Tourists

Tourists have long been conspicuous in the Colorado scene, and the money they spend in the state each year is a really substantial factor in the state's economy. Pleasure-seeking tourists this year will spend more than $200,000,000 to enjoy Colorado's vast and varied attractions, which is approximately one-sixth of the total annual volume of Colorado's retail establishments. Along with mining, manufacturing, farming and stock raising, the tourist industry takes its important place as one of the substantial pillars supporting the robust economy of the Denver region.

Voice of the News

KLZ's "Voice of the News", aired seven times daily, is as much a part of the life and scene of Colorado as one of its countless trout streams, or as venerable Pikes Peak itself. The staff that gathers and edits the news for KLZ listeners is one of the largest and most experienced between Chicago and the Pacific Coast. The four staffers pictured above average 14 years each in news experience.

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company.

560 kc. CBS Affiliate

Represented by THE KATZ AGENCY
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Add up the buying power in the Beeline Market, California's great central valleys plus the Reno corner of Nevada. Your answer is 2 Billion! No wonder annual retail sales here come nearly as high as all of Florida's.

How do you talk to these prosperous people? Only with on-the-spot radio. Because this is a land ringed by high mountains...mountains that reduce outside radio signals.

Yes, you need the five BEELINE stations; the stations located right in major Beeline cities. Together these stations blanket the whole Bonanza Beeline...individually they're the standout buy. KOH Reno is typical. BMI reports its home county audiences as 96% daytime, 94% at night!

**McClatchy Broadcasting Company**

KFBK
Sacramento (ABC) 10,000 watts 1530 kc.

KOM
Reno (NBC) 1000 watts 630 kc.

KERN
Bakersfield (CBS) 5000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5600 watts 580 kc.
In a survey of New England's "effective buying power" the question remains how to reach this buying power most effectively.

And the answer is — with one medium, The Yankee Network.

Yankee's 23 home-town stations give you a tremendous audience through the neighborly appeal of local programs plus Yankee regional programs, plus Mutual coast-to-coast programs. It's an assured audience because each station has local acceptance, provides complete coverage of its area, which means local impact where effective buying power is concentrated.

The Yankee Network is New England's largest regional network. Its 23 home-town stations reach 89.4% of New England's radio homes. It provides dealer and consumer acceptance for all of New England's principal markets, city and suburban, in one package.

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System

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

TORN between concern over TV effect on box-office and uncertainties surrounding entry into TV broadcasting, motion picture moguls have ears cocked toward FCC on licensing policy in their field. No less passionate than Harry Warner was in Washington last week and made tour of FCC offices in quest for inking as to ultimate policy.

SEQUEL to acquisition of full ownership of KSTP St. Paul by Stanley Hubbard, president and general manager [CLOSED CIRCUIT, May 17] will be stock issue planned within next month or six weeks. Mr. Hubbard paid off his obligation to Ace Mfg. Co. in amount of $869,500, which he procured from Mellon National Bank, Pittsburgh. Mr. Hubbard, however, plans to retain substantial control with stock issue.

REVIVAL of all-media conference on free speech, dormant lately, desired by book publishers, anxious to get First Amendment protection since recent Supreme Court decision in Paramount case. Court held movies come under amendment. Book people plagued by new police seizures in Philadelphia book stores.

THOUGH NAB went even farther away from network influence at Los Angeles by setting up non-affiliate committee, several network chiefs understood to regret associate membership status and would like to be active again.


WAYNE COY, FCC Chairman, will absent himself from participation in proceedings involving acquisition of control of WTOP Washington, CBS-owned outlet, by Washington Post, because of his former connection with Post as assistant to publisher and executive director of its radio properties.

UPON FCC APPROVAL of acquisition of control (55%) of WTOP by Post, John S. Hayes, general manager of Post-owned WINX, will move over to CBS outlet. Maurice Mitchell, WTOP manager under CBS ownership, expected to receive executive sales post in CBS headquarters organization.

WHEN STANDARDS for facsimile are released by FCC—probably this week—it’s expected they’ll provide only for eight-inch transmission, with four-inch system eliminated as too small. Multiplexing upon FM channels also will be provided for under new commercial standards, but with either simplex or multiplex during certain periods.

AUTO ignition interference with TV reception in homes not too serious, engineering study by Radio Mfrs. Assn. will reveal. Figures soon to (Continued on Page 82)

Upcoming

June 13-16: Advertising Federation of America, annual convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West, annual convention, Sacramento, Calif.


June 14-17: RMA annual convention, Stevens Hotel, Chicago.

(Other Upcomings on page 56)

Bulletins

FCC asked to reopen record on transfer of TV Channel 1 (44-50 mc) to fixed and mobile services instead of FM [BROADCASTING, May 10] in petition filed Friday by Prof. Edwin H. Armstrong. He argues substitute service cannot be ready by Dec. 31 deadline for shift of FM network operations.

HOUSE passed census of business and manufacturers bill Friday, authorizing quinquennial study of trade and industry, discontinued since before war. Bill with similar provisions has passed Senate.

CONTINENTAL FM NETWORK TO COVER CONVENTIONS COMPLETE coverage of proceedings at national political conventions to be given by Continental Network, feeding 26 stations with high-fidelity service, Hudson Eldridge, network manager, said Friday (early convention page 27). Other stations may be added.

Continental has contracted for 15,000-cycle line from Philadelphia to W2XMN Alpine, N. J., with 14 stations getting service. Others will get 8,000 cycle service by wire and radio relay for 16-hour daily programming.

Coverage in charge of Joseph McCaffrey, ex-CBS and UP newsman and now on MBS. Aiding him will be Paul Green, former CBS and UP newsman, and John Cocoran, Philadelphia freelance.

RADIO NEWSMEN ELIGIBLE TO NATIONAL PRESS CLUB RADIO newsmen admitted to active membership in National Press Club, Washington, under amendment adopted unanimously at Friday club meeting. Eligible are those whose principal work involves gathering, writing or editing of news for radio, TV or facsimile.

Long-pending amendment covers only those whose work is comparable to news reporting, newspaper photography and news editing, and does not include owners or advertising employees of stations or those who merely broadcast news items prepared by others. News service employees are included."

Business Briefly

WJZ-TV CONTRACTS • TV contracts signed with WJZ-TV New York by Peter Paul Inc., Old Dutch Co., Products Inc., and F. & M. Schaeffer Brewing Co. Peter Paul, through Platt-Forbes, to use five spots weekly for 52-weeks, and two spots weekly adjacent to sports for nine weeks. Old Dutch through Pek Adv. Agency, signed for five-weekly spots, 26 weeks. Beam will use one-minute film shorts thrice weekly 13 weeks, placed direct. Schaeffer, through BBDO, will use five spots weekly, 26 weeks. WJZ-TV begins operations in August.

TRAILER NEWS • Freehauff Trailer Co., signed with ABC last week to sponsor Sunday news commentary, "This Changing World," 3-3:15 p.m., 52 weeks, beginning June 20. Agency, Zimmer-Keller, Detroit.

CAMPBELL AGENCY • Campbell Soup Co. has appointed Dancer-Fitzgerald-Sample, New York, to handle radio and television advertising of V-8 vegetable juices, V-8 tomato catsup, and V-8 chili sauce.

SEABROOK PLANS • Seabrook Farms, Bridgeton, N. J. (frozen foods), which named Peter Hilton Inc., New York, as agency will use radio in key areas.

STATE DEPT., NBC SHARE BLAME AT 'VOICE' PROBE BLAME for "slanderous stories" on U. S. "Voice of America" broadcasts (story page 23) was bucked back and forth as House Executive Expenditures Subcommittee opened probe Friday.

Assistant Secretary of State George V. Allen admitted to subcommittee that entertainment programsbeamd to South America were not monitored. He recalled Congressional intent was to have having broadcasting companies handle programs entirely.

NBB Vice President Charles R. Denny said his network accepted joint responsibility with State Dept. Mr. Denny said Albert Gandero, supervisor of NBC's Spanish language section, "certainly should not have approved these broadcasts. We don't know why he did it, but he did it and as he was our employe we accept responsibility." NBC thought State Dept. was checking scripts, he testified.

Earlier in New York Rene Borgia, script writer, had intimated Mr. Gandero was incompetent and consequently "NBC is to blame." Mr. Gandero, now in Havana, Cuba, charged as did Mr. Borgia that sections of scripts had been removed, causing distortion.

Stanley P. Richardson, NBC international Division director, said Mr. Gandero admitted not having read all scripts. Mr. Allen wondered if he were going too far in asking if Congress, too, recognized its responsibilities.

Rep. J. Edgar Chensoweth (R-Col.), subcommittee chairman, favored discontinuance of Voice at least temporarily, or removing it from State Dept. jurisdiction. He announced Mr. Borgia would be asked to testify June 1.
for distinguished all-round public service programming

WCAU

is awarded first prize in the first local program competition conducted by

The Billboard

* "The WCAU Career Forum"
Vocational guidance by radio. A series designed to guide high school boys and girls in choosing a career.

* "Cavalcade of American Politics"
A dramatic series tracing the heritage of American politics.

* "The Freedom Train"
WCAU's dramatic salute to the Freedom Train on the eve of its nation wide tour.

WCAU

50,000 WATTS • CBS AFFILATE
Philadelphia's Leading Radio Institution

The Philadelphia Bulletin Station
There are no Reds in Moscow

... no Reds, but plenty of greenbacks, according to what we hear about the Iowa variety of Muscovites. We hear they hear us, loud and clear. BMB measurements bear this out (84% day, 78% night).

Like 1058 other towns in WMT's listening area, Moscow is well-fed, well-clothed, well-radioed, and well-heeled. It's another post in the fence you build around Eastern Iowa when you use WMT.

Get inside the prosperous farm-and-industry market that listens regularly to Eastern Iowa's only CBS outlet. Ask the Katz man for details.

There are no Reds in Moscow

(IOWA)
WSIX gives value!

A LEADING distributor of dairy products in the Nashville area has used daily programs and announcements over WSIX for more than ten years. It's obvious this distributor is convinced WSIX gives top advertising value. Dozens of other national, regional and local sponsors know from year in year out results that WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Consult your nearest Katz representative for latest facts and figures—and the way WSIX can help you with your sales problem.

ABC AFFILIATE
5000 WATTS • 980 KC

AND WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!

National Representative: The Katz Agency, Inc.
How important are 25 years?

One long-term measure of an advertising agency is its ability both to change and to resist change.

In striving ever to improve the quality of its work, it must be party to the myriad inventions—intellectual and material—by which progress is measured.

But in preserving the character and integrity of its work, an agency must resist all efforts to change those basic qualities on which its reputation and its inspiration are founded.

If, by preserving the latter, it impels the former, each year becomes more useful than the last.

In the year of our twenty-fifth anniversary—which we celebrate this May—Young & Rubicam publicly restates some of the beliefs we live by.

Y&R's philosophy

1. An agency must excel in ingenuity, thoroughness, restlessness

   Ingenuity—the resourcefulness to command a bigger proportion of the public's attention for a client's advertising than his competitors are getting for theirs.
   Thoroughness—the ability to completely surround and penetrate a selling problem.
   Restlessness—a state of mind that compels an advertising agency to seek a still better way to do a job, after a good way has been found.

2. A job must satisfy not only the client—but Young & Rubicam

   Good advertising cannot thrive in an atmosphere of "pleasing the client at any cost."

   We want the client to believe in the advertising we prepare for him. But—equally important—we must believe in it ourselves.

3. "Brass Hat" doesn't mean brass knuckles

   Any executive of Young & Rubicam can lose an argument to a subordinate.

   For it is Young & Rubicam's belief that problems are solved better with reason than by coercion; that the agency will profit most from a man's mind if he feels free to express his honest convictions in any situation.

4. There is no such thing as an "all-round" advertising man

   It is our belief that an outstanding advertising man may be capable in many phases of advertising, but that he will excel in one.

   Letting each man devote his entire ability to the thing he does best has proved to be one good form of insurance against undernourished thinking.
5. "Formula" is another name for "rut"

We believe that the sales problems of products are as individual as eyesight, and that advertising should be fitted to them as carefully as glasses are fitted to the eyes.

Any attempt to formalize advertising places too much responsibility on experience, and too little on original thought.

6. An agency should be alive to the world outside of advertising and business

It should study the things that appeal to people in the field of politics, news columns, movies, the stage, the pulpit or fiction.

And it should be able to apply its findings to the constant improvement of the advertising it prepares.

7. It is more important to develop present business than to get new business

The reward of ownership in Young & Rubicam has been given for the ability to serve business rather than to get business.

In each Young & Rubicam office, one man devotes part of his time to soliciting new accounts.

The inference

25 YEARS AGO THIS MONTH, Young & Rubicam was an advertising agency which had some definite convictions—but no business.

We still have the convictions. And we believe sincerely that because we still have them, the following businesses have chosen to advertise through Young & Rubicam, Inc.

Clients of Young & Rubicam, Inc.

Following is a list of companies whose advertising is handled—in whole or in part—by Young & Rubicam. The companies are listed in chronological order.

1924
General Foods Corporation

1938 (Continued)
Sanforized Division of Cluett, Peabody & Co., Inc.
Cannon Mills, Inc.

1926
International Silver Company

1939
Simmons Company

1927
The Borden Company
Johnson & Johnson

1940
Hotels Statler Company, Inc.
American Can Company
Royal Typewriter Company, Inc.
Lever Brothers Company
John F. Jelke Company

1930
The Travelers Insurance Co.

1941
The Pullman Company
Celanese Corporation of America

1931
American Home Foods, Inc.
Cluett, Peabody & Co., Inc.

1942
Consolidated Vultee Aircraft Corporation

1932
Gulf Oil Corporation
The Rath Packing Company
The Personal Products Corp.
Packard Motor Car Company
Parke, Davis & Company
Northern Paper Mills
The Centaur-Caldwell Division of Sterling Drug, Inc.

1943
Good Housekeeping Magazine
Petri Wine Company
The Goodyear Tire & Rubber Company, Inc.
General Electric Company

1933
Bissell Carpet Sweeper Company
Frankfort Distillers Corporation

1945
Duffy-Mott Company, Inc.
Hunt Foods Inc.
Parity Bakeries
Hammond Instrument Company

1935
General Aniline & Film Corp.
The National Sugar Refining Co.
Bristol-Myers Company

1946
Pepsi-Cola Company
(Evervess Sparkling Water)
O'Cedar Corp'n.
Chester H. Roth Co., Inc.
Dictaphone Corporation
Northam Warren Corporation

1936
Life Savers Corporation
Drake Bakeries, Incorporated

1947
The Permanente Metals Corporation,
and Permanente Products Company
Bigelow-Sanford Carpet Co., Inc.
Scovill Manufacturing Company
Jos. Schlitz Brewing Company

Thomas J. Lipton, Inc.

The Drackett Company

Time, Inc.

The Drackett Company

The Travelers

The Singer Sewing Machine

The National Sugar

General Aniline

Frankfort Distillers Corporation

The Centaur-Caldwell Division of Sterling Drug, Inc.

Gulf Oil Corporation

Bissell Carpet Sweeper Company

Sanforized Division of Cluett, Peabody & Co., Inc.
Cannon Mills, Inc.

The Borden Company

The Travelers Insurance Co.

American Home Foods, Inc.

Gene
Al

The Pullman Company

Consolidated Vultee Aircraft Corporation

Good Housekeeping Magazine

Duffy-Mott Company, Inc.

Bissell Carpet Sweeper Company

Frankfort Distillers Corporation

Gulf Oil Corporation

The Borden Company

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The Drackett Company

Time, Inc.

Thomas J. Lipton, Inc.

The Drackett Company

Time, Inc.
Swing your sales to a new high in the rich Kansas City Marketland with those dynamic customer-getting extras now available! Yes, sir, WHB is sitting pretty in the very heart of the Midwestern trade territory, swinging out—now—with

10,000 WATTS 710 KILOCYCLES FULL-TIME

See your John Blair man today, and join other smart advertisers in the Swing to WHB!

WILLIAM J. MORRIS, former television and motion picture head of BBDO, New York, and previously with J. Walter Thompson Co., joins Biow Co., New York, as supervisor of television and motion pictures, effective immediately.

TED HUSTON, freelance radio and television producer and formerly with Ruthrauff & Ryan, New York, joins McCann-Erickson, New York, as assistant to LEE COOLEY, director of television.

SEYMOUR MORRIS and T. J. HENRY named vice presidents of N. W. Ayer & Son, New York. Mr. Henry is now vice president in charge of Detroit service while Mr. Morris has been appointed vice president in connection with New York service.

WALTER WASHBURN, with Young & Rubicam, New York, since 1930, as agency merchandising executive, appointed vice president and a contract supervisor.

GEORGE H. PATTON, former account executive with Tullis Co., Hollywood, joins Makelim Assoc., that city, in executive capacity.

ROBERT WEENOLSSEN, radio director of Sherman & Marquette, New York, announces his resignation effective July 1. Future plans will be revealed at later date. No successor has been named.

JACK WHITNALL and ALLEN WINKELMAN join Rolfe Whitnall Ad., Los Angeles, as partners. No change of firm name involved.

JOHN H. FORSHAW, formerly with Industrial Surveys, joins research staff of J. Walter Thompson Co., New York, to head activities of consumer panel.

MAC L. OLDs, former account executive with Adolph Bloch, Portland, Ore., joins Pacific National Adw., same city, in similar capacity.

MAYS & BENNETT Adw., Los Angeles, dissolves effective June 1. Understanding BOD MAFS will retain Barker Bros. and J. W. Robinson & Co., Los Angeles stores, accounts, and Co-partner HARRY BENNETT will take over Craig Oil Co., Los Angeles account. Other details not disclosed.

EARL DUMONT, former New York manager of Smith, Bull & McCreery Adw., transferred to agency's Hollywood office as executive assistant.

ROBERT P. KUKUCK, executive of Flint Adw. Assoc., New York, appointed director of expanding television department.


PRODUCTIVE Adw., Los Angeles, moved to new offices at 2024 W. 6th St. Telephone: Dunkirk 9-2251

PORTER ADW. Agency, Washington, opened offices in National Union Bldg., 818 F St., N. W., ALBERT K. PORTER owner, has announced. Mr. Porter was former vice president of WBUZ (FM) Bradbury Heights, Md.

BRISACHER, VAN NORDEN & Staff, Los Angeles, resigns account of West Coast division, Wilson & Co. (meat packer) due to conflicting accounts.

ALICE LIDDELL appointed director of media department, Ingalls-Minter Co., Boston agency.

