how to work up a long thirst

Advertisers, agencymen, anyone who has a hand in the sale and advertising of tea, coffee or other beverages: may WOR offer you some sober thoughts on summer drinking?

Every summer, WOR is greatly responsible for the kind of quencher that slakes the thirst of some 34,057,161 people. If WOR recommends it, people in 18 States drink it.

For instance: a soft drink company bought a WOR show. Largely through 13 broadcasts, the company's dealers increased from 5,000 to 50,000. Business rose over 100%.

More? A coffee company jumped from 20th to 8th place in brand coffee sales in the metropolitan area, largely through a WOR program. Now then, gentlemen: we love coffee, we love tea, we love any beverage. We'd love to sell the 17,084,472 women in our area on filling tall glasses with yours. In other words, WOR, with the largest single-station audience in America, can wrap up the world's richest market for you. We can do it fast; we can do it for as little as—well, the price of a pot of tea, almost.

wor

heard by the most people where the most people are
Campton's Grocery, largest independent food store in Mineral Point, Wisconsin, is managed by Clifford Kliebenstein, son-in-law of the store's founder. Like other progressive merchants of the midwest, Mr. Kliebenstein recognizes the value of advertising—and is particularly impressed by the popularity of WLS in his community.

With daily deliveries, many orders come in by telephone—brand names specified. That's why this neat store is well stocked with advertised brands. For instance, WLS "Feature Foods" products receive prominent display.

Mineral Point, 188 miles from Chicago, is the largest town in Iowa County, although its population is only 2,275. Thus, Iowa County is 100% rural. WLS has a large loyal following, as shown by BMB—84% day, 77% night. Last year, WLS received 2,396 letters from Iowa County—53% response!

It's a rich county, too: effective buying income of 12#/4 million dollars, retail sales almost nine million (1946). Yet this is only one of 567 counties in the WLS-BMB daytime area where 2½ million families listen to WLS.

For 24 years, WLS microphones have been focused on these families. We have learned to know their radio needs and wants, through their million letters a year to us, and through thousands of personal contacts. Thus, we are able to give them the entertainment and service they want. That's why they are such loyal listeners to WLS—why we get sound advertising results.
TOP Advertisers look for TOP Performance

The list of WCAU’s clients... both local and national advertisers... reads like a Who's Who among the best names in advertising. They know the surest—quickest way to get results is to broadcast on WCAU... the Philadelphia Station with the largest listening audience. You too can enjoy the advantages of TOP PERFORMANCE.

WCAU
30,000 WATTS · CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION

. The Philadelphia Bulletin Station
Upcoming


May 25: Southern California Chapter of AAAA, spring convention, Ambassador Hotel, Los Angeles.

(Other Upnings on page 72)

Bulletins

REP. GEORGE G. SADOWSKI (D-Mich.) Friday urged State Dept. to make full investigation of slaying in Greece of CBS Commentator George Polk (earlier story page 68). If State Dept. fails to act within reasonable time, he stated, "I will ask the House to appoint a special committee to investigate it."

DRIER, McNAMARA GET AWARDS

ALEX DRIER, NBC Chicago and James C. McNamara, KLAC Hollywood, among those honored in Sigma Delta Chi's annual awards. Announcement Friday said Drier cited in radio newswriting category for Nov. 4, 1947 roundup on House Un-American Activities Committee; McNamara for reporting unexpected takeoff of Hughes flying boat.

WILLIAM A. MC Nab, vice president, Campbell-Ewald Co., New York, appointed assistant to president and U. S. Tire account executive John A. Sidebotham, art department manager, named art director.

Tobey Charges Reiterated at Probe

CONTROVERSIAL and sometimes explosive hearing into television and FM matters by Senate Interstate Commerce Committee [Broadcasting, May 17] recessed to "an indefinite date" late Friday with completion of testimony by Paul A. deMars, Washington consultant, and Prof. Edwin H. Armstrong, FM inventor.

Later hearings promised by Chairman Charles Tobey (R-N.H.) with possibility former FCC Chairman Paul Porter and K. A. Norton, Bureau of Standards, will be called on latter's testimony in 1944 FCC hearings.

Sen. Tobey repeated charge FCC made allocation decision completely on Mr. Norton's testimony as against "10 or 11" top authorities who disagreed. Sen. Tobey claimed to have seen "evidence" that a "present FCC official" had "deliberately changed records" in the '44 hearings, but couldn't remember who told him to do it.

Sen. Homer Capehart (R-Ind.) said Sen. Tobey's evidence should be made part of record and all parties in question should be called to testify. Sen. Tobey agreed.

Earlier, Mr. deMars cited instances of RCA "opposition" to FM, just before 1940 hearings, he related, NBC Chief Engineer O. B. Henson tried to persuade him to abandon elaborate presentation he was preparing and join NBC forces. His attention was called to certain defects in FM, so he attended demonstration in New York. He was not impressed, he said, and told NBC their equipment must be defective. Since that time, said Mr. deMars, he has never heard any more on subject.

Mr. deMars charged cross-examination he received in 1940 hearings from Frank A. Wozencraft, then RCA counsel, was "type of tactics which criminal lawyers use to discredit witnesses."

Way RCA undertook to protect "vested interests," he asserted, "is not the way honest and right-thinking people do things." Sen. Capehart injected possibility RCA was "protecting public interest" by being cautious.

Mr. deMars charged that Andrew Ring,
Both poultry raising and drug sales are big business in the Mid-America market covered by KCMO. Inside the measured ½ millivolt 213-county area you'll find over 5 million people . . . 54% rural, 46% urban. And with KCMO's 50,000 watts daytime non-directional, you can be sure of reaching both farmers and city dwellers.

Proof? Note KCMO's mail response indicated by shaded areas on the map (407 counties in 6 states—plus 22 other states not shown). For ONE Station Coverage of Mid-America, center your selling on KCMO.

**50,000 Watts DAYTIME Non-Directional**

**10,000 Watts Night—at 810 kc.**

**ONE Station**

**ONE Set of call letters**

**ONE Spot on the dial**

**ONE Rate card**

**KCMO**

KANSAS CITY, MISSOURI

Basic ABC Station for Mid-America

National Representative: John E. Pearson Co.
If you really think it through, you can’t miss.

Spot Radio is the only radio you can use with maximum efficiency.

No extra markets—no skipped markets. Local shows or Hollywood names or participating spots—whichever is right for you.

And every station the right station—no weak sisters. You’ll choose these stations when you think it through—and you can’t miss.

Any advertiser can—and most advertisers should—use Spot Radio.
You needn’t stoop to conquer VICTOR (IOWA)

It’s a small market, sure . . . but it’s not beneath the biggest advertiser. It’s one of the 1,059 towns that dot the WMT (BMB) map . . . prosperous and industrious towns whose total buying power adds up to important money.

WMT offers a sure way to reach VICTOR—and Eastern Iowa. Exclusive CBS outlet in the area, technically fine 600 kc frequency, well-listened-to local farm and news programs, all contribute to WMT’s dominance in this important farm-and-industry market. Ask the Katz man for full details.
Local Sponsors Buy Local Shows on KOIL in Omaha & Council Bluffs

Ernie E. Webber, president of Webber Motors, distributor and dealer of Dodge and Plymouth Cars, Job-Rated Trucks and other lines has taken an unprecedented step—100% sponsorship of all KOIL's sports programs.

Here at last is complete, year 'round sports coverage by one sponsor on one station—an expression of courage and faith between advertiser and broadcaster. It makes possible a tremendous public interest program series for a wide awake community. This is real public service.

"ERNIE" WEBBER

WEBBER MOTORS'

"Sportlog"

* $42,000.00 in time, talent and production.

... Plus many other sports events!

When looking for local programs in the Omaha area—look to KOIL. More advertisers use KOIL than any other station in Omaha and Council Bluffs.

Ask for information on "The Umbrella Man," "Bing and Bob Time," "Name It and Play It"—or do you want a local show Tailor-Made for you? KOIL has the audience, the staff and the "know-how." KOIL builds high Hooper local shows.

Bob Steelman, KOIL's sports director, is featured on the Webber Motors' Sportlog.

Steelman with extensive sports experience has a large following of sports-minded listeners in the KOIL area.

KOIL
BASIC ABC • 5000 WATTS
REPRESENTED BY EDWARD PETRY & COMPANY
Nothing could be finer down Carolina than the Station that is bringing ABC programs to 100,000 radio families for the first time.

RADIO RALEIGH

WNAO

5000 Watts • ABC

Broadcasting Service of The News and Observer

CALL AVERY-KNODEL TODAY!

(Continued on page 103)
Here is an excellent chance to sponsor a favorite “live” show with demonstrated sales impact on Chicago’s best known radio station.

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 120 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
MEMO TO
TIME BUYERS

WWSC ENJOYS THE HIGHEST
LISTENER RATING IN THE THIRD
RICHEST COMMUNITY IN THE UNI-
ITED STATES.

- Yes, in this wealthy New York market of
101,892 population with estimated retail sales
exceeding $89,000,000, WWSC enjoys a 35.7
over-all Conlan rating, highest of any station
in the area. (See Survey Below).

- Rich in trade and tradition, Glens Falls in
Warren County is second only to New York
County in per capita sales in the Empire State
and the 3rd richest community in the U. S.

CONLAN RADIO REPORT    Feb. 2-6, 1948

<table>
<thead>
<tr>
<th>Basic Call</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
<th>Total</th>
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Distribution of Listening Hours

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<tr>
<td>WWSC</td>
<td>35.6</td>
<td>42.7</td>
<td>29.7</td>
<td>35.7</td>
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<tr>
<td>Station B</td>
<td>22.2</td>
<td>21.5</td>
<td>25.4</td>
<td>25.6</td>
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<tr>
<td>Station C</td>
<td>27.3</td>
<td>30.6</td>
<td>25.6</td>
<td>32.7</td>
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<tr>
<td>Others</td>
<td>4.9</td>
<td>5.2</td>
<td>7.3</td>
<td>6.0</td>
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</tbody>
</table>

- Here, Mr. Timebuyer, is one of the Best test
markets in the country. Certainly, you will not
want to overlook so inviting a medium as WWSC
in your hard-hitting radio campaigns.

Our rate is right for result-producing sched-
ules. We'd like to tell you more. Say when!

WWSC
A MUTUAL STATION
Glens Falls, N. Y.

Lorenzen & Thompson, Inc., Nat'l Reps.

THE TEXAS Co. June 8 begins Texaco Star Theatre on seven-station
NBC East Coast television network, Tuesdays, 8-9 p.m. Show uses
old-time vaudeville format. Kuerner Agency, New York, handles
account.

BREWING CORP. OF AMERICA, Cleveland, currently using "interim"
radio campaign during month of May, mostly on behalf of its Red Cap
Ale and Black Label Beer. Campaign covers 85 stations in 37 markets
and calls primarily for 10 to 20 transcribed spots per week on each
station. Sports programs also being aired in New York, Pittsburgh,

ALLSTATE INSURANCE Co., Chicago, subsidiary of Sears, Roebuck &
Co., appoints Goodkind, Joice & Morgan Inc., Chicago and Hollywood, to
handle its advertising. Radio will be used for campaign to begin in
California later this month.

CHAMBERS DISTRIBUTING Co., Jersey City (gas ranges), appoints
A. W. Lewin Co., Newark, N. J.; anticipates extensive radio, television
campaigns. Currently using one participation spot weekly on Dorothy and
Dick, WOR New York morning series.

GENERAL ELECTRIC Corp. signs with WEWS Cleveland, for spon-
sorship of 74 telecasts of home games of Cleveland Indians base-
ball games.

HOUSE OF OLD MOLINEAUX, Boston (wines), using spot campaign
on following Yankee Network stations: WNAC Boston, WAAB wor-
cester, WONS Hartford, WEAN Providence. Agency: Hirshon- Garmin,
Boston.

DIF Corp. (washing powder, hand cleaner), division of Magnus Chemical
Corp., Garwood, N. J., which spends about $30,000 a year on radio ad-
New York, is former agency. Dif currently uses spots three times a
week on Arthur Godfrey Show, WCBS New York, and sponsors Sunday
night news on WJZ New York.

RCA-VICTOR Distributing Corp. renews for 13 weeks Junior Jamboree,
daily children's show on WBKB (TV) Chicago.

ANALAGRAPH Assoc., New York agent for Mutual Benefit Life Insur-
ance of New Jersey, launching month test campaign on television with
spots on WABD New York May 24 [BROADCASTING, May 10]. Other spots
to follow on WCBS-TV New York and WATV Newark, N. J.

METROPOLITAN ICE Co., of Boston appoints Ruthrauff & Ryan,
New York, to handle advertising of Orange-Crush and Old Colony
Beverages. Firm is new bottler for these products in Boston area.
R & R already handles Orange-Crush and Old Colony nationally.

STEWART-WARNER Corp. releasing second series of Sports Yarns,
81 transcribed shows developed by its Alemite Div. for use by Alemite
dealers. First series was sponsored over 107 stations on cooperative
basis, with S-W offering program free to dealers willing to pay time rate.

F. & M. SCHAFFER BREWING Co., New York, to sponsor New York
Giants professional football games over WHN New York next season.
SBDO, New York, is agency.

DuMONT TELEVISION Dealers in Philadelphia signed for 3½ hours
weekly sponsorship of Philadelphia Inquirer Television Newsreel on
WFIL-TV Philadelphia. Contract, for 26 weeks, placed by Buchanan

MOTHER'S CAKE & COOKIE Co., Oakland, Calif., appoints Jewell
Adv., same city, to handle advertising. Radio to be used.

COFFETTE PRODUCTS Inc., Brooklyn (shampoo), named Dinion &
Dubrownin Inc., New York. Radio on regional and probably national
basis to be used.

SINCLAIR OIL Co. Dealers of Raleigh, N. C., signed with WRAL
Raleigh, for 26 weeks, Mon., Wed., Fri., 7:45-8 a.m. newcasts on co-op
(Continued on page 101)
People in Boston and in Portland, Oregon, are noticing something new in the skyline this spring. They're looking at tall new towers... steel pillars symbolizing a big step forward in Westinghouse service to the public and to advertisers.

In Boston, the new tower rises 650 feet over WBZ's ultra-modern Radio and Television Center... serving, with TV and FM signals, more than 3,000,000 people within a 40-mile radius, including all of metropolitan Boston and far beyond.

In Portland, new towers reach skyward to beam KEX programs to listeners throughout all of populated Oregon and much of Washington.

KEX now gives advertisers, for the first time, single-station coverage of the huge Portland market-area.

Yes, big things are in progress at Westinghouse stations all across the land. In addition to these pace-setting developments in old Boston town and in the new Pacific Northwest, Westinghouse stations are staging other improvements in Philadelphia, in Pittsburgh, in Fort Wayne, and in Springfield, Mass. Advertisers... local, spot, and national... are finding these stations more effective than ever!

WESTINGHOUSE RADIO STATIONS Inc

WBZ  •  WBZA  •  KDKA  •  WOWO  •  KEX  •  KYW
NATIONAL REPRESENTATIVES, NBC SPOT SALES-EXCEPT FOR KEX  •  FOR KEX, FREE & PETERS
TELESTATUS REPORT

SEVENTEEN commercial television stations in March broadcast a total of 4,108 hours and 28 minutes of programs, announcements, and test patterns, according to the Telestatus questionnaire for that month. Detailed information was not available for two of the 19 commercial stations (WRAW-TV Baltimore and WLWT Cincinnati) operating in March, so the figure is somewhat under the industry total for the month. Even so it represents an increase of 29% over the 3,114 hours reported by 15 TV stations in February, indicating the rapid expansion in video service.

The rate of expansion is commensurate with the increase in the number of television receivers in use, totaling 266,300 for the 11 cities reported on, an increase of 12.1% above the February reported total of 237,500 TV sets in 10 cities. The number of persons employed full-time or chiefly in television at these stations mounted from 1051 in February to 1175 in March. Analysis of the operating time shows 2,068 hours and 38 minutes devoted to programs, up 26.8% from the February total of 1,631 hours and 42 minutes; 53 hours and 34 minutes to announcements, up 47.4% from 36 hours 19 minutes in February; 1,896 hours 16 minutes to test patterns, up 31.1% from 1,446 hours 32 minutes in February.

Commercially, the total sponsored time in March was 763 hours and two minutes, somewhat topping the February total of 759 hours six minutes. Closer inspection shows the situation better than those figures indicate, however. Commercial program time increased from 648 hours 20 minutes in February to 702 hours 28 minutes in March, a gain of 8.4%, while sponsored announcements accounted for 26 hours four minutes in March, up 25.6% from the previous month's 20 hours 46 minutes. Sponsored test pattern time meanwhile decreased from 90 hours to 54. Adding the advertisers reported by the 17 stations gives a total of 402 video sponsors for March, which should be lowered a little to allow for network and spot accounts using more than one station. The total is slightly under the 415 reported for February. This does not seem to have much significance, however, as there is no noticeable correlation between the number of sponsors and the amount of sponsored time.

KTLA Los Angeles reported the most sponsors (41) for the month, but ranked fourth in the commercial time list. Its 67 hours and eight minutes of sponsored time were surpassed by WBKB Chicago, WWJ-TV Detroit and WPTZ Philadelphia.

MARCH OPERATION ANALYSIS

VIDEO AIR TIME IN MARCH

<table>
<thead>
<tr>
<th>COMMERCIAL</th>
<th>SUSTAINING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>702</td>
<td>28</td>
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<tr>
<td>Announcement</td>
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<td>04</td>
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<tr>
<td>Test patterns</td>
<td>34</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>763</td>
<td>02</td>
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TIME ANALYSIS FOR MARCH

<table>
<thead>
<tr>
<th>STATION</th>
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<th>TEST</th>
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<tr>
<td>PROG.</td>
<td>ANNCE. PAT.</td>
<td>PROG. ANNCE. PAT.</td>
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<tr>
<td>KTLA LA</td>
<td>39.10</td>
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<tr>
<td>WMAL-TV</td>
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<tr>
<td>WNBW</td>
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<td>1.09</td>
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<td>WITG</td>
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<td>WBKB</td>
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<td>0.57</td>
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<tr>
<td>WMAR-TV</td>
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<td>WWJ-TV</td>
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<td>KSD-TV</td>
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<td>WEWS</td>
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<td>WCATU-TV</td>
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<td>WFIL-TV</td>
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<td>WPTZ</td>
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<tr>
<td>WTMJ-TV</td>
<td>27.39</td>
<td>0.55</td>
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VIDEO STATION BUSINESS IN MARCH

<table>
<thead>
<tr>
<th>STATION</th>
<th>CITY</th>
<th>NUMBER OF ADVERTISERS</th>
<th>COMMERCIAL TIME</th>
<th>MINUTES</th>
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<tr>
<td>KTLA</td>
<td>Los Angeles</td>
<td>43</td>
<td>67</td>
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<tr>
<td>WMAL-TV</td>
<td>Washington</td>
<td>18</td>
<td>35</td>
<td>17</td>
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<td>WNBW</td>
<td>Washington</td>
<td>29</td>
<td>43</td>
<td>22</td>
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<td>WTIC</td>
<td>Detroit</td>
<td>37</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>WKBK</td>
<td>Chicago</td>
<td>31</td>
<td>93</td>
<td>07</td>
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<tr>
<td>WMAR-TV</td>
<td>Baltimore</td>
<td>41</td>
<td>46</td>
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<td>WWJ-TV</td>
<td>Detroit</td>
<td>23</td>
<td>76</td>
<td>55*</td>
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<td>KSD-TV</td>
<td>St. Louis</td>
<td>45</td>
<td>36</td>
<td>26</td>
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<td>WABD</td>
<td>New York</td>
<td>29</td>
<td>37</td>
<td>50</td>
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<td>WBCS-TV</td>
<td>New York</td>
<td>16</td>
<td>64</td>
<td>32</td>
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<td>WWJ-TV</td>
<td>New York</td>
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<td>WRGB</td>
<td>Schenectady</td>
<td>19</td>
<td>21</td>
<td>17</td>
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<td>WEWS</td>
<td>Cleveland</td>
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<td>7</td>
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<td>WCATU-TV</td>
<td>Philadelphia</td>
<td>7</td>
<td>0</td>
<td>24</td>
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<tr>
<td>WFIL-TV</td>
<td>Philadelphia</td>
<td>25</td>
<td>54</td>
<td>52</td>
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<tr>
<td>WPTZ</td>
<td>Philadelphia</td>
<td>28</td>
<td>75</td>
<td>35</td>
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<tr>
<td>WTMJ-TV</td>
<td>Milwaukee</td>
<td>21</td>
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CITIES WITH COMMERCIAL TELEVISION SERVICE IN MARCH

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<thead>
<tr>
<th>CITY</th>
<th>POPULATION</th>
<th>NUMBER OF VIDEO RECEIVERS</th>
<th>COMMERCIAL TIME</th>
<th>TV STATIONS</th>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>3,916,875</td>
<td>19,500</td>
<td>2,500</td>
<td>22,000</td>
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<tr>
<td>Washington</td>
<td>1,205,220</td>
<td>8,000</td>
<td>1,000</td>
<td>9,000</td>
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<tr>
<td>Chicago</td>
<td>4,464,640</td>
<td>12,100</td>
<td>3,500</td>
<td>15,600</td>
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<td>Bo.Yakima</td>
<td>1,308,040</td>
<td>4,500</td>
<td>1,100</td>
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<td>Detroit</td>
<td>2,702,396</td>
<td>6,000</td>
<td>1,600</td>
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<td>St. Louis</td>
<td>1,584,044</td>
<td>4,150</td>
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<td>12,684,411</td>
<td>152,300</td>
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<td>Schenectady</td>
<td>425,375*</td>
<td>1,700</td>
<td>650</td>
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<td>789,304*</td>
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<td>Cleveland</td>
<td>1,214,943*</td>
<td>2,200</td>
<td>900</td>
<td>3,200</td>
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<tr>
<td>Philadelphia</td>
<td>3,072,669*</td>
<td>24,000</td>
<td>3,000</td>
<td>27,500</td>
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<tr>
<td>Milwaukee</td>
<td>190,500*</td>
<td>1,500</td>
<td>550</td>
<td>1,500</td>
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* Includes 23 hours of test patterns. ** Includes 11 hours, 30 minutes of test patterns.

BROADCASTING • Telecasting

Page 14 • May 24, 1948
Deep South Reporting, Sir!

WSB and the Atlanta Journal are crowding on full steam ahead to complete facilities for Television down Georgia Way. Before the ducks come south again this great market will be available for tapping—via video. There’s a ring around September on our calendar. WE'RE BUILDING PROGRAMS NOW!!

Already we have:

1. R.C.A. Transmitter (complete and on the premises)
2. Field Camera Chain (2 cameras and all related equipment on hand and in operation)
3. Motion Picture Outfit (complete with fast developing)
4. Studio Facilities (rather crowded, but whose isn’t?)
5. Trained Personnel (technical and program)
6. The best market in the South (trade papers please copy)
7. The support of one of America’s great newspapers

We have on the way:

1. A 598-foot Antenna (engineering tests show good market coverage)
2. A 30’ by 50’ Television Studio (which may hold us for a while)
3. Complete studio camera facilities (2 cameras and all related equipment)
4. A fully equipped Mobile Unit (for remote jobs)
5. Complete 16mm film facilities (in stock and on order)
6. A zillion (according to our treasurer) gimmicks and gadgets we learned we needed after we got into TV

It Won’t be Long, Now!!!

WSB-TV

"The Eyes of the South"

ON PEACHTREE STREET

REPRESENTED NATIONALLY BY EDW. PETRY & COMPANY
You see here the transmitter room that is being delivered to more than thirty television stations... complete, and RCA throughout.

As practical, we believe, as an AM station transmitter room, this layout has the proper equipment you need to put high-quality picture-and-sound signals on the air—reliably, and with surprisingly little supervision. It includes: a combined 5-kw picture and 2.5-kw FM sound transmitter; a complete transmitter control console; a vestigial side-band filter; a dummy load; an antenna coupling network; sound-and-picture input antenna coupling network; sound-and-picture input amplifiers; and frequency and modulation monitors.

Why the overwhelming acceptance for this transmitter room... and all other RCA television equipment?

It’s the thoroughness with which RCA TV equipment is designed. It’s the practical engineering experience behind it—more of it than any other television equipment manufacturer. It’s the completeness of the line... with one equipment source for everything you need in your station. It’s the undivided responsibility RCA assumes for all equipment you buy. It’s the unbroken record of past performance and service to the industry.

Nothing to planning a television station—when you let an RCA Television Specialist help you. Call him in. Or write Dept. 19EC, RCA Engineering Products Division, Camden, N. J.

The One Source for Everything in TV—Is RCA
...entire transmitter rooms, for instance—

COMPLETE TRANSMITTER ROOM — by RCA
More than 30 rooms like this one are going to television stations. The entire layout is designed to be used adjacent to your TV studio control room...or at a remote control location.

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

In Canada: RCA VICTOR Company Limited, Montreal
MORGAN wasn't back at the old stand yesterday. His ABC television show for Admiral Corp. had folded like the Arab's tent, and as silently.

Though there was no official comment from even Comedian Henry Morgan's Cigar Store Indian, the reason for the 6:30-7 p.m. Sunday night TV show's cancellation seemed to be the usual Morgan-sponsor difficulty: Sponsor sensitivity about commercials.

The TV series started as jubilantly as it ended—with a sneak preview on April 10, placed by the Robert J. Enders Washington agency on ABC-TV. The series originated in Philadelphia's WFIL-TV and was fed to WABD New York, WMAR Baltimore and WMAL-TV Washington.

The next week, April 17, Admiral bought the Morgan series on an eight week firm contract basis. For two weeks the program ran smoothly. Press notices were in the rave category.

Then May 1 the WFIL-TV engineers went out on strike. No program. On May 8 the strike was still on, and so were the pickets. Morgan refused to cross the picket line. Another Morgan appearance hit the dust, though the show went on with a replacement.

May 15 came with Morgan doing the show from WMAL-TV Washington. But this time Admiral chose a girl model to handle all the commercials. Morgan was said to be telestatically displeased.

So was the sponsor.

According to Mr. Morgan, if a sponsor buys Morgan, he buys his treatment of commercials in the package. If he can't do the commercials, he considers it a breach of contract. However, Admiral decided to breach the contract anyway, so the feeling seemed mutual.

And that's the full story of The Henry Morgan Show. See ya around, Hank.

On All Accounts

DISTINGUISHED supervisor of one of the most distinguished shows on the air, Harold La Fetra Blackburn, BBDO (New York) radio account executive for E. I. duPont de Nemours Inc., has attended every Monday night performance of Cavalcade of America since its inception on Oct. 9, 1935.

The twin attributes of quality and consistency have been the keystones of Mr. Blackburn's entire career. His consistency is manifest in the fact that he has spent all of his working life in a single occupation, advertising; his quality is reflected in the constant promotions that have been his reward in that field.

Mr. Blackburn entered the field as an office boy with J. Walter Thompson, but soon transferred his allegiance and his glue-pot to Barton, Durstine & Osborn, now Batten, Barton, Durstine & Osborn, where, in short order, he was promoted to more responsible duties in the production department. It was from that division that he was named supervisor on the duPont productions.

His subsequent rise toward his present rank was steady. Maurice Collette, vice president in charge of the duPont account, appointed him to be his general assistant. Mr. Blackburn handled the post so efficiently that he was promoted in May 1947 to account executive in charge of all of duPont's radio activities. Born in Brooklyn on June 11, 1905, Mr. Blackburn now resides in his own home in Teaneck, N. J., with his wife, the former Alice Benton, and two children, Thomas and Ellen.

Aside from his duPont activities, Mr. Blackburn spends part of each Sunday teaching a Sunday School class at an Episcopal church. But he tempers that interest with a mundane love for poker—penny-ante, of course—in which he indulges as frequently as his tight schedule will allow. He confesses, however, that his favorite — and rarest—indulgence is "just plain sittin'!"

HAROLD

Represented by ROBERT MEEKER ASSOCIATES NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

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The HOT SPOTS IN HAWAII ARE ON KULA

KULA carries more network programs than any other radio station in Hawaii.

10,000 WATTS • 690 Kilocycles • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR “ONE STATION COVERAGE” OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
Crowds are a vital part of the Greater Miami story. Crowds of new, year-round residents have made Miami's rate of permanent growth one of the highest in the nation. Crowds of shoppers last year spent an unprecedented $443,245,000, giving Miami the highest per capita sales figure in the south. In 1947, too, crowds of tourists spent more than a quarter billion dollars here, and crowds of workers earned a like amount in payrolls from Miami's rapidly expanding year-round industry and commerce.


Crowds are an important part of THE WQAM STORY, too. The photograph above was taken during a recent visit to Miami of Dr. George W. Crane, WQAM commentator and Miami Herald columnist, when thousands jammed Miami's Bayfront Auditorium to pay for the privilege of hearing him in person. Yes, you can depend upon results every time, with the station whose clear signal covers all the rich trading areas of the Greater Miami market... WQAM, Miami's First Station.

Miami's First Station
WQAM
WQAM - FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

* OWEN F. URIDGE, General Manager        * JOHN BLAIR & CO., National Representatives
CODE ADOPTED

By J. FRANK BEATTY

BROADCASTERS—1,017 strong—left the 26th Annual NAB Convention and first Management Conference with a stiff Standards of Practice, effective July 1, and a much clearer idea of their future place in the nation's economic and social pattern.

Out of the successful two-day top-level conference at the Biltmore Hotel, Los Angeles, came these clear developments:

• Assurance by FCC Chairman Wayne Coy that private operation of broadcasting is here to stay.
• Indication that television will develop swiftly and take its place beside aural broadcasting as a powerful advertising and educational medium.
• Overwhelming industry support of the Standards of Practice as an ideal toward which operations should be aimed.
• Tipoff that TV management should check fully all developments in the 485-890 mc band.

Advice that AM management should prepare for eventual shift to FM transmission, but within a generation instead of the decade previously mentioned by FCC chairman.
• Promise of keener intra-broadcast and inter-media competition, with weak sisters dying off.
• Personal triumph of Judge Miller, who carried the code through astonishingly mild opposition and drew almost unanimous praise for his leadership and fight on behalf of radio freedom.
• Assurance that the new code is a voluntary document ever subject to revision.

Code Top Agenda

As at Atlantic City last September, code discussion dominated the proceedings. The key-up group of a thousand delegates who crowded into the Biltmore Theatre meeting room Monday afternoon to take part in a hot debate instead merely heard a rather brief and mild dis-

L. A. Sessions Set July 1 Effective Date

Harold Fair, director of NAB program department; Judge Justin Miller, NAB president; Harold E. Fellows, general manager of WEEI Boston and First District director; John F. Morgan, manager KYSM Mankato, Minn., and 11th District director.

Foresees Standards on High Band TV Soon

By RUFUS CRATER

Mr. COY, BROADCASTING, May 10] with standards for quickest possible use of video's high band—475-890 mc—"in whole or in part."

Addressing the NAB Convention's Tuesday luncheon, he also confirmed—or at least did not al-

lay—existing television broadcasters' fears that they may soon be called upon to give up more of their low-band space [CLOSED CIRCUIT May 17], although he sharply disclaimed designs on any specific service.

He said the recent reallocation of TV Channel 1 (44-50 mc) to fixed and mobile services still leaves those operations with inadequate space, and warned that "I now know, and you may as well know, that the Commission will be looking for more space for these important services very shortly."

He interjected quickly that the delegates should not be misled by "unsensible reports, printed or oral, that the Commission knows where such space can be found."

He reiterated that FCC would go into its September hearing in upstairs video "without any prior determination of the issues involved."

The FCC chief, first practical broadcaster to hold the position, assured his listeners that "I know of no responsible person in the government, including members and staff of the FCC, who favors government operation of broadcasting."

Understands Radio's Service

"I am sure that the one unanimous decision that the members of the FCC could reach—and I think some of you appreciate the difficulty we face in reaching unanimous decisions—is that generally speaking, broadcasting in the U. S. operates in the public interest. The future of American radio must be planned and fashioned within the present formula of operation by private enterprise," he declared.

Mr. Coy was introduced by NAB President Justin Miller, who noted that he was a former member of the NAB board and praised him as one who showed "independent, unprejudiced judgment" and is "admirably qualified" to head the Commission.

Chairman Coy said he regarded it as "almost inevitable" that FM will "largely replace AM within a generation." He said he personally thought it would be a "red-letter day" for radio "when you broadcasters make up your mind that you can provide a superior aural service through the use of FM and when you direct your efforts to planning for that conversion."

He said he was "hopeful—and in fact I expect—that the time is not too far off when the major networks as well as the more youthful FM networks will provide facilities that will permit the demonstration of the high fidelity capabilities of FM."

He reiterated the "paramount importance of planning for the future to make our radio broad-

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Code Adopted (Continued from page 21)

industry meets criticism from Congressional, regulatory and other sources.

Recognizing existence of long-term contracts, the board specified that in no case is application of the ban to occur later than May 19, 1949.

General approval was noted among board members, management and engineers of the two-ply convention. The board directed that the Engineering Conference at the 1949 convention in Chicago be spread over three days instead of two, and be held in the final half of the week preceding the management conference, which remains at two days unless changed at a later date.

In putting the code into operation, NAB will place the matter at the head of the district and area meeting agendas. These meetings will start next July.

The July 1, 1948 enforcement date was selected to give time for printing of contracts and for contact with advertisers.

Non-Affiliates Committee

Move by non-affiliate stations to obtain two directors was denied by the board. As a compromise the board voted to set up a standing committee of non-affiliates. It proposed that chairmen of all standing committees attend at least one board meeting a year, keep acquainted with association affairs.

Adoption of the code came Wednesday during an all-day meeting at which the board carefully worked over details of the document, which has been studied, revised, kicked around and debated since the 1946 convention in Chicago.

Vote was 21 in favor, 1 opposed. The lone dissenting vote was cast by Edward Breen, KVFD Fort Dodge, Iowa, newly-elected director-at-large for small stations. Mr. Breen qualified his opposing vote by stating that he felt the Standards were generally good with the exception of advertising limitations. He said these would work a hardship on small stations.

A fiery code opponent since the Atlantic City convention last September, Mr. Breen joined in a relatively calm review of the Standards by board members. He indicated to his fellow directors that the Standards were less objectionable than he had felt originally. However, he still presented to the board his petition, signed by 500 members, asking a referendum on amendment of the by-laws to remove the board's code-promulgating powers.

Motion to approve the code, which had been previously promulgated last September at Atlantic City only to be rescinded two months later, was presented by Harold E. Fellows, WEEI Boston, District 1 director. Mr. Fellows has led the code-revision process through its early stages and carried the brunt of the pro-code debate at Atlantic City.

Three board members did not vote on the code. Harry J. Banister, WWJ Detroit, was absent at the time the code vote was taken. He is director for District 8. George D. Coleman, WBG B Scranton, Pa., District 2, and Willard D. Egolf, WBCC Bethesda, Md., FMA director, did not attend the meeting.

Mr. Breen offered a motion to delete the commercial time limitations of the Standards. This failed 2 to 21, with Cal Smith, KPAC Los Angeles, new District 16 director, and Mr. Breen voting in favor.

Judge Miller asked Mr. Breen to study legal angles of his petition to amend the by-laws, since doubt had arisen about the status of the code should an industry referendum eliminate the board's code-writing powers. The board will take up the Breen petition at its next meeting, to be held next November after all NAB districts have met.

Enforcement Date

By setting July 1 as an enforcement date, the board provided stations with opportunity to acquaint advertisers with its provisions and arrange conformance.

The educational section which Judge Miller had inserted without specific language was referred to Michael R. Hanna, WHCU Ithaca, N. Y., District 2 director, for drafting during the noon recess of the board meeting. The board later adopted a resolution by Mr. Hanna to refer the drafting job to the NAB Education Standards Committee, whose membership includes educators outside the industry.

Main board change in the Standards is understood to have been urged by members for smaller stations and independents. It consisted of a significant one-word insertion in the time standards for advertising copy. This amended the

MON. CODE SESSION

OVERWHELMING endorsement (there was only one dissent) was given the proposed Standards of Practice by the NAB convention at a brief Monday afternoon meeting.

Rumbles of thunderous opposition had reverberated all over the Los Angeles Biltmore prior to 3 p.m. An hour later a thousand delegates were leaving the convention hall in amazement. They were wondering how the panel's vigor could fade into on-the-scene anemia.

The answer was obvious, as the code debate developed. The code was good for only one good convention fight, and that had taken place last September at Atlantic City. Second, so many of the changes desired by the opposition had been written into the document that it appeared generally acceptable. Third, feeling prevailed that failure to adopt a code would give the industry a black eye and court regulatory and legislative reprisals.

