If you are interested in mail order advertising, and can produce a satisfactory volume of returns, we can give you a nice volume of business."

The Ball Clinic, operated in Excalibur Springs, Mo., by Dr. Ball's Health School Inc., wants "to give away our free book on rheumatism to listeners of your station, and we will pay you 50c net per inquiry." V. M. Hodgins, advertising manager, adds, "We have nothing to sell as we do not prescribe or treat by mail—we do want all sufferers from rheumatic conditions to read our books."

SINN HEADS ZIV'S TV FIRM; TWO JOIN STAFF

APPOINTMENT of John Sinn as president and the addition of two staff members were announced last week by Ziv Television Programs Inc., wholly-owned television subsidiary of the Frederic W. Ziv Co. (Cincinnati, New York, Chicago, Hollywood).

Mr. Sinn has been associated with the Ziv company for ten years. He has been executive vice president in charge of radio production, sales and merchandising for the firm for the last six years.

The two additions to Ziv Television Programs, which produces films for use on television exclusively, are Donald Jacobs as film editor and Saul Shames as librarian cutter. Mr. Jacobs will work under his twin brother, Robert, head of Ziv's television film department.

Mr. Sinn commented that the rush of new television business had necessitated the personnel additions.
Listerine . . . to make 'em mouth happy
Abe Burrows . . . to make 'em laugh happy

WMT To Make 'em RESULT Happy

Abe Burrows regales the Saturday evening audience with his special brand of laugh-type music and satire. WMT provides the exclusive Eastern Iowa outlet for this fine CBS show.

It's another on the long list of programs that command loyal listeners in the double-barreled market that is WMTland.

Advertisers get results on WMT because their programs get heard by prosperous farmers and workers in Iowa's booming industries . . . a potential audience of 1,131,782 (within the 2.5 MV line) raring to become product-purchasers. Get the complete data from the Katz Agency man . . . and get results on WMT.
What the American Broadcasting Company did in experimental television work ... When ABC will have a coast-to-coast television network ... Who is in charge of television operations at ABC.

A timely progress report on TELEVISION from the American Broadcasting Company

According to the Radio Manufacturers Association, the production of television sets is now approximately 35,000 sets a month. And the rate of production is increasing. This means that television is already well out of the baby stage. By the end of 1948, the number of homes in several American cities that are reached by television will be as numerous as those reached by important metropolitan newspapers.

In New York City, for example, it is estimated that there will be 400,000 sets in use this year. With a conservative estimate of 5 viewers per set, this means a total New York audience of 2,000,000. And in other cities, it is an audience of proportionate size. Television, then, has arrived.

Where does ABC stand?

ABC's television operations began in 1945. During its experimental stages, ABC was producing more commercial programs—in more cities—for more sponsors—than any other network. These operations have now expanded into the firm nucleus of a coast-to-coast television network. ABC has at the present time, either owned or affiliated, TEN television stations: owned and operated stations in NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES and affiliated stations in PHILADELPHIA • WASHINGTON, D. C. • MINNEAPOLIS • SAN DIEGO • NEW ORLEANS.

ABC is currently negotiating with ten other licensees who have stations that are already on the air or are under construction. ABC expects to have a total of at least 30 television affiliates by the end of 1948.

Already a network

On Sunday, the 18th of April, ABC inaugurated its regularly scheduled television programming on an Eastern regional network. The cities: New York, Philadelphia, Baltimore and Washington. The program: "On the Corner" with Henry Morgan. The sponsor: Admiral Radio Corporation. This was the first in a series of many features programmed by Charles Barry, v.p. in charge of radio and television programming. As many as 15 hours a week of regularly televised programs will be broadcast each week during the summer ... in addition to the special programs from Philadelphia during the Republican and Democratic conventions. "Our intention," says Robert Kintner (exec. v.p.), "is to increase programming steadily, first on an Eastern regional network, then on Midwestern and Pacific Coast networks, and, finally, to connect these networks into one national network with origination points in the key cities."
ABC's key television cities

New York. At present ABC has a working agreement with television station WATV in Newark to use that station for telecasting ABC programs in the New York area . . . and WABD is also available at certain times for ABC programs. Construction of ABC's own station, WJZ-TV, is underway. The station will be on the air in August . . . originating from the most unique new television studios in the nation! Until August most ABC television programs will originate from WFIL-TV, Philadelphia.

Chicago. On the air, September, 1948. The transmitter site is atop the Civic Opera Building.

Detroit. On the air, October, 1948. From the Maccabees Building.


All of these ABC stations will occupy Channel 7, which is in the middle of the television dial and is the first channel in the higher frequencies.

All-important cities

ABC's grants in these five key cities are of tremendous importance. Here are the major markets in the land. And here, too, (in New York, Hollywood and Chicago) are the great origination points for talent. ABC's firm foothold in these all-important centers is the foundation on which the network is expanding.

Top television men

ABC's fast-growing television department is one of the best-trained groups of video experts in the country. They are men and women who have had long years of practical experience in television (and radio). They are geared for full-schedule, nationwide television. To mention a few:

Paul Mowrey, National Director of Television. His position as perhaps the best-known figure in television has enabled him to assemble an outstanding staff.

Richard Rawls, Manager of Television Operations. Formerly manager of television studio operations with CBS. Following a management career in the theatrical and motion picture fields Rawls has had 9 years in television.

Lawrence R. Algeo, Jr., Eastern Television Program Manager. Five years in writing, directorial, acting, production capacities at General Electric's WRGB. Working with him are such veterans as Richard Goggin, recently television program director with WFIL-TV, Ralph Warren, formerly television director with CBS, Bobbie Henry with 9 years in television.

Burke Crotty, Director of Television News and Special Events. Eleven years with NBC television. Later television director of WMAL-TV, Washington, D.C. Generally regarded as one of the most experienced men in television today . . . an acknowledged expert on remote pickups.

Charles Holden, Television Production Manager. Formerly production manager for CBS television, supervising scenery, lighting, props, costumes, make-up for nearly 3000 shows.

James McNaughton, Television Art Director. Four years NBC television, 2 years CBS television, 2 years head of production for WATV.

Marshal Diskin, Director. Six years with CBS television, during which he handled camera work on 2800 shows.

Tops in Programming

And, almost as important, we also have long years of radio experience behind us, too. Television will differ from radio in that power will not be a competitive factor: all stations will have more-or-less equal strength and will compete almost entirely on the basis of programs.

In radio, ABC has been outstandingly successful in programming. For example, the network's new type of daytime programming has won millions of listeners for the network, has revolutionized daytime radio fare. The same programming skills that helped make ABC the ONLY network last year whose ratings substantially increased will play a vital part in developing top-notch entertainment on ABC-TV.

It adds up to this

There have been three stages in the growth of television: 1) experimental, 2) engineering, 3) operating. We are now entering (at full speed) the third stage. If it is true that facilities, experience and programming are the factors that will spell success in television, then it is obvious that ABC will play a dominant role in the development of this great new medium.
Mullen Leaves NBC
(Continued from page 124)

Frank Ernest Mullen was born on a farm near Clifton, Kan., on Aug. 10, 1896, the son of a county judge. He went to school in South Dakota, and selected a career in “agricultural journalism” by enrolling at Iowa State College at Ames. He graduated in 1922. Two other figures prominent in radio matriculated at the same school—Frank M. Russell, NBC vice president, and Harry C. Butcher, owner of KIST Santa Barbara, Calif., former CBS Washington vice president, and Gen. Eisenhower’s naval aide (as a Captain in USNR) during the war.

Mr. STRÖTZ

Mr. HAMMOND

In 1923—one year out of college—Frank Mullen joined the Stockman and Farmer, an agricultural weekly in Pittsburgh, and promptly was assigned to producing a radio program for KDKA, which three years earlier had gone on the air as the first regularly licensed station. He was identified with the handling of the first “network” programs carried over KDKA, WEAF and WJZ, and in 1926, when NBC was formed, he arranged for its first agricultural broadcasts. The following year he was with NBC as Chicago manager, and in the same year he originated and produced the National Farm and Home Hour for the network.

In 1934, Mr. Mullen was appointed director of information of RCA by David Sarnoff, and in 1939 he was elected a vice president of RCA in charge of public relations, publicity and advertising. The following year he was elected vice president and general manager of NBC, serving under Niles Trammell, who had been his chief and co-worker as vice president in charge of NBC’s Central Division, headquartered in Chicago.

Mr. Mullen relinquishes, in addition to his executive vice presidency at NBC, a directorship in the company, and in Radiomarine Corporation of America and RCA Institutes Inc. He is married, and has three sons, Russell, of college age, and Frank Jr., and Peter.

Illness Causes Move

Mr. Richards, a self-made man, and a strongly opinionated one, became ill a decade ago, and his doctors recommended the mild California climate. He has made periodic trips to the Middlewest, but generally has left operations of the stations, other than KMPC, to the managing heads.

George Arthur (Dick) Richards was born in Crete, Ill., in 1889, and began supporting himself as a youth. In 1911, he became a salesman for Firestone, and a year later was branch manager in Columbus. In Detroit, from 1917 to 1921, he was top tire salesman in the nation for Firestone.

From tires he went to automo-

(Continued on page 132)

CKLW makes 'em REACH* for your product in the Detroit Area

*You'll reach more buyers for less because CKLW has the lowest rate of any major station in this market!


J. E. Campeau, President

5,000 Watts Day and Night • 800 kc. • Mutual Broadcasting System

Mr. MacDONALD
YOU CAN REACH CONSUMERS, DISTRIBUTORS, AND RETAILERS ALIKE WITH ONE MEDIUM - KSL - IN AN AREA OF 1,049,800 PEOPLE, THE HEART OF THE GREAT KSL MARKET. THIS AREA, WITH RETAIL SALES OF 695 MILLIONS; IN WHICH 50 TO 100% OF THE PEOPLE* LISTEN TO KSL REGULARLY IN THE DAYTIME, COINCIDES ALMOST COUNTY FOR COUNTY WITH THE SALT LAKE WHOLESALE DISTRIBUTION AREA.

KAY S. SELL

*Broadcast Measurement Bureau, 1946
Survey Management Survey of Buying Power, 1947

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS
Mullen Leaves NBC
(Continued from page 150)
biles and in 1925 his Richards-Oakland Co. became a radio adver-
tiser with two weekly 15-minute programs over WJR Detroit, then a 5,000 w part-time station owned by Jewett Radio and Phonograph Co. The Jewett company went broke and Mr. Richards bought WJR in bankruptcy for "under $100,000." The station soon became one of the most successful inde-
pendently-owned operations in the country, and has been a fulltime clear channel 50,000 w outlet since 1935.

Afterward, he purchased two part-time Ohio stations and merged them into WGAR Cleveland. The station, managed by John F. Patt from the start, began operating with 50,000 w in July 1947. He originally purchased KMPC in 1937—then a 500 w daytimer. Now the station operates 50,000 w day and 10,000 w night, and holds a con-
struction permit for 50,000 w full-
time.

Mr. Richards feels so strongly about freedom of speech as vital to America that he designed a figure he calls "Free Speech Mike," which he uses as the trade mark of his stations.

The Richards maintain their home in Beverly Hills. Their daughter, Rozene, a graduate of Stanford, is now on the staff of KMPC.

Mr. Strotz joined NBC in 1933 as manager of the program and artist service of the central di-
vision. In January 1939 he became manager of the division succeed-
ing Niles Trammell and in De-
cember of the same year was ap-
pointed a vice president. In Oc-
tober 1940 he went to New York in charge of the program depart-
ment and in less than two years was put in charge of the Western Division.

Mr. MacDonald joined NBC in 1935 to install a cost accounting system and became budget officer. Three years later he was assigned to the radio recording division as business manager. When the Red and Blue networks were separated Mr. MacDonald moved up to the executive floor of NBC and became a right hand man to Mr. Mullen. He was made a vice president in December 1942. He was later ap-
pointed an administrative vice-

Mr. Kersta was employed by NBC in 1932 as a clerk in the au-
dience mail division. Concentrat-
ing on television he continued evening classes in engineering at New York U. and later left the network to study at the Massachusetts In-
stitute of Technology. In 1935 he came back to NBC to develop tele-
vision, FM and facsimile plans. Through gradual promotions he became a member of the president's executive staff and in 1939 when the network set up a television depart-
ment he became assistant to the vice president in charge, Alfred H. Morton. After serving in the Marines during the war he re-
turned to NBC in 1945 as man-
egagement of the television department and when top level duties were re-aligned in September 1947 was placed in charge of the network's broadcast operations of the ex-
panding television division.

Smith's Background

Mr. Smith started with NBC Washington as an announcer in 1931. During Roosevelt's adminis-
tration he was NBC's Presidential announcer. He became assistant manager of WRC and WMAL Washington when WMAL was a member of the Blue network. In 1942 he was made manager of WRC and in February of this year was made manager of the NBC television department with headquarters in New York.

Jones Quits Buchanan

MARTIN JONES has announced his resignation as radio director and vice president of Buchanan Agency, New York, a $30,000-a-
year position, to form his own tel-
evision packaging firm. His first production will be False Witness, a half-hour show valued at $5,500 weekly on a 13-week contract. Mr. Jones first produced and directed the program in 1945. No replace-
ment has been named at the agency as yet.
HAVE YOU A CONSTRUCTION PERMIT FOR TELEVISION?

To Furnish a More Complete Television Service
We are pleased to announce

Daniel O. Hunter

... that Mr. Daniel O. Hunter has joined our staff. Dan Hunter, formerly Chief Engineer of WMAL, WMAL-TV and WMAL-FM, key stations in the Nation's Capitol, is a graduate radio engineer with extensive television broadcast engineering experience having had direct charge of the installation and operation of WMAL-TV. This television station on Channel No. 7 is the first one to begin regular operation in the upper part of the television band.

Mr. Hunter's unique experience in the television field particularly qualifies him to assist Jansky & Bailey clients with the many technical and operational problems with which they will be confronted in activating their television construction permits. The addition of Mr. Hunter to our staff augments the service we have already been rendering our clients in connection with the preparation and filing of television applications.

We can prove to you that proper engineering guidance in the selection of equipment, studio and station installation planning, and training of technical personnel, will result in greater efficiency and substantial savings.

JANSKY & BAILEY
Consulting Radio Engineers

National Press Building,
Washington 4, D. C.

1339 Wisconsin Avenue, N. W.
Washington 7, D. C.

BROADCASTING - Telecasting May 17, 1948 - Page 13
To commemorate the Louisiana Purchase the Jefferson National Expansion Memorial proposes this development of the St. Louis river front.

Central feature of the plan as conceived by Eero Saarinen and Associates is the illustrated stainless steel arch rising majestically to a height of 590 feet — symbolic of St. Louis “gateway to the west.”

The arch is to be equipped with an elevator to take visitors to an observation corridor at the top. The plan also includes the preservation of old landmarks, landscaping and construction of memorial buildings.
Hearts & Flowers

JIMMY PETRILLO'S public relations—nil a few months ago—now are the best.

He called on President Truman 10 days ago. He talked music and his "free concerts" policy. Although he now Taft-Hartleyed royalties derived from recordings and transcriptions. He had a hand-out all prepared, which made it easy for the newsmen covering the White House to write their sprightly little pieces with nary a mention of "Caesar" or labor bossism.

The transformation is lovely. It is wonderful to tribute Hal Leyslon, ace publicist who used to run WIOD in Miami, while editing the Miami Daily News, and who provided Jimmy with his station's overhead.

Maybe the change is permanent. Jimmy says he had $5,000,000 in that royalty fund which permits him to provide those "free" concerts. We imagine he can call 'em "free" even though the money came from the recorders, who in turn must have added the cost on the selling price.

Jimmy, of course, wants the copyright laws amended so he can get his royalties without defying the Taft-Hartley or the Lea (anti-Petrillo) laws. He wants to use hearts and flowers, not vouchers, and wants to forget the thunder and brimstone business.

It's all very nice. The Leyslon system is working wonders. But let's play elephant, and not forget. Let's make sure there ain't an amendment to the Copyright Act of 1909 that will saddle every broadcaster with a performing rights fee on every record.

Because if there is, many stations won't be able to exist. And Mr. Petrillo will have more power over radio than the FCC.

Our Regards To—

CALVIN JAMES SMITH

WHEN CALVIN J. SMITH confronts NAB Treasurer "Bee" Arney in Los Angeles this week with his travel voucher for his first NAB Board meeting, his chit will be for bear fare. That's because the new director can claim conveyance only from KFAC, on Mariposa Avenue, to NAB Headquarters at the Biltmore at Fifth & Olive Sts.

Cal Smith was the last director to be elected. His was an old-fashioned runoff campaign against Harry Witt, CBS assistant general manager, also of Los Angeles. It was a battle of network against independent and in southern California, they take their independence seriously.

Cal Smith has epitomized rugged individualism in radio. He has been in the forefront of just about every fight involving basic radio issues that has developed in California or, for that matter, in the nation, during the past decade. But labor relations and negotiations have been his forte. With an engineering background that started in the "brass-pounding" days, he has the tenacity of a toy bulldog when he gets into an affair. Because he has been a disciple of the "fine music" school in radio, he has zealously guarded broadcasters' rights in the music copyright and performance field.

Cal Smith was wearing his Buster Browns when he first collided with radio. That was in 1914 in Cincinnati, when several youngsters in his neighborhood demonstrated the wonders of a crystal receiver. It wasn't long before Cal would some wire around a Quaker Oats box and became the proud owner of a crystal set.

And from the starting curiosity arising from the making of a crystal set grew the stimulus for further technical knowledge. But as Cal Smith had never been formally advised that licensed recognition was even necessary, it was 1922 before he took the steps necessary in the procurement of an official license.

Although he has lived in California for 33 years, he started life in Cincinnati, Dec. 17, 1904. Eleven years later the family moved West, settling first in Los Angeles for a year before moving to the Imperial Valley.

Since his dad was trying to run a small ranch, with no hired help, Cal turned into an active hand "milking cows for three years" until they moved again to San Diego. After a year in the latter city, the Smiths (Continued on page 138).

Page 136 • May 17, 1948

FCC's Little Lamb

IT WAS inevitable that Congress some day would catch up with the rather bizarre dealings at the FCC in favor of left-wingers. This is manifest in the blast by Representative Hébert (D-La.) against grants to Edward Lamb, Toledo attorney and owner of WTPD, as well as holder of six authorizations for TV and FM.

For many months we have called attention in these untoward and oftentimes unexplained actions. The FCC legal staff has been uncommonly perusasive in getting the Commission to smile benignly on the radical elements, while raising unsniffed ned with corporate applicants or licensees, notably those identified with newspapers.

This is not to condemn all seven members of the present FCC—five of whom have served two years or less. Nor is it an indictment of all of the Commission's lawyers. It is a reflection upon—or a compliment to—that small clique of lawyers and so-called experts and economists who have trumped up these situations and sold them to the Commission, largely through the offices of Comr. Clifford J. Durr, the Alabama Democrat whose term ends June 30.

The FCC complains it is overburdened with work and is understaffed. Most of that burden has developed in the artificial stimulation of crusades in the broadcast field.

Many of the FCC troubles, we venture, will evaporate with the departure of Stormy-Petrel Durr. For then the long-haired boys in the back room won't have their Charlie McCarthy on the Commission talking out of the left side of his mouth.

Shop Now for '49 DST

AFTER a late and all-too-lethargic start, the proponents of uniform time got in their licks before appropriate committees of Congress at this session.

It all came after the clocks had shifted late many years ago. A few years before, the idea of daylight saving time was in vogue, as far as radio is concerned, in those states which do not have DST.

But a start has been made. Congress quit's in June. The new one convenes in January. If all interested elements get to work early, there can be uniform DST in 1949. If they do not, the time folly will continue.

BROADCASTING • Telecasting
Meet "Sells-man"

BURT FARBER

For 14 years, a leading musical personality of the Queen City, Burt has been WSAI-promoted until his name is a household word, his ability to sell for a sponsor proved in every field.

On Burt's distinctive afternoon show, brilliantly highlighted by the Farber piano and his pleasing and informed commentary on contemporary recorded music, sponsors have found a medium of marked sales receptivity in the Cincinnati metropolitan market.

A far cry from the ordinary platter spinner, Burt's "audience wise" stage manner makes his show one of Cincinnati's most popular studio audience programs.

PROMOTED PERSONALITIES!

Colorful billboards on Cincinnati's main thoroughfares help build the "Farber legend" ...

Cincinnati's street cars and buses do their part with dash cards from city limit to city limit.

CINCINNATI

WSAI

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

May 17, 1948 • Page 137
Respects

(Continued from page 186)
decided that Los Angeles was to be home. Following graduation from Los Angeles High School in January 1926, he turned to sea as ship radio operator aboard a lumber schooner plying between Los Angeles and Portland. And in the fall of '24 he enrolled at Whittier College, outside Los Angeles.

With summer vacation he took his radio to sea again, this time as operator on a Standard Oil tanker bound for London from Los Angeles. After one round-trip he was back at college in '25. Early in '26, he was offered a spot as engineer at KFPSG Los Angeles and took it.

Then the job conflicted sharply with attendance at Whittier, he split his scholastic schedule, taking half his studies at U. S. C. and the rest at Whittier, in addition to his duties at KFPSG. When school ended he took off with a mobile station operated by Warner Bros. and known as 6XBR which toured the country in the interest of Vita-phone.

After several months of touring he returned to Los Angeles, and with his friend, Ben McGlashan, set out to get a radio station. KGFJ was licensed to Mr. McGlashan late in 1926, although the two were operating as partners.

Since no partnership can long survive without operating capital, Mr. Smith put to sea intermittently in an effort to transfuse the station-excessor.

By the fall of '27, young Mr. Smith decided it was about time he completed his college studies; after some division between Whittier and Stanford, he was graduated from the latter with his B.A. in 1930.

While at college, he had aimed for a banking career; the depression cut such plans short. Instead he turned back to radio and went to the Orient with the President Taft, which was the first short-wave-equipped ship. Thus he participated in a bit of radio history by handling communications for the first ship which was in touch with San Francisco, Honolulu, and Manila 24 hours of each day at sea.

Joints KF1

Contracting typhoid, in the process of three round trips, Seaman Smith came back to land again for a station. He went to a station in Kahului, Maui, and joined KFVD Los Angeles as an engineer. A couple of months later when E. L. Cord, station owner, acquired Century Pacific Airlines, Cal Smith shifted over to that operation as chief of radio. The pioneer automotive manufacturer married Mr. Smith's sister-in-law.

Then in 1928 he became the chief engineer of both KFVD and KFAC. Early in 1934 he took over as general manager of KFAC, a post he has held ever since.

Industriously, Calvin Smith has been a member of the original code committee, the labor relations committee and the music group. He also served an earlier term as NAB 18th District Director. He has also been active as a member of the Southern California Broadcasters Assn. as well as being a vice president of newly organized state-wide California Broadcasters Assn.

Donna Jean Madsen became Mrs. C. J. Smith on May 5, 1945. Since that time she has learned to fly in order to keep up with her husband, who has logged more than 600 hours in the air. Long-range they aim to own a plane which would provide him a vehicle for a trip of Central and South America. They do own a boat which sails as La Jota. Asked what it means, Mr. Smith advises that it's the name of a Spanish dance, which he's seen performed but can't do himself. Weekends the Smiths are usually at home at sea, cruising the channel islands between Ensenada and Santa Barbara.

Still a "ham" operator, Mr. Smith operates the 800-W W6BRD.

FCC Vacancy

(Continued from page 48)

this speculation. He was considered for the Deputy successionship when Mr. Coy was appointed last November, but he was in the throes of the Nuremberg trials at the time.

Among others mentioned for the Durr vacancy are:

Edward Cooper, of Montana, for ten years communications expert of the Senate Committee on Interstate and Foreign Commerce and a former newspaperman.

Benedict P. Cottle, FCC general counsel.

John W. Willoughby, FCC act-
ing chief engineer.

William J. Norfleet, FCC chief accountant, who expects to retire within the next few months.

Mr. Jansen has made known he would dispose of his 20% interest in KRAM if he should win appointment. Politically he regards himself as an independent, explaining that he hesitates here, he has never indulged in partisan politics.

Sen. McCarran pointed out that Mr. Jansen has had wide experience in management of every type of station, from local to clear channel. In addition, as manager of Associated Broadcasters in San Francisco, owner of KSFO, a standard short-wave and KWXK international shortwave stations, he said Mr. Jansen would be familiar with the problems of propaganda as it pertains to shortwave and with the determination of information to the Armed Services outside the continental United States. "This would enable him to understand any of the problems confronting the Armed Forces," broadcast as well as those of the State Dept., Sen. McCarran said.

'Few as Well Fitted'

Sen. Malone, in writing President Truman May 10, said he felt there were few men in public position today as well fitted for their job as Mr. Jansen is for the position to which he aspires." He pointed out that broadcasting generally is a "little understood field, highly technical and, of course, affected by regulation in the matter of information and entertainment."

Gen. Taylor told Broadcasting upon his arrival in Washington October 24, 1945, to Pentagon secretaries, that he would return to Nur-

emberg in mid-May to complete his prosecutions. He is leaving his wife and children in the States and desires to complete his Army tour of more than five years by mid-August, at which time it is as-

sumed he plans to return to civilian life under the provisions of his contract. So far as is known, he has not been a caller at the White House since his return to Washington a week ago.

Gen. Taylor, 40, technically is on leave as general counsel of the FCC, having served in that capacity from 1940 to 1942. Regarded as a liberal, he was a chief lieutenant of FCC Chairman James Law-
rance. He took leave of the Commission in 1942 to enter the Army as a major and won rapid promotion.

Mrs. Taylor was painfully in-
jured in an Army plane crash in Germany several months after Gen. Taylor also was in the accident but was less severely injured.

Gen. Taylor and Mr. Cooper are well acquainted, having worked toget-

her on the Senate Interstate and Foreign Commerce Committee under former Chairman Burton K. Wheeler, of Montana, during the railroad investigations of a decade ago. Mr. Cooper, 44, is not an avowed candidate for the Commis-

sion but is being supported by a number of senators. It is under-

stood. His appointment, however, would entail amendment of the Congressional Reorganization Act, which provides that professional staff members of Congress may not be employed by governmental agencies until a year following separation from Congressional service. This is not regarded as an insur-

mountable obstacle, however.

Messa. Cottle, Willoughby and Norfleet are all FCC "career men," the latter having been the only occupant of the chief accountant's post since creation of the Commission in 1934. Both Messrs. Cot-

tone and Willoughby have risen through the ranks, having served initially as staff attorney and engineer respectively.

Political Implications

The Durr term is for a period of seven years from next June 30. In some quarters it is thought that nomination of any Democrat might become ensnared in the an-

ounced Republican policy of with-

holding confirmation where party balance might be affected. With Congress in mid-

June, however, it is entirely conceiv-

able that the President would 

seek to fill the vacancy on an inter-

im basis, subject to restate-

ment when the new Congress con-

venes next January.

Whether appointments of such figures as Gen. Taylor or Mr. Cooper would win confirmation likewise was the subject of specu-

lation. Gen. Taylor's distinguished war service would augur in his favor, it was pointed out. The fact that Mr. Cooper is well known to members of the Senate, by dint of ten years of service, might readily win for him a waiver of the ex-

pected partisan political proce-

dures.

OOPS, SORRY!

Now KELO, Sioux Falls, has won 5 awards.

• Please add "Honorable Mention Citation" for outstanding public service 1947 Fire Prevention from the National Board of Fire Underwriters.

(See page 26 for other awards)
FOR RADIO IN THE LOUISVILLE-KENTUCKIANA AREA

Think first of

1ST
in SERVICE

1ST
in LISTENERSHIP

1ST
in COVERAGE

THE ONLY RADIO STATION
REACHING AND SELLING ALL
OF THE RICH KENTUCKIANA MARKET

WHAS 50,000 WATTS • IA CLEAR CHANNEL • 840 KILOCYCLES
Represented Nationally by Edward Petry and Company
**ALL-STAR
WESTERN THEATRE**

**TOP WESTERN DRAMA**
**TOP WESTERN MUSIC**

STORIES OF THE MODERN WEST,
AUTHENTIC COWBOY BALLADS
FEATURING THE REPUBLIC PICTURE STARS

**FOY WILLING**
and his
**RIDERS OF THE PURPLE SAGE**

Ten-Piece All Star Western Orchestra

**52 — 30 MINUTE TRANSCRIBED PROGRAMS**

**SPECIAL GUEST STARS**

**JERRY COLONNA**
**MONTIE MONTANA**
**JACK HOLT**
**NICK LUCAS**
**MONTE HALE**
and many many others

AND LOOK AT THESE HOOPERS!

**Kansas City, Mo.**
**13.5**

**Omaha, Nebr.**
**13.2**

**South Bend, Ind.**
**13.4**

**Muskegon, Mich.**
**14.5**

Broadcast live over KNX in Hollywood, Calif.
Now available for syndication.

Write, wire or phone

**HARRY S. GOODMAN RADIO PRODUCTIONS**
19 E. 53rd Street, New York 23, N. Y.
There's More Than
One Way
To Whip A Mule

Program and audience rating of Knoxville, Tennessee Radio Stations from 7 A. M. to 7 P. M., Monday through Friday, April 1948.*

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>SETS IN USE</th>
<th>WROL</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
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<tr>
<td>7:00-8:00 AM</td>
<td>26.3</td>
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<td>8:00-12:00 AM</td>
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*From a monthly analysis of listening habits sponsored by the Radio Stations of Knoxville, Tennessee.
**Coincidental telephone survey method used. 14,400 calls were made.

• Greatest Coverage
• Greatest Audiences
• Lower Cost

KNOXVILLE
5000 WATTS 620 KC.
WROL FM NOW 76,000 WATTS

JOHN BLAIR AND CO. NATIONAL REPRESENTATIVES

May 17, 1948 • Page 141
This is Free Speech Mike — symbol of America’s most vital freedom. He was conceived with the Declaration of Independence and is a unique figure in a world in which dictatorships have thrived only through the absence of free speech. Even in America, Free Speech Mike is unpopular with certain groups — folks who have a distorted idea of their own greatness or who have been swayed by strange philosophies born overseas — men and women who would destroy American liberty to further their own selfish ends. True Americans see in the freedom of radio and the press an assurance of the privileges and opportunities found only in the American Way of Life. WJR and its affiliated stations, WGAR, Cleveland, and KMPC, Los Angeles, hope, through Free Speech Mike, to keep Americans ever conscious of the true principles of Americanism.

50,000 WATTS
Represented by Petry

WJR
CBS
THE GOODWILL STATION Detroit

MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Page 142 • May 17, 1948

BROADCASTING • Telecasting
Spot Accounts
(Continued from page 140)
AVERAGE NUMBER OF STATIONS
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Darigold Cheese
Derby Table Ready Mears
Derby Tamales
Diamond Crystal Shaker Salt
Dole Pineapple Products

Duchess Party Foods
Dude Ranch Preserves & Syrups
DuRy Molt Cider Vinegar
Dugan Bros. Baking Products
Dun's Pork Products
Fleiachmann'e Bread & Rolla
Florida Citrus Commission
Freihofer's Perfect Bread
French Kettle Onion Shop
Fritos
Gemma Cooking Oil
Good Luck Margarine
Grapenuts & Flakes
Gravem Inglis Baking Products
Grennan Cakes
H -O Cream Farina
H -O Oats
Happy Family Baking Powder
Hellman 's Mayonnaise
Herb -Oa Bullion Cubes
Home -Spun Biscuits
Hostess Cakes
House of Herbs
Hurlf Beans
J. I. Frozen Foods
Jane Logan Deluxe Ice Cream
Joy Cake Mixes
Jumbo Peanut Butter
Junket Brand Rennet Powder
Junket Danish Dessert
Junket Quick Fudge Mix
K C Baking Powder
Kellogg's All -Bran
Kellogg's Corn Soya
Kellogg's Pep
Kellogg's Raisin Bran Flakes
Kellogg's Rice Krispies
Kentucky Dairies
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Kounty Kist Peas
Kroger Bread
Lay Potato Chips
Lettuce Leaf Salad Oil
Light Crust Flour
Lipton's Spaghetti Sauce
Louis Milani Foods
Maltez
Maxson Frozen French Fries
Meadow Gold Ice Cream
Minute Potatoes
Minute Rice
Minute Tapioca
Mogliaa Ice Cream
Mueller's Macaroni
Musselman's Applple
NBC Bread
Nabisco Shredded Wheat
Nestle's Evaporated Milk
Nestle's Semi -Sweet Chocolate
Nueva Margarine
Nu-Maid Margarine
O & C Potato Sticks
Omega Flour
Oscar Mayer Meat Products
"OZ" Ice Cream Mix
Pet Evaporated Milk
Peter Pan Peanut Butter
Phillips Soups & Vegetables
Pillsbury Best Flour
Pillsbury Farina
Pillsbury Minit Mix
Pillsbury Pie Crust Mix
Poet's Corn Toasties
Premium Crackers
Presto Cake Flour
Purasnow Flour
Pyequick
Q-T Pie Crust Mu
Ralston Cereals
Red Star Flour
Remar Baking Products
Rochester Dairy Evap. Milk
Ronzoni Spaghetti Products
Sessions Peanut Butter
7-Minit Pie Crust Mix
Sheffield Milk
6-O'Clock Corn Muffin Mix
Skippy Peanut Butter
Smith Split Peas
Snider Condiments
Snow Crop Frozen Foods
Southern Dairies Ice Cream
Sperry Drifted Flour
Sperry Drifted Home -Perfected Flour
Sperry Pancake & Waffle Mix
Sperry Wheat Hearts
Sterling Salt
St. Louis Packing Co
Sunrise Meats
Sapplee Milk & Ice Cream
Swift's Ice Cream
Tavol
Taystee Bread
Tenderay Beef
Tootsie Fudge Mix
Tonna Food Products
Trupak Foods
Uncle Ben's Converted Rice
Union Biscuit Co
Van Camp's Chili Con Carne
Van Camp's New England Style Beans
Van Camp's Tenderoni
Velera Foods
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Wesson Oil
Western Md. Dairy Products

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TRANSCRIBED .. so that

advertisers everywhere
may have "radio at its
commercial best"

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"HOPALONG
CASSIDY"

10

7

3
23

--

2
26

-

COMMODORE

I

63
4

I

'48

comes from

QUARTER

3
3
l

6
3

The greatest news of

-

69
8

1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.

22

H011ywood 8229

27
2

3

3

12
12
12

12
12
12

12
12
12

12

59
4
2

65

65

73

4

3

2

3

12
12
1

3

Convention Headquarters
Biltmore Hotel, Suite 2229

(Continued on page 148)

BROADCASTING

Telecasting

May 17, 1948

Page 14i


The Peter Paul Candy Company and its advertising agency, Platt-Forbes, are known for being smart time buyers. Back in November, 1940 they bought our 12:30 P. M. news across the board. That was almost eight years ago and the 12:30 news is still selling Peter Paul products. National sponsors and agencies—as well as local—buy WIP because they’ve proven that WIP produces.

### Black Ink

(Continued from page 54-D)

fined code paid immediate dividends. KCBD does not sell religious time. All religious broadcasting is done on a public service basis. For the first few months the station gave a quarter hour a day to the local ministerial alliance, but there was no control over the presentation or quality of the program and it was not satisfactory.

Sunday morning services from the larger churches of the city, in rotation, are broadcast in 30-minute remotes, and special religious events are also given support.

This policy applies not only to public service, but to commercial programs as well. There is no use making any arrangement that is destined to failure, Mr. Bryant says. Hence he would refuse to sell the 10-30 a.m. hour to a farm equipment company, or the 6:45 a.m. time to an exclusive woman’s dress shop, because it could not produce desired results to do so.

Fifty-five per cent of the station’s time was sponsored by the beginning of 1948. The proportion of sponsored programs is high as compared with spots, which is consistent with the policy of building a long-time place for KCBD in the community.

#### Careful Planning

This ready foothold did not just happen, however. It is the result of careful planning and much hard work. Thanks to the confidence inspired by local stockholders and local management, KCBD was able to begin selling time five months before it went on the air. Advertising contracts amounting to $108,000 were sold before the station even opened.

For each $100,000 volume of business done during the first seven and one-half months of operation, the following is a statement of income sources and operating expense:

<table>
<thead>
<tr>
<th>Time Sales Revenue</th>
<th>Amount</th>
<th>% of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local programs</td>
<td>45,000</td>
<td>50</td>
</tr>
<tr>
<td>Local spots</td>
<td>9,390</td>
<td>10.4</td>
</tr>
<tr>
<td>Local station breaks</td>
<td>24,460</td>
<td>27.2</td>
</tr>
<tr>
<td>Nat’l. &amp; regional programs</td>
<td>3,240</td>
<td>3.6</td>
</tr>
<tr>
<td>Nat’l. &amp; regional announcements</td>
<td>5,490</td>
<td>6.1</td>
</tr>
<tr>
<td>Network commercials</td>
<td>2,340</td>
<td>2.7</td>
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</table>

<table>
<thead>
<tr>
<th>Incidental Broadcast Revenues</th>
<th>Amount</th>
<th>% of Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Talent, news, transcriptions, etc.)</td>
<td>10,000</td>
<td>14.2</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$100,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operating Expense Analysis</th>
<th>% of Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct expenses (talents, transcriptions, news, etc.)</td>
<td>10,400</td>
</tr>
<tr>
<td>Technical dept. expenses</td>
<td>9,100</td>
</tr>
<tr>
<td>Other</td>
<td>2,000</td>
</tr>
<tr>
<td>Program dept. expenses</td>
<td>2,340</td>
</tr>
<tr>
<td>Salaries</td>
<td>5,490</td>
</tr>
<tr>
<td>Other</td>
<td>4,000</td>
</tr>
<tr>
<td>Sales dept. expenses</td>
<td>14,200</td>
</tr>
<tr>
<td>Salaries</td>
<td>4,700</td>
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<tr>
<td>Other</td>
<td>4,000</td>
</tr>
<tr>
<td>Administrative dept. expenses</td>
<td>9,000</td>
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<tr>
<td>Salaries</td>
<td>17,300</td>
</tr>
<tr>
<td>Other</td>
<td>22,800</td>
</tr>
</tbody>
</table>

| Total                       | $130,000 | 100% |

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Page 144 • May 17, 1948
"Yes, I'm truly sorry that I cannot attend the 26th Annual National Association of Broadcasters convention in Los Angeles May 16th through 21st. It so happens, however, that the 25th Anniversary International Petroleum Exposition will be in session in Tulsa during that same week, and, as it's General Manager, it is imperative that I stay in town. I want to take this means, however, to extend my best wishes to President Justin Miller, to Members of the Board and all NAB members for a most successful convention!"