E. H. KLAUS, former head of recently dissolved E. M. Klaus & Co., Los Angeles, joins Dana Jones Co., that city, as director of media and research.


GLORIA WICKERSHAM, account executive with W. C. Jeffries Co., Los Angeles, resigns, announcing no future plans.

IRVING E. STIMPSON, former public relations manager Safeway Stores, Seattle area, joins Frederick E. Baker & Assoc., that city, as partner.

K. S. SELL'S TIMELY NOTE TO TIMEBUYERS

K. S. SELLOGRAM

TO REACH ALL YOUR PROSPECTS IN INTERMOUNTAIN AMERICA, YOU'LL NEED KSL. MORE THAN HALF OF THE MILLION LISTENERS IN KSL'S 8-STATE 50-100% BMB DAYTIME COVERAGE AREA* LIVE ON FARMS OR IN TOWNS OF LESS THAN 5,000 PEOPLE. KSL IS THE ONLY MEDIUM WHICH SERVES ALL OF THIS INTERMOUNTAIN FARM, TOWN AND CITY POPULATION.

KAY S. SELL

*Broadcast Measurement Bureau, 1946

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS
Feature of the Week

ALL FACILITIES were made available by KEX Portland, Ore., May 17 for airing of Dewey-Stassen debate. During the hour-long coast-to-coast verbal tug-of-war the two Presidential aspirants argued "Shall the Communist Party Be Outlawed?"

Audience at KEX studios was limited to editors, reporters and photographers and station reports press representation was greater than at any other occasion in recent Oregon history. Nearly 100 press representatives were present in addition to three crews of news-reel cameramen.

Western Union was kept busy during the debate and more than 30,000 words were dispatched through its special facilities set up in the KEX building.

The broadcast was released to ABC through Westinghouse's KEX, and other networks picked up the broadcast from the KEX studios.

On All Accounts

WHENEVER Gordon Keeble, radio director of F. H. Hayhurst Co. Ltd., Toronto and Montreal advertising agency, feels that he is working too hard, he thinks back to his first fulltime radio job and decides that, comparatively speaking, he's on vacation now.

He started as an announcer with CFCH North Bay, after answering an advertisement for an announcing job in 1940. He auditioned in Toronto on Tuesday, was on the job at CFCH on Thursday. For $75 a month he wrote all continuities for CFCH, announced 10 hours a day, and conducted classes in broadcasting technique for the sons and daughters of local sponsors.

Today as radio director of a leading Canadian agency, Gordon handles 40% of the agency's billings. He handles such accounts as Bromo-Seltzer Ltd., F. W. Fitch Co., Canadian Cannas Ltd., British Cere-

ics & Crystal (Canada) Ltd., Larus & Bros. Ltd., Dr. A. W.

Chase Medicine Co., C. E. Fulford Ltd., G. T. Fulford Co. Ltd., Pierce's Proprietaries Inc., Dr. Scholl Mfg. Co. Ltd., and Templeton's Ltd. Most of this business is spot radio.

GORDON

Gordon joined F. H. Hayhurst Co. in June 1946, but not directly from CFCH. He was transferred from CFCH to CKGB Timmins, where his first job was to write 13 half-hour sneak-dramas, which already had been sold to an enthusiastic sponsor, script unseen. He also starred, produced and directed the series. He was at the same time commercial announcer and news- caster of CKGB.

He left CKGB in April 1942, resumed his piano studies, and on suggestion of Midge Ellis, a Canadian Broadcasting Corp. announcer, and now Mrs. Gordon Keeble, asked for an audition with CBC Toronto program headquarters. Given a script for the audition, he found it to be the same one he had used continuously at CFCH to teach announcing to would-be announcers there. He was spectacularly successful on that audition, and joined the CBC announc- ing staff, soon becoming chief announcer of CJBC Toronto, key station of CBC's Dominion network.

From CJBC he moved to the Hayhurst organization, where he soon became head of the radio department. He has been active in

(Continued on page 18)
Yeah, but can he lift a sales curve?

(for another set of muscles, see back page of insert)
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*EXPLANATORY NOTES*

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS. IN SOME INSTANCES, STARTING DATE  INDICATES SUSTAINING AD BROADCAST ON WEST COAST.

AFC

10:00-10:30 AM Monday thru Thursday, Approximate 3:30.<interactive_media>---</int>
The power of a network's muscles is measured by the audience it delivers. CBS has the largest nighttime audience (Lux Radio Theatre) and the largest daytime audience (Arthur Godfrey at 11 a.m.) of any network in Radio. That's another reason why most leading advertisers turn to CBS to lift their sales curves.

*For details, write CBS, New York.

CBS — where 99 million people gather every week!
**New Business**

**PUERTO RICO AGRICULTURAL CO.** appoints Cecil & Presbrey Inc., New York, to handle its advertising campaign for El Praco cigars. Radio will be used in selected markets.

**LADY ESTHER Ltd.,** Chicago (cosmetics), appoints Chicago office of Ruthrauff & Ryan to handle its advertising.

**KAY BARON CLOTHES Inc.** (Clothing manufacturer with retail outlets in eastern cities) appointed Levy Adv., Newark, N. J.; plans to expand use of radio. Firm now has programs and spots on WITH Baltimore, WMAS Springfield, Mass. and WAAT Newark.

**WINARICK Inc.,** New York (Jeris Antiseptic Hair Tonic and Jeris Cream Oil), appoints Harry B. Cohen Adv. Co., New York, to handle advertising. Definite plans have not been set, but market tests in spot radio are contemplated.

**UNITED AIRLINES** planning five one-minute evening TV spots weekly on KTLA Los Angeles, and two on WBKB Chicago, to publicize new direct service between New York and Los Angeles. Agency: N. W. Ayer & Son, New York.

**JOHN R. MARPLE Co.,** Westfield, N. J., distributor for Hushpuppy Corp. of America (Thompson's Fireside Hushpuppy Mix), appoints French & Preston, New York, as advertising agency. Radio to be used to introduce ready-mix form.

**PROCTER & GAMBLE Co.,** Cincinnati, appointed Dancer-Fitzgerald-Sample, New York, to handle advertising on new product now in developmental stage.

**PETROL Corp.,** Los Angeles (gasoline), started sponsorship of weekly telecasts of wrestling matches over KTLA same city. Agency: McNeill & McCleery, same city, and contract is for 24 weeks.

**TONI Co.,** St. Paul (home permanents), started CBS daytime program *This is Nora Drake*, on CFRB Toronto. Agency: Spitzer & Mills, Toronto.

**PEP BOYS,** Southern Calif. auto accessories chain, today (May 31) starts five weekly quarter-hour recorded program *Party on the Air* on KPMC Bakersfield. Chain also plans spot announcement campaign on Santa Barbara stations in June. Agency: Milton Weinberg Adv., Los Angeles.


**LEWIS DANCE STUDIOS,** New York, appoints Armstrong, Schleifer & Ripin, New York, to handle advertising. Radio will be used.

**PEOPLES CREDIT JEWELERS,** Toronto (chain stores), June 13 starts Sunday evening *Sunyside Community Sing-Song*, 8:30-9 p.m. on CFRB Toronto, CHML Hamilton, and CKCO Ottawa. Program continues to Sept. 5. Agency: MacLaren Adv. Co., Toronto.

**GENERAL FOODS,** New York (Jell-O), through Young & Rubicam, New York, renews *Author Meets the Critics*, Martin Stone package, on WNY-TV, Sun., 8-8:30 p.m. for another 13 weeks effective in June. Show has been sponsored for past year.

**PHILIP MORRIS & Co. Ltd.,** and Breyer Ice Cream Co. start four spots and one spot weekly, respectively, on WCBS-TV New York. Agencies: Blod Co. for Philip Morris, McKee & Albright for Breyer.

**HARPER BOAT BUILDING Co.,** Terminal Island, Calif. (cabin cruisers), May 23 started for 13 weeks one-weekly spot announcement schedule on TV station KTLA Los Angeles. Agency: Ross, Gardner & White Adv., that city.

**STUDEBAKER Corp.** devoting “larger than usual” share of commercial airtime during forthcoming months to announcements on behalf (Continued on page 69)
NATIONAL Credit Office files show 67 video set manufacturers, and 20 pending applications, ready to begin soon, the company states in a special report on television. After noting the increase in TV set production from 7,900 a month to more than 30,000 a month at present, the report points out that the future rate will depend on the opening of television stations in cities now without video program service, and, accordingly, without purchasers of video receivers.

Noting the 20 commercial stations operating in April, day of the report, the 86 construction permits or applications at that time, NCO states: “300,000 television receivers are in operation, many in public places. Consequently, the audience has not been large enough to attract substantial advertising appropriations. Expenditures are increasing as more receivers are sold. The ability of the public, on the other hand, to absorb the increasing production will depend in some measure on price.

“With millions of dollars in engineering time and laboratory equipment being devoted to engineering improvement and manufacturing simplification, cost economies will have and will continue to be effected. Labor savings will be accomplished as production lines roll faster and worker efficiency advances. Substantial engineering and development expenses are being absorbed by a comparatively small unit production. In the future, these expenses will be applied to a larger volume so that each receiver will go on the market carrying a proportionately smaller amount of such expenses.”

Hits New Peak

A large percentage of TV set manufacturers have “attained a substantial output,” with January 1948 production reaching a peak representing “a rise of 101.6% over the monthly average for 1947,” NCO reports. “Production has advanced rapidly since January, chiefly because an increasing percentage of the facilities of established radio manufacturers is being converted to the production of television receivers,” says the report.

Of 56 manufacturers submitting financial information, 19 were classified as having net worth of less than $100,000; five between $100,000 and $300,000; two between $300,000 and $500,000; five between $500,000 and $1,000,000; four between $1 million and $5 million; 15 over $5 million. “All those in the net worth classification of under $100,000 are new concerns established for the purpose of manufacturing television receivers exclusively,” NCO states. “All those in the net worth classification of over $300,000 are established radio or radio and electronic manufacturers.”

Two Failures Noted

NCO, which has specialized in credit and sales information on radio-video manufacturers and wholesalers, notes that already there have been two failures among TV set makers and that “others are now running slow in meeting their obligations.” Credit considerations include: the “very much higher” capital requirements than those for the manufacturer’s “additional burden of installing and servicing sets because the retailer has neither the essential test equipment nor the technical knowledge”; the possibility that an oversupply of sets may develop temporarily or that a manufacturer might be overstocked with a model or type of set not liked by the public; the particular improvement of a model of successful manufacturing experience in the electronics industry and “of a competent and well-balanced engineering staff”; the obvious advantage held by the established company in having widespread distribution which the newcomer must build for itself.

Telesetatus Report 7 [BROADCASTING, May 19, 1948] contains a comprehensive breakdown on video receiver production by models, covering 1946, 1947 and the first two months of 1948. Also reflected in the May report are buyer trends in various models. That report contained all available information relative to the models, characteristics, and prices, catalogued according to manufacturers. Prize tables included the following information: Name of manufacturer, model designation, size of picture, types of services offered, number of tubes, channels and rectifier tubes, price and cost of installation. Class ranges included $150 to $200, $200-$400, $400-$600, $600-$900, $900-$1,500, $1,500-$3,000.

Manufacturers listed ranged from the 19-tube Hallcrafters Co. model No. T-64 with seven-inch picture tube, priced at $169.50, to the $3,000 TV-AM-FM-Phono Metropolitan model, with a 15-inch picture tube and 36-inch by 45-inch projected pictures. Television receiver manufacturers listed by NCO are shown below (telephone numbers are listed in parentheses):

National Credit Office List of Video Manufacturers

Admiral Corp., 3800 W. Cortland St., Chicago (Spaulding 0100).
Air King Products Co. (Div., Hytron Radio & Electronic Corp.), 170 53rd St., Brooklyn (Gedney 9-5388).
American Television Inc., 5050 N. Broadway, Chicago (Ardomine 9001).
Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City, N. Y. (Stillwell 4-5411).
Arcutus Radio & Tel. Corp., Newark, N. J.
Atlas Development Labs., Inc., Jersey City, N. J.
Atomite Electronic & Radio Co. (Kits), Brooklyn, N. Y.
Bace Television Corp., Hackensack, N. J.
Belmont Radio Corp. (Raytheon sub.), 5921 West Dickens Ave., Chicago (Berks 7000).
Bend Radio & Television, New York.
Brocniar Electronics, New York.
John M. Coge, Montclair, N. J.
Certified Radio Labs., Brooklyn, N. Y.
Clevue Television Corp., Brooklyn.
Colony Television Corp. (Sylvania Electric Prod. sub.), Bronx, N. Y.
Columbia Television Div. General Products, Stamford, Conn.
Consolidated Television Corp., 601 W. 30th St., New York (Langacre 3-5000).
Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati (Kirby 6600).
DeWald Radio Mfg. Corp., Long Island City, N. Y.
Allen B. DuMont Labs., 2 Main Ave., Passaic, N. J. (Passaic 3-1616).
Duval Radio & Tel. Corp., Jersey City, N. J.
Dynamic Tel. Assoc., 155 Prince St., Brooklyn, N. Y. (Ulster 5-3786).
Electro-Technical Industries (Kits), 1432 N. Broad St., Philadelphia (Poplar 5-3600).
Fada Radio & Electric Co. Inc., Belleville, N. J.
Frankworth Tel. & Radio Corp., 3700 E. Passaic St., Fort Wayne, Ind. (Anthony 5301).
Gared Radio Corp., 70 Washington St., Brooklyn (Main 4-6044).
General Electric Co., Electronics Park, Syracuse, N. Y. (Syracuse 6-4411).
Hartlacker Co., 4401 W. Fifth Ave., Chicago (Van Buren 6300).
Hoffman Radio Corp., 3761 S. Hill St., Los Angeles (Prospect 3446).
Loral Electronics, New York.
Motorola Inc., 4545 Augusta Blvd., Chicago (Spaulding 6500).
Multiple Tel. Manufacturing Co., 987 Hagaman Ave., Brooklyn (Nightingale 9-1520).
Olympic Radio & Tel. Inc., 34-01 38th St., Long Island City, N. Y. (Stillwell 4-6911).
Orthon Corp., Paterson, N. J.
Philo Corp., Tioga and C Sts., Philadelphia (Nebraska 4-5100).
Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y. (Stillwell 4-5455).
Preston Television Co., Bayside, L. I., N. Y.
Remington Radio Corp., White Plains, N. Y.
Republic Television Inc. (Kits), Dumont, N. J.
Scott Radio Labs. Inc., 4541 N. Ravenswood Ave., Chicago (Long Beach 5172).
Sightmaster Corp., New York.
Television Corp., New York.
Television Corp., 355 M. Hoe Ave., Chicago (Chcaps 2323).
Sports-View Tel. Co., 540 Bushwick Ave., Brooklyn (Evergreen 7-2294).
Stewart-Warner Corp., 1826 Divvyway Parkwway, Chicago (Lakeview 6000).
Stramberg-Carlson Co., 100 Carlson Road, Rochester, N. Y. (Culver 0260).
Tech Master Products, New York.
Teltron Corp., Brooklyn.
Tete-Tone Radio Corp., 609 W. 51st St., New York (Circle 6-3255).
Television Dev. Labs. Inc. (Sets & Kits), New York.
Television Industries, Brooklyn.
Tellcor Corp., New York.
Transvision Inc. (Kits) Lctrovision Inc., New Rochelle, N. Y.
Unical Television Inc., Brooklyn.

BROADCASTING • Telecasting
Here's a Television Picture You Can't Afford to Miss!

When WMAR-TV went on the air in October, 1947, the best estimates of sets in use was from 600 to 800. On May 1, 1948, a survey proved at least 10,273 sets in the Baltimore area. And additional television sets are being installed at the rate of 125 a day, or roughly 3,000 a month!

Moreover, thousands of sets installed and serviced from Washington, D.C., are well within the 500 uv/m "reliable reception" area of WMAR-TV.

Full-Length Features for Top Appeal

Such quality programming, never before available to television audiences, is another reason why WMAR-TV is the best buy in television!
Simple switching for your

RCA 76-B5 Consolette

Type BCS-1A
Master Switching Unit

Type BCS-1A
Master Switching System

This system consists of one Master Switching Console (above, right—shown with an RCA 76-B5 Consolette), and one or more sub-control units (below). It contains all the relays needed for any combination of switching functions.

Up to five sub-control rooms can be used with the master console, each of which can handle from one to three studios.

Status lights give accurate picture of “On Air,” “In Use,” “Ready,” and “On-Off” conditions in all control rooms for each outgoing line. Unique design features prevent feeding more than one program to any one line, although supporting program material can be handled as remotes from the originating studio. Sub-control units act as relay control stations between studios and master control unit.

Type BCS-1A Studio
Sub-Control
AM-FM Programming

RCA consolette switching systems co-ordinate all studio-station functions

Here's another example of RCA's program of providing "packaged" broadcast equipments having the flexibility and performance of custom-built jobs.

The two Switching Consoles shown, in connection with standard RCA Consolettes of identical styling, give you sufficient latitude to perform intricate AM, FM and network programming operations—easily, precisely and quickly. Choice of model depends upon the complexity of your station's operating requirements.

The BCS-1A Console is designed for the more elaborate station...switching the outputs of as many as five control consolettes to three outgoing lines. Many combinations are practicable. Inputs from studios, network, recording rooms or frequent remotes can be monitored and switched to transmitters or network lines. Electrically interlocking controls have reduced the possibility of switching error to the vanishing point.

Managers of stations requiring only two consolettes will find the RCA Type BCS-2A Console the ideal switching system. Used with two RCA 76-B5 Consolettes, program material from as many as four studios and two announce booths is routed to desired outgoing lines (AM and FM, or either transmitter and a network line).

Both types of RCA Switching Systems are designed for long-range station planning. They have sufficient flexibility to take care of future expansion. Complete details may be obtained from Engineering Products Dept., Section 19-EB, Radio Corporation of America, Camden, N. J.

Type BCS-2A Switching System

Two studio inputs may be switched independently to either of two outgoing lines. Mechanical interlocking prevents feeding two inputs to the same line. This system handles up to four studios and two announce booths. Two examples of the layouts possible are shown above.

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

In Canada: RCA VICTOR Company Limited, Montreal
NE SCASTERS chat with sponsors of NBC's Sunoco "Three-Star Extra" after a broadcast from Sunoco Bowling Banquet in Philadelphia. L to r: Ned Brooks; Ray Henle; J. N. Pew Jr., chairman of board, Sun Oil Co.; Felix Morley; Robert G. Dunlop, Sun Oil president.

PLANNING special program heard over NBC May 23, marking centenary of AP are Alan J. Gould (l), AP executive editor, and William F. Brooks, NBC vice president in charge of news, special events and international relations.