Edward Breen, KVFD Fort Dodge, Iowa, the director-elect who had rounded up 309 signers to a petition aimed at cancellation of the board's code-adopting powers, entered the meeting with blood in his eye as the champion of the opposition. A few minutes later he was a chastened delegate, a laggard who had been crisply out-maneuvered by Judge John Miller, chairman of the meeting. He was the lone dissenter when a board vote was taken.

Mr. Breen faced an attentive audience as he obtained the floor shortly after debate started. "I represent 309 stations," charged Mr. Breen to Judge Miller as he requested more than the three minutes allotted each speaker to discuss his petition to the board to reject a code and industry referendum. The referendum would call for a vote on a plan to amend the by-laws to remove the board's code-writing powers.

Judge Miller read a section from the by-laws requiring that petitions be submitted to the board 30 days in advance of a board meeting and ordered Mr. Breen to confine his remarks to specific code proposals. Mr. Breen asked a roll call on his bid for more time. Judge Miller called for a showing of hands, with 35 voting for more time and an overwhelming majority voting against.

Says NAB Tried to Mislead

Set back by this lack of floor support, Mr. Breen charged that the by-law provision on code adoption was adopted in 1946 at Chicago with a minimum vote. He charged NAB tried to mislead the membership on a by-laws referendum.

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FAITH that sound broadcasting can live safely and profitably side by side with television, despite the appeal and speed of growth of the visual art, was professed without network representatives on the panel at the NAB Convention Tuesday afternoon.

No one denied the prediction, advanced first during the discussion by Charles G. Mortimer, General Foods vice president in charge of marketing, that television's commercial development will not be at the expense of sound broadcasting any more than sound broadcasting's growth was at the expense of printed media.

"There will be plenty of place for just as many efficient media as can be brought forward," declared Mr. Mortimer, whose firm is currently sponsoring four evening and six daytime network shows plus its local and regional advertising and television shows on CBS, NBC, and Du Mont.

There was no apparent underestimation of TV. Mr. Mortimer, first speaker on the panel, paid tribute to its power of commercial penetration. He said surveys had showed the sponsor identification of six top television shows ranged from 84 to 88%.

Mark Woods, ABC president, felt that Mr. Mortimer "is right." He saw "no essential clash" between sound broadcasting and television, although he thought video would become "the greatest medium of advertising, education, and entertainment that man has ever built.

Frank Stanton, CBS president, limited his discussion primarily to television but made it plain he expected sound broadcasting "to be here a long time," that sound will help pay for visual in television's formative years, and that "aural broadcasting will live very well alongside television."

Lewis Allen Weiss, Don Lee Broadcasting System vice president and general manager, concurred in

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**By DAVE GLICKMAN**

**REMINDING broadcasters that all industry contracts with ASCAP expire the end of next year, Theodore C. Streibert, president of WCBS New York and chairman of NAB Music Advisory Committee, told delegates to the NAB Convention Tuesday morning that out of a total of about $10,700,000 gross income, broadcasting in 1947 paid to ASCAP $6,700,000 or 66% of the society's gross income.**

Film industry was next with but 19%, Mr. Streibert said, pointing out that motion picture studios, through owned or financial interest in publishing houses, as a whole receive back from ASCAP at least as much and perhaps more than that industry paid into ASCAP.

"Thus it appears that radio revenue is ASCAP," he said. "We have never sufficiently capitalized on this position."

Relating the negotiations that have gone on with ASCAP for over a year Mr. Streibert said: "We were assured that no increase in the royalty percentage for the renewal period would be asked, and thus, the renewal would be automatic under terms of your contracts."

"When this assurance of no increase was given to us by ASCAP we were requested to negotiate on two subjects in connection with it. We have agreed and have been discussing these matters ever since."

Mr. Streibert said the first subject concerned per program license and therefore affects only per program licensees. "On the one hand, ASCAP has attempted to establish claims against stations which the stations have consistently refused to acknowledge because they are contrary to terms of the contract. On the other hand, ASCAP claims that broadcasters have, in a few limited instances, adopted program practices for the purpose of avoiding royalty payments under the contract. We believe this conflict can be worked out satisfactorily."

"Co-op Problem"

Second subject is important to all network affiliates and is on the way to solution, Mr. Streibert declared. "It concerns cooperative programs on which no payments are knowingly being accepted by ASCAP."

"ASCAP's contention is that these are network programs and should be paid at the source, in which case the network would in turn collect the 2% from affiliates."

"Broadcasters, on the other hand, recognize these as local programs because they are sold locally by each affiliate. A compromise is now being negotiated which in effect would recognize cooperative programs as a third class of programs with a royalty rate intermediate between the 2% paid by networks and the 2% paid by stations. This settlement has been approved by your board of directors, and if we can get ASCAP's agreement, it will be fully discussed later in district and affiliate meetings."

Mr. Streibert cautioned broadcasters on switchover privileges from a blanket license to a per program license or vice versa. "Let me emphasize, as strongly as possible, so that not one can say he did not understand it, that your right under your ASCAP contract to change from one basis to the other expires with the expiration of the original term."

"The last opportunity you will have to change will be by giving notice to ASCAP 90 days before the anniversary which falls in 1949 of the commencement date of your contract. For those of you whose contract started in January, for example, the 90-day notice must be given no later than sometime during October of this (Continued on page 48)
MILLER KEYNOTE

OPENING ADDRESS AT L. A.

BROADCASTERS as professional men are obligated to adopt standards of practice and that's the job of the 26th annual NAB Convention, President Justin Miller said in his keynote address at the opening Los Angeles session.

The alternative is government regulation or government operation, he warned.

Even before Judge Miller gave his code address, William B. Ryan, retiring NAB District 16 director and general manager of KFI Los Angeles, had tossed a bomb into the delegates' laps. After his routine greeting, Mr. Ryan blamed the industry's code troubles on absentee ownership.

"The reason you've come thousands of miles to adopt a Code of Standards of Practice. I hope enough delegates believe in the American system to work under a code at some personal sacrifice. To fail means we refuse to sacrifice individually to advance the industry."

I believe every broadcaster favors equitable standards of practice. Most of the opposition comes from those who do not personally supervise the operation of stations except to see profit and loss statements.

"If we weed out absentee owners, we will have unanimous adoption of Standards of Practice."

William J. Beaton, general manager of KWKW Pasadena and president of Southern California Broadcasters Assn., in greeting the convention invited the association to hold conventions in Los Angeles in the future. Mayor Fletcher Bowron, of Los Angeles, said the city has grown with radio too, invited the convention to return.

Presiding at the opening session was Howard Lane, WJJD Chicago, chairman of the Board Convention Committee.

Judge Miller devoted his entire address to one point—laying groundwork for code action. After reviewing the long process of code writing and explaining the need for care and danger of speed, he said broadcasters are assuming a professional status in adopting standards. No objection has been raised, he reminded, to the paragraph in the code creed stating the industry's public service obligations.

Defining the difference between professions and business, he said business generally savors of the horse trade whereas professional relationship resembles the fiduciary relationship of parent and child.

He referred to the special skills required by broadcasters in comparing them with lawyers, doctors and other professions. Fear of "losing face" or admitting guilt in concealing the need for self-regulation is not justified, he explained, since every business and professional group is faced with the same problem. Those who refuse to admit the need are the most disreputable groups, he said, with those adhering to high standards enjoying the greatest prestige and going farthest in observance and enforcement.

"Need Consideration"

"These people are entitled to our sympathy and consideration," he said. Many of them were persuaded to apply for licenses by exaggerated estimates of broadcasters profits, which were issued from governmental sources. In fact, estimates which were released—indicating that one could build and operate a station upon a $10,000 or $12,000 outlay—constitute a cruel misrepresentation which, if it had come from private rather than from governmental sources, would probably have resulted in governmental prosecution.

"It is unreasonable to expect that these persons could voluntarily participate in a program of self-regulation and self-discipline which would destroy the possibility of their own successful operation. Indeed, if the present wave of governmental attack on broadcasting, a certain percentage of them will drop out anyway. Perhaps when that adjustment has taken

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Silent No More

NONE but the strangely blind could have failed to realize, after a couple of days at the NAB convention, that "radio has been strangely silent." Flaming red signs proclaiming radio's past silence—a very un-silent promotion for the radio self-promotion campaign, whose new by-word is "Radio Will No Longer Be Silent"—were up everywhere—in convention rooms, corridors, exhibit quarters, lobbies and elevators. From bars to bathrooms noise could miss 'em. Radio's most inspired phrase-turner—Vic Ratner, CBS vice president in charge of advertising and promotion—is its author.

'CONTROL COSTS'

William Stresses Finance

BROADCASTERS must increase revenues and control costs if they are to be economically sound and socially useful, A. D. Willard, NAB executive vice president, told the Los Angeles NAB convention Monday morning. He described in detail some of NAB's services to the industry, supplementing the general policy level talk by President Justin Miller.

Problems facing broadcasters at the moment, he said, include:

● Heavy expense in technological developments.

● Continually rising operating costs, faster than the increase in advertising revenues; this in turn may hurt radio's position as the "lowest cost-per-thousand medium."

Two things must be done, Mr. Willard said: Revenues must be increased; costs must be controlled.

Referring to the increase in the amount of sustaining time, as shown in a study by Dr. Kenneth Baker, NAB Research Dept. (see separate story on Dr. Baker's study, page 26), he took a "very dim view" of the trend and felt it should be "summarily corrected."

Mr. Willard told what the association is doing about these problems and what will be done in the future.

Three NAB departments—Broadcast Advertising, Research and Program—are attacking the issues, he said. Calling for support of the full presentation (see separate story, page 25), he said that radio's story must be told forcefully to meet the promotion efforts of other media and to aid

(Continued on page 80)
SUBSCRIPTIONS approaching $100,000 in their drive for $200,000 for an all-industry campaign to promote radio's sales effectiveness were reported by members of the All-Radio Presentation Committee last week after they sketched their plans to the NAB Convention Monday afternoon.

They had received subscriptions from some 101 stations even before they went before the convention with a resume of plans and a recorded narrative promising that, although "radio has been strangely silent" about its worth as an advertising medium, "radio will no longer be silent."

A 25-to-40 minute color film, with sound, designed to tell the story of radio's sales effectiveness, is expected to be ready for first showings around Jan. 1, 1949, according to Gordon Gray, vice president of WIP Philadelphia, subcommittee chairman.

Film will be shown to potential and present advertisers in all radio communities and the joint auspices of the local stations, and shorter editions will be made available to schools, civic groups and theatres.

Kick-off showing will be in New York at what was foreseen as "a major dinner" to be attended by "the top brass" of all major industrial fields. Similar showings will follow in Chicago, Detroit and Los Angeles. Enough prints will be available to permit any station to get one for local presentation on reasonable notice.

The production is under the supervision of Victor M. Ratner, CBS vice president in charge of advertising and promotion, but will be subject to the approval of the full committee, representing all phases of the radio industry.

Offer Plan

Principals in the presentation of plans to the convention were: Eugene S. Thomas, WOR New York sales manager, who is chairman of the NAB sales managers executive committee; Mr. Gray; Charles P. Hammond, NBC vice president, and Herbert L. Krueger, WTAG Worcester commercial manager, who is finance chairman of the presentation committee.

Mr. Thomas noted that radio has failed to record its "miracles" of sales power and use them in self-promotion, that other media conduct aggressive campaigns to sell their own effectiveness, and that radio must create larger markets by selling all radio to all types of advertisers. Stations cannot be expected to prosper by "taking business from each other," he declared.

Mr. Gray told the delegates that "no previous promotion effort has had such cooperation from all parts of the industry." He said the kickoff dinner in New York will have as guests the representatives of "the top industries of the country—the Henry Fords, the Charles Wilsons, the people who are using radio and need to be further sold on it, and the people who are not using radio at all."

Mr. Hammond discussed the creative work involved in the production and pointed out that it is a combination of similar presentations which had been planned independently by the networks on one hand and the NAB on the other.

Mr. Krueger noted that 101 stations have "signed up" for contributions on the basis of a mail distribution of plans for the presentation, and called upon delegates to enter their own subscriptions before leaving the convention. They were assured that the increase in business built by the presentation would far more than counterbalance their investment in it.

LAUDING SUPPORT given by broadcasters to the Advertising Council's program, Charles G. Mortimer Jr., vice president in charge of marketing for General Foods Corp., and chairman of the Advertising Council, told NAB delegates at the kick-off luncheon on Monday that radio has reaped more benefits and realized more good, public relations-wise, from the Council's operations than any other phase of advertising.

Relating Council's wartime birth and its methods of operation and outlining work now being done, Mr. Mortimer said that when inquiries come as to what broadcasting is doing about a project "we at the Advertising Council can name names and give dates and programs. We know because the Council arranged for every one of those messages just as it does, with your cooperation, every day and every week and every month of the year."

Labeling his talk "Democracy's newest Weapon," Mr. Mortimer told the delegates that "during 52 weeks of 1947, second year after the war, radio advertisers, networks and stations contributed, through the industry's peace time radio allocation plan alone, major radio support to 15-priority public service campaigns, and gave valuable additional coverage to more than two dozen others."

At year's end, he revealed, estimated circulation gained for these campaigns in the public interest through the radio facilities administered by the Advertising Council reached a total of 14,523,020,000 listener-impressions.

Advertisers, networks and stations also contributed large amounts of time over and above the radio allocation plan to a number of miscellaneous projects in the public welfare, he added.

Pointing to a more recent campaign, Mr. Mortimer told how the Council was called upon last January to assist in urging the conservation of fuel oil. With time short, the Council turned to radio and the car card industry for emergency help.

The fuel conservation material was carried on more than 100 network and regional programs. Circulation ran over 300,000,000 listener-impressions. Networks scheduled these messages on sustaining and cooperatives daily. Television stations in New York produced impressive appeals to share the fuel oil. And the NAB in its weekly report urged the conservation of material and asked stations to broadcast messages on the critical shortage wherever the local

(Continued on page 79)
LABOR PANEL

LABOR RELATIONS as good public relations, a warning against the dangers of special talent fees, and support for joint negotiation of union contracts were stressed in an employe-employer relations panel discussion at NAB's Monday morning convention session.

The round-table review, "Unscrambling the Labor Jig-Saw Puzzle," also advised the delegates that individual broadcasters would be "foolish" not to take advantage of principles established in the recently completed negotiations between the networks and the American Federation of Musicians.

Richard Pabst, general manager of KFRG, San Francisco, and Arthur F. Harre, general manager of WJJD Chicago, Harold Essex, vice president and general manager of WSJS Winston-Salem, had been slated to take part but was unable to attend the convention.

Mr. Harre opposed the payment of talent fees, arguing that, if the system could extend from talent to other employees and adding that it is "a vicious principle which adds immensely to overhead." Mr. Doherty traced the possible growth of the special-fee system and, with particular reference to the threat it would pose to television, said it must be fought "to the last ditch."

Mr. Pabst contended broadcasters are "missing one of their best bets" in failing to get "their story" to the public through their own employees to counteract local pressure groups who oppose or find fault with radio. He urged managers to take their staff into confidence and explain what they and the industry are trying to do.

Mr. Harre went on record as "definitely" in favor of having all broadcasters in a given community negotiate jointly on union contracts. In addition to the pool of experience and ideas thus created, he pointed out, this method provides the strength of "a united front" in dealing with unions.

Further, he added, it keeps stations in the community on relatively "the same labor status quo."

Mr. Doherty interjected that he could not understand why all broadcasters in a given city cannot at least exchange understandings from time to time. Their competition is for audience, not in the field of labor relations, he declared.

Answers Questions

To other questions raised by Mr. Doherty, the panel indicated its views that it is "good insurance" for non-union stations to establish wage scales comparable to those in union outlets. But it pointed out that, whether a station has part union labor or none at all, the question of matching union scales should be approached "with good judgment" and with an eye on prevailing local conditions.

Mr. McDonald, reporting on the new AFM-network pact, regarded it as indicative of improving management-union relations throughout the industry.

The ABC executive also lauded Mr. Doherty for his activities in the employee-employer relations field.

Mr. Doherty advised the delegates that his department would start within a few months to issue special bulletins on the subject of controlling labor costs.

These costs, he noted, represent 90-65% of all station operating expenses and absorb 45-50 cents out of every dollar of station revenue. Labor cost ratios, he said, can be reduced by two methods: (1) Increased revenues, involving such factors as programming, skillful salesmanship, station prestige, and possibly reduced rates; and (2) maximum efficiency in the use of manpower.

He advised delegats to appraise their individual operations carefully and match costs to revenues by such labor-cost factors as employee inefficiency, inefficient assignment or supervision of work, and over-staffing.

Mr. Doherty said higher card rates are feasible "in not a few cases" if: (A) the station is doing a bang-up job of programming; (B) the station is selling programs to the sponsors who are able to use radio to the best advantage; (C) the station has an aggressive and successful sales campaign which is cultivating an active list of local sponsors to the point that there is a waiting list among sponsors who want to go on the air.

Mr. Doherty sat in on the panel discussion and added his comments about the subject.

E. Doherty

United Front Is Urged

Mr. DOHERTY

He suggested that managers compare their own costs and cost ratios with averages for the industry as made available by FCC and other sources; make employment standards "selective according to job requirements," give their management methods "an honest and thorough check-up," and make sure that overlapping of jobs and wasting of time are eliminated.

Citing make-work practices of some unions, he said labor leaders must realize that "only as they cooperate toward the end that greater team efficiency is obtained can the wages of individual station employes be improved."

NEW ERA

Radio management, entering a new era of general business competition, must develop new revenue sources to meet rising operating costs, Dr. Kenneth H. Baker, NAB Director of Research, told the NAB Management Conference Tuesday morning. He was introduced by Carl Burkland, CBS manager of Radio Sales, who presided.

Local advertising surpassed all other income sources last year, he said, ascribing the trend to the fact that local revenue had to be developed to keep new stations on the air. "There wasn't then and there isn't now enough national and network money to do it," he said.

As to expenses, Mr. Baker indicated an increase can be expected both in dollars and as percentage of income. He explained that salaries, wages and commissions, largest single expense item, is also showing the largest increase in operating cost.

Even in the demise of stations, he said AM stations dropped out last year at the rate of three a month, FM two a month. This year, however, the rate has been six AM outlets and eight FM outlets a month. Early predictions of 2,000 AM operating stations by the end of 1948 appear high, he said, with only 1,600 now on the air.

FM authorizations are not developing as fast as expected, he continued, with slightly over 1,000 authorized and half on the air. This is far from the predicted 3,000 by 1948 yearend, he reminded, adding that only 123 FM stations have licenses. He felt at least another two years will pass before FM reaches its 3,000 mark.

Says Mark Not Typical

Opening of 58 FM stations in April, he said, was not typical of FM development. He said the weather factor in station construction, affecting tower and other building operations, was an important element. The FCC brought out a lot of intermingling processing operations in a bunch, and it stiffened its attitude on building delays. Of the 59 new April stations, he said, only five were licenses.

Enthusiasm for TV already has passed available equipment and channels, Dr. Baker declared, with 25 of the 97 authorizations having developed in the last three months. Two-hundred TV applications are pending, and only an occasional CP has been deleted.

The acceleration in AM and FM facilities is negative, he said, with the AM saturation point likely to be reached sooner than expected and at a lower level. Television should not threaten broadcasting, he felt, but "can hold a promise which the facts can well bear out."

Going into the increased number of stations, Dr. Baker said that while audiences are being "declimated," this need not constitute a "major catastrophe." Rather it should inspire stations to reestablish audiences. He remarked expenditures for listener promotion "are pitifully low," with stations spending about 2.4% of their net revenue on audience promotion in 1945 and less than that in 1946.

Multiple set ownership offers a chance for "opposite parsimony," he suggested, as well as "an increased sharpening of your (Continued on page 82)
13 More Apply to FCC

Cedar Rapids, Iowa.—The Gazette Co., Channel 7 (174-180 mc), 22.1 kw visual, 11.6 kw aural, antenna 332 ft. Initial cost $135,544, first year $60,000, income $75,000. Applicant publishes the "Cedar Rapids Gazette" and operates KCRG and RCRB (FM) at Cedar Rapids.

Shreveport, La.—Ben Beckham Jr. d/b/a Fairfield Manor Television Co., Channel 11 (188-204 mc), 18.2 kw visual, 8.1 kw aural, antenna 334 ft. Initial cost $184,225, first year $100,000, income $75,000. Mr. Beckham is an independent oil producer.

Kalamazoo, Mich.—Petzer Broadcast- ing Co., Channel 2 (60-66 mc), 15.7 kw visual, 7.6 kw aural, antenna 361 ft. Initial cost $126,132, first year $46,000, income $25,000. Applicant is owner of WIZO, Kalamazoo and WJR Rapids. Mich. John E. Petzer, president and treasurer and 20% owner, is part owner of KXEL Waterloo, Iowa.

Milwaukee, Wis.—Milwaukee Broadcast- ing Co., Channel 6 (62-68 mc), 28 kw visual, 14 kw aural, antenna 475 ft. Initial cost $258,000, first year $110,500, income $75,750. Applicant is licen- see of WITI Milwaukee and has construction permit for WEMP-FM. Hope D. Petsey, holder of 52.5% of applicant company, owns 52% of KJNS.

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CBS Sells 55% D. C.; Planning TV

Mores. Stanton, Brunton and Herbert Auerberg, CBS v. p., confer.

CBS cleared the way for purchase of the remaining 55% of KQW from Ralph R., Mott and Doro- thy M. Brunton in a transaction revealed a day later. The network, which paid $300,000 to the Brun- tons for 45% of the KQW stock several months ago, was under- stood to have given $425,000 for the remainder.

CBS has long sought its own outlet in the San Francisco area and once before purchased KQW outlet only to have the trans- fer rejected by FCC on grounds that the network's AM holdings —then at seven stations, plus a 45% interest in WAPI Birming- ham—should not be expanded. That unconsummated transfer, in 1946, involved some $850,000. The net- work subsequently sold its WAPI holdings and acquired 45% of KQW.

Both the Washington and San Francisco transfers involve FM as well as AM. CBS has an FM grant for Washington, and KQW-FM has been on the air since February.

The network has pending a San Francisco television application—one of seven on which FCC hear- ings are slated to start May 24. An eighth application, by Don Lee Broadcasting System, is pending separately. Three channels are available.

Since all four channels allocated to Washington already have been assigned, the CBS-Post application for Channel 12, tentatively allo- cated to Fredericksburg, Va., would involve a rule-making hearing on the addition of another channel there. This may be handled in FCC's June 14 overall hearing on its proposed new nationwide alloc- ation plan [BROADCASTING, May 10]. With its purchase of WTOP

control, the Post would be required under FCC's duopoly rule to dis- pose of WINX and WINX-FM. The newspaper, owned by Eugene Meyer, international financier, bought the two licenses five years ago from Lawrence J. Heller and associates at the then-record local- station figure of approximately $550,000. WINX, on 1540 kc, now operates only booster stations in addition to its main transmitter.

KQW operates on 740 kc with 5 kw, but is awaiting FCC action on an application to increase to 50 kw power from its present 1500 kc 1-B channel.

CBS said it will continue to maintain a Washington office and Capital news staff for the service of the network. Earl H. Gammons

(Continued on page 104)

DuMont Video Net Announces Plans

THE DuMont Television Net- work, says a last week, is now known as DuMont. The network is based on three owned and operated stations, WABD New York and WTTG Washington, now operating, and WDIV Pittsburgh, to take the air about July 1. Program service is provided "at stated intervals" to WMAR-TV Baltimore and WFIL-TV Philadelphia via the New York-Washington coaxial cable. A DuMont affiliate, WNHC- TV New Haven, is to start operating in June, and negotiations with other stations are in progress.

The network offers its affiliates network feeds of sponsored and sustaining programs for simultane- ous broadcast where coaxial or radio relay connections are avail- able, and Tele-Transcriptions (filmed from the receiver tube) for delivery when local con- nections for simultaneous service are not available; consulting and advisory service on technical engineer- ing problems and on local studio and remote programming of affiliates, and a film service designed to make available for affil- iates for local use films found suitable by the network's film depart- ment.

Statement declares: "DuMont Television Network programming leads the industry. It has established the highest consistent Hoop- er ratings of any weekly television program on the air, maintaining an average of over 45. Another in- dependent survey covering all New York City television the week of April 1, 1948, reports that, out of 117 quarter-hour periods by WNYT-TV during that week, 76 rated first in viewer popularity compared with programs aired by the other two New York stations, 31 rated sec- ond, 8 ranked third and 2 tied for first place."

May 10, 1948 — Page 27
Haverlin Tells NAB of Progress

RESOLVING progress of BMI from its inception, Carl Haverlin, president of Broadcast Music, Inc., in his report at NAB convention's Tuesday morning session revealed that at that moment there were 2,025 subscribers in the United States and 126 in Canada. This number is increasing each day as new AM, FM and television stations take out their BMI licenses, he said.

Stating that one attribute of a healthy business is growth, Mr. Haverlin pointed out the BMI publishers' list has been strengthened in all fields during the past year, particularly by outright purchase of Associated Music Publishers, of which Merritt Tompkins is president. BMI, he said, retains its dominance in the field of Latin-American music, and has also made considerable headway in the European field.

"Altogether, the BMI repertory is very extensive and widely diversified, amounting today to some 125,000 listings of over 107,000 titles," Mr. Haverlin said. "Some 30,000 compositions in the BMI catalog are available in recorded form. During the six months prior to the recording ban alone, some 1,600 BMI compositions were recorded, approximately half of which are on major labels."

Breakdown of Income

Analyzing how BMI's income is distributed, he said that approximately 58% goes for performance fees to publishers, writers and foreign licensing societies; 19% to station services, including cost of editing, arranging, printing and distributing of music and the writing and processing of contracts; 13% for general administration; 7% for overhead and taxes, and 5% for reserve.

Pointing out that BMI has been ready for television ever since it started in business in 1940, Mr. Haverlin declared that "we make no distinction between a television transmitter and an audio transmitter. We believe music is heard and not seen. We hold that a performing right in music is an audible right, not a visual right. We have purveyed audible rights since 1940 to both television and audio broadcasters and will continue to do so."

Lauding Sydney Kaye for the part he played in creating the pattern adopted by the industry committee that set up BMI, Mr. Haverlin said his foresight in setting up the publishing and licensing contracts so as to include specifically the rights to use BMI music in television deserves the highest praise. "As result of his vision, television broadcasters of the United States have the practically unrestricted right to use 107,000 BMI compositions in their television programs."

ASCAP in Video

"I think it only proper to point out that our great competitor, the American Society of Composers, Authors and Publishers, has so-called television rights in only part of the music of its members, that those rights expire on Dec. 31 of this year, and that television broadcasters may use those rights only by special permission and subject to 30-day termination. It is our hope that our point of view may prove useful to such licensing groups in formulating their own long-range television policies."

TV Service Department

Mr. Haverlin said that BMI has set up a television service department to supplement regular activities of other service departments, and urged station operators to make use of its facilities.

Broadcasters were reminded that the present ASCAP contract contains a clause that makes it automatically renewable at ASCAP's option for a renewal term expiring on Dec. 31, 1956. "This long-range contract potential obviously put BMI at a competitive disadvantage, as our station contracts expire in March 1951," Mr. Haverlin said. "BMI therefore decided to ask you for your renewal more than two years in advance of your contract termination date, primarily that we too might offer to our publishers and writers the feeling of comfort and security that our permanence would give them."

As a result, he said, 21 months in advance of original contract termination date, BMI has received 1,648 signed renewals. Renewed group accounts represent about 95% of the dollar volume of the industry, he estimated. Numerically speaking, Mr. Haverlin said "we have renewals from 566 of all stations with revenues of $100,000 and over and from 91% of all stations with revenues of $50,000 and over.

RESOLUTIONS ADOPTED BY 26TH ANNUAL CONVENTION

TOP-LEVEL type of NAB convention, tried for the first time at Los Angeles last week, proved "most beneficial to the membership" according to a resolution adopted at the final business session Tuesday afternoon. As a result, the convention voted to continue this type of convention.

Site selected for the 1949 Convention is the Stevens Hotel, Chicago, April 8-13. Also scheduled for Chicago are the 1950 convention, April 10-19, and 1951, week of April 16.

While the separate engineering conference was not mentioned specifically in the resolution, the two-way type of procedure was endorsed by implication.

The resolutions, all adopted unanimously, praised President Justin Miller for his outstanding contribution to broadcasting and for his leadership of freedom of speech by radio; opposed legislation to change copyright laws; endorsed the Advertising Council public interest program; urged the U.S. Census Bureau to include radio questions in the 1960 decennial census; praised work of the Industry Music Committee; approved BMI's services; lauded Southern California Broadcasters Assn. for its hospitality and arrangements; that the Executive Council of the Icecapades for the fests at his Capo Di Monte estate; thanked Charles Cord, president of Pan Pacific auditorium, for entertaining broadcasters at the Icecapades.

Members of the resolutions committee were William J. Scripps, WWJ Detroit, chairman; Leslie Johnson, WHBF Rock Island, Ill.; James W. Woodruff Jr., WBRL Columbus, Ga.; Rex G. Howell, KFXJ Grand Junction, Col., Arthur Westlund, KRE Berkeley, Calif.

Texts of resolutions dealing with business aspects of the association follow:

WHEREAS, Justin Miller, as president of NAB, has unselfishly devoted himself to the best interests of the association and its members broadcasters; and
WHEREAS, his inspired leadership has brought measurably greater prestige and understanding to the broadcasting industry; and
WHEREAS, the Board of Directors of NAB, and the management of the association be directed to oppose the creation or recognition of any such interest or right in any proper manner.

WHEREAS, the Advertising Council has demonstrated the effectiveness of advertising in general and of radio in particular in maintaining and increasing the effectiveness of the democratic process; and
WHEREAS, the Advertising Council has been a contributor to the broadcasting industry in aiding us in the most effective utilization of our public interest and the defense and support of the public interest and public interest responsibilities; and
WHEREAS, the Board of Directors of the National Association of Broadcasters in convention assembled hereby endorse the activities of the Advertising Council and urge upon the member broadcasters their whole-hearted support of its work.

LISTENING in are Clyde Coombs (L), general manager of KARM Fresno, and William Lodge, CBS New York director of general engineering, as D. W. Thornburgh (R) tells a story at NAB's annual convention.
W-I-T-H has been pretty lucky with promotions. And we want to share our good fortune with other radio stations... exclusively in each town.

We're going to syndicate one of our most successful fall promotions for retailers. It's a tested plan, because we used it last fall with wonderful results!

It's simple... it's efficient... and the biggest station booster we've ever used. It's profitable for the retailer because it's a proved way to increase store traffic.

This 12-week fall promotion will give the football fans in your town something they've always wanted... have never been able to get.

Write or wire Jake Embry or Tom Tinsley at W-I-T-H, Baltimore, for full details, or call the Headley-Reed man.
NEW DEVELOPMENTS in the electronic arts were divulged, and refinements of existing processes were outlined to the industry's technical leaders at the two-day NAB Engineering Conference Thursday and Friday at the Biltmore Hotel, Los Angeles.

First conference of the type in industry history, the project proved so successful that it will be an annual feature of NAB Conventions.

Expanded activities of the NAB Engineering Dept. will provide new services to the industry, according to Royal V. Howard, director, and Neal McNaughten, assistant director, of the department, who directed the two-day scientific schedule in cooperation with the NAB Engineering Executive Committee. Chairman of this group is Ormond W. Towner, WHAS Louisville.

Released for the first time to a broadcasting assembly were such developments as the RCA 18 x 24 foot TV picture, Paramount's 56 second process of recording TV off-the-air and the Armour Research Foundation's three-dimensional sound process.

Some 400 engineers participated in the two-day proceedings and many of them went up to Mt. Wilson Saturday to inspect television and other transmitting plants as well as Mt. Wilson telescope.

Final event of the two-day discussion was the Industry-FCC roundtable with FCC Commissioner George Sterling, a pioneer radio scientist, heading the Commission's staff. The roundtable was a wide-open here's-the-way-it-is session, clearing up many points of doubt and bringing industry and Commission personnel into a closer understanding of each other's problems.

Large Screen Show

The large-screen television demonstration took place Friday night after delegates had inspected the vast new Mutual-Don Lee plant in Hollywood. The show was presented at Warner Bros. Studio 7. Telecasts of NAB President Justin Miller and Mr. Howard were presented, the signals being transmitted to Mt. Wilson and returned. The projector produces a relatively bright image 18 x 24 feet. A smaller 4 x 6 foot version was shown by RCA at the Biltmore exhibit all during convention week. It is designed to sell for around $2,500 and is expected to be used by stations for demonstration purposes. An 80,000-volt projection tube was used.

The Paramount TV recording demonstration which took place at the Thursday luncheon featured film and closed-circuit pickups. The demonstration showed fidelity of the off-the-air process of film recording. In charge was Richard Holmes, Paramount's director of television operations.

Armour's three-dimensional sound was exhibited at the Friday luncheon. It utilizes magnetic recording with careful placement of microphones by each source of sound.

Large numbers of station executives who attended the Monday-Tuesday sessions stayed over for the technical sessions. They joined engineers in inspecting the equipment displays in the lobby-foyer and light equipment exhibits on the second floor of the Biltmore.

Popele Presides

Presiding at the opening engineering session Thursday morning was Jack R. Popele, vice president and chief engineer of WOR New York and Mutual Network. Opening paper was read by Joseph A. Waldschmitt, engineer for E. C. Page, engineering consultant of Washington, D.C. Mr. Page was scheduled to read the paper but was unable to attend because of illness.

Mr. Waldschmitt described measurements of Washington, D.C. television stations operating on Channels 4 and 7 in the Washington area. Simultaneous mobile field intensity recordings were analyzed to present the field intensities exceeded for 10, 80 and 90% of the sector distances.

Problems centered on lightning effects at mountain-top and high-building locations were described in a paper by Rafael E. Guy, manager, radio and allocations engineering, and John L. Seibert, project engineer, NBC. The paper reviewed video and audio monitoring systems used for adjustment of the black level and sync level and also overall picture monitoring. NBC's FM and TV plants in New York, Chicago, Cleveland, Washington and Los Angeles were described, including a microwave receiving system using standard equipment for mobile pick-up programs.

In this system a part of the receiver is located in the video control room. Transmission line switching systems were explained as well as triplexing of FM, video and picture sound on a single antenna as first used by NBC in Washington. A method of getting FM and TV transmission lines around the base insulator of a standard tower was explained.

Linking metropolitan stations with similar stations in adjoining population centers or community stations in outlying market areas will reduce the critical cost-per-viewer of the whole TV system, according to James D. McLean, commercial manager of WFTZ Philadelphia, Philco station. Tapping of additional markets with low capital investment in equipment and facilities, and low operating costs, will narrow the gap between expense and income, he said.

Cost of Community TV

A community TV station can be set up and operated at 20% of 30% that required for a metropolitan outlet, he said, if the ratio of potential audiences exceeds the ratio of operating expenses.

New developments in radio relays make such linking practical, he said, describing a new Philco system combining a high-sensitivity microwave receiver and a stable Klystron transmitter to provide a wide-band system with extremely low noise level.

Merrill A. Trainer, manager of TV Equipment Sales, RCA, discussed equipment layouts for television studios of small, medium and large size. He explained circuit arrangements for interconnecting, switching and monitor control room, film control room and master control room.

F. E. Carlson, Lamp Dept., General Electric Co., read a paper on TV studio lighting prepared by Richard Blount, of the department. Qualities of tungsten-flame and fluorescent lighting were compared. Tungsten provides control of lamp and system, it was stated, whereas fluorescent sources can supply cool, efficient, color-corrected general illumination. Over-voltage use of lamps offers advantages, it was explained, where an average life of less than 1,000 hours is acceptable.

Capt. W. C. Eddy, director of television of WBBB Chicago, told the audience about advantages of remote controlled Telelite systems now in general use. These systems are said to satisfy these basic TV requirements:

remote control with quick adjustment, ceiling suspension of lights, low original cost and economy of operation, adaptability to all types of light sources, complete control in one operator. TV lacks the movi-advantages of segmental production wherein the telecast can be staged in a series of preset and suspended episodes, he said.

At the Thursday afternoon session Frank Marx, ABC engineering vice president, presided. William B. Lodge, CBS director of general engineering, read a paper prepared by A. B. Chamberlain, CBS chief engineer. In the paper, titled "The CBS Grand Central Television Studios," Mr. Lodge described the studio plans now under construction in New York. Flexibility of operation is emphasized, it was stated, with consideration given the importance of the control system, continuity of service, and future expansion. Differences in studio lighting and control, as well as air conditioning, studio cues and sound effects as compared to average TV studios were explained.