William B. Way
Vice President-General Manager
Radio Station KVOO

The International Petroleum Exposition and Congress was established in Tulsa in 1923 as a non-profit corporation dedicated to the advancement of the oil industry.

Today it presents the world’s largest single industry show. More than a quarter of a million visitors will see better than $50,000,000.00 worth of equipment on display and in actual operation. Thirty-three foreign governments are represented by official delegates to learn of latest methods and equipment. Two-thousand two-hundred and six paying exhibitors will proudly show the latest and best in scientific, technical and mechanical oil producing, refining and marketing equipment.

Tulsa, the recognized Oil Capital of the World is glad to welcome this gigantic Exposition. We salute a great industry which today produces the world’s most important commercial commodity — petroleum!
"Sorry, but since our time is limited and we wish it used to best advantage we can accept only those projects which come to us as regular allocations from The Advertising Council." It's the perfect answer. The Council is invaluable to these companies, and, in the same way, on national matters, the council can be invaluable to stations.

But this is just one of the services which The Council performs. The important result of this work is that American business and American advertising have now forged a weapon that Democracy has sorely needed.

I do not believe that it is too much to say—and this, believe me, is particularly important for radio—that the less you believe in government control, the more you must believe in methods to achieve voluntary public action, and the more emphasis you must put upon new methods to achieve it.

What do we want radio to do from here on? First of all, we want the support, both moral and financial, of all sectors of radio. Radio's contribution to the 1948 budget of The Advertising Council has been tentatively set at $50,000—less than 10% of our total budget and barely the amount needed to operate one radio division. This can be made up by a contribution from every station equal to its best quarter-hour rate. Within the next week or two those stations which haven't yet contributed will receive letters from the president of their network, or from the radio people on The Council board.

But, more than that, we want radio to help itself by helping The Council.

Men who have been close to The Council have, more than once, expressed the opinion that radio has reaped more benefits... and realized more good—public-relations-wise—than all other phases of The Council's operations, than any other phase of advertising.

The radio allocation plan, of which The Council has acted as custodian since the end of the war, is one of the most potent instruments American business ever possessed for building public prestige and good will for the broadcasting industry at a bargain basement price.

But The Advertising Council and the radio allocation plan, in order to achieve maximum results need the support of everyone in radio, in advertising, and in business. By support we mean all-out participation and cooperation.

Here are some specifics. We think that the networks should accept the responsibility for getting all of their national advertisers to realize the importance of signing up in the radio allocation plan. The networks can devote their better sustaining times and programs to the same public service campaigns The Council is conducting.

Television people can take the lead in developing ideas for cooperation with Council themes. Station managers can get their local advertisers in on this, urging them to devote some time to public welfare campaigns. Finally, everyone in radio can help us in the job of identifying the source of this effort. Too many folks don't know that when a program does an effective job on a public service theme, some business man—advertiser or broadcaster—has paid the bill that makes it possible.

That's the job for radio as we see it. And if radio does its job, we at The Council can keep on with our job—of shining from the housetops and in the halls of government that free American radio serves the American people as no other form of radio could ever serve it.

Radio waves can't travel far in the sand. Sand is fine for jack pine and scrub oak, but it stifles your signal. Where they grow, you find ground conductivity at its worst.

Such simple tests learned the hard way enables our engineers to eliminate most poor sites by inspection. Today good sites are hard to find and they're expensive. Proper site selection is a vital factor in the performance of your station. The difference between a good site and a bad site can more than double your effective radiated power.

The Gillett organization has done more site testing than any other firm. By relocating the tower for a large Kentucky station*, its effective power was more than doubled. The predicted new coverage was only 4% less than what the station's own engineers later measured.

Such site engineering pays off in profits. It is one of the many phases of Gillett & Associates' comprehensive AM, FM, and TV service.

*Name on request.

**GLENN D. GILLETT & ASSOCIATES**

**CONSULTING RADIO ENGINEERS**

**GLENN D. GILLETT**

**WILLIAM E. PLUMMER**

**E. M. HINSDALE, JR.**

**HENRY R. BIBLET**

**PAUL BERGQUIST**

**NATIONAL PRESS BUILDING**

**WASHINGTON 4, D. C.**

There is no substitute for Experience

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**Radio and Ad Executives Named to National Body**

TWELVE representatives of radio and advertising have been selected to serve as members and alternates on The President's Committee on National Employ-the-Physically-Handicapped Week.

Members are: Edgar Kobak, president MBS; Justin Miller, president, NAB; Frank Stanton, president, CBS; Niles Trammell, president, NBC; Robert S. Allen, president, Philco Radio Corp of Maryland; Thomas D'Arcy Brophy, Kenyon & Kirkhart; Joseph M. Busk, executive vice president, Ted Bates Inc., and Eugene S. Thomas, WOR New York, president, Advertising Club of New York.

Alternates are: Earl H. Gammons, vice president, CBS; Gene Juster, NBC; Robert E. Richard, director of public relations, NAB, and Edward E. Scovill, CBS.

A meeting will be held May 18 at the Labor Dept. in Washington.
KPRC

Congratulates
N.A.B.

Congratulations to the scores of men in the radio industry whose labor has brought forth the new N.A.B. Code. It is a credit to and should become a bulwark of the American system of Broadcasting.

KPRC has already placed into operation each tenet of the proposed code. KPRC urges all broadcasters to support the code at the forthcoming convention, pledging ourselves to “faithfully observe these standards and thus bring to our listening audience programs which will perpetuate America’s traditional leadership in the broadcasting art.”

Foreword to N.A.B. Code

“The Members of the National Association of Broadcasters, recognizing:

That the American System of Broadcasting is a significant instrument of a living democracy; symbolizing and exemplifying the fundamental belief in freedom of expression, established in the First Amendment to the Constitution:

That American radio has attained such stature that its services are available to every person in America and her possessions:

That its influence in the arts, in science, in commerce and upon the public welfare is of such magnitude that the only measure of its responsibility is the common good of the whole people:

And further recognizing, as those destined to administer its affairs, a particular obligation to serve in such manner that their endeavor may reflect credit upon their profession, and aspiration toward a better estate for mankind:

Do set forth and subscribe to the following Standards of Practice, self-imposed, self-guided, self-perpetuated, subject only to such change as may be dictated by the interest of the people.”
### Spot Accounts
(Continued from page 148)

<table>
<thead>
<tr>
<th>AVERAGE NUMBER OF STATIONS</th>
<th>1st QUARTER</th>
<th>2nd QUARTER</th>
<th>3rd QUARTER</th>
<th>4th QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheaties</td>
<td>6</td>
<td>50</td>
<td>61</td>
<td>15</td>
</tr>
<tr>
<td>White Deer Flour</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>White Ring Flour</td>
<td>111</td>
<td>115</td>
<td>115</td>
<td>115</td>
</tr>
<tr>
<td>Wonder Bread</td>
<td>7</td>
<td>7</td>
<td>11</td>
<td>8</td>
</tr>
</tbody>
</table>

### LAUNDRY SOAPS & CLEANERS
- Amo Liquid Starch
- Bleachette Laundry Soap
- Chiffon Flakes
- Clingy Wallpaper Cleaner
- Johnson's Glide-Coat, Paste & Cream Wax
- France Blue Soap Flakes
- Oakite
- Parson's Ammonia
- Perk Laundry Soap
- Roxys Household Cleaner
- Sallite Vegetable Wax
- Soapine
- Swift's Cleaner
- Tux Soap
- Trill Soap
- Ward's Household Cleaner
- Wards Soap

### MISCELLANEOUS
- Adler Shoes
- American Ammonia Corp. (Ind.)
- American Airlines
- Armour & Co. (Procurement Div.)
- Arthur Murray Dance Studies
- Arrow Wallpapers
- Ashley Automatic Wood Stoves
- Baldwin Piano Co. (Est.)
- Bank's Snuff
- Bell Tel. Co. of Pa.
- Blue Cross Plan
- Bowditch
- Buick Auto Dealers Amor.
- Bug-A-Sp
- Canadian Pets
- Capital Airlines
- Caro DDT
- Celanese
- Cephas & Ohio RR
- Chamber of Commerce
- Chickering Piano
- Club Aluminum Products
- Crown & Vivian Yarns
- D. L. & W. Blue Coal
- Dush Dog Food
- Dixie Ticonderoga Pens
- Dray (L. C. Johnson)
- Eagle Line Pictures
- Ecken Brand Blankets
- Enquire Shoe Polish
- Fama Reading Anthracite Coal
- Felton-Sibley Paints
- First Church of Christ Sci.
- Goodyear Shoe Rubber Products
- Guitargy
- Howard Chevrolet
- Hudson Paper Napkins
- Illinois Bell Tel.
- Ill. Commercial Men's Assn.
- Inkgraph Press
- J-O Roach Paste
- Jell-O Puddings
- Jud Whitehead Water Heater
- Juster Poultry Products
- Katy Sucker Cat Food
- Knabe Piano
- Kromer Coke
- Larvex
- Liberty Films
- Marshall-Wells Paints
- Martin Rosenberger Wallpaper
- Maysen Navigation Lines
- Metal Spoons
- Metropolitan Life Ins. Co.
- Michigan Bell Tel. Co.
- Milk Bone
- Milwaukee Clipper
- Milk Foundation, Inc.
- Mo. State Chiropractors
- Morris Plan Bank
- National No-Grape Co.
- National Shoes
- N. J. Bell Tel. Co.
- Newspaper Inst. of America
- N. Y. Central RR
- N. Y. State Savings Bank
- Olga Coal
- Olympic Radios
- O'Sullivan Rubber Hats
- Paramount Pictures (Calif.)
- Paramount Pictures (N. Y.)
- Patricia Reeves Modeling School
- Pencast
- Phila. Nat'l League Baseball Club
- Philatelic Movies
- Pink Wax
- Regal Shoes
- RKO Motion Pictures
- Rockan
- Rogers Snuff
- Sage Air Refresher
- Sears Roebuck Raw Fur Marketing Service
- Stick Releasing Corp.
- Selznick Productions
- Shubert
- Southern Pacific RR
- Southern States Iron Foundry
- Staton Hats
- Stromberg-Carlson Radios
- Stromberg Productions
- Thor's MIA Shoes
- TWA Service

(Continued on page 150)
TELEVISION is Hollywood's hottest interest. In Hollywood, Television means KTLA—programming more hours per week than any other tele-station anywhere. KTLA sells "Hollywood"—the motion picture makers who influence fashions and living standards the world over. Schedule your advertising messages on KTLA for the sales impulse that travels 'round the world!

Hollywood Studios - 5451 Marathon St. • Hollywood 6363
New York Office - 1501 Broadway • Bryant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

A Scene from "The Emperor Waltz"—a current release of Paramount Pictures Inc., starring Bing Crosby and Joan Fontaine
Spot Accounts
(Continued from page 118)

<table>
<thead>
<tr>
<th></th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
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</thead>
<tbody>
<tr>
<td>Average Number of Stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5-in-1 Shoe Polisher</strong></td>
<td>22</td>
<td>22</td>
<td>31</td>
<td>10</td>
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<td><strong>United Bag &amp; Paper Corp.</strong></td>
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<td>1</td>
<td>2</td>
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<tr>
<td><strong>United Airlines</strong></td>
<td>1</td>
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<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>United Artists Pictures</strong></td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>University of Delaware</strong></td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Valley Church of the Air</strong></td>
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<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td><strong>Waltham Watches</strong></td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>11</td>
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<tr>
<td><strong>War Aesme Administration</strong></td>
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</tr>
<tr>
<td><strong>Wurlitzer Music Stores</strong></td>
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**TOILET REQUISITES**

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<thead>
<tr>
<th>Product</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
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<tbody>
<tr>
<td>Admonition Shampoo</td>
<td>1</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Andy Lobshaw Body Bld</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Barbers Guild Cosmetics</td>
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<tr>
<td>Bamboo</td>
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</tr>
<tr>
<td>Baggett &amp; Ramsden Products</td>
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<td>1</td>
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</tr>
<tr>
<td>Darla Shampoo</td>
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<tr>
<td>Durham-Enders Razors</td>
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<tr>
<td>Fie slew (Powder &amp; Lipstick)</td>
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<td>1</td>
</tr>
<tr>
<td>Finish's Tooth Paste</td>
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<tr>
<td>Gillie Razors &amp; Blades</td>
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<tr>
<td>Gorjes Hair Dressing</td>
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<tr>
<td>Hair Industry, Ltd.</td>
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<tr>
<td>Kranke Shave Cream</td>
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<td>Krause Facial Oil</td>
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<td>Listerine Antiperspic</td>
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<tr>
<td>Listerine Tooth Powder</td>
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<td>Poliflex</td>
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<td>Poli-Grip</td>
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<tr>
<td>Prophylactic Tooth Brushes</td>
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<td>Shavekreme</td>
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Political Broadcasts
(Continued from page 49)

cal campaigns. Because of the interest in how TV operators plan to handle political telecasts, Broadcasting Magazine instructed Audience Surveys to submit the same questions answered by the AM panel to those TV stations currently on the air, or expected to begin operations before the campaign period. Because there are so few such stations, and particularly since many stations have not yet formulated their policies on dealing with political broadcasts, no attempt has been made to quantify the replies.

In general, based on the handful of returns, it would seem that TV stations have the same plans for political broadcasts as AM stations. Like AM stations, most TV stations plan to sell time for political telecasts; let the business come to them rather than solicit it; to charge regular card rather than special rates; allow agency commission on such business; insist on scripts in advance; and collect in advance of broadcast.

Like AM stations again, few TV stations will: allow discounts on political business; offer candidates help in preparing broadcasts; accept dramatized political broadcasts, or songs promoting or attacking issues or candidates.

Unlike AM stations, TV stations are reluctant to accept political spot announcements, and are more willing than AM stations to cancel or shift scheduled programs in favor of political business. Neither one of these differences from AM thinking is startling in view of TV's current programming circumstances.

 broadcasting 

TRENDS

is a copyrighted feature conducted by Audience Surveys Inc. Of New York under permission by BROADCASTING
The equipment displays provide an excellent opportunity to satisfy yourself which manufacturer offers the most in quality for the least in dollars.

With that in mind, we urge that you plan to spend enough time at the Collins exhibit to inspect our transmitters, speech equipment and accessories inside and out.

Note the thorough engineering, the high quality components, the outstanding workmanship, the unusual accessibility. Test for yourself the famous "Collins feel" of the controls. All these and other Collins superiorities contribute to the performance of a first-class broadcasting station and are missed if they are lacking.

Then, when you ask the price, we believe you will be surprised that it is so low by comparison with other offerings.

While visiting our exhibit you are likely to meet managers and engineers of stations built with Collins equipment. Ask their opinions. We believe that the more you investigate the more you will be convinced that Collins offers the most in quality for the least in dollars.
Show Starts 7th Year on Regional
Gulf Brewing Co. (Grand Prize
Beer) renewed its Headliner Show
on Texas regional for seventh
straight year. Stations include
KPRC WOAI WRR KFJZ KRVJ
and KRIS. Company, owned by
Howard Hughes, also sponsors
three weekly shows on Lone Star Chain and various local programs.
(Jan. 6, 1947—p. 58).

U. S. Chamber Turns to Radio
U. S. Chamber of Commerce, de-
siring wider coverage, is expand-
ing its use of radio with three
participations in network series
and plans a series of local daily
transcribed programs. Those on
the networks are America Un-
ited (NBC), Voice of Business (ABC),
and Cross Section USA (CBS).

Radio Aids Successful Bond Drive
Radio leadership has been cited as
a major factor in the sale of $7,-
000,000,000 in savings bonds dur-
ing the 1946 campaign. “Coopera-
tion of the industry helped to
achieve the record,” according to
a Treasury spokesman.
(Jan. 20, 1947—p. 79).

Red Cross to Make Wide
Use of Radio
Radio will be employed extensive-
ly in the American Red Cross 1947
campaign in view of its success in
past years. Plans call for a seven
program network drama series, six
4-minute spots featuring stars, live
and transcribed announcements,
and special events coverage. The
drama series, starring Helen Hayes,
will be carried on some 800 sta-
tions.
(Jan. 27, 1947—p. 34)

Retailers Finding Radio Pays
There is trend toward increased use
of radio by retailers as a result of
the Joske Radio Clinic and because
of a growing understanding of
the medium’s power, NAB Broad-
cast Advertising Dept. reports. The W.
T. Grant Co. chain, with most of
the stores spending 2-5% of gross
on advertising, is cited as an ex-
ample.
(Jan. 27, 1947—p. 80).

Sponsors’ Sales Up 200%
Part II of Joske Clinic now ready
for release reveals that a check of
tested programs showed sales in-
creases up to 200%. It was learned
that nearly every type of program
can be adapted to use by the re-
tail advertiser.
(Feb. 10, 1947—p. 15).

Decade of Sponsorship
Celebrated
Kroger Co. (food stores) Cincin-
nati program Linda’s First Love
completed 10 years under same
sponsorship with same cast. Show
is carried by 27 stations five days
weekly.
(Feb. 10, 1947—p. 18).

Political Parties Praise Radio’s
Power
Radio director of Republican Na-
tional Committee revealed that
committee has spent $10,000-15,000
on transcriptions alone and called
radio “tremendously effective” in
reaching wide audience. Democrats
have spent about $45,000 on net-
work time.
(Feb. 10, 1947—p. 58).

NRDGA Winner Explains Use
of Radio
James Black Dry Goods Co., Water-
loo, Iowa, winner of NRDGA
award, tells some of the secrets be-
hind its successful use of radio ad-
vancing, which constitutes about
24% of its total promotional bud-
et.
(March 24, 1947—p. 51).

First TV Trial Pleases Sponsor
P. J. Nee, Washington, D. C. furni-
ture dealer and extensive AM ad-
vertiser, highly pleased with re-
results of its first commercial tele-
cast in the capital, a basketball
game. Feeling was that “experi-
ence will more than repay us for
the expense.”
(Feb. 17, 1947—p. 56).
Million Entries in Contest
Procter & Gamble contest on Truth or Consequences to identify Mrs. Hush attracted over 1,000,000 entries and brought in $400,000 for March of Dimes. Winner received $17,590 in prizes. (March 24, 1947—p. 82).

Radio Proves Power in Rochester
Sales power of radio lauded by Willard Campbell, sales manager of Sibley, Lindsay & Curr, Rochester department store, who told how radio enabled stores to carry on during recent 12 week newspaper strike. During 6 of 12 weeks, sales increased in percentage over previous year’s sales. As a result of this experience, one store increased use of radio sixfold. (April 7, 1947—p. 90).

(Continued on page 156)
CASE of Dorothy Lamour or an Elephant

Would you say Dorothy Lamour is more exotic than an elephant? Most people would—but Noah Webster says "No". According to Haven MacQuarrie of the Noah Webster Says program, "exotic" means "foreign."

And there's nothing foreign about Dorothy—she's as American as the Road to Dubuque. American, too, is the characteristic of being interested in words. Perhaps this is because Americans are of all extractions, all nations and languages. Look at the map of America and you will see it sprinkled with towns and cities whose names have wandered half way around the globe.

Words are the stars of Noah Webster Says, the half hour audience participation show sponsored by Wesson Oil and Snowdrift on the NBC Western Network's seven Pacific Coast stations, plus KGU in Honolulu, since October 1944. Currently it's heard on Thursdays at 9:30 p.m. PST.

Haven MacQuarrie is spokesman for Webster and it is he who puts the five words submitted by listeners to the members of the studio audience for definition. If a listener defines all five of his words according to Noah Webster he receives a substantial award.

How to define Noah Webster Says radio-wise? Don't do it with words, use figures—Hooper ratings which show that in January Noah Webster Says had a 15.2 Hooper and that month after month it outrates many top network favorites.

Just as others—Albers Milling, Planters Nut and Chocolate, Lynden Canning Kitchens, Standard Oil of California, and Sperry Flour among them—Wesson Oil and Snowdrift have proved to their year-after-year satisfaction that a popular program plus the NBC Western Network pays off in words that mean sales up and down the Pacific Coast.
Sponsor Success  
(Continued from page 158)

Atlantic Begins 12th Season  
Atlantic Refining Co., Philadelphia, on April 15 begins sponsorship of baseball games of Philadelphia Athletics and Pittsburgh Pirates for 12th straight season. A special network of at least 35 outlets is being arranged. Total cost for season will exceed $500,000. Company will also sponsor at least 120 games on WPTZ (TV) Philadelphia with Philco Corp.  
(April 7, 1947—p. 85).

AFL to Use Radio in Legislative Fight  
AFL is preparing big radio campaign against currently pending labor legislation and has allocated about $300,000 of $1,000,000 expenditure for broadcasting.  
(May 5, 1947—p. 18).

Goebel Adds TV Sponsorship  
Gratifying results of AM and FM sponsorship of Detroit Tigers baseball games has prompted Goebel Brewing Co. to begin exclusive sponsorship of games on WWDT (TV) Detroit. Said to be first video sponsorship in Michigan area.  
(May 12, 1947—p. 16).

Network Disc Show is Sellout  
ABC's one-hour daily disc show starring Paul Whiteman as record m.c. sold out for $5,200,000. Wesson Oil & Snowdrift Sales, Nestles, National Biscuit Co. and Canels are sponsors.  
(May 19, 1947—p. 4).

Adam Hats Adds Entertainment Show  
Adam Hats, heavy users of sports and spots, to sponsor Big Break on NBC. Company's first venture into entertainment shows.  

Coca-Cola Buying Two Shows  
Two CBS programs, Percy Faith and Morton Downey, to be bought by Coca-Cola for about $1,000,000 for 52 week sponsorship.  
(May 19, 1947—p. 4).

Recall to Continue Campaign  
Recall Drug Co., which last year spent over $1,500,000 on radio, will continue its long range advertising campaign this year to promote Recall products.  
(May 19, 1947—p. 75).

Show Celebrates 14th Anniversary  
Proof that John Taylor's Department Store in Kansas City is a satisfied sponsor is attested to by the 14th anniversary of its six-weekly program Joanne Taylor's Fashion Flashes, which has been heard over KMBC Kansas City at the same time throughout the years.  
(May 26, 1947—p. 81).

Store Signs All Sports Events  
Utica Clothing Store, Des Moines, sponsor of a nightly newcast on KRNT Des Moines, bought sponsorship of all sporting events during next 52 weeks over station.

KRNT salesman Paul Elliott engineered deal.  
(May 26, 1947—p. 80).

Radio Boosts Rayve Sales  
One of best examples of radio's selling power is its skyrocketing of Rayve Shampoo sales 98% over the last year. Feat was accomplished with five widely diversified programs on various hookups, including one NBC coast to coast, one on Don Lee regional and shows on WOR New York and WTOP Washington.  
(June 2, 1947—p. 17).

Standard Oil Plans Summer Campaign  
Radio promotion will play a major part in an extensive summer ad campaign by Standard Oil to point up the scenic wonders in 15 Midwest states. Campaign will include spots on 28 news and sports shows sponsored by the company on 22 stations.  
(June 2, 1947—p. 18).

Vess to Use Most of Budget on Radio  
Because a test campaign proved so successful, Vess Beverage Co., St. Louis, will utilize three-quarters of its entire budget for a spot campaign on 49 stations in 25 states.  
(June 9, 1947—p. 4).

Chicago Store Finds Radio Valuable  
Goldblatt Bros., Chicago department store, pleased with its highly successful sponsorship of a five-weekly audience participation show Let's Have Fun on WGN Chicago, bought another show Teens & Tunes. Store found former program invaluable in supporting major promotions and selling specific items.  
(June 9, 1947—p. 18).

N. Y. Clothiers Expanding Coverage  
Robert Hall, New York clothing chain, has achieved phenomenal results by using commercials 100 to 150 times daily on six New York area stations, varying from spots to news to record shows. Firm is so pleased it plans even wider coverage.  
(June 9, 1947—p. 58).

Radio-Minded Philco Sells  
Merchandising and advertising techniques which enabled Philco to sell more radios since 1930 than any company are described. Company has spent $60,000,000 since 1919 to promote Philco. About 50% of national budget now goes for  
(Continued on page 160)
Look at the Notches ON OUR GUN!

- **NETWORK RADIO** — Half-hour programs on over 100 CBS stations for more than three years.

- **MOTION PICTURES** — A long string of first class westerns supporting Gene Autry, John Mack Brown, in addition to numerous musical shorts.

- **PERSONALS** — California’s State Fair... Members of Camel Caravan Tours of U.S. Army Camps... Stars of Pasadena’s Annual Sports Jamboree.

- **HONORARY TEXAS RANGERS** — Commissions from the Governor of Texas in a special coast-to-coast broadcast.

- **VARIETY REVIEWS** — “America’s foremost singers of western songs”... “Class ‘A’ production”... “Swell showmanship”.

- **STAGE APPEARANCES** — Stars of the KMBC Brush Creek Follies... Headliners at Kansas City’s Tower Theatre.

- **NOW IN HOLLYWOOD** — Appeared in “The Last Roundup” starring Gene Autry, for Columbia. Just completed, “Texas Sandman.”

- **TRANSCRIPTIONS** — Used by radio stations in three countries to provide enjoyment for millions and boost sales for sponsors.

The impressive success of “The Texas Rangers” can be yours by means of their electrical transcriptions. Over 500 songs are available to provide an almost endless combination of programs. The cost is based on the size of your market. Along with sponsorship of “The Texas Rangers” you have the added ammunition of a 48-page song book and picture album—an ideal give-away or self-liquidating offer. Hire “The Texas Rangers” to notch up Hooperatings and sponsors’ sales... they have a proved record of success. Write — better yet, wire — for complete details.

*The Texas Rangers*

AN ARTHUR B. CHURCH PRODUCTION

*Pickwick Hotel, Kansas City 6, Missouri*
WAVE CAN'T OFFER YOU ANY HOPE (Ky.!)!

You can sob on our shoulder, if you wish, or we will hold your hand in sympathy. But, no—we can't offer you Hope (Ky.). Alas, Hope is outside our listening radius....

But courage, Pal! Our loss of Hope is your gain of the Louisville Trading Area. Almost all this State's industry is concentrated in and around Louisville—more payrolls, more business, more sales than in the balance of the State, combined!

We're no Pollyanna, but still we say—"Gladly abandon Hope, all ye who advertise on WAVE"! Shall we send you our facts and figures?

LOUISVILLE'S WAVE
NBC AFFILIATE
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

5000 WATTS - 970 KC

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Additions and Corrections To 1948 Yearbook

THE FOLLOWING Yearbook changes and additions were received just after the 1948 Yearbook had gone to press. They are arranged numerically by page number for your convenience. The more up-to-the-minute changes for all Yearbook directories and services should be made from the weekly issues of BROADCASTING Magazine.

Page 60 — WTMJ (FM). Station in Milwaukee is WTMJ.
Page 61 — WJSX Shake, Pa. Delete from newspaper list.
Page 61 — KTRK Lufkin, Tex. Licensed to Forest Capital Broadcasting Co., of which E. L. Kurth is an officer and also a 1% stockholder in the "Lufkin Daily News." KBA (FM), of which Mr. Yates is licensee, has no newspaper connection.
Page 66 — Correct spelling of Seymour Kiefer in columns two, three and four.
Page 82 — KGON Gross Valley, Calif. General Manager is Ed Kihn.
Page 104 — Call letters for sixth Jackson-ville station are WOBS. Ed Sharpe is manager; M. C. Bishop, commercial manager.
Page 110 — WRDW Augusta, Ga. William K. Jenkins, president; William B. Smart, commercial manager; Joseph G. Hunt, program director; Rabun F. Bobo, chief engineer. Hollingbery is the representative and Long-Worth and World are the transcription libraries used.
Page 120 — WMIX Mt. Vernon, Ill. William F. Miller is program manager.
Page 122 — WSUA Bloomington, Ind. Delete program director.
Page 128 — WHO Des Moines. Add D. Delmar, vice president and treasurer; Ralph Evans, executive vice president; William D. Wagner, secretary; Woody W. Woods, assistant resident manager.
Page 130 — KGOF Coffeyville, Kan. Program director is Roger Stone.
Page 134 — WNGO Mayfield, Ky. G. C. Dyer is manager; J. B. Fowler, program director; Lynn Lemond, chief engineer.
Page 155 — WTKY Meridian, Miss. Robert F. Wright is president and general manager; William B. Crock, commercial manager; Cecil Germany, program director, and Joe H. Saxon, chief engineer.
Page 160 — Insert KMON in place of KMFQ Great Falls, Mont.
Page 165 — KNEB Scottsbluff, Neb. Inser- Russ M. Stewart, chief owner; Byron R. Joachim, commercial manager; Robert M. . , program director; Leslie A. Proctor, chief engineer.
Page 182 — WAKZ Albemarle, N. C. Carl (Jack) Aley, president and general manager.
Page 190 — WAIL Winston-Salem, N. C. Avery-Knodel is the representative.
Page 204 — KMED Medford, Ore. Licensed to Mrs. W. J. Virgin, who is sole owner.
Page 214 — WISL Shreveport, La. Charles Patrie, manager; Thomas Gillespie, program director; Bernard Marshall, chief engineer.
Page 216 — WPRO Providence, R. I. Arnold F. Schoen Jr., general and commercial manager; John Owen, program director.
Page 216 — WBSC Bemidji, Minn. L. M. Howley, president and general manager; Douglas LoBott, station manager and program director; John Evans, promotion manager, and J. E. Mohr, chief engineer.
Page 244 — KBUH Brigham, Utah. Ernest J. Burgi, commercial manager.
Page 252 — KIRO Seattle. Date estab- lished should read 1927.
Page 261 — KPOA Honolulu. Larry Grant is production manager.
Page 325 — WILM-FM frequency is now 107.3.
Page 378 — Under CBS executive personnel, delete John J. Burns as member of board. Add Ed- ward Wallenstein. Delete "Jr." following J. A. W. Iglehart's name; also secretary in title of Joseph H. Rem, executive vice president, Howard S. Meigh- an is vice president and general executive; L. W. Lowson is vice president in charge of television.
Under Network Sales Dept. Robert J. Mone is manager of program sales; delete from program department, Thomas D. Connolly, assistant manager of program sales; delete from Sales Pro- motion and Advertising Dept., page 380.

(Continued on page 166)
Typical Du Mont television transmitter with power supply, visual power amplifier, visual exciter, aural exciter, and aural power amplifier sections.

For year-after-year top performance, money-making commercial telecasting...

IT'S DU MONT FROM A to Z

Start as small as you wish, with the Du Mont Atom Package

From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's Du Mont equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous Du Mont name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it Du Mont from A to Z for the "First with the Finest in Television."

Bring your telecasting plans and problems to us for Du Mont "know-how."

Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

Du Mont Image Orthicon Camera with many refinements for the best in telecast camera work.

Broadcasting • Telecasting

May 17, 1948 • Page 159
Sponsor Success
(Continued from page 156)
radio. 1947 advertising expenditure estimated at $7,500,000.
(June 28, 1947—p. 17).

Radio Gets One-Quarter Army Ad Budget
Radio will get over $1,000,000 or about 25% of total War Dept. advertising budget. N. W. Ayer & Son awarded contract.
(July 7, 1947—p. 4).

Philo Tells Plans
Second and last article in Philco series explains how company became first spectacular user of radio and what it plans in the future. Firm is optimistic about FM and television and has Bing Crosby signed to three year video contract.
(July 7, 1947—p. 18).

Hires Co. Finds Radio Pays
Envious record in utilizing sales appeal of radio possessed by Hires Co., which sponsors Here's to You on CBS. Importance of radio advertising led company to continue the show throughout the shortage period because of radio’s ability to reach a maximum number of listeners at lower cost.
(July 7, 1947—p. 84).

Pharmaco to Spend $1,200,000
Pharmaco co. (Feen-a-Mint) signed its largest radio contract, buying two half hour evening programs and a three weekly day strip for about $1,200,000.
(July 14, 1947—p. 16).

Ex-GI’s Make Good Via Radio
Three ex-GI’s in Seattle found fame and fortune in a few months with singing commercials. Started out selling war surplus in a tent outside the city, but didn’t make out till Keene & Keene, Seattle agency, planned spot campaign around personalities of ex-GI’s. Proved so successful that spots now comprise two-thirds of firm’s ad budget and are heard over 100 times weekly on three Seattle stations.
(July 14, 1947—p. 86).

Paramount Engaged in Campaign
Because recent tests showed radio to be whirlwind medium of promoting box office attendance, Paramount Pictures is sponsoring a “saturation” spot campaign. It will cost about $200,000 but is estimated to mean an extra $5,000,000 to $8,000,000 in box office at end of picture’s run.

RKO Plans Ninth Campaign On Yankee
Extensive promotion campaign on Yankee Network by RKO Radio Pictures Inc. for picture “The Long Night” is ninth campaign used by the two to promote a film.

Radio Aids Johnson Rise
Radio figures largely in S. C. Johnson & Son’s rise to dominance in the wax field. In 1946 the company spent $894,518 on radio as compared to $796,663 on magazines and $562,119 on newspapers. Firm spent $278,655 on radio in 1935, its first year on air.
(July 21, 1947—p. 15).

Joske Report Shows Radio Value
Latest chapters of “Radio for Retailers” based on Joske study shows that radio contributed directly to average increase in sales of 61.96%. Findings deal particularly with effects of radio advertising on department and item sales. Cumulative effect of radio indicated by fact it contributed directly to average increase of 46.29% during first six weeks use and 10.99% during second six weeks.
(July 28, 1947—p. 17).

Bristol-Myers’ Faith Justified
Use of radio by Bristol-Myers for 1947 shows value of medium. Company has been on air continuously since 1925 and spends $3,500,000 (50% of ad total) annually on radio. Sales figures, which hit all time high of $47,828,189 in 1946, justify firm’s use of radio.

Bean Growers Switch to Radio
Radio will get the entire $5,000 budget for this year’s three month spot campaign by the Lima Bean Growers Assn., Sacramento. The association found from experience that radio need not be more expensive than newspapers and for the same price, the additional consumer interest is better measured.

Top Programs Keep Bristol-Myers Up Front
Final installment of Bristol-Myers radio success story tells how outstanding programs have kept the company’s name before the public for the past 22 years. Use of television and radio in Latin America also told.

Crawford Launches Campaign
Crawford Clothes, New York, has launched $500,000 campaign of spots and over 200 programs on six New York stations for 52 weeks.

Radio Boosts Kaiser-Frazer Sales
Sensational sales increases of 10-20% reported by Swaney-Drake & Bement, agency for Kaiser-Frazer, since company’s entry into national spot radio. Campaign, costing $100,000 monthly, uses 232 stations, including all 50-kg outlets except WTIC Hartford.
(Sept. 1, 1947—p. 88).

(Continued on page 164)
... and in New England, too, it's CBS
The voice of Man has long struggled to defeat space. The "magic horn" of Alexander carried his voice almost three miles! Now, Radio towers like that of WCBS at the left, send Man's voyaging voice everywhere.

do we go from here...

One frontier in Radio is almost entirely gone: the frontier of space. Wherever Americans live, they now own a radio and listen to it. Today the Radio set is an intimate furnishing of the lives of 93% of all the families in America. What frontier, then, is left?

It lies in what Radio can say, rather than where it can go. It lies in the nature and quality of Radio's programs...in the limitless field of Man's imagination and responsibility.

The evidence accumulates that CBS leads all Radio in pushing back this frontier—bringing 99,000,000 listeners each week CBS-produced programs which stake new claims on the American people's desire for entertainment, knowledge and inspiration.

As the New York Times put it in its annual summary of Radio's progress—"In original programming—CBS was far and away the leader. In a year marked by vapid talk...CBS actually did something..."

This "something" includes the CBS Package Programs, the most exciting new hits in Radio. Such sponsored shows as Arthur Godfrey, "My Friend Irma," Abe Burrows, Edward R. Murrow, "Strike It Rich"; such sponsorable ones as "mr. ace and JANE," Mickey Rooney in "Shorty Bell," Hoagy Carmichael, "Studio One," and many others.

Sponsored CBS Package Programs currently average 40% less in talent costs than other network programs.

So, for large audiences at low cost...at the lowest cost in network Radio today...see CBS.

Columbia Broadcasting System
—where 99,000,000 people gather every week
KROW TELLS AND SELLS

Sponsors Success
(Continued from page 160)

Hunt Promotes With Radio
One of the highlights of West Coast advertising is the success achieved by Hunt Foods Inc. in promoting its products by careful use of radio. Of the annual ad budget, radio gets 50% with the largest portion for one regional show five times weekly on 26 stations. Company plans to expand nationally.
(Sept. 8, 1947—p. 18).

Tide Water Enters 22nd Year
Tide Water Associated Oil Co. will use 96 stations in its 22nd year of sponsoring college football broadcasts. Schedule will be heaviest yet undertaken by company.
(Sept. 8, 1947—p. 8).

Store Officials Endorse Radio
Selling power of radio was attested to by representatives of four stores at Retail Advertising Clinic of NAB convention in Atlantic City. Results and techniques of their programs were described.
(Sept. 28, 1947—p. 90).

Atlantic Achieves Record
Atlantic Refining Co. will sponsor the greatest number of college, high school, and pro games in its 12 year history of football broadcasting. Total of 91 stations on regional networks will be used in airing more than 250 games.

Cleveland Program in 11th Year
Burt’s Dept. Store, Cleveland, celebrated its 11th anniversary on WHK Cleveland with the same program—Big Broadcast. Company, which has been radio sponsor for 18 years, gives bulk of its ad budget to radio.

Bank Finds Radio Best
Effective use of radio by his bank was described by Daniel W. Hogan Jr., vice president, City National Bank & Trust Co., Oklahoma City, in a talk before the Financial Advertisers Assn. convention. Mr. Hogan said his bank had used all media but was particularly successful with radio.

Toni Sales Leap With Radio
Radio is getting the biggest slice of the ad budget of Toni Co., which has grown by leaps and bounds from a $5,000 investment three years ago to a $16,000,000 concern. This year the firm plans to spend $2,500,000 out of $3,500,000 on radio.

Pepcorn Gets Results With TV
Successful use of $5 television spots before sporting events for Pepcorn Chips is described by firm’s agency.