SPEAKERS on the dedicatory program and formal opening of WBEN-TV Buffalo included Edward H. Butler (ll), WBEN president and editor and publisher of "Buffalo Evening News," and Sidney Stratz, NBC TV administrative vice president.

DETROIT'S Mayor Eugene I. Van Antwerp turns first shovel of earth for new TV transmitter of Detroit Broadcasting Co. Helpers (l to r) Ralph G. Elvin, general manager of WJBK; Joyce Chapman, WJBK; George M. Millar, WJBK commercial mgr.

TV WILL sell TV with sponsorship of "Television News-reel" on WFIL-TV Philadelphia by Allen B. DuMont Labs. Negotiating contract are (l to r) Douglas Day, Buchanan Co.; Norman M. Markwell, DuMont; Kenneth W. Bowman, WFIL-TV.

COMBING out new ideas from the board of Fred Stoye, sales manager of the new KLAS Las Vegas, Nev., are Dick Gaebel (l), general manager; and Barney Fitzpatrick, program director.

DISCUSSING Lowell Thomas-Arthur Godfrey May 31 presentation of radios to veteran hospitals are Pat S. Withrow (l), national director, Veterans Hospital Program, and CBS V.P. Howard S. Meighan.

HERB ROGERS (II), Ranch-Way Feeds, sponsors a "Mile-High Farmer," on KOA Denver Introduces Dot Peach, featured on program. Wishing him well are Clarence Moore, program director (second from right); and Paul Visser (r), m.c.

ADVERTISING Council's support of Student Nurse Recruitment program is rewarded with a plaque from American Hospital Assn. At presentation (l to r) George Bugbee, executive director, AHA; Graham Davis, AHA president; Charles G. Marimer Jr., chairman of Ad Council; Anson C. Lowitz, vice president, J. Walter Thompson Co., volunteer agency; T. S. Reppel, Ad Council president.

N. C. MacDONALD, (r), sales manager of Crosley Distributing Corp., explains firm's latest receiver to (l to r) R. C. Conigree, Avco v. p.; Victor Emanuel, Avco board chairman; and Bert Cole, v. p. and general manager of Crosley.

WHEN Hotelman Ernest Byfield (II), president of Chicago's Hotels Sherman and Ambassadors East and West agreed to 52-week contract with WGNB (FM) Chicago, Marion Claire, station director, was right on hand at the big moment.
Who's TV now?...

"Only somebody in the chips can afford to buy a Television set. Others look for free in a bar."

That's the curbstone appraisal of the TV market today... ground floor chance to get close to the upper classes—before the Joe Doakes crowd in!

To the advertiser Always Chasing Rainbows, we bring bad news. Joe is not only in—but It!

From three leading set manufacturers, WPIX secured lists of 1947 installations in New York City and suburbs—33,074 in all. Discarding 1,319 in saloon—well, public places—left 31,755 in homes... of which 16,961 were City, and 14,794 suburbs.

Allocating City sets to districts by income groups... upset the TVclass market apple cart! Because:

High districts had only 12.5% of the sets; and Upper Middle 14%—both combined 26.5%! But Middle districts showed 60.1%—and with Lower Middle and Poor districts totalled 73.5%!

Park Avenue is poor pickings... compared to the Borough That Has Everything—ranks first in set ownership! (Brooklyn! What else?) Manhattan is a poor fourth!... Write WPIX for the survey.

The majority TV audience is folks who stay home nights so they can get to work in the morning—mass market, growing fast in New York!

And WPIX, with its extensive facilities for producing picture programs, and the most modern equipment... offers advertisers the opportunity to grow with a growing market and medium...

Time rates and programs on request.

WPIX - THE NEWS Television Station
220 East 42nd St., N. Y. C... MUrray Hill 2-1234
Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22

BROADCASTING - Telecasting
May 31, 1948 - Page 19
WHEN IN ROME...

What does Rome have to do with Radio and Retailers? Plenty...if you follow the time-tested adage. When in Cleveland...use radio as Cleveland retailers do. They use WHK successfully...and naturally, consistently! In fact...

WHK does more program business with local sponsors...than any other Cleveland Station!

Rates and Hoopers aren't "all Greek" to those who KNOW Cleveland. They let RESULTS speak.
HENNOCK TO FCC

(See "Our Respects To . . ." and editorial, page 44)

FOR THE first time in 21 years of radio regulatory history a woman—Miss Frieda B. Hennock—will grace the FCC bench beginning next July, irrespective of whether the Senate sees fit to confirm President Truman's nomination of the New York lawyer and Democratic party worker.

The Senate Interstate Commerce Committee, to which the nomination automatically was referred, will consider Miss Hennock's qualifications at its regularly scheduled meeting this Thursday or next, after it receives a report from the three-man subcommittee named last week. Unless the Republican leadership, with the scent of victory in the national elections this November in its nostrils, decrees that the important FCC post (along with others in government) shall not be filled, it is expected a favorable report will issue.

Should the committee, along strict party lines, decide to withhold approval, thereby allowing the nomination to lapse with anticipated adjournment June 19, it is a virtual certainty that President Truman promptly will give Miss Hennock a recess appointment. This would give her full privileges and compensation until the new Congress convenes in January. Once the new Congress meets, however, the interim appointment will expire and a new nomination (or renomination) would be entailed for the full seven-year term.

But the most likely action, in the view of seasoned observers here, is that the Senate committee will report Miss Hennock favorably, with the Senate promptly following suit. There are many reasons auguring for favorable action, it was pointed out, even though the assignment involves the political power on the Commission.

Anxious to Serve

Miss Hennock, in her forties, is anxious to assume the Commissionership, despite the deep cut in income. Her income, according to friends, is several times the $10,000 FCC annual stipend.

Miss Hennock, it was learned authoritatively, conferred a fortnight ago with FCC Chairman Wayne Coy about Commission activities. That, however, was before the President finally had made up his mind on the nomination, submitted to the Senate last Monday, May 24.

Confirmation machinery was set in motion last Thursday by the Senate Committee. Chairman Wallace H. White Jr. (R-Me.) designated a subcommittee comprising Sens. Brewster, Maine, chairman, Capehart of Indiana, Republicans; and Johnson of Colorado, Democrat. All three have been active in radio matters.

Chairman Brewster asked committee staff members to prepare data on the nominee, which will be considered by the subcommittee preparatory to the customary hearings. It is presumed that action will be forthcoming some time this week. Since the vacancy does not occur until Comr. Clifford J. Durr completes his tenure June 30, there appeared to be no reason to expedite consideration, it was pointed out.

An active party worker in New York City and State Democratic circles, Miss Hennock has been particularly effective as a campaign fund raiser. She was most active in the O'Dwyer mayorality campaign of two years ago and also figured prominently in party activities in the fourth-term Roosevelt campaign.

Appointment a Surprise

The appointment came as a distinct surprise to everyone with the possible exception of Mr. Coy and those who favored her appointment. Among the latter, it is understood, were Paul Fitzpatrick, New York State Democratic chairman; Edward J. Flynn, New York City party leader; Mrs. India Edwards, director of the women's division of the Democratic National Committee, and Mayor O'Dwyer. Unconfirmed was the report that Mrs. Eleanor Roosevelt rallied to her support.

Friends and associates of Miss Hennock describe her as a "middle of the roaders" liner as regulatory concepts are concerned. Assos.

(Continued on page 53)

SENATE COMMITTEE SEEN FAVORABLE

RCA Plans Experimental Station

PLANS for a Washington experimental station just above 500 mc and duplicating programs were revealed by RCA last week.

RCA's announcement that it hoped to put the station into operation just above 500 mc and duplicating programs was made Friday by Acting Chairman Dr. C. B. Jolliffe, chairman of the Senate Interstate Commerce Committee, and Dr. Jolliffe also announced plans for the station simultaneously with the filing of the application with FCC on Friday.

The transmitter to be used will produce an effective radiated power up to 25 kw, permitting for the first time, company spokesmen said, field-strength surveys of a 500-mc broadcast service "under all conditions of urban, suburban and rural areas and over all kinds of terrain."

The station will be installed at the Wardman Park Hotel, location of WNBW.

It was emphasized that if expansion into the UHF region is found to be practicable, "a simple and inexpensive adapter can be provided for present television sets."

This had been stressed by Dr. Jolliffe and other RCA-NBC witnesses in the hearings before the Senate Interstate Commerce Committee, when Acting Chairman Charles W. Tobey Jr. questioned whether present sets would not be obsolesced by a move to video's upstairs band (BROADCASTING, April 12, May 17).

In addition to the high-band activities of RCA and of CBS, which

(Continued on page 54)
USE of a directional antenna, one of the few thus far on the books in television, is envisioned by CBS and the Washington Post in their joint offer of $1,000,000 to a television station in Washington area. The bid was for Channel 12, it was revealed Friday.

Petitioning FCC to allocate Channel 12 to Washington from Fredrickson, Va., they said their formal application will outline plans for directionalized operation to protect stations on Channels 11 and 13 at Baltimore, some 35 miles away.

Their petition, filed by Philip G. Loucks, Washington radio attorney, disclosed that the new corporation formed with the Post's purchase of 55% of CBS' WTOP was headquartered in Baltimore. According to Mr. Loucks' version of events, the television application will be filed in that name.

One proposed one-tower directional antenna was designed and tested in model form by Andrew Alford of New York, antenna consultant, according to Stuart L. Bailey, Washington consulting radio engineer, who said he had examined it "and believes the design to be practical."

In an affidavit accompanying the petition for transfer of Channel 12, Mr. Loucks also said that Channel 2, a public service substitute for No. 12 at Fredericksburg on a community basis. The petition asked FCC to make these changes in connection with its application for reassignment in the Virginian newspapers. and Frederick, Va. The petition noted that the nearest station on Channel 2 at Baltimore (WBAL-TV and WMAR, respectively) with respect to the substitution of Channel 2 on a community basis.

FCC rules have been understood that the station was being built for the purpose of the Post's purchase of the old WINX and WINX-FM Washington.

Meanwhile, the WTOP Inc. television application, and also the foundation seeking FCC approval for the Post's purchase of control of WTOP, are expected to be filed shortly, perhaps this week. Also in the process of preparation is the application for station KJAX's acquisition of full ownership of KWQ San Francisco at a reported price of $425,000 [Broadcasting, May 24].

Would Protect Baltimore

Use of the proposed directional antenna, it was pointed out, will protect the 5000 microvolts per meter that Baltimore stations on Channels 11 and 13 (WBAL-TV and WMAR, respectively) have been known as WTOP Inc. The television application will be filed in that name.

While the proposed one-tower directional antenna was designed and tested in model form by Andrew Alford of New York, antenna consultant, according to Stuart L. Bailey, Washington consulting radio engineer, who said he had seen the antenna, it was pointed out, that it would be expected to receive from the other within the 5000 microvolt contour.

Although FCC has never encountered the use of directional antennas in television, the Commission's rules and standards permit their use. FCC authorities said they knew of only two instances to date, in which such devices had been planned. The grant to KPRO Riverside, Calif. for a television station on Channel 1—one that has since been deleted—was conditioned on the limitation of radiations toward Ventura. Further, it was pointed out, WTMN-NBC's Cleveland video operation encompassed two TV channels, and if they knew the microvolts per meter, they knew the limits of the grant. The microvolts per meter, they knew the limits of the grant.

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KCL, KYA

WASHINGTON, D.C.— Warner Brothers, moving picture producers and owners of KFWB Los Angeles, were reported last week to have completed arrangements for the purchase of KLAS Los Angeles and KYA San Francisco from Mrs. Dorothy Thackery for approximately $1,000,000 [Broadcasting, May 3].

Inclusion of KLAS's television grant for Channel 13 in the transaction is expected to touch off protests from several rivals who reportedly plan to put up a fight for the frequency. W. L. Gleeson's KPRO Riverside, which grant for Channel 1 before it was deleted, already has asked FCC for Channel 13, and KFLA Los Angeles, KFWB and Pauley, oilman who is now seeking an entertainment station, are understood to be contemplating a similar move.

They are expected to argue that a television permit should not be transferred, particularly in the element of "consideration" is involved. FCC authorities concede the whole question is "interesting."

Representatives of both Warner Brothers and the Thackery interests declined comment on reports that the KLAS-KYAA transaction had been agreed upon. But Harry Warner, president of the motion picture firm, in recent informal conferences with FCC and other officials in Washington treated the subject as though terms had been reached.

The transaction will be subject to FCC approval. Under the Commission's doozy ban, Warners would be required to dispose of either its KLAS (570 kc, 5 kw day, 1 kw night), or KYA on 1200 kc with 5 kw day and 1 kw night. Neither of the three outlets is affiliated with a network.

Representatives of the Pauley interests have conceded that they are watching Los Angeles Channel 13 developments but refused to commit themselves to file for it.

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Retailers Adjust Budgets to Radio

WOAR-WADC Decision Upheld

FCC Receives Bids For 7 TV Channels

Used Car Dealer Is Applicant For Station in San Diego

APPLICATIONS for seven new commercial television stations were received from the FCC recently, all of the applicants presently have AM operations.

Radio Service Corp. of Utah, licensee of KSL Salt Lake City, seeks channel 12 in that city while Leland Holzer, West Coast used car dealer, presently a video applicant at San Francisco, seeks Channel 10 (192-198 mc) at San Diego.

KARM Fresno and KROY Sacramento, Calif., associated in ownership, request Channel 7 (174-180 mc) and Channel 3 (60-66 mc) respectively.

Merritt Broadcasting Co., licensee of WLOA Braddock, Pa., seeks Channel 10 in Pittsburgh and asks to be joined in the consolidated hearing to begin there June 14. Tri-City Telecasters Inc., now to be identified in operation with WHOL Allentown, Pa., requests Channel 8 (180-186 mc) and asks to be joined with the other pending applicants in the June 16-18 hearing on the Allentown-Bethlehem-Easton area.

New applicants and facilities they request include the following: Allentown, Pa.—Tri-City Telecasters Inc., Channel 8 (180-186 mc), 0.7 kw visual, 0.5 kw audio, antenna height above average terrain 626 ft. Initial cost $15,725, annual operating cost $60,000, revenue unknown. Ownership: John G. Scholl, president, Walter McCall, Jr., public accountant, president-treasurer, and 29.15% owner; Lewis and Company, 20% owner; John G. Scholl, vice-president and secretary, and jointly 13.56% owner; Charles G. Henshaw, 7.78%; Harry K. Bauman, Allentown postmaster, 7.78%; Edmund H. Scholl, owner E. H. Scholl, Jr., 1920 kc, station manager, 7.75%; Carl H. and Marguerita M. Scholl each own 2.5% of WHOL and Mr. Butman, Washington radio and television joining partner, 5.75% of WHOL. Proposed TV station and a radio station, each administrative and technical personnel and will share some operation personnel.

Presently KFRA—KARM, The George H. Newt Station, Channel 7 (174-180 mc), 20 kw visual, 10 kw audio, antenna 358 ft., Initial cost $90,000, revenue unknown. Hattie

(Continued on page 64)
By JOE STIRICK

THREE SEPARATE investigations of the "Voice of America" were underway at the weekend, with White House, Senate and House groups looking into charges that the history and customs of several states were described in "insulting" fashion during Spanish-language programs beamed to South America.

Hearing was held Friday before the House Foreign Executive Expenditures Subcommittee (see story page 4).

The White House acted Thursday when President Truman called for all the facts in the situation, which had official Washington in an uproar. The President told a news conference he wanted to find out who was responsible.

A full-scale investigation was planned by the Senate Foreign Relations Committee following revelation by Sen. Homer Capehart (R-Ind.) on Wednesday that program material in the State Department series prepared by NBC, was insulting to the U.S.

The Foreign Relations Committee was assigned to conduct the investigation after a floor fight in which Sen. Wallace H. White (R-Me.) contended his Interstate Commerce Committee should handle the matter and the Executive Expenditures Committee sought to have Sen. George D. Aiken (R-Vt.) claim authority. Sen. Arthur Vandenberg (R-Mich.), presiding, first assigned it to the expenditures group but was overruled by the Senate and gave it to Foreign Relations.

Investigation Reported

It was reported, however, that Subcommittee Chairman Homer Ferguson (R-Mich.) of the Expenditures Committee, already has an investigation underway and has proceeded to call witnesses.

The broadcasts drew fire in the House, too, where Chairman J. Edgar Chenoweth (R-Col.) said his group would begin immediate public hearings.

Rep. Donald L. Jackson (R-Calif.) implied that Congress was partly to blame too. He claimed that through its power of appropriation, it has restricted the number of personnel the State Dept. can employ and at the same time insisted that the programs be carried out through private sources.

The controversial scripts were prepared for the State Dept. by NBC last February. The network blamed two of its announcers and said they had already been dismissed from their posts.

But a group of angry Senators insisted that the State Dept. was responsible for the content of the programs and wanted to know why the "slanderous" passages hadn't been caught and deleted before they were put on the air.

Some even threatened to cut the Department's appropriation unless the situation was corrected.

Sen. Tom Connally (D-Tex.) declared the "whole matter is saturated with malice aforethought," and called those responsible for the scripts "traitors to their country and to the cause, which they are supposed to represent." He added that in addition to State Dept. officials, NBC should be called to explain.

Sen. Barry Goldwater (R-Az.) recalled that during previous hearings on the matter the question arose as to the extent of supervision which should be exercised by the State Dept. over the broadcasting companies. The companies, he said, "objected to State Dept. supervision on the ground that they would not be free agents to send out over their systems this information as they themselves prepared it."

Allen Defended

It was pointed out that George Allen, Assistant Secretary of State for Public Affairs, took office after the incident in question and Sen. Leverett Saltonstall (R-Mass.) felt that "he (Allen) will prevent anything of that kind being continued in the future."

Sen. Carl Hatch (D-N. M.) said the broadcasts "cannot be too severely condemned" and felt that perhaps it was a mistake for Congress to insist that private agencies handle some of the broadcasts.

Sen. Homer Ferguson (R-Mich.) said the time had come when "Congress must supervise these broadcasts." He suggested "revoking" the appropriation "until we know that every word is supervised by responsible persons in the State Dept."

H. Alexander Smith (R-N. J.) agreed that the Department must have "an adequate staff so that every word can be supervised before it is released."

Sen. Elbert D. Thomas (D-Utah) said he was "wondering very seriously how a great organization such as NBC could take money from the Government of the United States for what it has given out to the world about the country which sustains it, and about the people who pay good money to keep that great corporation alive."