Robert W. Clark, NBC television operations supervisor in New York, presented problems encountered in the presentation of TV field programs, going into preliminary surveys, equipment setup and programming. He reviewed (Continued on page 72)

ANNUAL NAB BANQUET PROVES BIG SUCCESS

BEST show ever staged at an NAB convention—that was the verdict of some 1,500 guests at the banquet Tuesday night at the Biltmore Bowl in Los Angeles.

Entertainers on the two-hour program were Jack Carson, master of ceremonies; Bing Crosby, Duke Ellington, Johnny Mercer, Eddie Cantor, Bob Crosby, Margaret Whiting, the Andrews Sisters, and Danny Thomas.

Dance music was provided by Jack Carson's orchestra.

The program was televised to overflow crowds by KFI Los Angeles.
MR. GEORGE A. RICHARDS

Announces
the appointment of...

MR. FRANK E. MULLEN
AS PRESIDENT OF
WJR WGAR KMPC
DETROIT CLEVELAND LOS ANGELES

Mr. Mullen, who will take over the active administration of these three stations, has a long and successful record in the radio industry. He joined the National Broadcasting Company in 1926, has been an executive vice president since 1940. He was a vice president of the parent company—The Radio Corporation of America. We are indeed proud to announce that a man of his attainments and long experience in all phases of radio will very shortly assume the office of presidency of our three stations.
Pepsi-Cola Shifts Account to Biow

PEPSI-COLA Co., Long Island City, N.Y., has transferred its advertising campaign from Nevell-Emnett to the Biow Co., New York, with Milton Biow as account executive. Young & Rubicam will continue to handle advertising for Everess, another Pepsi-Cola Co. product. The Pepsi-Cola advertising budget is said to approximate $4,000,000 annually.

Clark to Hollywood

ROBERT W. CLARK, with NBC since 1931 and currently New York television operations supervisor, has been transferred to the same position for the network's Hollywood division. Reid R. Davis, video control supervisor, has been named to replace Mr. Clark in New York. He has been with NBC 20 years.

Wis. Tower Fight With CAA Quieting

FCC's TEAPOT TEMPEST—the Wisconsin State Radio Council battle for a CAA tower approval and a Commission educational station permit—bowed its excess steam last week and simmered down to just another pending permit [BROADCASTING, May 17].

Following a meeting in Chicago last Monday between Wisconsin state representatives and regional CAA officials, FCC was advised that the State Radio Council will lower the antenna height of its proposed non-commercial FM outlet near Wausau. The modification is reported to satisfy CAA and will not affect greatly the extent of coverage for the station, WHSF.

Wisconsin Attorney General John E. Martin, representing the State Radio Council, U. of Wisconsin, on April 26 telegraphed FCC to challenge the Commission's jurisdiction in declining to issue the permit to the council on the basis of CAA findings on the tower site. The Commission granted the permit in January, conditioned upon CAA's approval of the tower site.

Attorney General Martin was reported to have proposed mandamus action against FCC in the U. S. District Court of the District of Columbia should the Commission refuse to issue the station permit. He argued that the antenna site, atop Rib Mountain, was state-owned public park property.

Earlier FCC Chairman Wayne Coy was scheduled to go to Madison, Wis., to preside over a public hearing on the controversy. But last Wednesday the proceeding was switched to the Chairman's office at FCC headquarters in Washington and redesignated to be an informal meeting of the Wisconsin attorney general and CAA and FCC representatives. However, after it was learned of the Monday meeting in Chicago indications were that no meeting would be held and the Radio Council would merely modify its permit to specify the lower tower.

WHSF was assigned Channel 206 (89.1 mc) with effective radiated power of 34 kw.

AVC Unit Giving Awards To Advertisers June 16

FIRST annual awards of the Advertising chapter of the American Veterans Committee to advertisers who have used the techniques of advertising to further "a more democratic and prosperous America and a more stable world" will be presented at a dinner June 16 at New York's Hotel Plaza.

A panel prominent in the advertising field will be named to judge the entries, which may be submitted on or before June 1 to the Advertising chapter, AVC and Ben Reiss, 221 W. 57th St., New York.
These are the sort of facts provided by WRC's 1948 Diary study—new facts about listeners. Here, for the first time, are more than half a million figures relating to listening on the basis of audience size, composition, duplication, flow or loyalty—and all in the new terms of individuals. WRC's 1948 Diary Study has useful, fully validated notes on the Washington people who listen to any program or time segment in which you're interested—and your inquiry will be welcomed by WRC and NBC Spot Sales representatives.

Sundays in Metropolitan Washington, 277,925 persons 17 years old and over—158,417 of them women—hear Jack Benny. Over half tune in to WRC especially for his program.

Monday through Saturday evenings, 101,650 different listeners—49.5% male, 60% over 35, 57.5% high school graduates, 88% telephone subscribers—listen to the Esso Reporter at 11 p.m. and to Steve Douglas' Sports News at 11:05.

Tuesday afternoons in Washington, 13,357 men listen to Stella Dallas on WRC.

Wednesdays, 25,650 people in Metropolitan Washington listen to David Brinkley's noontime news commentary—at a potential cost to a sponsor of $\frac{1}{4}$¢ each.
**TV Highlights**

By RALPH TUCHMAN

TV WAS TOPHOLE insofar as the majority of the delegates to the 26th annual NAB Convention in Los Angeles was concerned.

Although they viewed transcription and technical exhibits with genuine interest, conversation and presence always seemed to return to the visual medium and its attendant equipment.

All told, 33 equipment manufacturers exhibited their wares and 23 transcription companies and program services offered platters for airing.

RCA televised visitors to a coke bar set up at the rear of its exhibition and the boys in the back room on the second floor were able to kid their colleagues about their conduct later in the day. The RCA layout also included a complete arrangement of equipment for a typical small video station including control room, film projection room and transmitter room. All the equipment was operative save for the transmitter itself.

The RCA-Victor exhibit otherwise included a variety of equipment for AM and FM operations as well as various remote, test and measuring paraphernalia.

Allen B. Du Mont Laboratories featured its "Tele-transcription" film. Obtained by filming directly from the kinescope, the film resulted in give convention goers an opportunity of seeing how workable and practical network caliper programming could be in advance of an actual tieup by coaxial cable or micro-relay system.

General Electric showed miniatures of its television studio equipment plus actual models of its camera equipment and film line.

Presenting its equipment line as packages for four types of station operation, Raytheon Mfg. Co. gave visitors an opportunity to view a video signal fed to models of the new Raytheon-Belmont line of television receivers produced by its Belmont Radio Corp. subsidiary.

Aside from the active interest in television, delegates were treated to a dazzling "gimmick" series of promotions by Commodore Productions Inc. Including flowers for lapels, souvenir pins, miniature horses, "Hopalong Cassidy" hats and "reward" posters which utilized the names of various people attending the convention.

Capitol Records daily offered a lucky ticket for a Califone portable transcription play-back, the firm also ran an hourly taxi service to and from Hollywood.

More than 10,000 feet of display space were used to showcase the latest in equipment from the lighter playback and studio gear to powerful, awesome transmitters.

Andrew Corp. made its case for the simplicity and economy of its new two-band FM transmitting antenna suitable for use in the 80-108 mc range. This firm also showed its new automatic dehydrator.

Collins Radio Co. offered for view everything from broadcast transmitters and audio equipment to accessories.

Fairchild Camera & Instrument Corp. displayed its new pickup pre-amplifier equalizer as well as the lateral pickup itself. Other equipment included various recording and playback equipment.

Federal Telephone & Radio Corp. offered a look-see at its FM studio-to-transmitter link. Beyond this the Federal line contained transmitter consoles, transmitting tubes, field intensity meters, and mobile radio equipment.

Complete Station

Gates Radio revealed its GT-48 complete FM station for 100-w AM operation. Gates also showed a new 3-kw FM transmitter as well as other equipment.

Amperex Electronic Corp. exhibited a wide range of tubes including transmitting, rectifying and special purpose types. Firm featured its new line of forced-air radiation external anode tubes.

Communication Products Co. exhibited included representation for such of its products as coaxial transmission line, transmission line fittings, dehydrators, RF connectors, RF switches and antennas as well as custom-built products.

Daven Co. included attenuators fixed audio pads, television attenuators as well as a complete range of laboratory equipment.

Emeco Derrick & Equipment Co. offered complete descriptions of its new standing and guyed towers for AM, FM, TV and radar.

Lehigh Structural Steel Co., radio and export division, offered for its line of AM-FM vertical radials, supporting towers for FM and TV and radio and radar towers.

Magnecord Inc. showed for the first time its new tape recorder.

(Continued on page 78)
Talk to the Working People Where They Live and Listen.

Reach This Great 4-State* Market With One Station, One Cost, One Billing!

More than eight million listeners live and work in this great industrial area—the steel-and-coal belt of the nation! And they spend Four and One-Half Billion Dollars Annually! Reach them with one station, one cost, one billing. WWVA has the power to reach their ears, the friendly programming to reach their hearts. For case-history proof that WWVA is the dominant force in the daily lives of those who live, work and spend in this great area, ask your Petry man!

*Plus bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

WWVA
50,000 WATTS ............. CBS
NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
NAB's Standards of Practice, effective July 1, 1948, and applying to contracts in existence May 19, follow in full text (see convention lead story page 21):

**THE BROADCASTERS' CREED WE BELIEVE**

That the American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States; That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art.

That we should exercise critical and discerning judgment concerning all broadcasting operations, to the end that we may, intelligently and sympathetically:

- Observe the proprieties and customs of civilized society;
- Respect the rights and sensitivities of all people;
- Honor the sanctity of marriage and the home;
- Protect and uphold the dignity and brotherhood of all mankind;
- Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information, by the full and ingenious use of man's store of knowledge, his talents and his skills;
- Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;
- Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

**THEREFORE:**

As a guide for the achievement of our purposes, we subscribe to the following:

**Standards of Practice***

**PROGRAM STANDARDS**

**NEWS**

News reporting should be factual, fair and impartial. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational, alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis, which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

**POLITICAL BROADCASTS**

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

**PUBLIC AFFAIRS AND ISSUES**

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public

(Continued on page 86)

* Standards for broadcasting can never be final or complete. It is a creative art still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.
St. Louis Now In 16th Month of Commercial Television

The Diversity of Products and Services Already Advertised to the Ever-Increasing St. Louis Television Audience Is Reflected in the Following Roll of KSD-TV Clients, a List Which Includes the Names of Some of the Nation's Most Distinguished Advertisers:

Admiral Television • Aluminum Ore • American Packing • American Tobacco (Lucky Strike) • Bemis Bros. • Botany Mills • Brown Shoe • Bulova • Chevrolet • Cluett-Peabody • Crosley • Dazey Manufacturing • Dowd Sporting Goods • Elgin • Falstaff • Ford • General Electric • Griesedieck Bros. • Hat Research Foundation • Hyde Park Breweries • Johnson Shoes • Kaiser-Frazer • Kline's • Monsanto Chemical • M.-K.-T. Railroad • Pepsi-Cola • Philco • Purity Bakeries • RCA-Victor • R. J. Reynolds Tobacco (Camels) • Reardon Paint • Ronson Lighters • St. Louis Independent Packing • Schenley's (Cresta Blanca) • Seven-Up • Shell Oil • Southwestern Bell Telephone • Stewart-Warner • Trimfoot Shoes • Transmirra Lenses Union Electric of Missouri • Walco Lenses

St. Louis' Geographical Location in the Center of the Rich Middle-West, and St. Louis' Acknowledged Reputation for Economic Stability, High Purchasing Power and Product-Loyalty Make the Area Served by KSD-TV the Nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION. For Details Regarding Schedules and Availabilities, Write or Call KSD-TV or Free & Peters, Inc.

KSD-TV

The St. Louis Post-Dispatch Television Station • Channel No. 5

May 24, 1948 • Page 37
AT THE $25,000 Atwater Kent party host Atwater Kent (right) receives Judge Justin Miller, NAB president, and Mrs. Miller at the social start of the 26th Annual NAB Convention in Los Angeles. The party was held at Mr. Kent’s elaborate home, Capo de Monte.

CANADIAN delegates who went a long way to attend the NAB conclave are (1 to r): Frank Elphicke, manager of CKWX Vancouver, B. C.; Harold Corson, president of All Canada Radio, Calgary, Alberta; Guy Herbert, All Canada Radio.

RADIORAMA this week gives a pictorial report on the festivities at the Atwater Kent Convention party May 16.

EASING OFF to admire scenery during the Kent party are (1 to r): C. E. (Bee) Arney, NAB treasurer, and Jennings Pierce, NBC Western Network director of station relations and public service. The lawn of the Kent Estate overlooks the broad expanse of the Pacific Ocean.

A SUNNY SIGHT are (1 to r) John Aeagher, KYSM Mankato, Minn.; Mrs. eineke and Earl Reineke, president, en. mgr. of WDAY Fargo, N. D.

FIESTA FACES are (1 to r): Michael Hanna, general manager of WHCU Ithaca, N. Y.; Fran Conrad, ABC Western Division stations relations head; Phil Lasky, vice president and general manager of KSFO San Francisco; W. I. Dumm, president of KSFO; Jack Gross, owner of KFMB San Diego; Mrs. Dumm.

EAST AND WEST are (1 to r) L. G. Pefferle, WCVS Springfield, Ill. and wife; Mrs. Jack Heintz and Mr. Heintz, general manager of KUSN San Diego. Balloons were part of the merry-making.

ALSO ATTENDING were (1 to r) Jim Murphy, director of KIT Yakima, Wash., and Mrs. Murphy; Phil Doran, UP Southern California business manager.

COUPLING UP at the Kent party are (1 to r) Mr. and Mrs. Edwin Buckalew, CBS western station relations head; Mr. & Mrs. Ivor Kenway, ABC New York vice president. Mrs. Buckalew is about to launch her balloon.


HAVING fun are (1 to r) Mrs. Norman Ostby; William Ittman, Procter & Gamble Co.; Jeanne Gray, KMPC Hollywood; Norman Ostby, assistant to ABC Hollywood vice president; Kay Woods, Margaret Etinger Agency; Lowry Crites, General Mills.

FIESTA spirits are (1 to r) Wiley Harris, WJTX Jackson, Miss.; Burt Adams, NBC New York; Richard H. Mason, WPFF Raleigh, N. C.; Walter E. Wagstaff, KIDO Boise, Idaho.
Waco for air shots and quick delivery...

First on the scene, first on the screen!

Bell & Howell printer prints positive from positive at 90 ft. per minute...

**WPIX**

**NEW YORK CITY • CHANNEL 11**

**NEWSREELS available for sponsorship • June 15th**

**Daily Newsreel**

Aims to show today's news today, plus prompt coverage national and international, sports, fashion, drama, etc.

10 minutes • weekdays

**Sunday Roundup**

...summary of the best news pictures of the week, picked from WPIX daily newsreels plus coverage of current news.

20 minutes • weekly

With its own staff of twenty-four men, including ten cameramen covering the area around New York and Washington... two planes, station wagon with complete camera equipment... News and AP wire services... foreign footage from French Gaumont, British coverage, other WPIX sources... all national and international resources of The News... fastest and finest production facilities... WPIX newsreels will provide earlier presentation of all the news and features in more informative, interesting, and entertaining form... make conversation and comment, prestige and sales for sponsors.

Now available for sponsorship—and for syndication—WPIX Newsreels represent two of the best advertising franchises in existence. For details phone, wire or write... WPIX • 220 E. 42nd St., New York City or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.

Two Houston developers process 15 ft. film per minute...
Central New England Listen
rounding cities and towns, ex
hours, sign-on to sign-off, Su

WTAG { }

ALL OTHERS { } 95 QUARTER HOURS
19%

Above data from just-released
Benson & Benson Diary Study.
Your nearest Raymer man will
gladly show you the complete
study. It's amazing!

WTAG
5000 WATTS • BASIC CBS
ers, in Worcester and fifty-four surpass their preference by quarter-

Double Barreled! . . . The latest Hooper figures, Worcester city only, show the same, consistent WTAG domination of audience—morning, afternoon and night!

WORCESTER • REPRESENTED BY RAYMER
Affiliated With the Worcester Telegram-Gazette
New Video Mixer Device is Announced by KSTP

DEVELOPMENT of a television aid called the "KSTP Videomixer" has been announced by John Fricker, chief engineer and technical adviser of KSTP-TV St. Paul. The device, contained in a box 14x18x20 inches, is said to receive output from all studio cameras, film cameras and remotes.

By simple controls, KSTP claims, the Videomixer executes screen wipes, lap dissolves, ghost scenes, whirling pictures, and numerous scene changes and dramatic effects. "We are now doing with the greatest ease what the movies do with extreme labor," Mr. Fricker said.

DEPT. OF EDUCATION for Massachusetts has issued bulletin on "Story-Telling Time" program which is aimed over WLAB and WLAB-FM Lawrence.

LAMB PROTEST

EDWARD LAMB, Toledo attorney and station owner, who was blasted on the House floor by Rep. F. Edward Hebert (D-La.) for "Communist associations" [BROADCASTING, May 10], has written the Congressman that unless his plan is to "smear and run," he (Lamb) will meet with him or his group at "any time at any place to make available every bit of evidence."

Mr. Lamb said he had denied Rep. Hebert's charges and emphasized his interest in "building a democratic order under a system of free enterprise," but he added, "denials do not generally receive the attention given baseless or false character assassination."

Referring to the $600,000 libel suit filed by him against the Erie (Pa.) Times-Broadcasting, May 17), Mr. Lamb invited the Congressman to appear as a witness for the Times so that the jury "might have the benefit of your 'evidence'."

"Do you not think it is significant that this attack upon me comes from a Congressman from Louisiana?" asked the Toledo attorney. He suggested that his background be checked with Sen. Edward Martin (R-Pa.) or with Reps. Carroll D. Kearns (R-Pa.) and Homer Ramey (R-O.). The latter, he pointed out, is from Toledo and has known him for many, many years.

Rep. Hebert was not available for comment. A spokesman for Sen. Martin said the Senator had thanked Mr. Lamb for his support several years ago but knew nothing of the current controversy. Rep. Ramey told BROADCASTING he has known Mr. Lamb for 25 years since he was a police prosecutor and he (Ramey) was a judge, but that he could not comment on the current dispute. Rep. Kearns' candidacy for Congress two years ago was backed by Mr. Lamb in his Erie District.

NOE WINS ACQUITTAL; TO SEEK SENATE SEAT

JAMES A. NOE, president of WNOE New Orleans and KNOE Monroe, La., and former Louisiana governor, was acquitted in a New Orleans Federal Court last week of jury tampering charges. He had been charged with jury tampering in a $155,000 income tax evasion case of three years ago.

Immediately after his acquittal, Mr. Noe announced he would seek the seat of the late Sen. John H. Overton in the coming election.

65,000 Vets Now Study Radio, Communications

VETERANS ADMINISTRATION revealed today (May 24) that over 65,000 World War II veterans are training for occupations in the radio and communications field under the G.I. Bill of Rights.

Nearly all the veterans are enrolled in educational institutions. About two-thirds of them are taking courses in radio and television mechanics, 17,557 in general radio and communications and the remainder are taking courses in radio operation, telegraph operation, telephone and allied fields.

Radio Workshop

TWO-WEEK Broadcasting Workshop will open June 14 at Mary Washington College, Fredericksburg, Va. Workshop is designed for educators, civic leaders and organization leaders who engage in building programs for stations. First week will be spent in fundamental techniques and program building, second week will concern educational broadcasting. Further information may be obtained by writing Mrs. M. R. Sollenberger at the college.
"Always giving something extra!"

"Just ask your Raymer representative"
ABC Stock

500,000 Shares Sold to Public

PUBLIC OFFERING of 500,000 shares of voting stock, placed on the market last Monday by ABC, was absorbed in less than two hours at $9 per share. The proceeds of the issue will be used by ABC to finance television operations in five cities as well as other technological developments, according to Mark Woods, president. Dillon, Reed & Co., New York selling agent, placed the issue on the market at 10:10 a.m. Monday. Books were closed at 11:45 a.m., minimum time in which an offering of this type can be absorbed.

In a Feb. 13 registration filed with the Securities & Exchange Commission, ABC had proposed to offer 250,000 shares of stock to the network’s affiliated stations. This proposal was amended to the 500,000-share public offering and the SEC registration became effective the afternoon of May 14.

Though ABC has no record of stock purchases from individual brokers around the nation, it is understood that brokers sold blocks of shares to ABC affiliates, who were among the first prospects contacted in many cities.

It was learned that requests for the stock were in excess of the offering in many areas.

To Repay Note

A loan has been arranged with the Prudential Life Insurance Co. of America for $5,000,000 on a long-term basis, of which $4,000,000 will be used to repay ABC’s 2 1/2% notes due Oct. 14, 1949, with the balance available for capital expense, working capital and other purposes. Net proceeds of about $807,500 from sale of WOOD Grand Rapids, Mich., are available for such use.

History of ABC’s operations since formation of NBC’s Blue Network in 1927 and separation of the Red and Blue in 1943 is filed in the registration with SEC, along with the purchase of Blue Book stock for $8,000,000 by Edward J. Noble, ABC board chairman.

At that time, it is explained, Mr. Noble bought 400,000 shares of 10 par capital stock for $8,000,000 in cash, and obtained the remaining $4,000,000 by issuing notes. Each share of stock was changed to two shares of 1 par in 1946.

Television plans of ABC include five CP’s for Channel 7. Transmitters have been ordered. ABC expects to sign a New York lease soon for a TV transmitter, and has leased a site atop the Civic Opera Bldg. in Chicago. WXYZ has a lease for the Maccabees Bldg., Detroit. Sites have been leased on Mt. Wilson, for Los Angeles, and Mt. Sutro, for San Francisco. ABC estimates the two West Coast stations will be operating by year’s end.

The five stations will be keys for regional TV networks, later to be joined into a nationwide hookup. TV operations are reviewed including programs on stations owned by other interests in New York, Schenectady, Philadelphia, Washington and Chicago. ABC refuses to predict when TV operations will be profitable, or whether TV will compete with or supplant AM.

ABC explains it operates FM stations in New York, Chicago, Los Angeles, San Francisco and Detroit.

“It is not anticipated that operation of FM stations by the company will increase its operating revenues in the immediate future,” it is stated.

Salaries and bonuses above $20,000 paid ABC officers are listed as follows:

Mark Woods, president, $85,000
*Robert E. Kintner, executive vice president, $37,499
*Charles C. Barry, vice president, $24,499
Edwin R. Boroff, vice president, $27,374
Robert H. Hinckley, vice president, $27,299
*John H. Norton Jr., vice president, $22,050
C. Nicholas Priaux, vice president, $27,499
Charles E. Rynd, vice president, $20,799
**Adrian Samish, vice president, $23,333
Don Searle, vice president, $27,499
*Fred M. Thrower Jr., vice president, $24,499
**Paul Whitman, vice president, $15,000

*Effective Jan. 1, 1948 salaries (without commissions) of Messrs. Kintner, Barry, Norton and Thrower increased to these amounts: Mr. Kintner, $32,000; Mr. Barry, $27,499; Mr. Norton, $23,500; Mr. Thrower, $27,500.

**Mr. Samish no longer associated with company.

ABC is a new corporation, incorporat- ed April 24, 1948. In addition he was paid $100,500 for services on sponsored programs in 1947.

On Feb. 17, 1947, it is stated, the company borrowed $1,250,000 from Mr. Noble, issuing a note to him due Nov. 17, 1947.

Proceeds were applied toward a $2,500,000 bank loan, with the balance paid from general funds. Mr. Noble was given an option to buy common stock at $7.50 per share, which he exercised by receiving 166,666% shares of common upon surrender of the note.

Other company personnel exercised options in 1947 to buy 18,750 shares of common at $5. These options follow:

Charles C. Barry, 1,000 shares; Edwin R. Boroff, 1,000; Mr. Kintner, 2,500; George O. Milne, 200; John H. Norton Jr., 1,500; Charles E. Rynd, 1,500; Don Searle, 2,500; Fred M. Thrower Jr., 1,500.

Murphy, Rosenman Key Figures in CBS Hearings

ADRIAN MURPHY, CBS vice president and general executive, will present key testimony, and Samuel I. Rosenman, former New York State supreme court justice has been named chief counsel for the FCC hearing on the CBS application for a television station in San Francisco. The hearing is set for May 24 in that city.

Others named to take part are D. W. Thornburgh, vice president in charge of CBS Western Divi- sion; Julius Brauner, CBS general attorney and secretary; William Lodge, CBS director of general engineering; Harry S. Witt, assistant general manager of KNX Hol- lowood; Nathan L. Halpern, assistant to President Frank Stanton, and Richard Salant, attorney in the law firm of Rosenman, Gold- mark, Colin & Kaye.

WWXL on Fulltime

WWXL Peoria, Ill., begins fulltime operation today (May 24) with 1 kw on 1560 kc. Station claims to have established a new record in completing and tuning a three-tower directional array with both day and night patterns in 16 days. Task was accomplished with the cooperation of Ring & Clark, Washington consulting firm.

RADIO BUREAU of New York State Dept. of Commerce has sent radio packets to all New York stations contain- ing station breaks, stand-by, other announcements, and a promotion pamphlet titled “Vacation Guide to New York State.”

THE NUMBER II
INDUSTRIAL CENTER
IN ILLINOIS

ROCKFORD *

MORNING AFTERNON EVENING

BROADCASTING • Telescating

*1947 Retail Sales in Winnebago County Totalled 149-Million
WFLA-FM went on the air Sunday, May 9th, operating with 10,000 watts, 17 hours a day.

Now all WFLA programs, sponsored and sustaining, NBC and local, are broadcast over both WFLA and WFLA-FM.

These programs which have brought TOP hooper ratings* to WFLA in every time segment—MORNING, AFTERNOON and EVENING—are now available to an estimated 100,000 additional prospects in south and central Florida.

For maximum coverage, for most listeners, for double-barreled impact in the heart of Florida's richest, most heavily populated trade area, you need WFLA and WFLA-FM.

*Latest Hooper Reports available upon request.
NEW office and studio building (above) is planned by Broadcasting Corp. of America for its television station KARO Riverside, Calif. Corporation, which operates KPRO Riverside, 1-kw full-time AM outlet, also has leased a two-story building for new radio and television studios at 483 E St., San Bernardino.

**Mobile 'Press Register' AM, FM Stations Start**

WABB and WABB-FM Mobile, Ala., were slated to begin operations about May 20, WABB operating with 5 kw fulltime on 1480 kc and WABB-FM with 50 kw effective radiated power on Channel 300 (107.9 mc). WABB is an MBS affiliate. Stations are owned by Mobile Press Register.

Assistant president and general manager is William J. Hearn Jr. Other key staff members include Anthony Leighton, program director; Carrol Gardner, director of advertising; William H. Murphy, director of engineering, and Starr Smith, director of news broadcasts.

Western Electric speech input equipment and transmitters are used throughout. Four transmitting towers, five miles north of Mobile, range in height from 200 to 385 feet. Studio installation in Mobile's Radio Center in the Press Register Bldg. (BROADCASTING, Nov. 3, 1947) includes theatre studio, two other studios, master control room, a second control room for FM, a news room, two announcer booths and business offices.

**WLAL (FM), New Outlet In Ohio, Gets Underway**

WLAL (FM) Lakewood, Ohio, held its formal opening May 14. Station is on Channel 285 (104.9 mc) with 580 w.

Permittee is United Garage & Service Corp., owners of WINK Ft. Myers, Fla. United Garage operates taxicabs in Cleveland, Akron and Canton and owns High Level Motors Inc. President is Arthur B. McBride, also owner of Cleveland Browns football team. With his son, Arthur B. Jr., he owns 50% of permittee corporation.

Harry and Daniel Shealy own 25% each. Application by the corporation for an AM station in Lakewood was dismissed without prejudice in September 1947.

**KTLN Takes the Air**

KTLN Denver, 1-kw daytime station on 990 kc, went on the air May 16, with open house held at the station 2-4 p.m. Alfred M. Landon, former Kansas governor and one-time Presidential nominee, is president and owner of the new station. Studios are in Denver’s Park Lane Hotel.

**STUDIO IN RESIDENCE**

WILE Cambridge, Ohio, Solves Its ‘Housing’ Problem

WHEN IT CAME to finding a location for studios and offices WILE (Land-O-Lakes Broadcasting Corp.) Cambridge, Ohio, solved the problem by setting up in a huge house in the residential section.

First floor is used for executive and business offices and the second floor for the broadcasting operation. There are three large studios and a control room as well as news, music, announcing, production and continuity departments. Offices for the engineering staff are on the third floor.

Key staff members include Howard A. Donaldson, formerly with WCOL, Columbus, vice president of the corporation and manager of the station; Richard F. Rose, previously on the news staff of Cambridge’s Jeffersonian, commercial manager; Wesley C. Randles, former chief engineer of WSUN St. Petersburg, Fla., chief engineer; John R. Russell, former NBC artist, program director; and Howard G. White, formerly with WCOL and WCOL-FM, chief announcer.

Station started daytime operation April 9 at 1500 kc with 1 kw.

**‘Voice’ Adds Listeners**

INCREASE of four or five times in the number of Czech listeners to “Voice of America” broadcasts since the Communist coup in that country has been disclosed by George V. Allen, Asst. Secretary of State for Public Affairs. Speaking before the Pacific Regional Conference of UNESCO in San Francisco, Mr. Allen said “friendly sources” had brought the information to Washington.

**KLX-FM Oakland, Calif. Now on Air on 101.3 mc**

KLX-FM, owned by the Oakland (Calif.) Tribune, is on the air on Channel 297 (101.3 mc). Inaugural program on May 3 featured talks by J. R. Knowland Jr., president of the new FM outlet and its sister station, KLX (1 kw fulltime on 910 kc) and assistant publisher of the Tribune; Mayor Joseph E. Smith of Oakland, and James L’Hommedieu, president of Oakland Chamber of Commerce.

For 17 of the 18 hours it is on the air daily, KLX-FM is duplicating KLX programming, according to Glenn Shaw, general manager of both stations.

Key staff members of KLX also are serving in similar capacities for KLX-FM. These staffers include, in addition to Mr. Shaw, H. R. Gaisford, commercial manager; Jerry Leighton, program director, and Roswell Smith, chief engineer.

**Radio and Screen Stars Will Open MGM Station**

KMGMLos Angeles, FM outlet of Metro-Goldwyn-Mayer, will formally take the air May 27 with gala lineup of radio and screen stars as well as civic leaders, according to William F. MacGratyst, general manager.

Starting at 3:30 p.m., personalities to participate include: Andy Russell, Margaret Whiting, Martha Tilton, Buddy Clark, Dinah Shore, Donahoe, Johnnie Ray, Bing Crosby, The Andrews Sisters, Bob Carroll, Beryl Davis, Tony Martin, Phil Harris, Art Lund, Helen Forrest, Kathryn Grayson, Johnnie Johnston.

As program policy, KMGML will feature news and music from mid-afternoon to late evening.

**Construction of new 50,000-w AM transmitting plant is under way at WEAN Boston, with operations from it to begin in early fall.**
Western Electric
54A Clover-Leaf Antennas
Springing up all over!

BECAUSE . . .

The 54A is mechanically sturdy.
The welded steel tower has ample safety factor to withstand high wind velocities.

It's easily erected.
That's the result of its simplified construction! Each lightweight, 10-foot section is a complete welded unit—and the sections are quickly and easily fastened together with steel drive-bolts.

It's highly efficient.
To provide maximum radiation for the assigned frequency, each antenna is tailor-made by the erection crew—merely by following simple instructions for spacing of radiating loops.

For complete information on the Western Electric 54A Clover-Leaf, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

ASCAP Report  
(Continued from page 23)

in order to preserve your rights. If you let the 90 day notice date prior to the anniversary of your contract pass and do not exercise your right to switch, you will no longer have such a right during the renewal term of the contract.

Although his warning was not intended as a suggestion to broadcasters to switch over, Mr. Streibert said he strongly urged operators to make certain that you are satisfied with your present form and contract and do not let your right to switch over without knowing it. He repeated that he was not recommending a changeover. He did, though, strongly recommend that broadcasters find out what is in their best interests and "take nothing for granted."

NAB Music Advisory Committee has requested of ASCAP an extension of this right to switch over in the renewal term, Mr. Streibert said. It has been refused on ground that broadcasters were originally given the changeover right in order to permit them to determine which basis of payment was best for them, he stated.

"ASCAP's position is that 9 years ought to be long enough. Also, ASCAP wants to have the greater stability from the certainty of what its basis of payment is to be during the succeeding 9 years. Before any final settlement is concluded, we will renew our request for this extended right of switchover in the renewal period. So far we have been given no hope that it will be granted."

Broadcasters were advised by Mr. Streibert that if notice of intended changeovers are received by ASCAP they may be inclined to re-examine their position.

"Your committee has consistently held that if the right to change is continued, broadcasters would undoubtedly go along pretty much as is, but that if the right ceases, then it may result in a movement to change to per program type contract in order to get under the wire and gain experience."

Changes Anticipated

"If you should change now and if another anniversary date of the commencement of your contract occurs before Dec. 31, 1949, you would of course have the right to change back again. Your committee has no way of knowing what is best for you."

Touching on television negotiations with ASCAP, Mr. Streibert said the broadcasters sub-committee, under chairmanship of Bob Myers of NBC, has just started to function. The problem is difficult, complicated and probably will take a long time to work out, he declared. ASCAP now constructs its grant of television rights from members as expiring on Dec. 31, 1948, he understood.

"Television rights are now granted to broadcasters subject to cancellation by ASCAP on 30 day notice. There are many problems and questions concerning the rights which ASCAP will be able to obtain from its members in the future. Then the question of what will be considered a dramatic performance, to be specially licensed and priced in each individual case, has to be negotiated. There are difficult basic problems involved."

With emotional atmosphere that once existed now eliminated, Mr. Streibert said that basis of across-the-table negotiations with ASCAP has been established. Tabbing it a healthy state of affairs for ASCAP and the broadcasters, he expressed hope for a happy conclusion.

"I think they have learned a good deal from us. They have also learned of our good faith and desire to be fair. On the other hand, as we have found that the ASCAP of today has many problems of its own because of its composite membership. ASCAP speaks a long way, in our opinion, to see another point of view and understand our problems."

"Your music committee is doing its best to create out of its negotiations a position for the industry which is consistent with its importance to ASCAP. This requires patience, understanding, firmness, recognition of what is essential, and a stature and dignity that befits the industry. I know that ASCAP already has gone farther than ever before in its concern for cultivating favorable industry relations."

"We hope we can accomplish the fair settlements we are now working on, and even more important, that we establish such a level of negotiating position and relationship with ASCAP as will keep the industry in the favorable position to which we are entitled in the future."

Changes Anticipated

WNBQ TV-FM Antenna to Be Erected Soon

LATEST step forward in NBC's television plans for Chicago was announced last week by Raymond F. Guy, NBC manager of radio and allocations engineering, who revealed that installation of WNBQ's TV-FM antenna atop the Chicago Civic Opera Bldg. is expected to begin in the near future.

Mr. Guy and O. B. Hanson, network vice president and chief engineer, conferred with Howard Lutgens, chief engineer of the Central Division, on the progress of construction of video facilities in Chicago. Preliminary work at the transmitter site on the 42nd and 43rd floors of the Opera Bldg. has been underway for several months.

The WNBQ transmitter has been delivered in the East to NBC by RCA's plant in Camden, N. J., according to Mr. Guy, and the equipment will be shipped to Chicago soon. WNBQ will have radiating power of 15,000 kw and will operate on Channel 8. A 70-ft. mast for the combination TV-FM transmitter will tower 631 feet above street level.

WNBQ will be in the nucleus of NBC's midwestern video network, and is expected to be in operation sometime this fall [Broadcasting, Feb. 9].

PLANTING?

DULUTH, MINN.—"Want to plant your sales message in the minds of north country buyers?" asks Otto Mattick while joy-riding with his twin-board ratchet.

"Don't dig deep and buy a string of stations. KDAL is all you need. For years sales stories sown by KDAL have brought big yields. The Fall-Winter Hooper proves how KDAL dominates listening in Duluth-Superior."

ACQUISITION of a new television receiver plant site in East Paterson, N. J., where current production is expected to be tripled by the end of 1948, was announced last week by the Allen B. DuMont Laboratories.

The site, a part of the former Wright aeronautical plant, was acquired from the War Assets Administration in order to centralize DuMont operations. The new unit also will house the firm's new cathode-ray tube plant.