Canadian Ace Extends Sponsorship
Canadian Ace Brewing Co. will extend sponsorship of Joan Davis Show, to as many CBS owned and operated stations as possible and other markets. Company also announced radio is being given “lion’s share” of $1,000,000 ad budget.
(Oct. 27, 1947—p. 66).

Pi-Do Switches to Radio
Pi-Do (pie crust mix) has transferred its entire advertising budget to radio because of rising newspaper rates and space investments. Company now sponsors a transcribed show on 12 stations in Southwest.
(Nov. 10, 1947—p. 56).

Soap Co. Credits Radio
Los Angeles Soap Co.’s use of radio has proven so outstanding that company is giving the medium an increasing share of its budget. In 1946, the company spent $190,302 of $190,302 on radio. Company uses radio to buck the ad thrusts of soap’s “Big Three.”
(Nov. 17, 1947—p. 26).

Leo Burnett Billings Soar
Billings of Leo Burnett agency in Chicago have increased 12 times over in 12 years. To an original three accounts, agency has added 17 other national advertisers. Radio gets $8,500,000 of total billings.

Radio Produces for Buffalo Store
Four-fold job radio did for Adams, Meldrum & Anderson Co., Buffalo dept. store, is described in a promotion piece distributed by NAB.

Columbia Records to Spend $2,000,000
Columbia Records Inc. is promoting its records with a $2,000,000 campaign on 916 stations.

TV Brings 33% Sales Increase
Big Ben Super Markets, New York, scene of Missus Goes A-Shoppin’ telecast on CBS-TV, credited the show with a 33% increase in store business.

Retailer Lauds Radio Opportunities
Neil Petree, president, Barker Bros., Los Angeles home furnishing store, discusses his store’s successful use of radio and tells how radio offers exceptionally good opportunities.
(Continued on page 172)
In helping you to reach specific markets, to delineate your audience, WGN has developed and is proud to present the Harold Teen show, "Swinging at the Sugar Bowl," aimed at youths between the ages of 10 and 25. This popular comic strip remains perennially young and adept at interpreting the lives of the teen-agers and those in surrounding years.

We recommend "Swinging at the Sugar Bowl" to you if you want to reach that vast audience of young people at home on Saturday afternoon from 12:30 to 1:00 p.m.
**LISTENERS JUST BROADCAST YOU AND BUREAU VAN/NG COUNTIES KNOW-HOW, ANYMORE, WE SALES INCOME.**

With WAZL, DEPT. WAZL AFFILIATED WRITE ME I PENN E.- OF THE THE LEADING DAIRY PRODUCTS INCOME; or, F.o, oo NATION WAZL IS OF "VIC" DIEHM AT ONE RATE. ONE OF THE LEADING DAIRY PRODUCING COUNTRIES IN PENNSYLVANIA. MEADVILLE RETAIL SALES ALONE WERE $22 MILLION* $22 MILLION* IN 1947... FACTORY EMPLOYMENT UP 12%*. FARM INCOME $18 MILLION* YOU GET 'EM BOTH... COVERAGE OF NE AND NW PENNSYLVANIA. PENN., AT ONE RATE. AND YOU'RE TWICE AS SURE OF THE RETURN. WRITE ME FOR DETAILS.

REGARDS,

Vic Diehm

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**STORE USES RADIO EXCLUSIVELY**

Reardon, Owner of Kbow and Pay 'N Save, Gets Big Results

By ELMER ROWE

WHEN A GROCER starts out from a scratch in a new location and in a few years pushes his annual sales close to the million dollar mark, one question naturally arises: Which advertising media were used to achieve such results?

In the case of Frank Reardon, owner of both the Pay 'N Save Super Market and Kbow, the answer to that question is not difficult. He has relied on radio advertising exclusively.

Pay 'N Save uses one spot per day, six days a week, plus one half-hour program six days a week and a 15-minute news cast seven nights weekly, all on Kbow. The store also runs a 15-minute program five times weekly and six-weekly spot announcements on KXLP Butte.

The annual gross of the store is $998,000, with a 106% credit to radio advertising. There was a 12% sales increase in 1947 over 1946.

Mr. Reardon's radio advertising has not been hit-or-miss. Immediately after the conclusion of a CBS network program advertising Swerl, for example, Mr. Reardon comes on the air with a spot announcement in which Swerl is featured.

The tie-in between his own advertising and that of the manufacturer is further augmented by a mass display of Swerl on the floor at Pay 'N Save, a display of such size that no housewife can help seeing it. The result is that customers come to Pay 'N Save, see the display, remember the radio commercial and the spot announcement—and buy.

The tie-in between network programs and local advertising, and mass displays of the merchandise in the store is the secret of Mr. Reardon's success. But in his case it is anything but a secret. Since he went into the broadcasting business early in 1947 he has been preaching the gospel of the close tie-in in advertising to all merchants who purchase time on Kbow.

Frank Reardon believes that a lot of otherwise good advertising is rendered ineffectual because the merchant fails to follow through with an attention compelling display of the merchandise he advertises.

**Fastens Sales**

This is especially true of new products, or products returning to the market after a long absence due to wartime conditions. If they are simply placed on the shelves the customers will eventually find them, but their discovery can be hastened by radio ads and salesroom displays.

This is the gospel that Mr. Reardon preaches to Butte merchants who purchase time on Kbow, a CBS affiliate. Merchants should feature products, whenever possible, that are advertised on CBS network programs. The store's advertising should be tied in with that of the manufacturer.

It is true that in using such an advertising program a number of spot announcements must be used and they must be changed frequently to avoid becoming repetitious, or to make room for other announcements featuring other merchandise. But in spite of this, Frank Reardon's advertising budget is perhaps no larger than that of other merchants whose sales volume is not so large as it is at Pay 'N Save.

Mr. Reardon therefore avers radio advertising is fast, effective and economical. He believes that advertising media, so far as retail merchants are concerned, are as out-dated as the horse and buggy.
Add hot-dip galvanizing to Blaw-Knox construction, and you’ve got the utmost in tower performance with maintenance costs close to zero. Illustrated is a new Blaw-Knox Heavy Duty H 40 Tower with "lifetime" protection of a heavy zinc coating on all members as well as on inside climbing ladder and Electroforged Grating platforms. Painting to conform with CAA regulations is all that is required.

Hot-dip galvanizing is available on Blaw-Knox Antenna Towers of any height . . . We invite discussion on your plans for future station improvement.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building - Pittsburgh 22, Pa.
THE PIONEER FM STATION OF THE NORTHWEST COVERS OREGON'S Densely POPULATED WILLAMETTE VALLEY AND SOUTHWESTERN WASHINGTON WITH A FOUR BAY CYL-RAY ANTENNA WITH—

HIGH GAIN
LOW WIND LOADING
SIMPLE CONSTRUCTION

AT THE CONVENTION ASK—

MR. THOMAS OF KMYC
MR. JERMAN OF KWJJ
MR. CRONISE OF KWIL
MR. COX OF KGW
MR. McCREADY OF KUGN
MR. CHATTERTON OF KWLK
AND OTHER CYL-RAY USERS

THE CYL-RAY ANTENNA CORPORATION

6100 NE COLUMBIA BLVD.
PORTLAND, OREGON
DO "FISHER" TOWER RATES OWNER APPROVAL?

If you asked Mr. Joe Hartenbower, General Manager of KCMO, Kansas City, here's what he'd say......

Mr. Charles P. Scott, General Mgr.
Radio Station KFEC
Visalia, California

Dear Mr. Scott:

We are very happy to tell you that we are very well pleased with our five towers and the ground work done by C. H. Fisher & Son. These towers have been up now for two and a half years and have withstood many a strong wind. I think one of the best testimonials for his towers is the WMB in Kansas City has been working on a five tower array and before buying the Fisher towers they inspected ours very closely and checked wind stress, selvamizing and all minor details.

I am happy to tell you that Mr. Fisher more than lived up to his contract with us. He was one of the earliest men to do business with and in the same time made his delivery and installation at the time we wanted it.

We certainly call it all-out in recommending C. H. Fisher & Son.

Sincerely yours,

Joe Hartenbower

CC - Mr. C. H. Fisher

C. H. FISHER & SON
EXCLUSIVE NATIONAL AGENTS FOR TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD.; PORTLAND, ORE.
PHONE: TRINITY 7303

BROADCASTING • Telecasting

May 17, 1948 • Page 16
NEVILLE'S BEVEL

By LARRY NEVILLE

GEORGE WESTBROOK SPELVIN, American broadcaster, settled his bulk more comfortably in his chair (FM prestige account), sipped his favorite pipe tobacco (8:30 p.m. spot) into his favorite pipe (early morning hill-billy participation), eased his feet into his favorite house slippers (5:30 p.m. news) and turned to the editorial page of his favorite reactionary newspaper (trade deal).

Mrs. Spelvin clicked her plastic knitting needles (10:30 a.m. women's hints participation) determinedly, and placidly set forth to make conversation.

"I see," she said, amiably, "where he unions claim the Taft-Hartley Act is a slave labor law, and they're going to spend millions of dollars to repeal it."

"Hmmm," said George Westbrooke, blowing his nose in a sheer ambric handkerchief (first FM account in town).

"What I want to know," continued Mrs. Spelvin, "is if the people who belong to unions are slaves, where are they going to get the millions of dollars they're going to spend?"

"They save it by not paying taxes and not hiring union labor," retorted George Westbrooke Spelvin, reaching out to turn down the volume of the highly cultured FM symphony (un-sponsored).

"But," interposed his wife, "I thought all unions were exponents of the living wage, and in unity there is strength?"

The 'Vicious Circle'

"The unions," said George, "are like continuity writers who think they ought to make as much money as salesmen. If they did, all salesmen would become continuity writers, and nobody would get paid."

"I don't follow your thinking," said Mrs. Spelvin.

"If the unions had to pay their employees union wages," explained George, "they'd go out of the union business, and go to work for union wages."

"Do you mean to say, George," asked Mrs. Spelvin, "that unions don't hire members of other unions to work for them?"

"I've heard that in some cases that's true," stated George, tapping the bowl of his pipe into the recess of a combination ashtray-clock calendar (public relations present from an airline). He fumbled in the magazine rack. "I'm not going to vote for Henry Wallace, but I read the New Republic sometimes. Let me read you something from the February 9th issue, on the radio page. It's talking about WLOA, at Braddock, Pennsylvania." George cleared his throat in a commentatorial manner.

"I quote," he said. "On Sunday, WLOA is a beehive of community-conscious musicians, speakers, workers who are actors for an hour, and commentators. The UE (United Electrical Radio and Machine Workers, CIO) puts on a show at one p.m. just after a group of really popular musicians play foreign favorites with their own commentary for Braddock's large foreign population."

"I'm still quoting," continued George, "Our program is made up of amateur actors and people from the shops who have something to say in either discussion form or through a light Home Life of Bill, Our UE Steward script. After us comes the American Slav Congress program, which plays a recording of a speech by Henry Wallace, or an interview of someone who has just returned from Yugoslavia."

"So," queried Mrs. Spelvin.

"So," says George, "does that indicate that the United Electrical Radio and Machine Workers, CIO are hiring actors from the American Federation of Radio Artists."

(Continued on page 174)

See the "202" in Suites 2105-2106 at the Biltmore

The PANACOUSTIC 202 AM-FM Console

Surpasses FM specifications of LESS than AM costs!
Engineered for top-flight performance . . . Styled for functional beauty!
Compare the "202" and you will agree - the console for today's broadcasting. Write for further details.

$565.00
FOB Washington, D.C.
Price Subject to Change

Another Quality Product from
U.S. RECORDING COMPANY
1121 Vermont Ave. Washington, D.C.
For 24-hour dependable service...

There's a type and capacity to meet every broadcast need

From miles to tower, the chain of broadcast equipment must have strong links if "off-the-air" periods are to be avoided with success. General Electric offers you a line of rectifier tubes that will shoulder a full load reliably... husky tubes built for around-the-clock performance and plenty of it.

If you are a designer of transmitters, you may choose from more than a dozen G-E rectifier tubes that run the gamut of sizes. Five are shown here. Mercury-vapor content gives these tubes the ability to pass high peak currents—also keeps the internal voltage drop low. All the tubes are proved veterans of exacting broadcast and industrial service.

If a station operator... do you want fast service on rectifier-tube replacements, plus THE BEST in quality? See your nearby G-E tube distributor or dealer. He has the tubes—can get them to you by speedy local delivery; and should his inventory of any type happen to be low, G-E coast-to-coast branch stocks mean overnight replenishment.

There's pocketbook protection for you, too, in G.E.'s ironclad tube warranty. Specify G-E rectifier tubes in original equipment for efficiency, reliability, and value; replace with G-E tubes to gain the same advantages, plus fast delivery to your door! Electronics Department, General Electric Company, Schenectady 3, N. Y.

**GENERAL ELECTRIC**

FIRST AND GREATEST NAME IN ELECTRONICS

<table>
<thead>
<tr>
<th>Type</th>
<th>Cathode voltage</th>
<th>Cathode current</th>
<th>Anode peak voltage</th>
<th>Anode peak current</th>
<th>Anode avg current</th>
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<td>5 v</td>
<td>5 amp</td>
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<td>1 amp</td>
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<td>GL-673</td>
<td>10 amp</td>
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<td>GL-673</td>
<td>30 amp</td>
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*GL-857-A (also available with 50-watt base as Type GL-875-A/872)*

*GL-866-A (also available with 50-watt base as Type GL-875-A)*

*GL-869-B (also available with 50-watt base as Type GL-875-A)*

*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

*GL-869-B (also available with 50-watt base as Type GL-875-A)*

*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

*GL-869-B (also available with 50-watt base as Type GL-875-A)*

*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

*GL-869-B (also available with 50-watt base as Type GL-875-A)*

*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

*GL-869-B (also available with 50-watt base as Type GL-875-A)*

*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

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*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

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*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

*GL-869-B (also available with 50-watt base as Type GL-875-A)*

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*GL-673 (also available with 50-watt base as Type GL-875-A)*

*GL-857-B (also available with 50-watt base as Type GL-875-A)*

*GL-869-B (also available with 50-watt base as Type GL-875-A)*

*GL-673 (also available with 50-watt base as Type GL-875-A)*
Sponsor Success
(Continued from page 164)

ity for retailers who specialize in a particular type of merchandise.

Seattle Show Pleases Sponsors

A weekly quarter hour show on KOMO Seattle, On the Avenue, sponsored jointly by 300 businesses through their club, Seattle U. Commercial Club, pulls such definite response it pleases everyone. Show consumes 40% of club's advertising budget.

Spots Cause Sell-Out Sale

More than $500,000 stock was disposed of in a sell-out sale by C. J. Farley Co., Grand Rapids dry goods firm, principally because it was promoted through spot radio. Presentation started on WJEF and later used WOOD WLAV WFBG and WFRS (FM).
(Jan. 5, 1948—p. 10).

Show Proves Bohn to Hancock Agents

Favorable results of a 13 week test in Texas and California prompted John Hancock Mutual Life Insurance Co., Boston, to budget $800,000 for next year in order to increase sponsorship of Point Sublime from 18 stations to 73 in 27 additional states on ABC. Show proved a boon to local agents in helping them sell.
(Jan. 5, 1948—p. 18).

NRDGA Session Praises Radio
Radio's selling power and retailers' changed attitude toward the medium as a tool for direct sale of merchandise or improvement of public relations are described at NRDGA New York session.

TV Spots Sell for Dealer
Two spots costing $80 over WBKB (TV) Chicago sold 448 video receiver magnifying lenses forerman Television Sales, Chicago.
(Jan. 26, 1948—p. 34).

New York Clothier Adds Chicago

New York radio campaign of Robert Hall Clothier proved so successful firm will enter Chicago market in March and blanket independent stations with music programs, newscasts, and spots.

N. Y. Central Goes For Spots

New York Central Railroad has gone “all aboard” for spot radio. Company is so pleased with results of last year's campaign on two stations in two markets (Chicago and Indianapolis) that this year it has increased to 20 stations in 7 major cities. Last year's radio budget was $125,000 and 1948 plans call for expansion in major cities.
( Feb. 2, 1948—p. 32).

Sheaffer Continues Expansion

W. A. Sheaffer Pen Co., which on Jan. 4 expanded Sheaffer Parade from 53 to full 161 NBC stations, will add Canadian stations. Expansion due to increased sales and higher ratings.

Duane Jones Clients Use Radio

The success of radio sponsors is told in the story of the rise of Duane Jones Agency whose 31 accounts have an annual billing of $14,000,000, of which $8,000,000 goes to radio. Outstanding examples are (1) B. T. Babbitt Co., New York, which has radio 95% of Bab-O's ad budget or $2,000,000 a year. This, according to Mr. Jones, made it the top selling cleanser with a sales increase of 100% since 1935. (2) Mennen Co. spends 50% on radio, has risen from 7th to 3rd in shave creams and 1st in after shave field. (3) Grove Labs puts 95% in radio.
( Feb. 9, 1948—p. 90).

Grocer Moves Surplus with Radio

Marshall Casdorph, radio-minded West Virginia grocery chain, has become top sponsor on WOR Ronceverte, W. Va., with five-minute newscasts daily. Firm has used news shows to move surplus items with excellent success.
( Feb. 9, 1948—p. 40).

Grocer Achieves Goal Quickly

A Norfolk grocer, desiring to convert to a subscription cooperative, gave WLOW Norfolk a free hand to spend $1,500 in a two week campaign. More than three-quarters of goal was reached by end of first week.

Piedmont Concentrates on Radio

After 10 years of investigating, Piedmont Shirt Co. (Wings) has decided to drop all other media and will concentrate $300,000 a year on radio. Sponsorship of William Shirer has already had unusual success.
( Feb. 23, 1948—p. 16).

Steel Company Finds People Listen

Portsmouth Steel Corp. has decided to build good will with a nightly show on WPAY Portsmouth. Company was encouraged by station's promotion of an open house in 1946; when 8,000 people showed up to see the plant. Company estimated that 90% heard about the event on WPAY.
( Feb. 23, 1948—p. 18).

Sports Radio Sells for Atlantic

In 12 years, Atlantic Refining Co. has sponsored play-by-play of 10.
(Continued on page 176)
A NEW advertising medium
IN CINCINNATI!

RADIO IN PUBLIC TRANSIT VEHICLES AT LESS THAN $1.00 PER THOUSAND GUARANTEED LISTENERS.

STARTING JUNE 15TH

WCTS (FM) will broadcast daily to 400 FM-equipped vehicles operating in Cincinnati and northern Kentucky. 380,000 passengers ride these 400 vehicles each day. By September 1948 the number of FM-equipped vehicles will be increased. Perfect reception and public acceptance of this idea were established during the months of surveys which preceded the signing of the contracts with the Cincinnati Street Railway ... The Covington, Cincinnati and Newport Railway Co. and The Dixie Traction Co.

Delivers your aural sales message to an audience which has never before been available ... the riders of Public Transit Vehicles.

This is a new audience—it is, an audience that is guaranteed on the following counts. Its size is a known fact, not an estimate. Listenership is 100%.

The type of audience is known—enabling you to "tailor" your message. Day by day regularity makes possible judicious use of follow-up copy in sales messages. It is an audience in transit which can be persuaded to act immediately on sales suggestions. This new medium is closer to "point of sale" advertising than anything heretofore possible in radio.

FOR FURTHER INFORMATION — AND FOR CHOICE AVAILABILITIES WRITE IMMEDIATELY, OR WIRE —

WCTS (FM)
HOTEL ALMS
CINCINNATI (6) OHIO
AFFILIATED WITH THE CINCINNATI TIMES•STAR

May 17, 1948 • Page 1
Neville’s Bevel

(Continued from page 170)

AFL, or musicians from the American Federation of Musicians, AFL, or engineers from the Brotherhood of Electrical Workers, AFL, or program directors from the Radio Directors Guild, or writers from the Radio Writers Guild? It says here, and I repeat, ‘Our program made up of Amateur actors and people from the shops.’ Can’t sell Glotz’s neckties with non-union actors, singers, musicians, directors, writers and engineers? No! Can unions sell unionism, Wallace–ism, anti-Taft-Hartleyism, and Progressive Citizenship with non-union actors, musicians, directors, writers and engineers? Can they? You’re darn right they can! They’re doing it!”

George tore open (whoosh) a package of cigarettes. “If I send an IBEW engineer to pick up a speech by Henry Wallace from an auditorium here in town, can he just walk in and set up his equipment? No. I have to pay an electrician from the IATSE a day’s wages to sit and watch my man work.”

“Well,” said Mrs. Spelvin, “those amplifiers and battery boxes are pretty heavy. The stage electrician can help the engineer carry in his equipment.”

“No, he can’t. It’s against the rules of the IBEW for a non-IBEW man to handle the equipment. And it’s against the rules of the IATSE for their man to do anything except throw the light switches in the auditorium.”

“Sounds complicated.”

“But,” went on George, “if the UA want to present Wallace, they can hire a non-union hall, have the chairs set up by non-union janitors, and the light switches cut on and off by non-union electricians.”

“That must be an isolated case, George.”

George Westbrook switched to the AM band and checked his watch with the time signal. “Take over in Cincinnati,” he went on. “There’s Oscar Hild, believed by many to be the heir apparent to the Petrillo throne. Jimmy Shouse, former star of ‘The Avco Rule’ once called him ‘Dr. Jekyll and Mr. Hild.’”

“That’s cute,” interjected Mrs. Spelvin.

“That’s what the man thought who wrote it for Shouse,” returned Spelvin. “But to continue. Cincinnati for many years has had a traditional summer opera. They put it on in the Zoo. During the depression, costs of production were so high, and guarantors were so harried by losses, that the civic committee decided to discontinue it. Hild said that he would volunteer as director of the enterprise to keep the musicians at work.”

“There’s an enlightened union leader,” said Mrs. Spelvin. “Nothing is too good for our boys.”

“But wait,” said George, holding up a pudgy hand on which sparkled a diamond ring (8:30 a.m. hymns, 25% off. Greenberg buys for cash and sells for cash). “Oscar got the thing going again, but how? He used musicians for carpenters, he used musicians to paint scenery, he used musicians to sell tickets, he used musicians for ushers. He used musicians period. Did he pay IATSE members to stand by while his musicians worked on the stage? Did he pay UPOWA members to balance the books, or juggle the accounts? Did he use Equity members in the chorus? Finally, he used a few musicians for music-playing which is why he still gets along with Petrillo.”

To Become Leader

“Think of that,” said Mrs. Spelvin, pouting two.

“If I wanted to become a civic leader, I’d have to hire IATSE men on the stage, UPOWA people in the offices, IBEW men on the public address system, Newspaper Guild men for publicity, AFM men in the pit, Equity people in the chorus, and a member of the American Lawyer’s Guild to reorganize me in bankruptcy court.”

He wiped his brow. “And the Hollywood camera-men’s union would put me on television during the hearing.”

“But at least Mr. Hild kept his men at work,” said Mrs. Spelvin.

“Sure, he did,” admitted George.

“And he kept a great tradition alive. I only mean that because he was a union leader, he could do things, as an employer, that no non-union-union employer could do, especially if he was a member of the NAB or the NAM.”

“Maybe some wages are too high, George,” said his wife, “but

(Continued on page 178)
The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete "package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

Mr. Harry Packard, General Manager of WKOW, wrote:

"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air.

We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service.

In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."

A total of 13,618 feet of Andrew transmission line and complete phasing, antenna tuning, phase sampling and tower lighting equipment went into this job, complementing the best in engineering with the ultimate in radio station equipment.

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.
Sponsors Success
(Continued from page 178)
700 baseball, 2,400 football, several hundred basketball games and other events. Company found it has not only sold much oil but has built a reputation and good will.
(March 1, 1948—p. 18).

Toni Boosts Budget Higher
Toni Co. starts new half hour evening show on CBS April 1, boosting radio budget from last year's $4,000,000 to a peak of $5,000,000 this year. This represents 5/7 of total advertising expenditure for 1948.
(March 8, 1948—p. 88).

Automotive Billings Rising
A rapid increase in automotive net billings may be a sign of things to come. In 1947, only three major companies were using $1,500,000 radio time, but since the first of the year, Kaiser-Frazer, DeSoto and Plymouth have pushed their advertising budgets to $4,000,000 and others are considering radio.

Bank Considers Radio Sound
U. S. National Bank of Denver has endorsed radio as a sound investment after a successful one year experience with 1/3 of its budget. Firm claims that radio is "indispensable part" of bank's ad budget.
(March 15, 1948—p. 92).

Lauderall Finds TV Best
P. L. Jacobs Co., manufacturer of Lauderall, has attained gratifying results with television sponsorship. Company official said that "next to personal demonstration, television is the best way to explain the merits of electrical appliances!"
(March 15, 1948—p. 50).

Church Uses Radio to Raise Million
National Council of Protestant Episcopal Church was able to raise over $1,000,000 for its world relief program with a 15 minute program on 800 stations.
(March 24, 1948—p. 80).

Lee to Use All TV Cities
Frank H. Lee Co. (Lee & Disney Hats) will sponsor News Review of the Week in every U.S. city with television facilities for Disney Hats. Company calls video audience "natural audience for us."
(March 24, 1948—p. 98).

NAB Campaign to Sell Radio
Value of radio advertising in developing public relations will be stressed by NAB in its nationwide campaign to sell business and industry on radio. The swiftly developing list of good will success stories will be used as the first phase of the campaign.
(March 29, 1948—p. 17).

Washington Sponsors Find Radio Profitable
Growing use of radio by firms in the nation's capital is described in the Washington Radio Market, first of a series of continuing studies by Broadcasting. Individual stories of success are related.
(March 29, 1948—p. 81).

American Praises Radio's Economy
Paul Hahn, president of American Cigar & Cigarette Co. (Pall Mall) and vice president of American Tobacco Co., expressed satisfaction with Pall Mall's program structure. He said he considers Pall Mall's The Big Story a "very satisfactory program, and very economical."
(March 15, 1948—p. 27).

Cost Guard Show Too Successful
The Coast Guard has been forced to turn away recruits—chiefly because it sponsored a single radio program, This Is Adventure on ABC. Before the show went on the air in January 1948, monthly recruiting figure for Coast Guard was 432. After the program started, the total climbed quickly to 688 per month, not counting those not up to the standards. The program was discontinued after 13 weeks for being "too successful."
(April 19, 1948—p. 56).

Pharmaco Finds Radio Does Job Best
Using radio exclusively, Pharmaco Co. (Feen-a-Mint, Chooz) has risen from a chemist-shop type of operation, employing 20 people, to a modern, internationally known enterprise with an annual advertising appropriation of $1,000,000.

Bus FM Interest Grows
Increased public interest in tests of FM radios in buses is being shown in the nation's major cities. Transit and radio circles also are reacting favorably to the project. Richard Cisler, executive vice president of Transit Radio Inc., reports that 100 vehicles in Wilkes-Barre, Pa. are now being equipped with radios. Cincinnati and Covington, Ky. have already adopted the system.
(April 26, 1948—p. 36).

Savings Bond Promotion Hits $20,000,000
The radio industry is by far the leading promotion contributor to the Treasury Dept.'s saving bond program, according to a Treasury official. Radio is credited with an annual time and talent tally of some $20,000,000.
(April 26, 1948—p. 88).
Right in the Center
of Prosperous Upstate New York

now 5000 watts night and day
at 950 on the dial

CERTIFIED ENGINEERING MAP AVAILABLE SOON
also WIBX-FM at 96.9 Megacycles

WIBX
CBS in UTICA

FIRST NATIONAL BANK BUILDING • UTICA 2, N.Y.
Represented by:
Helen Wood & Colton, New York • Bertha Bannan, Boston • Walter Biddick Co., Los Angeles
Neville's Bevel
(Continued from page 174)
the be-all, and end-all of the union is to keep people at work, isn't it?"
"Sure! That's why unions are trying to kike transcription rates sky-high, on the theory that records and transcriptions keep round actors and singers and musicians out of work. They want me to pay Joe Blow fifty dollars because he's keeping Joe Doakes out of fifteen dollars' worth of work."
"Well, maybe it's a good thing, George, not to have records and transcriptions. That gives work to more people, and gives an incentive to people to become actors, singers and musicians."
"There is much in what you say," admitted George. "But the unions are keeping union actors, musicians and singers out of work by putting out their own transcriptions, and peddling them to other unions with a book on how to buy radio time, and all the answers from the FCC rules and the NAB code about freedom of speech. Speech is free on the air to everybody except the little man who has his money invested in a broadcast station, in a cultural FM station for college professors' wives to listen to when their eyes are strained from reading Kinsey's sex book, and a rat-hole in the form of a television station down which all his profits from the broadcast station are poured. In technicolor, yet."
"Tell me about the transcriptions which keep union actors from getting a job acting," said Mrs. Spelvin, unperturbedly knitting one.
"My secretary," said George, "is a civic-minded career girl, a registered voter, a member of the UOPWA, an admirer of Norman Corwin, and a Progressive Citizen of America. She also reads the Daily Worker. I keep her around so that I can keep hep to the line, and not make any bad breaks in front of FCC employees, such as admitting I believe Robert A. Taft was born in wedlock.
Learns of Unions
"One day recently," he continued, switching back to the FM band which was carrying an uplifting lecture on "Monastic Life in the Middle Ages," while she was immersed in '1000 Americans' by George Seldes, I picked up a Worker from the waste basket. I sometimes do this, merely to have a safe supply of small talk to exchange with the regional director of publicity for the Veterans Administration who comes in to ask for free programs in my best 'A' time to perpetuate himself in a good paying job. Much to my surprise, I see that union-minded radio people are making transcriptions!
"So, in bold face type, I see that Anthony Boucher, Morris Watson, or the WPA theatre, and other victims of the slave labor law, are putting out recorded quarter-hour transmissions on some of the vital issues of the day, such as being against the Taft-Hartley Act, the National Association of Manufacturers, and thought control. As far as I'm concerned, my thoughts are the only thing not controlled by a union contract, and I have to call up my American Lawyers' Guild lawyer, every once in a while to check my contracts and make sure. Then I have to call the legal division of the NAB to check my retainer contract with my lawyer.
"Anyway," continued George, "this outfit calls itself PAX Productions. PAX, I guess, stands for a new form of Virus X which is prevalent in Pennsylvania, and these down-trodden workers will sell their productions, with a short course in how to buy time, for slightly less than fifty dollars a platter, to union locals, with open ends for union commercials. This, of course, is much cheaper for the union than buying a local show with AFRA actors, AFM musicians and IBEW engineers. It is a bargain for any union to buy, and I'm thinking of taking a leave of absence, and getting a job with PAX Productions as a salesman. If the salesmen's union contract calls for a fair commission on each sale, maybe soon I'll be making as much as the continuity writer, Anthony Boucher."
"Well, George, are you against unions?"
"I didn't say that. I say the unions are the only business that can engage in free enterprise and get away with it."
"Maybe a return to free enterprise in the radio business would be a good thing, maybe?" asked Mrs. Spelvin.
"Well," said George, "I keep thinking of a station manager who went down to the hills of Kentucky or Tennessee, or some place south of Newark, N. J., and found Bradley Kincaid. He put shoes on Brad, and hired him to sing for peanuts. Pretty soon, Brad was a client of the station, buying time for his own programs to sell hymn books. Hymn books sell easier than 'People's Songs'-even to unions."
"So, now, Kincaid owns a larger house than the station manager and holds the paper on the station manager's new Cadillac. That's how free enterprise works out, if a guy has something."
George Westbrooke Spelvin reached out, and switched over to the AM band.
"Do you need money?" the announcer's voice purred. Snap!
KMPC’s “Free Speech Mike” went on the air in the public service 6288 times in 1947—that’s 3242 full-fledged programs and 3046 spot announcements—a contribution of $136,567.50 worth of time to the 97 different causes listed on this page.
GROWING REPERTOIRE

MUSIC FOR EVERY NEED—BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

In American folk music, BMI is unquestionably first as it is in Latin-American Music. In every other classification—current popular songs, foreign music, dance music, hot jazz, serious and semi-classical—the BMI-AMP repertoire provides both the quantity and quality of music to fill every program need.

SERVICE

BMI emphasizes its Service in Music through a wide variety of practical programming and research aids.

Today, 2,120* stations are making good use of such special BMI services as—COPYRIGHT RESEARCH—CONTINUITIES—HOLIDAY MUSIC LISTS—PIN UP SHEETS—NEWSLETTERS—SONGS OF THE MONTH—PIN UP PATTER—RECORDATA—MUSIC MEMO—GRATIS MUSIC—RECORD PURCHASING ASSISTANCE, etc. These and other helps are available to all broadcast licensees.

*As of April 26, 1948.

COMPETITION

BMI has had the hearty support of music users from its very inception, not only because its combined catalogs contain a well-rounded store of great music but because it has created strong competition in publishing and in the field of performance rights.

With its current licenses running until 1959 BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

WHEN IT'S BMI IT'S YOURS

BMI

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19

CHICAGO • HOLLYWOOD
First in Television Music

MUSIC IS HEARD AND NOT SEEN. THIS SIMPLE POINT OF VIEW IS THE REASON BMI MAKES NO DISTINCTION BETWEEN THE USE OF ITS MUSIC BY AN AUDIO STATION OR A TELEVISION STATION.

AVAILABILITY AND ASSURANCE

Since 1940 BMI has been television-minded. It grants the unrestricted right to telecasters to perform its music from any source—live, filmed or recorded—with assurance that BMI music, recorded or filmed now, may be used in the future.

From BMI you can get long term performing rights to a vast catalogue of music of every type—television music today for television's tomorrow.

SIMPLE LONG TERM LICENSE

The BMI television license runs until March, 1959. Broadcasters are thoroughly familiar with its terms and conditions for it is the same as our audio license. Its cost, similarly, is based on identical percentages of the revenue from net time sales.

FULL SERVICE FOR TELEVISION

BMI's many services to the broadcasting industry have already been adapted to video requirements. In addition, we have created a new Television Service Department to take care of special needs. We are constantly in touch with station and agency personnel so that BMI may keep pace with every phase of the day-to-day progress by the industry.

AN INVITATION

BMI cordially invites inquiries on the subject of Music in Television, in its broadest or most specific applications, at any time.

BMI

Broadcast Music, Inc.

580 Fifth Avenue, New York 19
Chicago • Hollywood
... pleased with performance ... ease of erection and ... comparatively low cost ...

"... thank you for your excellent cooperation to get us on the air in a hurry. We will be glad to recommend Lingo radiators to anyone having an operation similar to ours. . . ."

—CARL R. TAYLOR
Business Manager, Station WSKY
Montpelier, Vermont

LINGO
Vertical Tubular Steel RADIATORS

These 5 Big "Extras" at No Extra Cost Recommend Your Consideration of Lingo:
1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data
We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897
CAMDEN, N. J.

WHEN the New York Herald Tribune in January began presenting Quizdown on WMCA New York the move was in line with the paper's "extra-curricular" educational activities that already included the annual Herald Tribune Forum for High Schools (also televised on WCBS-TV New York) and the annual Herald Tribune Forum on Current Problems. The new program, based on the spell-down formula with fourth, fifth and sixth grade pupils of the city's public and parochial schools as contestants, added the grammar school youngsters and their parents to the teen-age and adult groups reached by the paper's annual forums. But in adding this half-hour Sunday afternoon broadcast to its promotional activities the Herald Tribune is doing more than pleasing parents and educators by providing a sugar-coated incentive for the city's moppets to learn their lessons. Newspapers in 19 other cities have found Quizdown a sensational circulation builder as well as a public service. Radio-wise George Allen, who became the Herald Tribune promotion director after a career in broadcasting research with WOR New York and as secretary of the Cooperative Analysis of Broadcasting, sees no reason it should do any less for his paper in New York.

Expenses Split
A cooperative enterprise—the newspapers pay 50% of the production costs, the station provides the time, and the board of education sanctions the program and supervises selection of questions, which are prepared by school children—Quizdown was created by Carol Moody as a wartime expedient to augment the allotment checks sent home to her and their two children by husband Richard. Mrs. Moody's charming and good looks (she was formerly a Powers model) doubtless played their part in convincing skeptical educators that she must give their blessing to a commercial radio series. The program began its tripartite career in Chicago as a WLS-Chicago Times venture in the fall of 1945. It was so immediately successful that other papers began to ask about duplicating it in their cities [BROADCASTING, Feb. 4, 1946]. Jack Shanahan, circulation manager of the Times (now the Sun and Times), which broadcasts the program on its own station, WJJD, describes the circulation results from Quizdown as "definite, solid and most satisfactory." Lynden West, promotion manager of the Detroit Free Press, for which the program (on WXYZ) is also in its third year, calls it "the best children's promotion and school contact we have ever seen." Charles Kistenmacher, promotion manager of the St. Louis Globe Democrat, which attributes to Quizdown (on KMOX) a 15,000 increase in circulation, says: "Quizdown has turned out to be one of the best projects this newspaper has ever conducted."

Success in Oklahoma
James Jae, Globe Democrat circulation manager, put it even more strongly in a letter to the circulation manager of the Oklahoma City Oklahoman, "If I had to give up our billboards, our direct mail, our radio spots or our institutional advertising, I'd still keep Quizdown, regardless." (The Oklahomaan sponsors Quizdown on WKY.)


In two cities the program is broadcast under non-newspaper sponsorship: Washington, where the Hecht Department Store sponsors it on WTOP; and New Orleans, where it is broadcast on WTPS-FM for Poll Parrot Shoes. One station, WHIM Providence, is carrying it as a sustaining station public service feature.

Use of Term 'Spot Radio' May Be Ended in Canada

CANADIAN broadcasters, advertisers and agency executives are being asked their opinions on changing the term "spot radio" to "selective radio" in a questionnaire sent out by All-Canada Radio Facilities, Toronto. The letter accompanying the questionnaire, over the signatures of Guy Herpin, John Tregale and Spence Caldwell, says in part:

"Whatever your opinion, let's bring it out into the open. Let's discuss the problem frankly and in the best interests of the industry as a whole. Let's settle on selective radio, or any other term that wins widest acceptance, and use it."
The Sun never sets on Presto Recording Equipment

There is hardly a spot on the globe that isn't within hearing distance of transcriptions recorded and reproduced on Presto equipment and discs. Presto's leadership as manufacturers of fine products for stations and studios is the logical result of dependability, progressive engineering, and world-wide distribution.