He said the "Voice of America" has "suffered tremendously" from this "accidental issuing of a contract to what has been considered to be a great and responsible concern. Yet that concern states as an answer that it was an excitement." He added, that Congress insisted that the going facilities of the country be used.

Sen. Millard E. Tydings (D-Md.) said he would be "very much interested" in knowing who prepared the scripts as it "looks like a calculated attempt to portray the U.S. in the most devastating way that radio technique would permit."

Sen. Capehart interjected that he had a copy of a letter from one of the authors of the scripts but he was not able to make it public at this time. He revealed, however, that the writer claims to have been "forced to write this sort of thing."

The State Dept., meanwhile, "welcomed any investigation" of "Voice of America" broadcasts. In a letter to Sen. H. Alexander Smith, Assistant Secretary Allen outlined the Department's position.

Mr. Allen said he welcomed the probe "so that all concerned will have a fair hearing of the intent of Congress." He said the programs in question were "as disappointing to me as I am certain they are to the National Broadcasting Co.

He revealed that new contracts were being negotiated to give the Department closer supervision over this type of broadcast. He said the Department was doing its utmost "to avoid if humanly possible any repetition of this sort of thing."

He added that this type of broadcast had been left almost entirely to private companies.

TRANSLATIONS ASKED

In making its last appropriation for the "Voice" Congress insisted that certain programs be farmed out to the major networks. It was pointed out by State Dept. officials that the Department made every effort to get translations before the programs were broadcast, but that NBC refused on the ground that the contract fee was too high.

Because of this, the officials said, many broadcasts went to Latin America under Department directives but without prior supervision by the Department.

The Department did get wind of one series last fall—supposedly based on John Gunther's Inside America (Continued on page 56)
CENSUS

By J. FRANK BEATTY

DEMAND from Capitol Hill for inclusion of a radio set question in the 1950 decennial census was supported last week by nearly a hundred letters and petitions from business groups.

As the move to insure a radio count assumed important national stature, the U. S. Census Bureau indicated outwardly that it was not overly impressed by the letters that have started to pour into the office. Director J. C. Capt sent each writer, including Congressmen and Senators, a chilly reply in which no hope was offered petitions.

Since much of the bureau’s reluctance to include a radio item in the census is due to fear of Congressional budget cutting, the demonstration of interest by legislators may soon soften the resistance of census officials.

Right now the bureau is having budget trouble in Congress, with a bill authorizing a special housing study in connection with the 1950 census apparently stalled in the House Committee on Post Office and Civil Service. It is known that cost of the 1950 census may exceed $100,000,000, over twice the cost of the 1940 count.

Last week alone four Senators asked the bureau to include a radio question in the 1950 project. They were Senators John S. Cooper (R-Ky.), Irving M. Ives (R-N.Y.), Burnet R. Maybank (D-S.C.) and Claude Pepper (D-Fla.).

Representatives who called on the bureau last week to include radio were Noble J. Gregory (D-Ky.), Leonard W. Hall (R-N. Y.), John M. Vorys (R-Ohio), Daniel A. Reed (R-N. Y.).

ANA Petitions

The powerful Assn. of National Advertisers got behind the move last week when President Paul West requested a set question in 1950. Individual advertisers who made similar requests last week included John H. Platt, vice president of Kraft Foods; M. W. Ramsey, radio director of Procter & Gamble Co.; H. D. Wolfe, director, Market Research Dept., Colgate-Palmolive-Peet; Donald B. Douglas, vice president, Quaker Oats Co. Sherman D. Gregory, Advertising Dept., Campbell Soup Co.; R. P. Olmstead, advertising manager, Kellogg Co.; Stanley J. Clark, vice president, Sterling Drug Inc.

Besides its budget troubles, the bureau is reluctant to take a radio count because of an adverse recommendation from the Census Advisory Committee of the American Marketing Assn. This committee will meet again in Washington June 15-16. It reviews Census Bureau problems on an advisory basis. Committee chairman is Gordon Hughes, director of marketing research, General Mills.

Active in all committee affairs because of his former service as Assistant Director of the Census is Dr. Vergil Reed, of J. Walter Thompson Co., New York.

Dr. Reed takes the position that since nearly everyone has a radio, why bother taking a count. On the other hand, media buyers, advertisers and many other industry groups contend many areas are far from radio-saturated; that television will be a vital marketing factor in 1950 and the census should reflect its influence; that radio set figures have a benchmark value permanently useful in all advertising and distribution industries.

Writing as a member of the Committee on Armed Services, Sen. Maybank “strongly” urged that the radio set question not only be retained but that subquestions be added covering AM, FM, TV and rural-urban location.

Would Include AM

Sen. Maybank told Director Capt the broadcasting industry has grown more since 1940 than during the 20 years of its existence, with the number of television sets having more than doubled in the last four months. Vital trends are developing due to the expansion and availability of FM and television programs, he said, adding that these trends should be followed by every possible means.

A resolution of the North Carolina Assn. of Broadcasters, adopted May 19, points to definite need for an up-to-date radio set ownership figure and suggests a census of AM, FM, TV and a complete “would be a useful purpose both to the broadcasting industry generally and to the public as a whole.”

NAB, BMB, FM Assn. and many (Continued on page 61)

AAW Convention Featuring Video

Sacramento Meeting Scheduled For June 13-17

TELEVISION will play an important part at 45th convention of Advertising Assn. of the West to be held June 13-17, in Sacramento.

Entire June 17 session will be devoted to discussion of “Television as an Advertising Medium” by a six-man panel made up of representatives from various phases of television.

Speakers will be Klaus Landsberg, general manager, KTLA Holly- wood and West Coast television director of Paramount Pictures; Charles (Bud) Barry, vice president in charge of programs and television, ABC, New York; Haines Finney, advertising manager, Union Oil Co., Los Angeles; Don McNamara, director of television, Telefilm Inc., Los Angeles; Harry McMillon, president, Five Star Productions, Los Angeles; Arnold McGuire, Foote, Cone & Belding, Los Angeles, television director. Mal Boyd, head of Mal Boyd & Assoc., Hollywood, is panel chairman.

A discussion of “What’s Ahead For Radio” will be a feature of June 15 sessions. Martha Gatson, account executive, KFOX Long Beach, Calif., will conduct panel on subject. Main speaker has not yet been announced.

Other Speakers

Representatives from other media who will speak at the five-day meeting include Charles H. Ferguson, West Coast manager and vice president in charge of BBDO, San Francisco; Robert J. McAndrews, promotion head, Young & Rubicam, Hollywood; Tom Lane, vice president and advertising manager, Rexall Drug Co., Los Angeles.

Hopes Dim for Radio Count

NAB last week started plans to put its new Standards of Practice into operation July 1.

First job is to complete the text of the code, which drew industry endorsement and final board action during the Los Angeles NAB convention.

One section, covering educational programming, remains to be written. First draft will be prepared by Ralph W. Hardy, chairman of the NAB Educational Standards Committee. Ideas for this section originated with NAB President Justin Miller, who restyled the code a fortnight before the convention.

Final Touches Prepared by NAB

Post-convention reaction indicated general approval of the new standards as a set of ideals toward which all broadcast operations should strive.

The code action dominated the two-day convention, which many members termed the most successful from a business and entertainment standpoint in NAB history. Many radio executives remained on the Coast last week to wind up convention business but they are expected back at Washington headquarters tomorrow (Tuesday). Judge Miller has several Coast engagements and will not return for some time. C. E. Arney Jr. was winding up convention details prior to taking his vacation. A. D. Willard Jr., executive vice president, and other department heads were en route to Washington. Robert K. Richards, public relations director, and Harold Fair, Program Dept. director, returned to headquarters immediately after the convention.

In the works at NAB is the district-delegate awards project for convention attendance. Certificates have been designed for presentation to delegates who attended the first Management Conference in NAB history. A trophy is to be awarded the district having the best attendance record at Los Angeles.

Drawn for Broadcasting by Sid Hix

“We’re on a spot for someone in left since Cliff Durr resigned.”

(Continued on page 56)
By VIRTUE of their power, influence and public spirit broadcasters are destined to play an important advisory role in drafting preparedness plans affecting the communications industry. It was stipulated in organizational blueprints made public in the Security Resources Board.

Special recognition of broadcasters was given in recommendations contained in the long-range plan for mobilization of communications industries to insure its readiness in the event of any emergency. The plan, covering both operating and manufacturing phases for both commercial and public carriers, was drafted by Leighton H. Peebles, board communications consultant, for presentation to NSRB Chairman Arthur M. Hill.

Included in the staff study are general recommendations for activities to prepare the industry; for implementing the program, and for composition of governmental and industry bodies to formulate detailed plans for all activities.

Pointing out that the NSRB communications division’s responsibility includes wire and radio communications, radar and television, Mr. Peebles recommended that liaison be established by the division with certain government agencies and civilian companies and associations. It was also recommended that industry and military advisory committees be appointed to advise the NSRB chairman.

From these and other sources the NSRB chairman would receive information and data to serve as the basis for establishing the overall machinery to keep the industry geared for any eventuality.

Liaison Plans

Agencies with which liaison would be established include the FCC, Civil Defense Planning, State Department and Munitions Board. The latter is already operating in cooperation with the Signal Corps, Navy Communications, Air Force and the Research and Development Board.

Firms and associations with which liaison was recommended include the NAB, RMA, telephone and telegraph operating companies, domestic and international carriers, communications equipment manufacturers, electronic laboratories such as M.I.T., General Electric, Bell, I.T.&T.; U. S. Independent Telephone Assn. and non-common carriers such as railroad, police, fire, pipe line, forest patrol, power utility, bus, taxi, public address and in-office and intra-office systems.

Advisory groups urged were a telephone operating committee, including both domestic and international common carriers; a television operating group, also including both domestic and international common carrier representatives; laboratories and development committees, communications equipment manufacturers committee (including radio, radar, wire, and

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Broadcasters’ Role Stressed

A SPIRITED FIGHT for the remaining two television channels available in the San Francisco Bay Area is being conducted in that city by five aspirants for licenses. Hearings started May 24 and are expected to continue approximately two weeks. They are being conducted by the Federal Office Building, San Francisco by FCC Examiner J. P. Blume. Joseph Brenner, FCC counsel, is conducting the cross-examinining.

Sessions for first two and a half days were devoted to engineering problems. Shortly after hearings opened, KSAN, owned by S. H. Patterson and Leland ( Honest) Holzer, used car dealer, Los Angeles, withdrew its application, leaving five still in the running.

Those contesting for the coveted channels are: Paramount Television Productions; Television California, which is owned by Edwin W. Pauley, Los Angeles oil man and Democratic leader; Twentieth Century-Fox; CBS and KROW.

San Francisco Hearing Started May 24

Direct testimony of the applicants began on the afternoon of May 26, when Claus Landsberg, general manager of Paramount Television Productions, took the stand. Mr. Brenner started cross-examining of Mr. Landsberg on May 27.

The frequencies being contested are for Channels 9 and 11. A number of high bracket NBC, CBS, Twentieth Century-Fox and Paramount officials are interested spectators at the hearings.

Mr. Black declared that he was the first to be granted one of the licenses if he would erect a transmitter on one of the hills in the San Bruno Hills, just south of San Francisco.

Paramount Plans

Paramount plans to build its transmitter atop Mt. Tamalpais, just north of San Francisco in Marin County.

Three groups have already been assigned television channels in the San Francisco Bay Area. They are KGO-ABC, the San Francisco Chronicle, and the Associated Broadcasters, owners of KSFO.

John M. Black, general manager of the Pacific Telephone and Telegraph Co., San Francisco, testifying before the hearing May 26 stated that network television facilities will be available on the Pacific Coast by early next year.

He stated that the telephone company is now planning a single channel television relay from Los Angeles to San Francisco. By 1950, Mr. Black declared, his company hopes to have completed work on coaxial cable capable of relaying several simultaneous television broadcasts between the two coast cities.

IN SAN FRANCISCO for hearings on television channels 9 and 11, FCC officials breakfasted May 23 (day before hearings opened) with KGO San Francisco and ABC executives at Mark Hopkins Hotel. L to r around table are J. W. Eiken (back to camera), project engineer, Austin Co., New York; Cyril M. Braun, chief of FCC’s FM Broadcast Division; Phillip G. Coldwell, manager of sales, Electronics Dept., Transmitter Division, General Electric Co.; FCC Comr. George E. Sterling; Frank Mars, ABC vice president in charge of engineering; FCC Comr. Rosel Hyde; KGO Manager Gayle V. Grubb; Paul Mowrey, ABC sectional director of television; A. E. Evans, KGO engineering manager; Kenneth Clark, FCC South Pacific region manager, and F. W. Maynard, vice president and district manager, Austin Co. KGO-TV expects to be on the air on Channel 7 by Dec. 1, KGO officials state.

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DEFENSE BLUEPRINT

By ED KEYS
BRIEFS for both sides in a case which may test FCC's authority over stations' commercial-vs.-sustaining ratios were before the U.S. Court of Appeals for the District of Columbia last week, awaiting oral argument and the court's decision.

The case is an appeal by Bay State Beacon Inc. from the Commission's decision in the Brockton, Mass., 1450-kc proceeding, in which FCC granted Cur-Nan Co.'s application and denied Bay State's.

Bay State, contended, in its appeal brief, that FCC decided the case largely on the fact that Cur-Nan promised to limit commercial time to 50% while Bay State proposed to make up to 95% of its time available for sale. FCC, answering, denied that it based its choice on "an isolated, abstract, theoreticalistic consideration of 'relevant facts,"' but said rather that it chose Cur-Nan because its program plans "would best serve the needs and interests of the area."

Bay State's Brief

Bay State's brief, filed by Philip J. Hennessey Jr. of the Washington law firm of Segal, Smith & Hennessey, declared:

Assuming it to be a part of the Commission's function to minimize purely commercial announcements, to enhance broadcasting as a social and cultural instrument and generally to improve the level of program service to the public, there is a wealth of extrarecord evidence to sustain the view that at least so far as the local, independently operated, small stations are concerned, a percentage limitation on saleable time is not the best method of accomplishing these results . . . . A more effective method of censorship than the one employed by the Commission in this case can scarcely be conceived. . . .

The brief called attention to renewals granted by FCC in which "the agreement to limit the amount of time offered for sale was an integral part of the Commission's favoring action." In these the limitations ranged from 65 to 75% commercial. Yet in the Chicago FM case, the brief recalled, WMAQ-NBC won a grant even though commercial programs would take 85.8% of all time and 95.8% of the time between 6 and 11 p.m. In the New York FM case, the brief added, "several unsuccessful applicants proposed 50%-60% limitations on commercial time while one of the successful bidders, WMCA, refused to commit itself on any strict limitation.

Comparing WMCA's position with that of Bay State, the brief continued:

The Blue Book has not attained the dignity of a Commission regulation . . . .

Appellant argues that a percentage limitation upon the amount of time which a station may sell constitutes censorship. The Commission's decision does not fix any percentage of time which must be devoted to sustaining programs. It merely holds that, on a comparison of the proposed program plans of the applicants, the Commission found that the public interest in Brockton would be served to a greater extent by the applicant who had examined the needs of the community and reserved a greater percentage of time in which to serve those needs.

The decision on censorship does not prohibit all Commission concern with the extent to which program proposals of applicants will serve the needs and interests of the community.

The Commission said it found no fault with Bay State's plan for "limited sponsorship" of certain programs, in which the commercial would be limited to the name, address or telephone number, and product of the advertiser. Rather, FCC objected to "the fact that this policy of permitting these programs to be sponsored as well as the ordinary commercial programs, did not leave the applicant with the necessary degree of flexibility in his program schedule, and certainly not the degree proposed by Cur-Nan Co. It is evident that some types of programs cannot be sponsored with propriety no matter how limited the advertising is."

FCC continued:

Even though the applicant proposed to reserve only 3% of its time for sustaining programs and that public service programs would be carried by the station, the applicant could not properly be considered. Considering the fact that all of the station's time offered for sale, and the fact that the station is available for sponsorship of one kind or another, the distinction between sustaining and sustaining programs is at once apparent.

Bay State also attacked FCC's conclusion that Cur-Nan should be preferred from the standpoint of local ownership and extent of owners' participation in station affairs. The program is principally owned by Joseph T. Noonan; his son, Matthew J., and Charles F. Curran. Bay State stockholders include Hugh W. and Clarence M. Long, program director, and Robert M. Fletcher. FCC's brief was filed by Harry M. Plotkin, assistant general counsel; Max Goldman, acting assistant general counsel, and Mary Jane Morris, attorney.

FCC Power Argued

INTERLOCHEN

MUTUAL last week cancelled negotiations for broadcasting Interlochen, Mich., youth concerts, which have been blacklisted by the American Federation of Musicians, and sent a protest letter to E. Maddy, president of the Interlochen Music Camp, with the caption "undue advantage of the network."

A week before Dr. Maddy had announced to the press that regular broadcasts of the Youth Symphony, a feature of the annual summer camp at Interlochen, had been assured by Mutual beginning July 6.

Dr. Maddy simultaneously disclosed that an hour before he assertedly concluded arrangements with Mutual, in a telephone call to an unidentified network executive in New York, he had received a call from NBC refusing to carry the Youth Symphony because the AFM had declared the camp unfair.

"I'm glad there's one network that has the courage to give more importance to the law than to a union leader's edict," Dr. Maddy was quoted as saying.

Mutual last week confirmed that its proposal, which had been in communication with Dr. Maddy and had tentatively agreed to schedule broadcasts of the orchestra from Interlochen. A network spokesman said, however, that the negotiations had not proceeded to the point at which the AFM had been consulted.

The wire to Dr. Maddy was

ANALYSIS of methods used in consumer research panels, for guidance in broadcasters in carrying out this type of audience study, has been published by the NAB Research Committee.

The analysis is the second evaluation of research techniques published by NAB, according to Dr. Kenneth H. Baker, research chairman of the NAB Research Committee.

Most of the illustrative material in the second study was provided by WKY Oklahoma City, which has conducted consumer panels on an extended basis.

Complete instructions are provided in the manual.
POOLED VIDEO coverage of the Republican and Democratic national political conventions will cost about $80,000, that sum to be divided among 17 East Coast television stations. (NBC's WAAM Baltimore gets on the air by convention time), said Will Baltin, secretary of the general committee on television coverage of the presidential conventions. Baltin, said last week following a meeting of the committee in New York.

The pooling of the broadcasts of official activities on the floor of the Convention Hall in Philadelphia, estimated on the basis that each convention will last five days, Mr. Baltin said. The extensive off-the-floor video interviews, commentaries and other programs planned in connection with TV convention coverage will run the total bill "up into six figures," he estimated.