DuMont's transmitter division will move from its present location at 42 Harding Ave., Clifton, N. J., to the space formerly occupied by receiver production at the Main Ave. plant in Clifton. It is hoped that eventual receiver output will reach 29,000 sets a month, DuMont said.

New TV Receiver Plant Site Acquired by DuMont

Results? That's Us! Chns Halifax Nova Scotia

Maritimes Busiest Station

5000 Watts—Now!


Page 48 • May 24, 1948
Now three AM transmitters (one in the District of Columbia; another in Arlington, Va., and a third between Chevy Chase and Silver Spring, Md.) simultaneously broadcast all WINX programs at 1340 on the dial.

This concentrated coverage is why clients and listeners alike are more and more turning to the new "triple" WINX.

YOU CAN COVER WASHINGTON WITH WINX

THE WASHINGTON POST STATION • REPRESENTED BY HEADLEY-REED

JOHN S. HAYES, General Manager • CHARLES W. TRIPPE, Commercial Manager
N. Y. Critics Circle Presents Citations
Group Regrets Durr's Leaving Commission Post

ISSUING its first annual statement last week on radio and television, the recently organized Radio Television Critics Circle of New York cited networks and a few independent stations for "outstanding service" during the year.

The Circle also expressed regret for the pending departure of Clifford Durr from the FCC, naming him a "symbol of public service ideals for radio."

Other citations went to the following: New developments, Child's World and Candid Microphone on ABC; network's relationship to the community in terms of public service, responsibility, information and entertainment, CBS Is There (now You Are There), Doorway to Life, Documentary Unit, CBS Views the Prints, all CBS.

WNEW New York was again praised for its tolerance jingles, Little Songs on Big Subjects.

NBC Praised

NBC was praised as providing the most to promote television, with Theatre Guild, Kraft Theatre, NBC Symphonic Music, Author Meets the Critics and The Nature of Things given as examples.

Other video features mentioned were CBS sports programs, DuMont's Court of Public Opinion (now the Court of Current Issues) and Dennis James was named as an outstanding new personality in television's announcing field.

The Circle blamed immaturity of video entertainment and its "failure to attract discriminating viewers with a more generous portion of educational and public service features" for retarding television's progress.

The Eternal Light, NBC, and Greatest Story Ever Told, ABC, were mentioned for "combining inspirational messages with entertainment."

Comedy shows were generally criticized, although the Circle lauded Mr. and Mrs. Jane and Abe Burrows, both CBS.

Radio Newsreel on MBS was cited by the Circle, which also deplored the "gradual elimination of politically liberal commentators and the tendency of radio broadcasters to give a one-sided interpretation of the news."

ABC was praised for its documentary on venereal disease.

Antignonish, N. S.; CHVO Niagara Falls, CKOK Penticton, CJOY Guelph, and CKOK Kitchener. CHNO Sudbury is applying for change in control of licensee company, Sudbury Broadcasting Co. Ltd., from G. M. Miller to B. F. Ricard.

Emergency transmitter licenses are being asked by CHNS Halifax and CJAT Trail. Power increases are being requested by CJAD Montreal, CKNW New Westminster, and CJBR Rimouski.
Home of the fragrant weed . . . . The agriculture of tobacco, which had its earliest start in the cradle of America, Jamestown, Virginia, is now the nation’s 4th crop . . . and VIRGINIA ranks 4th of all the states in its production, with a 1946 crop value of $75,533,000! With over 90% of the nation’s entire tobacco produced in the South, smoke dreams turn into sales facts when you reach the billion-dollar market which hears and heeds the Voice of the South . . . WRVA . . . 50,000 watts . . . represented by Radio Sales.
Bill Provides for Business Censuses Every 5 Years

CENSUSES of manufacturers, mineral industries and other businesses, including the distributive trades, service establishments, and transportation will be compiled and published every fifth year beginning in 1949 under terms of a bill approved by the House Post Office & Civil Service Committee.

The bill, HR-2920S, authored by Rep. Harold C. Hagen (R-Minn.), provides further that each census shall relate to the year immediately preceding the one in which it is taken.

An exception is made in the matter of a manufacturers census. Under terms of a special appropriation voted by the last session of Congress, the census of manufacturers is being taken in 1948 and will not be repeated in 1949. But it will be taken every five years thereafter along with the others.

RCA Film Recorder

A NEW 35mm magnetic film recorder developed by RCA was announced last week at the Society of Motion Picture Engineers Semi-Annual Convention in Los Angeles. Designed to handle 35mm film it may be installed in existing recording and reproducing channels, making it unnecessary to purchase complete and separate magnetic recording equipment.

WWOD

Lynchburg's First Regional Station

WWOD covers the rich Central Section of Virginia. The Heart of this prosperous area includes Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask the Walker Company.

Toscanini Series May Become Autumn Co-Op

NBC Symphony Orchestra with Arturo Toscanini may be placed on a cooperative basis this fall, Burton Adams, NBC manager of co-operative programs, told network affiliate representatives at a workshop meeting May 12. If this is done, Mr. Adams said, the 13-week summer series with guest conductors would also be made available to affiliated stations on a cooperative basis in 1949.

The meeting was the first since the departure of Thomas McCrery, NBC national program manager, said most summer sustaining shows will be dedicated to governmental or charitable campaigns.

HUGH FELTIS, president of BMB, speaking at the NAB convention's Tuesday morning session, told broadcasters that there will be a 5% reduction in the broadcast subscription fees beginning with the new fiscal year, July 1. This reduction, he said, was made possible by operation economies. He revealed that there are now more than 600 subscribers to the service.

"Advertising will have to be very effective to hold down the growing consumer resistance to high prices and to move the mounting production of American industry," Mr. Feltis said. "This calls for reports on which to base sound decisions.

The need for facts is particularly acute in radio because radio has changed so radically in the past few years. New stations, FM and television, have reduced the ability of advertisers to base their judgments on past experience."

Advertisers using the bureau's data not only to buy time but also are using it increasingly to get the greatest possible value from their advertising by merchandising their products. Mr. Feltis declared. Attention was called to the rising tide of retail radio advertising since the BMB reports and the value of the reports in developing this business.

Pointing to the rise of FM and television, Mr. Feltis declared that "BMB recognizes its responsibilities to those branches of the industry and is facilitating the measures of FM and television by offering combination subscription rates."

March 1949 Survey

Improvements and refinements that will be made in the March 1949 "Survey of Broadcast and News Radio Audiences", were summarized by the BMB president. Included is the reporting of audiences in several hundred additional cities and data on frequency of listening, expressed perhaps as average daily audience to supplement total weekly audience figures, he said. Non-subscribers will not be shown in the 1949 reports, even as NS (non-subscriber) Mr. Feltis advised.

"There is no question of our moving forward," he declared. "The only questions concern the speed and direction of our growth. These matters are in your hands and those of the advertisers and agencies represented on our board." He urged those attending the meeting to make their desires regarding BMB known.

"Just as advertising is essential to modern industry, so research is essential to radio," Mr. Feltis said in concluding his talk. "And just as advertising is an investment which pays for itself, so too is research. But to go forward we must move forward together—broadcasters, advertisers and agencies—through the use of research jointly formulated, jointly accepted, jointly used."

Radio to Urge Set Question in Census

WEIGHT of several key segments of the broadcasting industry will be thrown behind efforts to obtain a radio set-ownership question in the 1950 U.S. census [Broadcasting, May 3].

NAB's convention in Los Angeles has immediately adopted a resolution calling on the board and NAB management to use all possible means to get questions in the decennial census covering AM, FM, television and facsimile set ownership. Individual broadcasters were urged to cooperate with the NAB in bringing the matter to the attention of members of Congress and state legislative bodies.

Funding before Congress is enabling legislation for the 1950 census though preliminary work already is under way at the bureau. Also pending are bills to authorize a census of business and manufacturing as well as a bill to provide funds for a separate housing census, in connection with the 1950 decennial tabulation. The 1940 set count was taken in connection with the housing census.

Already lined up behind the move to obtain a 1950 set count are BMB, FM Assn., and Radio Manufacturers Assn. The RMA headquarters office has approved the campaign, and the matter will come before the RMA board next month.

WGNB (FM) Signs Hotels As Night Show Sponsors

WITH the signing in one recent week of five new contracts by leading Chicago hotels, WGNB (FM) Chicago is currently shaping its nightly 8:45-9 p.m. segment as the "hotel hour" by delving into the hotel field for commercial FM sponsors.

Hotels to which recently signed contracts for weekly musical recorded programs were the Ambassador, Ambassador East and Sherman (for 52 weeks) and the Sheraton and Drake (for 13 weeks). College Inn Food Products signed also for a weekly program. Copy is institutional.
Editorial

It Happened in L. A.

RADIO grew a dozen years in a dozen hours last week.

It happened at the NAB’s 20th Annual Convention in Los Angeles.

A voluntary code for self-regulation was adopted, with a unanimity that flabbergasted its most ardent sponsors.

An entente cordiale with the FCC blossomed, and there was nary a concealed behind the foliage of the olive branch.

A successful start was made in the all-radio campaign to sell radio’s selling power against the heavily subsidized campaigns of competitive media designed to check radio’s march to the forefront of advertising.

It was a business meeting at which things were done. In two jam-packed days, President Justin Miller marshalled through the 1,000 voting-delegate convention a plan of concrete actions that gave to radio a vastly increased stature as a profession and an art.

The crowning achievement of code approval, after the sanguinary embroglio of Atlantic City, was the eight-month activity crammed into only by the heart-warming talk of FCC Chairman Wayne Coy, who five short months ago had left independent station management ranks to accept President Truman’s call to return to public life.

Mr. Coy, a former NAB board member, spoke his mind on all counts, but with a sincerity and an assurance that instilled new confidence in his erstwhile colleagues. There may be mention of the Blue Book, of regulation, or of profits.

“I know of no responsible person in the Government, including members and staff of the FCC, who favors Government operation,” said Mr. Coy.

Because that came from a practical broadcaster, now at the helm of American radio regulation, delegates were satisfied. They felt radio regulation was in good hands. For the first time in years there was no finger-pointing.

All broadcasters didn’t agree with everything that Mr. Coy had to say. He foresaw FM as inevitably replacing AM in sound broadcasting “within a generation.” A couple of years later a showing of hands by those in AM and FM revealed that operators felt it is about 10 to 1 that FM won’t replace AM.

But Mr. Coy, in the show business vernacular, “brought down the house.” And he deserved it.

In adopting a self-regulation code, the membership gave to Judge Miller a personal vote of confidence. For code approval is the key-stone of the NAB president’s pledged campaign to achieve for radio a professional status that will lift it above the innuendos and the calumnies heaped upon it by those who would have it shackled as a kept agency of Government. The next step is code observance, and the machinery already is in motion by virtue of NAB board action.

It was significant that Ted Cott, of WNEW New York, who had spearheaded the independent operators, joined it. His unanimous Atlantic City sessions, himself moved the resolution urging board promulgation.

It took time, patience and fortitude. Hark back to the Chicago Convention of October 1945, when CBS Board Chairman William S. Paley sounded the first call for program reform by voluntary means. Even before the Atlantic City Convention got under way last September NBC President Niles Trammell had ram-rod through an NBC affiliates convention a code basically similar to that which threw the NAB convention into a tail-spin.

The rest is history.

It may have been accidental that the All-Radio campaign to sell radio inspired by Vic Ratner, of CBS, and so ably backed up by Gene Thomas of WOR and Gordon Gray of WIP, should have converged with the code at the same convention. The two projects run hand in hand.

“Radio Has Been Strangely Silent” was the theme used to stimulate thinking about radio’s image, and the campaign likewise had been “strangely silent” as do-gooders and competitors lambasted it for the omissions of the marginal operators.

The code means better business. The All-Radio campaign spells more business. The two are inextricably interwoven. The All-Radio campaign means contribution by all in radio of $200,000. The code means all-industry contribution of good conscience, and service.

The combination underscores and underwrites Wayne Coy’s crowning comment:

The future of American radio must be planned and fashioned within the present framework of operation by private enterprise.

R NAB

AT LONG LAST, the NAB has found that right combination—a top level two-day management convention with the engineering or any other timely phase appealing to specialized elements handled separately.

That was the story at Los Angeles. Compare it with the four-day talkathon of Atlantic City just eight months earlier.

The wisdom of Howard Lane’s Convention and Programming Committee in exposing this plan is evident. Two days of high level, high speed ownership-management sessions accomplished infinitely more than the double features of the past. Pardon us if we observe that we urged this method even before the Atlantic City fiasco.

Of course, the Los Angeles setting, the super-efficient manner in which the Southern California Broadcasters Assn. handled arrangements, and the pre- and post-convention social activity was responsible in large measure for conditioning of delegates. Hotel arrangements were exemplary. Harvey Maizlish ought to get a Croix de Radio with crossed microphones and Bill Beaton a medal from the L. A. Chamber of Commerce. All of the SCBA members rate radio’s thanks.

Take It Easy

AT NAB’S Convention in Los Angeles last week, there were lots of old-timers—men who had put their own stations on the air in the last quarter century. But there were more newcomers—new AM’ers, FM’ers, TV’ers.

Absent, since the Atlantic City sessions, were a substantial number of radio’s sour-doughs—thimers at 45 or 50. We won’t name names. Some have gone to that radio Valhalla. Others didn’t make it to L. A.—on doctor’s orders. Radio is in their hearts, but their hearts couldn’t take it.

“New kids on the block,” or the younger generation. Radio was a young man’s game. It still is for the younger man. By and large, the juniors are well-equipped. Let them handle more of the load. Let’s be wiser by gradually and gracefully becoming “elder statesmen.”

As arts and industries go, radio is a “young” business. It has done wonders. It has broken records. Let’s not break the mortality records. So let’s take it easy.

Our Respects To

ROBERT SAUDEK

RADIO has been accused in some quarters of keeping the vital issue of American Communism under wraps. That notion is scheduled to be broken in a few weeks by ABC with a three-part documentary broadcast, Communism in America.

Never a network to back away from a current topic merely because it was cluttered with “Danger—High Explosives” warnings, network’s April 29 documentary on “V.D.” was warmly praised—ABC will pull no punches in its study of U. S. Reds, advance information indicates. The three sections of Communism in America are subtitled A Blueprint of U. S. Communism, Party in Action—How to Start a Revolution, and Psychoanalysis of a Communist.

The man behind this series, as well as the “V.D.” study, is Robert Saudek, ABC’s vice president in charge of public affairs and one of radio’s fanciest skaters on thin ice. In overall charge of the network’s documentary production, Mr. Saudek also was ringmaster for Hiroshima, Slums and Schoolteacher-1947.

A career man who had spent all of his working life in radio, Mr. Saudek well remembers that the public, when it heard the mere mention of “venereal disease” was enough to cut a speaker off the air. This happened on a major network to the late Gen. Hugh (Ironpants) Johnson, he recalls. It was as though the letters “V.D.” stood for a rival network.

ABC and Mr. Saudek deserve great credit for helping to break the taboo against speaking out on the subject. Erik Barnouw, an outstanding radio writer and dramatist who is also radio consultant to the U. S. Public Health Service, was commissioned to write the script.

Mr. Saudek sees it, doing a documentary broadcast doesn’t end with presenting or dramatizing the facts of an issue. In V.D., in Slums, and Schoolteacher, ABC went on to outline concrete courses of action, or solutions for whatever problems were posed. Wherever possible, expert testimony supported these suggestions. The network’s affiliates were encouraged to follow the documentaries through on the local level, particularly with the Slums story.

Mr. Saudek’s network title doesn’t prevent him from taking an active part in all phases of documentary production. “This is just what (Continued on page 60)
In the Cincinnati METROPOLITAN Area — —
(Based on Pulse March-April 1948)

Of These Four
WCKY is First, 8 AM–12 Noon, Mon.-Sun.
WCKY is Second, 12 N–5 PM, Mon.-Sun.
WCKY is First, 5 PM–7 PM, Mon.-Sun.
WCKY is Second, 7 PM–8 PM, Mon.-Sun.

In the Cincinnati TRADING Area — — —
(Based on Pulse, January Outside County Report)
Of These Four
WCKY ALONE maintains its share of audience.

In the 10 STATE OUTSIDE PLUS AREA — — —
(Based on BMB and Mail Response)
WCKY ALONE has proven*, consistent audience.

* In the first four months alone of 1948, 452,133
direct sales orders from over 90% of the 856
counties in these ten states.

And this WCKY CLEAR CHANNEL AUDIENCE AND COVERAGE
24 HOURS A DAY AT NO EXTRA COST!

New York Office: Thomas A. Welstead
Eastern Sales Manager
53 East 51st St.
Phone: Eldorado 5-1127

FIFTY THOUSAND WATTS OF SELLING POWER
IN CINCINNATI ---

LOOK AT EACH OF THESE FOUR ---

WCKY—Independent—50,000 Watts
Network Station B—5,000/1,000 Watts
Network Station C—5,000 Watts
Network Station D—250 Watts

FOR EACH OF THESE FOUR ---

CINCINNATI METROPOLITAN AUDIENCE
CINCINNATI TRADING AREA AUDIENCE
OUTSIDE 10 STATE PLUS AUDIENCE
AND—COST.

INVEST YOUR AD DOLLAR WCKY'S-LY
"New York's most dynamic radio station"

"A serious competitor of the biggest networks"

"Perhaps the most successful enterprise in radio"

"A fabulous operation"

Bouquets for Us...

mean New York's No. 1 buy for You—
It pays to know... AUDITED AUDIENCES, WOV's answer to today's challenge to radio tells you who listeners are, where they live and shop, what they earn, spend and buy, what they like and dislike, how many own telephones, the average size of their families.

See how alert advertisers are taking the guess out of buying with WOV's 5 Audited Audiences—each the result of a continuing, penetrating, accurate listener survey called SMI, Specific Market Information. It pays to know, you too can take the guess out of buying. Get the facts today on...

5 AUDITED AUDIENCES

Ralph N. Weil, General Manager, The Rolling Company, National Representative

★ WAKE UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.

WOV
NEW YORK
Cleveland TV Sets

ACCORDING to a survey of television set distributors, over 3,400 television sets are now in operation in the area served by WEWS Cleveland, Scripps-Howard TV outlet. Of the sets, 2,311 are reported to be in homes and 905 in public places. One hundred and eighty-six sets were reported assembles from television kits.

**KFSA**

**delivers a market that can't be covered from Outside Ft. Smith!**

**FORT SMITH, the number 2 market in Arkansas... the center of rich agricultural and industrial market.**

**Sales from manufacturing average over 33 millions of dollars per year... retail sales over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market... it's all yours through KFSA... Fort Smith.**

**MBS VS. GOLENPAUL; COUNTER-CLAIM FILED**

A DENIAL of allegations filed against MBS by Dan Golenpaul in a $500,000 suit will be served in federal court in New York by MBS last week. Mr. Golenpaul, owner of Information Please, sued MBS for allegedly mishandling his program in selling it cooperatively.

The Mutual answer sought $100,000 on the ground that Mr. Golenpaul had violated his contract by refusing to permit delayed airing of the program on independent stations and failing to approve some sponsors which local stations had obtained.

**Legion Radio Awards**

ANNUAL American Legion Radio Appreciation Awards were authorized by the national executive committee of the Legion during its annual meeting May 3-5 at Indianapolis. The action authorizes Legion departments to present the awards to stations in their states having most effectively cooperated in promoting and publicizing Legion public service activities.

**TV Survey**

LATEST survey of television dealers and distributors in the Milwaukee area has revealed a total of 2,658 sets sold and installed as of May 1, according to WTMJ-TV Milwaukee. Total represents an increase of 608 sets over the previous month's figure of 2,050. Seventy-four percent of the receivers are located in homes and 25% in public places, the survey indicated.

**KEY TO SYMBOLS**

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* Nielsen Radio Index Top Programs*
WENR

WENR has the largest nighttime total audience of any radio station in Chicago!

Looking for the best buy in Chi? If you have a product to sell in the vitally important No. 2 market in the nation, listen to this: WENR leads all other Chicago stations in nighttime total audience! The proof is in these impartial BMB* figures:

- The total audience for WENR is 3,411,890. For station "X," it is 3,401,390. For station "Y" and station "Z" the figures are 2,942,300 and 2,513,650.

Leadership in nighttime total audience is only one advantage at WENR, the station that gets MAXIMUM RESULTS for its advertisers. There are eye-opening facts about what the station has done for its advertisers—and what it can do for you. Get the complete details from your nearest ABC representative today!

PICK YOUR AUDIENCE in Chicago with one of these available co-op programs.

You pay only WENR's share of the costs of these popular network shows:

1. America's Town Meeting of the Air . . .
   7:30 p.m. Tuesday. What prestige, what good will! This distinguished full-hour forum gives listeners both sides of the vital issues in the news. Famous speakers, exciting debate...and a huge, loyal, ready-made audience!

2. Boston Symphony . . . 8:30 p.m. Tuesday. A top-notch public service program! A full hour of the world's greatest music, played by the noted Boston Symphony Orchestra, conducted by Dr. Serge Koussevitzky. Follows America's Town Meeting on WENR's powerful new Tuesday-night line-up of prestige programs.

3. Mr. President . . . 1:30 p.m. Sunday. Direct from Hollywood—with M-G-M's popular Edward Arnold as its star—comes this exciting program of behind-the-scenes dramas in the White House! History, patriotism, suspense, mystery, thrills for every member of the family!

*Survey No. 1 — March, 1946. Note: Report for WENR is combined with WLS. Stations share time with same pony and frequency.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WENR — Chicago 50,000 watts 890 kc
KECA — Los Angeles 5,000 watts 790 kc
KGO — San Francisco 50,000 watts 810 kc
WJZ — New York 50,000 watts 770 kc
WMAL — Washington 5,000 watts 630 kc
WXYZ — Detroit 5,000 watts 1270 kc
ABC — Pacific Network

American Broadcasting Company
WIN and Steve Libby Win Publishers' Award

THE MONTHLY publication of WIS Columbia, S. C., WIS-dom, has won the "Highest Award" certificate in the 1948 International Industrial Publisher's contest at Detroit. The WIS promotional newspaper placed third in the "Newspapers Black and White, Letterpress" division. It was the only radio station publication in any award-winning class in the contest.

Steve Libby, promotion and publicity manager for WIS and WIS-FM, edits the 8-page publication represented by the officers and directors, outlets for the network are expected to be established in Rochester, Watertown, Utica and possibly Binghamton, according to an announcement from the network's Washington office. The network will cover up-state New York, except the Albany area, and northern Pennsylvania. Studios and offices are to be opened in Syracuse June 1 and it is expected that network operations will start July 1.

MAYER ELECTED HEAD OF COLONIAL NETWORK

GERALD MAYER, Washington, D. C., attorney and president-general manager of WKRT-FM Cortland-Syracuse, N. Y., was elected president of the newly-formed Colonial Network Inc. at an organizational meeting held in Syracuse May 15 and 17.

Other officers elected are: Karl C. Hull, WHLD-FM Niagara Falls-Buffalo, vice president; Walter Valerius, WKNP-FM Caracas, secretary; Edwin M. Waterbury, WDPD-FM Oswego, treasurer, and William Hall, WHK-T-FM, executive secretary. Directors are Messrs. Mayer, Hull, Valerius and Waterbury, with Louis G. Busch, WHHD Hornell, as chairman.

In addition to the FM stations

John P. Foster, former assistant manager of WJAC Johnstown, Pa., was elected a minority manager, succeeding the late John Tully.

Joe Eaton, for nine years commercial manager of WHAS Louisville, has been named manager of the new Louisville station to be constructed soon by Mid-America Broadcasting Corp. Mr. Eaton joined WHAS in 1926 as program manager, later becoming program manager and finally commercial manager. He resigned from WHAS last November. Call letters for new station have not been released and will operate on 1060 kc with 5,000 w day, 1,000 w night.

Richard W. Brahm, formerly with WNEW New York promotion department, is a new administrative assistant for WQXR New York. Previously Mr. Brahm was sales manager for WHAG-Philadelphia-Pittsburgh-Sample and Louis O. Cowan Inc., both of New York.

Charles B. Brown, program manager of KPT Los Angeles, AM, FM and network, resigned, effective June 1, to become manager of Telecasting Broadcasting Co. Form was recently granted construction permit for Portland. He will be succeeded by Mr. R. C. Brown.

Mr. Eaton joined WHAS in 1926 as program manager, later becoming program manager and finally commercial manager. He resigned from WHAS last November.

Mr. Eaton joined WHAS in 1926 as program manager, later becoming program manager and finally commercial manager. He resigned from WHAS last November.

Mr. Brown

JOHN R. AUSTIN, former manager of WJAC Johnstown, Pa., was elected a minority manager, succeeding the late John Tully.

Mr. Eaton

Respects

(Continued from page 36)

I want to do, he says. He has been doing just about what he wanted to do since 1933, the year after he was graduated from Harvard.

The son of a former musical director for the Westinghouse radio stations, Mr. Saudek had his first regular job at KDKA Pittsburgh. While at KDKA he took three years of law at Duquesne U.

Mr. Saudek left Pittsburgh, his birthplace, in 1938 to join NBC in New York in the sales department. When ABC was formed in 1942 he became assistant to the executive vice president, Edgar Kobak, who now heads Mutual.

During the war Mr. Saudek managed the American Broadcasting Station in Europe (ABSIE), which was operated by the Office of War Information. His boss was Phil Cohen, radio director of Sullivan, Stauffer, Colwell and Bayles, New York advertising agency.

Mr. Saudek returned to ABC from London in January 1949 as sales service manager. Two years later he was named director of public affairs for the network, and in January of this year was elected vice president in charge of public affairs. As such he supervises ABC's publicity, continuity acceptance, public service, audience information, and reference library departments.

Mr. Saudek's unofficial but no less important title is "Vice President in Charge of Seeing That ABC Doesn't Take Itself Too Seriously." In the role he is to ABC what Al Schacht is to baseball. One of his functions in this capacity is to edit Closed Circuit, ABC's interoffice publication.

ABC's part-time court jester was married in 1935 to the former Elizabeth Koch. The Saudeks live in

New Tower!

More Effective COVERAGE!

- WBIR's new 465 foot tower with 12 miles of copper ground system makes possible greatly increased coverage. Makes WBIR local and ABC programs available to hundreds of additional radio homes. Additional coverage plus a high HOOPER equals a good buy on any slide-rule.

Ask a John E. Pearson man.

WBIR

- A NUNN STATION -

John P. Hart, Mgr.

Knoxville, Tenn.
TEN YEARS OF LEADERSHIP

Ten years ago the first AUDIODISC was manufactured... manufactured by a patented precision-machine process, which produced the finest recording disc known.

During this decade AUDIODISCS have been rated first in every field of sound recording... radio broadcasting, commercial recording studios, the phonograph record industry, motion picture studios, educational institutions, home recording, research laboratories and governmental agencies. In every country throughout the world, AUDIODISCS are regarded as the true standard of recording quality.

At first the output of AUDIODISCS was measured in tens of thousands, then in hundreds of thousands and later in millions per year. Today this highest rate of production is being maintained and the quality is the finest yet achieved.

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

they speak for themselves audiodiscs
"The daring adventure of the National Broadcasting Company in bringing Mr. Toscanini back to America and building an orchestra for his special use will doubtless be explained by the cynical in various ways. Yet the basic and inescapable fact is that the NBC is founding its audacious enterprise upon the conviction that fine symphonic music and great symphonic leadership are immensely and increasingly popular in America; and if that does not amount to putting trust in the power of ideal things, it is hard to say what one should call it." — Lawrence Gilman, N. Y. Herald Tribune, Jan. 2, 1938.

As an experiment—unique in radio—the NBC Symphony won its first critical laurels. But when Arturo Toscanini completed his tenth full season with Beethoven's monumental Ninth Symphony, broadcast and televised, the acclaim was for a great musical reality...

...as perfect a realization of the letter and spirit of Beethoven's towering masterpiece as you are likely to encounter in your lifetime.” — PM.

...interpreted with the acme of breadth and grandeur and also with the lyricism that lies at the base of all music...” — N. Y. Times.
WILLIAM H. ENSIGN, former manager of live program department of Louis G. Cowan Inc., New York, has joined Rural Radio Network as sales manager. He started in radio with AT&T Broadcasting Div. when company owned WRFN New York. When NBC was organized. he was sales manager of the WLB network. In 1942 he became radio director of J. Walter Thompson Co., New York, and after 3 years later joined CBS as assistant to the president. He remained with CBS for 17 years, specializing in sales and new business and was member of executive committee. Mr. Ensign makes his headquarters in New York at WOR Radio affiliate.

DON L. KEARNEY has resigned as national sales manager of Mutual net-work cooperative, to rejoin T. H. E. Radio Agency Inc., New York, radio and television station representative for following stations: KSTL St. Louis, KYGN Denver, KOA Fortstructure and KTOL Portland, Ore., as account executive.

MEL WOLENS, commercial manager of WCLF Chicago, has resigned effective July 10, after more than 10 years with the station in that capacity.

GEORGE F. HOLLINGBERRY has been appointed national representative of KOTL Reno, Nev. WESTERN RADIO will continue to represent the station on Pacific Coast.

RICHARD ROSENBERGER, former sales manager of WWOL Lackawanna, N. Y., and member of sales department of WWIN Buffaio for 10 years, has joined sales staff of WSBW Buffalo.

ELEANOR J. TOMPAS, sales manager of Bamberger Broadcasting Service Inc. (which operates WOR New York), was elected president of Sales Executives Club of New York at annual meeting May 18. Mr. Thomas has been a club director for several years, and is retiring pres-ident of Advertising Club of New York. He also is a national-club officer of Advertising Federation of America.

Mr. Thomas, ex-M.L. (Spike) Col-bourne, former sales manager with Frederic Co., Cincinnati, has been appointed sales manager of KABC San Antonio. He previously was local sales manager of WYX Oklahoma City, and was with "Today's Time" and "Kansas City Star."

THOMAS A. WEINSTEAD, formerly with George P. HOLLINGBERRY Co., has been named eastern sales manager of WOR New York. He succeeds RALPH C. MILKIN, resigned.

JOSEF SARACENO, formerly with sales service of WLS Chicago, has been named spot sales service manager of WENR Chicago.

HARVEY GANNON, program and sales service manager of WNBC New York, has resigned an account executive, with EARL HARDER, traffic man-ager of international division, to succeed him, June 1.

FRANK MAYO has joined commercial department of WAKL Port Orange, Fla., as account executive.

TAYLOR-HOWE-SNOWDEN Radio Sales has been appointed national sales representative for WHBC Cleveland and WPAT Portmouth, Ohio, effective July 1. CHIO St. Thomas, Ont., new 1-kw station on 680 kc, has issued rate card effective July 1. Also has appointed RADIO REPRESENTATIVE, a Canadian representative. DONALD COOKE INC., as U. S. representative.

Mr. Kearney

Top-Rating AM Programs Draw 1/4-1/2 in TV homes

THE LATEST Pulse Inc. radio and television audience survey indicates that top-rating AM network shows in radio homes will draw ratings from one-quarter to one-half as large in video homes.

April results were:

<table>
<thead>
<tr>
<th>Radio Network</th>
<th>TV Network</th>
<th>Share of Total Audience</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>KQV Pittsburg</td>
<td>ABC</td>
<td>20.2</td>
<td>8.0</td>
</tr>
<tr>
<td>WOR New York</td>
<td>ABC</td>
<td>20.2</td>
<td>8.0</td>
</tr>
<tr>
<td>WBGU Dayton</td>
<td>NBC</td>
<td>19.0</td>
<td>7.0</td>
</tr>
<tr>
<td>WJAI Cleveland</td>
<td>NBC</td>
<td>18.5</td>
<td>7.0</td>
</tr>
<tr>
<td>WBBN Chicago</td>
<td>ABC</td>
<td>17.5</td>
<td>6.0</td>
</tr>
<tr>
<td>WFLD Chicago</td>
<td>ABC</td>
<td>16.0</td>
<td>6.0</td>
</tr>
</tbody>
</table>

INTRODUCING a 45-minute sales film telecast, "Alice in Philco," May 5 on WMAL-TV Washington, D.C., were Jack Otter (11), general sales manager, Philco Corp., and Joseph M. Zamoski, of Joseph M. Zamoski Co., Washington wholesaler. Approximately 800 appliance salesmen viewed the show on store sets.

WE NEVER MISS, PARDNER!

When it comes to rounding up a mail response, Mister, our 5000 watt pattern really rides the range in the rich Pittsburgh industrial market! Recently, Tom Mix held a dog naming contest on his regular KQV Mutual program. Of 63 stations handling mail directly, KQV corralled the 7th largest response . . . 3278 letters. Further proof that KQV consistently lasso's a big bonus in listener preference and response for its advertisers.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

Page 64  ·  May 24, 1948
WKBW
BUFFALO'S MOST POWERFUL STATION
FIFTY THOUSAND WATTS

for the Best in Upstate New York

Clinton H. Churchill
President

Arthur Simon
Executive Vice President

Affiliated With
AMERICAN BROADCASTING COMPANY

Avery-Knodel, INC.
National Representatives

New York
565 Fifth Ave.

Atlanta
41 Marietta St., N. W.

San Francisco
235 Montgomery St.

Los Angeles
315 W. Ninth St.

Chicago
333 North Michigan Ave.

May 24, 1948 • Page 65
In Six Months
HERE IS WHAT MEMBERSHIP IN THE AP MEANS

1. Permanent, mutual association with the world's largest news organization.
2. News security.
3. Active hand in moulding news to Radio's specialized needs.
4. Assurance of equitable payment for all—and by all.
5. The prestige of saying: "This station is a member of the Associated Press!"
6. Guarantee against arbitrary increases.
Production

GORDON EATON, formerly with WOCO Minneapolis, has joined WGIB Atlanta, as studio manager. J. E. PALMER, former chief announcer of WOOG Atlanta, has been appointed production manager of WBIC St. John. He started with WBIC in 1952.

MAYNARD AYOLI, program director of WIP Philadelphia, has been selected to open new station as chief engineer. In 1948 "Miss Philadelphia" contest. KEMP BIRCH, has been appointed production supervisor in charge of continuity at CWXW Vancouver. He also is a newsreader at CWXW.

ALBERT (Bud) Houghton, formerly of WOCB-TV, has joined production staff at WBBM Chicago.

FRANKLIN E. VANCE, former program director of KFHS Hollywood, has joined the station's announcing staff.

DICK HAMMOND, formerly of KPHS New York, has joined WHW New York, as announcer.

JOHN RAYMOND KATZ, former program manager of WOCB-TV New York, has been named production manager of WANE South Bend, Ind. Mr. Evans, former disc jockey of WDEC Philadelphia, has been named WOCB(FM) Columbia, Ind., as disc jockey.

Mr. Evans

Whom Buy Buy

SPOT RADIO?

Spots radio lets you hand-pick the station which will do the best selling job for you. Market by market.

SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents 23.7% of Virginia's total buying power.

WDBJ?

WDBJ is a 24-year-old pioneer in this rich market - a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! Ask Free & Peters!

ARE YOU AMR. WHY BUI?

CBS PRESSING PROBE INTO POLK SLAVERY

While a CBS official admitted last week that "we may never know" whether George Polk, or the circumstances of his mysterious death in Greece, two CBS newsmen are conducting an independent probe of the slaying.

"We feel that we owe it to Mr. Polk and his family, and to the interests of truth in newspapering in general," said Davidson Taylor, CBS vice-president and director of public affairs. Immediately after CBS learned that Mr. Polk's body had been found on May 16 in Salomika, the bay, the network sent two New York news teams led by William Burton and John Seendord, to the scene. Other investigations have been launched by U.S. and Greek officials. Mr. Taylor said the network is conducting its probe of the slaying with the cooperation of the U.S. State Department.

Mr. Polk, who was 34, joined the CBS news staff as a correspondent in November 1945. In his capacity as a foreign correspondent, starting in 1937, he covered events in China, Europe and Africa for several organizations. At the time of his death, he was reportedly flying to arrange a broadcast of the Greek guerilla leader, General Markos.

WPIX-Korda Film Bought

By 16 Television Outlets

EXCLUSIVE regional rights to the "Korda" films bought by WPIX New York, Daily News television station, have been signed for by 16 video stations, which also will telecast regular motion picture trails of the films.

Stations are WGN-TV Chicago, WBZ-TV Boston, WWJ-TV Detroit, WMAR Baltimore, WFTV-Philadelphia, WCAU-TV Milwaukee, WBEN-TV Buffalo, WMAL-TV Washington, KSTP-TV Minneapolis, KTLA Los Angeles, WENTS Cleveland, WHAG-TV Fort Worth, WHIO-TV Dayton, WSB-TV Atlanta, KSD-St. Louis and the Miami station whose call letters have not been assigned.