The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.
58,163 Telephone Calls Prove that the Intermountain Network Dominates!

This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper’s winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain has strong audience all the time.

Here are ratings for the first quarter hour in every hour. Complete reports available at any Avery-Knodel office.

**HOOPER RATINGS**

**WINTER, 1947**

**Monday thru Friday—Daytime**

**Sunday thru Saturday—Nighttime**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN* NETWORK</th>
<th>All Others</th>
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<tr>
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<td>Ax Network</td>
<td>By Network</td>
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<tr>
<td>8 a.m.</td>
<td>19.5</td>
<td>9.2</td>
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<td>9 a.m.</td>
<td>23.2</td>
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<td>27.2</td>
<td>12.7</td>
<td>1.6</td>
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<tr>
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<tr>
<td>2 p.m.</td>
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<td>6.1</td>
<td>2.9</td>
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<tr>
<td>3 p.m.</td>
<td>22.9</td>
<td>7.9</td>
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<td>17.2</td>
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<tr>
<td>5 p.m.</td>
<td>22.9</td>
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<td>7 p.m.</td>
<td>39.5</td>
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<tr>
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<td>43.5</td>
<td>9.5</td>
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<tr>
<td>9 p.m.</td>
<td>35.4</td>
<td>7.5</td>
<td>4.2</td>
</tr>
</tbody>
</table>

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

x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

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**THE INTERMOUNTAIN NETWORK Inc.**

**Concentrated Coverage where the people live**

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

BROADCASTING • Telecasting
MAKERS OF RADIO receivers and allied products are among the least active users of radio time. The explanation of this can probably be found in the realm of psychoanalysis; this article can only report that network time sales to this group during the first three months of this year amounted to only 1.1% of the total time sales to all network advertisers for the period, even though they were 26.5% higher than for the first quarter of 1947.

The outlook for the immediate future is somewhat less optimistic. Of the five programs sponsored by four radio companies on the networks in the January-March period, the NBC-Americas Forum of the Air ended its career Jan. 20; Burl Ives (for Philco) went off April 9, and Bing Crosby, Philco's Woman's Program for its radio sets, signs off June 2 for a summer vacation from which he is due to return to ABC Sept. 29; Farnsworth's Metropolitan Auditions of the Air, a seasonal program, winds up with its May 16 broadcast. That leaves as a summer network advertiser only RCA, whose RCA-Victor show runs another nine months and on NBC, an RCA subsidiary company.

Philco will continue to advertise its radio and video sets on the air, however, through a cooperative arrangement with its dealers. Four transmitted programs—Myrt and Marge, Flight with Music, Diary of Faye, Anderson Family—are offered to dealers for local use, with the costs of program and time to be shared equally by the dealer and the Philco distributor in his area. General Electric Co. also sends costs with its radio and television dealers in some markets. Dealers for Bendix radios sponsor Real Moments of Romance, five-minute transcription series advertising their sets, 126 stations.

Advertising of radios, phonographs and records at the local level seems about on a par with the national radio advertising of this group of products. Some firms, such as RCA in New York, RCA distributor in the New York area, which in April began using 1 1/2 hours a week on WNEW New York, are sizable local advertisers, but they are a small minority. The sponsor lists of network co-op programs include only five advertisers from this class.

Perhaps the set-makers will be more liberal users of FM time, which provides a means of demonstrating the extra-fine listening qualities that all FM set-makers are stressing in their promotion of the receivers. Stromberg-Carlson last fall became the pioneer FM network advertiser, sponsoring Treasury of Music for a weekly half-hour on the Continental Network of 31 eastern FM stations. To this S-C hookup the Dixie FM Network of ten stations was added in January. S-C and other FM set-makers and dealers also sponsor programs locally on FM stations.

But it is television that seems to have really attracted the advertising of set-makers, Motorola Inc., which recently added a low-priced video set ($179.95) to its sound broadcasting receiver line, in April launched The Nature of Things, quarter-hour Thursday evening program, on NBC's five-station East Coast video network. In Washington, Motorola and a dealer in that city, George's, are selling '55 Tele-TV, an all transistor high fidelity set to go with the '55 Tele-Talk, a 350- and 500-watt amplifier. Also on the air is the Monday night quiz program on WTTG-TV. GE's also co-sponsors a weekly musical program on WNBW (TV) Washington with Philco Corp. for Philco sets, and Gough Industries in March sponsored a Baseball Preview for Philco radios on KTLA (TV) Los Angeles.

Admiral Radio Corp. also is using network video for its radio-video line, sponsoring Henry Morgan in a Sunday series on a four-station ABC East Coast hookup, on which Admiral is the first sponsor. Company also sponsors full-length films on small radio and television stations. WBKB Chicago and WNBW Washington, the latter in cooperation with George's.

General Electric Co. advertises its TV sets, both full-size and a weekly newsletter on the NBC TV network. Local receiver dealers, alone and in cooperation with manufacturers, are video program and announce ment sponsors across the country, with some 20 such accounts reported by stations in the Teletastus survey for February.

Two makers of devices to improve TV reception, Transmitter Image Defender Co. and E. C. Courand Co. (Walco Tele-Vue Lens) have used TV in various cities, directly and through local dealers. One Walco dealer, Terman Television Sales, Chicago, reported on the sale of 448 lenses as a result of two video spots on WBKB. Trans mira also sponsors Melody Makers, a full afternoon hour after noon on the board in WGYN (FM) New York, using some of its commercial time on its telecasts on WABD New York to urge viewers to hear the FM programs.

Conditions are generally good with the radio manufacturers, according to Bond Geddes, executive vice president, Radio Manufacturers Assn., who made the following statement for this issue:

While the radio industry has probably passed its postwar production peak in the manufactured AM radio receiver, increasing its volume output of television and FM receivers. Even AM radio set production remains approximately as high as during the first quarter of 1947, in an all-time high of 1 1/2 million units turned out in 1947, but an increasing proportion of the industry's production capacity is being turned to television set manufacturing.

Television set production by RMA member-companies already has reached a weekly rate of 10,000 or more and is still rising. RMA members have more than 110,000 TV sets since Jan. 1 and the production rate during the other three quarters doubtless will rise higher as more manufacturers enter the field.

FM receiver production also is on the increase. In March it passed an annual average of 40,000 and approached 50,000 for the first quarter. Almost all medium and high-priced consoles now have FM reception facility, and new low-pressure FM-AM dual-model receivers are appearing on the market. Manufacturers have 25,000 units on order.

Transmitter production is remaining at a high level, and the 1948 output of TV and FM transmitters, the latter showing a rising, are expected to exceed that of 1947.

Radio and electronic requirements of the nation's military services are high, and active efforts are being made to bolster the industry's overall production this year as the nation expands its preparedness program. Fortunately, several million dollars of radio production by major manufacturers was expanded greatly during the war and the industry is now able to handle considerable government business without curtailting production of civilian equipment, except perhaps for new items that are still in short supply.

Business Index Continues on page 186

May 17, 1948 • Page 18

Publishers (Continued from page 86) per's annual National Sports, Travel and Boat Show. McGraw Hill Publishing was a modest spot advertiser, using announcements on three stations to promote Science Illustrated.

Newspapers locally use radio chiefly when particularly appropriate program is available, such as Meet The Press, Mutual co-op which numbers 17 newspapers among its 42 sponsors. Another 17 papers sponsor other co-op shows, nine using America's Town Meeting of the Air, two using Dick Tracy and one each sponsoring Bautkhage, Martin Agronsky, Headline Edition, Boston Symphony, Cedric Foster and Information Please in their localities. A score of newspapers also cooperate with local radio stations and school boards in broadcasting of weekly grammar school quiz competition.

Stations seldom buy time on other stations, an exception being Westinghouse Stations WHZ Boston and WBZA Springfield, Mass., which use sign-off announcements on a daytime station, WBMS Boston, telling WBMS listeners to tune in WBZ and WBZA "for continued outstanding entertainment" after WBMS leaves the air for the day.

Television Weekly (fan paper) and Television Magazine (trade paper) have used a few spots on New York video stations, but the first major use of television by a magazine will occur in June and July, when Time Inc. for Life will sponsor a variety of broadcasts from the national political conventions, including interviews, color pickups, and other off-floor telecasts on NBC's video network. These broadcasts, covering all aspects of the conventions except the coverage from the floor of the meeting hall which is not for sale, will be broadcast live by eastern network affiliates, via coaxial cable or radio relay and from kinescope films by NBC video affiliates in all parts of the country.
The REL FM Broadcast Equipments illustrated are typical of the REL complete line of commercial units. Every unit in the line has been engineered and built in keeping with the long established tradition of REL Reliable Engineering Leadership. This leadership, an acknowledged fact throughout the industry, is the direct outgrowth of over 14 years of application to the exclusive task of advancing the art of FM transmission and reception. Development and production of equipment for commercial FM broadcast use is REL's only activity.

ALL REL FM TRANSMITTERS employ the Armstrong Phase Shift principle of modulation. REL transmitters are shipped ready to operate, thoroughly tested and tuned for peak performance before they leave the factory. REL pre-shipment tests are so exhaustive that it is standard REL practice to invite customers to have their engineers present at the plant during the test of their own equipment.

★ 250 WATTS TO 50,000 WATTS
★ ECONOMICAL TETRODE OPERATION
★ EXCLUSIVE 10 KW QUADRILINE CIRCUIT
★ EXTREMELY LOW DRIVE POWER

This is the famous 10 KW REL QUADRILINE transmitter that has established a nation-wide record of economy and dependability under every possible operating condition of climate and terrain. Outstanding feature of this equipment is the QUADRILINE 10 kw final amplifier employing four identical Eimac 4-1000A internal anode tetrodes with short sections of four wire line comprising the resonant input and output circuits. Significant advantages of this design include rapid—5 to 10 second—tube replacement; simplified cooling and socketing; the fact that failure of a tube reduces output only 15 percent, virtually eliminates service failures; very low drive power requirements.

SERRASOID MODULATOR
Super Phase Shift for FM Broadcasting
★ SIGNAL TO NOISE RATIO, FOR 75 KC DEVIATION, IS 80 db
★ DISTORTION UNDER .25% FROM 50 to 15,000 CYCLES
★ FOR USE WITH ANY MAKE FM TRANSMITTER

The SERRASOID modulator practically eliminates the transmitter as a factor in controlling the qualities of an FM system. The separate and distinct functions of modulation and carrier frequency control are secured with four tubes involving no critical adjustments or resonant circuits. The balance of the RF portion of the unit is comprised of simple frequency multiplier stages. The SERRASOID modulator ranks as one of the most important FM advances to date, from the standpoint of simplicity, economy and superb performance. Complete characteristics and specifications are available on request.
-STL for Better FM Broadcasting

This equipment is the result of many months of research. It is presented to satisfy increasing demands for equipment to link studio and transmitter with very great fidelity and without the use of wire lines. The equipment operates line-of-sight over distances under 30 miles at 940 to 960 megacycles. Units are compact, easy to install, can be arranged to mount in single relay rack. Antenna equipment is optional.

*Transmitter input to receiver output does not include space attenuation.

★ AUDIO RESPONSE: 0.3 db FROM 50 TO 15,000 CYCLES
★ SIGNAL TO NOISE RATIO: 75 db BELOW 100% MODULATION*
★ DISTORTION: 0.3% MAX. AT 100% MODULATION FROM 50 TO 15,000 CYCLES.

-Fixed-Frequency, Crystal-Controlled
FM Relay Receiver

for network relay reception on any frequency from 88 to 108 megacycles. Features high reserve sensitivity; distortion less than 0.5% between 50 and 7,500 cycles; flat response ±0.5 db to 15,000 cycles; audio output +18 dbm in 600 ohms for 100% modulation.

★ REL FM RECEIVERS
EMPLOY GENUINE
ARMSTRONG CIRCUITS FOR THE
FINEST FM RECEPTION POSSIBLE

-Automatically Controlled
Transmitter-Transmitter
FM Link Equipment

An extremely flexible arrangement combining both crystal controlled and tunable receivers together with provision for aural and visual monitoring. This unit is designed for the relaying of programs from one transmitter to another for FM network programming. Unit provided with facilities which allow semi-unattended operation.

-Frequency and Modulation Monitors

Available in several type with accessories.
★ MODEL 600B FLOOR MOUNTED
★ MODEL 600B-T TABLE TOP UNIT
★ MODEL 600B-R RELAY RACK TYPE

SEND FOR LITERATURE TODAY:
Simply check items below and mail coupon for prompt delivery of complete information.

☐ REL FM TRANSMITTERS
☐ QUADRILINE AMPLIFIER
☐ FM STUDIO-TRANS.
MITTER LINK
☐ SERRASOID FM
MODULATOR
☐ FM RELAY RECEIVER
☐ DUAL BAND FM
RECEIVER
☐ FM TRANSMITTER-TRAN.
SMITTER LINK
☐ FM BROADCAST MONITOR

35-54 Thirty-Sixth Street
Long Island City 1, New York
XXII—RETAIL LOCAL

LAST YEAR local business on the air totaled $135,750,000, some $10 million more than the total network advertising, making local advertising the leader in expenditures for the first time in radio history.

Commenting on the somewhat startling phenomenon, BROADCAST-ING'S YEARBOOK for 1947 pointed out that the dollar volume of local time sales had increased three and a half times from 1939 to 1947, that local sales had increased much more than network sales. (15.6% in 1947) While network and national spot advertising have shown relative increase or only small gain. The increase in local advertising for broadcasters was credited largely to the expansion of local programs to the smaller and local markets; the great increase in the number of local advertising programs, most of them among advertising, marketing and even smaller stations, making it possible to reach a much larger audience.

In this series, retail advertising on the air has been dealt with in the product categories, with dealers in the automobile, clothing stores under the automobile, and the like, and dry cleaners with donations of food and toys and other goods.

Generally speaking, local advertising is retail advertising. Except for a relatively small amount of retail advertising, the local advertiser is the mainstay of the business. There are a lot of businesses like this and a lot of them among radio advertisers. The network cooperative programs alone have more than 2,000 sponsors, 50% of them retailers. Last year's radio advertising contract cost the National Retail Dry Goods Asn. drew entries from more than 150 retail stores, chiefly department stores.

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XXIII—TOBACCO INCREASES UP

28.5% FROM YEAR AGO

IGARETTES, cigars, and pipe smoke, particularly cigarettes, make up No. 4 in the list of network advertising groups as measured by time purchases, according to PIB figures for the first quarter of the year. During that quarter this class of advertising accounted for 15% million worth of network advertising, at a construction rate of 28.5% more than the same period last year.

Last year the major cigarette companies, which are also the heaviest users of radio time in the tobacco field, reported big increases for the year. Bayuk Cigar Co. also had good year in 1947, with sales up 15% over the previous year. Output of both cigarette and cigar products increased in the first two months of 1948, with March production of 100% more than in March 1947 brought cigarette output to its highest level since 1929. Tobacco production for the re-month period was slightly below that of the peak period of 1947. Cigarette production for the re-month period was slightly below that of the peak period of 1947. Tobacco production for the re-month period was slightly below that of the peak period of 1947.

American Tobacco, Liggett & Myers and Lorillard reported increased sales in the opening months of this year as compared with the same months of 1947; Reynolds reported sales for the same period of 1947, while Philip Morris, whose fiscal year started March 31, said Philip Morris sales had shown an 18% month-to-month increase during the 12-month period. Bayuk reported that it was unable to meet demand for "Phillies" and is continuing to allocate them to the trade. Brown & Williamson security are privately held, so it makes public report, but its named Kools are said to be giving Old Golds a hard fight for fifth place in the best-selling cigarette line-up.

Of the network leaders shown in the table, only Philip Morris changed its network programming, but Philip Morris did enough juggling for all. In February Dinah Shore and Harry James were moved into the Friday night spot on CBS, replacing It Pays To Be Ignorant, and in April Everybody Wins, a quiz show with Phil Baker as m.c., took over that period, when the Shore-James show transferred to NBC. Then on NBC to fill the period vacated by Milton Berle.

Network tobacco programs not shown in the table include: American Cigarette & Cigar Co., with Big Story on NBC for Wednesdays for Mr. Muller; P. Lorillard Co., sponsoring the Old Gold Show on CBS Fridays for the cigarettes of the same name; Mail Pouch Tobacco Co., with the Monday Fishing and Hunting Club of the Air on MBS. Ronson Art Metal Works sponsors Twenty Questions Saturdays on Mutual for its lighters. In June U. S. Tobacco Co. will start Take A Number, audience participation show, on MBS Saturdays, 5-5:50 p.m., for its pipe tobaccos, currently promoted with announcements on 27 stations in the East and Midwest.

Other spot advertisers in the to-
May 4, 1948

To the PRESS and RADIO:

Subject: RAILROAD RATES

Rates and fares are the prices at which railroads sell their services. These prices are higher now, in dollars and cents, than they were before the war but as compared with most other prices, they are distinctly lower.

The increase since 1939 in the prices at which railroads sell their freight services has been only about half as much as the percentage by which railroad wage rates and the prices of railroad materials, supplies and fuel have gone up. In passenger service, the increase in selling prices has been only one-fourth as much as the average increase in the prices and wages which railroads must pay.

Increases in railroad rates are effects, not causes. Rail rates were no higher at the end of the war, and in many instances were lower, than when war began. Subsequent increases came after and not before the increases in the prices of other things. Indeed, there are few commodities or services for which the increase in price since 1939 has been so little, or so late.

Experience has shown that poor and inadequate transportation is costly, no matter how low the rate might be, while good and adequate transportation is worth what it costs. The foundation of good transportation is good plant and equipment. That requires investment, and investment depends upon earnings or the prospect of earnings.

The best way, and indeed the only sure way, to have better transportation in the future is to give railroads a chance now to make earnings sufficient to meet today's costs — such earnings as will justify and encourage continued investment in the better railroad plant and facilities which are the one sound foundation of better service at the most economical cost in the days to come.

Sincerely,

William T. Faricy
SWITCH TO DISC LABELS THAT —
- can’t clog grooves
- stick and stay stuck
- are quickly applied without moistening

No more clogged grooves in your master discs! No more labels that pop or curl off! Simply switch to these amazing Kum-Kleen Self-Adhesive Labels.

Kum-Kleens are the unusual labels that require no moistening. Not only are they applied far faster, but eliminate messiness, no adhesive can possibly clog grooves. They stay stuck... never pop or curl off despite temperature, humidity change or age.

Write for free samples. See for yourself why so many radio stations have switched to Kum-Kleen Disc Labels. Address Dept. B-5.

KUM-KLEEN SELF-ADHESIVE LABELS

AVERY ADHESIVE LABEL CORP., Monrovia, Calif.; 41 Park Row, N. Y. 7; 608 S. Dearborn St., Chicago 5; 2930 W. Grand Blvd., Detroit 2; all principal cities. Canada: Enterprise Sales, Toronto.

COVER THE BARE SPOTS in your programming with the NATIONAL PROMOTION CAMPAIGNS of HOWARD J. MCCOLLISTER

10660 Bellagio Rd., Los Angeles, Cal. Phone BRadshaw 04705

PHILLY VIDEO

WCAU-TV Philadelphia will begin a full schedule of television operations upon completion of new studios May 23.

Currently, station’s programming is being furnished by remote broadcast, CBS network features and film presentations from the WCAU-TV transmitter atop the Philadelphia Saving Fund Society Bldg. in downtown Philadelphia. The few studio programs now being televised originate in the nearly-completed Studio B at the WCAU Bldg.

WCAU-TV studios, among the most complete and modern in the world, will consist of one production center measuring 34x55x22 and another covering 29x36x22. Each studio will be equipped with its own control room and complete camera and lighting facilities. Basic lighting will be fluorescent on an overhead grid.

Incandescent lights, suspended from the grid and powered by an overhead feed rail, will be used in conjunction with fluorescent system. Main feature of the lighting is that it can be maneuvered and adjusted to any angle or position and yet is cable free.

Each studio will have a cat-walk completely around it, allowing technical crews and production men to work over top of the actors, yet out of range of the television cameras.

All studio lighting will tie-back to one panel which can be controlled from a central point. Parts of the lighting scheme may be pre-set for a program and still be changed during actual presentation.

In addition to the two studios and their individual control rooms, a master control is being installed on the 5th floor of the WCAU Bldg. for switching from one program to another.

Air-conditioning will be used in all studios. When full lighting is used, the air-conditioning system automatically will adjust itself to compensate for the extra heat. When lighting is reduced, the air-conditioning unit will reduce its output.

Work is now going ahead on the developing and cutting rooms for films, dark rooms for slides, still photos and developing and the film library room, where all films will be catalogued and stored.

A special projection room for motion pictures used on WCAU-TV programs is nearing completion. It is being equipped with two 16-mm and two 35-mm projectors and associated equipment. An innovation will be the use of an optical system di-plexer which enables The Philadelphia Bulletin station to use two projectors with but one camera chain.

A large glass-walled visitors’ gallery is being built to allow the public to watch all proceedings during a television program. Provisions are being made to install receivers, or television sets, in the visitors’ gallery so that the public, as well as watching every phase of the production, can see the finished product that goes into viewing homes.

All programs originating in the WCAU-TV studios will be sent to the WCAU-TV transmitter site by special coaxial cable circuits and then transmitted to viewing homes.

WCAU-TV also will have microwave equipment for relaying from the studios to the transmitter but it is expected that the cable circuits will be employed in most cases.

WHIM Album

WHIM Providence, R. I., has released to the trade a 30-page album depicting its various activities. The booklet, through a series of photographs, also acquaints readers with the officials, staff members and radio personalities serving and appearing on WHIM.

BROADCASTING • Telecasting
and you're headed for a sure sales success story! And no wonder, there's power, there's push, behind Chicago's leading independent, serving local and national advertisers for over a double decade. Set your compass in any radio direction, WIND always brings top results:

... Year 'round coverage! Cubs baseball, Bears football, Blackhawks hockey, and we could go on, and on.

... Every hour, on the hour, over 24 newscasts a day. A record unmatched by any other station in Chicago.

... Block programmed, 24 hours a day and featuring Chicago's Ace Disc Jockeys on music shows that range from Bach to Benny Goodman.

... Puts WIND at the top of the dial. That's more coverage than from 100,000 watts at the other end of the dial.

... Show WIND the outstanding circulation buy in Chicago.

So let Chicago's leading independent chart your course and you'll agree... Chicago's sure sales winner is WIND!

JOHN E. PEARSON IN NEW YORK
Tobacco Increases

(Continued from page 188)

**First $492,917**...
By every measurement WTIC dominates the prosperous Southern New England Market

WTIC's 50,000 watts represented nationally by Weed & Co.
2,157 brand new patch cords!

Western Electric 2 foot, gray, with WE 241A double plug on each end, fungus proofed, $5 each in lots of 12, $4 singly.

Kellogg 2 foot red with WE type 241A double plugs each end, $5 each.

Western Electric 6 foot green test cord, WE 241A plug on one end, test clips on other, $5.

1,084 jack panels up for sale!

Single jack strips with 24 type 218A jacks, $15, brand new. Double jack strips with 48 type 218A jacks, $30, brand new.

16,788 jacks for sale!

JK 24, single circuit, similar to WE 218A Jack, brand new, individual boxes, 21c each or quantity prices.

3,615 reels of spiral four cable!

Four conductor, all copper, stranded CC 358, on 1300 foot steel reels, used, excellent condition, good for remote meter circuits, small power uses, extension cords, telephone circuits, etc., $25 per reel, FOB.

21 automatic coaxial dry air dehydrators!

The Model 2200 of Communication Products, will handle 600 feet of 6 inch coax, 1 cu. ft. output, variable pressure to 35 lbs, brand new, original packing, $200.

A few units out of the boxes, shop worn, in operating condition, $150. Spare parts in complete sets, $22.50.

CALIFONE
Tops with Vallée

I am enclosing hereewith my check for another CALIFONE. I am extremely pleased with the performance of the one I now have. It is a real pleasure to use a playback with professional fidelity, yet light enough to carry with ease.

TOPS WITH SPONSORS, TOO!

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable type writer.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17 ¼" transcriptions and standard records.
- Plays 33 1/3 RPM and 78 RPM.
- Finest quality transcription crystal pickup—Antique "400 Model."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.

More than 250 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION
and Preferred Position . . .

at 980 on the Dial . . . to Bring You

MORE THAN 100,000 NEW LISTENERS

THAT’S NEWS up in this neck of the woods! . . . and wherever radio time is bought to do a selling job.

Now WTRY, one of the nation’s FINE stations, sends out a signal five times more powerful—brings in 30,000 additional radio families—over 100,000 new listeners for your selling.

And mind you, that makes a lot of customers—a total of well over 700,000 BUYERS for your messages in this good selling Albany-Troy-Schenectady area.

Consistent audience domination is yours through this CBS basic station where outstanding network and local programming combine to build and hold listener interest.

Check WTRY availabilities now, and whenever you want to sell or get over a message . . . at less cost. WTRY delivers a great audience, a spending audience, throughout this balanced city–farm–industrial area.

TROY BROADCASTING CO., Inc., TROY, N. Y.
Represented by Headley-Reed

WTRY and its full power FM affiliate WTRI

BROADCASTING • Telecasting

May 17, 1948 • Page 195
Soap Steady
(Continued from page 192)
products in 16 New England markets, and American Home Products began advertising Aeroxonwax on its Helen Trent show on CBS and for Grumman's NYW, Thousands of viewers tuned in April as the show, Duke & Tarleton as agency for a new detergent, Surf, with radio reasonably certain to be used.

Only video advertising done by a member of this group is the sponsorship of Missun Goes 4-Shopping on WBCS-TV New York Wednesday afternoons, by B. T. Babbitt for Bab-O, sharing the

THE LACK of radio advertising for sporting goods and toys is amazing in view of the amount of radio time devoted to the broadcast of sports events, but whatever the reason, the fact is that not a single dollar was expended for network advertising by this class during the first quarter of this year (or of last year, for that matter). Nor do the records reveal any spot campaigns for sports equipment or toys. The only radio activity by this group appears to be at the local level, where local merchants use radio to sell golf clubs, tennis rackets and other such paraphernalia. The network co-ops have sponsorship with three other advertisers on a rotating basis. S. C. Johnson & Son is studying television with a view to its use next year, but has announced no plans as yet.

As with other packaged products, most of the advertising of this group is done at the local level. Locally, laundries and dry cleaning establishments are the major advertisers in this general class, the less of their less quarter of radio being indicated by the fact that 32 laundries and 15 dry cleaners sponsor network co-op shows in their communities. Soaps sold by manufacturers in the United States during the quarter ending March 31 were 17% less than the preceding quarter and 4% under the same quarter of last year, according to a report issued May 7 by J. Malcolm Miller, secretary of the Assn. of American Soap and Glycerine Producers. Based on sales census reports to the Association, solid soaps delivered in the January to March period this year totaled 657,911,104 pounds, 139,166,896 pounds less than the fourth quarter of 1947 and 28,777,080 pounds less than the first quarter of 1947. Sales of liquid soaps in the first 1948 quarter totaled 755,606 gallons, up 119,606 gallons from the final quarter of 1947 but 219,048 gallons less than the volume produced and sold in the first three months of last year.

WBCS-TV New York and its maker (Lionel) although not the sponsor of the program, received more than 600 inquiries and some 300 sales leads from that single telecast. However, only one sponsor in the sports class is currently using video advertising. In line with the sound broadcasting record of this group, that one sponsor is a retailer, the Davega chain of 21 stores, advertising for the first time its extensive stock of sporting goods of all varieties, with "Stop Me If You've Heard This One!" in a Friday evening half-hour preceding the Gillette fights on WNTN New York.

XXV
Sporting Goods
Radio Activity
At Local Level

more than 25 such sponsors, with 19 sporting goods stores sponsoring broadcasts of Mutual's Fishing and Hunting Club of the Air in their markets. Television should be a natural medium for this type of product. Last winter a model railroad was demonstrated on a video show on

Southern Sales
MONOGRAM BUILDING, NASHVILLE 3, TENN.

XXV - TOILETRIES

SECOND only to food products advertising as a source of network revenue, the toiletries class purchased a sixth of all network advertising time during the opening quarter of the year, its bill (at gross rates) for network time totaling $8.7 million, a gain of 19.4% over the like period of 1947. With several additional toiletries programs starting on the network since the end of March, the outlook for broadcast advertising from this class is more optimistic than the overall picture made for this issue by S. L. Mayham, executive vice president, The Toilet Goods Ass'n., who stated, "Manufacturers of cosmetics have found business harder to get during the first three months of 1948 than they had anticipated. However, the situation from a standpoint of soundness of general conditions in the field is considerably better than it was at the same time in 1947. At that time inventories in the hands of retailers and also of manufacturers greatly inflated and the volume of cosmetics of more or less unknown brands in the hands of the retailers was so great as to bring about almost a cessation of business between the retailer and the producer. "Stocks after the holiday period of 1948 were nearly as large as in 1947 and most of the so-called "unknown brand cosmetics" have been completely eliminated from the market. At the same time stores have pursued a cautious policy in their purchasing and have not been inclined to anticipate to any great extent. Consumer sales during the first quarter will the exception of a limited number of items, were lower than they were in the same period of last year. A large part of this slowness in business may be traced this year to the 20% retail excise tax. During the exceptionally flush times of the war and the immediate post-war period, this special burden on the toilet goods industry did not appear to affect retail sales to any great extent. Now with world conditions greatly unsettled and the cost of living at a very high level, consumers are inclined to confine gift purchases to goods which do not bear a retail sales tax and are also inclined to economize in their purchases of necessaries which bear a retail sales tax.

"On the whole, the outlook for 1948 is by no means dark. It seems likely that heavy merchandise will be purchased at a steady rate throughout the year and that the total volume of business will approach the 1947 figures, but for the great days of spectacular increases in sales of perfumes, cosmetics and other toilet preparations seem to be past. "With respect to advertising, there is a tendency on the part of manufacturers to be much more cautious than they have been for several years. Schedules are being examined with greater care and economies are being effected wherever it is felt that such economies will not too seriously interfere with the general promotional plans of the manufacturers. The industry has always been an extremely heavy advertiser and there is every reason to believe it will continue to be a very heavy advertiser, but the advertising dollar will be stretched further in 1948 than has been the case in recent years."

Expanding its network advertising schedule for Toni Home Wave, Gillette has added two programs on CBS, an afternoon broadcast of This Is Nora Drake in addition to the morning broadcast of this five-week daytime serial on NBC and a half-hour Thursday evening program, Crime Photographer. With an annual gross time expenditure of $2,500,000 on CBS alone, the total network bill is now running at the rate of better than $4 million a year, the Gillette annual total for network time close to $6 million.

Lever Brothers Co. has added a Saturday morning half-hour "The World of Books" to its network advertising for Pepsodent toothpaste. (Continued on page 208)
WFIL is the first station in America to transmit regularly scheduled programs via Amplitude Modulation, Frequency Modulation, Television and Facsimile. This achievement reflects the spirit of WFIL—the spirit which has kept WFIL at the forefront among Philadelphia radio stations...among America's radio stations!

It is this same spirit which goes into every WFIL program and plan of promotion...the spirit which assures the success of your WFIL program in Philadelphia, America's third largest market.

The Philadelphia Inquirer Station

WFIL Philadelphia
AN ABC AFFILIATE
REPRESENTED NATIONALLY BY THE KATZ AGENCY
Technical Papers
(Continued from page 194)

programs in respect to preliminary surveys, equipment setup and program presentation. The relay portion of the talk will cover NBC's first experience in relay programs and will include recent information utilizing microwave relay equipment.

Mr. Clark  Mr. Schreiber

Network Facilities for Audio and Studio Broadcasting — Ernst Schreiber, Pacific Tel. and Tel. Co.

Present methods will be reviewed for providing audio and video program channels for radio broadcasters along with mediums available now for transmission of audio and video signals: Regular cable pairs, coaxial conductors, special shielded pairs, and microwave radio systems. Present plans for providing service over principal intercity routes, types of facilities, band widths and general features will also be explained.

** Installation and Maintenance of Television Receivers — Edward Edison, RCA Service

A brief history of RCA's growth in television since 1936, leading up to the conception and launching of the RCA Service Plan for the consumer. A review of some related problems between the television broadcasters and the installation and service organization.

Mr. Edison  Mr. Ranger

Absolute Speed for Magnetic Tape

and Demonstration of Tape Reproduction at 30'' per Second — R. H. Ranger, Rangertone Inc.

Factors determining the smoothness of the tape movement in a professional type magnetic recorder are the constancy of the t-pe pull of the three motors involved. First in importance is the synchronous motor. New hysteresis motors have proven particularly effective for these, and a particular adaptation will be described.

Magnetic Tape Editing Device — R. S. O'Brien, CBS (presented by H. C. Pangborn, KNX)

A tape-editing machine which spots the precise location of particular words or portions of words is described. By means of a variable speed forward-reverse drive the tape may be quickly reeled to the desired section. A pickup head mounted on a drum is then rotated, scanning a 2-to-5 word section of tape repetitively. Aural and visual (oscilloscope) methods for locating an exact cutting point within the scanned section are described.

Mr. Pangborn  Mr. O'Brien

The Economics of Coverage in FM Broadcasting — Everett Dillard, WASH Washington, KOZY Kansas City

In general, the talk will center around the engineering considerations which contribute toward the best coverage consistent with the economy of investment and operation, and the required service area by FM stations. It will include: advantages in coverage to be expected of FM operation; the engineering aspects of combined FM-AM operation at a single site; the engineering aspects of a site selected for an exclusive FM operation; a review of the relative importance of transmitter power, antenna height, and antenna gain; planning for future FM expansion; effects of topography on coverage; factors to be avoided in selecting sites; how to avoid multipath distortion problems; the Class A FM station in the allocation picture; a discussion of FCC engineering standards for FM; and the use of FM by radio relay in FM network.

Mr. Dillard  Mr. Packard

Measuring Equipment and Techniques for FM and AM Broadcast Transmitters — David Packard, Hewlett-Packard

This paper begins with a review of audio frequency, measuring equipment, and techniques. The application of low distortion oscillators, distortion analyzers and inter-modulation measuring equipment is described, with special em-

(Continued on page 200)
Featuring Zenith-Armstrong Static Free FM

Only genuine Armstrong FM can give FM reception at its best—crystal-clear, static-free, true in fidelity. And here in this sensational new Zenith “Symphony” is Armstrong FM at its best. For here is Zenith’s patented built-in FM aerial. Here is reception on both FM bands—for protection against future broadcasting changes. Here, too, is Zenith’s exclusive, new “DialSpeaker” combining dial and speaker to permit the largest speaker ever used in this size set! With Zenith’s powerful Wavemagnet and tuned radio frequency the “Symphony” pulls in long distance AM radio sharp and clear . . . and its new-type maximum-fidelity tone control intensifies the entire bass-to-treble range. It’s the newest, hottest package of dynamic selling ammunition . . . with Zenith-Armstrong FM!

Keep An Eye On

Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.
TAX-FREE THREAT

ENTRANCE into radio by farmers' and consumers' cooperatives is on the increase. Although only one cooperative-owned station, WRFD Worthington, Ohio, is now in operation, a number of other stations have been granted licenses and are under construction.

WRFD, a 5-kw daytimer on 880 kc, is owned by Peoples Broadcasting Corp. and sponsored by Ohio Farm Bureau Federation. Its announced aim is to serve the rural population of Ohio. Its earnings will escape full payment of federal income taxes which must be borne by its taxpaying competitors.

In a declaration of policy on advertising the WRFD board of directors pointed out that "WRFD salesmen will need to contact firms, some of whom will be offered items and products of the same nature as handled by Farm Bureau cooperatives in the state, or services similar to those of the Farm Bureau insurance companies." Here the station gets into competitive advertising with its members as well as with non-co-op stations.

Another cooperative venture is Rural Radio Network Inc., which aims at covering 76% of the New York farm homes. This will be an FM network sponsored by New York State Grange, New York State Farm Bureau and several other cooperatives. Money to finance the stations was advanced by the Cooperative Grange League Federation and the Dairymen’s League Cooperative Assn.

Main studios will be in Ithaca and six stations are to be located in small towns of the state. One operating station has just been signed, WGHP (FM) New York City, and will join the network as soon as some of the other stations start operation. Agreement covers an exchange of programs and joint advertising sales.

In the consumer cooperative field Cooperative Broadcasting Assn. is selling stock in WCFM (FM) Washington, D. C. Common stock is being sold to consumer co-ops and preferred stock to interested individuals. As of the middle of February, $65,000 had been subscribed and the association indicated it still needed $108,000 more.

The WCFM enterprise was started early in 1946 and plans were made for "listener control" of policy and programs through the creation of advisory councils consisting of local organizations, stockholders and general listeners. Advertising probably will be greatly limited by the controls to be placed upon it but competition for sponsors will still exist between this tax-preferred station and tax-paying stations in the area when WCFM starts operation.

See Trend

Articles in various cooperative publications indicate that cooperatives all over the country are seriously studying the possibility of entering radio. Several large cooperatives are financially able to enter the broadcasting field with ease any time they wish, says the National Tax Equity Assn., Chicago, which points out that the federal income tax advantage helps cooperatives to pay a better price for a property than can a regular tax-paying corporation. It is quite possible that the cooperatives will be inclined to buy existing stations rather than construct their own, the association adds.

If present trends continue, and cooperative stations are successful, it is possible that more and more cooperatives will enter radio in competition with stations that do not enjoy the advantage of being wholly or partially tax free, National Tax Equity Assn. says.

"POOPER RATING"

Paper’s Readers List Programs

They Could Do Without

GRIPING Arizona listeners have opportunity through the Phoenix Times to tell about the programs they could best do without under heading of "Pooper Rating."

The Times was the first Phoenix newspaper to carry free listings of radio programs and is still the only paper there publishing a complete radio log. However, the "Pooper Rating" innovation is not intended as a negation of radio in any way, according to Anna Roosevelt Boettiger, publisher. She added:

"Radio news has definitely proven to be an important circulation builder for us. Radio is so rich in the personalities who make today's news that I cannot understand how any editor can avoid giving it a generous amount of space."

"Pooper Rating" is concoction of John Johns, radio editor of the paper, who sought to heighten interest in the radio page.

MISREPRESENTATION in the sale of correspondence courses in radio and television is charged in a complaint issued by FTC against Radio Training Assn. of America, Hollywood. Complaint charges respondent with falsely representing advantages and benefits which purchasers of course could expect to receive.