The pooled broadcasts, he said, will go out over one of the three AT&T coaxial cable circuits serving Philadelphia during the conventions.

The circuit will be used exclusively for convention coverage during the terms of the conventions and will carry telecasts northward to Newark, New York, Schenectady, New Haven and Boston and southward to Baltimore, Washington and Richmond. Every minute of the convention programs, from the call to order each morning to the gavel to adjournment at night will be covered. Cable charges for the ten days will amount to about $25,000, Mr. Baltin estimated. He pointed out that the addition of Boston and Richmond to the video network more than doubles the local charges, which would have been only $12,000 if confined to the New-York-Washington hookup.

Second Circuit

The second coaxial circuit will be reserved for regular network video programs, Mr. Baltin said, with the third available for special out-of-the-convention Hall video programs from Philadelphia by the various individual stations. Time sharing arrangements for the use of this third channel among the stations are being handled by a special subcommittee of the general committee on convention coverage, he said.

Origination of Convention Hall pooled telecasts will be shared among the four video networks—ABC, CBS, DuMont, NBC—on a rotating basis. The network in turn providing a crew to handle the five video cameras and to man the production booth, a task which calls for the use of 24 men a day. The production booth, Mr. Baltin explained, will be located immediately to the left of the rostrum, with one camera atop the booth, on one side of the Hall mid-way back, one at the rear of the Hall and one outside the entrance to catch the delegates coming and going. The production supervisor will have five screens to watch, five pictures to change at all times, making this the most ambitious pickup so far attempted in TV history.

The technical arrangements of the convention call for two daily shifts of 13 men each, Mr. Baltin stated. He added that the overall technical costs of the pooled convention coverage will account for some $45,000 of the $80,000 total.

The technical end of the job is as unusually complicated for television as is the production end, he stated, pointing out that in addition to the network feeds, the master control room crew must also handle the transmission of Convention Hall pickups to the Philadelphia TV stations directly.

In addition to the straight live-at-the-time video pickup service to stations which can be tied into the East Coast network, ABC, NBC, CBS and WPIX New York are planning to provide a film service for their affiliated TV stations outside the direct network range, or, as in the case of WPIX, such film service to any independent TV station willing to buy it. (It was also learned last week, though not from the convention, that plans are under way for making kinescope records—films made off the receiving tube—for serving stations beyond the present network hookup in the receiving such service to pay into the pool a charge equal to 10% of the sum paid by each station receiving the convention programs via coax or radio relay. The committee was also reported to have prohibited the use of any pooled pickups, either live or by kinescopic films, in theaters, restricting them to broadcasts for reception in places not charging admissions.)

At last week's meeting of the convention committee a subcommittee was set up to make plans for covering the third party (Walcott) convention, to be held in the same Convention Hall later in July, on the same pooled basis as holds for the major Democratic sessions. This subcommittee will consist of representatives of each of the four TV networks, the individuals not having been named last week.

The overall general TV convention coverage committee is headed by J. R. Kane, New York vice president and president of Television Broadcasters Association; Roger W. Clipp, WPIX Philadelphia, vice coordinator and chairman of the subcommittee on housing and finance; Merritt H. Coleman, CBS, chairman of the technical subcommittee on traffic; Ray Bowley, WPTZ Philadelphia, chairman of the technical subcommittee; Burke Cretti, ABC, chairman of the newsreel subcommittee; and Mr. Baltin.

Details included in the direct network booth were: Convention coverage—which, incidentally, had to go into effect, and lack of space in the convention hall as well as the lack of network facilities—were WRB-TV-WABC-TV of New Haven; WRGB Schenectady; WARD, CBS-TV, WBNY and WPIX New York; WATT New York; WCAU-TV, WFL- TV and WPTZ Philadelphia; WBL-TV, WMAR and, if it is on the air in time, WAAM Baltimore; WMAL-TV, WBEN and WTTG Washington; WVTN Richmond.

CONVENTION PICKUP

THE STRIKE of 43 engineers against WFIL stations in Philadelphia rounded its fourth week Saturday with the deadlock showing no signs of a break and the struggle becoming more intense.

At the approach of the weekend Local 1, American Communications Association (CIO), said the union had approached Republican and Democratic convention officials to persuade them not to permit WFIL, WFIL-TV, WFIL-FM and its facsimile operation to carry programs from the Convention Hall if the strike should be on during those meetings.

Other Developments

Among other developments of the week in the strike:

The union contacted Democratic and Republican headquarters in Washington and reportedly urged cooperation of the parties in the matter.

No decisions were issued by the Committees, but they are believed to feel privately that it is none of their concern if WFIL can make arrangements to carry the proceedings.

1. The station's effort to join the union from violence and strike activity. An action in common pleas court went to a hearing. Briefs were to be filed by last Friday but because of the long holiday weekend no decision was expected in a hurry.

Pickets Continue

The union continued to picket for the first time picket several sponsors. The union also hired a survey with a printing on top and slowly pulled it through Central City streets tilling its message via a public address system. Union announcers on the buggy claimed WFIL had hired strikebreakers from out of the state. The spokesman for the stations issued no statements on the strike during the week.

Cost Set at $80,000

Television personnel changes, programs, etc., see various notes departments in this issue.

WFIL STRIKE

The NLRB election to determine whether the ACA or its rival AFL union, the International Alliance of Theatrical, Stage Employees and Moving Picture Operators reports, was set to begin June 1 to date to be set. It believed that the postpone-ment was the result of the filing by the union of unfair labor charges against the stations.

Meanwhile, the stations continued to broadcast with minor deviations from pre-strike schedules. Many supervisory executives were taking the place of the 43 engineers.

* * *

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DETAILS ON LIGHTING AND PARKING CLEARED

Representatives of radio, television, press and newsmen met with Republican and Democratic conventions authorities Thursday in Philadelphia, to discuss with city officials to iron out transportation and lighting problems in connection with the conventions coverage.

An entire parking lot adjacent to Convention Hall was allotted to radio and press. The lot is the choicest space for that purpose in the area. It will hold 150 automobiles. Allocation of spaces in the

(Continued on page 64)
Rayve, Hedy Move To New Agencies

PEPSODENT Division, Lever Brok. Co., Chicago, last week appointed Needham, Louis & Broddy Inc., and J. Walter Thompson Co., both Chicago, to handle advertising for its Rayve Creme Shampoo and Hedy Home Wave Products, respectively. No formal announcement was forthcoming in Chicago, but both agencies admitted account appointments.

No Plan Yet

At NL&N no plans have been formed yet with respect to executive assignment of the Rayve account or advertising policy, according to Melvin Brodsky, vice president of the agency. JWT was equally disinclined to elaborate on the disclosure, maintaining it was "much too early" to announce any details for Hedy Home Wave. Pepsodent recently acquired the products from the William & Warner Co. (Standard Laboratories). Agency for both Rayve and Hedy was Roche, Williams & Cleary Inc., New York.

Rayve, Hedy Move To New Agencies

NEITHER network nor advertising agency has any business owning radio packages was the opinion of Ben Duffy, BBDO president, expressed to the Southern California chapter of the American Association of Advertising Agencies at the Ambassador Hotel, Los Angeles, May 25.

Emphasizing that this was his personal expression, Mr. Duffy elaborated by pointing out that freedom of operations was hampered for the agency which attempted to sell its package to client when another might be more effective. And from a network standpoint, he felt that it was a natural thing for a network to favor one of its own packages at the disadvantage of some of its clients.

Furthermore, he felt it was an agency's job to recommend media and that ownership of a package might influence advice in the direction of radio when another might be the answer of the moment.

Membership of 215

He reported that the agency membership roster of 4-A's is currently 215, comprising approximately 75% of billing placement in all media. However, he reminded the group that as an organization 4-A's does not give "recognition" to media but that recognition is in reality determined by the media.

Stressing the need for cooperation between media and the advertising agency, Calvin Smith, general manager, KFAC Hollywood, and Sydney Gaynor, Don Lee general sales manager, spoke for radio at a seven-man panel.

They gave their views on the subject "Media Looks at an Advertising Agency," during the afternoon session. Speaking for network radio, Mr. Gaynor urged as general practice for all agencies the policy of some, when planning a radio campaign, for a client to call in all four networks and discuss plans in full with them. Upon selection of a particular network to carry on campaign, agency should then explain which one is the baby and why, Mr. Gaynor said. He also suggested that radio be treated as other media, and not set apart from the other, as many agencies have the tendency to do. "Agencies and media are interdependent," he concluded, "one can't exist without the other."

Mr. Smith, speaking for independent stations, deplored two factors of agency treatment towards them: Agencies' reluctance to place advertising with them, and their failure to take the nature of the independent station into consideration as regards copy when they do advertise with them.

Frederic R. Gamble, president AAAA, was moderator.

CONGRESS ASKS ADVICE OF FCC ABOUT TOWERS

A SENATE District committee has asked FCC for advice on a bill pending before the committee (HR-2984) which would regulate the installation of radio or television towers in the District of Columbia [Broadcasting, May 24].

The subcommittee, headed by Sen. James P. Kem (R-Mo.), wants to know whether passage of the bill would interfere with "the orderly development of television service" in the District.

FCC to Specify Sites

It is also desired by the group that FCC determine what sites would still be available in Washington for towers should the bill become law.

The senator said he wants the information in time to present it to a meeting of the full District Committee which will take place "in the near future."

During hearings the past two weeks, the bill was backed by representatives of the Manor Park Citizens Assn., who strongly urged passage of the bill, which has already cleared the House.

It was opposed by Bryce Rea Jr., NAB attorney, who said it "would tend to establish a national pattern that would deter progress in radio broadcasting."

In opposition were Thad Brown Jr., of TBA and DuMont Television; Vernon West, District of Columbia corporation counsel; Dr. Marian C. Weymouth, Chicago & Pomme Telephone Co.; and Dr. Thomas J. Carroll, physicist of the National Bureau of Standards.

HOME games on Northwestern U's football schedule will be televised exclusively in Chicago by WMC, Channel 5.

It was announced jointly last week by Frank P. Scheininger, manager of WGN Inc., and Ted Payseur, athletics director.
AWB '49 PLANS

PROGRAMMING aspects, industrial problems and reports of technical advancement will form the broad base for topics of discussion at the Assn. of Women Broadcasters' 1949 annual convention, to be held at the Drake Hotel in Chicago March 10-12.

AWB's advisory committee conferred in Chicago last Wednesday with about 70 women representatives from the broadcasting, agency and allied industry fields. The group mapped out its convention plans and set up committees to handle various phases of activity.

The status of associate members from those fields not directly related to broadcasting also was considered. Criticism in the past centered around the contention that representatives from smaller stations were not given adequate play in AWB activity, it was understood.

Emphasis next year will be aimed particularly at "constructive thinking" with inclusion of practical "know-how" sessions and roundtable and panel discussions following the speeches, according to Elizabeth Marshall, national convention chairman and program director for the Radio Council, Chicago Broadcasting Education.

In addition to discussion of general topics, there will be talks on television with respect to its technical progress, women's and children's programming and the adaptability of women broadcasters to the new medium. Other subjects scheduled include new ideas for women's programs and station relations.

Convention will open and close with a business meeting. Entertainment, a prominent phase of this year's AWB convention, will be de-emphasized, Mrs. Marshall said.

Highlight of the three-day conference will be a transcription audition center. About 20 selected discs featuring key regional programs will be made available to members desiring to hear them. Stations or agencies contributing transcriptions will be asked to accompany them with resumes or exhibits giving program background.

Program group of the planning committee is headed by Nancy Grey, 9th District chairman of AWB and director of women's activities, WTMJ TV-Milwaukee. Miss Grey will appoint other members to assist her.

FCC STILL OPERATING AT PARTIAL STRENGTH

FCC, for whom full strength has been more the exception than the rule during the last few years, was operating last week with only five of its seven members in Washington, and will continue on that basis until early July.

Vice Chairman Paul A. Walker sailed Wednesday for Stockholm as head of the U.S. observers at the June 7-22 meeting of the Consultative Committee on International Telephony. Comr. E. M. Webster meanwhile is attending a London conference on safety of life at sea and in the air, and now plans to go from there to Geneva, where the Provisional Frequency Board is convening. Both he and Comr. Walker are expected back in Washington about July 7.

Because of the absence of a quorum, last week's regular Wednesday meeting was postponed to Thursday. In addition to the absence of Comrs. Walker and Webster, Comrs. Rosel H. Hyde and George E. Sterling were engaged in hearings and other Commission activities en route back from the NAB Convention in Los Angeles, arriving in Washington Wednesday afternoon, while Chairman Wayne Coy was confined to his home with a severe cold during the first part of the week and Comr. Robert F. Jones was conducting a common carrier hearing.

Interim Security Report Is Readied

METHODS of keeping the wraps on security information without invoking censorship were informally discussed by 11 members of the Press Advisory Council during a luncheon with Secretary of Defense James V. Forrestal at the Pentagon Building in Washington May 26.

The council, named by press and radio groups, was established at the request of a news media committee who conferred with the Secretary at several meetings on the problem last March. All groups, with the exception of AP, have named their council representatives.

Mr. Forrestal advised the group that an interim report on the subject had been completed by a representative of the Military Establishment and would soon be ready for approval.


Other members of the Council are James L. Wilson, UP; alternating every three months with Mr. Hutchinson; James G. Lynne, National Conference of Business Paper Editors; A. D. Willim, Jr., NAB; and Paul Rabourn, Television Broadcasters Assn.

Drive for German Sets Begins Soon

NAB Heers Details of Campaign For $100,000

CAMPAIGN to raise more than $100,000 to place radio sets in U. S.-occupied areas of Germany will be started in late June. The plan was described at NAB last week as the first fund-raising drive sponsored by the industry as a whole.

A packet of instructions will be sent to all stations and networks by mid-June. The drive itself will last two weeks. The packet will contain historic matter, program material and spot announcements, and several five-minute talks.

Purpose of the project is to counteract steps by Russia and England in their occupied areas of Germany. The receiving sets will be placed in German schools. They will be provided with the cooperation of Radio Manufacturers Assn., which has agreed to make available an efficient medium-wave model capable of picking up European stations.

Behind the idea are the U. S. Dept. of War, the Army of Occupation and UNESCO. The project was approved by the NAB board at its Los Angeles meeting after a report had been submitted by Clair R. McCallough, WGCAL Lancaster, Pa., director-at-large for medium stations and chairman of a committee studying the idea.

Other members of the committee are Harold Lane, WJJD Chicago; William B. Smullin, KIEM Eureka, Calif.; A. D. Willard Jr., NAB executive vice president, and Robert K. Richards, NAB director of public relations. Mr. Richards, Hugh Higgins, assistant director of broadcast advertising, Harold Fair, Program Dept. director, and Ben Miller, assistant Program Dept. director, worked on the advance plans last week.

In charge of the undertaking is Executive Vice President Willard, who conferred with government and military officials on a recent trip to France.
FCC's DENIAL of a station application because it envisioned fulltime use of network programs was upheld by the U.S. Court of Appeals for the District of Columbia last week and appeared headed for a final test in the Supreme Court.

Acting on an appeal by WADC Akron, the appeals court was unanimous in affirming the denial of the station's application for 1220 kc with 50 kw, but split over the question of whether the grounds for denial involved "censorship." FCC had ruled that WADC's plan to carry the complete CBS schedule without exception would be contrary to public interest [BROADCASTING, May 26, 1947].

Justices H. W. Edgerton and Benjamin C. Clark, rejecting WADC's claim of censorship, held that the Supreme Court's decision in the few network regulations cases foreclosed any such contention. Even without that decision, they said, "Censorship would be a curious way for the FCC to require that licensees select their own programs by applying their own judgment to the conditions that arise from time to time.

Justice Wilbur K. Miller concurred in the dismissal of WADC's appeal and affirmation of FCC's decision, "but not for the reason assigned by [FCC] and approved by the court," which he felt was a clear imposition of censorship. In its program plans, he argued, WADC was inviting a licensee's "right of choice.

The case involved two long-time rivals for 1220 kc—WADC and WGAR Cleveland. WGAR won the frequency with 5 kw in 1943, while WADC, losing that fight, remained on 1530. Their applications for 50 kw on 1220 kc were filed late in 1946. FCC preferred WGAR to WADC in its proposed decision, treating the two on a comparative basis [BROADCASTING, Oct. 14, 1946]. In its final order, however, the Commission disposed of the two cases independently, denying WADC's without regard to WGAR's, which it then granted.

FCC's Basis

FCC's reasoning was much the same in both decisions. It held that WADC's proposal to carry the complete CBS schedule without exception "is not tantamount to a voluntary abdication to the network of the duty and responsibility of a broadcast station licensee to determine for itself the nature and character of a program service which will best meet the needs of listeners in its area, but is an abdication to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind."

In upholding FCC's decision, the majority of the court cited the Supreme Court's ruling, in the network case, that FCC is not merely a "traffic officer" but must also determine the "composition of that traffic," and that "methods must be devised for choosing from among the many who apply." The majority held that, "as far as appears, the Commission exercised legal discretion in its grant to WGAR, but noted that "that question is not before us." The decision, issued Monday, was written by Justice Edgerton.

Miller Contention

Justice Miller contended WADC's application "could not have been denied because it sought a license for a frequency already in use in the same area by the intervenor [WGAR] under an existing license, or for depriving the intervenor of the use of that frequency," it being claimed in view when, if, and with what effect such a license would be "abhorrent" to the public interest and welfare. He pointed out that the Washington law firm of Segal, Smith & Hennessey, counsel for WADC, argued the appeal for the Akron station "could go no farther "in its grant to WGAR," but noted that "this question is not before us." The decision, issued Monday, was written by Justice Edgerton.

Bye Bye Blue Book?

IT WAS routine legislative procedure when a message from the Senate to the House last week stated that the President pro tem had appointed a committee of two senators under the 1939 act entitled "An Act to provide for the disposition of certain records of the U. S. Government."

Specifically the legislation called for "the disposition of executive papers" in 12 departments. Number 5 on the list was the FCC.

To the Senate, disconcerting Washington radio observers, there spontaneously arose the question whether the Blue Book would constitute part of the FCC refuse.

Retailers Adjust Budgets to Radio

THREE large retail stores have started extensive broadcast campaigns.

Large FM contract was signed last week by G. Fox & Co., Hartford, Conn., one of the country's largest department stores, now entering its second century of operation. The store has signed a two-hour seven-day-a-week contract on KFNW, Nashville, Tennessee. The FM outlet of WKNB has been on the air 14 months, according to Julian Gross, president. Most of its FM programming is separate from the AM schedule, with a special FM program director in charge.