Massachusetts Peabody Awards Given in Boston

MASSACHUSETTS George Foster Peabody Awards for Radio were announced last Thursday in Boston, with WNAE, WDBH, WMBS and WSPR Springfield receiving top honors for public service.

Awards were:

WNAE and its 26 regional stations, as is the station's Institute of Words, "Citizens of New England. This is Sunday "This is a Sunday "This is a Sunday. WMBS, musical programs; WSPR "It Happened In Springfield," WBZ Boston, Lowell Thomas and "Let's Pretend." WINC Boston and WLAW Lawrence, "Round The Town." WHAG, Boston, "A Day at 4:30" with Arthur Fleck and "The Street Fightingman," "The Free Times" and "The Free Times" with Alton Hall Blackinton.
with 1000 watts at 550 on the dial
WILL BE ON THE AIR
ABOUT JUNE 1st
BRINGING TO MONTANA ABC FOR THE FIRST TIME

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.

COPPER BROADCASTING CO.  HOTEL FINLEN  BUTTE, MONTANA
N. Y.-Newark Area
Heaviest TV User

HALF of the 162,181 television receivers shipped in 1947 by mem-
bers of Radio Manufacturers Assn.
went to the New York-Newark trading area, according to a sur-
vey just completed by RMA.
Philadelphia ranked second in the list of cities receiving TV sets
last year, with Chicago third. 
RMA members turned out 178,-
600 TV sets last year, with about
16,000 accounted for by factory
inventories at yearend.

Quarterly reports on television set distribution will be issued for
1948, RMA announced. Total out-
put in the first three months of
1948 by RMA members was 118,-
027 units.

Tabulation of TV set shipments by RMA member companies during
1947 follows:

California—Los Angeles, 7,858; San
Francisco, 27; other cities, 12.
Connecticut—Hartford, 3,946; other
cities, 197.
Delaware—Wilmington, 174.
District of Columbia—Washington, 4,782.
Florida—Miami, 41.
Illinois—Chicago, 13,723; other cities, 4.
Indiana—South Bend, 22; other cities,
68.
Maryland—Baltimore, 3,668; other
cities, 57.
Massachusetts—Boston, 1,367; other
cities, 36.
Michigan—Detroit, 4,853; other cities, 35.
Minnesota—Minneapolis, 409.
New Jersey—Newark, 22,158; Trenton,
1,158; cities not stated, 22,158.
New Mexico—Albuquerque, 21.
New York—Albany, 2,318; Buffalo, 643.
Long Island, 624; New York, 56,645.
Poughkeepsie, 189.
Washington, 38.
Westchester, 235; other cities, 6.
Ohio—Akron, 365; Cincinnati, 2,160;
Cleveland, 2,582; Toledo, 3.
Pennsylvania—Allentown, 125; Phila-
delphia, 18,823; Reading, 225; other
cities, 118.
Rhode Island—Providence, 3.
Tennessee—Chattanooga, 13.
Texas—Dallas, 2.
Virginia—Richmond, 394; other cities,
3.
Wisconsin—Milwaukee, 2,315.
No area reported, 2,946.
Total shipments, 162,181.

Hullinger Producing New Documentary Color Film

NEW SERIES of color film docu-
mentaries, Makers of Destiny, is
being produced by Hullinger Pro-
ductions, Washington. Series will
deal with personalities and impor-
tant human enterprises that influ-
ence national and world affairs.
Distribution is planned through
radio stations as well as regu-
lar theaters and educational groups.

In addition to motion picture and
writing efforts, Edwin Ware Hull-
ger, producer and director of the
series, did radio show Looking Out
Upon the World, for KFI Los Ange-
les and during the war was as-
istant director of the Foreign
Broadcast Intelligence Service of
the FOCO. He also was liaison offi-
cer between the Dept. of Agriculture
and OWI, in charge of agricultural
broadcast transmissions for over-
seas programs.

WTMJ-TV Milwaukee has expanded its
telecast schedule. Evening programs
now begin at 7 p.m. instead of 7:45 p.m.
Engineering Conference (Continued from page 40)

NBC's first experience in relay programs, along with latest developments in microwave relay equipment.

Ernst H. Schreiber, Pacific Telephone & Telegraph Co., described methods of providing audio and video program channels for broadcasters, with mediums available for transmission of audio and video signals. These include local TV channels, video network facilities, coaxial cable and microwave relay systems. Results obtained in tests at a NAB microwave relay were reviewed and future plans outlined. Mr. Schreiber said it is not known whether cable or relay circuits will emerge as the better means for providing services in a particular area. Both will play their part, he indicated, depending on special needs and geographic conditions.

Edward V. Dillard, RCA Service Co., Los Angeles, reviewed RCA's growth in television since 1936, leading up to the present RCA service plan for the consumer. He discussed technical problems of TV broadcasters and installation-service organizations.

New Motors Effective

Sara L. Ackerman, general manager of Rangertone Inc., Newark, appeared in the place of R. H. Ranger, president. He demonstrated and explained constant-drive transmission equipment developed to stop the magnetic tape recorder without breaking tape. He said new hysteresis motors are effective in attaining smoothness in tape movement.

H. W. Pangborn, assistant chief engineer, KNX-CBS Hollywood, read a paper by R. S. O'Brien, General Engineering Dept., CBS Chicago, entitled "Magnetic-Tape Editing." The Edipost unit was developed to provide a simple and direct system of locating a desired spot on the tape in a few seconds.

Presiding at the Friday morning session was A. James Ebel, director of engineering, WBWD Peoria, Ill., in place of Paul A. de Mars, Washington consultant, who was unable to be present.

Everett Dillard, owner of WASH Washington and KOZY Kansas City, both FM stations, discussed economics of FM coverage. Mr. Dillard is president of FM Assn. He pioneered many phases of FM engineering.

W. G. Broughton, assistant sales manager of General Electric Co., Broadcast Equipment Division, read a paper jointly with J. J. Nigg, GE Transmitter Division, describing a studio-to-transmitter relay system. The GE B1-2-A equipment utilizes FM in the 920-980 mc band. Standard 40-inch parabolic reflectors with dipole feed are used and the system is said to give excellent range with adequate safety factors.

David Packard, president of Hewlett-Packard Corp., Palo Alto, Calif., discussed measuring equipment and techniques for FM and AM broadcast transmitters. He covered gain, distortion, intermodulation, noise and residual hum measurements as well as merits of measurements, precautions and interpretations necessary to obtain reliable information.

A. Earl Cullum, Dallas consultant, reviewed technical aspects in designing directional antennas, going into problems of protection and coverage along with factors affecting stability and efficiency of directional antennas. He reviewed modern methods of calculating, adjusting and maintaining directional antennas.

Fox Talk

Robert A. Fox, General Engineering Department of the Richards stations (WGAR Cleveland, WJR Detroit and KMPC Hollywood) described a system of measuring co-channel interference. The equipment permits measurement of the interfering signal or combination of signals during actual program hours. It is said to furnish a more realistic picture of the interference on a given channel than previous equipment.

At the Friday luncheon session Mr. McNaughten presented. He presented the speaker, H. A. Leedy, Armour Research Foundation of Illinois Institute of Technology. Mr. Leedy explained the stereophonic sound process and demonstrated the operation in which several miles are placed in front of the sound source and the output from each recorded on a separate sound track. In reproducing, three speakers are placed in the approximate position of the mixes used in recording. It can be recorded in a room with poor acoustics, Mr. Leedy said.

Presiding Friday afternoon was Mr. Towner. First paper was read by J. L. Hathaway, assistant manager of NBC's Engineering Dept. in New York. Mr. Hathaway described a 3-watt pack transmitter for remote pickups. It is highly stabilized, has high quality and contains a reasonably long-lived power supply, he said. Mr. Hathaway also told of a miniature field amplifier carried in a brief case. Weighing only 1 1/2 pounds, it accommodates three microphones. The device has been successfully and extensively used in New York, he said.

Lester H. Bowman, manager of technical operations of the CBS Western Division, presented the final paper before the FCC-Industry roundtable. The paper, entitled "Modern Design Features of CBS Studio Audio Facilities," was prepared by R. B. Monroe and C. A. Palmquist, of the CBS General Engineering Dept. in New York. The paper covers a broadcasting studio audio-control console capable of handling origination of the most elaborate productions. It is comparable in size to an office desk and contains as much equipment as three or more standard equipment racks.

FAST COMEBACK

Holder of Patent Speaks Up - At NAB Engineering Meet

DESCRIPTION of a method of continuously recording co-channel interference as explained at the NAB Convention at Los Angeles brought a fast comeback from Glenn D. Gillett, engineering consultant.

After hearing a paper by Robert A. Fox, of the general engineering department of G. A. Richards stations (WGAR Cleveland, WJR Detroit, KMPC Hollywood), in which mention was made of a Gillett patent, Mr. Gillett declared he has a 1937 patent covering all measurements of signals by a beat-note technique.

"The patent and process have been very well publicized at engineering meetings," Mr. Gillett said. "The low-frequency response in the Fox amplifier will record modulation envelopes and introduce errors as large as the interfering signal which is to be measured. My system has been used in many cases in which data have been submitted to the FCC and accepted by them."

Panels, Style Show For NAB Women

May 18 Session Jointly Sponsored By AWW, AWB District

BUSINESS and fashions blended in a session for the ladies jointly sponsored by the Los Angeles District of the AWW and the Advertisers Women of the West May 18 at the Beverly Hills Hotel.

Martha Gaston, account executive of KFOX Los Beach, and AWW 10th District chairman, opened the meeting with a welcome to the women broadcasters and the representatives of allied occupations in advertising and education plus the radio chairman of clubs.

Leadoff panel entitled "Mikeside of Radio" was presided over by Claire Drew Forbes, head of her own Santa Barbara advertising agency. Participants included Norma Young, conductor of Happy Homes on KJH Hollywood, who discussed the human interest side of radio; Gray, conductor of the Woman's Voice on KMPC Hollywood, told the story of the evolution of her program's format; Frances Scully, KECA Hollywood Star Gaze, and Gladys Hall Jones, president of AWW, also participated in the panel.

The second half of the panel, led by Nancy Holme, CBS Hollywood director of education, discussed "The Radiologist Who Serves the Public Interest?" Participating were Pat Griffith, director of women's activities for NAB, who felt that radio can best perform its job "by assuming its responsibility for the common good of the whole people." Frances Farmer Wilder, West Coast director of Social Research Inc. and former chairman of AFA, addressed CBS on daytime programs, expressed belief that radio must stop taking a defensive position and start to let people know what it is doing. Other panelists were Ethel Mack, executive secretary of Southern California Broadcasters Assn.; Dorothy Lewis, coordinator of women's broadcasts for the United Nations; Helen Rachford, audio-visual director of Los Angeles County Schools; Mrs. Ralph Lewis, president of Federation of Community Coordinating Councils of Los Angeles.

After a morning of business the women watched a style show presided over by Lee Hogan, fashion editor of NBC.

Upcoming

June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West, Annual Convention, Sacramento, Calif.
June 23-26: The Summer general meeting, Mexico City, Mex.
June 27-29: Broadcasters annual meeting, Sheraton Plaza Hotel, Daytona Beach, Fla.
Portsmouth Radio Corporation

announces the appointment

do

of

B. WALTER HUFFINGTON

as

General Manager

WSAP and WSAP-FM

Effective June 1st

A native of Norfolk, Mr. Huffington is well known in the Tidewater Virginia area and brings to WSAP and WSAP-FM a wealth of practical broadcasting experience much of which has been in Virginia radio. His eleven years in the industry include sales, program and management assignments in southern stations, both local and regional. Added to this is a broad public service background in three years of war service as regional radio director for the Office of War Information and two years as National Radio Director for the American Red Cross. Portsmouth Radio Corporation proudly welcomes him “home to Virginia” where he will devote his time and talents to serving our big family of listeners in this area,—the great port of Hampton Roads!

MUTUAL'S NORFOLK OUTLETS
Serving The Great Port of Hampton Roads

WSAP
1490
KC

Joseph Hershey McGillvra, Inc.
Portsmouth Radio Corporation, Portsmouth, Va.

WSAP-FM

99.7
MC
Two Station Sales Are Filed With FCC

SALE of KGER Long Beach, Calif., for $300,000 by the C. Mervyn Dobyns Estate to the John Brown Schoolss and purchased by WCNT Centralia, Ill., for $150,000 by George Isaac were reported last week, subject to FCC approval.

KGER, an independent 5 kw outlet on 1390 kc fulltime, was established in 1926 by the late C. Mervyn Dobyns as a parttime 100 w outlet. Mr. Dobyns was sole owner and manager until his death in 1946. John Brown Schools is headed by Dr. John E. Brown Sr., who owns and operates private schools in Long Beach, San Diego and Glendora, Calif., plus two others in Arkansas [CLOSET CIRCUIT, April 20].

Dr. Brown is president of KUOA Siloam Springs, Ark.

WCNT, a 1 kw daytime outlet on 1210 kc, is being sold by Hobart Stephenson who plans to move to California for health reasons. Mr. Isaac, who will form a new firm to operate the station, one time was commercial manager of WGN Chicago and with the Chicago Tribune for many years in the Arkansas. For past 11 years he has been with WCFL Chicago and now is WFLF salesman. WCNT deal was arranged by Blackburn-Hamilton Co.

Foundation Co. Petition Against WQQW Denied

PETITION by Foundation Co. of Washington, applicant for 5 kw fulltime on 580 kc, for consolidated hearings with WQQW Washington was denied May 3 by FCC. Foundation Co. wished to include issues to determine the qualifications of the licensee of WQQW and also requested reconsideration of license.

Contention by the Commission is that Foundation Co. has not substantiated its claim that WQQW is not being operated properly and that the licensees, merger, are intent on revocation proceedings against WQQW. Also, since Foundation Co. filed new station application July 2, 1945, after grant was made to WQQW, the Bulletin petitioner is not at this time entitled to comparative consideration, FCC said. WQQW operates daytime on 570 kc with 1 kw.

UP QUITTING BASEBALL PLAY - BY - PLAY WIRE

UNITED PRESS ended on May 22 its play-by-play baseball wire service from which some stations had been broadcasting "reconstructed" games.

Cancellation of the service, which was begun with the opening of the current baseball season April 19 as part of the UP's regular sports wire, was due to complaints by Western Union whose contract with both major leagues provide for exclusive play-by-play rights.

This was disclosed by UP Sports Editor Leo Peterson, who said the company had members of any infringe- ment of Western Union contracts when it instituted the added service to station clients as well as newspapers, at no added cost.

Mutual Directors, Officers Re-Named

OFFICERS and directors of the Mutual Broadcasting System were re-elected at a board of directors meeting held at the new Mutual-Don Lee studios, 1313 North Vine St., Los Angeles, with Lewis Allen Weisenburger president and Don Lee, manager of the Don Lee Broadcasting System, retained as chairman of the board and Edgar Kobak as president of Mutual.

Other officers included:

Theodore C. Streibert, president, of WOR, as vice-chairman of the board; and the entire executive committee, including members held in the Senate; of the NAB Convention, reaffirmed approval of the gross; the Johnson Bill, both as to clear channel break- down and as to limitation of power to 50 kw. Virtually all of the stations seek 750 kw output. The telegram follows:

Rumors persist that representations are being made to Senate Committee that clear channel broadcasters are not sincere in their endeavors to get higher powers for their stations. These representations are untrue. We have personally checked with the 13 members of the Clear Channel Broadcasting Service present at the pending Annual Convention of the National Association of Broadcasters and with XKL, all of whom have authorized their names be placed in print in their behalf as well as to reaffirm support to both features of the Johnson Bill.

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TWO STATION SALES ARE FILED WITH FCC

SALE of KGER Long Beach, Calif., for $300,000 by the C. Mervyn Dobyns Estate to the John Brown Schools and purchased by WCNT Centralia, Ill., for $150,000 by George Isaac were reported last week, subject to FCC approval.

KGER, an independent 5 kw outlet on 1390 kc fulltime, was established in 1926 by the late C. Mervyn Dobyns as a parttime 100 w outlet. Mr. Dobyns was sole owner and manager until his death in 1946. John Brown Schools is headed by Dr. John E. Brown Sr., who owns and operates private schools in Long Beach, San Diego and Glendora, Calif., plus two others in Arkansas [CLOSET CIRCUIT, April 20].

Dr. Brown is president of KUOA Siloam Springs, Ark.

WCNT, a 1 kw daytime outlet on 1210 kc, is being sold by Hobart Stephenson who plans to move to California for health reasons. Mr. Isaac, who will form a new firm to operate the station, one time was commercial manager of WGN Chicago and with the Chicago Tribune for many years in the Arkansas. For past 11 years he has been with WCFL Chicago and now is WFLF salesman. WCNT deal was arranged by Blackburn-Hamilton Co.

Foundation Co. Petition Against WQQW Denied

PETITION by Foundation Co. of Washington, applicant for 5 kw fulltime on 580 kc, for consolidated hearings with WQQW Washington was denied May 3 by FCC. Foundation Co. wished to include issues to determine the qualifications of the licensee of WQQW and also requested reconsideration of license.

Contention by the Commission is that Foundation Co. has not substantiated its claim that WQQW is not being operated properly and that the licensees, merger, are intent on revocation proceedings against WQQW. Also, since Foundation Co. filed new station application July 2, 1945, after grant was made to WQQW, the Bulletin petitioner is not at this time entitled to comparative consideration, FCC said. WQQW operates daytime on 570 kc with 1 kw.

UP QUITTING BASEBALL PLAY - BY - PLAY WIRE

UNITED PRESS ended on May 22 its play-by-play baseball wire service from which some stations had been broadcasting "reconstructed" games.

Cancellation of the service, which was begun with the opening of the current baseball season April 19 as part of the UP's regular sports wire, was due to complaints by Western Union whose contract with both major leagues provide for exclusive play-by-play rights.

This was disclosed by UP Sports Editor Leo Peterson, who said the company had members of any infringe- ment of Western Union contracts when it instituted the added service to station clients as well as newspapers, at no added cost.

Mutual Directors, Officers Re-Named

OFFICERS and directors of the Mutual Broadcasting System were re-elected at a board of directors meeting held at the new Mutual-Don Lee studios, 1313 North Vine St., Los Angeles, with Lewis Allen Weisenburger president and Don Lee, manager of the Don Lee Broadcasting System, retained as chairman of the board and Edgar Kobak as president of Mutual.

Other officers included:

Theodore C. Streibert, president, of WOR, as vice-chairman of the board; and the entire executive committee, including members held in the Senate; of the NAB Convention, reaffirmed approval of the gross; the Johnson Bill, both as to clear channel break- down and as to limitation of power to 50 kw. Virtually all of the stations seek 750 kw output. The telegram follows:

Rumors persist that representations are being made to Senate Committee that clear channel broadcasters are not sincere in their endeavors to get higher powers for their stations. These representations are untrue. We have personally checked with the 13 members of the Clear Channel Broadcasting Service present at the pending Annual Convention of the National Association of Broadcasters and with XKL, all of whom have authorized their names be placed in print in their behalf as well as to reaffirm support to both features of the Johnson Bill.

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Timely network show for sale at Low Co-op rates!

“Mr. President”
Sold in 63 markets... available in other cities

starring M-G-M's EDWARD ARNOLD

SUNDAY
2:30-3:00 PM EDT
ABC NETWORK

ABC has a real winner in MR. PRESIDENT. Here’s a program packed with action, human interest, suspense, and drama... with an exciting patriotic flavor that appeals to every age group! It would be sure-fire entertainment in any year, so it’s brimming over with timely appeal in this big election year, when all eyes are focused on the White House!

Sponsors love it! 63 happy backers (count 'em, 63!) point with pride to their favorite program. The Bruce Perry Motor Company in Huntington, West Virginia, for instance, report that in 25 minutes they balloted 137 answers to a phone-in offer made on the show over WSAZ. And Alexander Heyburn, Jr., of Doe Anderson Advertising Agency, Louisville, writes to WINN: “Our client is tickled pink with the results...”

And they're not the only ones! Teachers and students are equally excited about MR. PRESIDENT. A school teacher sums it up when she says, “Besides its entertainment value—and it has much of that—its educational value makes it doubly worthwhile.”

A merchandising natural! Anything to do with the White House this year is NEWS! Sponsors can play up this timely interest by sending program announcements on White House post cards, signed “Mr. President (Edward Arnold).” Then there are 32 specially minted coins, each with the profile of a different president, a summary of his career, and an album with the sponsor’s name. They’re ideal for premiums or point-of-sale promotions.

MR. PRESIDENT offers you all the prestige of a big-name, big-time network show—at low co-op rates! You pay only your local share of the total network cost. Get complete details today about availability in your area from your local ABC station, or...

ABC American Broadcasting Company
CO-OPERATIVE PROGRAM DEPARTMENT • 33 WEST 42ND STREET • NEW YORK

May 24, 1948 • Page 7
FCC APRL REPORT

FCC MONTHLY report for April shows that as of April 30 the status of broadcast station authorities and applications was as follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,002</td>
<td>5,106</td>
<td>97</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On the air</th>
<th>1,551</th>
<th>510</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction permits</td>
<td>1,607</td>
<td>123</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>245</td>
<td>21</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,366</td>
<td>48</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>347</td>
<td>4</td>
</tr>
<tr>
<td>Deletion of permits in April</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Includes 22 conditional grants and 355 construction permits.

FCC APRIL REPORT

The latter are measurements in the thousands of the number of homes delivered to a station, network, or program for any specific time. Sponsor identification and product use may also be ascertainment by this form of measurement.

Commodore Productions & Artists debuted its Hopalong Cassidy series. In addition, other program properties of the firm were available. Prime emphasis in firm's exhibit was on wild west theme, complete with slot machines and bucking steers.

Lang-Worth Feature Programs representatives were on hand to show their latest specialized programs. Sponsor identification and product use may also be ascertainment by this form of measurement.

C. P. MacGregor displayed features of film personalities who have participated in various productions of the firm. Examples of some series such as Hollywood Theatre of Stars and Proudly We Hail, were aired for interested delegates.

Mayfair Transcription Co. presented a new program series, The Munsters, and a transcribed series, The Demon Roux Theater, based upon the later of the late writer, Alan Ladd, star of firm's Box 31 series, also was on hand to present new executive series. There were also records of Mayfair's Box 31 and Chuck Wagon Jamboree.

NBC Division

NBC Radio Division was represented with complete line of firm's programs and library service.

SESAC Inc. presented its new military-symphonic band music series, the latest addition to the SESAC transcribed library. All music in this new addition was recorded by the National Symphonic Band.

Standard Radio demonstrated the quality of various tape recordings with presentations of music that had been recorded in Mexico and France, as well as other samples of work done in this country.

Pending the determination of standards by the NAB, Standard is not attempting to market the tape library to the industry. Standard also demonstrated the Ampex recorder.

World Broadcasting System was represented with two new libraries, The History of the Spoken Word, featuring wit and wisdom as performed by several prominent actors, and Mood Music, library of more than 1,200 selections for AM, FM and written.

Frederic W. Ziv Co. made it possible for various delegates to get their picture taken with Ronald Colman's Oscar. Firm featured its roster of name talent including Ronald Colman, Wayne King.

(Continued on page 83)
A Tower of Strength

The design of Emsco Radio Towers is backed by more than a quarter-century of experience in engineering and fabrication of radio towers, oil field derricks, power transmission towers and allied structures. Two modern, completely equipped plants at Los Angeles and Houston have unsurpassed facilities for engineering, fabrication, galvanizing and erection of both guyed and free standing towers. Emsco engineered towers are designed for high wind loads, low maintenance costs and perfect pattern.

FREE STANDING TOWERS

Emsco free standing towers are manufactured in any practical heights. These self-supporting towers are designed and engineered with safety factors which extend beyond the limits of stress imposed by severe wind storms. Tower designs provide for a wind pressure up to 50 pounds per square foot on two opposite faces. Several planes of torque bracing prevent twisting of the tower. Square cross section, with lacing of all four sides, provides an extremely strong and rigid construction. Hot dip galvanizing, after fabrication, insures long life and low maintenance cost. They are available with insulated bases as optional equipment, and are designed to accommodate any type of signal equipment.

GUYED TOWERS

Emsco guyed towers are manufactured in any practical heights. They are triangular in shape to provide a minimum of wind resistance. These vertical face towers are engineered by a staff of thoroughly experienced structural engineers to resist the stresses imposed by severe wind storms. Full consideration is given to both vertical and horizontal guy line stresses. Unit stresses are in accordance with A. I. S. C. specifications. Light weight and interchangeability of parts assures easy transportation and quick erection. Hot dip galvanizing provides permanent protection against corrosion. Erection is facilitated by fabricating the tower so that it can be assembled in twenty-foot sections. Emsco guyed towers may be equipped with crown safety platform, bucket type elevator, signal base and insulated base at the option of the customer.

A SIZE AND TYPE TO MEET EVERY NEED OF RADIO AND TELEVISION TODAY AND TOMORROW

Write for Complete Information Today!  
Emsco Derrick & Equipment Company  
Houston, Texas * Los Angeles, California
Coy

(Continued from page 21)

casting systems—aural and video—as responsive to the needs of our democratic society as it is within our power to do."

Mr. Coy said it "seems obvious that we can no longer delay the beginning of our planning for adequate television channel availabilities. The Commission's hearing on Sept. 20 seeks to get from the industry all of the information available. The Commission hopes that its order will serve to increase the quantity and quality of research in the field."

"The Commission expects differences of opinion as to the issues involved in the hearing (opening of the higher frequencies to commercial television). But the Commission also expects that out of the hearing will come sufficient information and knowledge to enable the Commission to fix standards for the utilization of the 470-880 mc band in whole or in part."

FCC, he said, is "determined that there will be enough channels" for a "truly nation-wide competitive system" of television and "one that will serve all of the people of the country and not just those fortunate enough to live in metropolitan areas."

Concedes Limitation

He conceded this could not be done with only the present 12 lowband channels. Nevertheless, those channels permit accomplishment of FCC's views that "opportunities to get into the television field should be afforded to as many people as possible," Mr. Coy added.

He continued:

It does not take much of a prophet to state now that it is a question of only a few months until all television channels available in major metropolitan areas are assigned. We just now look at the newly proposed expanded television channels plans which disclose that while geographically speaking the country will be divided into fairly well defined areas of high population density, the same insufficiency of channels will still exist. One has only to take a look at the allocations plans to observe that New Jersey, New England, Pennsylvania, Ohio and other important areas will be very inadequately served.

Mr. Coy held out hope that "in another year" it would be possible for "the members of the FCC (to) meet with your district NAB gatherings and discuss our mutual problems in an informal manner."

In his FM review, Mr. Coy said the networks, while regarding FM as "an improved medium," nevertheless "apparently think of their networks as providing a single program service either through AM or FM or both of them."

But he noted that network affiliates "have not entirely accepted that point of view." The relation between AM and FM, he said, requires some hard thinking and planning if we are to fix our goals for a sound aural broadcasting service for the future."

He said the Continental FM Network, regional FM networks and "a few independent FM broadcasters have a program service that will demonstrate the full fidelity capabilities of FM." The medium, he added, "will really have its change when 15,000-cycle lines are available for networking, or when microwave relays can be constructed for the purpose of networking, or when there are a sufficient number of FM stations on the air to provide for network operations by re-broadcasting."

Mr. Coy steered clear of such subjects as facsimile, the Mayflower decision on editorializing, the Post Huron decision on responsibility under the political-broadcast law, and the clear-channel case. These matters are pending before FCC, he explained, and it would be "inappropriate" to discuss them.

The FCC executive characterized radio channels as "among the most valuable resources that the American people own today." He said it is the responsibility of every broadcaster "to participate to the fullest extent of his capabilities in planning for the radio services of the next generation."

He said he was "confident that the broadcasting industry, that has achieved so many triumphs in the past, will make and execute bold plans for the future to insure the swift and orderly progress of this great force in our civilization."

He assured the broadcasters that "in this the FCC is firm in its unmitting support of the FCC."

Mr. Coy also got in several good-humored kicks.

Having spent much of his five months in office appearing before, or preparing statements to, various Congressional committees, he told the delegates that the phrase "A trip to Capitol Hill" is synonymous with "trip to the woodshead."

He thought FCC-industry relations "now have a chance of reaching an all-time high"—particularly if NAB adopted that portion of its code banning "disrespectful portrayal of law enforcement, and characterization of the officers of the law as stupid or ridiculous."

In return, he said, FCC in its dealing with broadcasters could abide by the code's ban on "brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite undue."

He wasn't sure, though, that these provisions were still in the code, because "the draft changes so often—almost as often as the draft of an FCC decision."

NAB conventions, he quipped, "have some of the earmarks of the old-time revival camp meeting..." according to the ritual... the NAB president comes forth and confesses the sins of the FCC, and the chairman of the FCC just as freely confesses the sins of the NAB."

Joscelyn to Head KNX's Operations

AUSTIN EVERETT JOSCELYN, former manager of WBT Charlotte, N. C., and WCCO Minneapolis, Thursday was appointed director of KNX Los Angeles operations by D. W. Thornburgh, CBS vice president in charge of the Western Division. Mr. Thornburgh explained that the post, a new one in the CBS - Hollywood Mr. Joscelyn organization, was made necessary by increased activities of the network's Western Division.

Mr. Joscelyn has been identified with radio since 1934 when he joined the sales staff of Free and Sieninger, radio station representative, after 12 years in the newspaper field. He became a member of the CBS Radio Sales Staff in Chicago in 1937, moving to New York in 1938 as eastern manager of Radio Sales.

On Jan. 1, 1940, he was appointed manager of WBT, then owned by CBS. In November 1942 he became manager of WCCO. He left WCCO in 1947 to become vice president of the Northwest Linc- eon Co., a position he recently resigned.
Public Service
(Continued from page 25)
situation warranted.

Asking the broadcasting industry for continued financial aid to continue the Advertising Council program, Mr. Mortimer stated that radio's contribution to the 1946 budget was only tentatively set at $50,000, less than 10% of the total budget, and just about the amount needed to operate the radio division.

He revealed that the four major networks and NAB have underwritten $28,800 with individual stations approximately $11,000. More than $5,000 is still needed.

He advised that all stations are being asked for contributions, and urged broadcasters to “open your pocketbooks.”

“...But even more than your money we want your help—or rather, we want radio to help itself by helping the Council,” Mr. Mortimer said. “I mean all-out participation and cooperation.”

Broadcasters were urged to do a better selling job to advertisers in backing the Council’s radio allocation plan. Mr. Mortimer said that each network should accept responsibility for selling its own client list 100%. Network affiliates were advised to use influence in getting national advertisers signed up in the plan. Local station operators, he declared, can do the greatest good with local applications and cooperation of national campaigns.

A point of note was made that broadcasters identify source of the 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.”

Cites Opportunities
He reminded broadcasters that the industry has a three-fold opportunity:
(1) Serving the public and the nation;
(2) Disarming the critics of radio;
(3) Building solid goodwill for American radio and American business.

“That’s the job for radio as I see it,” he declared. “And if radio does its job, we at the Council can keep on with our job—of shouting from the house tops and in the halls of government that free American radio serves the American people as no other form of radio could ever serve it.

“It seems to me it should be obvious that, whether it is in peace or war, there are only two ways to achieve mass action... one is compulsion and the other is persuasion. There are degrees in between, but the further you get from compulsion, the more you must resort to persuasion. If I am not mistaken, in the days ahead we are going to need to apply all the persuasive powers we possess. Persuasion is the best and truest sense of the word—through the circulation of basic facts.”

Expressing hope that he had conveyed something of the Council’s conviction that “this new use of advertising has added something important to the strength of our democracy,” Mr. Mortimer said, “if I have given the impression that when an advertiser gives a pagoda space, five minutes of radio time to a Council campaign he is merely contributing to the national welfare, let me correct it now.

Miller Keynotes
(Continued from page 21)

Miller Keynotes
(Continued from page 21)

“...True, he is casting his bread upon the waters, but it will return to him well buttered. He is acting in his own enlightened self-interest. And in the same way, when public service advertising appears over your station, you are giving evidence with deeds instead of words that you as a broadcaster are conscious of your social responsibilities. You are by your own actions refuting those enemies of radio who are so fond of claiming that the heart of a radio station is located in its pocketbook.”

MUSIC...
SPORTS...
24 hours a day
WINZ
FLORIDA’S
BIG
INDEPENDENT
1000 watts-940 kc

- ten millivolts on

FLORIDA’S
RICH EAST COAST from
FORT LAUDERDALE to CORAL GABLES

- Studios:
MIAMI BEACH, MIAMI and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH HOTEL
Hollywood, Florida
Jonas Weiland, President
Represented by:
John H. Perry

May 24, 1948 • Page 79
Control Cost
(Continued from page 24)
stances in obtaining a larger share of the retail advertising dollar.
Sales aids such as success stories are getting results, he explained, citing several examples.

Latest development to aid stations is a book titled Operation Traffic Flow, documenting 50 successful retail radio campaigns conducted by 50 outstanding department stores who won NRDGA radio awards for outstanding advertising. All the facts are completely documented in the series of "Junior Joske's" and he promised stations the book will aid them in solving their retail problems.

Other Groups Join

Other associations are joining NAB in "espousing the cause of radio as a primary advertising medium," he said, mentioning American Bankers Assn., Radio Manufacturers Assn., American Hotel Assn., and National Assn. of Electrical Companies.

As to the problem of cost control, Mr. Willard said the upward income curve had slowed down to the point where 1947 costs increased faster than sales. "That this general tendency must be corrected, if the industry is to remain healthy, is inescapable," he explained.

Radio's principal costs are labor costs. If a continued wave of cost control or stations will "face the consequences." Cost increases no longer can be passed along in the form of general rate increases, he said, since radio's preferred position might be seriously damaged.

Working on this problem, he continued, is the Research Dept. with its studies outlining expense factors. Other studies are underway.

Bears Brunt

Bearing the brunt in cost control is the Employee-Employer Relations Dept., Mr. Willard said (see story, page 24).

Mr. Willard praised work of the Joint Industry Music Committee. He listed among its achievements the three-year network contract with AFM at current rates; FM duplication at no extra cost; live music for FM networks at reasonable rates; live music for TV at an adjusted scale; TV duplication without additional premiums; abandonment of the per-man per-station payment theory for network programming.

Original objectives of the united front have almost been achieved, Mr. Willard said. He explained that the committee now is working on the ban on records and transcriptions.

Analysis of hundreds of proposed union contracts has prevented establishment of new and ultimately costly principles in contract form, he said.

Program Costs

The Program Dept. is working on control of program costs, Mr. Willard declared, listing the program reference library, program production manual, brochure of open-end transcriptions. These were designed to do a double job—providing new, fresh and useable and commercially feasible program material, suggestions and ideas, he continued, and to build and maintain a source of supply of these basic elements for use and production by stations at proper program cost levels.

Mr. Willard concluded with reference to publications such as the Revised Engineering Handbook, engineering bulletins on maintenance, Accounting Handbook and others designed to help station managers more closely control costs of operation.

Low net scores ranging from 85 to 81. The average gross score was 85.


Other players and scores:

NAME        GROSS    HANDICAP   NET
Harry C. Butcher, KIST Santa Barbara  89    18    71
Tom Witsch, WHK, and Rubicam, Hollywood  89    18    71
Harry Tseung, WINN Louisville  104    30    74
Hugh Felts, BMI New York  97    18    79
Edward L. McMurray, WHO Des Moines  92    18    74
Len Naasen, WFMJ Youngstown  106    30    76
Harry B. Benson, RUGN Evansville, Ind.  88    15    73
Donald W. Thornburgh, CBS Hollywood  101    34    67
Russell Campbell, KMOM St. Louis  87    12    75
E. C. (Gene) Kelly, KCRA Sacramento  97    17    79
J. Wynn, WLS, Chicago  102    25    77
Arch Morton, KJR Seattle  95    22    73
George W. Johnson, SEASAC Inc.  123    35    88
W. E. Young, Capitol Transcriptions N. Y.  103    39    64
Errol H. Smith, Edward Peterson  95    24    71
Kenyon Brown, KWFT Wichita Falls, Tex.  103    39    64
Fred Gamble, President, AAAA, New York  89    18    71
Don Henry, KLAC Hollywood  97    18    79

Kittner Promoted; To Assist Cottone

JOSEPH M. KITTNER, chief of the litigation section of the FCC Law Dept., has been appointed assist-ant to the Commission's general counsel, Benedict P. Cottone.