Say Goodbye to “MAKESHIFT” Equipment

TELEVISION CAMERA DOLLY

For studio work and out in the field this husky, new, compact metal camera dolly... lightweight... does away with heavy improvised wooden dollies prevalent in many studios. It's INSTANTLY FOLDABLE... into a compact, easy-to-handle bundle. Weighs only 13 lbs. Fits standard camera tripods, and can be put in place in a matter of moments. It was designed by engineers under practical television working conditions. Order one and you'll order them for all of your cameras. PRICE: Type Tele 401B (as illustrated) F.O.B. Omaha $35.00

OTHER CENTELE PRODUCTS: Camera Script Holders; Tele-Photo Lens, with adjustable iris diaphragm; Port-O-Reels for AC power and microphone extensions. Coming soon: Camera cable reel with continuous contact slip ring. Send us your ideas and specifications on other television accessory equipment needed. We will consider them for development and manufacture.

Send all orders and inquiries to

CENTELE CENTRAL TELEVISION PRODUCTS
Box 1752, Benson Station, Omaha, Nebraska

BROADCASTING • Telemaster age 200 • May 17, 1948
Their brilliant performances have thrilled millions of Americans...

The top stars of stage and screen have appeared on The Theatre Guild on the Air. They have helped to make it radio's most distinguished dramatic program. Last year The Theatre Guild on the Air, now beginning its fourth season on ABC, won more awards than any dramatic show on any network. Most recent prize was the coveted George Foster Peabody Award, the highest tribute in radio. To the Theatre Guild; to the sponsor, U.S. Steel; to the stars—congratulations!
Technical Papers

(Continued from page 198)

phases on measuring the performance of audio frequency channels in broadcasting transmitters. Various problems and techniques involved in making gain measurements, distortion measurements, inter-modulation measurements, and measurements of noise and residual hum are described. Some discussion is included on the relative merits of various types of measurements, precautions, and interpretations necessary in order to obtain reliable information.

Measurements of the overall performance of transmitters, with special emphasis on FM equipment, are described. Means of demodulating the carrier to provide the necessary measuring signals and the various problems in making overall tests are described. The problem of measuring carrier deviation and modulation swing in FM transmitters is described. The application of monitoring equipment to obtain measurements of residual AM modulation on FM transmitters, together with the normal measurements of distortion, noise, and residual hum, is covered, both as to measuring equipments which are available and preferred techniques to be used.

A System for Measuring Co-Channel Interference—Robert A. Fox, WGAR-WJR-KMPC

This paper describes a system for continuously recording the ratio of desired to undesired signal for stations operating on the same channel. The system employs a receiver having constant output over a wide range of input voltage followed by a selective amplifier which isolates the heterodyne voltage when an undesired signal is present. The selective amplifier operates a graphic recorder whose reading is proportional to the ratio of desired to undesired signal.
More than 350,000 American families are enjoying television now, with about 45,000 new receivers going into new television homes each month.

**How That Youngster Grows!**
The stars on map are television stations now on the air. Round dots soon will be. Before the end of 1948 44.5% of the nation's population will be within reach of television.

**Sponsor Identification**
High sponsor identification ratings are usual in television. The most recent Hooper survey shows 5 out of the 10 highest ratings were programs presented on the Du Mont Network.

**5 People Per Receiver**
That's average home audience. In public places, audience may be a hundred or more. 46% report they bought products because they had seen them advertised on television.

---

**Ask DuMont**
For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask DuMont. DuMont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

**DuMont Television Network**
515 Madison Avenue, New York 22, N.Y.
The Nation's Window on the World
Milestones

GIMBEL Bros.' The Handy Man program on WPTZ Philadelphia, Philco video outlet, marked its 52d consecutive telecast April 30 with birthday party for local radio and advertising executives. Guests viewed the 8:30-8:45 p.m. program in WPTZ studio and later were served refreshments. Jack Creamer, "The Handy Man," uses how-to-fix-it format for show.

John T. Schilling, general manager of WHB Kansas City, and Henry E. Goldberg, WHB chief engineer, have begun their 27th year with the station. Messrs. Schilling and Goldberg built WHB in 1922 when it was owned by the Sweeney Automotive and Electrical School. A Mutual affiliate, WHB now is licensed to WHB Broadcasting Co. with Donald Dwight Davis as president and commercial manager.

Judith Waller, NBC Central Division director of public affairs, has begun her 27th radio year. Miss Waller entered broadcasting in 1922 as manager of WMAQ Chicago. . . . Nancy Osgood, NBC Washington director of women's activities, has marked her fourth birthday with the network's capital outlet, WRC . . . . Eddie Hubbard has entered his third year as record m.c. on Chesterfield's ABC Club on WIND Chicago.

KNBC San Francisco's Light and Mellow program, first commercial show aired from the NBC Bldg. at Taylor and O'Farrell Sts., marked its sixth birthday April 20 with anniversary broadcast. Ar- rivedirand Girard, featured baritone, was member of orignal cast. . . . To celebrate its first birthday, WEMP Arlington, Va., in early April telephoned 100 persons and awarded each $15.00 if it is a birthday greeting was "Happy Birthday, WEMP" instead of "Hello." Money represented WEMP frequency. Phone calls were not broadcast.

Eddie Anderson, "Rochester" on NBC Jack Benny show, is celebrating his 11th year with the program. An appearance which was to be a "one time shot" was held over indefinitely . . . . Med Max- well, farm commentator, in April made his 600th broadcast of Let's Go Visiting, sponsored by Wayne Feeds twice weekly on some 20,000 midwest stations. Mr. Maxwell has been conducting his rural on-the-spot interviews for six years, has traveled a quarter-mil lion miles.

Hal Lawrence, WTOP Washington announcer, April 2 marked both his 31st birthday and beginning of his 10th year in radio . . . . The Lowell Institute of Cooperative Broadcasting Council, Boston, which adapts to radio the content of regular college courses, presented its 500th educational program April 9 on WEII Boston. Show was titled Our Children . . . Olds Ads., Montreal and Toronto, celebrated its 25th anniversary with staff dinners in both cities during April . . . . Ronalds Adv., Montreal and Toronto, celebrated its 25th anniversary with staff dinners in both cities during April . . . Med Palmer, radio editor of the Holly- wood Citizen News, was honored for her 20 years service last month by local Advertising Club luncheon. Miss Palmer was awarded a tele- vision set in the annual sweepstakes.

Complete staff of trained technicians available for consultation.

JUNIOR

COLLAPSIBLE

DOLLY

ideal for all types of TELEVISION CAMERA WORK

This Dolly designed by specialists of custom-built television and motion picture equipment, and lens mounts. Representatives for Houston Developing Machines, Auricon single system camera and recording equipment. Bardwell & McAllister lighting equipment, Moviola and Micro Engineering editing equipment. Rentals, Sales and Repairs of all types of 16mm and 35mm cameras, lighting and editing equipment.

Large and sturdy, will support television camera on tripod, and cameraman. Assembles quickly without use of tools; constructed of magnesium and dural, provided with rubber tire wheels, quick-setting lock for straight line dollying. Collapses to fit carrying case. 12" sq. by 6' long.

Immediate delivery

Write for Literature

FRANK C. ZUCKER
TELEVISION EQUIPMENT CO.

Page 204 • May 17, 1948

CBS Must Pay Judgment, L.A. Appeals Court Says

UPHOLDING a lower court action, the District Court of Appeals in Los Angeles sustained the judgment against CBS for $35,000 in favor of Jack Stanley. Latter had sued network for alleged misappropriation of his program, Hollywood Pioneers.

Mr. Stanley's program had been aired for 62 weeks on regional basis before another format similar in nature was undertaken by network. Mr. Stanley contended that there was an implied contract on the basis of his original format and that subsequent program was an infringement.
Top network-radio vehicle
of two great national advertisers...

...just being released
for local broadcast
at low syndicated rates

ANOTHER PROVEN
NBC RECORDED PROGRAM

Through the cost-sharing feature of NBC Syndication, one of network radio's most successful serial programs is now available to local and regional advertisers... and at rates well within the limits of the most modest advertising budget.

Sponsored for four years by Safeway Stores on the NBC Western Network, and currently scheduled over 40 stations of that Network by Albers Division of the Carnation Company, AUNT MARY has one of the highest year-in-year-out Hooper records in the history of daytime radio.

NBC Radio-Recording has available* immediately more than 600 transcribed, open-end, quarter-hour programs... enough for two full years and more of across-the-board broadcast... a smart buy for local and regional advertisers reaching for a ready, responsive daytime audience.

Here is top writing, direction and production... casts of seasoned Hollywood talent... a proven entertainment and sales formula. Write, wire, phone or use the coupon below to obtain audition record, rates and new brochure.

Special discount rate on firm 52-week orders (260 programs). Minimum contract 13 weeks (65 programs) with renewal option.

*except in the area served by the NBC Western Network, but check us for availabilities. Program is offered subject to prior sale and availability.

NBC Radio-Recording Div. (Syndicated Program Sales)
30 Rockefeller Plaza, New York 20, New York

Rush audition record, rates, brochure for AUNT MARY...

NAME ________________________________ TITLE ________________________________
COMPANY ________________________________
ADDRESS ___________________________________
CITY _____________________________________ ZONE STATE ____________________

Here's Hooper History — and current, too!

AVERAGE RATING — 5.4
(January-March, 1948)

Sample Market Ratings:
DENVER...6.5 OMAHA...11.4
EL PASO...10.5 SAN DIEGO...6.3
FRESNO...8.9 SEATTLE...5.0
SPOKANE...8.3

(From latest Hooper Pacific Coast Reports
and Hooper Measurement of Radio Listening Reports —
Oct. '47-Feb. '48)

...Radio-Recording Division

A service of Radio Corporation of America
RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
NEW BASEBALL TV TECHNIQUE

WBKB Chicago's New Method Aimed at Humanizing

Game and Building Enthusiasm for It

AN OUTLINE of new techniques for baseball telecasts, centering around better integrated camera continuity and orientation for potential fans, has been disclosed by W. C. Eddy, director of WBKB Chicago.

TV coverage has been limited to a "visual adaptation of techniques developed in aural broadcasting," Capt. Eddy pointed out at a news conference, with increasing evidence that it confused rather than clarified audio description for the average layman with an incomplete knowledge of the game.

The new type of coverage, which WBKB introduced this season in its telecasts of Chicago Cubs home games, is directed toward creation of a production method which would "teach and humanize the game and build enthusiasm" among non-baseball minded televiewers, Capt. Eddy said. Plan originally was advanced by Philip K. Wrigley, Cubs owner.

Maintaining that many precepts of "good showmanship" had been overlooked in video coverage, Capt. Eddy outlined the following fundamentals in the new system: (1) Orientation of the viewers, obviating need for changes in the viewing angle from scene to scene; (2) development of action towards rather than away from the cameras; (3) careful selection of any camera positions in order to orient individual players with the team and playing field, and (4) maximum utilization of good camera techniques and equipment.

WBKB maintains camera placements along the left field foul line — back of third base, in middle left field and far left. This represents a distinct departure from last year's system of placing them back of the plate, and first and third bases. The far left field camera is equipped with a Zoomar lens.

Capt. Eddy emphasized that the new coverage was just a beginning toward "covering what is going to make sense" and that it could be applied likewise to other sports. He disclosed that a complete survey will be taken shortly to ascertain audience reaction. Seventy-six percent of letters received thus far, he said, show preference for this year's system of coverage.

Mr. Cullum Mr. Broughton
Factors Affecting Performance of Directional Antennas — A. Earl Cullum, Consultant
A brief review will be made of the technical aspects that must be considered in designing directional antennas. This review will bring out not only the problems of protection and coverage, but will also bring out the aspects that affect the stability and efficiency of directional antennas. A review will then be made of the modern methods used to calculate, adjust, and maintain directional antennas.

BEST TEST CITY IN THE MID-WEST

ROCKFORD* ILLINOIS

WRCK

→ Leads in Listening
→ Affiliated with ABC
→ Represented by Headley-Reed

*1947 RETAIL SALES IN WINNEBAGO COUNTY WERE 149 MILLION

BROADCASTING • Telecasting
ONE BROADCASTER TELLS ANOTHER

"IT'S G-E FOR ME!"

FOR 4 BIG REASONS!

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

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

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

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

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

BROADCASTING • Telecasting

FOR FAST SERVICE CALL G-E!

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

ATLANTA 3, GA.
187 Spring Street, N. W. — Wiers 9767

BOSTON 1, MASS.
140 Federal Street—Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart—Whitehall 3915

CINCINNATI 3, OHIO
215 W. 3rd Street—Parkway 3411

CLEVELAND 4, OHIO
710 Williams Bldg.
Euclid & Public Square—Superior 6822

DALLAS 2, TEXAS
1801 N. Lamar Street—MID 324

DENVER 2, COLO.
650 17th Street—Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street—Victor 9745

LOS ANGELES 14, CALIF.
Suite 1300-1301—Security Title Insurance Bldg.
530 West Sixth Street—Sunset 3417

MINNEAPOLIS 2, MINN.
12 South Street—Main 3541

NEW YORK 22, N.Y.
370 Lexington Avenue—Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street—Kennybacker 5-9000

SALT LAKE CITY 9, UTAH
200 South Main Street

SAN FRANCISCO 4, CALIF.
235 Montgomery Street—Douglas 3740

SCHENECTADY, N.Y.
Bldg. 267, Rm. 209—Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue—Main 7100

SYRACUSE 1, N.Y.
Syracuse 4-4111

WASHINGTON 5, D.C.
801 15th Street, N.W.—Executive 3600

See your nearest G-E broadcast equipment representative, or write: Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.

May 17, 1948 • Page 207
**COMING SOON!**

**FYI**

It's New and Original!

**FYI**

Three one-hour shows a week!

**FYI**

It's Informative! It's Dramatic! It's Terrific!

**FYI**

For the Whole Family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D. C. • RE 4312

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Network Time Costs
First Quarter

1947

$7,292,261

1948

$8,707,095

<table>
<thead>
<tr>
<th>Program</th>
<th>Product</th>
<th>Radio Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day in Life of Dennis Day</td>
<td>Colgate Dental Cream</td>
<td>NBC156</td>
<td>Wed., 8:30-p.m.</td>
<td>10/3/46</td>
<td>10/3/46</td>
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<tr>
<td>Stunt Nightclub</td>
<td>Colgate Shave Cream</td>
<td>NBC156</td>
<td>Wed., 8:30-p.m.</td>
<td>10/3/46</td>
<td>10/3/46</td>
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<tr>
<td>Judy Canova</td>
<td>Colgate Shave Cream</td>
<td>NBC156</td>
<td>Wed., 8:30-p.m.</td>
<td>10/3/46</td>
<td>10/3/46</td>
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<tr>
<td>Kay Kyser</td>
<td>Colgate Soap</td>
<td>NBC156</td>
<td>Wed., 8:30-p.m.</td>
<td>10/3/46</td>
<td>10/3/46</td>
</tr>
<tr>
<td>GILLETTE SAFETY RAZOR CO.</td>
<td>$1,332,328</td>
<td></td>
<td></td>
<td>6/6/46</td>
<td>6/6/46</td>
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<tr>
<td>Fights</td>
<td>Raton, Blades</td>
<td>NBC157</td>
<td>Jan., 1 to 4:30 p.m.</td>
<td>7/4/46</td>
<td>7/4/46</td>
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<tr>
<td>Giv &amp; Take</td>
<td>Cone</td>
<td>NBC157</td>
<td>Sat., 10:30-p.m.</td>
<td>8/11/46</td>
<td>8/11/46</td>
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<tr>
<td>Charlie McCarthy</td>
<td>Cone</td>
<td>NBC157</td>
<td>Sat., 10:30-p.m.</td>
<td>8/11/46</td>
<td>8/11/46</td>
</tr>
<tr>
<td>Crime Photographer</td>
<td>Cone</td>
<td>NBC157</td>
<td>Thu., 10:30-p.m.</td>
<td>9/11/46</td>
<td>9/11/46</td>
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<tr>
<td>LEVER BROTHERS CO,</td>
<td>$310,529</td>
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<td></td>
<td>6/6/46</td>
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<tr>
<td>Lux Radiator</td>
<td>Lux Soap &amp; Flakes</td>
<td>NBC157</td>
<td>Mon., 10:30 p.m.</td>
<td>6/6/46</td>
<td>6/6/46</td>
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<tr>
<td>My Friend Spain</td>
<td>Mon., 11-11:30 p.m.</td>
<td></td>
<td></td>
<td>6/6/46</td>
<td>6/6/46</td>
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<tr>
<td>Hop Marplex</td>
<td>NBC157</td>
<td>Wed., 11-11:30 p.m.</td>
<td></td>
<td>6/6/46</td>
<td>6/6/46</td>
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<tr>
<td>Bob Hope</td>
<td>NBC157</td>
<td>Wed., 11-11:30 p.m.</td>
<td></td>
<td>6/6/46</td>
<td>6/6/46</td>
</tr>
<tr>
<td>The Saint</td>
<td>NBC157</td>
<td>Wed., 11-11:30 p.m.</td>
<td></td>
<td>6/6/46</td>
<td>6/6/46</td>
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<tr>
<td>MANHATTAN SOAP CO.</td>
<td>$57,540</td>
<td></td>
<td></td>
<td>6/6/46</td>
<td>6/6/46</td>
</tr>
<tr>
<td>Katie's Daughter</td>
<td>Sweetheart Soap</td>
<td>NBC157</td>
<td>Fri., 11:15-11:30 a.m.</td>
<td>1/14/46</td>
<td>1/14/46</td>
</tr>
<tr>
<td>Rose of My Dreams</td>
<td>NBC157</td>
<td>Fri., 11:15-11:30 a.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
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<tr>
<td>Evelyn White</td>
<td>NBC157</td>
<td>Fri., 11:15-11:30 a.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
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<tr>
<td>PROCTOR &amp; GAMBLE CO.</td>
<td>$1,300,669</td>
<td></td>
<td></td>
<td>6/6/46</td>
<td>6/6/46</td>
</tr>
<tr>
<td>Pappy &amp; Grandpa's Family</td>
<td>SARP &amp; Flakes</td>
<td>NBC157</td>
<td>Mon., 11:30-11:30 a.m.</td>
<td>1/14/46</td>
<td>1/14/46</td>
</tr>
<tr>
<td>Thy's Son</td>
<td>NBC157</td>
<td>Mon., 11:30-11:30 a.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
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<tr>
<td>F. President</td>
<td>NBC157</td>
<td>Mon., 11:30-11:30 a.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>NBC157</td>
<td>Sat., 8-8:30 p.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
</tr>
<tr>
<td>Backstairs Wife</td>
<td>NBC157</td>
<td>Sat., 8-8:30 p.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
</tr>
<tr>
<td>Miss America</td>
<td>NBC157</td>
<td>Sat., 8-8:30 p.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
</tr>
<tr>
<td>Molle Ministry Theater</td>
<td>NBC157</td>
<td>Sat., 8-8:30 p.m.</td>
<td></td>
<td>1/14/46</td>
<td>1/14/46</td>
</tr>
</tbody>
</table>

Source: Publishers' Information Bureau

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**Toiletries**

(Continued from page 196)

powder, and has also acquired the Thursday evening Henry Morgan Show on ABC through its purchase of Shave Cream Shampoo and Hedy Permanent Wave, advertised on that program, from William R. Warner Co. Manhattan Soap Co. on May 17 moves The Strange Romance of Evelyn Winders from its morning spot on CBS to the afternoon period vacated by the company's Rose of My Dreams, which was dropped May 14.

Network advertisers in this group include twice as many more as are listed in the table. American Home Products has two CBS shows: Mr. Keen, Thursday, 8:30-9 p.m., and the daytime serial, Romance of Helen Trent, for Kolynos. Campbells Sales Corp. advertises its Solitaire Make-up with Solitaire Time, Sunday morning quarter-hour on NBC, and its cosmetics generally every week with First Knight, Thursday evening half-hour on CBS. Chesebrough Mfg. Co. sponsors Dr. Curry's in a 25-minute period of CBS on Wednesday evening for Vaseline hair tonic and jelly. F. W. Fitch Co. promotes its shampoo, hair tonic and shave cream with Barbaro on NBC Sundays in the choice half-hour between Benny and Bergy.

Bristol-Myers Co. has three network shows, all evening half-hour on ABC, signed off for the summer April 21, to return Sept. 29 or Oct. 6. Interstate Labs air a quarter-hour of Meet the Miusus Thursday afternoon on CBS Pacific for Oceline Eye Pads. Walter Winchell and Louella Parsons broadcast in consecutive Sunday evening 15-minute periods on ABC for the soaps and lotions of Andrew Jergens Co. Lambert Pharmacal Co. has twelve sponsors Abe Burrows in a Saturday evening quarter-hour on CBS. Los Angeles Soap Co. uses Knox Manning's noontime 15-minute newscasts five days a week on a West Coast CBS hookup. Noxema Chemical Co. sponsors Mayor of the Town on ABC, Wednesday, 8-8:30 p.m., and Gabriel Heatter on MBS. Fri., 9-9:15 p.m. Barbasol Co. has taken over for the summer the Billy Rose twice-weekly five-minute broadcasts on MBS, replacing Mus- ter's Co. as sponsor.

R. B. Semler sponsors a 15-minute segment of Mutual's Martin Block Show three times a week for Kremi hair tonic and shampoo. Wildroot Co. advertises its toiletries with Adventures of Sam Spade, CBS, Sunday, 8-8:30 p.m., plus King Cole Trio, which the company sponsored Saturday, 5:45-6 p.m. on NBC; was discontinued in May on NBC. Regionally, Wildroot uses What's the Name of That Song? Wednesday evening half-hour, on Don Lee, and the MBS co-op show, The Shadow, on seven North Carolina stations.

Spot users include Menner Co., with quarter-hour musical clock programs on about 50 stations; Kent of London, using ten quarter-hours a week on WQXR New York, with others to be added, to introduce its new perfumed hairbrush in the New York area; Lever Bros. Co., starting a $750,000 spot drive for Lifebuoy in May; Consolidated Royal Chemical Corp., using 15-minute shows on several stations for Krink's Shavekream. Plans for spot campaigns have recently been announced by Pearson Pharmacal Co. (Dent cement); Belding Chemical Co. (deodorant); Carasanti Inc. (perfumes); Verna Lane Products Co. (cosmetics); Sta-Rite Ginnie Lou Inc. (hairpins); Lamand (Continued on page 212)
To do a THOROUGH coverage job in eastern and central New York—to reach the far corners of this area with a strong signal and a compelling voice—you need Station WGY.

The only major station in the area it serves, WGY covers 62 important counties having 38 cities and many more towns and villages...all of which combined make it one of the nation's leading markets.

On the basis of cost per listener, mail response and tangible results, pioneer station WGY is the logical buy.

If your advertising schedule includes television...investigate 44 practical, low cost, audience-tested TV programs, now available at Television Station WRGB.

---

**WGY**

Television

SCHENECTADY, N. Y.

**WGFM**

Frequency Modulation

May 17, 1948
WITHIN A LITTLE less than a year WFMI (FM) Portsmouth, N. H., has constructed one and a quarter miles of road, put up a two-story concrete and steel transmitter building, erected a tower, secured an RCA FM transmitter and installed what is believed to be the first studio link transmitter operating in the newly-designated 940-me band.

The transmitter was ordered, designed, constructed and delivered within 120 days by Harvey Radio Laboratories Inc., WFMI reports. Since the station is owned by WHEB it was planned at the outset to use existing studio facilities for the origination of FM programs.

The transmitter site decided upon was Saddleback Mountain, Deerfield, N. H., which is 1100 feet above sea level and is surrounded by average terrain of approximately 700 feet. Site is half way between Portsmouth and Concord, N. H. When the construction permit was issued over 600 acres were purchased.

The first job was to build one and a quarter miles of road through heavy timber to the top of the mountain. Actual construction started late in May 1947.

The final site selected was on a solid ledge 1,108 feet above sea level and 72 feet under the top of the mountain. The transmitter building is two stories, 54 x 28 feet, constructed of concrete and steel. The first floor is used for the storage of food, a garage to house six-wheel-drive war surplus Army truck and a 50-kw auxiliary power plant.

The second floor contains a 20 x 25-foot transmitter room in addition to three bedrooms, living room, kitchen and bath.

Food supplies, including cold storage, is sufficient to supply four engineers from December through March. There is also a 1,000-gallon supply of gasoline for operation of the auxiliary power plant and 3,000 gallons of fuel oil for the heating system. Heating is a forced air system. The inside walls have four inches of rock wool insulation; the ceiling has ten inches and asphalt shingles were used on the roof. The transmitter room houses, in addition to the main transmitter and control panels, a two-way shortwave radio for communications with the studio.

In order to clear the highest point of the mountain it was necessary to erect a 100-ft. tower to support the RCA four-section Pylon antenna used as a radiator.

Because of the remote location of the transmitter, and the high cost of installing transmission lines for the studio, a big problem was presented. When in September 1947, the FCC assigned the 940-me band as the permanent band for ST links, WFMI started looking for a manufacturer who could deliver a link operating in this band.

Harvey to Construct

Many firms were contacted and finally Frank Lyman Jr., president of Harvey Radio Laboratories, Cambridge, Mass., advised that his company would be willing to work out a circuit and construct such a link. A 5-w circuit was used with corner reflector antennas which were later exchanged to parabolics.

The link went into operation March 25, 1948, and is believed by WFMI to be the first one used in the 940-me band by a commercial broadcaster.

WFMI operates with 30 kw effective radiated power (at present 17,100 w ERP) on Channel 29 (107.3 mc.). STL—WEBI—operates on 940.5 mc with 5 w. They are owned and operated by WHEB Inc. New Hampshire Governor Charles M. Dale is corporation president; Bert Georges, vice-president and general manager; Paul G. Lindsay, chief engineer of WHEB Inc., was supervising engineer.

Overall construction costs were $96,620 for the FM operation.

Technical equipment, $42,750; auxiliary power plant and fixtures, $11,670; building, $97,600; promotion and miscellaneous items, $14,820. This does not include studios since the regular WHEB studios are being used.

Engineering Agenda
(Continued from page 47)


LECTURE (12:30-2:15 p.m.)
Neal McNaughton, assistant director, NAB Dept. of Engineering.

"The Development of Magnetic Recording Leading to Stereophonic Sound," demonstration by Donald A. Leedy, acting director, Armour Research Foundation, Chicago.

APRIL 29 (2:30 p.m.)
Orrin W. Towner, WHAS Louisville, technical director, presiding.

"Developments in Sound and Relay Broadcast Equipment," J. L. Hathaway, assistant manager of engineering developments, NBC.


FCC Industry Roundtable, Mr. Howard presiding. Participating for FCC—Commissioner George E. Sterling; John A. Willoughby, acting chief engineer; Cyril M. Braun, chief FM Broadcasting Division; James A. Barr, chief, Standard Broadcast Division; Hart Cowperthwaite, acting chief, Televison Broadcast Division.

Participating for industry—Messrs. McNaughton, Towner, Popple, Mark and DeMars.

EVENING (3:30-9:30 p.m.)
Inspection tour of Mutual-Don Lee broadcasting studio, 513 Vine St., Hollywood. Lewis Allen Weiss, MBS board chairman and Don Lee vice president, serving as host, in cooperation with Western Electric Co.; Harry Lubcke, technical television director; Walter Blum, chief engineer; studio operations, and Frank Kenney, chief engineer, transmitter and FM operations.

SATURDAY

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur
With Danceland
10,000 Watts
WIBG
REPRESENTED nationally by Adam J. Young, Inc.
See why Leaders in TELEVISION choose MYCALEX 410 insulation

In television seeing is believing . . . and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.

Stability in a television circuit is an absolute essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.

Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation . . . exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.

MYCALEX CORP. OF AMERICA
"Owners of 'MYCALEX' Patents"

Specify MYCALEX 410 for:
1. Low dielectric loss
2. High dielectric strength
3. High arc resistance
4. Stability over wide humidity and temperature changes
5. Resistance to high temperatures
6. Mechanical precision
7. Mechanical strength
8. Metal inserts molded in place
9. Minimum service expense
10. Cooperation of MYCALEX engineering staff

Plant and General Offices, CLIFTON, N. J.
Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
Toiletries
(Continued from page 208)
O-Tone Products (shampoo and hair cream).
Gillette is the only major video advertiser in the toiletries category. One of the first advertisers in television, Gillette has sponsored telecasts of the Friday night fights on WNET New York and lately on the NBC East Coast TV network as well as on the ABC (AM) network, to advertise Gillette Razors and Blue Blades. This spring Gillette is sponsoring broadcasts of three top races—Kentucky Derby, Preakness and Belmont Stakes—on the CBS AM and TV networks. Traditional sponsor of broadcasts and telecasts of former world’s championship bouts, Gillette made its own deal with the promoters of the Joe Louis-Joe Walcott return match this June and secured the radio and video rights directly. While not yet announced, it is probable that the AM broadcast will be on ABC, the video coverage on NBC.
Manhattan Soap Co. is co-sponsor of the weekly afternoon video show, Missus Goes A-Shopping, on WCBS-TV New York. Fitch has used video spots on WABD New York.

Clyne Appointed
TERRY CLYNE, account executive for Bulova Watch Co. with the Blow Co., New York, has been appointed to the plans board as specialist on network and spot radio and television.

<table>
<thead>
<tr>
<th>Network Time Costs</th>
<th>1947</th>
<th>1948</th>
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<tbody>
<tr>
<td>First Quarter</td>
<td>$549,575</td>
<td>$661,690</td>
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</table>

RELIGIOUS broadcasting was the biggest user of network time in the miscellaneous class during the first three months of 1948 and may be expected to continue as the leader through June, but in the second half of the year, with a Presidential election to be held this November, politics is almost certain to take over the load in the category.

As the table shows, five of the six leaders in this class were religious groups.

Religious sponsors not shown in the table include the Christian Reformed Church, regularly sponsoring the Back to God Hour, 11-11:30 a.m., and the National Council of Protestant Episcopal Churches, which on Feb. 29 broadcast a 15-minute program, Day of Restoration, on 250 MBS stations at 11:30 a.m. so that the broadcast could be received in churches during their regular Sunday morning services on that day.

Other miscellaneous network advertisers are: American Bird Products Inc., sponsoring a canary chorus, American Radio Warblers, on MBS, Sunday, 1:15-1:30 p.m., for the company’s bird food; Brotherhood of Railroad Trainmen, sponsoring a Saturday evening quarter-hour series of talks by Dorothy Fulheim on ABC; Albers Milling Co., subsidiary of Carnation Co., sponsoring Aunt Mary, 10-minute daytime serial, on an NBC western network for dog food and other feeds; General Foods Corp., sponsoring a weekly Jury, Sunday afternoon half-hour show on MBS, for Gaines dog food; Grand Lodge, Free and Accepted Masons of New York, who bought a Sunday afternoon half-hour on six MBS stations for a special George Washington memorial broadcast; John Morrell & Co., using a 15-minute Sunday afternoon spot on ABC (switching June 5 to NBC on Saturday afternoon) starring the movie dog, Lasie, and advertising Red Heart dog food; United Electrical, Radio & Machine Workers of America (CIO), sponsoring a Wednesday evening series of talks by Arthur Gaeth on ABC; United Steel Workers of America (CIO), buying a quarter-hour on ABC the night of May 3 for a one-time broadcast by Philip Murray, president of both the USWA and the CIO, to discuss U. S. Steel Co. wage and price policies.

Religious radio is not as stimulating as other non-commercial radio, which is the field in which they best serve a religious need. The other religious shows tend to fall into the category of Sunday morning services, usually at 9 a.m., while religious radio is commercial in nature and has a more general appeal.

XXVII
Transportation
Co-op is Only Network Billing

WHEN AMERICAN Transit Assn. last July ended its weekly half-hour series on ABC (Bulldog Drummond, succeeded by Spotlight on America), it left network radio without a single account from this class, unless the Chesapeake & Ohio Railway’s sponsorship of the MBS co-op show, Information Please, in seven major markets, be counted as network advertising.

The Frisco Railroad Co. spon-

(Continued from page 218)
First

in Power

in Programs

in Public Service

Clinton H. Churchill
President

Arthur Simon
Executive Vice President

Affiliated With

American Broadcasting Company

Avery-Knode Inc., National Representatives
1. AIR CONDITIONING COMPANY
2. APPAREL SHOP
3. APPLE GROWER
4. AUTOMOBILE DEALER
5. AUTO PARTS COMPANY
6. AVIATION SCHOOL
7. BAKERY
8. BANK
9. BATTERY MANUFACTURER
10. BEAUTY SHOP
11. BOWLING ALLEY
12. BREWERY
13. BUILDING SUPPLY COMPANY
14. BUSINESS MACHINE COMPANY
15. CAB COMPANY
16. CANDY MANUFACTURER
17. CATTLE BUYER
18. CHEMICAL FIRM
19. CIVIC AND COMMERCE GROUP
20. CLOTHING HOUSE
21. COAL AND OIL DEALER
22. COFFEE COMPANY
23. COOPERATIVE STORES
24. CONSTRUCTION COMPANY
25. CONTRACTOR
26. COSMETIC FIRM
27. COTTON COMPANY
28. COWBOY STORE
29. COUNTRY STORE
30. DRESS SHOP
31. DRIVE-IN
32. DRIVING SCHOOL
33. DRUG STORE
34. ELECTRICAL APPLIANCE HOUSE
35. ELECTRICAL CONTRACTOR
36. FABRIC SHOP
37. FARM IMPLEMENT COMPANY
38. FARM RANCH
39. FEED COMPANY
40. FERTILIZER DEALER
41. FLORIST
42. FOUNDRY
43. FRANKFURTER MANUFACTURER
44. FURNITURE STORE
45. FURRIER
46. GARAGE
47. GROCERY COMPANY
48. GAS STATION
49. GIFT SHOP
50. GROCERY STORE
51. HARDWARE STORE
52. HATCHERY
53. HEADACHE POWDER MAKER
54. HOTEL
55. HYBRID CORN GROWER
56. INDUSTRIAL CHEMICAL COMPANY
57. INSULATION COMPANY
58. INSURANCE COMPANY
59. INTERIOR DECORATOR
60. JEWELER
61. JOB Printer
62. KNIT SHOP
63. LADY'S SHOP
64. LINOLEUM SHOP
65. LIVESTOCK AUCTIONEER
66. LOAN COMPANY
67. LUGGAGE SHOP
68. LUMBER COMPANY
69. MAGAZINE
70. MARBLE AND GRANITE COMPANY
71. MARKETING ASSOCIATION
72. MAYONNAISE MANUFACTURER
73. MEAT PRODUCTS COMPANY
74. MEN'S CLOTHING MANUFACTURER
75. MILLINERY SHOP
76. MILLING COMPANY
77. NEWSPAPER
78. NEWSSTAND
79. NEWS WEEKLY
80. NIGHTCLUB
81. OPTICAL COMPANY
82. PAINT COMPANY
83. PHOTOGRAPHER
84. PIPE DEALER
85. PLUMBER
86. POTATO GROWER
87. POULTRY GROWER
88. PUBLIC UTILITY
89. RAILROAD
90. REAL ESTATE BROKER
91. RENDERING COMPANY
92. RESTAURANT
93. ROOFING COMPANY
94. SCRAP IRON WORKS
95. SERVICE STATION
96. SHEET METAL WORKS
97. SHOE STORE
98. SOFT DRINK COMPANY
99. SPORTING GOODS STORE
100. STATIONERY STORE
101. STORE EQUIPMENT COMPANY
102. SUPER-MARKET
103. TAILOR AND CLEANER
104. THEATER
105. TIRE COMPANY
106. TOURIST CAMP
107. TRACTOR EQUIPMENT
108. TRAILER DEALER
109. TURF CLUB
110. VAN AND STORAGE COMPANY
111. VENETIAN BLIND COMPANY
112. WATCH COMPANY
113. WELDING FIRM
114. WHOLESALE RADIO DEALER
115. WINDOW COMPANY

Sponsorship of U.P.'s news features is way up again—higher up than ever!

The latest survey shows 115 kinds of sponsors paying stations for them. Compare that with even the 77 varieties the survey before disclosed: the spread's just about half again as wide.

Features are only a fifth of U.P.'s daily news report. Most of it is news, gathered by 6,000 correspondents around the world, around the clock. But the money stations make out of just the features pays for a big part or all—often pays for more than all—of the whole 24-hour service.

One reason why that service today is getting more and more preference is that the programs it provides are getting broadcasters more and more business.

UNITED PRESS
AUTO ACCIDENT FATAL TO RUBIN, WMAN HEAD
MONROE F. RUBIN, president and principal stockholder of WMAN Mansfield, Ohio, was killed in an automobile accident May 3. His car failed to take a curve while he was enroute to strip mines near Cambridge. The mines are owned by Lakeside Mining Co., which he headed.

Mr. Rubin became president of WMAN in 1946. He also owned WJAY Cleveland until it merged into The United Broadcasting Co., in which his wife has an interest. WMAN is under the direction of J. M. O'Hara, vice president and general manager.

Surviving Mr. Rubin are his wife, Ruth; two sons, Vaughn and Buford, and a daughter, Raenelle.

Henry Whitehead, W TAR
Program Manager, Dies
H ENRY C. WHITEHEAD, 38, program manager of W TAR Nor- folk, died May 13 in a Norfolk hospital after an illness of less than a week.

Mr. Whitehead had been program manager of W TAR since 1936 and director of the Norfolk Symphonic Orchestra for the past 12 years. He attended the Curtis Institute of Music and in the early part of his career was a member of the Radio City Music Hall Symphony. During World War II he was active in civilian defense work.

Surviving are his wife, Mrs. Charlton Leitch Whitehead; his mother, Mrs. Robert C. Whitehead and a sister, Mrs. Joseph Sierer of Richmond.

Television May Suffer From Defense Program
DIVERSION of steel and other critical materials from consumer goods manufacturers in the national defense program may have an adverse effect on television production, Bert Cole, vice president and general manager of the Crosley Distributing Corp., said last week.

Mr. Cole also disclosed at his firm's open house May 10 that present demand for video receivers in the New York metropolitan area far outstrips supply. Plans for introducing a new 12-inch picture tube receiver in June are said to have been nixed by Crosley. The company's new display rooms and executive officers are at 1775 Broadway. Service headquarters are being retained at 559 W. 33rd St.