G. Fox & Co. will broadcast a 5-7 p.m. daily feature, including news, good music, public service information and community events. WKNB-FM is a member of Continental Network, broadcasting fulltime with 20 kw.

Bryant Department Stores, of Detroit, is making its first radio venture this year, that city, with a five-weekly 7-7:15 p.m. Tello-Test quiz program. Larry Ruppel is quizmaster.

Maurice L. Rothschild, large Chicago clothier and a black-and-white media user for 40 years, has entered radio for the first time in its 62-year history. The firm has signed a 52-week contract on WNMP Evaston, Ill., 1 kw station. Participation program will be heard Saturdays, 10:15-10:45 a.m., directed at the teenage-age group. The store recently opened an Evanston branch.

Palmer Quits ABC

THOMAS B. PALMER, ABC Western Division manager of technical operations for past six years, has resigned, effective June 1. Mr. Palmer has disclosed no future plans.

FCC LOST its bids for re-hearing "WCKY decision" of the District of appeal to the Supreme Court. simple order Wednesday refusing * possibility in view of the decision's potential impact not only on FCC procedures but also on other agencies. For similar reasons, and because of the legal points involved, it was felt the Supreme Court would grant a request for review.

The disputed grant in the WCKY case went to Patrick Joseph Stanton for 10-kw daytime use of WCKY's 1530 kc at Philadelphia. A stay order was issued against it at the outset of the appeal and was still in effect when the court sent the case back to FCC for hearing. Since then Mr. Stanton, who was reported to have spent $65,000 getting the 1530-kc operation almost to the point of going on the air, has been granted a special FCC authorization for daytime use of 1540 kc with 1 kw [BROADCASTING, May 17].

Plans to Take WCKY Case To Supreme Court

FCC loses for re-hearing "WCKY decision" of the District of week and undertook preparations for the lower court handed下来 to reconsider the case, in which it had upheld WCKY Cincinnati's claim that FCC should have heard its charges of interference before putting a daytime station on its 1-B clear channel [BROADCASTING, April 19].

Under the appeals court's ruling, the Commission would be required to hear the arguments of any station which claimed the grant of a pending application would subject it to objectionable interference or otherwise threaten its legal rights. A full-dress hearing would be required if it claims appear to be well founded.

FCC authorities feel the resultant increase in their hearing load would be "terrible." Thus they freely conceded that the outcome of Supreme Court review of the case.

First step will be to ask the Solicitor General to request review. He can refuse, but this was regarded as an extremely remote time to the broadcasting of programs which have on a local level an effect for the disposal of certain records of the U. S. Government.

FCC's Basis

FCC's reasoning was much the same in both decisions. It held that WADC's proposal to carry the complete CBS schedule without exception "is not tantamount to a voluntary abdication to the network of the duty and responsibility of a broadcast station licensee to determine for itself the nature and character of a program service which will best meet the needs of listeners in its area, but is an abdication to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind."

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POWER is wonderful, though you know and we know that what a man says (or what a radio station broadcasts) is really more important than how loud it "comes in".

Witness the listening-habits of the radio audiences in the eighteen scattered Iowa counties featured at the right. Each of these counties is adjacent to a county in which there is at least one good radio station. Yet from 5:00 a.m. through 6:00 p.m., according to the 1947 Iowa Radio Audience Survey, WHO gets a terrific 59.9% average of the total listening!

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

WHO + for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
NBC MOVIE

The Prudential Has the Strength of Gibraltar*

When you place a schedule on a station, by your action you’re saying that your selection is the right one... that your station has the ability to do the job right.

That’s the reason, we believe, more and more time buyers are putting copy on WWHM. For WWHM is a “strong” station—it has the strength of results that go with healthy Hoopers and an attentive audience.

Here’s one of the strongest reasons for using WWHM:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent - but not aloof

MEMPHIS, TENNESSEE

* The Prudential Insurance Company of America has this one.

American, will be followed by glimpses of the wide variety of programs making up the listening fare.

History will be “touched lightly” in a sequence showing early studios and equipment contrasting with those of today. This sequence leads into a camera-conducted tour of NBC’s New York headquarters, showing among other things the process of getting a program on the air, from idea through the writing, casting, musical arranging and so on to the actual broadcast.

How the basic idea of the network’s responsibility to its listeners underlies its activities will be stressed throughout the film, Mr. Snow said. Scenes showing the continuity acceptance department’s work to see that what goes on the air will be as NBC standards, analysis of audience mail to measure the listener reaction and such other checks as the Scherwin program clinics will drive home this fundamental point of responsibility to the public, he explained.

The pictures he said, will conclude with a look at NBC’s latest major undertaking, its television network activities.

Sale Reservations Issue Will Be Aired

FCC last week called for oral argument June 28 on its proposal to write rules restricting the use of “reserved time” as a part of the price in station sales [Broadcasting, Feb. 9].

The Commission said the decision to hold a hearing was prompted by “comments filed by interested parties.” These included protests submitted by Albert J. Feldman, who reserved time for advertising his business when he sold WJOL Joliet, Ill., and the Bera-


cast, March 15).

The proposed rules would forbid transfers or assignments of AM, FM, or TV stations if the seller “retains any right of reversion of the license or any right to the reassignment of the license in the future, or reserves the right to use the facilities for any period whatsoever.”

Any such contracts approved by the Commission before the effective date of the proposed rules could be modified to fit the following minimum requirements:

(1) Not more than four hours per day nor more than 12 hours per week to be reserved; (2) reservation by the licensee of the right to reject or refuse “unsuitable” programs, but with substitution of other time or card-rate payment permitted for time thus made unavailable; (3) prohibition against resale or reassignment of reserved time; (4) no right to assignment or reassignment of license; (5) specification of definite expiration date of contract, in no event to be later than June 1, 1961; (6) provisions that licensee may terminate contract at any time upon payment (this is to be paid periodically)

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BROADCASTING • Telecasting
Letting you in on a BIG promotion!

You can now get in on one of the most successful promotions we ever used at WITH! It's a tested plan, because we used it last fall with wonderful results.

WITH, you know, is a station built on promotion ideas. And WITH has made money from the day it hit the air 7 years ago, bucking 4 network stations.

Now here's the idea. It's called GRAPH-O-GRID, the official type of scoring diagram for football fans. They want them. They'll use them for football games during the whole season this fall.

We're going to sell them to one station—and only one—in each town. You can have the promotion exclusively in your city if you act fast.

GRAPH-O-GRID improves your standing with sponsors, takes your salesmen into new prospects, increases time sales for you!

For full details, write or wire Jake Embry or Tom Tinsley at WITH, Baltimore, or call the Headley-Reed man. Act fast. And do it now!
When one of our 7½ million listeners asks for cigarettes,

he is guided by an invisible label on the pack. The odds are he will

ask for a WSM advertised brand . . . because through years of con-

sistent listening he has built up a respect for the commercial messages

on this station. To him, the name on the product is closely associated

with this invisible label—WSM's stamp of approval which our listeners

use as their buying guide.
24 Are Authorized License Extension

WHLS, WORL, KOB to Sept. 1; WJBW to Aug. 31

TEMPORARY LICENSE extension to Sept. 1 was issued to WHLS Port Huron, Mich., last Thursday by FCC, while the Commission continued to ponder the industry opposition aroused by the interpretation of the political-broadcast law which it wrote into its proposed decision anticipating regular renewal for the station [BROADCASTING, Feb. 2, May 16].

The extension was issued pending adoption of a final decision. In oral argument last month, industry spokesmen urged that the station's renewal be divorced from the Commission's controversial but generally opposed views that stations may not censor political talks but will not be held responsible for libel in event of damage suits.

The Commission also extended to Sept. 1, licenses of WGOV Valdosta, Ga., pending a decision on a complaint that it censored a political broadcast.

Temporary extensions meanwhile were issued to 22 other AM and FM stations, including:

**WJBW**

**Case**

W JBW New Orleans, which has been refused renewal because of engineering violations but which is now seeking reconsideration, extended to Aug. 31; Don Lee's license of KGWV Vancouver's KHL and KJH-FM Los Angeles and its television station W6XAO Los Angeles, pending decision on Don Lee's AM and FM renewal applications, all extended to Sept. 1; WORL Boston, appealing from the denial of renewal which FCC entered on grounds of misrepresentation of ownership, extended to Sept. 1; WOY New York, an Arde Bulova station up for sale under the duopoly rule and for which two transfer applications are pending, extended to Sept. 1; KOB Sept. 1; AM and FM renewal applications, all extended to Sept. 1; WORL Boston, appealing from the denial of renewal which FCC entered on grounds of misrepresentation of ownership, extended to Sept. 1; WOY New York, an Arde Bulova station up for sale under the duopoly rule and for which two transfer applications are pending, extended to Sept. 1.

**HIDDEN**

From view of postbystar on the street, Eric Taintor (insert), KCKN Kansas City news editor, supplies the mysterious voice for the talking mailbox which puzzled shoppers in the Mushlebach Hotel area during recent observance of the 30th anniversary of airmail service.

**FREE**

*a book
hitherto available
only to
WOR clients!*

Six years ago WOR originated and promoted the technique of plus-programming. Today this powerful, but very economical, method of doubling and tripling the effectivity of radio advertising is a basic part of the campaigns of such shrewd WOR sponsors as—Levenger Bros., Bristol Myers, Philip Morris Co., General Foods and many others.

In a new and revised edition of "The Story of Plus-Programming on WOR"—a book previously available only to WOR clients—this station offers you a hard-hitting, fact-full description of:

1. What plus-programming is,
2. Who uses it and how,
3. The results it produces.

A copy of this money-saving book will be sent to you promptly if you drop a note, on your business letterhead, to—Joseph Creamer, WOR, 1440 Broadway, in New York.

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**QUERIES ABOUT RADIO**

Psychologists Give Answers — On New MBS Series

WHEN Mutual's new series, What Makes You Tick?, takes the air June 6, questionnaires presented and answered by a board of psychologists will highlight the program. Typical of questions to be aired is a test on public "tolerance of radio." Queries include these 10:

1. Do you think radio lacks educational values, generally?
2. Do you think radio lacks educational values, in your community, generally?
3. Do you use radio comedy inferior to that of the legitimate stage?
4. Do you believe radio is massed by too many cliche's?
5. Do you believe that radio is aimed at the much publishes by radio old mentality?
6. Do you think radio lacks originality?
7. Do radio cater too much to the tastes of the sponsors?
8. When do you man or woman asks your advice as to whether or not the radio comedy style is as their own as you do a rule try to dissuade him or her?
9. Do you ever believe radio has lost its pioneer spirit?

Table lists two points for an answer of "always," one for "sometimes" and none for "rarely." Overall scale for individual tabulations: 17 or more points, an "extreme intolerance of radio"; 12 through 16, radio must be "on its toes" to please you; 5 through 11, approval of programming but critical of some aspects; and four points or fewer, radio fails as a "prime interest."

**Quit 20 Accounts**

Barton Browne, president of the Chicago advertising agency bearing his name, disclosed May 20 he has resigned 20 of his largest accounts, including Hallcrafters Inc., "to take the pressure off of me personally." Firm's top account executives—E. W. Stevenson, E. G. Brown, Len Wilcox, Frank Walsh, Jo Adamson—will take their accounts to other agencies, he said.

Five accounts in the electronics field—Jensen Mfg. Co., American Radios, Chicago Transformer Corp., Littelfuse Inc., Ward Products Co.—will be handled by Mr. Browne.

**CSC BOARD QUESTIONS FCC EXAMINERS GROUP**

**Loyd Lehrbas Appointed New 'Voice' Supervisor**

LLOYD LEHRBAS, former AP correspondent and colonel on Gen. MacArthur's staff, was named last week as director of the State Dept.'s Office of International Information [CLOSED CIRCUIT, May 8]. He succeeds William T. Stone, resigned.

In his new post, which he assumes in June, Mr. Lehrbas will head all overseas information operations including the "Voice of America." Mr. Lehrbas' most recent position was editor of the magazine World Report.
Here's the loudspeaker line that rocketed to stardom!

In just a few months after deliveries started, the Western Electric line of high-quality, wide range speakers has won a position of undisputed leadership wherever the ultimate in sound reproduction is desired.

All of these speakers combine, to a unique degree, unmatched realism in reproduction with exceptionally small space requirements and ease of installation. With their range of power capacities, you can select just the speaker you want for every sound radiation requirement.

Have you ordered some? Call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

755A—8" direct radiator. 8 watts, 70-13,000 cycles.

756A—10" direct radiator. 20 watts, 65-10,000 cycles.

728B—12" direct radiator. 30 watts, 60-10,000 cycles.

754 TYPE—12" high-efficiency direct radiators. 60-10,000 cycles; 15 watts indoor service, 50 watts outdoor.

757A—dual unit system. 30 watts, 60-15,000 cycles.


Western Electric
—QUALITY COUNTS—

May 31, 1948 • Page 37
FIFTH POSTPONEMENT FOR TITUS TRIAL SET

FIFTH POSTPONEMENT of the trial of Paul M. Titus, Rudolph J. Flemstrom and Charles J. Husband, charged with violating the California Corporate Securities Act, was issued in the San Francisco Superior Court May 26. The case has now been scheduled for June 22. Messrs. Flemstrom and Husband are principals in North American Broadcasting Service Inc., which was indicted by a San Francisco County Grand Jury in January [Broadcasting, Jan. 26].

Cause of the fifth postponement was the withdrawal from the case of Attorney Ivan Sterback, who had been representing Mr. Flemstrom and Mr. Flemstrom's substitute plea for more time to get a new attorney.

Mr. Titus, not in court last Wednesday, was reported to be in New York seeking support for his proposed fifth network, Radio America Inc. [Broadcasting, May 17]. North American Broadcasting Service was Mr. Titus' first organization looking toward a fifth network. The firm is charged with allegedly selling stock in California without authorization from the State Corporation Commission.

ABC's "Ladies Be Seated" will originate at WVEC Springfield, Ohio, June 14-18 under auspices of Central Ohio Heart Assn., which is raising funds to carry on its work.

RENEWAL of the prewar 3-day Tawas, Mich., Perch Festival brought together this group of Michigan broadcasters. Saginaw Broadcasting Co. broadcast the festival April 24. With the "Radio Car" are it to r. back row: Robert Holmes, owner of WBCK Battle Creek; Don Good, stand-in for Stanley Barnet, general manager of WOOD Grand Rapids; David Holmes, co-owner of WBCK; Fred Wagenroed, vice president and general manager of WKBZ Muskegon; Don DeGroot, general manager of WTC Flint; Ed Wheeler, assistant general manager of WJW Detroit; J. E. (Chick) Showmer, vice president of NBC Central Division; Milton Greenbaum, president of WSAM, WSAL Saginaw, host for the group. Front row, l to r, Jack Parker, program director, Bob Phillips, commercial manager, Meredith Koerner, chief engineer, of WSAM-WSAL; A. W. (Sen.) Koney, manager of NBC Central Division station relations; J. W. Symons Jr., stockholder in Saginaw Broadcasting Co.

'Spot' to 'Selective'

SEVENTY-SIX percent of Canadian broadcasters, agency executives and station representatives are in favor of changing name of "spot radio" to "selective radio," according to the results of a mail poll conducted by All-Canada Radio Facilities, Toronto. Replies were received from 30% of letters mailed, 14% of replies agreed there should be a change but did not like the new name suggestion.

Chicago Ad Club Awards Honors

WGN, the Chicago Tribune station, took three firsts and three honorable mentions in the sixth annual Chicago Federated Advertising Club radio competition, it was announced Thursday night. WMAQ and WBBM, owned by NBC and CBS, respectively, took two first awards, WIND one, and NBC and ABC one "special" award each.

Top television prize went to WBBK, the Balaban & Katz station. All of the shows judged were produced in Chicago.

WGN's winners were Spotlight on Sports with Jack Brickhouse, Spencer Allen and the News, and the Tom Mix Show. WMAQ's firsts were Mortlak Milwaukeen and It's Our Turn, a teen-age show. WBBM's Report Uncensored won its tenth award of the year, and the Columbia station also scored with Housewives' Protective League.

WIND's winner was Bert Wilson—Baseball. WBBB's winning television show was Junior Jamboree.

The World's Great Novels (NBC) and Breakfast Club with Don McNeil (ABC) won the special awards. In addition, first prizes for spot announcements went to Foote, Cone & Belding's Chuckles, and Toni Creme Shampoo.

Honorable mention went to:

WCFL's Chicago Symphony Orchestra on the Air; WENN'S WANTED - A Place to Live; WGN'S To You, Mildy, a Melody, The Northerners, and Swinging at the Sugar Bowl; WBBM's Everett Hohes and the News and Melody Lane; WIND's Chestefield ABC Club with Eddie Hubbard, and ABC's Adventures of Sky King.

Jane Foster Comes to Call, produced by the J. R. Pershall Agency, won honorable mention in the TV category, and Foote, Cone & Belding's Frijole and Mitchell-Faust Advertising Co.'s Kemet in the spot announcement group.

KBA SPRING MEETING SET FOR JUNE 25-26

KENTUCKY BROADCASTERS Assn. will hold its spring meeting at the Seelbach Hotel in Louisville, Friday and Saturday, June 25 and 26. It was announced last week by Hugh O. Potter, KBA secretary-treasurer.

Highlights of the two day meeting include a discussion on the Standards of Practice by Edward Breen of KVFD Fort Dodge, Iowa, NAB Director-at-Large; address by William Wyatt, ex-mayor of Louisville and prominent attorney, on "Your Responsibility on Political Censorship"; address by Carl Haverlin, president of BMI, and a luncheon speech by Bill Ladd of The Courier-Journal, speaking on "Kentucky Radio As I See It."

In the notice sent by Mr. Potter to member stations announcing the KBA meeting, suggestion was also made that each station operator contact his Congressman to urge that a question concerning set ownership be included in the next federal census.

KANAWHA PLAYERS—RADIO EDITION

The Kanawha Players, official State Theatre of West Virginia, chose WGKV for their first switch from stage to studio—a series of nineteen half-hour performances. Why? Because—WGKV and the Kanawha Players are friends—because WGKV and the popular and cultural audiences of Charleston and Kanawha County are friends—and because WGKV gives time, energy, experience and efficiency to its public interest programs as well as its commercial shows.

A great medium to reach a great market, Charleston, Kanawha County—West Virginia's leading market—with $165,000,000.00 in retail sales during 1947.

*Available next fall.

WGKV

NBC AFFILIATE

CHARLESTON, W. VA.

Represented Nationally by: Joseph Harsey McChlvy, Inc.