Mr. Kittner succeeds David C. Adams, who re-signed last fall to become assistant to former FCC Chairman Charles R. Denny, now vice president and general counsel of NBC [Broadcasting, Nov. 17, 1947]. Mr. Kittner has been a member of the Commission's legal staff since December 1941.

First employed in the War Problems Division, Mr. Kittner later transferred to the Litigation and Administration Division. Before his appointment as litigation section chief, Mr. Kittner was chief of the administration section. In the fall of 1947 he was a member of the U.S. delegation to the Havana technicians' meeting regarding revision of the North American Regional Broadcasting Agreement.

Mr. Kittner was born in Weldon, N. C., in 1917. He was graduated from the U. of North Carolina in 1937 with the degree of B.S. in Commerce and received his LL.B. there two years later.

Ad Council Changes

THE ADVERTISING Council last week named Gordon Kinney as radio director to replace George P. Ludlam, who has been made vice president in charge of the New York office. Mr. Kinney, before joining the council in 1946, was deputy in the Domestic Radio Bu-reau, Office of War Information, Washington.

GOLF

DON FEDDERSION, general manager of KYA San Francisco and KLAC Los Angeles, and Max Everett, radio manager of J. P. McKinney & Son, New York, deadlocked for first place in the 13th Annual Broadcasting Magazine NAB Golf Tournament last Wed-

ness. Fedderson and Everett each shot 86, but with blind bogey handicaps their net totals dropped to 65. Pete Watts of KYOR San Diego was low medalist with a 79, but his handicap of six was not enough to bring him first honors.

"KBKI SELLS IN 42 WONDERLAND TOWNS!" said Alice

"But I never heard of Skidmore or Freer or Orange Grove," objected the Timebuyer. "Are you sure they're towns?"

"Of course I'm sure," said Alice, "because local merchants in Skidmore and Freer and Orange Grove and 39 other small cities in Wonderland have paid us good money for KBKI advertising since last November. Those are the places where Wonderland folks spend all that money they get for their cattle and oil and grain and cabbage. So of course those local merchants advertise on the station their customers listen to most."

"WONDERLAND: that rich collection of ranches, farms, oil fields and communities where KBKI is THE station."

Mrs. Mollie Belding

FUNERAL services were held May 17 in Long Beach, Calif., for Mrs. Mollie Belding, 80, mother of Don Belding, board chairman of Foote, Cone & Belding, Los Angeles. Mrs. Belding died May 15 at her home in Long Beach.

Kittner, Everett Top NAB Field
For the second year in a row, radio station WJW, Cleveland ABC affiliate, conducted a survey to register the recognition value of its trademark—the WJW Indian Chief—and again the figures showed an amazing recognition percentage, and a top-heavy preponderance of trade reference to Broadcasting among time-buyers and agencies.

WJW's survey established a 57% recognition figure for their advertising in both surveys proving a consistency which station officials were at first prone to doubt, but of which they were later convinced. Of the 57% who did recognize the trademark, 48% named Broadcasting as the magazine in which the ads were seen.

The two surveys were remarkably parallel in effect. In 1947, 8,500 cards, picturing the WJW Chief, were sent out to time-buyers and agencies, asking three questions: "Do you ever see him? In what publications? What does he advertise?" 19% of these were returned with 30% of the returned cards claiming to have seen WJW ads. As mentioned before, 57% of those who had seen the trademark, recognized it, and 48% of the 57% named Broadcasting as the publication, leaving the rest of the trade magazines dispersed among the remaining 9%.

In 1948, from the same number of cards, 24% were returned, an increase of 5%. 41% of these respondents had seen WJW ads, indicating a cumulative growth over the previous year's figure of 30%. Again 57% recognized the Chief as representing WJW. Broadcasting once more established itself as leader in the trade magazine field with 45% of the respondents naming it as the publication in which they had seen the ads.

That's the story—and a very musical one indeed to both WJW and Broadcasting. Very probably the advertiser doesn't live who would not settle for this volume of recognition. It proves also what many advertising men have long claimed. A good trademark, imaginatively used, just about assures recognition of a very high degree.

Some of the favorable comments listed on the cards attest more graphically than figures what the respondents thought of the Chief as a trademark. "Don't ever change it. I think it's darn good. Swell trademark—get me one as good! A good trademark, attention getter, I see it everywhere, it seems to me. Good trademark—good recognition value!"

May 13, 1948
WCAU-TV STARTS Fanfare of Publicity Marks Launching

A BOMBARDMENT of advertising, publicity and promotion preceded the start of regular commercial television programs over WCAU-TV Philadelphia yesterday (May 23). The opening itself was marked by 11 hours of telecasting and by important announcements concerning the station's operations. Station is on Channel 10 (192-198 mc).

The all-out buildup to make the Philadelphia area conscious of the existence of the new station was climaxmed by a special 24-page television supplement in the Sunday (May 23) issue of The Evening Bulletin, which owns the station.

The promotional campaign was opened last Monday (May 17) when The Bulletin ran a front-page, two-column box announcing the supplement and telling of WCAU-TV's starting regular programs. The station itself ran three one-column boxes, two six-column by 112-line ads in The Bulletin all through the week. It took a full-page in The Bulletin of Sunday, May 23.

Other WCAU-TV build-up efforts:
- Mentions of the start of the station on "quixotic" Philadelphia's "hottest stretches of the city's busiest street corners" and on Curly's Cafe flashboards outside the nightspots.
- Announcements on WFTZ and WFLIL, Philadelphia's other television stations.
- Use of WCAU's AM facilities to call attention to its TV opening.
- Special movie trailers in four downtown theaters and 16 key suburban locations.
- Car card advertisements in 2,000 trolley cards.
- Notices in Horn and Hardart restaurants, bakery shops and retail food stores.
- Tie-ins with Retail Electric Merchants Association, many of whose members kept stores open May 23 so people could see the WCAU-TV programs on receivers in the merchants' stores.
- Tie-ins with Retail Liquor Dealers Association, which sent notices to its 1,200 tavern-owner members telling of the start of the station and listing the night baseball games on WCAU.
- Tie-ins with tele-Screen Co. of Philadelphia, which by 7 by 7 feet projection receivers were on display in the WCAU auditorium and at two Philadelphia hospitals.
- To all school principals, superintendents, teachers and PTA teacher groups in the area telling of the new service and listing opening programs.
- CBS' salute to its new Philadelphia affiliate with a full-hour program from New York was an opening day feature. Also carried were rushes of "The Paradine Case," David O. Selznick's latest release, starring Gregory Peck and Valli. A special 15-minute section of the rushes was flown to Philadelphia from Hollywood for the event.

Announcements Sold
- Start of WCAU-TV's regular telecasts also was marked by important commercial developments, including the sale of some 650 one-minute announcements.
- Several staff additions have been made. Dave Kagiher and Bill Sears were added to the production-direction-writing department, joining Paul Ritta and Len Valenta. Mr. Kagiher had been with WFTZ-TV and Mr. Sears with WPEN Philadelphia. John Ferrelle, of WCAU printing and art department, and Paul Barnes, new to tele, will handle WCAU-TV art work and set design.
- Added as technicians were: Raymond Freedman and Hamrin Matthews, both formerly with RCA Victor; E. Louis Sturgatch, formerly chief projectionist and operating manager of Lippencott Pictures; Robert H. Shufeldt, formerly U.S. Navy technician and with RCA Victor, and Irvin Gubin, previously with H. L. Yoh Co. Daniel T. Jones was added as mobile unit driver and handler of studio lights and dollies.

Mr. Ritta (l) and Dan Palazi, technicians, handling "How Does Your Garden Grow?" program featuring Amos Kirby, WCAU farm editor, in station's recently-completed studio "B" control room. Show is aired Tuesday evenings over WCAU-TV.

New Era (Continued from page 28)

Promotional efforts.
- Sponsors are quite aware of audience splitting, he declared, adding that, "the only trouble is that he has been expecting you to lower your rates whereas we, having just been clipped by a new labor contract, were thinking of raising them."

In any case, reservoirs of additional listing are available, Dr. Baker insisted, including those "who listen less than they could" and those "who almost never listen." Promotion and program efforts should be directed their way, he said.

Dr. Baker pointed out that AM and FM listening in TV homes drops to "nearly zero" when telecasts are available, and about half of pre-TV after visual sets are installed. The majority of TV sets are owned by the upper and lower-middle income groups, he said, with 10% owners by low-income groups.

Noting there are about 2,000,000 FM sets in homes, with the yearend to bring the mark well toward 5,000,000; he said FM is not a national audience but a select audience. He suspected FM set-owners listen somewhat more than a matched group of non-FM owners.

Sees TV Set Rising
- He predicted TV set ownership will approach the 1,000,000 mark by yearend, with concentration of ownership in restricted areas.
- Everyone can afford most everything, now. Dr. Baker said, but when family income cannot afford magazines, newspapers, movies and rides in the car, "the radio set will still be at home, leaving you pretty much the medium of informing the people about what goes on around them."

"Your audience is on your side," he said in reviewing results of the NORC survey. He urged stations to use available research findings to improve program and beam promotion.

Dr. Baker predicted family reading and perhaps some features of radio listening may be affected. "The facts remain, however, to demonstrate that the television audience will grow in size and enthusiasm as receivers become available," he said in reviewing the "awe-inspiring" audience reaction to TV.

Going into the financial side of broadcasting, he said profits are down as a percent of income though the industry is making more than ever before in dollars. "Since there are more to share these profits, however, your individual slice may be less," he said, suggesting efficient management and aggressive selling have given many stations bigger slices.

Stations should sell more Saturday morning and afternoon time, he said, discussing findings of his study of station logs.

He reminded that American business uses broadcasting facilities because it pays. "As long as you help them in this essential effort, they are for you, with you and on your schedule," he concluded.

Sets for U. S. Zone in Germany Slated

NAB Plans Drive for $100,000 To Send Receivers Abroad

NAB last week started a campaign to place large numbers of radio sets in the portions of Germany occupied by the United States. The move will counteract steps by Russia and England in their occupied areas of Germany.

Drive to raise $100,000 will be sponsored by NAB, the board decided at its Wednesday meeting in Los Angeles. Working in cooperation with Radio Manufacturers Association, sets will be produced at reasonable cost.

U. S. Dept. of State, UNESCO and occupation authorities are behind the project.

Resolution was offered by Clair R. McCollough, WGAL, Lancaster, Pa., director-at-large for small stations. In direct charge will be A. D. Willard Jr., NAB executive vice president, who conferred with Europeans last April with occupation and diplomatic officials.

The receivers will carry "Voice of Democracy" labels. Raising of public contributions will be based on broadcast promotion with the cooperation of other interested industries and organizations.

Page 82 • May 24, 1948

BROADCASTING • Telecasting
**WMBM Miami Beach Changes Hands**

RELINQUISHMENT of control of WMBM Miami Beach, Fla., for $34,450, and sale of 56% interest in the station for $10,920 was approved last Wednesday by FCC.

The Commission on May 7 approved transfer of control of KTSW Ecoria, Ill., for $25,000.

In the WMBM transfer, Kenneth S. Keyes, owner of 55% common and 90% preferred stock of Biscayne Broadcasting Co., WMBM licensee, sold 40% common and most of his preferred holdings to his wife, son, daughter-in-law and a business associate. Following the reissue of the holding, Keyes will own 6% common, 10% preferred; Lucille T. Keyes, 15% common, 24.5% preferred; Kenneth Keyes Jr., 2% common, 3.25% preferred; Lela Kymer Keyes, 4% common, 6.5% preferred; Lonnie A. Morris, 3% common, 5% preferred; Julius M. Vronn, 2% common, 1.75% preferred; Ida Akers Morris, 5% common, 8.25% preferred; Herman John Leader, 4%, 6.5% preferred; Brahan Lamar Mitchell, 2% common, 3.25% preferred; and Augusta Batista, 12% common, 19.5% preferred. T. O. McCullough retains 36% common interest and Calvert A. and Mary Lucille Carter retain 5%. WMBM also sold two or five preferred interests each. WMBM operates on 800 kc with 1 kw day-time.

The WSBR transaction involves sale by Ford S., Emily and Ford S. Jr. Campbell of combined 56% interest in WSBR Inc., licensee to KBIZ Inc, licensee of KBIZ Otumwa, Iowa. At the transfer will own 83% of WSBR with other 17% held by James J. Conroy. Roland C. Buck (33% plus) and Mr. Conroy (66% plus) own KBIZ. Mr. Campbell Sr. holds the balance.

**WROL is Eliminated in Knoxville Rating**

The elimination of WROL Knoxville, Tenn., in the December-April city Hooperatings card for the week ended May 11, is listed in the Hooper Co., and it appeared that a WROL promotion had resulted in distortion of listening measurements.

According to Hooper spokesmen, WROL has been conducting a “Don’t Say Hello, Say WROL” contest similar to that originated by WNOE New Orleans. City Hooperatings for New Orleans were likewise abridged several months ago.

All statistics for other stations in Knoxville, with the exception of sets in use, will be published as usual, the Hooper firm said. The sets in use were distorted by the WROL promotion campaign, which promises rewards for listeners who answer their telephones by saying “WROL” instead of “hola,” according to Hooper.

Earlier in the week WROL, contending that loss of its Hooperating would be damaging to the station, obtained a Chancery Court injunction in Knoxville to prohibit the Hooper firm from omitting WROL from the December-April Hooperating and to prevent distribution of the ratings of other stations there. In its petition WROL said Hooper had cancelled its contract with the station on the basis that this was unwarranted and discriminatory because two other Knoxville stations (not named) have similar programs which offer cash prizes.

**DuMont Labs to Sponsor News Show on WFIL-TV**

A TWO-YEAR contract with options to sponsor Television Newsreel on WFIL-TV Philadelphia was signed last week by the television division of Allen B. DuMont Laboratories Inc., in cooperation with franchised DuMont dealers in Philadelphia, New Jersey and Delaware areas.

Effective yesterday (May 23), the contract calls for a 15-minute newscast weekdays at 7:30 p.m. with a repeat program at sign-off, the time of which varies according to daily schedules. A half-hour review of news highlights also is slated for Sundays. News gathering facilities of the Philadelphia Inquirer will be used.

Buchanan Co., New York, is agency for DuMont.

**PAULEY GROUP GIVEN EXPERIMENTAL VIDEO RIGHTS**

Authorization for new high-band experimental video station was made by FCC May 19 to Television, San Francisco, applicant for commercial television Channel 11 (198-204 mc) at San Francisco. Firm is owned by Edwin W. Pauley and associates.

The experimental grant, for 580-630 mc and such other frequencies as FCC may assign, was made by Commission a fortnight after formal filing of the application. Transmitter is to be located at the St. Francis Hotel, San Francisco.

Television California is one of seven firms seeking three remaining video channel in the San Francisco-Oakland area. Hearings are to begin today (May 24).

Mr. Pauley until February of this year was special assistant to Secretary of the Army Kenneth C. Royall. An independent oil producer, he formerly had been an aide to the late President Roosevelt.

FIVE NEW STANDARD stations, daytime-only outlets, were authorized Tuesday for fees of two existing stations.

The Commission announced Thursday that on May 14 it had granted power boost to KOY Phoenix, Ariz., from 1 kw full time to 5 kw day, 1 kw night, operating on 550 kc. In earlier actions on May 13 FCC issued grants for three daytime-only stations and improved facilities for two existing outlets.

New station permits issued last week went to Rochester, Pa.; Stevens Point, Wis.; Sparta, Wis.; Hopewell, Va.; and Longview, Tex. KEIO Pocatello, Ida., was awarded power boost from 500 kw to 1 kw, operating full time on 1440 kc, and WLOU Louisville received authority to switch frequency from 1870 KHz, but that in home radio receivers "it's more of a promotion thing." Manufacturers, he said, are trying to bring prices down without impairing quality. He promised that they would "support the program and go along with NAB."

To a question from General Manager T. A. M. Craven of WO Washington, Mr. Weiss asserted that television, to have the growth it deserves, must have additional space. He warned that there is a "period of suspension" during which any adaptation from one frequency band to another, just as there is in FM's move from the low band to the present 88-108 mc range.

Mr. Kersta told the delegations that "horizons unlimited" also meant "responsibilities and opportunities unlimited." He compared television in 1948 with the discovery of gold in California in 1848, which he noted, was followed by the "rush of '49." He said that in 1950 to 1350 kc WLOU is assigned 1 kw daytime.

In response to the KOY grant, FCC approved station's petition for reconsideration of a Commission order of August 1947 which designated for hearing the power in including one fulltime and four parttime operations.

FCC Grants Okay New Outlets In Six States

including one fulltime and four parttime operations. 

FCC granted Boost Tuesday

for ahea" before maj whel floor brow casting WM'N Page A gene R...ert t...s ch years NAB kw, 150. 2. ...age 1948, Calif. KFMB was granted switch from 1 kw to 5 kw with condition it accept whatever interference resulted from KOY, and KLJIK amended to seek the old KFMB assignment. KOY's increase is conditional to retransmit the new boost and KLJIK does not receive from proposed 500 kc operation (1 kw, directional night) of KYUM Yuma, Ariz., now on 1240 kc with 250 kw.

Earlier new station grants went to Mt. Carmel, Ill.; Rosenberg, Tex., and Bremerton, Wash. KXOA Sacramento, Calif., received assignment change from 1240 to 1470 kc, fulltime, and WIVY Jacksonville, Fla., daytime on 1050 kc, was given power boost from 250 kw to 1 kw.

The new station authorizations include:

Rochester, Pa.—Beaver Valley Radio Inc., 1039 kc, 250 kw, daytime. Principals: Eddy King and William W. Egbert, owners. WYCAE Pittsburgh engineer vice president; W. F. Kingdom, Jr., sales director; 12.5%; William Wiegand, station manager; 25%.

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Mon. Code Session
(Continued from page 28)

dum last summer by inferring the by-laws changes were routine and not important. "You're trying to stifle small and regional stations," he claimed, and asked that only registered delegates vote on any motions offered at the meeting.

Any voting would be merely advisory, Judge Miller explained. He added, "You as directors have your chance at the board meeting." That was the end of Mr. Breen, his time having elapsed.

In opening the code-discussion Judge Miller introduced the platform panel consisting of Harold E. Fellows, WEEM Boston, John F. Meagher, KYSM Mankato, Minn., and Harold Fair, NAB Program Dept. director and official keeper of the code at headquarters. Kenneth H. Baker, NAB research director, held the stopwatch on speakers.

Outlines History

History of the code-writing project was outlined by Judge Miller, with a reference to the board-authorized re-styling of the Feb. 26 version adopted by the directors at Hot Springs, Va.

Mr. Breen had worked over the revised language made public March 29," he said, listing the changes he effected a fortnight ago. These included a revised clause under "Public Affairs and Issues" calling for reply time if a person has suffered an unfair attack by a commentator or speaker, abandonment of the last paragraph under "religious programs" strictly limiting offers on such programs, deletion of tort and horror portions of children's programs, transferring them to crime and mystery programs, vesting responsibility for code adherence in multiple-station programs to the originating station. The change of the code was confusing, Judge Miller said, and could "include an offer of salvation." He suggested it could be re-drafted. He asked for suggestions under a new title, "educational programs," which he inserted, he said, because he saw a need for such a section.

Pledge Dropped

The final pledge was dropped, he added, because the idea was incorporated in the creed.

Mr. Fellows said the code was the product of hundreds of broadcasters. "We should not leave Los Angeles without adopting the Standards of Practice," he said. "All delays come from those who don't want it done. It is evident that a majority want it." Mr. Meagher endorsed the code and observed that he was "a small market broadcaster." Mr. Fair told how the code had been discussed at many committee, state and district meetings, with all ideas and suggestions given careful study.

After the exchange between Judge Miller and Mr. Breen, the floor debate went ahead. Robert C. Anthony, owner of KFI Los Angeles, appealed for code action and recalled he had been NAB president a score of years ago.

Walter E. Wagstaff, KIDO Boise, Idaho, took issue with Mr. Breen and said small stations could live under the code. "The code is imperative as hell," he said, and added "but so was the constitution."

Rex Howell, KFXJ Grand Junction, Colo., said District 14 had worked on the code, and added the district's suggestions had been submitted to the board. These included a 10-second allowance for weather announcements instead of 10 seconds.

Leslie C. Johnson, WHBF Rock Island, Ill., a former NAB director, praised Judge Miller and the other code writers for their fairness and declared the process had been "very democratic." He offered the resolution urging the board to adopt the present code Wednesday after consideration on the floor. Mr. Johnson seconded, and on the call for yes and nays the only nay was from Mr. Breen.

William C. Grove, KFBC Cheyenne, Wyo., said many of the District 14 suggestions had appeared in the new version. "We could go on for years," he said, "but get a code or something more serious."

Morris Novik, New York consultant, voiced approval of the change in the political section to permit dramatization and read a statement from the American Civil Liberties Union opposing supervision of commentators.

Henry W. Slavick, WMCA Memphis, NAB director-elect for District 6, thanked all who had taken part in writing the code. A motion to that effect was passed unanimously.

Phil Bernheim, KRCC Richmond, Calif., an FM-only station, said that if the code would cause "Lucky Strike to mend its ways it would be the greatest event in American radio."

Judge Miller said even the ten commandments aren't lived up to 100% but he hoped for some kind of approximation of enforcement. "There have been talk," he said, "but the length of commercial copy is not as important as what is said.

David M. Baylor, WMJO Cleveland, said the code steps taken to date are only a beginning. C. L. Thomas, KKOK St. Louis, called attention to the code footnote specifying that the document is subject to change. George Arnold, WTAD Quincy, Ill., voiced disappointment there were so many non-voting delegates on the floor but Judge Miller reminded that it was a forum, not a business session.

Dolly Banks, WHAT Philadelphia, regretted that little consideration was given foreign language stations. She said a 105-word announcement required 140 words in Italian. She explained the difficulty of getting the thought over to foreign language audiences in brief continuities.

Outler Endorsement

John M. Outler Jr., WSB Atlanta, endorsed the code and hoped it would be carried out in good faith. Gustav Brandborg, KVOO Tulsa, said most broadcasters agreed the document was good.

John J. Gilin Jr., District 10 retiring director, moved adjournment. Judge Miller held the motion was lost.

G. Richard Shafio, WIS Columbia, S. C., suggested delegates offer ideas for the new educational appointment. W. A. Banks, WHAT Philadelphia, further explained the foreign language station's difficulties, speaking just before adjournment.

WALTER P. MYERS, chief engineer of WFMN (FM) Chicago, examines new Westinghouse transmitter. Owned by "Chicago Sun-Times," station started operation May 3 on Channel 262 1100.3 mc.

Bill on Liquor Ads Tabled in Congress

SENATE Interstate Commerce Committee voted 6 to 5 last week to table pending legislation which would regulate the advertising of alcoholic beverages over the air and in the press.

The tabling action is tantamount to killing a bill since it will die with this Congress. If reconsideration is sought this session, it would take a two-thirds vote of the committee for further action.

The Committee originally held hearings last May on S-265 by Sen. Arthur Capper (R-Kan.) which would completely outlaw all liquor and beer advertising. When this was found by the committee to be "impracticable," Sens. Clyde A. Reed (R-Kan.) and Edwin C. Johnson (D-Colo.) set out to draft more moderate substitute legislation.

The substitute measures (S-2355 and S-2365) underwent hearings last month [BROADCASTING, April 26] and were termed by the opposition as "impossible to interpret or enforce.

Voting for approval of the legislation were Chairman Wallace H. White (R-Mo.) and Sens. Charles W. Tobey (R-N.H.), Owen Brewster (R-Me.), Reed and Johnson.

Opposed were Sens. Albert W. Hawkes (N.J.) and Homer Capehart (Ind.), Republicans, and Francis J. Myers (Pa.), Brien McMahon (Conn.), Ernest W. McFarland (Ariz.) and Warren G. Magnuson (Wash.), Democrats.

WBZ-TV T-Day June 2

"T-DAY" for WBZ-TV Boston has been re-scheduled to June 2, with test patterns slated to begin by May 26. It was announced last week. Postponement was made necessary because of bad weather which interfered with work on the tower.

[Image of WISCONSIN'S newest and most powerful radio station, WKOW]
Standards of Practice
(Continued from page 35)
lic issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

RELIgIOUS PROGRAMS

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice.

Religious programs should be presented by responsible individuals and groups or organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

CHILDREN’S PROGRAMS

Children’s programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourages children to enter strange places or to converse with strangers.

CRIME AND MYSTERY PROGRAMS

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

- Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.
- Episodic involving the kidnaping of children.
- Sound effects calculated to mislead, shock or unduly alarm the listener.
- Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.
- Suicide as a satisfactory solution to any problem.

EDUCATIONAL—To Be Drafted Later

GENERAL

Sound effects and expressions characteristic of malicious associations with news broadcasts (such as “bulletin,” “flash,” etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcast, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term “Court” in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation to the American people of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising, the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing and annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

TIME STANDARDS FOR ADVERTISING COPY

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.
- 5 minute programs 1:00
- 10 minute programs 1:20
- 15 minute programs 1:40
- 20 minute programs 2:00
- 30 minute programs 3:00
- 45 minute programs 4:30
- 60 minute programs 6:00

All Other Hours
- 5 minute programs 1:15
- 10 minute programs 2:10
- 15 minute programs 3:00
- 25 minute programs 4:00
- 30 minute programs 4:15
- 45 minute programs 5:45
- 60 minute programs 7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinbefore provided, are subject to the limitation of a maximum of three minutes of advertising per 15 minute segment excluding station breaks. Such programs of half-hour, three-quarter-hour and hour duration are subject to appropriate multiple of the limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public, time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are devoted from the program by preceding the introduction of the program itself, or by following its apparent sign-off should be avoided. To this end the program itself should be announced and clearly identified before the use of which has been known as “cow-catcher” announcements and the program should be signed off after the use of what name.

BROADCASTING • Telecasting
have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it should, except for normal guest identifications, be avoided. If used it should be considered as advertising copy and, as such, a part of the consideration in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be attempted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion, ownership or location announcement of not exceeding a total of ten seconds in length.

CONTESTS

Any broadcasting designed to "buy" the radio audience, by requiring the listener in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

Advertising is accepted which requests contestants to submit box-tops, wrappers or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to the sponsor or the products offered in such connection should be considered a part of and included in the total time allowances as herein provided.

PREMIUMS AND OFFERS

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

Wedding News

ANYTHING to be the first with the news, says WARD Johnstown, Pa. So when Frank Jordan, of Paterson, N.J., handed a bulletin to the newsmen then on the air, he read it without a second glance. It turned out to be: "Here's an important local note . . . There will be a wedding at the First E.U.B. Church tomorrow. The bride is Miss Britten traffic manager of WARD, and the groom is Bob Ebert . . . and, well, that's me."

CUBA TEST INCIDENT DRAWS FCC REMINDER

PROCEDURE for the measuring of field strengths of foreign stations has been effected through the North American Regional Broadcasting Engineering Committee, FCC reminded broadcasters May 14 upon notice from State Dept. of improper attempts to make private measurements in Cuba.

The Commission said an engineer from WAGA Atlanta, Ga., on Jan. 30 entered Cuba and began to take measurements of CMCY Havana, which operates on 590 ke, same channel as WAGA, when he was taken in custody by local police authorities. FCC related that the unidentified engineer was released the following day and that he resumed efforts to measure CMCY signal strength until requested to cease by the Cuban radio authorities.

FCC stated such incidents result in embarrassment not only to persons involved but also "to the international relations between the United States and its neighbors."

Democrats' Battle With Don Lee Ends

Network Airs President's Talk

In a bid to revise the network's rules, President Don Lee submitted a proposal to the National Broadcasting Co., requesting that a position of "opposition" be inserted in the one which was Niles Trammell, NBC president, in 1934.

Mr. Hymes

WLAN Manager

JOHN D. HYMES, formerly radio business manager of the Biow Co., New York, and sales executive with WNEW New York, has been appointed assistant manager and sales manager of WLAN Lancaster, Pa., the station announced Wednesday.

Hymes WLAN Manager

"This is a good starting point," NAB President Justin Miller said Thursday in calling on the industry to get behind the new Standards of Practice promulgated Wednesday by the board.

The Standards are subject to constant change and the board will exercise its authority to keep them in line with industry progress, he said, with research projects to be launched into the effect of various types of advertising copy, including the "irritating" type.

"I think it's a good job," he said. "I'm very proud of the boys," referring to the board. "I expect to name a committee to study enforcement, as directed by the board. It will be representative of all branches of the industry."

"There remains a selling and local job for station managers that will last several years. We have a joint committee working with the Commission of National Associations of Advertisers and the American Assn. of Advertising Agencies."

Judge Miller voiced pleasure that already many segments of the industry have approved the code action. One of the first to approve the board's promulgation of standards was Niles Trammell, NBC president. "NBC has long wanted such a new document," he said. "At their first annual convention in Atlantic City last September, NBC and its affiliated stations took the leadership in uniting the opinion of even more stringent voluntary regulations than those approved by the NAB Board. NBC is now operating under its own code of practices which was first adopted in 1934. This NBC code will now be revised so that it will contain both the new Standards which have been adopted on an industry-wide basis and the even higher standards which NBC has voluntarily adopted to govern its own operations. In this latter category is the NBC policy against broadcasting crime and mystery shows prior to 9:30 p.m. EST."

Discs to Coast

A check with MBS in New York revealed that the program had been offered Don Lee but New York was not aware that it had not been carried. Don Lee's explanation, Mutual said, was that it accepted only "paid political broadcasts."

Ken Fry, radio director for the Democratic Committee, immediately shipped transcriptions of the President's talk to West Coast party leaders who were to offer them to local MBS stations.

In addition, complaints were lodged by listeners and officials of the party on the Coast. James Roosevelt, chairman of the party's California organization, demanded that the network furnish time and threatened to file an official protest with FCC.

It was pointed out that Don Lee had carried the Dewey-Stassen debate sustaining and should, therefore, also carry the President's talk.

It was making the time available last Friday, Don Lee said it was doing so because it wanted no one to think it "guilty of discrimination."

BROADCASTING • Telecasting

May 24, 1948 • Page 87
FCC Given Added Data About WBAL

Station Files Proposed Findings Of Fact, Conclusions of Law

PROPOSED FINDINGS of fact and conclusions of law were filed with the FCC last week by WBAL, Baltimore and Public Service Radio Corp. upon the volitional record of the WBAL license renewal proceeding and competitive application of Public Service.

The hearing, involving WBAL's 50 kw clear channel facilities of 1090 kc, was concluded in early April after running for 31 sessions over a 22-week period from last November [BROADCASTING, April 12].

Public Service, headed by Washington Columnists Drew Pearson and Robert S. Allen, pointed out that WBAL had been transferred at least three times without Commission consent through operations of the Hearst organization voting on the Hearst Radio line, WBAL licensee, was described in effect as a new applicant for a permit under the terms of the law.

Pearson-Allen pointed to diversification of ownership of media communication and information, integration of ownership and operation and program plans among factors to favor granting its request over that of WBAL.

The Hearst outlet concluded that Public Service had proven itself to be financially and technically not qualified.

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NBC PRESIDENT Niles Trammell and Vice President John F. Royal encountered a slight interruption in their flight to the convention.

About five minutes out of Mogollon, N.M., it was discovered the plane, a commercial airliner, was minus a gas tank cap, requiring a return to New York to replace it.

COMIC Danny Thomas, one of the stars of the convention banquet show, made a quick 11th-hour trip from Las Vegas, Nev., for the program, stopping almost literally from his car into the spotlight for the wind-up performance.

THE LAW took over Tuesday afternoon and temporarily closed the slot-machine exhibit of Commodore Productions. One municipal agency had given permit for one-armed bandits, but another didn't approve and hotel feared reprisals from authorites, so adventures with lady luck ceased.

THE WHEEL of fortune smiled on Pierre Wels of Lang-Worth. On Wednesday he stepped across the hall into the exhibit of the competition Capital Transcriptions and won a Califone playback that was awarded each day to the lucky number on the wheel.

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NAB Opposes Bill To Regulate Towers

OPPOSITION to a bill (H.R. 2984) regulating the installation of radio or television antennas was voiced by NAB Attorney Bryce Rea Jr. in May 14 hearings before a Senate District subcommittee.

Mr. Rea, speaking for the nation's broadcasters, reiterated a concern which was first expressed to the House District Committee which had a similar bill pending there last year.

NAB said that the bill, which would have the effect of excluding radio towers from residential areas in the District of Columbia, "would tend to establish a national pattern that would deter progress in radio broadcasting."

The NAB spokesman told the committee he felt the objectives of the bill could be accomplished best by action in individual cases by zoning commissions, which have authority in the field. This way, he pointed out, broadcasters could have each case examined on its own merits.

Also testifying in opposition to the measure were Thad Brown Jr. of DuMont Television, and Vernon West, District of Columbia Corporation Counsel.

Appearing in support of the bill were Leaverett Meadows and George A. Corbin of the Manor Park Citizens Assn.

Press Club TV Members

THE BOARD of governors of the National Press Club, Washington, has called a special membership meeting for 1 p.m., Friday, May 28, to consider an amendment to its Constitution regarding membership classification of radio correspondents. Amendment would extend membership to "those whose principal work involves the gathering, writing, or editing of news for dissemination by radio, television or facsimile."

CHLO St. Thomas, Ont., new 1-kw station on 680 kc, went on the air officially on May 14.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WBKW-advertised goods.

NAB Opposes Bill To Regulate Towers

Reallocation

FCC PROPOSED May 13 to reallocate Class B FM Channel 274 (102.7 kc) from Sumter to Florence, S. C. Written statement opposing the change will be accepted by the Commission until June 2, after which oral argument will be held if it appears warranted.
MAY 12 APPLICATIONS

ACCEPTED FOR FILING

WABB Mobile, Ala.—Mod. CP new standard station for extension of completion date.

Assignment of CP

YOR San Diego, Calif.—Voluntary assignment of CP and license from Albert E. Furlow, Frank C. Gorard, Roy M. Lefford, Fred H. Rohr and Mary W. Heidler, d/b/a Silver Gate Bstg. Co., to Silver Gate Bstg. Co.

Assignment of license

KLOJ Lake Charles, La.—Voluntary assignment of license from Frank R. Gibson to The Pelican Bstg. Co., Inc.

Assignment of CP

WTAO Cambridge, Mass.—Voluntary assignment of CP and license from W. E. Glanman, d/b/a W. E. Glanman Radio Labs., Inc. to Middlesex Bstg. Corp.

Modification of CP

WLKO Bloomington, Ind.—CP new standard station for extension of completion date.

KOPR Butte, Mont.—Mod. CP new standard station for extension of completion date.

AM—250 kc

WRBF Washington, D.C.—CP change hours from D to U, and increase 5 kW D to 5 kW D and 1 kW N and install DA-N.

AM—1240 kc

George E. Cameron, Jr., Tulsa, Okla. (PO 1411 National Bank of Tulsa Bldg.) —Application for new standard station 1570 kc, 250 w un. Contingent on KOME being granted change of call letters.

AM—980 kc


Modification of CP

KCOR San Antonio, Tex.—Mod. CP license to change name to Samsung Bstg. Co., to move to completion date.

AM—1550 kc

Shamrock Bstg. Co., Shamrock, Tex.—CP new standard station 1570 kc 25 kW D.

AMENDMENT to change name of applicant from; Albert Cooper, Arval Montgomery, J. C. Howell and Lester Campbell d/b/a Shamrock Bstg. Co. to Albert Cooper, Arval Montgomery, J. C. Howell and Lester Campbell as Shamrock Bstg. Co. and to change frequency for 1570 to 1580 kc.

License for CP

WHBS-AM Hudson, Ala.—License to cover CP new FM station.

Modification of CP

WFMC Chicago, Ill.—Modification of CP for new FM station.

License for CP

WFMY Greensboro, N.C.—License to cover CP new FM station.

WTRC-FM Eikhart, Ind.—Same.

WISH-FM Indianapolis—Voluntary assignment of permittee from Central Broadcasting, Inc. to WISH-FM Bstg. Co., Inc.

Modification of CP

WXZY-FM Detroit—Mod. CP new FM station to 301 kw.

AMENDMENTS to帐篷 FM and Trendie Bstg. Corp. to WXZY Inc.

WJR-FM Detroit—Mod. CP new FM station to 301 kw.

Assignment of Permit

WFDP-FM Flint, Mich.—Voluntary assignment of permittee from Flint Bstg. Co. to Trebit Corp.

Modification of CP

KWNO-FM Winona, Minn.—Mod. CP new FM station for extension of completion date.