Edward Wade
EDWARD WADE, 45, NBC engineer since 1941, died in New York May 4 after a operation. Mr. Wade originally joined NBC as a transmitter engineer, and in 1942 transferred to the network's development group. He is survived by a sister.
GUIDE TO COOPERATIVE MERCHANDISING ISSUED


TO PROVIDE a guide to cooperative merchandising arrangements under the provisions of the Robinson-Patman Act which deals with the joint promotion of a product, the Bureau of National Affairs Inc. has just published Robinson-Patman Act; Advertising and Promotional Allowances by George J. Feldman and Burton A. Zorn, experienced attorneys in trade practices.

The book includes a listing of practical tips on how to bring business practices into conformity with the law. Then appears a discussion of the applicability of the law to current business practices and a detailed analysis of the applicable provisions of the law and what construction has been placed upon it by the courts. In part four appear numerous working tools for the business man and his counsel, the text of the Act and the leading decisions by the courts and the FTC.

CONTEST BOOMERANGS

‘Breakfast Club’ Gag Nearly Cost Sponsor Heavily

GAG CONTEST which boomeranged nearly cost one sponsor of ABC's "Breakfast Club"—Swift & Co.—a considerable sum in cold cash to entrants.

On April 2 broadcast firm announced rules for “contest to end all contests”—as a gag. Prizes were to include Boulder Dam, Golden Gate Bridge, Chicago's Merchandise Mart and ten oil wells. Listeners who sent in a $50 bill (type of money not specified) with name and address printed on the face, would receive $25 in return.

All types of bills—from monopoly sets to stage money—started rolling in, and worried contest directors decided April 13 to end the contest and “pay off” in Chinese currency. Total expenditures by the sponsor—approximately $10!

Jackson Sues WOOK

HAROLD B. JACKSON, former WOOK Silver Spring, Md., disc jockey, now working for WINX Washington, D.C., in a suit filed in District Court in Washington May 5 asked $50,000 damage from WOOK. Mr. Jackson charges WOOK and its president, Richard Eaton, breached his contract and that he was dismissed “without cause.” Mr. Jackson said WOOK made a shambles of his program, The House That Jack Built, by overcharging and mistreating advertisers and failing to give adequate support to the program.

SAM PIERCE, vice president in charge of radio for Ruthrauff & Ryan, Hollywood office, resigns effective July 1, to enter undisclosed television operation. He has been with agency since October 1942, joining as producer; named supervisor of radio production in November 1946 and a vice president five months later.

GEORGE F. FOLEY Jr., in publicity department of Newell-Emmett, New York, appointed chairman of agency's television committee, in expansion of TV to fulltime operation.

CAROL PEREL, of production staff of Arthur Meyerhoff & Co., Chicago, becomes timebuyer. Other changes in radio department: GEORGE RICH named producer of On the Century; MAGGIE DILLARD to direct Career Girl.

HARRIET MILLER appointed radio director of Washington office of Robert J. Enders Agency. Long associated with stations and agencies in Washington, she formerly was with WINX and WTOP in traffic, continuity and talent, was copywriter with Henry J. Kaufman & Assoc. and Harwood Martin, both Washington agencies.


OSCAR F. STERLING, art director and executive committee member, Mitchell-Faust Adv., Chicago, and HARRY ALTICE named vice presidents. Mr. Altice also appointed to executive committee and named fashion coordinator.

VANCE D. HICKS, in media department of Young & Rubicam, New York since 1938, appointed media director of agency's Detroit office.

IRVING WEISFELD, former secretary and vice president of Chernow Co., New York, resigns to join Julius J. Rowen Co., New York, as treasurer and vice president.

MADELEINE M. CARROLL joins Toronto office of Stewart-Lovick & Macpherson Ltd. as timebuyer.

GWYNNE A. PROSSER, personnel director of McCann-Erickson, New York, granted leave of absence to assist PAUL HOFFMAN, head of Economic Co-operation Administration, in establishment of recruiting procedure for selection of senior personnel.

KERMIT ENGELSON, formerly with Calvert Distilleries, San Francisco, joins Honig-Cooper Co., same city, in charge of field merchandising activities.


(Continued on page 219)
HEADLEY—REED COMPANY
REPRESENTING RADIO STATIONS EXCLUSIVELY

N.A.B. HEADQUARTERS
CHAPMAN PARK HOTEL

NEW YORK  CHICAGO  DETROIT  ATLANTA  LOS ANGELES  SAN FRANCISCO
ALL OFFICES COMPANY OWNED AND OPERATED

BROADCASTING • Telecasting
May 17, 1948 • Page 21
Ontario Election Looms; Broadcast Rules Are Set

ELECTION broadcasting for the Ontario provincial election scheduled for June 7, ceases at midnight June 4, according to an announce-
ment of the Canadian Broadcasting
Corp.

Free network time on Trans-
Canada and Dominion networks for
Ontario region is allocated by CBC in
quarter-hour periods for each
political party. CBC requires that
there be a 15-minute interval be-
tween free-time network political
broadcasts and subsequent spon-
sored political broadcasts. No spon-
sored political broadcasts can be
made on CBC-owned stations.

Subsidy hookups must be ar-
anged through CBC, and notice of
all political broadcasts must be
given in advance to CBC. Spon-
sored political broadcasts must be
paid for in advance. No dramatized
political broadcasts are allowed.

Only political broadcasts allowed
in two-day interval before election
are those broadcast announcements
urging citizens to vote.

Transportation

(Continued from page 218)

sors Information Please on two
Missouri stations and Chicago &
Southern Airlines pays the bill
in Memphis, with other co-ops spon-
sored by an assorted dozen resorts,
cab and bus companies and others.

New York Central Railway
System uses announcements on
some 20 stations, up from two a
year ago. Transworld Airlines in
March began publicizing the winter
performance record of its Con-
stellations via an announcement
campaign on 17 stations in five
markets; United Air Lines, using
spots on three California stations in
March, was contemplating a more
extensive campaign to an-
nounce the return of DC-6 planes
to service.

Santa Fe Railway used five 15-
minute shows a week on WHBC
Canton in March, down from eight
stations used in February. Capital
Airlines use of radio declined from
11 stations in January and eight
in February to none in March.

Only resort advertising reported is
the video campaign of charts-
Haddon Hall, Atlantic City hotel,
broading one-minute films of the
hotel's facilities and services
twice weekly in a test campaign on
WFIL-TV Philadelphia. Presum-
bly much of this type of adver-
sing is placed at the local level and
it is also probable that its volume
will increase with the ad-
vent of the vacation season.

Others

(Continued from page 219)

announcements in participation
programs on 15 East Coast stations
for Strongheart dog food, and Na-
tional Biscuit, using announce-
ments on a dozen eastern stations
for Milk Bone; California Bill of
Rights Committee, sponsoring five
Democratic of Rights broadcasts
on California stations; Valley
Church of the Air, with weekly
half-hours on three stations,
announcements on three more, all
in California. Ribicof Coal Insti-

tute broadcasts five 10-minute
programs a week on WOL Wash-
ington and the Milk Foundation
broadcasts on WABC New York.

Fred Fear & Co. ran its usual two-week pre-
Easter announcement campaign for its
egg dyes in 20 major markets, us-
ing three spots a week on each station.

Political party spokesmen have
been loathe to discuss their broad-
cast plans this early in the year
and probably will say nothing until
after the national conventions are
over and the Presidential candi-
dates officially selected. However,
after the election in 1944 the Rep-

cuban and Democratic political
committees estimated their cam-
paign expenditures for network
time and talent at $1 million apiece,
with the networks reporting a total
political income of somewhat less
($1,661,990). This sum did not in-
clude radio time bought by other

groups than the national commit-
tees, which included some time on
the national networks and an ap-
preciable number of local and re-
gional broadcasts. And in 1944 tele-
vision had not become a factor,
whereas this year an appreciable
amount of campaign funds will cer-
tainly be allocated for video cover-
age of major addresses by the
Presidential nominees.

A 40-PAGE booklet to serve as basic
source of information on NBC co-op
programs. "The NBC Co-operative
Program Manual," provided to
network station managers, representa-
tives and spot sales offices. Supple-
mentary data will be mailed as it be-
comes available.

WJZM - MBS - 250 WATTS
CLARKSVILLE, TENNESSEE
HOPES OF COMMERCIAL FRENCH RADIO FADE
CHANCES of Radio Diffusion Francaise making time available to commercial advertisers during a trial 1948 period, faded into obscurity with official acknowledgement that avowed plans had been shelved “temporarily” according to the interpretation of an American observer in Paris.

The observer advised Broadcast- ing that the French government radio spokesman offered no explanation for the government’s abandonment of plans to accept advertising revenue to provide listeners with high-grade shows. It was understood, however, that the administration was displeased by action to the initial announcement that RDF might go commercial, which brought a swalph of American agency representatives into government radio offices, leaving French officials apprehensive over the possibility that RDF might become an overseas addition to American networks. American broadcasters on a French-sponsored junket of the country offered 180 suggestions to bolster the national system of broadcasting. Not one of the suggestions, most of them concerned with programming, has been used by the French government.

Swaney, Drake & Bement Changes Its Firm Name

TITLE CHANGE from Swaney, Drake & Bement Inc. to Morris F. Swaney Inc. has been announced by the agency’s Chicago office. Simultaneously the firm announced opening of offices at 445 Park Ave. in New York.

Change in designation was occasioned by the recent resignations (in March and April) of two partners in the firm—Austin F. Bement and George Drake. Mr. Bement resigned as head of the Detroit office while Mr. Drake shifted from the agency’s Chicago branch to Leo Burnett Co. in the same city.

The Swaney agency has expanded also in Chicago. It has taken three additional floors in the Field Bldg. at 135 S. La Salle St.

Rural Radio Network

GENERAL ELECTRIC has announced shipment of more than half the equipment needed for the Rural Radio Network Inc., a chain of six FM stations in upper New York State. Complete studio equipment and transmitter for WVFC Ithaca, key station for the network, has been sent, along with two transmitters for other sites. Network expects to be in operation early this summer.

AGENCIES

(Continued from page 216)

GURZA, who had own publicity agency in Mexico City, and MANUEL BARBACHANO, formerly with international division, McCann-Erickson, New York, join Mexico City office of Y & R.

STEWART S. JURIST, former with advertising department of H. & A. Selmer Inc., Elkhardt, Ind., joins creative staff of Robert Holley & Co., New York, handling music industry accounts.


ALLAN T. GOWE, former senior account executive of McKim Adv., Toronto, appointed manager of Toronto office of Harold F. Stanfield Ltd.


WILF CHARLAND, assistant manager, Whitehall Broadcasting Ltd., Montreal, named manager, succeeding VIC GEORGE, resigned [Broadcasting, May 10].

GEORGE GRAHAM, production manager, Arthur W. Stowe Adv., Los Angeles, forms public relations department in agency with DONALD KELLAR as assistant.

LEON E. HARRIS, former program director of KFYO Lubbock, Tex., joins Buckner-Craig & Webster Adv., that city, as director of copy. Agency has moved to new offices at 22 Park Place, 19th & Ave. M.

PAUL S. PEAK appointed manager of Toronto office of McKim Adv., coming from London, England, where he was advertising manager of Odhams Press and prior to war with Service Adv.

LANNAN & SANDERS Inc., new Dallas agency, formed by GEORGE S. LANNAN, president, and J. M. SANDERS, executive vice president.

F. KEN BEIRN, executive manager of New York office of Dancer-Fitzgerald-Sample, is the father of a boy, Christopher.

WILLIAM SPIRE, vice president of Sullivan, Stauffer, Colwell & Bayles, New York, is the father of a boy, William Jr.
RADIO REPORT SUBSCRIPTION SERVICE

for Advertisers and Agencies

EAST NORTH CENTRAL STATES (Ohio, Indiana, Illinois, Michigan, Wisconsin); minimum of 98 reports yearly.

EAST SOUTH CENTRAL STATES (Kentucky, Tennessee, Alabama, Mississippi); minimum of 41 reports yearly.

WEST NORTH CENTRAL STATES (Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas); minimum of 62 reports yearly.

WEST SOUTH CENTRAL STATES (Arkansas, Louisiana, Texas); minimum of 63 reports yearly.

MIDDLE ATLANTIC STATES (New York, Pennsylvania, New Jersey); minimum of 64 reports yearly.

SOUTH ATLANTIC STATES (Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida); minimum of 81 reports yearly.

NEW ENGLAND STATES (Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Rhode Island); minimum of 39 reports yearly.

MOUNTAIN STATES (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada); minimum of 30 reports yearly.

PACIFIC STATES (California, Oregon, Washington); minimum of 38 reports yearly.

COMPLETE SERVICE (48 states); minimum of 516 reports yearly.

Subscription rates and complete schedule sent on request.

ROBERT S. CONLAN AND ASSOCIATES

INCORPORATED

KANSAS CITY, MISSOURI
CANADIAN ACE BREWING Co., Chicago, has purchased two Frederick W. Ziv packages—Guy Lombardo and Easy Aces shows—for exclusive airing in Chicago area. Former tentatively set for WGN, Thurs., 9-9:30 p.m.; latter for WIND, five nights weekly, 6:15-30 p.m. Starting dates undetermined.


KELVINATOR Div., Nash-Kelvinator Corp., expanding video campaign with one-minute spot series on KTTLA Los Angeles and WBKB Chicago. Spots to be used before and after home games of Chicago Cubs and three nights weekly on KTTLA. Agency: Geyer, Newell & Ganger, New York.

JAQUES Mfg. Co., Chicago (K C Baking Powder), appoints Gordon Best Co., Chicago, to handle advertising. Radio (5-minute transcribed programs) will be used on test basis in three markets, locations as yet undetermined.

LEKTROLITE Corp., New York (flameless cigarette lighters), appointed Birmingham, Castleman & Pierce Inc., New York, and plans to expand television campaign in fall. Current schedule calls for one-minute spots on KTTLA Los Angeles and WBKB Chicago. Spot radio also to be used in test areas in fall.

Network Accounts • • •

P. LORILLARD Co. (Old Golds) to sponsor final quarter-hour of Stop the Music, new giveaway series on ABC, Sun., 8-9 p.m. Agency, Lennen & Mitchell, N. Y.

CLARY MULTIPLIER Corp., Los Angeles (Flo-Ball pen), May 15 started for 52 weeks Newsweek Looks Ahead on 14 ABC Pacific Coast stations, with possibility of expansion to entire West Coast network. Agency: Brisacher, Van Norden & Staff, Los Angeles.

GENERAL MILLS, Minneapolis, and DERBY FOODS, Chicago, June 7 renew for 52 weeks Jack Armstrong and Sky King, respectively, on ABC. Renewal date is start of 13-week summer hiatus for both programs, heard on alternate days, Mon.-Fri. 5:30-6 p.m. (CDT). Agencies: Knox Reeves Inc., Minneapolis, for General Mills; Needham, Louis & Brorby, Chicago, for Derby Foods.

SUMMER replacement for Highways in Melody sponsored on NBC by Cities Service through Ellington & Co., New York, will feature Paul Lavalle conducting "Band of America." Summer show starts June 4, Fri., 8-8:30 p.m.

GOLD SEAL Co., Chicago (Gold Seal wax), today (May 17) started for 25 weeks three weekly quarter-hour participation of CBS Meet the Misses on 22 Pacific and Mountain network stations. Agency: Campbell-Mitchum Inc., Chicago.

S. C. JOHNSON & SON, Brantford, Ont. (floor wax, Car-Nu), June 7 starts summer replacement, Fred Waring, to Sept. 29 on 15 eastern Trans-Canada Network stations, Mon., Wed. 10-10:30 a.m., and June 14 starts relay to 11 western Trans-Canada stations to Sept. 8, 1:15-1:45 p.m. Agency: Needham, Louis & Brorby, New York.

\textbf{Adpeople} • • •

TAD JEFFERY, formerly with J. Walter Thompson Co., Chicago, appointed assistant advertising manager of PepsiCo Division, Lever Brothers Co.

IRVING F. NELSON, formerly with Knudt Agency, New York, joins National Distillers Products Corp., as production manager in advertising department.

OWEN STONE, advertising director for Prince Matchabelli (cosmetics), named vice president in charge of sales promotion. PAUL PEARSON, sales manager, appointed vice president and director of sales.

\textbf{BROADCASTING • Telecasting}

\textbf{CIO Urges WHLS Proposed Decision Be Made Final}

OFFERING to assume responsibility in any libel actions arising out of political broadcasts by its members and officials, the CIO urged FCC last week to make final the proposed decision in the WHLS Port Huron case.

In a brief filed Monday for consideration along with the record of the oral argument held before the Commission on May 7, [Broadcasting, May 10], the CIO said:

"...in non-political controversial issues, labor has encountered repeated difficulties in proving enticement to broadcast facilities. For that reason, we are the more desirous that there not be placed in the way of ability of labor political candidates to broadcast their views. The threat of libel action is an excuse that can be, and has been employed in the past for censoring or banning altogether the messages of labor representatives."

"Official representatives of the Congress of Industrial Organizations, and in particular candidates for political office within its ranks, are willing to accept the responsibility for allegedly libelous statements which may result in court action."

CIO's statement offered the only outright support the Commission's proposed interpretation of the political-broadcast law has received in connection with oral argument. Handed down along with a proposal to renew the license of WHLS after a study of the political section of the Communications Act, the tentative decision holds that stations may not censor political broadcasts for any reason, but will not be held responsible for any libelous matter they may contain [Broadcasting, Feb. 2].

In a brief reviewing the legal questions involved, W. Theodore Pierson, Washington attorney appearing for 10 stations, told FCC during oral argument that it should "forego any threat of reprimand against existing licensees." He asked FCC to "forthwith communicate to Congress a clear position of the present status of this problem together with a recommendation that Congress pass a uniform defamation-by-radio act that would clearly define the duties and liabilities of radio broadcasters ... and that would expressly and clearly invalidate state laws that conflict therewith."

Don Petty, NAB general counsel, flatly rejected FCC's views by contending that stations "are entitled ... to refuse to permit the broadcast of defamatory and other unlawful matter and are not freed from liability under state and federal law for such broadcasts."

The political section (Sec. 315) of the Communications Act, "whatever its interpretation, is unconstitutional," he declared.

Actual incidents that have confronted two stations, and to which the WHLS decision would have been applicable, were outlined by Andrew W. Bennett, former WGOV Valdosta, Ga., and Charles V. Wayland, attorney for KIDI Boise, Idaho., while Rep. Lindsey Beckworth (D-Tex.) told FCC that the Texas attorney general had ruled that Texas stations must be responsible for libelous remarks if political broadcasts elsewhere the FCC interpretation [Broadcasting, May 10].

\textbf{Newsreel Photogs Unior Not Cutting Initiator}

CHICAGO LOCAL 666, International Photographers of the Motion Picture Industries, has turned deaf ear to a proposal by WGN-TV The Chicago Tribune video station that the union's $300 initiation fee for television newsreel cameramen be cut in half.

W. H. Strafford, business man-ager of the local, told BROADCASTING May 6 that his union "ha not intended to exempt members ship fees, but will give WGN-TV' cameramen plenty of time to pay.

Sources close to WGN-TV say that station officials favor develop ing Chicago-trained news camera men into newsreel men rather than to draw from the ranks of BCO 666. In the opinion of one inform ant, if the non-union staff provide high quality pictures the station will not need to recognize the local
HOW DOES a promotion man whet the appetite of a trade magazine picture editor, say, disc jockey pictures? Well, it depends on your promotion man. On this sage are a few samples submitted to BROADCASTING. Above is one of the "oddity" type. WLAM Lewiston, Me., on its "1470 Club" airs a record played on an "original Edison" talking machine with cylinder discs. That's (l to r) Bob Demers, jockey; John Gould, proud owner, and Les Hubley, co-jockey.

AND HERE are the disc jockeys' stock in trade, turntables on a production line basis. High fidelity diamond-head pickups are shown being adjusted in the RCA Engineering Products Dept.'s Camden, N. J., plant. Production tempo of RCA and of the country's leading equipment and disc firms have been a key point in the multi-million dollar disc jockey trade.

BIGGEST is one claim to fame. That mountain of flesh is Texas Tiny Avers, 600 lbs., 6 ft. tall and 6 ft. around. He spins platters at KGER Long Beach, Calif. He is adequate evidence for both Texas and California claims that no matter what they grow, they grow them big.

CHEESECAKE, always a contender. Here's WCPO Cincinnati's 18-year-old Joyce Aimee. She conducts her "Platter Girl" program Monday-Friday, 12:10-1 a.m. from Cincinnati's "Lookout House" supper club. Heads spin faster than records, they say.

STUDIO judges are a good angle. At WHWL Nanticoke, Pa., four members of the audience hear late releases and rate them by a bell system. Jockey Bob Vessell maestros this session. Girls are (l to r) Jacques Nesbitt, Janie Jones, Ruth Skukwit, Mildred Rau. Program the judges appear on is the once-weekly "Reason With Records." Their selection is record of the week.

YESSIR, that's a mike, right in the window. More than one record show has found that on-the-spot broadcasting brings sales. KELP El Paso's Jimmy Simms wears the headphones while Bill Shep-ira, proprietor, announces a record. Tie-in, according to the station and the proprietor, has been successful in building up the program's following as well as drawing business to the record store.

CAN'T MISS combination hit on by WGR Buffalo is this picture of Ralph Snyder, morning man who not only uses a player piano on his record show but, if our eyes don't deceive us, reads BROADCASTING while he does it. It is said around Buffalo that "No one can play the player piano better than Snyder."
RADIO and RADIOactivity

- Even though we’re well into the Atomic Age, there are still many things we don’t understand about radioactivity.

But when it comes to activity in radio, we’re on surer ground. Alert time-buyers know from experience that WCBM is Baltimore’s most active, sales-productive station. For real penetration of the rich Baltimore market, you need WCBM. Any time you’re ready to hear it, we’ll gladly tell you the WCBM story.

Baltimore’s Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President and Commercial Manager
GEORGE H. ROEDER, General Manager

North Avenue at Harford • BALTIMORE 13, Md. • UNiversity 8400

Exclusive National Representatives
WEED & COMPANY
NEW YORK, CHICAGO, BOSTON, DETROIT,
ATLANT1, HOLLYWOOD, SAN FRANCISCO

WCBM Sends Best Wishes to the NAB CONVENTION
Exhibits
(Continued from page 18)

as a full-scale model of Andrew's new two-bay FM transmitting antenna for FM broadcasting in the 8-108 meter range.

Designed for simplicity and economy, this new two-bay antenna offers radiation and gain comparable to present loop-type FM antennas. Andrew officials announced he antenna would be in production this summer.

Andrew is showing its new Type 900 automatic dehydrator. Fully automatic in operation, it supplies dry air under pressure to coaxial transmission lines. By designing his new dehydrator to operate at low pressure, Andrew engineers eliminated his previous automatic dehydrators. In addition to simplicity and economy, it is said to offer long life due to low pressure operation.

Other Andrew equipment on display includes a 5-kw, 3-tower antenna phasing unit; coaxial transmission lines and accessories for FM and TV; Type 40-C phase monitor; tower lighting equipment, and a scale model of WKOW Madison, Wis., designed, equipped and built by Andrew.

* * *

Collins Radio Co.
N EXHIBIT SPACE number 7, Collins Radio Co. is showing a variety of broadcast transmitters, audio equipment and accessories, representative of its line.

In transmitters it is exhibiting the 300G 250-w AM, 20T 1 kw AM, and 735A 3-kw FM jobs. The Collins FM ring antenna display consists of models and actual FM antenna assemblies.

Collins remote amplifiers on view are the one-channel 12Y, the two-channel 212U, and the four-channel 12Z.

Speech input consoles include the 212A, 212B, and 212C-1, for audio control in AM, FM, TV and high fidelity recording applications.

Another Collins development is the 214A-1 preset switching console incorporating an automatic positioning device originally invented by Collins for use in aviation communications transmitters. A Collins 19G-3 cabinet rack contains the company's 62E voltage unit metering panel, 82T amplifier current metering panel, 6R line or booster amplifier, 116E-4 dual high frequency equalizer, 6X-2 10-w amplifier, 265D-2 24-pair jack panel, 268-B 1 dual "T" variable attenuator panel, 6T-1 2-w monitor amplifier, 274D-21 relay unit, 26W-1 limiting amplifier, 414F-4 one ampere relay power supply, 409T-3 50 milliamper power supply, 112B-1 ten circuit switch and fuse panel, and 151K-1 156 terminal board.

Collins is showing its 32V-1 150-w input ham transmitter, 75A-1 receiver, 310B-2 exciter, and 70E-8A variable frequency oscillator.

Representing Collins display are W. J. Barkley, executive vice president, Max W. Burrell, general sales manager, R. H. Hollister, broadcast sales manager, Carl W. Service, manager Western division, L. K. Findley, manager transmitter engineering J. A. Green, manager audio engineering, Grant Wetzel, audio engineering department, and H. O. Olson, T. B. Moseley and J. D. Phelan of the broadcast sales department.

* * *

Allen B. DuMont Labs.
PRODUCTS to be displayed in Rooms 2112-2115 at the Biltmore by Allen B. DuMont Labs. Inc. include: Field image orthicon camera chain, studio camera chains, television broadcast transmitters, master control equipment, film pickup camera systems, film projection equipment, video amplifiers, synchronizing generators, picture monitors, relay transmitters, antennas and field trucks.

Tele-transcriptions, film transcriptions of actual programs, will be shown. These films have been made directly off the face of a cathode ray tube.

Representatives will be Herbert E. Taylor Jr., director of sales; Donald A. Stewart, Northern division; Herbert C. Bloomberg, Central division; and Lewis E. Pett, Southern division.

* * *

Federal Telephone & Radio Corp.
A VARIETY of broadcast and allied equipment is being exhibited by Federal Telephone & Radio Corp., Clifton, N. J., manufacturing associate of the International Telephone and Telegraph Corp., at the Biltmore.

One feature of interest is the FM studio-to-transmitter link, a development of Federal Telecommunications Labs., FTR research associate. This frequency modulated UHF link provides high-fidelity program relay between broadcast station equipment and transmitter, and consists of one transmitter, one re-
receiver and two parabolic antenna. The system operates in the 940 to 952-mc band allocated by the FCC.

Another outstanding equipment shown by Federal is an all-metal dummy antenna for FM broadcast transmitters. This antenna, designated as PTL-15-A, offers a method of accurately measuring and safely dissipating large amounts of VHF RF power by means of an all metal dissipating element. It eliminates resistors or insulators of any type and its compactness provides portability where necessary.

Other Federal FM broadcast equipment includes FM antenna, transmitter consoles, transmitting tubes, field intensity meters, mobile radio equipment, cable and selenium rectifiers in television applications, FM-TV monitor, multiplex carrier and special transformer potting developments.

Among Federal representatives attending are L. B. Blaylock, director, Radio Division; A. W. Rhinow, sales manager; J. W. Cosman, broadcast sales, and George Scott, Robert La Mons, R. E. Trapeur, C. A. Hampton, Richard Reimer and P. C. Coghall of the radio sales staff.

* * *

Gates Radio Co.

SPACE 9 in the center of the exhibition hall at the Biltmore houses the display of the Gates Radio Co.

Exhibited for the first time is the new Gates GT-43 complete radio station for 250-w AM operation, showing a complete correlated transmitting house equipment as a packaged unit, including transmitter, frequency and modulation monitors, limiting amplifier and other accessories, ready to go. The GT-43 radio station has in preliminary announcements created sensation in the radio broadcasting industry. Also exhibited is a new 3 kw FM transmitter with many striking innovations not found previously in FM equipment; the Gates BC5A, 5-kw AM transmitter, also exhibited for the first time; the new Gates SA50 dual console for AM and FM operation and the new Gates 5Q rack type speech input system featuring the SA line of audio amplifiers which broadcasters were given a glimpse of at the Atlantic City NAB Convention, but which have blossomed out into many new and added models.

Also on display will be the new Gates FM package equipment, including the FM10 ring type antenna which is part of this package equipment. Many other items of equal importance will be exhibited, including an improved designed horseshoe control console, new design transcription turntables and many other accessories.

There will be engineers in attendance at all times of the day and night when the hall is open for visitors.

Gates personnel attending include Laurence Harry, in charge of West Coast sales; Fred Grimwood, sales department, Quincy; F. W. Wentura, engineering department; L. I. McEwen, executive vice president of Gates Radio Co.; O. J. McReynolds, in charge of the Washington office and others.

* * *

General Electric Co.

EQUIPMENT on display by General Electric Co. includes: studio to transmitter broadcast system model 4BLS2A1, 2 studio consolette model 4BC1A2, 1 kw AM transmitter 4XTIA1, plug in program amplifier model 4BA12A1, plug in preamplifier model 4BA1C1, limiting amplifier 4BA5A1, AM station monitor model 4BM3A1, cabinet rack model 4FACB1, transcription arm model 4FA2A1, transcription equalizer model 4FA1A1, equalized transcription preamplifier model 4BA3A1, diamond stylus variable reluctance pickup model IRMBC6C and IRM6C, 15mm synchronolite projector model 4PF2A1, film camera model 4PC9A1, film camera standard model 4PD1A1, camera control console model 4TC5A1, camera channel rack model 4PE2A1, wave form rack model 4PF1A1, and miniatures of television studio equipment.


* * *

MagneCORD Inc.

MAGNECORD INC., Suite 2107 of the Commodore Bldg., is presenting what it claims to be the first versatile and portable magnetic tape recorder presented to the broadcasting industry. This unit was designed by American engineers using the latest techniques and developments.

Firm believes that this new tape recorder, the Magnecorder TR-6, will disprove the theory that if a recorder or reproducer is any good, it must weigh a ton and cost a fortune. The Magnecorder TR-6 has FM quality in a small package that can be carried easily by one man.

The unit is designed to fit into a portable carrying case and may be unplugged from this case and plugged into a studio rack amplifier to be used as a permanent installation.

Its detachable amplifier has three mike inputs, VU meter and master gain control as well as speaker and line outputs. And to top it all off, this same amplifier can be used as a standard remote amplifier by merely flicking a switch.

The Magnecorder SD-1, high-fidelity wire recorder, and a playback only unit utilizing wire, are also on display.

Presto Recording Corp.

THIS YEAR, as in the past, Presto is showing many units which are not new to the broadcast equipment designer, such as the Presto recorders types 6N, 8N and Y, which are in use in many broadcasting stations in this country and abroad. They are offering improvement in both mechanical and amplifier units. A new Presto dual motor direct drive gives indications of being an outstanding success. This drive is used in the Presto 64-A transcription turntable and in the 8DG recorder, as well as in the type 14B which is an unusually large and complete recorder some what of a special type and is not shown in their regular catalog. These gear driven types offer the user absence of total speed error in the turntable, low mechanical noise and elimination of need for adjustments in the drive mechanism.

New types of amplifier equipment include the 90-watt 32-A with four recording characteristics type 89-A recording and monitoring amplifier, 25 watts; and the type 41-A peak limit line amplifier.

All equipment, as well as Presto recording discs, and other mis (Continued on page 227)

On Our TOES!

THE LISTENERS
THE AUDIENCE
THE SALES

We've Got 'Em All!

WIOD is the station most people listen to most.

National Representative GEORGE P. HOLLINGBERRY CO.
Southeast Representative HARRY F. CUMMINGS
JAMES M. LECATE, General Manager
5,000 WATTS - 610 KC - NBC
PUBLIC EXHIBITION of modern television was presented recently by KMBC Kansas City with demonstrations at Rotary Club fair. KMBC personnel entertained the audience with guests before the video camera and program was directly transmitted to various TV sets throughout the fair. KMBC has been selected for television contract permit.

City Fair

MODELED after state or county fair, scale event called "City Fair" was staged May 11 by Kansas City Board of Trade, which has connection with its "Footpool" program over WOJ, Wash-ington, D.C., by Young, WOL's director of women's programs who conducts "Footpool." The Bianco's Contest is open to all entries. To the event, inviting listeners to write for invitations and participate as individual entries. Several entries are featured, among which are the "Footpool" card display, "Sell 'em Boy," "Paint-up" contest, and "Paint-up" contest in cooperation with Wisconsin Federation of Women's Clubs, drew 1000-year-old stage coach and rode through streets.

Promotes 'Dawnbusters'

FOUR-PAGE FOLDER on live game and "Play-up" show of WOJ Philadelphia have been distributed by that station. Format, personalities and advertisers of the show are shown on inside pages. Presented in a black banner, the front spread shows pictures of various advertisers who are heard in the "Dawnbusters" show from 8:00-9:00 p.m. Back page is devoted to the promotion of the show. Folder is prepared and issued by NBC Advertising, station representative.

Score Cards

ARCHAIR's fans of Los Angeles Angels baseball team can keep up with games with new-page score cards being issued by the team's newsman, who calls the play and tells the players who are heard in the "Dawnbusters" show from 8:00-9:00 p.m. Back page is devoted to the promotion of the show. Folder is prepared and issued by NBC Advertising, station representative.

Music Awards

CASH MUSIC scholarships totaling $1,000 have been awarded by the Milwaukee to three winners in fifth annual "Starlight Young Artists" radio concert contest, conducted by the Milwaukee Public Service. Feature in cooperation with Milwaukee Youth Clubs drew 140 contestants in auditions last November. Forty-eight finalists competed on 17 Saturday programs, which were directed by Frank Bignall, WTMJ program manager.

Oechsner to State Post

FREDERICK C. OECHSNER, former Central European manager for United Press, has been named special assistant to the State Department of the Office of International Information. He will serve under George V. Allen, Assistant Secretary of State for Public Affairs.

PRETTIEST MAN

WBIG Contest Votes Total

-279,688

GREENSBORO, N. C. "Prettiest Man of the Year" contest attracted 279,688 votes during a two-week early-morning program over WBIG. Contest more than doubled the 110,000 total for 1947.

Winner was William J. Armfield 3rd, Greensboro textile and hosierly manufacturer who polled 52,000 votes to take the No. 1 position. Dressed in an evening gown with all the feminine accessories—including padding and wig—Mr. Armfield was officially crowned during ceremonies at the National Theatre April 21. Bob Jones, an announcer and conductor of Grooms by Jones program on which contest was promoted, served as MC. "Prettiest Man" contest started accidentally last year when An- nouncer Jones commented on the next appearance of "Moon" Wy- rick, chief of the local Fire Dept. Listeners immediately began send- ing in their nominations, and so the contest was born.

SOUTHERN SALES

IONOGRAM BUILDING, NASHVILLE 3, TENN.

ONE BIG MARKET

SOLD BY

BEAUMONT, TEXAS

KFDM 560 MC. 1000 WATTS

KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur and Orange—reaching a $84 million dollar effective buying income!

REPRESENTED BY

FREE & PETERS, INC.
Former Radio Station Representative

AFFILIATED WITH

AMERICAN BROADCASTING CO., INC.

age 226 • May 17, 1948

WOB-45A 8W FM WEST Yarmouth, Mass. went on the air with a formal dedication program May 2, on Channel 23, 84.3 mc., with 1 kw power. WOBC and WOBC-FM are owned by Bristol Broadcasting Co., with Basil Brewer, president. David J. Shurtleff, former adver- tising manager of the New Bedford Standard-Times, is manager of the new FM station.

State Senator Edward C. Stone threw the switch that put the station "in operation." A message from Gov. Robert Bradf ord was read at the ceremonies, which fea- tured several civic figures. After the initial broadcast, 2:30-3 p.m., the studios were open to the public.

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Exhibits

(Continued from page 225)

Cellaneous, units, are on exhibit in Room 2219. Mr. John Strampfer of the New York office is in charge of the exhibit and is assisted by West Coast representatives Norman B. Neely and his organization.

* * *

Radio Engineering Laboratories Inc.

RADIO ENGINEERING LABORATORIES Inc., pioneering manufacturer of FM broadcast equipment, is displaying its latest equipment designs for FM broadcast service, in Rooms 2109, 2110, 2111 in the Biltmore.

Features of the exhibit include the "Quadriline" amplifier, which allows extreme economy of operation at high power on the high band; the "Serrasoid" modulator, a new invention which makes possible a signal to noise ratio of 80 db, with a total harmonic distortion of less than 1/4 of 1%. This modulator is a crystal-controlled, phase-shift device based on the Armstrong principle and employs only 11 receiving type tubes from crystal oscillator to carrier frequency.

Also on display is the REL Transmitter - Transmitter Link equipment together with the Model 670 Continental receiver, and the Model 646 Dual Band, Technical Purpose Receiver.

REL presents for the first time its approach to the mobile transmitter link problem in the 192 m. region.

On hand to welcome broadcasters are Frank A. Gunther, vice president; C. R. Runyon 3d, sales manager, and M. H. Jennings, chief engineer—transmitter section; as well as representatives of the Norman B. Neely Enterprises, REL's West Coast sales engineering office.

* * *

Rangertone Inc.

RANGERTONE INC. is showing its new tape recorders in Room 1226 at the Biltmore.

Rangertone Magnetic Tape Recorders, Types R4-C and R4 are capable of high fidelity tape recording. Simple operation, dependability, adaptability and reasonable cost make the Rangertone Magnetic Tape Recorder outstanding. The R4 placed on top of the console base becomes the R4-C.

The R4 magnetic recorder at a tape speed of 30" per second will reproduce from 30-12,500 cps. Signal to noise is 55-58 DB, but will vary slightly depending on the tape used. At a tape speed of 18" per second the frequency response is from 30-8000 cps. At either speed the response is within plus or minus 2 DB variation with 2% harmonic distortion. Instantaneous speed variation is .2 of 1% and the speed change in a thirty minute program is less than 8 seconds. At the 30" per second speed a 14" reel will give a program time of thirty-five minutes, maximum.

The units are complete except for speaker and its associated amplifier which can be added in the base of the R4-C so that this latter unit becomes completely self contained.

The Rangertone Tape Recorder has complete speed control of the "rewind" in either direction. The amplifiers and complete head assembly are of the plug in type. The relay box containing all relays and the de-magnetizing and bias control circuits is mounted readily accessible. The R4-C (cabinet model) provides space for track mounted spare record and playback amplifiers, power supply and relay box. The R4-C also has two compartments for storage of tape. When the R4 portion of the unit (the top) is removed from the cabinet portion the unit is portable.

Also on display are the Magnetic heads for erase, record and playback.

* * *

Raytheon Mfg. Co.