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Get the low-cost service that sells the sponsors with star attractions like PEGGY LEE, JOHNNY MERCER, STAN KENTON, KING COLE TRIO, JAN GARBER and 43 others!

finding it TOUGH TO SELL SPONSORS?

Whatever or wherever your station, you’re missing a real bet if Capitol’s Transcription Service isn’t working for you.

Capitol gives you big Hollywood names in sparkling programs. An almost endless variety of types and formats. And so skillfully programmed!

For instance, special voice tracks of the stars enable your announcer to “chat” with them. Special background music for your commercials makes them an integral part of the show.

Even after you’ve taken the service, Capitol keeps giving. 27 sure-fire program formats each week—enough for 35 hours. And new numbers are constantly added to the basic library of more than 3000 selections.

Ingenious format book, cross indexes and simple files make everything instantly available. Create your own programs if you wish. Quickly and easily.

Why not join the more than 300 stations now using Capitol’s service? It’s paying off for them. It will pay off for you. Mail coupon now!

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

Please send me without cost...
1. Demonstration Transcription describing Service.
2. Complete details and cost.

Name ________________________________
Position ________________________________ Station ________________________________
Street & No. ________________________________
City & State ________________________________

FREE!

BROADCASTING • Telecasting
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SKYWave QUESTION

EARLY FCC action on daytime skywave interference, a problem now shared in the clear-channel hearings to the confusion of broadcasters, and an announcement clearing up the tower-site problem to some extent, can be expected in the near future, engineer delegates were told at the final session of the NAB Engineering Conference held May 28-21 in Los Angeles.

Among other revelations at an industry-FCC roundtable were these: Wire line service tariffs and interconnection policies of carriers will be reviewed; careful watch is being kept on Mexican use of 540 kc in violation of NARB, with the matter now at the diplomatic level; FCC is watching sloppy FM operations and stalling tactics. (Highlights of roundtable were printed in the May 24 Broadcasting.)

Participating in the final engineering session were:

For the FCC—Commissioner George E. Sterling; John A. Willoughby, acting chief engineer; Cyril M. Braum, chief, FM Broadcast Division; James A. Barr, chief, Standard Broadcast Division; Hart S. Cowperthwait, acting chief, TV Broadcast Division.

For the industry—Neal McNaughten, NAB assistant director of engineering; Orrin W. Towner, technical director, WHAS Louisville; Frank Marx, ABC engineering vice president; Earl Johnson, engineering director, MBS.

With Royal K. Howard, NAB engineering director, presiding, engineering delegates were given a chance to throw questions on all phases of regulation at the Commission representatives.

Tower Site Problem

First question to come up dealt with tower-site confusion. Mr. Sterling said the FCC and Civil Aeronautics Administration are working out a uniform policy for towers [Broadcasting, May 17]. "We're hopeful we can solve the problem once and for all," he said, "though FM and television have made it more acute. We hope to have an announcement in the near future to help broadcasters solve their antenna problems."

Mr. Willoughby said tower problems are not cut and dried propositions. "Give us a problem and we'll work it out," he said. Mr. Marx added that CBS has been able to get an answer in every case, though some compromises have been necessary.

When Rex Howell, KFXJ Grand Junction, Colo., asked about unattended operation of FM transmitters at inaccessible locations, Mr. Sterling said the FCC had never faced the problem. Mr. Braum recalled cases where stations desire to put an exciter unit at the foot of a hill with amplifier at the top, but with operators on duty. Mr. Sterling cited the FCC rule on studio-transmitter links and intercity relaying, where unattended stations are permitted. The law is specific in requiring licensed operators for broadcast stations, he said.

Mr. Towner said there was some confusion over rule 3.406 on identification of operating frequency. "If operators have no site confusion. Mr. Barr, noting that the rule is now 3.287, said announcement is required each 30 minutes but conceded a reasonable view should be taken of signals only a few seconds in length.

Complaints on Operation

Several complaints about "sloppy FM operations" were made by delegates, who took the view that such things should go to good operators and damaging to FM.

The FCC has standards, Mr. Braum said, but leniency is granted in some cases. Periodical measurements will be required to insure proper maintenance of technical equipment, he said, adding that some records and transcriptions with high noise level sound worse on FM than AM. The Commission has recently reviewed standards. He hopes stations will use good reproductions, he said.

Abolition of special temporary authorizations would throw three-fourths of FM stations off the air, Mr. Braum said. Many can't operate full power, he said, and noted FCC inspectors don't examine these stations. "I don't know that we would be a cure," he said. "Maybe we should do it."

Earl Cullum, consultant, said stations should have monitors since many are swinging too much and are corroible." He said they hurting all FM outlets. Mr. Braum said monitors and amplifiers are still in short supply but the problem is disappearing.

On complaint from delegates about lack of a wire service between Class C and A, Commissioner Sterling said he felt the whole AM, FM and TV tariff problem should be wrapped into one package for hearing. If broadcasters ask a hearing, FCC will entertain the idea, he suggested. He added there is now use of having engineering standards and then having programs degraded by lack of wire facilities if available at a rate broadcasters can meet.

The idea of using STL equipment for AM was suggested. Mr. Sterling said the FCC has no firm policy on the matter but an AM broadcaster who could make a good case might get permission. Mr. Braum said the STL policy was designed to insure a dependable circuit for FM.

With 940-952 mc available, the FCC may find room in the 890-940 mc dialthr for band more for STL service, it was suggested, since dialthirty is not likely to interfere seriously.

Mr. Marx pointed out that AT&T tariffs do not permit tie-ins to circuits of other carriers. "Will the FCC rules for interconnection among carriers?" he asked.

Commissioner Sterling said an answer must be found. "I don't know if it is within the purview of the Communications Act for the Commission to assume any authority over this interconnection," he said. "The issue will come before us. I hope we will reach a decision."

Asked about TV satellite stations, Mr. Sterling said the FCC has received many inquiries but has no policy. "I would like to see experimental requests," he said, proposing the high band might be used for such service. Mr. Cowperthwait added that the main thing is to see if it fits into the allocation plan.

Example Cited

In a discussion of signal-to-noise ratio, Mr. Sterling recalled that former Commissioner E. K. Jet, now radio vice president of the Baltimore Sunpapers, is able to rebroadcast two TV signals from Washington stations, about 40 miles away. Proximity of antennas in particular areas is not a serious problem, it was indicated, though Mt. Wilson crowding was a cause of concern.

Answering a NARB question, Mr. Sterling said the FCC protested strongly at use of 540 kc by Mexico in direct violation of the Atlantic City conference.

The State Dept. is handling the matter now, he said. Mr. Barr said suggestions had been made that (Continued on page 74)
MR. M. J. Bennett, KSO disc jockey, March 29th was elected Safety Commissioner of the city of Des Moines. Mr. Bennett, radio's famous "M.J.B.," emcees two record shows, conducted practically his entire campaign for office on KSO ... long Des Moines' result-producing station.

Sales results are usually the final results of correct media buying. Results are nothing new to KSO. Advertisers in the Des Moines market have long been accustomed to the audience loyalty and result-producing power of KSO.
WBAL Stars Also Sh...

"OPEN HOUSE" with AL ROSS, GLORIA HALLIDAY and guests is one of the WBAL radio programs that has been adapted to television. "Open House" is broadcast twice weekly over WBAL-TV. Gloria has appeared on the NBC radio as well as NBC television network.

WBAL'S MOLLIE MARTIN is now a television personality to women on WBAL-TV. She is also a long-time commentator. She is shown explaining her role in the production of "Open House."

"BALLET BY NICHOLOFF" is one of the features of WBAL-TV. Michael Nicholoff, former solo dancer with the Anna Pavlowa Company is ballet counselor of WBAL-TV. Ray Williams, assistant to Mr. Nicholoff, is shown with two dancers in an original ballet number for WBAL-TV.

THEODORE R. McKELDIN, former master of ceremonies at WBAL-TV, is now a commentator. His program "This Town of Ours" is broadcast each Friday on WBAL-TV. Other programs include "Theodore R. McKeldin."
WBAL TALENT began rehearsals before the television cameras in August, 1944.

When WBAL-TV took to the air on March 11, 1948—"know how" and superb facilities paid off in smoothness of operation for the thirty-five studio programs that originate in WBAL-TV's studios each week. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in television are on WBAL-TV.

WBAL-TV • NBC Affiliate • 2610 N. Charles St., Baltimore, Md.

WBAL CHORAL GROUPS are successfully presented over WBAL-TV. Under the direction of Choral Director Dr. Allan Dash, the WBAL chorus of forty voices (shown above during rehearsal) and the B & O Glee Club of 100 male voices are presented regularly. The Catonsville Chorus also has a place on WBAL-TV's schedule.
Madam Commissioner

IN THIS election year's home stretch, President Truman has executed a coup that must have the Republican opposition in a tizzy. Out of the patronage hat he has pulled the name of Miss Frieda B. Hennock, lady barrister of New York, for membership on the FCC. She is a lady high in party councils from a state where the distaff vote is critical.

Despite the obvious political complexion of the appointment, Mr. Truman lands neatly on his partisan feet. That is because Miss Hennock, based on all available reports, is as competent and talented a lawyer as she is an able and comely party worker. She is described as a middle-of-the-road Democrat who has run the gauntlet of legal practice from the police courts to a partnership in one of New York's most venerated and respected firms.

Consternation in Republican circles is apparent. The Republican majority probably would prefer to let confirmation ride until Congress adjoins in Mid-June. But the Republicans have attacked the Truman administration for the paucity of women in high public office (there are only four holding Federal Cabinet posts). The vacancy to be created by the retirement June 30 of Left-Winger Clifford J. Durr of Alabama, is a Democratic one.

There are other factors. It's our guess that, had Mr. Truman not heard from Miss Hennock in a letter written June 19, the Senate Interstate Commerce Committee would have no compunction about letting it lapse in this campaign year. There's the aspect of chivalry, plus the question of the political wisdom of rejecting by-passing a woman on a "seven-man" agency.

Once before the President seriously pondered appointment of a woman to the FCC, but that was to a Republican vacancy. He had been asked to name Marion E. Martin, ex-assistant chairman of the Republican National Committee, to the post subsequently filled by Commun. Sen. W. E. Webster in early 1947, after women's clubs besieged him to appoint Miss Martin because women "make up the majority of the daytime audience but have no voice on the FCC." It was just as misguided as that. The President could hardly think of one familiar with the technical, scientific and regulatory aspects of communications, and not a militant clubwoman who might regard service on the FCC as a droll experience.

Frieda Hennock, 1909 graduate of Barnard College, does not fall in the "clubwoman" category. She does not have a background in communications or radio, other than as an attorney handling litigation or investments in the New York practice. The President, evidently bent upon a female appointment, might well have considered others who are qualified and informed in communications.

We have in mind such personages as Bernice Judas, who has enjoyed such phenomenally successful careers as WDIA New York; Fanny Neyman Litvin, recently rewarded by the FCC with appointment as an attorney-examiner after years of exemplary service as a lawyer; ex-WAC Col. Ovetta Cagle, publisher of the Houston Post, which owns KPRC, and Betty Smith, FCC attorney-examiner.

It isn't sure-fire, of course, that Miss Hennock will be confirmed. But all signs of the political zodiac, plus the more practical consideration of the woman's voice, irrespective of partisan fealty, point that way.

After 21 years of man-to-man slugging, it's going to be a bit awkward to address "Madam Commissioner." We're persuaded to the reluctant conclusion that it's no longer a man's radio world.

FRIEDA BARKIN HENNOCK

Frieda B. Hennock, who will be the newest and easily the prettiest member of the FCC— if the Senate confirms her nomination—is a feminist who has risen to the top of a formidable male profession—corporation law.

Weighing the matter judiciously, she says she has had to work doubly hard to win many of her cases, being a woman, although she concedes that there is no longer much actual prejudice within the legal brotherhood against her sex.

In radio, a field that has always "thrilled and intrigued" her, and one which wholeheartedly wooed the women of the land, Miss Hennock finds a pursuit in close harmony with her own interests. The mere prospect of being the first woman member of the Commission in 21 years of regulatory history does not intimidate her; she has been accustomed to trail blazing for the distaff side.

Active in New York city and state politics, Miss Hennock regards politics as synonymous with good government in our democracy. Friends describe her as a "middle of the road" Democrat, with a philosophy of government-industry relationship which departs from the extreme. Thus, it is presumed her views would be diametrically opposed to those of Comr. Clifford J. Durr, Alabama Democrat, whom she would succeed next June 30 for a seven-year tenure.

In 1941 Miss Hennock joined the New York law firm of Choate, Mitchell & Ely as a partner, and became the first woman member of the firm in its 140 years of existence. She became eligible to vote and to practice before the New York bar in the same year—1926. Miss Hennock at that time was the city's youngest woman lawyer.

At the start of her career she handled criminal cases as well as those involving civil law. She gave up criminal practice after a few years, however, because of the emotional drain which began to threaten her health, she says. For four years before joining Choate, Mitchell & Ely—from 1935 to 1939—she was assistant counsel to the N. Y. State Mortgage Commission, up to now her only public post.

Miss Hennock was born in Kobel, Poland, "about 43 years ago," the youngest of eight children. Brought to the U. S. at the age of six by her Jewish parents, both of whom are since deceased, she has lived in New York ever since. She was educated in the public

(Continued on page 48)

BROADCASTING, May 31, 1948
THERE'S MAGIC IN MUSIC  Good music, like magic, draws its listeners to it . . . keeps them coming back for more . . . molds them into an appreciative and highly responsive audience. More than half a million families in and around New York are such devoted lovers of the fine music they hear on WQXR and WQXR-FM that no other station can reach them so compellingly. More and more advertisers are increasing their sales through the magic of good music among these families that form the most inviting segment of this biggest and richest of all markets. For greater sales use WQXR and WQXR-FM . . . the stations distinguished for good music and the news bulletins of The New York Times.
Respects
(Continued from page 44)
schools of the Bronx and took her degree from the Brooklyn Law School. She returned there to teach during 1937.
No longer, Miss Hennock is none-the-less a tireless laborer for "causes." One which has occupied much of her scanty free time is the National Health Assembly. She was a member of the executive committee which met in Washing
ton In May to plan a ten-year public health program re-
quested by President Truman.
In Democratic Party ranks, she is credited with valued service in state and national campaigns. She emphasizes, however, that her po-
itical interests lie in the direction of public service rather than to-
ward a single candidate or bloc. Actual news of her appointment was as much a surprise to her as it was to almost everyone else, Miss Hennock says. She got the formal word in a phone call from the White House to her Manhattan apartment at 77 Park Ave. on Saturday, May 22.
Blonde, fast-talking, charming, the lady commissioner-nominee re-
ters to herself as "just a stuffy corporation lawyer," but with a
smile that shows she knows she isn't. Her friends cite her with some amazement as a highly suc-
cessful career woman who is well-
liked by other women. She has a lively interest in the theatre, and in music, particularly chamber music. She has played the piano
since she was five. Her reading taste leans toward non-fiction; at the moment it's Winston Churchill's war memoirs. Fond of travel, she visits Europe whenever possible, and spent part of last winter in Mexico. Her favorite sports are golf and swimming.

Knows Washington Well
Although she has never prac-
ticed before the FCC or the Su-
preme Court Miss Hennock is no
stranger to Washington. She has been a frequent visitor to the capi-
tal on business for her firm's cli-
ents, which include the duPont
interests, and J. P. Morgan & Co.
A woman of intense and lasting
enthusiasms, she regards her de-
but in radio circles as a logical culmina-
tion of her devotion to pub-
ic service dating back to the Twen-
ties, when she made her first court-
room appearances under an arch
of raised eyebrows.
Her regrets at the prospect of
leaving the quiet company of
Chote, Mitchell & Ely for the
FCC bench are not financial. Miss
Hennock says, even though the
$10,000 yearly stipend is consid-
erably less than her average in-
come. No matter how pressing
work began, tea was always served at 4 at Chote, Mitchell & Ely. She doesn't know if there will be
time for tea in Washington.
Are you missing a bet on one of these WJZ shows?


**ABBOTT AND COSTELLO** Wednesday 9:00 PM, EDST. Smack-dab in the middle of all-star Wednesday night with top ABC network shows preceding and following. This consistently high-rated show available at local rates for a New York sponsor.

**GEORGE PUTNAM** Sunday 12:00 Noon, EDST. Rating up 328% in 3 months! That’s the phenomenal story of Newscaster Putnam. With the highest rating of any news show in this slot, Putnam is still soaring. These are just a few of the top-notch programs available on:

**WJZ** NEW YORK’S first STATION 30 Rockefeller Plaza

Radio’s most brilliant dramatic half hour!

**Favorite Story**

STARRING MR. RONALD COLMAN

**EXCLUSIVE** IN NEW YORK ON WJZ

Sundays 4:30 PM EDST

WJZ has a real buy for a New York sponsor! The coast-to-coast hit FAVORITE STORY is available on an exclusive basis in New York—at regular local rates! It’s a superb show, with “the man of the year,” Academy Award winner Ronald Colman, as Host and Narrator! Each week he brings to exciting life a story chosen by such famous names as Ingrid Bergman, Deems Taylor, Fred Allen, Irving Berlin. In many of these selections, Mr. Colman himself plays the leading role. Other feature players who appear are stars in their own right...Vincent Price, Benita Hume, John Beal, Lurene Tuttle, Lionel Stander, Edna Best, Howard Duff, Janet Waldo...a list sparkling with stellar names. FAVORITE STORY is under the editorial guidance of George Palmer Putnam, noted author and publisher. Its producer, Fred Ziv, just won the City College Annual Award! The show has already proved in other cities that it can do a big sales job for local sponsors...in addition to the good will and prestige it builds for local sponsors. What’s more, it has beautiful promotion and merchandising possibilities. All this—and Ronald Colman, too...at local rates! Call WJZ or your nearest ABC Spot Sales office right now for full information on FAVORITE STORY, Sundays, 4:30-5:00 PM, EDST. (Beginning May 23 on WJZ)
MARTIN STRESSES NEED OF FREE RADIO, PRESS

AMERICA'S freedom is dependent on the alertness, aggressiveness and freedom of its radio and press and would cease to exist without these attributes, Speaker Joseph W. Martin Jr. (R-Mass.) said in Chicago last Tuesday in a luncheon address before members of the inland Daily Press Assn.

Devoting most of his talk to a report on the record of the 80th Congress, the House leader touched briefly at the outset on the subject of free speech. "An alert and aggressive press is the most powerful influence for dispelling public indifference to the affairs of government," Speaker Martin said. "When America ceases to have a free press and a free radio, America ceases to be free."