KFQF-FM St. Joseph, Mo.—Same.

W8OC-FM Charlotte, N. C.—Same.

WFTM-FM Odessa—Mod. CP new FM station to change ERP from 330 kw to 150 kw, change trans. height above average terrain decrease 301 ft., overall height above ground decrease to 536 ft.

WESC-FM Bradford, Pa.—Mod. CP new FM station for extension of completion date.

KDKA-FM Pittsburgh—Mod. CP new FM station to 9.2 kw.

WAPB-FM Spartanburg, S. C.—Mod. CP new FM station for extension of completion date.

WMFA Missouri, Tenn.—Same.

License for CP

KGBS-FM Harlingen, Tex.—License to cover CP new FM station.

Modification of CP

WLS-FM Beckley, W. Va.—Mod. CP new FM station for extension of completion date.

WLOG-FM Logan, W. Va.—Mod. CP new FM station to increase alt. height above ground from 1034 ft to 1060 ft., and increase overall height above ground to 1318 ft.

FM—Unassigned

Providence College Inc., Providence, R. I.—CP new non-commercial educational FM station, on frequency to be assigned by FCC, ERP 10 kw.

License Renewal

KBOI, Boulder, Colo.—License renewal AM station.

KPLC Lake Charles, La.—Same.

APPLICATION RETURNED

WWMB Melbourne, Fla.—License to cover CP new standard station 1000 kc.

RETURNED May 10.

APPLICATION DISMISSED

WoOG Grand Rapids, Mich.—Mod. license to change name of licensee from Winona Broadcasting Co. to WXYZ Inc.

DISMISSED May 7.

TENDERED FOR FILING

W. Harry Johnson d/b/a Mid-South Television Bstg. Co., Oklahoma City, Okla.—CP new commercial television station on Channel 3, 75 kw mc, ERP vs. 16.6 kw, andur. 8.3 kw.

TV—294-210 mc.

Connecticut Radio Foundation Inc., Waterbury, Conn.—CP new commercial television station on Channel 12, 204-310 mc, ERP: vs. 29.6 kw, andur. 14.8 kw.

Assignment of License

KEPO El Paso, Tex.—Consent to assignment of license to Griffith Beards, e/f Beards & Beards.

May 13 Decisions

BY COMMISSION EN BANC

FM Authorizations

Authorized conditional grants for two Class A and nine Class B FM stations; issued CPs for 12 Class B FM outlets, one in lieu of pending applications, and granted requests to vacate one Class A and two Class B FM stations (See story BROADCASTING, May 17).

Proposed Rule

Adopted notice of proposed rule making in Form 301 entitled Application for Tentative assignment for Class B station WFRS, Des Moines, from Sumter, S. C. and to add Channel 274 to Florence, S. C. Any interested party who is of opinion that this amendment should not be adopted or should be amended in any respect, may file with the Commission on or before June 26th, 1955, a statement in support of such objection or brief setting forth his comments.

CP Set Aside

Radio Station Des Moines Inc., Des Moines.—Ordered that pursuant to Sec. 1.102 of Commission's rules, action of April 28 authorizing CP for FM station to be set aside. It appears that since this application was granted conditionally certain transfers of capital stock of applicant have been effected which may have resulted in transfer of control of applicant corporation, and that Commission has not had opportunity to consider these transfers.

Extension of Time

WILON-FM Villa Park, Ill.—Grant application for extension of time to Sept. 24 in which to complete construction of station.

WCFM-FM Riverside, Calif.—Grant extension of time for filing request to complete construction of station, in cond. that applicant begin interim operation within such period.

Krar-FM Richmond, Va.—Grant application for extension of time to complete construction of station, in cond. that applicant begin interim operation within such period.

KBFJ Cheyenne, Wyo.—Grant extension of time to complete construction of station, in cond. that applicant begin interim operation within such period.

WCON-FM Atlanta, Ga.—Granted extension of time to Aug. 17 in which to complete construction of station, in cond. that station commence interim operation within such period.

KRED Eureka, Calif.—Granted extension of time to May 20 to complete construction of station.

Hearing Designated

L. W. Thomas Inc., Davenport, Iowa.—Designated for hearing application for new Class A FM station, in consolidated proceeding with applications of L. W. Andrews Inc. and Gates City Co. for new FM stations at Davenport and Keokuk, Iowa, respectively. (See story BROADCASTING, May 17).

Lambert

KNET Tate County, Tex.—Granted renewal of license for regular period ending Dec. 1, 1955.

WNVS Harlan, Ky.—Same.

WJMS Ironwood, Mich.—Same.

WSYR Syracuse, N. Y.—Granted consent to transfer of control over Central Broadcasting, Inc. to New York Bstg. Corp., licensee of WSYR, FM relay stations, WBIN, WOER, WPFA, WURL, through sale of all license holding stock from Harry C. Wilder, M. S. Wilder and associates to Radio Programming Co. Inc. for $1,200,000. (Comr. Durr for hearing).

Assignment of License

K W H K Hutchinson, Kan.—Granted voluntary assignment of license from James E. Murray to KWWK Bstg. Co., Inc.

WSKI Montpelier, Vt.—Granted voluntary assignment of license from Carl R. Proulx to Bernard L. Proulx.

KBBC Fort Worth, Tex.—Mod. CP new FM station to 92 kw.

Application Dismissed

WALB Albany, Ga.—Granted voluntary assignment of license from Henry R. Plofin to WALB, licensee of station WABT, from Henry T. McIntosh to James E. Rogers.

Reorganization

WFRS Grand Rapids, Mich.—Granted consent to reorganization of the Grand Rapids Bstg. Corp., permittee of FM station WFRS, pursuant to which control will pass from present stockholders to 17 new stockholders, none of who will own more than 11% of stock in permittee.

Assignment of License


Transfer of Control

HELLO CENTRAL!" is new telephone gimmick featured by WJW, Cleveland, Mon.-Fri. from 6:15-
6:25 p.m. At random telephone somewhere in Cleveland, "Miss Central" waits for call from listener who can figure out five telephone number from hints given over the show. Between spinning records, announcer gives three hints, then listener who dephones them receives a prize. The program is called "Miss Central," and rev-
ers each week. When listener is discovered, she moves to another telephone and another hunt is on. Show is sponsored by local dealer, Central Chevrolet.

Promotes Industry

DESIGNED to promote Philadelphia industry, first of series of 12 week-
grams was presented May 18 by WIP, TV Philadelphia, in cooperation with Philadelphia Chamber of Com-
merce. Program, called "How They Run," inaugurated videotape paid tribute to Ben Franklin, chem-
ical manufacturing plant. Format consists of Arthur C. Kault="C. A. St.

Praetorius, C. C. Alumnus and shop,. It leads to "Miss Central" and rev-
ers each week. When listener is discovered, she moves to another telephone and another hunt is on. Show is sponsored by local dealer, Central Chevrolet.

Youngsters: stage, screen and radio stars; visitors to Detroit; speakers at key luncheon clubs and those native Detroiter who have just returned to the city. Program will be available for sponsorship.

TV Solves King's dilemma

TELEVISION came to rescue of King Peter of Yugoslavia last week when he found himself in the dilemma of being committed to two engagements at the same time. One was a television appearance, "Meet Mr. Market," over WTVG Washington. The other was to be held at hotel. It was decided to install TV recev-
ers at party so Queen and her guests could watch King Peter on the show, and their Majesties were able to fulfill both obliga-
tions.

Fun on WIP

"TRY FOR FUN," new audience-partici-
pation show of WIP Philadelphia, has been getting contests to perform minor miracles as lifting a bottle with a straw, running a potato race backwards, whistling a single note true for 30 seconds. Rewards are merchandise prizes. Program is produced by Curt Walis, WIP assistant program director.

"Minor Opinion"

JUVENILE comments on topics of cur-rent interest form basis for "Minor Opinion," new program on WGN TV Chicago. Sun., 7:30-8 p.m. Program which takes place in schoolroom setting, features lively discussion of current events among children, ages 8-10, who are from 15 different school districts in Ind. Topics range from U.S. Presi-
dential possibilities to movies, music and sports. School offers a class starting with the budding of the first flower, grade 1, to the telecast as teacher.

Propaganda Analysis

ANALYSIS of propaganda and propa-
danda devices employed at present time is presented on special series of five broadcasts on CBS. Featuring Dr. Ly-
ma. Dr. Bryant, series, "Imagination and Propa-
ganda," began May 18 and is heard Tuesdays at 8:30 p.m. Dr. Bryant goes be-
ond general characterization of propa-
ganda in his discussion. He illustrates his points with a series of film excerpts to be shown.

Baseball Network

BASEBALL network consisting of eight stations in Virginia and Montana has been formed for broadcast of major league games. WFBC Chelyenne, Wyo., is key station and is feeding games for 22 weeks to KRAL, Rawlins, KYOC, Casper, KWY Sheridan, KPOW Powell, KODI Cheyenne, KFDX Miles City, Mont. Games are sponsored in each city, but sponsored by Rocky Mountain sports announcer, makes the games for airing each Saturday afternoon.

ROAD INFORMATION and changing weather conditions are announ-
ced over WJW, Columbus, Ohio, sponsored by WJW, Columbus, Ohio, sponsored by WJW.

BROADCASTING - TELECASTING
TOWER SALES & ERECTING CO.
Radio Towers
Erection, Lighting, Painting & Ground Systems
1600 E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7203

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 848-W
JAMESTOWN, NORTH DAKOTA

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY FLYING COMPANY, INC.
1814 Apeo Tower Phone T-1832
Okahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
526-28 Landers Blvd.—Ph. 3621
SPRINGFIELD, MISSOURI

Radio towers, AM and FM erected, painted and serviced
Towers for sale; AM and sup-
porting mast in Florence.
Write, wire or phone 8503
GREENE TOWER CO.
Southern Pines, N. C.

Electrical Tower Service Corp.
RETAIL AND WHOLESALE
Roses—Ground systems—transmission lines—painting, erection, dismantling
224 Billerica Terrace,
Covington, Ill.
Phone 5-8040—Covington, Ill.

**VACANCY**
YOUR FIRM’S NAME in this “vacancy” will be seen by 15,500 readers—
verbal in Chicago, chief engineers and technicians—applicants for AM, FM, television and facsimile
facilities.
Write or wire
BROADCASTING
**CONSULTING RADIO ENGINEERS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Location</th>
</tr>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office; National Press Building; 1329 Wisconsin Ave., N. W.; Washington, D. C.; Adams 2414</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMars; Associate; 1469 Church St., N.W.; De. 1234; Washington, D. C.</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.; 927 15th St., N.W.; Republic 3883; Washington, D. C.</td>
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<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City; New Orleans; 33 W. 42nd St.; American Bk. Bldg.; Longacre 3-0209 Lake Charles, La.; 6-1400</td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>Consulting Radio Engineers; 4125 Monroe Street; Toledo 6, Ohio; Telephone—Kingswood 7631, 9541</td>
</tr>
<tr>
<td>MCVARY &amp; WRATHALL</td>
<td>904 National Press Bldg., D1.1205; Washington, D. C.</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>LASS: Great Notch, N. J.; Little Falls 4-1000</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., District 8436; Washington 4, D. C.</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>51 Years Experience in Radio Engineering; Munsey Bldg., Republic 2247; Washington 4, D. C.</td>
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<tr>
<td>ROY THROCK &amp; BAIREY</td>
<td>Suite 404, 1757 K St., N. W.; National 0196; Washington 6, D. C.</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers; 363 E. 7th St.; Triangle 4400; Chicago 19, Illinois</td>
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<tr>
<td>JOHN CREECE</td>
<td>319 Bcd Bldg.; Republic 2151; Washington, D. C.</td>
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<tr>
<td>GILLES BROS.</td>
<td>1108 Lillian Way; Gladstone 6178; Hollywood, California</td>
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<tr>
<td>NATHAN WILLIAMS</td>
<td>AM—Allocations &amp; Field Engineering—FM;oshihko, Wisc.; Phone Blackhawk 22; and AFFILIATES; Dixie Engineering Co.; Columbia 1, S. C.; Ph. 2-2742</td>
</tr>
<tr>
<td>GEORGE E. BILLEN</td>
<td>Consulting Radio Engineer; Specializing in Antenna Problems; 1011 New Hampshire Ave., Re. 5450; Washington 4, D. C.</td>
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<tr>
<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477; Washington, D. C.</td>
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<tr>
<td>FRANK J. HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E.; Atlanta, Ga.; ATwood 3228</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D. C.; 1605 Connecticut Ave., Ml. 4151; Dallas, Texas; 1728 Wood St.; Riverside 3611</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Highland Park Village; Dallas 5, Texas; Justin B-6108</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Wash., D. C.; 3459 24th St., S. E.; AExminter 3882; Birmingham, Ala.; P. O. Box 2668; 6-3924</td>
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<tr>
<td>PREISSMAN &amp; BISER</td>
<td>AM, FM, Television; Allocation, Station Design; MANAGEMENT TRAINING ASSOCIATES; Washington 10, D. C.; Adams 7299</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St. N. W., Ex. 8073; Washington 5, D. C.</td>
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Singing Video

TV COUNTERPART of AM's singing commercials has been conceived by Grant Advertising for Atlantic Brewing Company (Miller's Pale Beer). The films were produced by Klink Studios for use on the sponsor's wrestling telecasts from the Madison Square Garden Athletic Club over WGN-TV Chicago. The spots feature stage settings, costumed actors, music, entertainment and the sponsor's message in six one-minute packages, which include a minstrel show, hillbilly act, masquerade ball, circus sequence, Gay 90s' routine, and a western scene. Shooting was done on 35mm film but is reduced to 16mm prints.

May 14 Applications... 

ACCEPTED FOR FILING

Assignment of CP

KAGH Pasadena, Calif.—Voluntary assignment of CP to Andrew O. Haley for Rose Bowl Beets to KAOH Inc. at $1,200.

KBOI Burley, Idaho—CP change frequency from 1110 to 1130.

May 13 Applications

Bay State Broadcasting Co., New Bedford, Mass.—New standard station 1550 kHz 200 w AM; AMENDED re officers, directors and station.

Hillsdale Broadcasting Co. Inc., Hillsdale, Mich.—CP new standard station 1280 kHz 250 w AM; AMENDED re officers, directors and station.

AM—1450

The Rural Broadcasting Co., Ohio, Oak Harbor, Ohio, granted a license from 1290 kHz 1 k w DA-NUN. Renewal

Reissue

KWJ Port Angeles, Wash.—CP reissue to CP increase power etc., to be operated as a commercial station.

Modification of CP

WSW Portland, Ore.—CP change frequency etc., to change power from 1400 kw to 1450 kw and to make changes in DA.

Assignment of License

KBUS Bentonville, Ariz.—Voluntary assignment of CP from Rupert W. Moore, to John Stapleton, d/b/a McClelland Printing Co., New York, for consideration of $25,000.

COUNTERPART

KPortal, Ariz.—Assignment of CP from New York to reach the following points in Arizona: 1. A counterpoint to the song "Little Foot-Trombone" by The Andrews Sisters.

KWSF Sacramento, Calif.—Granted petition for construction of new station 950 kHz 3 kw AM, engineering P. O. Box 188, Camarillo, Calif., to Grady Maples for construction of new station 950 kHz 3 kw AM; engineering P. O. Box 188, Camarillo, Calif., to Grady Maples for construction of new station 950 kHz 3 kw AM, engineering P. O. Box 188, Camarillo, Calif., to Grady Maples for construction.

Petition Denied

WBXL Grenada, Miss.—Denied petition requesting that Commission reconsider its action of April 2, in granting a license to cover CP for AM station, and for extension of completion date of CP, to create additional time for engineering.

Petition Granted

WJMU Philadelphia.—Granted petition and application requesting grant of SSA to John J. O'Sullivan.

FC Decisions

FCC Actions

(Continued from page 90)

LCR Midland, Tex.—Granted mod. CP to make changes in DA.

Charles F. Rodgers d/b/a The Mount Carmel Best Co., Co., Mount Carmel, Ill. —Granted CP change frequency from 1400 to 1470 kHz, increase 250 w to 1 kw, in-transit.

Julius E. Junker, trustee for Fort Bend Co., San Francisco.—Granted CP new station 1300 kHz 500 w D; engineering condition.

AM—1470

KKOA Sacramento, Calif.—Granted CP change frequency from 1460 to 1470 kHz, increase 250 w to 1 kw, in-transit.

WBBY Deny and Jones Beets, Jacksonville, Fla.—Granted mod. CP to increase power from 250 w to 1 kw, engineering condition.

AM—1510

Kitsap G. E. Beets, Inc., Bremerton, Wash.—Granted CP new station 1540 kHz 250 w D; engineering condition.

TV—60-66

May Broadcasting Co., Omaha, Neb.—Granted CP new station 1540 kHz 250 w D; engineering condition.

Army Engineer District—3120

May 14 Decisions...

DOCKET CASE ACTION

AM—1340

Announced decision regarding application of Radio Bedford Inc. for new station located in Bedford, Ind. 1340 kHz 200 w AM, subject to condition, that applicant shall, within 30 days of filing application for license to cover CP specifying trans, and site, and system meeting requirements of Commission standards.

BY COMMISSION EN BANC

Francisco Rental Co., Victorville, Calif.—Granted CP new station 960 kHz 3 kw D; engineering condition.

Heard Designated

KWHN & KWHN-FM Pt. Smith, Ark.—Granted petition to reconsider and grant said application without prejudice.

Petition Denied

WRXL Granada, Miss.—Denied petition requesting that Commission reconsider its action of April 2, in granting a license to cover CP for AM station, and for extension of completion date of CP.

Petition Granted

WJMU Philadelphia.—Granted petition and application requesting grant of SSA to John J. O'Sullivan.

Assignment of License

WSB Los Angeles.—Granted voluntary assignment of license from Los Angeles Times to KNX Los Angeles, Inc., d/b/a KNX Broadcasting Co., newly formed Southern California corporation, which is to be owned by John Orrin (90%) and Malcolm A. Young (10%), for sum of $25,000.

ACTIONS ON MOTIONS

(KLMS Lincoln, Neb.—Granted petition to accept late application in accordance with proceeding.

Shelby Bestc Co., Center, Tex.—Granted petition to accept late application in re its application.

WPBS New Orleans.—Granted petition to accept late application in re its application.

Traverse Publications Inc. (Phila. Inquirer Div.), York, Pa.—Granted petition to accept late application in re its application.

Continental Bestc Corp., Albuquerque, N. M.—Granted petition of Continental Bestc Corp., newly formed New Mexico corporation, to cover location.

Grant and application; and order removed from hearing docket.

California Bestc System, Inc. San Francisco.—Granted petition for leave to amend its application to change location of proposed station from Bloomington to Normal, Ill.; to specify new DA in lieu of the new trans, and to substitute Wayne W. Cribb in lieu of R. Gordon Benson as president of applicant.

North Shore Bestc Co., Inc. Evanston, Ill.—Filed petition for continuance of consolidated hearing on FM application for Chicago station to be held on June 17, 1948.

WFIL—TV Philadelphia.—Dismissed as most petition for extension of time to file opposition to petition filed by The Monumental Radio Co., Baltimore.

General Bestc Co., Atlantic Ga.—Granted petition for leave to amend application for TV station to specify Channel 7 in lieu of Channel 13.

Leland Holter, San Francisco.—Granted petition to accept late application for TV station.


Don Lee Bestc, System, San Francisco.—Granted petition for leave to amend application for TV station to specify new type ant. system, etc.
Great strength in radio towers is a requirement in Florida. The antenna installation at WHOO, Orlando, Florida is typical of the well-designed Truscon Radio Towers that are being used to assure consistent service despite unusual conditions.

This modern Truscon Radio Tower is 414 feet high, supports an 8-section Federal Square Loop Antenna, and is of guyed pipe construction. It exemplifies the balanced design, quality materials and skillful craftsmanship in hundreds of Truscon Radio Towers in America and foreign lands - each tower built to exactly meet specific requirements.

Truscon can engineer any type of tower you desire... guyed or self-supporting, either tapered or uniform cross-section... tall or small... AM or FM. Truscon engineering consultation is yours without obligation.

WHO0
ORLANDO, FLORIDA

414 FEET OF TRUSCON GUYED PIPE TOWER STRENGTH

Copper Mesh Ground Screen...Steel Building Products

Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

May 24, 1948 • Page 95
HELP WANTED

MANAGERIAL

Position open for alert commercial manager with enough know-how to operate successfully with future growth. Progressive local in good territory. Box 415, BROADCASTING.

Good salary and good opportunity for extremely well qualified man to take full control of Midwest 1000 watt station. Present employees advised. Send full details of personal history and experience with first letter. Box 494, BROADCASTING.

SALES MANAGER

Excellent opportunity third major market Independent fulltime station. Experienced man capable of handling national sales. The right salary to the man with background of proven success.

BOX 644, BROADCASTING

SALES MANAGER

Salem, Oregon. Successful FM station needs experienced, aggressive young salesman who lives in the vicinity. Must be thoroughly familiar with radio. Box 211, BROADCASTING.

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, renumeration expected to BOX 459, BROADCASTING.

Time salesman—Experienced producer. Car necessary. Independent California station. Will consider Los Angeles for location. Send resume and photo. Box 546, BROADCASTING.

ANNOUNCERS

Wanted: Experienced announcer with four years minimum at commercial work. Quality and references must be good. College background preferred. Position pays offer schedule, including incentive plan. about $50.00 per week. Good future for right man. audition tape, if audition tape, at least, 30 second disc, jockey and ad lib ability; news handling, all-around musical knowledge and thorough demonstration of commercial ability. Send complete details. Large southern market. Replies confidential. Box 573, BROADCASTING.

Wanted: disc-jockey experienced ad lib who can handle console, participate in all-disc production. Send disc, photo and letter of experience to Box 593, BROADCASTING.

WANTED: Good announcer for established station in south. Position pays well. Write if interested and forward photo, letter of experience with reference and disc. Box 477, BROADCASTING.

WANTED: experienced announcer, disc-jockey experienced ad lib who can handle console, participate in all-disc production. Send disc, photo and letter of experience to Box 538, BROADCASTING.

WANTED: disc-jockey experienced ad lib who can handle console, participate in all-disc production. Send disc, photo and letter of experience to Box 538, BROADCASTING.

TECHNICAL

Wanted—Combination engineer-anouncer. Must have previous progressive, western local. Box 516, BROADCASTING.

Transmission engineer needed for 1 kw AM and 10 kw FM. Starting salary $50 per week. Car necessary, Chicago, WATD, Quincy, Illinois.

Engineer-anouncer for station in good small town near Atlanta. Will teach you everything you haven't learned. $50.00 week. Four-room apartment available. WMOC, Covington, Ga.

Operator-anouncer with top voice, good pay, good housing available. Fishhawk country. Airmail to BOX, Livingstone, Montana.

Wants first-class ticket wanted. Send audition disc of voice and full commercial abilities. Single men preferred. Salary $40 per week to start. Box 546, BROADCASTING.

PRODUCTION-PROGRAMMING, OTHERS

Unlimited future. Angie. Excellent prospects. Wide geographical distribution. Must be capable of handling announcing and program staff featuring local, sports, news and music. Box 545, BROADCASTING.

Buy

An Exposupport

Must have outstanding voice-personality. This is one of the best news jobs in radio for the right man. Rush complete details of background, salary expected, when available, plus photo and transcription to Joe DuMond, President, Radio Station KXL, Waterloo, Iowa.

MIDWEST

fifty thousand watt WANTS

NEWSCASTER

Broadcasting 

Teletacing
Situations Wanted (Cont'd)

Sales executive 34, seeks responsible independent station or sales manager in growing market, building and selling records on both radio and television. At present connected with a large agency. Address: Box 566, BROADCASTING.

Business needing hyp? Then perhaps you can use a N. Y. salesman well known to time audience. Address: Box 578, BROADCASTING.

Announcer

Chief announcer needed for small station or staff announcer on large city outlet, four years experience; currently chief announcer-producer of news program. Address: Box 593, BROADCASTING.

ANNOUNCER

Business seeking position in Los Angeles June 1; 6 years experience in both Boston and New York. Play-by-play sports, news, acting, disc jockey work will be considered. Age 23, single, Harvard graduate. Seeking employment in business management field with opportunities for advancement. Address: Box 510, BROADCASTING.

Announcer seeking position as staff announcer. Background of classical and popular music, with experience in news. Can handle all phases. Disc available. Graduated from School of Broadcasting, Radio, Television, City, New York. Write Box 571, BROADCASTING.

Chief announcer available and June wants good opportunity California, nearest station, or on east coast. Experience working; with graphics. Best of references available. Phone or write: Box 519, BROADCASTING.

Anouncer-disc jockey, available immediately. Trained at the School of Radio Technique, Radio City, N. Y., in all phases of radio broadcasting, including announcing, newscasting, editing, producing, sales work, etc. Short on experience, but on desire to work with good station. Address: Box 563, BROADCASTING.

Anouncer, 2 years' experience all phases, good knowledge programming. Ambition. Box 564, BROADCASTING.

Announcer-production—24, married, very experienced announcer. Will work experience 1 year all phases, reliable, experienced in handling all phases of a larger network station, reasonable wages. Desire voice. Address: Box 567, BROADCASTING.

Announcer—Summer replacement—college student, desires announcer on college station—experienced newspaper sports writer. Address: Box 568, BROADCASTING.

Announcer—experienced in all phases of radio and broadcasting. Have written, produced and directed show. Single, 27, college graduate. Recently with KGW, Portland, Ore. Address: M. Lubins, 1322 Fairmount Avenue, St. Paul, Minn.

Announcer, actor, producer, disc jockey, commercial copy writer. 10 years experience, available for work on two weeks notice to employ. Minimum salary $50.00 per week. Address: Box 559, BROADCASTING.

Announcer—desires change. Lots of experience. Currently employed—large eastern market. Address: on request. Box 557, BROADCASTING.

Announcer, veteran 24, experienced, versatile announcer. Address: Victor Petrolis, 2006 Emerald Avenue, Chicago 16, Ill.

Announcer, 23, vet, single, industrious and eager to learn. Radio school graduate with 2 years experience. Can start immediately. Travel anywhere. Disc and photo on request. Address: Box 558, BROADCASTING.

BROADCASTING • Telecasting

Situations Wanted (Cont'd)

Production—Programmers

GI-Veteran, 28, family man is looking for permanent job either as producer or assistant manager in a small station or large network. Experienced in newscasting, programming, continuity, traffic, newscasting, sales work, etc. Address: Box 559, BROADCASTING.

Also college and AFBs training. Housing, position permanent. Box 486, BROADCASTING.

Prominent station, independent station northeast wants west coast or east coast. For July 1. Experience all types announces, writing. Box 518, BROADCASTING.

Attention! Program director, shows, writing, producing, directing. Must have experience every phase station operation including news, sports, TV, disc jockey work. Total earnings must exceed $75 weekly. Reply Box 560, BROADCASTING.

Gas: Walker needs change. Can and has handled production. Able to write, produce, direct. Address: Box 562, BROADCASTING.

Former acting director of news for New York station, now out of the field. Desires position in executive or management field. Also general sales, advertising, publicity, special events. New York or Chicago preferred. Box 530, BROADCASTING.

Good voice, good copy experience, 14 years experience. Will work freelance. Shows, copywriting. Single, 24, sober. Travel. Box 531, BROADCASTING.

Sports specialist—play-by-play, sportscaster. Desires change. Will work freelance, try to solve your problem if you desire to spectate, sports. Interested only in permanent job with chance for real advancement. Box 532, BROADCASTING.

Program director, wide range of administrative experience. Truly annual experience, all phases broadcasting. Metropolitan experience in several major cities, both coast. Has built and operated personal station. Presently on advertising staff of large network station. Willing to go anywhere for good job. Will work freelance. Salary job as PD and chief announcer, on appropriate salary plus profit or commission arrangement. Potential earnings must be limited only by your ability to produce results. No application blanks. Please. Phone or wire. Address: Laurelton 5-0152, New York City, and we'll try to arrange personal interview. Or write details. Box 534, BROADCASTING.

TELEVISION

Engineering graduate with five years of television experience would like to obtain broadcasting position in large organized station. Can plan complete studio. Box 535, BROADCASTING.

Practical engineer, 350 watt chief, help construct if ready now. 18 years all phases, can interview for manager, or announcer in emergency. Immediate connection only at $85.00 week minimum. Avenue East, South, Michigan. Address: Box 536, BROADCASTING.

Veteran with six months production, announcing and writing training wants independent station training position. Single. Not afraid to work hard, will work any hours, and photograph available. Palmholder, 33, Box 378, Grand Forks, N. D. Address: Box 537, BROADCASTING.

Continuity chief, New York AM-FM affiliate, latter programmed for two million people. Heretofore with major coast June First. Background; selling, production, announcing, writing, directing, production. Desires: copy-production position; will relocate. Address: Box 520, West Coast, Ohio State, California.

Situations Wanted (Cont'd)

For rent—One used continuity writer. Address: Box 399, BROADCASTING.

VERSALIAN

All phases production-programming, copy writing, continuity, traffic, sales, promotion, personnel. 25 years experience. Four years college; vet. Permanent, energetic, thoroughly dependable. Go anywhere if permanent, has references from present employer. Box 574, BROADCASTING.

ANNOUNCER

Newscaster-reporter-employed: employed: full time or part time, regardless of experience, will be considered. Journalism grad. Young, but with many years of experience in all types of broadcasting, including regional correspondents. Box 573, BROADCASTING.

Sports editor: thorough working knowledge of all sports and the ability to describe them to a listening audience whereby they can enjoy and understand them. Capable Announcer, narrator, 4 years experience. Address: Box 572, BROADCASTING.

Experienced continuity writer—women’s programs—radio and TV. Desires permanent position in large city station background. Willing to relocate. Write Box 571, BROADCASTING.

Experienced traffic manager desires position in coast or interior station. Box 550, BROADCASTING.

17 years in showbusiness, radio, stage work, voice work. Desires employment in management, sales, production, exploitation, advertising, etc. Address: Box 549, BROADCASTING.

Energetic, young grad. of Motion Picture Producer as unit manager and lecturer. Married, 2 children. Desire to settle down. Better offer. Box 577, BROADCASTING.

Employment Services

Women’s director, copywriters, secretaries, salesmen; engineers (10 years minimum experience—leading metropolitan station); KJ-KO, programming manager. Box 413, Philadelphia, Pennsylvania.

For Sale

For sale: Oates limiting amplifier Model 280C 31 years of service. Good condition. RCA modulation monitor Type JM-90. Box 569, BROADCASTING.

For Sale

In Stock for Immediate Shipment. Send for Our Price List Today. J. L. CLARK METALS CO. 2106 Ashland Ave., Chicago 8, III.

For sale: Presto Model K recorder, excellent condition, $275. Also, 2 Q R K-17 turntables, $130 each. Contact Ray Fai- nel, KEL El Paso, Texas.

Mid-West

Major Market Station

Located in one of the largest and most desirable mid-west major markets. This independent station has done on outstanding building job—liberal public service, well planned programming and a sound sales policy is resulting in important profits that are rapidly increasing.

On the basis of present and future earnings this station will sell off of exceeds $100,000 per year, the price of which is $185,000. Write exclusive representatives

BLACKBURN-HAMILTON COMPANY

Broadcasting Station Brokers

WASHINGTON, D. C.

CHARLOTTE, N. C.

1011 New Hampshire Ave.

TOWNE CENTER BUILDING

National 1405

DALLAS

SAN FRANCISCO

Eubank 2-5672

May 24, 1948 • Page 97
VIDEO FILMS

VIDEO'S film needs by 1963 will likely triple and possibly quadruple the present production capability of the motion picture industry in the opinion of William W. Watts, vice president of the Radio Corp. of America, in an address before the Convention of Motion Picture Engineers convened in Los Angeles May 18-20.

Foreseeing an estimated 953 stations in 456 cities, assuming adoption of the Commission's proposed revision of channel assignments, Mr. Watts pointed to a need of 1,825 cameras for features of 14,000 ft. or fifteen minute shorts a year exclusive of the 500 independent stations' film needs. Without network programming, the latter will have a definite annual film need all of their own, he said.

Referring to the current inactivity on the part of most motion picture producers, Mr. Watts observed that the needs of television "will require far more film, more technicians, more talent and more equipment than exists today."

"Motion pictures are Hollywood's business and if Hollywood truly senses the gigantic industry that is growing up across the nation, the technical facilities this new industry already possesses, the millions of dollars invested in it, the size of its present and potential audience, Hollywood, I am sure for the simple reason there is profit to be earned, will get into what can eventually be a bigger market than the much lamented 'foreign field'.

Approaching the question of television's effect upon the movies, Mr. Watts said, "The motion picture industry is one that will grow —with television.\" Television he felt was but one of several applications possible for large screen video. Other uses he named were promotional in connection with sports and news events, use in war, in hospitals, in film studios "where directors can view tomorrow's rushes while the scene is being shot."

As to RCA's relationships with Warner Bros. and 20th-Century Fox on large screen television, Mr. Watts explained that "joint development contracts" had been pacted whereby RCA had provided technical information, technical aid, 18 x 24 ft. picture screens and a kinescope system coupled with rapid developer capable of feeding film to the theatre projector in less than a minute.

"How the motion picture industry fits into the television picture will be determined solely by the motion picture industry itself," he concluded. But whether "and it must be determined now."

Austrian Talk

Television has a definite reducing influence on movie-going based upon a limited survey of 415 completed telephone surveys obtained in New York City under the direction of Ralph B. Austrian, Foote Cone & Belding vice president in charge of television. He reported these findings to the SMPE convention.

Half of the set owners interviewed reported that they go to the movies less frequently after buying a set. Corroborative is the finding that three-fourths of those responding feel that they can watch movie-going at home. These respondents said they will spend more evenings at home since the set purchase. And finally, most of the people who have cut back on their movie-going since the acquisition of a set classified themselves as "very heavy goers."

The New York figures on movie attendance provide an interesting comparison with a survey taken in Los Angeles last fall. In Los Angeles Austrian reported they had reduced movie-going while 53% reported the same interest. This compares with 51% for the New York study who claim they go less often and 48% who report the same.

NEW TYPE of electronically-triggered, high-intensity "gap-lamp" is employed in RCA's new 35-mm sound motion picture projector (r.). The "gap-lamp" is said to be virtually free of heat, and need for a moving shutter is eliminated, RCA points out. Periodic flashes of the lamp, coupled with a specially designed film drive mechanism, make it possible to use standard 35-mm film, which normally operates at 24 frames per second, to project 250 ft. reels, or 30 frames per second required for television, RCA says. Operator is shown at monitor and changeover control rack.

LATE CLASSIFIEDS

Help Wanted
Salesman
Sales manager. If you have experience in managing sales force in metropolitan areas, if you are aggressive and can operate in a highly competitive market, we have an opening for you. Salary in proportion to background. We are a 1000 watt fulltime independent. If you have something to offer write or wire Box 587, BROADCASTING.


Box 588, BROADCASTING.

Announcers

Experienced Announcer.
Wanted by strong Chicago suburban station. Must have college education and high class reputation.
Box 586, BROADCASTING.

Production - Programming, others

Radio and television director. Established and recognized agency needs man to take complete charge, direction of radio department. Must be thoroughly experienced, versed in all phases of radio and television, capable of full responsibility to build up radio department. Chance to be set up in business; no investment required. Give complete resume. Box 583, BROADCASTING.

WANTED by well-established station on fringe of Chicago. Only high grade well-educated need apply.
Box 585, BROADCASTING.

VIDEO FILMS

Increasing Need Cited

By RCA's Watts

RCA broadcasting.
FCC Actions
(Continued from page 95)

Decisions Cont:


WAR-TV Providence, R. I.—Granted mod. CP to change station location and transmission power from 100 to 315 kw, and increase night time trans. time.

KTTV Los Angeles—Granted mod. CP to change station location and transmission power from 135 to 15 kw. Authorized 25 kw ERP.

WGTV-TV Milwaukee—Same except to 11-22-48.

KLIF Oak Cliff, Tex.—Granted license for new station 1190 kw 1 kw D.

KTAQ Taylor, Tex.—Granted license for new station 1260 kw 1 kw D.

W6AM Saginaw, Mich.—Granted mod. CP to extend completion date to 1-8-48.

WCAP Asbury Park, N. J.—Same except to 11-14-48.


WGDR Ft. Lauderdale, Fla.—Granted mod. CP to extend completion date to 9-15-48.

BY THE COMMISSION


BY COMMISSIONER DURR


May 17 Applications ...