RAYTHEON'S display is located in Booth 5 in the Main Ballroom on the main floor of the Biltmore. Three adjoining rooms on the second floor are also being used.

The recently announced line of television equipment will be shown for the first time in addition to television camera chain equipment in operation, a 3 Kw FM transmitter, the new Raytheon FM antenna, and various types of Raytheon's standard AM-FM studio and station equipment.

A video signal will be fed to models of the new Raytheon-Belmont line of television Receivers, manufactured by Raytheon's subsidiary, Beltmore Radio Corp.

For broadcasters entering television, Raytheon has removed all ifs & ands from its TV program and is offering four "packages" comprising all equipment necessary to operate four types of complete stations:

(a) Straight network outlet station with all equipment needed to operate a repeater station, cost is from $50,000 to $55,000, depending upon station requirements.

(b) The second "package" consists of all the above items but with the feature of limited program capabilities added. The additional equipment comprises a complete single camera chain and a 16 mm. film projector and slide projector. This makes possible a single studio operation and also the showing of complete feature pictures.

(c) The third "package" is the Raytheon basic TV system. This unit makes possible programming with the equipment outlined in a and b as well as dual camera performance for the staging of shows in large scale television studios.

(d) Raytheon de luxe TV "package" is for stations where direct remote pick-ups are desired. This unit is available at a price determined by the set up of the station.

These categories of television stations are based on Raytheon's 500 w video transmitter.

Raytheon personnel in attendance are Ray C. Ellis, vice president; William A. Gray, assistant sales manager; Everett Frain, engineer; Robert K. Dixon, product manager; and John S. Sprago, advertising manager.

Regional sales representatives on hand are Chris Brueck, Boston; Warren Cozzens and Ben Farmer, Chicago; Howard B. Chrisey, Dallas; Henry J. Geist, New York; Emile J. Rome, Long Beach, Calif.; W. B. Taylor, Chattanooga; and Adrian Van Santen, Seattle.

Representing Beltmore Radio Corp. is G. L. Hartman, general sales manager.

* * *

RCA

RCA exhibit is set up in the Biltmore foyer-ballroom and contains two freight cars of AM, FM and TV equipment plus a complete

(Continued on page 288)
VISMAL REICHERT, program book-keeper of ABC Central Division, has been promoted to post of assistant manager of program department, department, has replaced him as book-keeping service.

JACK McCARTHY, formerly with ABC, has been named manager of WTOP Washington, is father of a girl, Lynda Louise, born May 8.

RICHARD LANKROUM, formerly manager of WTOP Washington, has been appointed manager of WQXR New York.

BOB DAVIS, former announcer of KVOR Colorado Springs, has been named the morning time announcer at EBOL Boulder, Col., while he was summer retiree.

ROBERT BRIGHT, former art director of KTLA Los Angeles and WABD New York, has joined the WPIX New York staff.

ROSS MILLER, formerly with WRUF Gainesville, has been promoted to the position of assistant manager of WQXR New York.

ROBERT ALTMAN, formerly with WRUF Gainesville, has been appointed announcing-producer of WRWA Hammond, Ind.

MARLOWE THOMPSON, director of WABC New York, has been named program director of WABC New York.

HENNE ALTER, announcer at WHBF Rock Island, Ill., is on special assignment in Hollywood where he is making a series of behind-the-scenes, tape-recorded interviews with casts of ABC shows and movie celebrities. Records will be taken back to Rock Island for use in series of "Hollywood Diary" broadcasts.

JOSEPH HUSTAK, former announcer at WBBM Chicago, has been named program director of WHOMET New York.

EUGENE GALLACHER, of "Moon-dial" and other shows on WTOP Washington, was honored May 7 by Washington's Club Ball with presentation of gold crown, nominating him "king" of Capitol disc jockeys for 1948, and Hall Award for 1948 in recognition of his contribution to professional advancement of broadcasting, good music and general showmanship.

DENVER CROMPLER, student member of WBT Charlotte, N. C., is father of a "Hobby Lee" born May 3.

FRANK DOYLE, former chief announcer at CBS North Bay, has been named program producer of WBBM Chicago.

MRS. KATE AIITKEN, commentator of CFRB Toronto, is in England and will visit Paris and Berlin to gather material for her daily programs on CFRB, recording some on the Continent. She will attend special tea party given by King George and Queen Elizabeth.

GEORGE ALLEN, program head of Columbia Pacific network, has been named program manager of KFWS Los Angeles, and will direct all network programs.

BOB EDDEN, former programmer of WCSR and WMW Portland, has joined WTAG Worcester, Mass., as announcer.

DOUG MCKELLY, KECE radio station announcer, left May 14 for four-months' leave of absence.

RUTH CRAW, formerly with WMAC Boston, has joined staff of Wkrit, Portland, Maine.

JUDY CANOVA, star of her own NBC network show, has been named the new host of the daily program of color television, to be named.

"Fortune" Current Issue Discusses Today's Video "TELEVISION! BOM" is title of article appearing in this month's issue of "Fortune." The article discusses the difficulties of producing programs, the high cost of starting and operating, and the activities of networks, the need for an integrated number of viewers and sponsors. Although he doesn't expect coast-to-coast networks and the support of advertisers for a variety of first-class studio programs until 1950 at the earliest, the author says he believes that "video is incomparably more advanced than was radio at a corresponding commercial level." The second part of the article deals with the boom in set manufacture and the activities of networks, DuMont and movie makers in the field. Accompanying pictures include two-page spread showing everything a televsion in New York could have seen one Thursday in March.

KWWB San Francisco has been awarded the National Board of Fire Underwriters' honor vote for its outstanding public service in fire prevention during 1947.
Exhibits
(Continued from page 227)

A 500-w television transmitter and new simplified television control console used with the transmitter. The display of the other television equipment is very comprehensive. A complete package medium-size station installation has been set up to simulate typical station operation, with studio, and control room. The station is equipped to receive television programs from three separate sources; from the studio camera which is in operation; 35 and 16mm sound motion picture projectors and film camera, and take programs off the air from local stations. In the projection room RCA's new 35mm film projector is being exhibited in operation for the first time with its rack mounted power supply and remote monitoring and switching setup.

A large screen television projector, throwing pictures 30 by 40 inches is mounted in such a position that visitors can monitor the studio scene (the same pictures appearing on the studio monitoring equipment overlooking the glass-enclosed studio). This arrangement is being made so that broadcasters can view their fellow broadcasters as they appear in large screen and this phase is one of the most interesting parts of the whole exhibit.

The other part of the exhibit consists of AM and FM transmitters and control equipment. RCA is showing a complete 10-kw FM transmitter—the type being delivered to more than 100 stations. Also on display in the way of transmitters is the 250-w AM transmitter, and two mobile transmitters, the type to be mounted in a truck. The latter is being shown for the first time.

A lightweight radio mike, similar to the well known “Walkie-talkie” is in operation with facilities available for picking up the

New RCA 500-w TV Transmitter

“remote” type broadcast. This new portable microphone UHF transmitter unit comes complete with its own batteries.

The display of broadcast audio equipment includes more than 50 different items, from transcription turntables and recording equipment to microphones, and to almost every type of amplifier used by broadcasters.

Also shown for the first time are two new different bantam size field intensity meters being marketed by RCA. The meters are really portable and can be carried in one hand while making adjustments with the other one for standard broadcast band and the other UHF and television band.

Representatives in attendance from the Camden office are: W. W. Watts, T. A. Smith, A. R. Hopkins, C. M. Lewis, W. L. Lawrence, Merrill Trainer, Harry Lavery, Dan Meadows, Tom Hall, Dana Pratt.

Field representatives on hand are: R. J. Newman, San Francisco; Edmund Frost, Los Angeles; David Bain, Kansas City; E. C. Tracy, Chicago; Paul Clark, Chicago; J. H. Keachie, Cleveland; F. J. Kelly, Dallas; P. G. Walters, Atlanta; Al Josephsen, New York; C. A. Lahar, Los Angeles.

Members of the engineering staff from Camden present are: John Palmquist, J. E. Young, T. J. Boerner, H. E. Gilrigh, W. J. Poch, N. P. Smith, C. A. Rosenerans, N. S. Bean, C. D. Kentner, V. E. Trouant.

Advertising department is represented by J. R. Taylor, M. L. Gaskill and W. O. Hadlock from Camden.

Herman Hosmer Scott Inc.

PRODUCTS displayed by Herman Hosmer Scott Inc. include its latest model dynamic noise suppressor. The Type 910-C incorporates an extended frequency range, improved control circuits and an improved remote control arrangement, based upon two years' experience with the commercial design and operation of dynamic noise suppressors. This unit provides high quality with low noise level in the reproduction of phonograph records and musical transcriptions.

Also on exhibit is the Type 210-A Laboratory Amplifier with dynamic noise suppressor. It is a complete power amplifier supplied with a magnetic pickup and requires only a turntable and loudspeaker to provide a high-quality, noise-free reproducing system for auditioning or home use.

A new product is the Type 410-A sound level meter, a precision unit meeting the requirements of the American Standards Assn. but so small that it can be carried in a coat pocket. The weight of this unit is only two pounds. It is used in broadcast station work for checking studio noise levels, noise generated by ventilating or other mechanical equipment, and actual acoustical program levels.

U. S. Recording Co.

A NEW speech input console—the Panasonic SC-202—is on display for the first time as the feature of the U. S. Recording Company display in Suite 2105-2106.

The Panasonic "202" meets specifications for both AM and FM broadcast stations. Also on display is the Panasonic SC-200 Console, also designed for either AM or FM use. The units are priced at $655 and $495 respectively.

U. S. Recording also unveiled for the first time a new two-position remote mixer-amplifier. Designed to operate on either AC-DC or batteries, the unit is said to surpass FM specifications and will sell at a moderate price.

New and improved models of the famous Panasonic AC-DC Portable Playbacks are also being shown. These units are packaged in leather and leatherette luggage-type cases.

The Panasonic "ED" Playback, a 10-w unit with detachable speaker and microphone input is on display. Prominent in the display are nationally known broadcast station accessories distributed by U. S. Recording.

Samples of custom-made speech input and other broadcast station equipment are being shown.

In attendance are Joseph Tait, U. S. Recording's president and general manager, and Bill Ross, sales manager.

Western Electric Co.

THE WESTERN ELECTRIC RADIO DIVISION has approximately 700 square feet of exhibit space with an extensive display of broadcast station equipment in the Billy Moore. In addition, Western Electric has joined with Mutual-Don Lee in inviting visiting engineers on a tour of KHJ's new Hollywood studios, Friday, and to inspect this latest installation of Western Electric's custom built equipment.

The new $2,500.00 Mutual Don Lee Broadcasting System studio

(Continued on page 221)
is therefore subject to board regulation requiring licensing. The liquor dealers based their objections on the grounds that television comes under the category of radio rather than movies. No license is required to play a radio in a Pennsylvania tavern.

**Baptist Workshop**

THE SECOND radio workshop sponsored by the Radio Committee of the Northern Baptist Convention will be held at Green Lake, Wis., May 31-June 5. Twenty-five Baptist pastors and local church leaders from all parts of the country will receive instruction in microphone technique, production, script writing and radio program planning.

**A New Note in Radio Training**

It is not necessary to go outside the middle-west to train effectively for radio. The Radio Institute of Chicago teaches both technical subjects and script writing in actual radio studio surroundings (former Station WHIP). This studio has more calls for trained radio personnel than it can supply.

**A Staff of Instructors Who Have Already Achieved**

All members of the faculty are persons who have already achieved. To become a member of the teaching staff, the applicant must have proven his ability to make a living in the field involving the subject which he will teach.

**Florez, Phillips & Clark Inc.**

Detroit public relations firm has changed name to CHICAGO RICHARD Inc., as announced by president, L. A. CLARK. Former E. RICHARD has been placed as executive vice president.

**ADV. GROUP of Special Publications will meet at the Hyatt Hotel, Washington, June 10. ANNE WEST, librarian of Campbells River, B.C., chairman of group, will preside, and J. ALLEN BROWN of NAB, will speak on "Advertising on the Air."

**St. Louis**

Mr. Foster, additional contract covering NHRI analysis service has been assigned by Chicago office of Foote, Cone & Belding, Advertising agency, according to A. C. Nielsen, Inc.

**Tennessee**

STAGE EIGHT PRODUCTIONS, Hollywood, independent television producer, headed by PATRICK T. MULLEN, chairman, has been assigned to produce a series of 15-minute radio programs.

**Sylvania Electric Products**

Mr. Fairley, has been assigned to the Hickory division, where he will become a major field sales man in the southern states. Mr. Fairley has been with Sylvania Electric Products since 1922, when he was appointed general manager of the radio division. He will direct operation of Radio Division plants producing radio receiving tubes, electronic equipment, television receivers, etc.

**WOJAI**

Mr. McDaniel, has joined the WOJAI staff in the advertising department.

**The National**

Mr. Johnson, has joined the WOJAI staff in the advertising department.

**Allied Arts**

KWOS-FM Takes Air

KWOS-FM Jefferson City, Mo., took the air April 24 on Channel 25, 99.5 mc, with a radiated power of 9.2 kw. Station is now operating from 12 noon to 6 p.m. as an auxiliary operation of AM station, KWOS, owned and operated by the Capital Broadcasting Co. Listeners, the station reports, have received the signal over a 150 miles away.
Exhibits
(Continued from page 229)
represents the latest thinking in network operation and equipment. The master control switching system alone includes facilities for over 850 program combinations requiring 821 relays, 49 amplifiers, 850 indicator lamps, 2500 jacks and 13 volume indicators.

The equipment in the Western Electric Bell Laboratories-Graybar exhibit includes a 10 kw FM "Transmitter" similar to the one being installed by CBS's Los Angeles Station KXN atop Mt. Wilson. A visit to this transmitter installation will be one of the features of the Mt. Wilson tour Saturday.

Also on display are the 700A impedance bridge for transmission line adjustment, the 5A power and impedance monitor for continuous direct monitoring of the power output and impedance match, the 5A frequency and modulation monitor, the compact RD-101 order wire panel, and the 5A frequency monitor for FM.

Over the different items of speech input equipment including microphones, amplifiers, reproducers, equalizers and control consoles (both standard and custom built) are being shown.

H. F. Scarr and J. G. Lawrence, Western Electric Radio Division audio facility engineers, are available to discuss speech input and other broadcast program control equipment.

A developmental scale model of the new Western Electric 57A Antenna is on display for the first time on the West Coast. This antenna was developed as a high gain, heavy duty antenna for FM broadcasting.

The 57A offers greater structural strength for the support of a television antenna and also for application in areas of severe wind and icing conditions. Its design provides for a choice of gain from 1.5 to 9.

Westinghouse FM-10 Transmitter

The structural design permits optional selection of optimum patterns and gain available through the use of 1/2 wave or full wave spacing. The radiating units, three curved sections in each element, are spaced correctly for the assigned frequency at the time of erection, thus providing optimum gain throughout the FM broadcast band.

R. S. Barbaras, FM transmitter sales engineer, is in charge of the FM section of the exhibit. Mr. Barbaras and other engineers are on hand to discuss FM broadcast equipment.

H. D. Wilson, manager electronic products sales, Western Electric Radio Division, and other engineers are available to discuss tubes, crystals, thermistors, varistors, and other electronic components on display.

J. H. Ganzenhuber, manager broadcast sales, Western Electric Radio Division, and J. W. LaMarque, manager radio sales, Graybar Electric Co. are also in attendance.

Westinghouse Electric Corp.

WESTINGHOUSE is presenting one exhibit, its new Type FM-10 transmitter. Latest product of the company, this 10 kw FM transmitter incorporates a number of features which provide economical installation, simplified operation and maintenance, and high-quality performance.

Featuring two drawer-type chassis on 19-inch rack mounting, which contains all the key circuits of the equipment, the Westinghouse FM-10 is capable of inspection while the transmitter is in full operation. One chassis generates the FM carrier and adds the audio. It gives a complete signal-modulated output at the broadcast frequency, ready for the amplifiers. The second chassis contains the Westinghouse - developed "pulse counting" center frequency control.

Ease of maintenance and inspection are added benefits of the drawer-type chassis mounting. Plug-in connecting cables, long enough to permit easy inspection without disconnecting the chassis, are furnished with the equipment.

Access to these chassis is from the front of the transmitter, drawer-fashion.

Construction of the transmitter is in three aluminum cubicles. Under normal requirements, the "in-line" type of installation is used, with the standard Westinghouse 3 kw FM transmitter set up as the left-end "driver" cubicle, the high voltage rectifier in the center, and the power amplifier cubicle on the right end. If desired, the rectifier cubicle can be located away from the exciter and power amplifier units.

Additional features of the design are an air-filter, two blowers, and a ventilating fan, which constitute the air-cooling apparatus and provide cool, clean air for the entire transmitter. All transformers have Class B temperature rise insulation (inorganic materials) and are operated under low temperature Class A conditions for long life.

A standing-wave-ratio indicator monitors the operating condition of the transmission line and antenna system.

The Westinghouse FM Promotion Plan being shown is a complete package consisting of 47 specific, tested methods of station promotion. It's based on actual operation by the company of its own five FM broadcasting stations on regular daily schedules.

Westinghouse personnel in attendance include the following representatives of the company's Industrial Electronics Division at Baltimore: C. W. Miller, sales manager; R. N. Harmon, manager of engineering; F. W. Fischer, supervisor of communication sales; and M. R. Briggs, manager of broadcasting engineering. Among West Coast personnel present are S. H. Harrison, Pacific Coast industrial manager; J. J. Fiske and J. H. Landells, of the industrial division, and F. W. Beichley and B. L. Clark, of the company's district engineering and service department.

W. U. Dent, Westinghouse Electric
(Continued on page 234)
May 7 Decisions...

BY COMMISSION EN BANC

FM Authorizations

Authorized, contingent grants for two Class B FM stations; licensed CPs for two Class B and nine Class C FM outlets; issued Class C CPs in lieu of previous contingent, for two Class B stations.

Assignment Change

Veterans Vocational School, Troy, N.Y., Notice of Assignment of Channel 217 (91.1, m) to this applicant in lieu of previously assigned Channel 211.

Petition Granted

WTTO Washington, D.C.—Adopted order granting petition to remove from hearing docket and dismiss applications for extension of completion date for additional service area in this TV station, granted application for mod. CP to change location and make other changes in SEP to 15.7 kHz, aur. 10.8, and aur. 15.7 kHz, extended completion date for period of 6 mos.; cond.

Petition Dismissed

TVCW Detroit, Mich.—Adopted order denying petition for removal of Commission's disapproval of applications for extension of time to complete construction of WYKL Detroit.

STA Granted

WKWO Don Lee Broadcasting System, Los Angeles—Granted special temporary authority for period of 90 days, to operate experimental TV station on commercial basis; cond.

Petition Granted

Live Oak Best Co., Live Oak, Fla.—Adopted order granting petition of applicants to remove from hearing and grant their application for CP and granted application for license for new operation on 1450 kc, 250 w. un.; cond.

Petition Dismissed

Southland Best Co., New Orleans—Dismissed petition of assignment 800 kc w-D, engineering cond.

Petition Granted

D. O. Warner, Galveston, Texas—Granted CP new station 1470 kc 500 w-D, engineering cond.

Petition Granted

Mountaineer Best Co., Corp., Marion, Va.—Granted CP new station 1010 kc 1 kw-D, engineering cond.

Modification of CP

KRZU Santa Cruz, Calif.—Granted change in DA and change trans. location.

Modification of CP

WAGE Syracuse—Granted application for removal of restrictions on renewal of CP.

KTSA Emporia, Kan.—Ordered that order to show good cause why matter should not be evicted and that requirements of new order be filed, and application for transfer of control over Emporia Best Co., Inc. be granted.

May 10 Decisions...

DOCKET CASE ACTIONS

Announced decision and order of mod. of license and order to show cause, which, among other things, solves time-sharing problems of certain new licenses for stations in standard broadcast stations.

BY THE COMMISSION

KMHU Muskogee, Okla.—Granted petition to modify standard broadcast license to reduce radiating power and add change paragraphs in re technical data. Also granted petition for consent to assignment of CP.

KCVR Lodi, Calif.—Granted petition for leave to amend its application to increase power level from 100 kw to 500 kw.

KJAY Topaka, Kan.—Granted petition to accept late appearance in re application.

Foundation Co. of Wash., Washington—Granted petition to dismiss without prejudice its application.

KORE Eureka, Ore.—Granted petition to dismiss without prejudice its application.

WJO Valley Best Co., Wilkes-Barre, Pa.—Granted petition for leave to amend its CP to add mining in area of 20 miles to supply needed engineering data.

KGAY Best Co., Stockton, Calif.—Granted petition to dismiss without prejudice its application for station WELA.

KKW Los Angeles—Granted petition for reconsideration of Commission's order granting of application for new station.

KBYT Corpus Christi, Texas—Granted petition for reconsideration of motion for reconsideration of order permitting construction of new station.

WDJ Woodford Best Co., Detroit—Dismissed as moot petition for continuance of hearing in re authorization.


KXAN Austin, Texas—Granted petition for reconsideration of order dismissing petition.

KEDO Lock Haven, Pa.—Granted petition for reconsideration of order dismissing petition.

KCOU Berkeley, Calif.—Granted petition for reconsideration of order dismissing petition.

May 10 Applications...

ACCEPTED FOR FILING

AM—1016

Harding College, Scary, Ark.—New standard station on 1400 kc, power of 500 w un.

AM—1036

James Milton Hammond, Taunton, Mass.—New standard station on 1370 kc, power of 1 kw D.

Assignment of License

WCBI Best Co., Mass.—Voluntary assignment of license from Riley to McGees, John.

KWFT-FM Springfield, Mass.—Voluntary assignment of license from共产党员 to Joseph R. O’Hare, d/b as Charles River Best Co., to L. C. Fesper, d/b as Delit, and Richard O’Hare, d/b as Charles River Best Co.

Modification of CP

WFTW Boston, Mass.—Granted petition for change in DA.

WTOT Savannah, Ga.—Granted request to amend CP in lieu of May 13 in re its application.

Actions of the FCC

MAY 7 TO MAY 12

CP-construction permit
DA-directional antenna
EIRP-effective radiated power
ST-studio-transmitter
antenna-antenna
D-day
aur-aural
vis-vis
cond.-conditional
LS-local-sunset
trans-transmitter
uni.-unlimited hours
Assignment of Permittee
KRTV Dallas, voluntary assignment of partnership of permittee partners from Rogers & Tom Potter, 2 Broad St., Bcstg. Corp., to Lawson Lacy, 6301 Edgehill Ave., Rogers Lacy, Tom Potter, d/b/a Lacy-Potter Television Boz., on Channel 10, 1932-48; ERV of 20,106 kw., in 15.53 mc.
APPLICATION DISMISSED
-AM-1340 kc
Frank J. Stewart, 8501 Wilshire, Calif.—CP new standard station 1340 kc w/un.
TENDERED FOR FILING
TV—83-88 mc
Mid-South Television and Best, Co., Shreveport, La.—CP new commercial television station on Channel 8, 3-26-48; ERV of 18.13 kw., aer. 9.1 mc.
APPLICATION RETURNED
License for CP
KTXJ Jasper, Tex.—License to cover CP which was authorized new station.
-AM-1200 kc
Pitt County Bestg. Co., Greenville, N. C.—CP new standard station 1390 kc, power 1,000 kw., in 15.56 mc.
-AM-1340 kc
George E. Cameron, Jr., Tulsa—CP new standard station on 1340 kc, power of 1,000 kw., aer. 9.5 mc, contingent on KOME change in facilities.
TV—72-80 mc
Acquisition of Control
WSGO-FM Allentown, Pa.—Acquisition of control of stock owned by Harry G. Hockett, president of General Broadcasting Corp. by Ordus T. Christian.
-AM-950 kc
May 11 Decisions
DOCKET CASE ACTIONS
-AM-1450 kc
Announced rejection of CP, monitoring G & T for complying with terms of Commission order of May 11, 1948, on Channel 41, Bay City, Mich., for violation of order.
BELLE FOURCHE—AM-1450 kc
rural Commercial Stations, Inc., Belle Fourche, S. Dak.—License to cover CP which was authorized new station.
 Modification of CP
KLMS-Lincoln.—Modification of CP new standard station 1480 kc w/un. in 15.58 mc.
Transfer of Control
WGBI-TV, Willaimsport, Pa.—Transfer of control of WGBI-TV from Frank E. McNabb, Willsboro, N. Y., to Thomas P. McNabb.
Transfer of Control
WBNZ-Dubuque, Iowa.—Transfer of control of WBNZ-Dubuque, Iowa, from Elmer F. Thiel, Dubuque, to Elmer F. Thiel.
Transfer of Control
KKBG-Livingston, Mont.—CP new standard station 1260 kc w/un. in 15.53 mc.
Permission to change name of licensee from Kingsbury-Johnson to Fazackerley-Johnson.
Modification of CP
WJJW-TV, Indianapolis, Ind.—Modification of CP new standard station 1280 kc w/un. in 15.50 mc.
-AM-1230 kc
Modification of CP
KOWH-TV, Ruidoso, N. M.—Modification of CP new standard station 1280 kc w/un. in 15.50 mc.
-AM-1200 kc
Modification of CP
WMFM-Naperville, Ill.—Modification of CP new standard station 1360 kc w/un. in 15.57 mc.
-AM-1180 kc
St. Louis Commercial Stations, Inc., St. Louis—Announced rejection of CP, monitoring G & T for complying with terms of Commission order of May 11, 1948, on Channel 41, Bay City, Mich., for violation of order.
Assignment of License
KOWH-TV, Ruidoso, N. M.—Assignment of license from Carroll S. Moore, Macon, Texas, to Victor Rice, Denver, Colo., and George D. Humphrey, d/b/a Snow River Broadcasting Co., to the Snow Range Broadcasting Co.
Modification of CP
KMGW-Portland, Ore.—Modification of CP new standard station 1280 kc w/un. in 15.50 mc.
-AM-1200 kc
WNCN-Brooklyn, N. Y.—Announced rejection of CP, monitoring G & T for complying with terms of Commission order of May 11, 1948, on Channel 41, Bay City, Mich., for violation of order.
Assignment of License
WHUT Washington, D. C.—Announcement of assignment agreement between WHUT, Inc., a Maryland corporation, and Eddie, Inc., a Maryland corporation, for new station at 960 kc.
-AM-1310 kc
WNNC-Cancun.—CP new standard station 1310 kc w/un.
APPLICATION AMENDED
-AM-1310 kc
Edward Funk, N. Y.—Announced rejection of CP, monitoring G & T for complying with terms of Commission order of May 11, 1948, on Channel 41, Bay City, Mich., for violation of order.
APPLICATION AMENDED
-AM-1340 kc
R. E. Branden and Robert H. Shriver, Chicago, Ill.—Announced rejection of CP, monitoring G & T for complying with terms of Commission order of May 11, 1948, on Channel 41, Bay City, Mich., for violation of order.
APPLICATION AMENDED
-AM-1340 kc
Exhibits

(Continued from page 231)

Electronic sales engineer in the Los Angeles office, is official host to
visitors at the Warmhouse booth.

Wincharger Corp.

THE WINCHARGER exhibit shows photographs of the various
Wincharger radio tower installations, a model Wincharger tower,
a model of the new Wincharger FM antenna, coaxial transmission
line and tower lighting equipment.

New products featured are the FM antenna and coaxial trans-
mission line.

The new FM antenna is the improved 4-bay folded dipole turn-
stile with only two feed lines (antenna) instead of the former
eight lines, seals are of the new heavy ceramic type, no phase
loops or phase junctions are used, it will have a power gain of ap-
proximately 3.3 and is expected to sell for less than other models
now on the market.

The coaxial transmission line is RMA Standard 1-1/2, 85.0 ohm
with flange end connections. Prices will be soon announced.

Attending the convention are M. L. Lasensky, sales manager,
and representatives Charles F. Bras-
neck, Henry J. Geist, W. B. Tay-
lor, Warren Cozzen, Ben Farmer,
Hollis Joy, Wynne Snoots, Emilie
J. Rome and Adrian Van Santen.

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER

GORDON J. GOW ANDREW F. INGLIS
ROBERT E. BALUTA JAMES R. CROY
MAURICE PAINCHAUD

AM • FM
TELEVISION FACSIMILE
TELECOMMUNICATIONS
ACOUSTICAL STUDIO DESIGNING
DEVELOPMENT RESEARCH

Laboratories:
910 KING ST., SILVER SPRING, MD.

General Offices:
710 14TH ST., N. W.

WASHINGTON, D. C. METROPOLITAN 4477

See the 50 watt 0.5% Distortion Amplifier in
our N.A.B. Headquarters at the Biltmore Hotel.

LARGE CAPITAL STORE
BUY'S WOMAN'S SERIES

FRANK R. JELLEFF, pioneer Washington department store, last
week started a new broadcast series, sponsoring Drucie Snyder on
WBCB Bethesda, Md., capital suburb. Miss Snyder, daughter of Sec-
retary of the Treasury John W. Snyder, conducts a 11-11:15 a.m.
program News and the Woman's Angle.

The Jelleff store, largest in Washington catering exclusively to
women's wear, is building a chain of a half-dozen suburban outlets.
The store won a distinctive merit award last January in the annual
contest of the National Retail Dry Goods Asn. for its Modern Man-
agement program on WMAL Washington.

Miss Snyder started her radio career last fall by serving as phone
operator and mail clerk at WBCB.

Production & Other Allied Exhibits

Associated Program
Service

HEADQUARTERS of Associated
Program Service are at rooms 2109-2110 in the Commerce Bldg.
The new director of station relations; Dick
Testut, vice president and general
manager, and Andy Wiswell, vice
president and recording director, are
in charge.

APS is showing a complete set-
up of its library service, including
new, all-metal transcription cabinet
with built-in card "index system, and
entire line of vinylite discs.

The feminine touch is supplied by twins, Miss AM and Miss FM.
Each guest is given a "carry-
all" and a "spin for luck" gadget,
with cane as for the ladies. Loyal
brothers of "The Ancient and Ef-
fervescent Order of the Yello Dog"
can pay their respects to absentee
the punch bowl.

Broadcast Measurement
Bureau

BMB is a tripartite, cooperative
research organization jointly gov-
erned by the NAB, American Assn.
of Advertising Agencies and the
Asn. of National Advertisers. It
measures radio station and net-
work audience. Findings reported
in the following volumes: Radio
Families USA; BMB Area Report;
BMB Network Report; BMB Sta-
tion Audience Reports.

BMB's 1948 Interim Study was
conducted in March 1948. Data
will be available about June 1.
Radio ownership data by counties
and cities as of Jan. 1, 1948 will
be available about July 1.

Study No. 2, March 1949, will
include both "total weekly audi-
nen" and a measurement of lis-
tening frequency, which will prob-
ably be expressed in some such
form as "average daily audience." FM
and television will also be measured and the Bureau has been
authorized to measure station audi-
ences in Alaska and Hawaii pro-
vided subscriptions in those terri-
itories warrant.

Participation in BMB audience measurements is available by sub-
scription to Bureau. Subscriptions are open to AM, FM and television
stations in continental United
States, Alaska and Hawaii.

Broadcast Music Inc.

BROADCAST MUSIC Inc. will be
represented by Robert J. Burton,
Carl Haverlin, Sydney M. Kaye
and M. E. Thompson in Suite
2009-2010-2011 at the Biltmore.

BMB exhibit will include a presen-
tation of its activities and serv-
dices during its years of existence—
1930 to 1948.

Charts and graphs will empha-
size the pattern of music performance; how stations make use of
music in programming; the growth

of the BMI music repertoire; facts
and figures illustrating the value
of BMI as a part of the broad-
casting industry; as well as ex-
hibits of practical services to broad-
casters.

Emphasis is also being placed
on BMI's role in television, with
the slogan "BMI—First in Tele-
vision" as the title of a pamphlet to
be distributed.

Capitol Records Inc.

CAPITOL TRANSCRIPTIONS

has a two-room display illustrating
in graphic form all of Capitol's
services in the transcription field.
Rooms 2128 and 2129 in the Bilt-
more are equipped with turntable,
speaker, and the company's com-
plete transcription library, catalog,
logs, catalog cards, and program
format service. On the walls are
panels describing the programs
available to subscribers now using
the service, testimonials from clients,
extc.

Valuable to engineers for testing
equipment are frequency test rec-
ords which the company makes for
use during the convention. These
records are issued without charge
to visitors.

During the convention, Capitol is
going to announce its new and
special all-BMI program, which
comprises five 15-minute shows a
week and is to become a regular
part of the company's transcription
library service.

Capitol provides a courtesy lim-
ousine service between downtown
Los Angeles and Hollywood. Op-
erating from 9 a.m. to 6 p.m., a
schedule is set up with limousines
leaving the Biltmore every hour
on the hour, and returning from
Sunset and Vine in Hollywood
every hour on the half-hour.

Representing the company are
Glenn E. Wallichs, president; Wal-
ter B. Davison, manager of the
Technical Transcription Division;
Paul Minchin, Western represent-
ative; Jack Barton, Mid-Western
representative; William E. Young,
Eastern representative; Lee Gil-

(Continued on page 327)

TRUTH OR
CONSEQUENCES

Buy WAIR and keep a sharp eye
on your sales chart for this market.

Ignore our dominance in this mar-
ket and lose your shirt. We have
the listeners . . . and they're far,
far, far in the majority. Sign here,
please!

WAIR
Winston - Salem, North Carolina
Representatives: Avery-Knodel
New Twist to man-on-the-street type program is heard over WOTL, Oklahoma City, titled “Three Strikes and You’re Out.” Idea, conceived by Carl Curlid, program director, is for contestant to get home run. Each is asked three questions and if all are answered correctly, contestant gets around bases safely and is awarded “black belt or man’s tie. In shoe from which questions are drawn, are some home run questions which give contestants prize on answer. Prizes in the rising, however, are given in front of sponsor’s store and each winner is taken on a trip through sponsors and introduced to salesmen. To those who miss question number nine, are given. WOTL suggests that program can easily be changed to football, basketball, or whatever sport is in season.

Forum on Covenants

ROUNDTABLE discussion of Supreme Court decision on restrictive covenants was presented in special television forum over WMAL-TV Washington, Friday, May 7, 9-9:30 p.m. Participants on panel were James C. Crooks, attorney who argued for covenants before Supreme Court; Charles H. Houston, principal of civil rights forces before court; Clifford Newell, former press secretary; Peggy, chairman of Citizens Asm., and Rufus Lusk, well known Washington radio and television manager. Beuren Devries, WMAL-TV producer, directed forum. Washington area was used to illustrate points of discussion. Forum was sponsored and introduced by Fred Shawn, WMA-TV manager of television and broadcast operations, and Announcer Bill Coyle, who acted as moderator.

AUDITIONS were held recently at WSM Nashville to select four participants to represent the station in a regional television broadcast on “Junior Town Meeting of the States” and also to give opportunity for local talent and for discussion of potential joint programs. The station is cooperating with WSM and WSM-FM with plans to telecast a joint program with the station in Washington. The show is being held throughout the nation and is sponsored by the National Association of Broadcasters.

Apple Blossom Festival

DURING recent Shenandoah Valley Apple Blossom Festival at Winchester, Va., FM provided linkage for extensive coverage of principal events. Corona of Greystone Park at Winchester crowned figure skating champion, Queen Shenandoah XXI, and Grand Feature winner, with Bing Crosby as Parade Marshal were carried by nine stations, WOXY and FM, in broadcast from WINC-FM, Winchester. Stations of WJOY, WVVA, WQAA, WBNK, WINX-FM, WASH, WBMH, WPHN and WJZT, Fredericksburg, Va.; WCIA, WIMA-PM Chambersburg, Pa.; WARK Harrisburg, Md.; WMAR-PM Baltimore; WTON Staunton, Va., and WINS-FM. In addition, other stations in area carried on-the-spot coverage of the two-day event.

“Calling Big Bell”

NEWS and entertainment directed to park visitors, ranchers and visitors at Big Bell National Park in Texas, is featured on new program over Cassius Network, which includes KUIN Peoria, KVKM and KVLR Monahans, Tex. Titled “Calling the Big Bell,” program will do daily shows for those in this isolated and remote area, where nearest telephone is 80 miles away. Case of emergency messages are flashed on the program, since there is no passable road or commercial service available.

Girls’ Softball Team on TV

TELECASTING of area softball games is being introduced by WEXIS, television station of Yellow Springs, Ohio. Contract for televising home games of Pinney Shamrocks of South Lake in Western States Girls’ major softball league, was signed with Denny Murphy, co-sponsor of team, and Harry Golub, WEXIS television director. Shamrocks’ season will open in June.

WPHL-TV Box Office

PLANS for WPHL-TV Philadelphia to televise series of boxing shows staged by 35 police-sponsored boys clubs throughout Philadelphia have been announced by Roger W. Clipp, general manager. First program was held on Saturday, May 15. General public is able to witness bouts through television. About 800 boys’ club members will be ringside at the Philadelphia County Garden evening. Television series continuing throughout the summer will furnish build-up for final and final contests early in September in huge outdoor location. Later events are planned for public, with proceeds donated to police athletic league on behalf of Philadelphia youngsters.

Househeating with Music

HOUSEHUNTING, combined with pleasant music, is featured in a radio-interesting and informative feature. Show was presented over WJZ Detroit in morning show over WRC Washington. Show features pick-and-mix hits, related to househeating and furnaces, with rebated bit tunes from musical comedy shows along with commercials that describe a home service company’s work. Program sponsor, Shockey & Moorehead Real Estate Co., Washington, D.C., produced this feature, which includes “Househeating with Music.” The show will run throughout the summer, will continue through the fall hunting and listening to the music. Show will run today at 7:45 p.m. over WJZ, Detroit. Format consists of dramatization and narration of incidents which will demonstrate specific cause of different types of accidents. Accidents described each Saturday correspond with current safety campaign message of Detroit, which is cooperating with WJZ in presenting the program.

WINX IS OPERATING TWO 250-W BOOSTERS

WINX Washington now has in regular operation two 250-w booster transmitters in addition to its main 250-w booster. Program was scheduled to begin Sunday, Dec. 1, 1947. According to FCC, this is the first time that any AM station has simultaneously operated more than one booster on one frequency. 1230 AM Power is 250, w, plus boosters.

The station’s central transmitter has been moved from D. C. to Arlington, Va., and one 250-w booster has been installed at the D. C. site. The second booster is located in the Bethesda-Silver Spring, Md. area.

Both boosters and the new transmitter are connected by microwave (UHF) link. It is estimated that WINX night coverage has been increased about 200, per cent, for approximately three time frame, without reduction in day time coverage. Daytime coverage is also greatly improved. Link equipment was built by Jansky & Bailey, and installed by the WINX engineering staff under the direction of Ralph Cannon Jr., chief engineer.

Television Survey Sees 65 Outlets on Air in '48

BY THE END of 1948, 65 television stations in 42 cities and 28 states will be on the air, according to survey results published by the Radio-Cable-Cavendish, New York. The TV stations will cover a population of 66,858,000.

The timetable shows 33 commercial television station authorizations, of which 7 are STAs, 67 construction permits. In May there will be 27 stations on the air operating in 19 cities. By the end of the year, according to the survey, of the 65 stations scheduled to go commercial, 32 of these will be NBC-owned or affiliated.
Radio Personnel!

Do you know how much you did to win the war?

At last ... your own war record in book form! The exciting, documented story of the glorious job American broadcasting delivered from Pearl Harbor to V-J Day — with the names and experiences of the radio people (you know them all) who threw themselves into the war effort, as well as station identifications at home and abroad.

STARS-SPANGLED RADIO reveals hitherto untold facts about the selfless, often heroic actions of stars, writers, technicians, directors, correspondents, and station owners during the war.

Full of the anecdotes covering brushes with the "brass," comic situations, personal exploits, reactions of G.I.'s in camps, battle fronts, ships and hospitals the world over.

As important to radio personnel as any G.I.'s "Division History," STAR-SPANGLED RADIO is a forecast of radio jobs in any coming emergency. You'll want copies for yourself, your friends, for advertisers and civic leaders. 16 pages of Photographs, with an appendix including Radio's Roll of Honor. Regular Price $5.50. Quantity discounts on request.

_radio [image]

FCC Actions (Continued from page 223)

Decisions Cont:


Licenses for following remote pickup stations were extended upon temporary basis only, for period ending Sept. 1, pending determination of applications for renewal: WJN WPJF, Stromberg-Carlson Co.; WAAA WACO WMEY WEMW, The WOAR Best Co.

May 11 Applications

Accepted for Filing: AM—918 kc. The Orange Grove, St. Augustine, Fla.; Mod. CP new standard station on 1410 kc, operation to be 550 w to 2 kw, change frequency to 910 kc, power to 5 kw, effective May 18. License for CP.

WRFC Athens, Ga.—Same to cover CP new standard station.

WRED Washington, N. C.—License to cover CP new standard station.

AM—1110 kc.

Brownwood Radio, Brownwood, Texas.—CP new standard station on 1110 kc, power to 125 kw, ERP to 250 kw, change name of applicant from W. L. Lamkin, Charlie D. Lamkin, Jack T. Lamkin and Gordon Griffin, d/b/a Brownwood Best Co. to W. L. Lamkin, J. T. Lamkin and G. Griffin, d/b/a Brownwood Best Co.

KKLA Los Angeles—Mod. CP new FM station for extension of complete date.

KOVE-FM Santa Ana, Calif.—Same.

WGAL-FM Lancaster, Pa.—Same.

WSBA-FM York, Pa.—Same.

WRVB Richmond, Va.—Same.

License for CP.

WKWK-FM Wheeling, W. Va.—License to cover CP which authorized new FM station.

WJUN Philadelphia—Mod. CP new FM noncommercial educational station for extension of complete date.

Accepted for Filing: AM—470 kc.

WGWD Gadsden, Ala.—CP to change hours from D to un., change power from 1 kw D to 1 kw W and 500 w-n and install new trans.

AM—1260 kc.

James L. Killian, Fort Payne, Ala.—New standard station 1260 kc, power of 250 w D.

Assignment of License

WDMQ Douglas, Ga.—Voluntary assignment of license from Downs-McGriff to WGQ Inc.

WISH Indianapolis—Voluntary assignment of license from Capital Best Corp. to Universal Best Corp. Inc.

Modification of CP

WABF Baton Rouge, La.—Mod. CP new standard station to change hours from 1000 D to un., change power from 1 kw D to 1 kw W, DN, install DA-N and studio, location.

WDFP Flint, Mich.—Voluntary assignment of license from Universal Best Corp. Co. to Trebit Corp.

Hamtramck Radio Corp., Hamtramck, Mich.—CP new standard station on 1460 kc 250 w.

Pitt County Best Co., Greenville, N. C.—CP new standard station to be operated 9 kw D, power of 1 kw D.

Modification of CP

KVME Merced, Calif.—Mod. CP new FM station for extension of completion date.

KYRE Redding, Calif.—Same.

KSBR San Bruno, Calif.—Same.

KFSD-FM San Diego—Same.
Harry S. Goodman Radio Productions

TO PUBLICIZE a new program which it is introducing, All-Star Western Theatre, Harry S. Goodman Radio Productions has several very beautiful models distributing attractive gimmicks to station representatives.

One of the gimmicks being given away is a barometer which forecasts weather conditions from 8 to 24 hours in advance.

An elaborate display has been set up in connection with the Duke Ellington Dixie Jockey Show, five hours a week on records and transcriptions.

Harry S. Goodman, general manager; Daniel R. Goodman, manager of the West Coast office; and Jack Slatter, Canadian representative, are on hand.

Industrial Information Inc.

RELI Surveys

THE RELI System of radio audience measurement, a new method in the survey field, is being formally presented to the industry. On view at the RELI Exhibit in Room 2133, is a complete exposition of the system including the latest developments in research studies employing this method.

The RELI System insures extensive coverage by the use of a mailing piece in the form of a two-fold, three paneled card which is distributed to the metropolitan, suburban, and rural areas of the station being measured. It features a punch card method to obtain direct and spontaneous information from the respondent.

An important development of RELI is the “Milaud Rating” derived from all types of cards. The “Milaud Rating” measures, in the thousands, the number of radio homes delivered by any given station, network, or program for any specific time.

Three basic card designs have been developed, each with several important adaptations.

Explaining how the system works is: Ken Bennett, Allen T. Beall, Frank Ponce Jr., Edward J. Murset Jr., and Jerry J. Ferro of RELI and Everett N. Crosby and Basil F. Grillo, executives for Bing Crosby Enterprises Inc.

Keystone Broadcasting System

MICHAEL M. SILLERMAN, New York, president; Naylor Rogers, Chicago, vice president; Elaine N. Gonda, Hollywood, program director; and Charles Glenn, Hollywood, continuity director, are representing Keystone in Room 2116 at the Biltmore.

Keystone Broadcasting System is a transcription network principally covering beyond metropolitan markets. Its affiliated stations are joined in a national system by means of transcriptions.

The network supplies its stations with 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week.

Keystone offers national radio advertisers the opportunity to cover the beyond-metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

At this time the network includes 325 affiliated stations.

Lang-Worth Feature Programs Inc.

LANG-WORTH display headquarters (2100-1-2) features three exclusive Lang-Worth innovations to the transcription library field...

Specialized program service for advertisers: This new Lang-Worth feature completely modernizes the "daily-time" type of program service. Through this new plan, talent in the Lang-Worth Library is displayed and sold to advertisers and agencies for commercial use in Lang-Worth member stations.

A showcase of big-time precision programming, this feature is an integral part of the full Lang-Worth Service.

Synkovdisk: The accompaniment recording, which was introduced to Lang-Worth affiliated stations in December 1947, is on display together with high-fidelity demonstration equipment. Through the use of Synkovdisk, local talent may perform with professional perfection with Drige's 17-piece orchestra.

Talenex: Another Lang-Worth feature which brings programming down to a "flick of the thumb." With Talenex any programmer or announcer can build a complete radio show, with informative copy on the music selected at a moment's notice. Pertinent data on artists and instrumentation is instantly spotted in this compact all-in-one Lang-Worth Program Directory.

C. P. MacGregor

THE MACGREGOR suite this year is a meeting place to welcome old friends and make new ones. The display is on a black velvet drape background consisting primarily of photographs of some of the outstanding motion picture celebrities who have appeared in the various C. P. MacGregor radio productions. There are also photographs of talent who starred in the music library, and also representative samples of promotional material that is available on some of the C. P. MacGregor productions such as Hollywood Theatre of Stars, Proudly We Hail, etc. A moving lighted display features special multi-colored vinylite transcriptions, and special sections of the display suite were constructed for auditioning purposes.

Mayfair Transcription Co.

MAYFAIR TRANSCRIPTION CO., Hollywood, is represented by its star performers, its top personnel and by an exhibit of giant size enlarged photos of action pictures of its stars in scenes from its productions.

Alan Ladd, star of Box 13, Mayfair's best known and most widely distributed program, is not only to be seen pictorially but also in person at the company's exhibit.

Mr. Ladd is desirous of meeting personally the managers, program directors and sales managers of the numerous stations now releasing or preparing to release his program. Currently finishing work on his newest starring vehicle for Paramount Pictures, The Great Gatsby, and also continuing simultaneously with production on Box 18, Mr. Ladd is very busy but is making a special effort to be present at the Mayfair exhibit as much as possible.

Mayfair is also "unveiling" its newest transcribed series—Ken Curtis, handsome young singing star of western pictures. In Chuck Wagon Jamboree, featuring the Novelty Aces with Abigail and Buddy. This program shares the limelight with Box 13 at the exhibit.

Present at the exhibit, in addition to Mr. Ladd, are B. A. Joitin, executive vice-president; Vern Cartensen, in charge of production; Bob Reichenbach, in charge of sales; Richard Sanger, minor-producer of Box 18; and Watson Humphrey, producer of Chuckwagon Jamboree.

Pike & Fischer

THE FOUR VOLUME Pike & Fischer Radio Regulations prepared under the sponsorship of the FCC Bar Assn. to meet the urgent need for complete, accurate and coordinated information on all phases of radio regulation is being exhibited to the radio industry for the first time.

After considerable intensive research to insure its accuracy the set was published early in 1948. Volume 1 of the set contains all relevant statutes, Congressional reports and treaties; Part A of the Rules and Regulations of the Commission concerning radio (Parts 1 to 19); the Commission's Standards of Good Engineering Practice; important legislative bills of the FCC and all the forms of the
Exhibits
(Continued from page 237)

Commission of general interest in radio communication. Volume 1 also contains a Master Index of approximately 150 pages which makes it almost impossible for a subscriber to overlook any relevant information.

Volume 2 consists of a digest of cases and other interpretative materials of the Commission and the Courts which explain and expand upon the statutes, rules and standards contained in Volume 1 and which otherwise are important in the regulation of radio communications.

Volumes 3 and 4 consist of full-text decisions of the FCC and the Courts all headnoted and keyed to other relevant materials in Volumes 1 and 2.

All this material is maintained currently by weekly releases, so that the coordinated information in the hands of subscribers is right up to date.


**Sesac Inc.**

The new Military-Symphonic Band Music Series, the most recent addition to the Sesac Transcribed Library, is being introduced for the first time. This Band Series was especially produced to keep in step with trends which indicate an increased demand for patriotic airs and marches, greater use of collegiate and football tunes as highlights of sparring events, favorite overtures, concert and novelty selections, all featured by the National Symphonic Band. Most of the compositions and arrangements recorded in this collection of band pieces are available only on Sesac Transcriptions, and records are being heard for the first time at the convention.

An original Sesac creation, the caricature drawn to the radio industry as Mr. "E. T." Sesac, is the main motif of the exhibit. To acquaint delegates with the outstanding capabilities of "E. T.", the accompanying "personality" of Transcription services, two life-size replicas of the "record man" appear at the Sesac Exhibit, Room 2232, Biltmore Hotel. The character is shown in his most "revealing" poses—as a money-maker and a package show producer. As a backdrop, "E. T." is surrounded by many original copies of the music sheets he has made popular on Sesac Transcriptions.

At the exhibit are these Sesac representatives: Kolin Hager, K. A. Jadassohn, George Johnston, Hal H. Spina, Bob Stone, Jack Tallcott.


**World Broadcasting System**

World Broadcasting System is offering two brand new libraries.

The first of these, The Treasury of the Spoken Word, contains the world's wit and wisdom brought to life by brilliant readings of three distinguished actors; Jay Jostyn, who has won millions of admirers as Mr. District Attorney; Arnold Moss, who captivated Broadway in the leading role in The Tempest, on the air for Theatre Guild; and Raynold Edward Johnson, who is perhaps best remembered as Raymond in the recent spectacular San Francisco and Thomas Jefferson in the Pulitzer Prize Play, The Patriots.

The Treasury of the Spoken Word consists of more than 400 individual "cuts" of the world's greatest "script" writers. Selections range from Shakespeare's Sonnets to Casey at the Bat. Included are the familiar classics of the millions: The Village Blacksmith, The Raven, The Kid's Last Fight, The Walrus and the Carpenter, The Rubaiyat, the famous Night Before Christmas, Anabel Lee, and in rollicking Abdul-Alim. Amir. Humor is balanced with serious thought-poems, beautiful love and romance lyrics, and huge slices of Americanica.

The library is divided into different sections, with listings of Bible and other religious poems and prose, available for religious programming; Americana for patriotic occasions; romance poems for integration into existing programming which features ballads. World Instrumental "Mood

---

Mr. Marquardt Mr. Sambrook

Music" Library of over 1200 selections, for not only FM and AM stations but also television broadcasters, is also being shown.

This music has multiple uses and is built around standard salon and popular pieces as well as current selections. All are arranged, however, in smooth background stagings and are non-vocal.

A third library soon to be announced, which is now in preparation and production, will contain material suitable for children's programming.

These three new libraries will take their places along side of the World Program Service Library, World Feature Library and World Features.

Details and particulars on all libraries are available through A. B. Sambrook, station relations manager, as well as Maynard Marquardt, West Coast manager and Pat Smith of West Coast sales, at World Transcription Headquarters, Room 2223, at the Biltmore.


**Frederic W. Ziv Co.**

A TEASER ANNOUNCEMENT being distributed to all members is a hidden invitation to the Ziv suites, 2200-2201, where the radio talent of great show personnages, such as Ronald Coleman, Wayne King, Kenny Baker, Barry Wood, Margaret Whiting, Richard Kollmar, Jackson Beck, and Richard Goodman, and George Foreman and David Ross... among others, are being displayed in gallery fashion.

Against a complete over-all draping of blue muslin, framed massive photos of Ziv talent are hung on each of the four walls. Particular attention is focused on Ronald Coleman and his Academy Award "Oscar", and the City College of New York Award of Merit recently bestowed on Ziv's Favorite Story Show—for the creation of the most effective direct-selling sponsored radio program.

In addition to Mr. and Mrs. Ziv, the company is represented by Executive Vice President John L. Sinn, Executive Sales Manager Al Unger, Hollywood Office Manager N. L. Rogers, and Barbara Ford of the Hollywood Office.
WORL, FCC Denial Arguments Heard

WORL Boston's appeal from FCC denial of its license renewal application, and the Commission's defense of the denial, were heard by the Court of Appeals for the District of Columbia last week.

Walter Bastian, Washington attorney, argued on behalf of the Boston station that FCC lacked substantial evidence to support its conclusion that there had been willful misrepresentations and concealment of ownership, or that the owners, Harold A. Lafount and Sanford H. and George Cohen, are not qualified to be licensees.

He contended the WORL case does not parallel the WOKO Albany proceeding, in which FCC's refusal to renew a license was upheld by the Supreme Court. In the WORL case, he argued, there was no motive for concealment.

Richard A. Solomon, of FCC's Litigation Section, insisted that the WORL owners repeatedly failed to report material information and that the only logical conclusion was that the failures were willful and deliberate. Careful study of the record, he said, will show FCC's denial was justified.

Just before M. W. Edgerton, Bennett Champ Clark, and Wilbur K. Miller heard the arguments, held Monday.

Denial of the WORL renewal was issued last fall [Broadcasting, Oct. 20, 1947] on a 5-to-1 vote, Comm. Rosel H. Hyde not participating and then Comr. E. K. Jett dissenting. The station is now operating on temporary license pending outcome of the appeal.

Meanwhile, six applicants have been through hearing in quest of the facilities (950 kc, 1 kw, daytime only).

Mr. Lafount is general manager of the Arde Bulova stations and a former member of the Federal Radio Commission. The Cohens are New York attorneys.

TWO classes in "Radio Dramatics" are offered mornings and evenings by U. of California at Extension Center, Los Angeles.

If your Radio Dramatization needs

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BROADCASTING • Telecasting

What's to Do In Los Angeles

Since Los Angeles has lots of space between places in addition to its ample sun rays, delegates to the 26th annual NAB sessions will do well to track down their closest U-Drive-It.

And once this has been accomplished, if the traffic doesn't overcome you, there is much to see. For the non-driver or the unwilling motorists from out-of-state numerous Tanner motor tours are possible.

No one article could be completely concerned with every worthy sightseeing target so there may be oversights in this review.

Without any more reason than the alphabet, which starts with "A," our first stop is the alligator farm peopled by close to 1,000 inhabitants. Its population runs from youthful finger-sized 'gates to some 18-ft., 500-year-old giants in the mature class.

Jump to Catalina.

There must be lots of places that begin with "B" but we jumped to Catalina next, accessible by boat or plane. Catalina is 25 miles off the coast of California. Boasting every imaginable recreational facility possible, there are almost 50,000 acres in which visitors can prance about.

For the footprints and handprints, oft-publicized, a visit to Grauman's Chinese Theatre will disclose all. Aside from being a first-run theatre, there is little else to recommend it as a landmark save its hoof and paw marks.

With no malice towards "D" or "E," our next stop is the Farmers Market. What started as a literal market for the farmers became a highly successful melange of every imaginable store for everybody. Its daily ad in the Los Angeles Times written by Fred Beck has made the square block a steady thing for the happy characters who live in and visit Los Angeles.

West Lawn Memorial Park, with its 300 acres, annually receives twice as many visitors as the Metropolitan Museum of Art in New York City. Aside from the sheer beauty of the spot, it houses one of the country's largest collections of marble statuary, as well as the most noteworthy collection of stained glass.

Griffith Park is to Los Angeles what many parks are to the cities in which they find themselves. The only difference is that Bob Hope has had more fun with this one.

Hollywood is a part of Los Angeles, even though it may seem so at a distance. A few motion picture studios such as Columbia, (Continued on page 216)

CROWLEY GETS TROPHY FROM RELIGIOUS MEET EVANGELIST Dale Crowley of Washington, D. C., was awarded the Churchill Trophy at the National Religious Broadcasters Convention in Chicago May 3-6 for his program Quiespiration broadcast Saturday evenings on WWDC Washington and carried nationally as a transcription program.

Other awards were: The best children's broadcast, "Gospel Rocket" program, originating at Hartford, Conn.; best youth program, Bob Jones U. Greenfield, S. C.; best religious broadcast, "Sermes in Song" and "Light and Life," produced by Assemblies of God and Free Methodists, respectively, tied for first place.

Television Show Held On ABC 'Breakfast Club'

ABC broadcast of Don McNeil's Breakfast Club on Wednesday, May 12, was also carried on WFIL-TV and WPTZ Philadelphia from the Academy of Music in that city, and on WABD New York and WMAL-TV Washington, ABC.

The show, which is heard 9 to 10 a.m., was billed by ABC as the first simultaneous duplication of a regular daytime program on radio and television stations. Phiho, which co-sponsored the show with Swift & Co. and Toni Co., and operates WPTZ, is the only one of the three sponsors to be billed for the video end of the show, ABC said.

ROBERT S. KELLER Inc., New York, has been appointed to handle sales promotion of WCOG Greensboro, N. C., new station to begin operations on May 22.

There's a First Time For Everything!

NOW...For the First Time YOU CAN DOMINATE ALL WEST MICHIGAN WITH WLAV and WLAV-FM

GRAND RAPIDS

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details...facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. Soon 57,000. ABC Network

WLAV and WLAV-FM

KELLER BUILDING, GRAND RAPIDS, MICHIGAN

May 17, 1948 • Page 23
Technical

WILLIAM B. AHERN has been named ABC facilities section engineer and ROBERT M. MORRIS appointed engineer in charge of television for central division (Chicago, Detroit). Mr. Ahern was video equipment engineer with General Electric Co., and Mr. Morris has been with NBC since 1928, except during war. He is chairman of executive committee of NAB’s recording and reproducing standards committee.

RICHARD HODGKSON, with Paramount Pictures Inc. as technical assistant to vice president, PAUL RABOURN, has been appointed director of technical operations for television division. CARL MAURER, with video division for four years, has been promoted from project engineer to supervisor of development engineering. WALTER SWENSON was named supervisor of studio operations and THEODORE GRENIER appointed supervisor of remote operations for Paramount Television theatre activities.

George E. Eryo and GEORGE L. MC-LANAHAN have joined engineering staff of WGN-TV Chicago. Other additions include WILLIAM J. BILTEGEN and CHARLES WILSON, stage hands; ROWLAND J. LONG and ELMER ENKE, film projectionists; EUGENE M. CHA- HURING, cameraman; ROBERT STEB- BINS, assistant to facilities manager.

CARL BREDING and DIETRICH E. MEYER Jr., formerly with KXVO Colorado Springs, have joined KBOA Denver, as technical-relief engineers.

FRANK J. MUNZER, formerly with RCA Victor, has joined engineering staff of WITP Philadelphia. Mr. Munzer succeeds HERBERT ECKSTEIN, who has joined WICX, Wilmingtom, Del., as chief engineer.

FREDERICK HART & Co., Pough- keepsie, N. Y., has announced new series Model 89 sound-on-film tele- phon-reproducer. Unit utilizes 35 mm film strip, three-color permanent non-erasable sound record; longer recordings may be obtained. Reproduction may be played back immediately, according to the Hart firm, by Auto Start-Stop, automatically starts and stops machine at any voice level.

Sees TV Boom

A FORECAST that television within the next five years may expand into a $1 billion industry was advanced by R. C. Cosgrove, vice-president of the Aveo Manufacturing Corp., during an address before the convention of the National Electrical Wholesalers Assn. in Buffalo May 6. He declared that "far outstrip radio and will still be climbing rapidly when appliances level off."

Bureau of Standards Seeks New Radio Lab

The Bureau of Standards, Washington, in a bill which has been introduced by Sen. Wallace H. White Jr. (R-Md.), submitted at the request of the Dept. of Com- merce, has been referred to the Senate Interstate Commerce Committee, which Sen. White heads.

Mr. Foster revealed that the laboratory planned to employ 100 additional personnel in the coming fiscal year and said centralization would bring about greater efficiency at lower cost. The laboratory conducts experimentation and theoretical work on radio standards and measurements and radio propagation.

Milwaukee Survey

The Milwaukee Survey, published by the Greater Milwaukee Chamber of Commerce, has compiled and published The Milwaukee Journal. It was also found that 11.1%, or 26,826 families, own FM sets and 8.5% indicated their intention to buy an FM set this year. 0.4%, or 965 families, owned television sets at beginning of 1945, but by March 1, 1,666 sets had been installed and 2.8%, indicated that they planned to buy a television set this year.

Energy in Mississippi!

Production of electrical energy in January showed an increase of nearly 35 percent over January ‘47 in Mississippi.

In putting across your selling point, WITL is the station with (the) powerful energy—a stuff that produces forcefully and 5000 Watts day and night to beam out your message, bring in the sales.

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Washington, D. C.
Help Wanted

Managerial

commercial—250 watt daytime station, New Haven, Connecticut. Experience, references, salary expected. Box 435, BROADCASTING.

title open for alert commercial manager with enough know-how to operate successfully in behalf of owner. Progressive local in good territory. Box 415, BROADCASTING.

national advertising manager. Position in important southeast market. Service provided, develop net regional and national business. Thorough knowledge of marketing and merchandising practices. More important than experience in ad medium. Excellent opportunity, future security and good income. Perferable to have two years experience with national advertising. This is a new radio market in northwestern Ohio. Station to begin operating in August. Salary and territory will be respected. Box 447, BROADCASTING.

WANTED. New 250 watt fulltime station as immediate opening for commercial manager. This is a new radio market in northern California. Station to begin operating in August. Salary and territory will be respected. Box 447, BROADCASTING.

Manager—Who can sell. For Radio Station in vicinity of New York, by necessary, 15% commission against good guarantee. Salaries wanted. Send photo and details to KSYC, Yreka, Calif.

HELP WANTED

Leading Washington, D. C. station has immediate opening for a good salesman with radio, newspaper or other advertising experience. Give full details first letter, including background, remuneration expected to BOX 459, BROADCASTING.

Salesmen

salesman—One who can sell. Good list of accounts and good air time. Inquire of 

salesman wanted. Send photo and details to KSYC, Yreka, Calif.

Help Wanted (Cont'd)

Progressive Rocky Mountain station is looking for experienced, livewire, time salesperson. Box 499, BROADCASTING.

ANNOUNCERS

ANNOUNCER wanted—Excellently equipped. Good talker. Must be good listener. Announcer eligible to work under G. I. training plan. You can learn from one of the best men in the business. Pleas- ing, reliable, capable play-by-play. Four complete disc, including special events, fulltime. Address inquiries to Box 499, BROADCASTING.

ANNOUNCER wanted—Good, all-round experience. Can handle daily 1/2 hour disc shows. Complete biographical background, including experience over every medium. Address inquiries to Box 499, BROADCASTING.

WANTED: Announcer for 1 kw station, going on air in the near future. Basic disc experience and experience with time show disc and a half for overtime. Modern station with good local spots and plenty of national business. Experience required. Send replies to Mel Holahan, Box 447, BROADCASTING, Quincy, Ill.

SPORTS ANNOUNCER: Experienced play-by-play, plus daily sports show. Will work WFLU, Grand Forks, N. D. Reply to WFLU, Grand Forks, N. D.

ANNOUNCER—graduate with national experience. Looking for experienced, livewire, time salesperson. Box 499, BROADCASTING.

ANNOUNCER— needed with clear voice and ability to work on a personal and family basis. This is a fulltime position. Box 485, BROADCASTING.

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Help Wanted (Cont'd)

Engineer-announcer with or without experience for 250 watt independent in New England area. Must have Application for 5 kw. Send details Box 440, BROADCASTING.

Proposed strike AM-FM regional. Experienced engineers needed. Write back. Box 440, BROADCASTING.

Transmitter engineer needed for 1 kw AM and 5 kw FM station. Salary $50 per week. Car necessary. Chief Engineer, T&L, Quincy, Ill.

Studio transmitter engineer for evening shift. Prefer single man with some experience and knowledge of broadcast equipment. Apply Box 431, BROADCASTING.

Engineer-announcer for station in good small town near Atlanta. Will teach you radio sales. Salary $400 per month. Box 430, BROADCASTING.

Production—Programming—others

News editor or editor and announcer. College town near large midwestern market. Manager, program director, independent station. Complete bio- graphical background, including experience over every medium. Address inquiries to Box 430, BROADCASTING.

Program Director—Midwest station looking for experienced and dependable program director. Address inquiries to Box 430, BROADCASTING.

Teaching of production, programming, promotion. Establish your career in radio. Write Box 430, BROADCASTING.

We are interested in a program director for a new 1000 watt station, Columbus, Ohio. Go on the air sometime in the near future. You must be able to get along with people; citizens; no flacks or inexperienced applicants will be considered. We will consider all information with photo and salary expectations. Address inquiries to Box 448, BROADCASTING, Columbus, Ohio.

Jacksonville, Florida, WIVY, on the air in July. All types positions to be filled in good opportunity. P. O. Box 1194, Jacksonville, Florida.

AGENCY OPPORTUNITY FOR RADIO SPECIALIST

Established, well equipped, does general advertising, agency (New York) seeks experienced, livewire man (or woman) with national or local accounts. Complete bio- graphical background and references, please. Address inquiries to Box 493, BROADCASTING.

COPYWRITER-ANNOUNCER: 250 watt Indiana station. Excellent salary promotion opportunity. Send resume, preferably with photograph and references, please. Please address inquiries to Box 493, BROADCASTING.

Situations Wanted

MANAGERIAL

Experienced manager—Outstanding record of administrative and sales management. Box 485, BROADCASTING.

ENGINEER-ANNOUNCER: 250 watt AM station. Excellent salary promotion opportunity. Send resume, preferably with photograph and references, please. Please address inquiries to Box 493, BROADCASTING.

GENERAL MANAGER—With eight years experience in radio, offers experienced, progressive manager. With present employer, Salary reasonable, all you consider. Box 493, BROADCASTING.

Situations Wanted

Manager—Now employed as salesman, producing advertising program in broadcasting. Hard worker. Single. Box 452, BROADCASTING.

Radio Executive

Eight years Detroit experience in all departments, including general manager, production, promotion. References and recommendations write:

Hugh M. Gary
18 Continental
Detroit 24, Mich.

Just resigned management 250 watt independent station. Desire new location. Build station to paying proposition. Well versed all phases of radio. Available June 28th. Box 444, BROADCASTING.

Manager as executive officer responsible for successful development midwest network station. Excellent opportunity to develop full time in broadcasting. Excellent record and references. Box 431, BROADCASTING.

Independent station general manager past 5 years, 5 station city. Available on monthly basis. Has experience with network station. Could invest. Box 467, BROADCASTING.

New station owners: Complete managerial staff to make your new station pay and prosper. Contact experienced, ambitious, successful according to program director-new station or program director-news station. Reply to Box 463, BROADCASTING.


Owners

I am only interested in putting or keeping your station in the black since your profit will be the only real profit—salary will be based on your profits.

Box 512, BROADCASTING

Salesmen

Salesman with terrific sales ability and background. Good list of accounts and references. Box 454, BROADCASTING.


Announcer

Have I reached the limit of my ability? Can I improve? This is where your efforts are rewarded. Six years experience, two years on Mutual. Box 431, BROADCASTING.

Ad-lib man. Six years disc jockey, staff, news, sports play-by-play. Worked major daily, West Coast stations. Family man, 24, Box 352, BROADCASTING.

Universal trained announcer wants summer replacement in Chicago area station. Limited newspaper, free lance work. Willing to travel. Box 463, BROADCASTING.

Chief Announcer—Small station or large city outlet. Four years experience, currently chief engineer-program manager on Short Mountain station. Accept on newcast basis, salary moderate. Write Box 463, BROADCASTING.

Announcer, 24, married. Graduate School of Broadcasting. Experienced in radio, television, newspapers, news, strong on sports. Disc, photo available. Box 461, N. Y. Box 461, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

PAVABLE IN ADVANCE—Checks and money orders only. Subscription WANTED 10c per word—$1 minimum. Help WANTED 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box ads. Insertion 5c per line. One insertion per month. Deadline two weeks preceding issue date. Send check replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C., BROADCASTING.

HELP WANTED

HELP WANTED

HELP WANTED
News announcing, reporting, classical music, pop disc jockey, personalized programming, part-time attachment to disc jockey. Young, experienced, ambitious college graduate. Box 462, BROADCASTING.

Attention North, South Carolina, Georgia. Announcer in New York, now employed 250 watt affiliate, desires position on independent station. Some experience, control operation, capable. Available at once. Write Announcer, c/o WMCA, Payetteville, N. C.

Announcer, two years experience. Married, 26. References. Disc will travel. Box 439, BROADCASTING.

Announcer—all phases, sports, limited experience, capable of growing into any position. Will travel. Box 514, BROADCASTING.

Announcer—desires staff position with radio network. Located in New York area, has been extensively trained along lines of business connections and is available immediately. Specializes in news reporting and sports. Box 513, BROADCASTING.

Experienced and university trained radio announcer. Desires employment in Los Angeles or vicinity. Excellent references. Box 100, BROADCASTING.

Announcer, Cornell undergrad, experienced, desires summer employment; salary secondary importance. Box 504, BROADCASTING.

Young man, college trained in radio. Acting experience, excellent diction, desires job. Address Employers, c/o WJJK, Detroit. Will travel. Box 507, BROADCASTING.

Skilled announcer, newsman, boardman, jockey, permanent or seasonal job. Box Saugus, Massachusetts. References. Box 495, BROADCASTING.

Versatile announcer experienced in writing, programming, newscasting, all phases of radio, good voice, proven ability, control board knowledge, references from Mutual and ABC stations. Summertime desired returning to university in the Fall. Write or wire Box 1017, Greenville, Texas.

Excellent versatile announcer arriving in Los Angeles in June. 1 1/2 years experience in Boston and vicinity of New York. Plays sports, news, acts as disc jockey with proven audience pull. Age 23, married, permanent. Needs immediate employment in Los Angeles or vicinity. Excellent references. Box 150, BROADCASTING.

Announcer, Cornell undergrad, experienced, desires summer employment; salary secondary importance. Box 504, BROADCASTING.

Young man, college trained in radio. Acting experience, excellent diction, desires job. Address Employers, c/o WJJK, Detroit. Will travel. Box 507, BROADCASTING.

Skilled announcer, newsman, boardman, jockey, permanent or seasonal job. Box Saugus, Massachusetts. References. Box 495, BROADCASTING.

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TRENTON, PHILADELPHIA, ALLENTOWN DECISION

ANOTHER ATTEMPT to bring order out of the administrative chaos surrounding the New Jersey-Philadelphia-Allentown case was made by FCC last week with a decision on applications or proposed changes and was resolved.

In a 51-page decision and order the Commission:

- Granted Valley Broadcasting Corp.'s application for a new television station on 790 kc. 500 w day and 1,500 continuous wave. the application was made for preventing transmitter interference with WABX/Philadelphia and WPTZ/Allentown, and must accept any daytime interfer- ence with the WPTZ station on 800 kc at Philadelphia or Camden.

- Granted application of Rayburn Communications, Inc., for a new Camden station on 800 kc with 1,000 watts daytime and 3,000 continuous wave, of what of Philadelphia and Camden Broadcasting Co. for same facilities.

- Granted renewal license to WTNJ Trenton, which previously had re- ceived final denial, and modified its license to change from 1350 kc with 500 w (sharing with WCAP Camden) and WCAP Camden to 1300 kc with 625 w, daytime only.

- Denied renewal to WCMC Camden for the same reason. The city is in exclusive control. In exercising discretion, the FCC is to modify WCMC's present temporary license to an application for a new station with 1 kw (sharing with WCAP and WTNJ), to 10 kw full power to WTNJ, with 2 mulit-frequency broadcast that (2) it will not grant WCAP and WTNJ. The city is in exclusive control. In exercising discretion, the FCC is to modify WCMC's present temporary license to an application for a new station with 1 kw (sharing with WCAP and WTNJ), to 10 kw full power.

- Granted renewal for 5-year period to WCMC Camden to March 1947, with 2 mulit-frequency broadcast that (2) it will not grant WCAP and WTNJ. The city is in exclusive control. In exercising discretion, the FCC is to modify WCMC's present temporary license to an application for a new station with 1 kw (sharing with WCAP and WTNJ), to 10 kw full power.

- Held that the case is closed. No case has been filed to modify WCMC's present temporary license.

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SCTOA Protesting WPIX - Korda Pact


Paul Williams, general manager and general counsel of the Southern California Theatre Owners Assn., wired a protest to the parent Theatre Owners of America "against granting such rights to motion pictures which still have theatre potentialities and which pictures are still under contract to be played in theatres in this country."

The wire also pointed out that the deal directly affects "one of our theatre chain members" who "has two of these pictures under contract which still have not been re-released." Member affected was listed as the Academies of Proven Hits Inc. Telegram pointed out also that theatres having an agreement with Korda on a package buy also are affected.

Pictures in question are "Drums" and "Four Feathers." The wire states that the WPIX agreement with Korda is "contrary to the best interests of both producers and exhibitors."

"This can become a very harmful precedent," the wire also warned.

WGN-TV Chicago, Tribune video outlet, has obtained exclusive rights in Chicago to the feature films, according to Vernon R. Brooks, director of operations. Films were made available by WPIX.

Movie Engineers to Hear Talks on Video Subjects

A WIDE VARIETY of motion picture and television subjects will receive treatment in 71 papers to be delivered at the 63rd convention of the Society of Motion Picture Engineers May 17-21 at Santa Monica, Calif.

Most of the papers, to be heard by some 1,500 technical experts
INDEX TO ADVERTISERS

What to Do

(Continued from page 289)

Paramount and RKO are still located there, but most of the other notion picture studios have moved out of Hollywood. Even though New York may argue, Hollywood's the production capital of American network radio. All four networks originate most of their top-ranking programs from the Holly-

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 wood, and the tourist trade is thriving. This is the time to take in the beaches and sunshine, and the tourists are in their thousands every day. The weather is perfect, and the hotels are filled. The food is plentiful, and the prices are low. The city is alive with activity, and the atmosphere is gay. There is plenty to see and do, from the famous Hollywood Bowl to the Los Angeles County Museum of Art. The food is excellent, and the prices are reasonable. The city is a great place to visit, and it is definitely worth the trip.
You're right in the game—with Television

- Comes the shout "Play Ball!" and there you are—on top of every play.

Through television developments in RCA Laboratories, all the action of the game is yours—the crack of bat against ball—fast infield plays—even sidelong in bull pen, dugout, grandstand and bleachers.

At the ball park, RCA Image Orthicon television cameras—rivalling the human eye in sensitivity—get all the action in day or night games. Shifts from over-all views of the field, to "close-ups" of individual players are swift and revealing...

And at the receiving end—your RCA Victor "Eye Witness" home television set gives you brighter, clearer pictures. You can see the ball that the batter misses or you can watch his home-run smash over the fence.

Today, because of the original and continuing work of RCA scientists, millions of spectators can enjoy sports, entertainment, educational and news events, on television. Research at RCA Laboratories—always a "step ahead"—enters every instrument marked RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.
The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

With the completion of the new $600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius...an area which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced fare of live features each week, including baseball, wrestling, news, homemaking shows, quiz games, fashion shows, weather news, hobby shows, puppet shows, audience-participation programs, advice on pets, and miscellaneous sports events...in addition to feature movies, cartoons and film shorts.

WLWT's coverage is available now also, on a non-interconnected network basis, to national advertisers using the NBC television network.

Every facility of WLWT has been designed especially for television. The very latest, most advanced equipment available has been used throughout the studios, the transmitter, the 570-foot antenna tower, and the mobile microwave transmitter unit. No expense has been spared to assure Greater Cincinnati and surrounding territory with the finest, most dependable television service possible.

Information on rates, availabilities, participating sponsorship and facilities are available upon request.