ACCEPTED FOR FILING

AM-900 kc


License for CP

WINZ Hollywood, Fla.—License to cover CP change in operating power, etc.

KWAD Wadena, Minn.—License to cover CP new standard station.

Modification of CP

WMFD Williamston, N. C.—Mod. CP increase power, etc., for extension of completion date.

License for CP

KCHQ Houston, Tex.—License to cover CP new standard station.

KRRE Eureka, Calif.—License to cover CP new standard station.

KLX-FM Oakland, Calif.—Same.

Modification of CP

WA1S-WM Miami, Fla.—Mod. CP new FM station, text completed.

WBLC Columbus, Ga.—Same.

WBBQ-HF Harrisburg, Pa.—Same.

WWAM-FM Peoria, Ill.—Same.

WWBC-FM Bethesda, Md.—Mod. CP new FM station to change ERP from 46.0 to 46.0 kw, decrease and height above average terrain from 341.2 ft.

Assignment of CP

WXHR Cambridge, Mass.—Voluntary applications for assignment of new FM station from Harvey Radio Labs. Inc. to Middlesex Sceng. Corp.

Modification of CP

WBDA-FM Springfield, Mass.—Mod. CP changes in and station, to change ERP from 3.9 kw to 18 kw, decrease and height above average terrain to 298.0 ft.

License for CP

KWWO-FM Winfield, Kan.—License to cover CP new FM station.

KWOS-FM Jefferson City, Mo.—Same.

WAIR-FM Winston-Salem, N. C.—Mod. CP new FM station for extension of completion date.

WPAF-AM Portsmouth, Ohio—Same.

WKBK-FM Youngstown, Ohio—Same.

WMGW-AM Medville, Pa.—Same.

WCAE-FM Pittsburgh—Same.

KRFA-FM Lima, Ohio—License to reestablish CP new FM station, which expired Feb. 14.

VT-174-190 kc

Television Bestg. Co., Fresno, Calif.—CP new commercial television station on Channel 7, 10 kw, and station.

Each of CP

WBB-ATLanta, Ga.—Mod. CP new commercial television station to change ERP from 21.6 kw, 11.4 kw to 23.5 kw, 12.5 kw.

WWIB Indianapolis—Mod. CP new commercial television station for extension of completion date.

VT-68-72 kc

WRB Radio, Wabash, Ind.—Change ERP from 7.0 kw, 5.79 kw to 15.2 kw, 3.61 kw.

Modification of CP

WLDW Dayton, Ohio—Mod. CP new commercial television station for extension of completion date.

Eapot TV-192-100 kc

The Elm City Bestg. Corp, New Haven, Conn.—CP new experimental television Relay Station on Channel 4 with Sec. 1, 192 kc, and 410 kw.

Remote Pickup

Gulfport Bestg. Co., Pensacola, Fla.—CP new remote pickup station on 2790 kc 6 kw, emission A3 and hours in accordance with Sec. 4, 402.

Cuming under Inc., Cuming, N. Y.—CP new remote pickup station on 35.02, 50 kw emission special for FM and hours in accordance with Sec. 4, 402.

Also CP new remote pickup station on 35.02, 50 kw, emission special for FM.

License for CP


SYL-900-952 mc


License Renewal


TENDERED FOR FILING

TV-192-198 kc

W. Harry Johnson d/b/a Mid-South Television Bestg. Co., Little Rock, Ark.—CP new commercial television station on Channel 10, 192-198 kc, ERP vis. 3.1 kw.

VT-198-204 kc

Lee Bestg. Inc., Valdosta, Ga.—CP new commercial television station on Channel 11, 198-204 kc, ERP vis. 23.5 kw, auro 12.4 kw.

VT-174-180 kc

The Gazette Co., Cedar Rapids, Iowa —CP new commercial television station on Channel 5, 174-180 kc, ERP vis. 22.1 kw, auro 11.6 kw.

VT-188-192 kc

Baton Rouge Bestg. Co., Inc., Baton Rouge, La.—CP new commercial television station on Channel 9, 188-192 kc, ERP vis. 29.3 kw, auro 13.4 kw.

VT-68-72 kc

Radio Station KTIS Inc., Shreveport, La.—CP new commercial television station on Channel 4, 68-72 kc.

VT-192-198 kc

W. Harry Johnson d/b/a Mid-South Television Bestg. Co., Memphis, Tenn.—CP new commercial television station on Channel 9, 192-198 kc, ERP vis. 19.2 kw.

VT-139-140 kc

Assignment of License

WFUN Huntsville, Ala.—Consent to assignment of License to Huntsville Bestg. Co., Inc.

AM-1110 kc

KXLR North Little Rock, Ark.—CP change frequency from 1450 to 1500 kc.

VT-246-256 kc

DHK两端 Berkeley, Calif.—Same.

VT-1450 kc

KRRS Portland, Ore.—CP increase power from 100 to 250 kw.

Assignment of CP

Leonard R. Brown, Kerrville, Tex.—Consent to assignment of CP to Kerr Brothers Co.

AM-1410 kc

Oiney Bestg. Co., partnership of Robert E. Thompson and Sidney R. Sanders, Oiney, Tex.—CP new standard station 1410 kc 250 kw D.

May 18 Applications ...

ACCEPTED FOR FILING

License for CP

KENT Anchorage, Alaska—License to cover CP new standard station.

AM-1110 kc

Radio Twins Bestg. Co., Salina, Calif.—CP new standard station 1110 kc 500 kw D.

Modification of CP

KFSB San Diego, Calif.—Mod. CP increase power etc., for extension of completion date.

VT-1510 kc

WBSN Isle Gladie, Fla.—Mod. CP new standard station, to emit request in- stall FM ant.

VT-1450 mc

WLOM Orlando, Fla.—Mod. CP change frequency etc., for extension of completion date.

VT-1450 mc

Acquisition of Control

WSCC Elberton, Ga.—Voluntary ac- quisition of control of licensee corpora- tion from Harry O. Thornton to Gradus T. Christian.

License for CP

WKEU Griffin, Ga.—License to cover CP increase power etc.

Modification of CP

WHKC Columbus, Ohio—Mod. CP increase power etc., for extension of completion date.

AM-1410 kc

Oiney Bestg. Co., Oiney, Tex.—CP new standard station 1410 kc 250 kw D.

AM-1230 kc

County Bestg. Service, Mt. Jackson, Va.—CP new standard station 1230 kc 250 kw D.

Transfer of Control

WHYU Newport News, Va.—Voluntary transfer of control of licensee corpora- tion from J. A. Gil, B. A. Twifford and E. P. Larry to John Doley, Margaret S. Doley, C. Archer Smith and Stuart A. Smith.

(Continued on page 102)
DON V. SHOEMAKER, former director of promotion, Ken-O-Matic, Omaha, has been named director of advertising and promotion for KBZ, Denver. Mr. Shoemaker succeeds HAROLD W. ROLL, resigned.

RAYMOND L. HENDELENER, NBC information department correspondent, has been named promotion associate for WNBC New York advertising and promotion department, replacing BEN Z. KAPLAN, who resigned to join staff of Martinsville, New York radio station.

MARIANNE BALLENG, former public relations executive at World Wide Airline, has joined public relations department at WGN Chicago, for summer season.

ROBERT M. HOFFMAN, former director of research for Manhattan Shirt Co., has been appointed director of research for WOR New York, effective June 1. Proposed assignments include large format radio stations.

BOB MERRYMAN is a WBT salesman in New York, is a salesman for WPOR, New York. He is a native of Maine, and is married. He is a graduate of the University of Vermont, and has been a salesman for WPOR since 1954.

BETTY KOLLER, WLW Home Economist, joined the staff of WLW Home Economist, and is a member of the National Home Economics Association.

JOHN D. CARTER, director of the National News Service, has been appointed to the position of vice president of the service.

H. M. CORY, advertising manager, has been appointed general manager of WCR, New York, for the next three months.

WILLIAM J. BURROUGHS, former executive editor of the New York Times, has been appointed executive editor of the New York World-Telegram.

WBT has announced the appointment of new program directors. C. C. OWEN, formerly director of research at WBT, has been appointed director of research at WBT. J. C. HENRY, formerly program director at WBT, has been appointed program director at WBT.

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New Business
(Continued on page 12)

basis with Sinclair Refining Co. Other WRAL new accounts: CAROLINA CLEANERS (U-San-O moth-proofing), Tues. 7:46 news and 30 spots weekly; DR. PEPPER BOTTLING Co., Raleigh, 30 spots weekly.


Mt. SINAI HOSPITAL SCHOOL of NURSING, Philadelphia, through J. M. Korn & Co., same city, preparing series of one-minute transcriptions to recruit nurses; will run 6 weeks on 60 eastern stations.

Network Accounts • • •

CAMPBELL SOUP Co., Camden, N. J., May 31 begins for 52 weeks Double or Nothing on NBC, 2:2-30 p.m., in period dropped by GENERAL MILLS. Women in White and Betty Crocker were two-hour quarters dropped by General Mills. Ward Wheelock, Philadelphia, is agency for Campbell; Knox Reeves, Minneapolis, for General Mills.

CANADIAN GENERAL ELECTRIC Co., Toronto (appliances), Oct. 3 starts to March 27, musical program, Bell Singers and Howard Cable on 44 Dominion Network stations, Sun. 6-6:30 p.m. Agency: MacLaren Adv., Toronto.

LEVER BROS. (Pepsodent Div.) June 15 renews for 52 weeks 9-9:30 p.m. (CDT) segment on NBC, Tuesday. Corliss Archer dramatic program replaces Bob Hope for 13-week cycle beginning same date. Agency: Foote, Cone & Belding, New York.

GENERAL MILLS Inc. May 31 renews for 52 weeks Today’s Children and Light of the World on NBC, Mon.-Fri., 1:30-2 p.m. Agencies: Knox Reeves, Minneapolis, and Dancer-Fitzgerald-Sample, Chicago, respectively.


JOHNS-MANVILLE Corp., Oct. 4 moves Bill Henry News from CBS, where it has been broadcast for several years, to Mutual, to be heard five nights a week, 9:55-10 p.m. Agency: J. Walter Thompson Co., New York.

PRUDENTIAL INSURANCE CO. of AMERICA, Newark, N. J., June 6 renews Family Hour on CBS for 52 weeks, through Benton & Bowles, New York. Program aired Sun. 6-6:30 p.m.

TUCKETT’S Ltd., Hamilton (Buckingham cigarettes), Sept. 15 renews until 8 Curtain Time on 44 Dominion Network stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.


Adpeople • • •

HENRY M. SWARTWOOD, formerly with KOIN Portland, Ore., joins Kaiser-Frazer Corp., Willow Run, as advertising manager.

CLARENCE E. HALE, sales promotion and advertising manager, Golden State Co., San Francisco (dairy products), appointed general sales promotion manager in charge of all sales promotion, advertising and merchandising. DONALD M. LAWTON, former assistant advertising manager, named advertising manager and SANDERSON SMITH, assistant advertising manager.

AROLD P. McGRATH, sales and advertising manager, Gaines Dog Food Div., General Foods Corp, named general division manager. EDWIN EBEL, former merchandising director, Pedlar & Ryan, New York, succeeds him. C. A. WIGGINS, division’s associate advertising manager, named associate sales and advertising manager, Calumet Baking Powder Div.

WRBL’s new baseball scoreboard

‘Radio Theatre’ Climbs To Top in Canada Shows CONSIDERABLE change took place in national program ratings for April in Canada according to Elliott-Haynes Ltd., Toronto. Radio Theatre now leads evening programs with 33 rating, coming up from third place, followed by Charlie McCarthy 35.9, Fred Allen 34.7, Fibber McGee & Molly 30.8, NHL Hockey (Canadian program) 27.1, Amos ‘n Andy 26.4, Music Hall 24, Twenty Questions 22.5, Bing Crosby 20.6, and Share the Wealth (Canadian program) 20.6.

Daytime English-language programs showed little change from the previous month, with Ma Perkins leading with 19.2 rating, followed by Big Sister 18.7, Happy Gang (Canadian program) 18.5, Pepper Young’s Family 18, and Life Can Be Beautiful 17.

French-language programs also showed little change in April from March ratings. First five French evening programs were Un Homme et Son Peche 42.5, Radio Carabin 38.8, Enchantment dans le Vivre 38.4, Le Ralltement du Rire 36.8, and Ceux qu’on Aime 35.4.

BROADCASTING  •  Telecasting

Kansas City production

ARTHUR B. CHURCH PRODUCTION
DON McNeill (center) was all smiles when his ABC program "Breakfast Club" was given its debut daytime show to be broadcast and telecast simultaneously. Presentation originated at the Philadelphia Academy of Music May 12. John Bollontyme, III, president of Philco Corp., and John Bollontyme, IV, vice president in charge of radio for Philco, ported sponsor of the program, also attended.

Irrigation be undertaken until WOR is in the regular production of 1900 Kc. Estimated cost: $1250.

KEHO Pocatello, Ida.—Granted mod.

CP new standard station 1500 Kc 500 w. D.

AM—990 K.

Pontiac Best., Pontiac, Ill.—New standard station 1450 Kc 500 w.

AM—1340 K.

Fenzer Best., Co., Kalamazoo, Mich.—Commercial television station on Channel 18, 56 Kc, ERP 15:7 kw. 7.386 Kc.

WWEJ—854 mc.

Milwaukee Best., Co., Milwaukee—Commercial television station on Channel 6, 82-58 mc, ERP 25, 14 kw.

AM—1340 K.

Fenzer Best., Co., Kalamazoo, Mich.—Commercial television station on Channel 18, 56 Kc, ERP 15.7 kw. 7.386 Kc.

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MAY COUNTY ELECTS RADIO MEN FOR TWO POSTS
WASHINGTON, D. C. radio men scored in this month's municipal elections when William Herson, WVEC morning m.c., and Ross Beville, WYDC chief engineer, were elected to offices in Montgomery County, Md.
Mr. Herson also on the Saturday NBC program Coffee With Congress, was elected mayor of Glen Echo, Md., Washington suburb.
Mr. Beville was one of 15 contestants seeking the seven places on the Town Council of Takoma Park, Md., also a nearby suburb of Washington.

Amsterdam Is Replacing Joan Davis Show on CBS
A NEW CBS half-hour weekly comedy program, The Morey Amsterdam Show, starring Mr. Amsterdam in the role of a night club entertainer, is scheduled to debut July 10, 9-9:30 p.m., replacing The Joan Davis Show.
It will be offered as a co-op for 13 weeks, and thereafter for full network sale to a single sponsor, CBS said. Mr. Amsterdam is also heard six nights weekly on WHN New York, but it was thought likely that he might drop this series if CBS asks for exclusivity.

MAY ISSUE of "Coronet" magazine features article about Al Jolson and his rapid rise in radio on NBC's Kraft show.

Agencies
(Continued from page 10)

BLAISDELL GATES, vice president in charge of division; J. F. CORRIGAN, secretary.

KERMEN ENGELSON, formerly with Calvert Distilleries, San Francisco, joins Honig-Cooper Co., same city, as head of field merchandising activities.


OLGA GARSON, former executive secretary to CORNWELL JACKSON, vice president and manager of Hollywood office, J. Walter Thompson Co., rejoins him in that capacity, replacing SALLY WATSON, resigned.

LAWRENCE KRAFT, former radio director of Dunn-Fenwick & Co., Los Angeles, joins Dan B. Miner Co., same city, as account executive.

NATHANIEL BENSON, formerly with Young & Rubicam, joins copy department of Biow Co., New York.

JERE SILVERN joins Lindeke Adv., Los Angeles, as assistant production manager.

HENRY NATHAN, formerly with George H. Hartman Co., Chicago, joins Goodkind, Joets & Morgan Inc., Chicago, as account executive and merchandising counselor.

R. E. (Mike) O'DONNELL, formerly in radio sales and production in East, joins Jack Rourke Productions, Hollywood, as account executive.

JOHN J. SEEHOF, formerly with copy department of Grant Adv., Chicago, joins copy staff of Dancer-Fitzgerald-Sample in New York.

RICHARD HALDERMAN, Young & Rubicam, Hollywood, merchandising supervisor, leaves for Chicago today (May 24) to attend annual Supermarket Convention; will return May 27.

MARVIN MANX, vice president and radio director of Weiss and Geller Inc., Chicago, is the father of a girl, Jean Paula, born on May 9.

Open Mike

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

Protests Taylor Link
EDITOR, Broadcasting:
In your April 26 issue, you were kind enough to report on two recent activities in which I have engaged, a magazine article in the Women's Home Journal, and testimony before the Federal Communications Commission in the Mayflower Rule Hearings. In both connections, however, you linked my name with that of my former employer, Sen. Taylor of Idaho, and with the Wallace party with which he has associated himself.

These references create an erroneous impression, since the Senator and I parted company on the Third Party issue, and this fact was reported in the newspapers at the time. I do not know whether he or any other member of his party shares my views on radio as expressed in the Ladies Home Journal article, or in the testimony which I gave in support of the rule requiring radio broadcasting stations to be non-partisan, on behalf of the American Veterans Committee, a non-political organization. I do not endorse the Third Party position, and have no reason to believe that it endorses mine.

Jerome H. Spingarn
Washington, D. C.

Free Political Time
EDITOR, Broadcasting:
I quote from the MBS conference call of May 12 (program correction for Friday, May 14) : "10:30-10:45 p.m. NYT insert talk by President Harry S. Truman before the Young Democratic Club. This will be an extemporaneous speech. The White House has announced that it will be non-political in nature."

The following is a direct quote again, this time from our UP radio wire (May 14): "President Truman tonight delivered a blistering attack on Republican domestic policy."

Does this come under the heading of "professional courtesy?" This is the political year again and I know the stations appreciate "class A" business; and it's from the business standpoint that I have approached this matter.

The management of this station does not know . . . of this letter and consequently cannot be held liable. The above are our own observations.

Les Eugene
Program Director
KTFS Texarkana, Tex.

VD Discussed on WTOP
EDITOR, Broadcasting:
There is a pioneering, startling radio program on V.D. right in J. R. Heller's front yard in Washington, D. C. [OPEN MIKE, May 3].

WTOP's series, The Undiscovered, lets V.D. patients speak for themselves (via tape recordings) on the air. The United Press said, "Syphilis patients for the first time are taking to the air to stamp out social disease."

Mr. Heller . . . can listen to The Undiscovered any Saturday at 11:15 p.m. . . .

These programs are produced in cooperation with the D. C. Public Health Dept. and the U. S. Public Health Service of the Federal Security Agency.

Cody Pfaukehl
Director, Press Information
WTOP Washington

Three, Not Five Stars
EDITOR, Broadcasting:
Shades of BC headache powder . . . our snappy quarter hour of news is heard on NBC. Your box tags us with Five Stars . . . thanks for the compliment but three stars are all we can boast about on Sunoo 3-Star Extra.

Lou Brott
Sunoo 3-Star Extra
Washington, D. C.

[Editor's Note: Hem referred to was story on program's railroad strike scoop in May 10 issue.]
PREDUCED COPIES of advertisement of KXOK St. Louis featuring proposed arch for “Gateway to the West” Memorial for St. Louis river front is presented by Foster H. Brown Jr., KXOK promotion director (center), to prize-winning arch designer. Eero Saarinen (r) of Saarinen, Saarinen and Assocs., Bloomfield Hills, Mich., and Luther Ely Smith III, originator of the project.

STOREMAKING RICHMOND, VA., TESTS
STOREMAKING INC. new-formed television advertising organization, is conducting first commercial tests at Thalheimer’s, Richmond, Va., department store. Through wired transmission to 21 receivers in strategic traffic locations in the store, one-hour continuous sound-on-film presentation is shown during store hours.

A number of sponsors have been signed for the intra-store advertising. Each sponsor’s product is advertised and then location within the store is given. Advertising is interspersed with entertainment and news.

Daily demonstrations are followed by careful tabulation of sales of products advertised to record changes effected by television.

RCA Victor Division of RCA provided the equipment and installed the intra-store hookup.

PROGRAM SURVEY

FOREIGN language broadcasting decreased sharply between January 1945 and the same month in 1948 despite a boom in the industry on the whole, according to a report prepared by Jacques F. Ferrand, chief, Foreign Language Radio Division, Common Council for American Unity.

In Mr. Ferrand’s survey, he states that in 1945 140 stations were airing 364 foreign language programs, while in 1948 it is total of 126 stations broadcast 314 programs. Broadcast hours, currently, are about 1010 per week, as compared to 1006 hours in 1945. Following are tabulations of the period:

<table>
<thead>
<tr>
<th>Languages</th>
<th>Number of Program 1948</th>
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<tbody>
<tr>
<td>Polish</td>
<td>43</td>
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<tr>
<td>Italian</td>
<td>37</td>
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<tr>
<td>Spanish</td>
<td>37</td>
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<td>Yiddish</td>
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<td>Greek</td>
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<td>French</td>
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<td>German</td>
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<td>Czech</td>
<td>13</td>
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<td>Lithuanian</td>
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<td>Hungarian</td>
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<td>Slovak</td>
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<td>Czech</td>
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concentrating on a foreign language market in a given locality. Another 10% are sponsored by religious groups, and the remaining 10%, by fraternal organizations. Big national advertisers contribute only slightly to the revenue, causing most broadcasters to rely on local sponsors. This results in an “overdose of spots,” Mr. Ferrand said, making “intelligent programming” difficult.

Foreign language radio audences are estimated at 15 to 20 million.

FAB Meets in June

FLORIDA Assn. of Broadcasters will hold its annual meeting June 23-24 at the Sheraton-Plaza Hotel, Daytona Beach. Secretary-Treasurer W. G. McBride of WDBO Orlando announced the meeting last week.

STORECAST OFFERING 'NEW TYPE' NETWORK
STORECAST CORP. of America has set up a “new kind of radio network with a guaranteed audience in supermarkets in Chicago, Philadelphia and the major cities of Connecticut” including FM stations.

The point-of-sale music and announcement service is headed by Stanley Joseloff, formerly with Young & Rubicam and onetime head of radio for the Biow Co.

WEHS-FM Chicago has been signed for the storecast network and contracts are now in the works for FM outlets in Philadelphia and Hartford with New York due to follow shortly, Mr. Joseloff said.

Storecast furnishes supermarkets in Chicago, Philadelphia and Connecticut with fixed-frequency receivers with complete merchandising service to food advertisers, guaranteeing point-of-sales audiences, in addition to listeners at home.

Current storecast advertisers in the Connecticut and Philadelphia operations include General Foods, Coca-Cola, Libby, Swift, Heinz, and some 44 others.

Davidson Taylor Accepts UN Radio Advisory Post

JADISON TAYLOR, CBS vice president and director of public affairs, has accepted an invitation to act as chief radio consultant to the United Nations’ Advisory Committee of Information Experts, the announcement said.

Mr. Taylor Mr. Taylor will serve at the committee’s second meeting, to be held May 25-June 3 at Lake Success, N. Y. The committee’s function is “to reflect to the secretary-general (of the UN) the needs and desires of the general public in the matter of public information about the aims and activities of the United Nations.”
erage of United Nations activities, including discussion programs, as a means of acquainting the public with constructive work being done by UN organs and agencies.

Proposal of the Engineering Exec- utive Committee to set up awards to engineers was voted down by the board.

The plan to put two directors for non-affiliates on the board was presented by Messrs. Cott, F. New York, and Ben Strouse, WWDJ Washington. After discussion, President Miller offered the counter proposal to name a standing committee. This was agreed to by Messrs. Cott, and accepted by the board. The non-affiliates had originally suggested the standing committee during code discussions last autumn when they contended Independents had been denied proper consideration in early stages of the code-writing process.

Board Members Attending
Board members in attendance were Mr. Fellows; Mr. Hanna; Campbell Arnoux, WJAR Norfolk, Va.; Henry F. Johnston, WSSN Birmingham; Henry W. Slavick, WMC Memphis; Gilmore N. Nunn, WLAP Lexington, Ky.; Mr. Ban- nister; Charles C. Calek, WMBD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, KTOK Oklahoma City; Clyde W. Rembert, KKKO Dallas; Dr. Ted Kline, KLZ Denver; William B. Smullin, KIEM Eureka, Calif.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; Howard A. Suelzer, KGGT Edison, N. J.; Robert W. Miller, WRTI Hartford; T. A. M. Craven, WAL Washington; G. Richard Shafto, WIS Columbus, S. C.; Clair R. Martin, WVFY Buffalo; Dr. E. B. Wood, WMC Chicago; Dr. E. N. Richardson, WJOL Muncie, Ind.; William B. Ryan, KFI Los Angeles; John Shepard 3d, WGTR (FM) Boston.

According to their first board meetings as new members were Messers. Slavick, Bannister, Quarton, Enoch, Smith, Breen and Dillard.

Board members who retired from service at the May 15 convention were Wesley P. Harris, WJWD Jackson, Miss.; C. Bruce McConnell, WISH Indianapolis; John J. Gillin Jr., WOW Omaha; William B. Way, KVON Atlanta; William B. Ryan, KFI Los Angeles; John Shepard 3d, WGTR (FM) Boston.

The old board approved a petition of a number of New Mexico stations to be transferred from the 16th District (So. Calif., Ariz., N. M.) to District 14 (mountain states).

BROADCASTING • Telecasting

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard licenses, 1,665; Conditional grants, 358; construction permits, 284; applications in pending file, 306; applications in hearing; FM—123 licenses, 793; applications; 67 grants, 793 CPs (of which 400 are on air under special temporary authority) 45 applications pending, 41; applications involving sales, 43; construction permits— seven licensed, 90 CPs (of which 26 are on air), 364 applications pending of which 103 are in hearing.

Hearings Before FCC...

MAY 24

AM—Hearings

WATF Pensacola, Fla.—CP, 920 kc, 5 kw. UN.—DA-ON.

WPMF Fond du Lac, Wis.—MD, CP, 920 kc, 1 kw. UN.—DA-ON.

AM—Hearing

Crescent Beach, Fla., & Shendandoah, Pa.—CP, 980 kc 5 kw. UN.—DA-ON.

Applications for licenses, 42; pending from KWH Cushing, WTAO Waco, Texas, to Missouri.

AM—Hearings

The Fevreers' Service Corp., Hartford, Conn.—License for operation of land-leased, WSOY Springfield, Ill., and revival of operation of WLYC Chicago.

The Connecticut Ball Co., Hartford, Conn.—License for WYME, Bridgeport, Conn.; application for WZBN Farmington, Conn., to be held in Room 59, Federal Office Bidg., Leavenworth & Market Sts., Santa Fe, New Mexico.

AM—Hearings

The Fevreers' Service Corp., Hartford, Conn.—License for operation of WLYC Chicago.

The Hartford Times Inc., Hartford, Conn.—Application to intervene pending by Yankee Network Inc.

To be held in Hartford.

MAY 25

WWBZ Vineland, N. J.—CP 1300 kc, 1 kw. UN.—DA-ON.


WIL St. Louis—CP 1400 kc 5 kw. DA-ON.

Parties respondent: KLO Ogden, Utah. WILR Lakeland, Fla., & WWJ New York.

FREQUENCY BROADCAST, Inc., Shreveport, La.—CP 1050 kc 100 kw. DA-ON.

Hawley Fevreer, Co., Reading, Pa.—For telecasting facilities.

Eston Radio Corp., Reading, Pa.—For telecasting facilities.

To be held at Reading.

MAY 27

AM—Hearing

KGDM Stockton, Calif.—CP 1140 kc, 10 kw. UN.—DA-ON.

Sacramento Broadcasts, Inc., Chico, Calif.—CP 1150 kc, 1 kw. UN.—DA-ON.

AM—Hearing

Journal Review, Crawfordsville, Ind.—CP 1300 kc, 1 kw. UN.—DA-ON.

Parties respondent: WJOL, Joliet, III.; WEDG, Detroit, Mich.; WPLC Muncie, Ind.; WTRC Jacksonville, III.

AM—Hearing

KNOE Monroe, La.—CP 1200 kc, 5 kw. DA-UN.

Model 1200, Inc., Co, Assiniboia, Neb.—CP 1250 kc, 1 kw DA-UN.

Parties respondent: WINC Chicago, III.; KFDM Beaumont, Tex. KLZ Denver, Col.

MAY 28

Charles Wilbur Lamar Jr., Morgan City, La.—CP 1450 kc 100 kw. UN.

Party respondent: WNOE New Orleans.
At Deadline...

PARAMOUNT TV TRANSCRIPTION RATE

PARAMOUNT Pictures will sell new 66-second film TV transcription service at $540 per half-hour. Off-the-air recordings will be available in New York, Chicago and Los Angeles.

TV ON PUBLIC RELATIONS AGENDA

SEMINAR on television included in program of First International Public Relations Institute of the American Public Relations Assn., Washington, starting today through Thursday. Planned in conjunction with American U. Institute coincides with APRA's third annual convention and will include methods-and-media exhibit. Session on television Tuesday, 3-6 p.m.

Panel members include:


Tobey Charges (Continued from page 4)

FCC asst. chief engineer in '36 and '37, "loved to RCA almost solely for guidance." This he said, was "common knowledge." This did not reflect on Mr. Tobey, but on RCA for "taking advantage of" it, he said.

The witness reviewed FCC's "errors" in FM development and asserted FM would be "farther along" if FCC had directed capital to it after the war.

Sen. Tobey cited June 26, 1947 memo to him from FCC as raising questions on shift of FM frequencies. "It admits in so many words," he charged, that FCC is allocating FM to "unbound basis." They're trading one type interference for another, he added.

Mr. de Mars agreed interference in current FM band "just as serious" as old one.

Prof. Armstrong gave "short answer" to earlier detailed claim of Dr. C. B. Joliffe, RCA executive vice president in charge of RCA Labs, that RCA was FM pioneer. When hostilities terminated set manufactures, he said, there were about 500,000 FM sets out and 50 stations on air. "Not one" of sets was manufactured by RCA, he said, and of 50 stations, NBC had a 1-kw and RCA manufactured not more than two of remainder.

In addition, he asserted, RCA furnished "none" of FM equipment to armed forces.

An RCA spokesman told Broadcasting later his company had recommended to FCC in October 1936, that high frequency FM broadcasting be authorized on "a commercial basis." He stated testimony of Dr. Joliffe in 1936 hearing said signals above 30,000 kc were "steady, substantially free of interference and capable of giving high fidelity service."

Sen. Tobey concluded "damage had been done," but said value of hearings was to serve as "a warning" to others "to keep hands off quasi-judicial bodies" in performance of duties.

AAA UNIT TO MEET IN L. A.


HOOPERING FOR KEYSTONE

HOOPER audience measurements now possible for Keystone Broadcasting System stations, Michael S. Sillerman, Keystone president said in Los Angeles. Test studies in two markets (not named) by Hooper firm indicated results of mail poll of listenertship correlate favorably with telephone coincidence method. Mr. Sillerman said, adding he could not predict when it would be possible to apply technique to entire Keystone network.

NBC, BROOKS HONORED

SYRACUSE U. Radio Workshop on Friday cited NBC and William F. Brooks, network vice president in charge of news, special events and international relations, for "outstanding contribution to the field of radio journalism." Citation made during First Annual Radio Weekend celebration of the Workshop, attended by students and Eastern station executives.

FCC FRIDAY adopted memorandum opinion and order to modify October 1947 new station grant to KBUC Corono, Calif., of 500 w on 1370 kc, directional fulltime, to make it subject to whatever interference it may receive from Whittier Broadcasting Assoc., proposed station at Whittier, Calif., 250 w, daytime on 1360 kc.

WJZ-TV New York Friday filed request to increase effective radiated power on Channel 7 (174-180 mc) from 16.25 kw visual and 8.25 kw aural to 29.5 kw visual, 14.8 kw aural. Studio designated as W 7. 66th St., transmitter moved from GE Bldg. to Hotel Pierre.

FREDERIC W. ZIV Co., New York, added three account executives, Henry Luhrman, Wayne Ruthcson and Stanley Young.

STANDARD OIL (of Ind.), initiating summer campaign this week, will include announcements on 123 weekly broadcasts covering 21 stations in 15 Midwest states, Wesley I. Kaufman announced, announced today (May 24). Campaign, to include other media, will stress voluntary gasoline conservation.

SERVICE on 154-mile coaxial cable, to carry network radio programs between Albany and New York started Friday by AT&T Long Lines Department. Line capable of handling two video programs simultaneously.

STERLING OUTLINES FCC COURSE at L. A.

FUTURE COURSE of FCC in technical field outlined by Comr. George E. Sterling and staff at FCC-Industry panel in Los Angeles Friday afternoon during NAB Engineering Conference.

Planned by FCC are these steps: Early action on daytime skywave interference, now tied into clear channel problem; probe of wire line service tariffs and interconnecting policies of carriers, including AM, FM, and TV rates; careful watch to be kept on Mexico use of 540 kc in violation of treaty, now being handled on diplomatic level after strong FCC protests; close scanning of sloppy FM operation and stalling tactics; possible use of 890-940 mc and video-transmitter links; announcement expected soon clearing up tower-site problem.

CARLSON PETITIONS WJBW DENIAL

PETITION for reconsideration and rehearing of FCC denial of license renewal to Charles C. Carlson for WJBW New Orleans was filed with the Commission. Petition also filed for 90-day extension of license by May 31, expiration date set by FCC for WJBW. New Orleans station, 250 w on 1230 kc, denied renewal. Careful watch to be kept on station for disaster announcements, other notices.

AFRA ELECTIONS IN JUNE

ELECTIONS to determine whether or not union shop will prevail will be conducted by National Labor Relations Board early in June for AFRA freelance artists in four major cities, New York, Los Angeles, San Francisco, Chicago, in accordance with Taft Hartley Bill. Taking part will be all freelancers who worked anytime during March 1948.

Closed Circuit

(Continued from page 4)

television and its competition with boxoffice is underlying motive. But, so far as is known, no tangible deals were consummated.

FACSIMILE standards are scheduled to be released by FCC in short order. Indications are that both simplex and multiplex methods of transmission will be allowed for limited periods. Arguments of industry regarding form of commercial standards were heard in mid-March [Broadcasting, March 22].

CHICAGO Federated Advertising Club set to honor William C. Eddy, WBKB Chicago director, with special "Man of the Year" citation for meritorious service and accomplishments in Chicago Television Field. CFAC passes out annual awards Thursday at presentation dinner in Chicago's Morrison Hotel.

NATIONWIDE network of land and mobile stations for disaster and emergency relief work to be launched soon by American Red Cross. Working closely with American Radio Relay League and FCC, ARC proposes to set up amateur radio clubs to operate "ham" equipment; considerable overlap of use by ARC clubs included auxiliary power supplies, special antennas. Although limited funds available, ARC would supply some equipment.

TO TELECASTING
WE APOLOGIZE
(Publicly For The First Time!)
WE SOLD THE KMBC-KFRM TEAM SHORT
by 35%

THE KMBC-KFRM TEAM SERVES 3,659,828 PEOPLE

Our recent third consecutive award for outstanding promotion from The City College of New York and the 1947 Billboard award prove that it is not our policy to "hide our light under a bushel." Nevertheless, our KFRM promotion has been all too modest. According to field measurements just completed, our engineers underestimated KFRM coverage by one-third of its actual area. Yes, that's right. KFRM's proved 0.5 mv/m contour shows a 35% greater coverage area than we have advertised.

And that area boosts the potential audience of the KMBC-KFRM Team to a total of 3,659,828 people! (Even this new figure is ultra conservative because it is conceded that in rural areas a signal of 0.25 mv/m provides good reception.) A study of the map shows how KMBC and KFRM, its daytime associate on the 550 dial position and with an effective radiated power of 12,500 watts, completely cover the enormous Kansas City trade area. That coverage marks The KMBC-KFRM Team as the only economical buy for advertisers who want to reach their huge, rich market in the Heart of America.

Free & Peters, Inc.
National Representatives

KFRM

THE KANSAS FARM STATION
IN THE HEART OF THE NATION
Programmed by KMBC from Kansas City
“Oklahoma’s Front Page”, edited and broadcast by Bruce Palmer (above, right), is a quarter-hour roundup of Oklahoma news and views heard Monday through Friday at 6:45 p.m. It earned the highest Hooperating (13.2) during the Fall-Winter period of any local program on Oklahoma City stations; only one weekday network program before 7:00 p.m. topped it with 13.3.

Continuous, adroit promotion has urged this program to top popularity. Promotion pinnacles were reached during two tours of Oklahoma towns by Bruce Palmer with WKY’s new, eye-catching mobile studio (left, above). During the tours, Palmer originated his “Front Page” broadcasts from 20 different towns featuring local newspaper editors as guests. Wherever it went, “Oklahoma’s Front Page” made front page news.