L.A. Ad Women Hear Talk
By FC&B Board Chairman
DON BeldaING, chairman of board, Foote, Cone & Belding, Los Angeles, spoke on "Results of Campaign for Economic Education of American People" at May 26 meeting of Los Angeles Advertising Women's Inc. at California Club, Los Angeles.

Other speakers included Norton Morgan, president, Mogge-Privett Inc., Los Angeles; John D. Roche, head of John D. Roche Inc., same city; and Harry Lubcke, television director, Don Lee Broadcasting Co.

NOW IN A NEW EDITION
Completely revised and enlarged

WORLD WORDS

RECOMMENDED PRONUNCIATIONS
By W. Cabell Greet

The standard reference for anyone who reads and talks about the news. Accepted pronunciations of 25,000 names and places in the news—twice as many entries as before. Phonetic spelling. New and old place names.

Second Edition
$6.75 at bookstores
COLUMBIA UNIVERSITY PRESS
Morningside Heights, New York 27

Y&R 25th YEAR
Firm Has 61 Clients, 1,000 Employees

YOUNG & RUBICAM, New York, celebrated its 25th Anniversary this month. The agency, which started in 1923, has 61 clients with an estimated billing of $65,000,000 yearly. Thirty-seven of them have been with the agency for more than five years; ten for more than ten years; another ten for more than 15 years and four for more than 20 years.

Sigurd Larsson, president, has been with Young & Rubicam since 1929. The agency has more than 1,000 employees, 25 of whom are vice presidents. Fifty-one of the employees have been with the firm for more than 18 years.

Indicative of Young & Rubicam's growth are Warren Willis, chairman; John D. Gravure, president; Louis Landis, vice president; F. Lowell Thompson, secretary-treasurer; and Harry Lubcke, television director.

Mr. Gros
Mr. Farlow

ROBERT R. GROS, publicity and advertising manager of the Pacific Gas and Electric Co., San Francisco (public utility), is the new president of the San Francisco Advertising Club.

Newly-elected vice president is Arthur C. Farlow, vice president and Pacific Coast manager of J. Walter Thompson Co.

Re-elected were Harry F. Borden, general manager, Pacific Neoradio Gravure Co. and Borden Printing Co., treasurer; and Louis Landis, Louis Landis Agency, secretary.

Among the new directors are: Philip G. Lansky, vice president and general manager KSFO San Francisco, and F. Lowell Garrison, manager radio and television sales, General Electric Supply Corp.

TV Future Cited
In Talk by Woods

MARK WOODS, president of ABC, declared in San Francisco May 29 that KGO-TV will begin television service covering the San Francisco Bay cities by December. He spoke before a World Trade Week luncheon in the Fairmont Hotel.

KGO-TV, operating from the Mt. Sutro-Twin Peaks site recently purchased by ABC for $100,000, will utilize a tower 500 feet above the 1960 feet above sea level. It will have an effective visual power of 30 kw.

Mr. Woods also revealed that ABC future plans include solidification of KGO's AM, FM and television offices and studios, possibly in the first building of the proposed San Francisco World Trade Center.

The ABC head stated:
"Television is destined to be the greatest system of communication ever devised by man. The technical progress now made in television is much faster than that made in sound broadcasting. Within the foreseeable future we will have portable television sets, possibly powered by capsules of atomic energy which will have international distribution; we will see the days when stations covering the United States from coast to coast will be able to telecast television and sound broadcasting will continue to march forward, with neither halting the other."

New Firm Planning TV Counterpart of 'Vox Pop'

VOX POP FILMS has been formed at 515 Madison Ave., New York, by Parks Johnson to produce a television counterpart of the Vox Pop series, of which Mr. Johnson is an m. c.

The video package will be filmed while the radio series is broadcast in the U. S. and abroad. Vox Pop is a man-on-the-street type program, heard Wednesdays, 8:30-9 p.m., on ABC.

Associated with Mr. Johnson in the new firm are Warren Hull, co-m. c.; Herb Moss, producer; Buzz Willis, director, and Harry Omer-mer, agent.

5000 WATTS DAY... 1000 WATTS NIGHTS

KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales, Inc.
ASSOCIATED WITH
AMERICAN BROADCASTING CO.
for aggressive advertising-intensive selling

You need this

ARSENAI of FACTS

The New 1948

The Register Lists
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency
- Handling Account
- Account Executive
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

13,000 advertisers and their agencies

When you want basic sales facts instantly about the Companies and their Agencies who spend 95% of every national advertising dollar - facts to help you plan your advertising and selling for profit - you need the 1948 STANDARD ADVERTISING REGISTER.

All in one volume, cross-indexed for ready reference, all 13,000 Companies with executive personnel, 12,000 brand names, 47 product groups, indexed by 82 classifications. Here are the facts you need to analyze your competition, or solicit the Advertiser or Agency by person or mail.
Styles in modern melody are modeled by the WBBM orchestra, vocalists and guest stars. Styles in clothes are brilliantly described by Wieboldt's fashion expert, as models parade the talked-about fashions before a WBBM studio audience.
RESULTS YOU CAN BANK ON...

Like this: Wieboldt's—leading Chicago department store—wanted to move more merchandise. They turned to WBBM. WBBM turned out "Melody Lane."* And "Melody Lane" turned out these results:

SALES: $14,000 worth of hose in September! $6,000 worth of men's jackets in October! $9,000 worth of coats in November! $4,800 worth of blouses in a four-day period in December! A total of $33,600 worth of WBBM-sold special items in three typical months!

LAURELS: First place in the National Retail Dry Goods Association contest for the most effective large-store radio advertising in the nation! First award by the Chicago Federated Advertising Club for the best locally-produced nighttime variety show!

After three years of sponsorship, Wieboldt's told the NRDGA: "'Melody Lane' is not merely sponsored by Wieboldt's...it IS Wieboldt's. It is a splendid medium for selling specific items of merchandise, as well as being one of our best investments in public relations and goodwill." It's still another reason why... WBBM HAS BEEN CHICAGO'S MOST SPONSORED STATION FOR 22 YEARS!

Like all WBBM-built programs, "Melody Lane" delivers high returns at low cost. Building sales—scoring measurable results—is a WBBM habit. Has been for the past 22 years. That's why advertisers place more business on WBBM than on any other Chicago station. That's why YOU belong on WBBM.

*WBBM is the broadcast station of the National Retail Dry Goods Association contest for the most effective large-store radio advertising in the nation.
Open Mike

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

[Editor's Note—BROADCASTING accepts with thanks the following letters written in response to the article "Tax-Free Threat—Co-op Stations A Problem." Information contained in the article came from the National Tax Equity Assn.]

Co-op Story Comment

EDITOR, BROADCASTING:

On page 200 of the May 17 issue of BROADCASTING there's a yarn along the lines of "Tax-Free Threat—Co-op Stations A Problem." Rural Radio Network is mentioned in that yarn and by inference, at least, the reader gathers that RRN is a tax-free setup and, as such, a threat to this, that and the other. Since I was responsible for the first yarn in that RRN I'm going out of bounds to ask you to please dig out that first story. You'll notice that RRN "will function as a profit-making corporation and will pay federal and state taxes in the usual manner."

In other words, RRN is no "tax-avoider" any more. Somewhere some shmo snafued something and that's okay, since it happens in the best of setups. This note is just to clear the record. And, for what it's worth, you may or may not know that the National Tax Equity Assn. mentioned in that yarn is the outfit that's been fighting co-ops.

Lou Freidel

WHCU Ithaca, N. Y.

EDITOR, BROADCASTING:

In the May 17 issue of BROADCASTING, you published an article "Tax-Free Threat—Co-op Stations A Problem" which assumes that WCFM, the station of Cooperative Broadcasting Assn. will have a tax preference when it goes on the air this fall. This is a misconception, because WCFM will have no tax advantage over any competitor. Consumer cooperatives like WCFM receive no special treatment in the tax laws. The only way they can avoid income tax on profits is not to have profits. This they may accomplish by paying back to customers in the form of "patronage rebates" a part of their collections from the sale of goods. Such rebates must be paid to all customers alike in proportion to purchases. However, since the stockholders of a consumer cooperative ordinarily furnish a large part of their cooperative's patronage, they normally gain a substantial benefit from patronage rebates. In the case of WCFM, however, its stockholders are listeners, who like other listeners pay nothing for the broadcasting service they receive. Consequently, they are not in a position to receive patronage rebates and have nothing to gain by voting such rebates. Instead, they have adopted the policy of retaining in the business all earnings in excess of 6% dividends on stock, the maximum the law allows. The cooperative has given its pledge to the Federal Communications Commission to use all such excess earnings for the improvement of its facilities and programs.

Both the amounts as paid out as dividends on stock and the amounts retained in the business for improvement of facilities and programs will be subject to income and profit taxes in the same manner and to the same extent as the earnings of other business corporations.

WCFM considers itself not a threat, but an integral part of the industry. The cooperative method has been used very effectively in different fields of radio (especially by the networks) and this cooperative station attempts only to use the cooperative approach from a different angle, namely that of the listener.

This cooperative station strives for the fulfillment of the American system of broadcasting which places its greatest emphasis on the fact that the financial success of a station has to go hand in hand with the building of large audiences, giving the great masses of the listeners the type of programs they want.

H. F. Kern
Manager

WCFM Washington, D. C.

EDITOR, BROADCASTING:

Your May 17 issue of BROADCASTING Magazine states that "It's (WCFD) earnings will escape full payment of federal income taxes which must be borne by its taxingpaying competitors." This is misinformation as can be proven by papers on file with the secretary of the state of Ohio and the Federal Communications Commission in Washington, D. C. WRFD pays all taxes that any other radio station pays—county, state and federal taxes. It is not exempt in any way.

WRFD is a station organized for profit. Its microphone is open to all legitimate advertising. It pays all taxes. WRFD is the same as any other U. S. radio station except that we program exclusively for the Ohio farm audience.

Edgar Parsons Manager

WRFD Worthington, Ohio

Inventor Raps Jolliffe

EDITOR, BROADCASTING:

In your issue of May 17th under the heading "Probe Fireworks" there appears on page 48 a statement by Dr. C. B. Jolliffe, testifying before the Senate Committee on Interstate and Foreign Commerce, which is now investigating certain charges with respect to FM development. The statement made by Dr. Jolliffe is:

"It is particularly significant that when Armstrong appeared before you three weeks ago (after the Lemke hearings) he did not even attempt to refute any of the facts which I presented on that occasion."

At the proceedings to which Dr. Jolliffe referred, and which took place before the Senate Committee on April 23rd, did not involve this statement before the Senate Committee. There was no occasion whatsoever for me to refer to it. However, on May 21st the opportunity was afforded me by the Senate Committee to answer Dr. Jolliffe's statements before him. These statements were substantially the same that he made before the Senate Committee on the occasion of the hearing on the Lemke Bill.

Those of your readers who are interested in ascertaining the facts about this controversy may do so by obtaining a copy of the record of the proceedings, wherein they will find and test any very important statement made by Dr. Jolliffe was so completely refuted by Mr. Paul deMars and myself that the effort to portray the Radio Corporation as an organization intensely interested in pro-

(Continued on page 54)

FAMILY

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

WIBW The Voice of Kansas
in Topeka
LOW SCORING is reason for grins from (l to r) Pete Watts, KYOR San Diego; Don Fedderson, KYA San Francisco-KLAC Los Angeles; Henry Kanyisky, Smith, Bull & McCready Adv., Hollywood; Fred Henry, KLAC Los Angeles. Mr. Watts was medalist with a gross of 79.

LOS ANGELES—POSTLUDE

DEADLOCKED were (l to r) Don Fedderson, vice president and general manager of KYA San Francisco and KLAC Hollywood, and Max Everett, radio manager of J. P. McKinney & Son, New York, station representative, in 13th annual BROADCASTING Magazine NAB golf tournament on May 19 at California Country Club, Los Angeles. Rather than hacksaw the silver loving cup in two, both were presented with trophies by BROADCASTING. Both shot gross 86, but on blind bogey handicaps their net totals dropped to 65.

OF MIKES, IKES AND MEN: Harry C. Butcher III, owner of KIST Santa Barbara and former naval aide to Gen. Ike Eisenhower, watches Hugh Feltis, BMB president; flick the video switch, as Fredric R. Gamble, president of American Assn. of Advertising Agencies (center) probably ponders whether 15 and 2 will pay TV freight.

HAPPY but tired threesome were (l to r) Max Everett, radio manager of J. P. McKinney & Son, New York, station representative, one of the trophy winners in 13th annual BROADCASTING Magazine golf tournament on May 19; George W. Johnston, West Coast representative of SESAC; William Young, Capitol Transcriptions, New York.

AFTER 18 gruelling holes of golf, these radio executives turn to playing pool where a ten foot shot is often sunk in one stroke. They are (l to r), Len Nasman, WFMJ Youngstown; Bob Hussey, Young & Rubicam; Harry McTigue, WINN Louisville; Tom Wright, Young & Rubicam Inc.

CALIFORNIA here they come: J. M. Wynn (sitting), WHAS Louisville; (standing l to r) Ken Brown, KWFF Wichita Falls, Tex.; Gene Kelly, KCRA Sacramento; Earle Smith, Edward Petry & Co.; San Francisco. Net scores of the foursome were: Wynn 71, Brown 73, Kelly 75, Smith 71.

NO “GIMMES” were given in this CBS contingent. Measuring this one foot putt are (l to r) Carl Burkland, Radio Sales New York; Clyde Coombs, KARM Fresno and KROY Sacramento; Don Thornburgh, Western division billiard champ; and Wendell Campbell, KMOX St. Louis.
**Nielsen Radio Index Top Programs**

*(Coast-to-Coast, incl. small-town, farm, and urban homes)*

**REPORT WEEK OF APRIL 18-24**

**RANK OF TOP PROGRAMS—Type E:1, Evening; Type E:2, Week, 15-30 Min.; Type E:5, Evening, 9 to 10-E, Week, 5-30 Min.; Types D:1-D, Day, Sat. or Sun., 3-5 Min., Types D:5-D, Day, 5 to 5-E, Week, 15-30 Min.**

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**TOTAL AUDIENCE**

**AVERAGE AUDIENCE**

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**500-mc TV**

*(Continued from page 21)*

tried unsuccessfully to have standards set up for commercial color television more than a year ago, Prof. Edwin H. Armstrong, FM inventor and incidentally a bitter foe of RCA's past FM policies, is undertaking TV experimentation in the "upstairs" area.

The Commission has long urged high-band development, recognizing that the present 12 low-band channels are insufficient to accommodate a nationwide competitive television system.

**Coy Predicts**

Chairman Wayne Coy predicted several weeks ago that channel availabilities in the nation's top 140 markets would be taken within 12 months [Broadcasting, March 29]. In his speech to the NAB Convention two weeks ago he considered it "obvious that we can no longer delay our planning for adequate television channel availabilities," and made clear that FCC hopes its Sept. 20 hearing will produce standards for use of the high band "in whole or in part" [Broadcasting, May 24].

---

**Canada Using American Interference Standards**

Canada was reported last week to have adopted the same engineering standards the U.S. now uses for determination of interference regional and Class 2 clear-channel stations.

To be used both internationally and domestically infar as the two countries are concerned, the standards include the 10% latitude curves and the angle of departure curves, for use with respect to regional and Class 2 channels. They were put into effect in the U.S. when FCC overhauled its AM standards in early 1947. Canadian use of the same principles was worked out in an exchange of telegrams between the two governments.

---

**Open Mike**

*(Continued from page 2)*

motivating the development of FM broadcasting fell apart.

The number of points covered in my testimony are too numerous to take up in detail here. It is not necessary, in any event, for me to tell your readers the facts about FM history—they know them already, and no amount of technical, high sounding phraseology would alter their opinion.

However, before a Congressional committee may have whose members were hearing the details of FM history for the first time, it was necessary for both Mr. de Mars and myself, who live through the actual development, to set down the history in precise detail. That story stood up.

Dr. Jolliffe's story, of which he had little first hand information and which appeared to have been put together for him by gentlemen of the legal profession—likewise without first hand knowledge—fared very badly.

Those of your readers who are interested in the history of this development will find a careful recording of the read record both instructive and entertaining.

*Edwin H. Armstrong*
Hennock
(Continued from page 21)
clated since 1941 with Choate, Mitchell & Ely, she is the only Democratic member of the Broad Street firm. Clients include some of New York's largest corporations and investment houses, such as du Pont and J. P. Morgan & Co.
During the 1944 Presidential campaign, Miss Hennock participated in various aspects of the New York State campaign, including radio activities. In that connection, she collaborated with Paul A. Porter, then publicity director of the National Committee, who afterward became FCC chairman, and with J. Leonard Reinsch, radio director of the National Committee, who was on leave as managing director of the Cox radio stations. She is widely acquainted in New York radio circles and is also well-known in Washington by virtue of her membership on the executive committee of the National Health Assembly headed by Oscar Ewing, Federal Security Administrator.
President Truman's desire to have a woman member of the FCC was first indicated nearly two years ago, when he came within hours of naming Miss Marion Martin, former executive of the Republican National Committee, to the vacancy created by the retirement of Mr. Porter. Women's organizations, without regard to party lines, descended upon the White House to support the appointment. The President, however, finally gave the post to Commodore E. M. Webster because of the desirability of having an engineer acquainted with both international and domestic communications on the Commission in the light of the International Telecommunications Conference held in Atlantic City.
Earlier Consultations
Miss Hennock, it was reliably learned, had been consulted two years ago about possible appointment to the FCC. There was the unconfirmed report, also, that several other federal posts had been discussed with her during the last few weeks but that the FCC was regarded as the position for which she could best qualify and in which she would be enabled to employ her legal talents to maximum advantage.
It is logical to expect that women's organizations generally will avidly support the Hennock nomination. Moreover, in informed political circles, it was thought that the Republican leadership would be loath to sidetrack the appointment of a woman to federal office when the GOP has repeatedly labored the Truman administration for failing to name women to high public office.
There are only four women now holding policy positions: Frances Perkins, a member of the Civil Service Commission and former Secretary of Labor; Mrs. Nellie Taylor Ross, Director of the Mint; former Sen. Hattie Caraway of Arkansas, a member of the Employees Compensation Appeals Board; and Mrs. Ellen S. Woodward, member of the Federal Security Agency.

Assuming Miss Hennock wins confirmation, the makeup of the FCC would remain three Democrats (Coy, Walker, Hennock); three Republicans (Hyde, Jones, Sterling) and one independent (Webster). The statute specifies that not more than four members of the FCC can be of the same political faith. The term of Comr. Webster expires June 30, 1949. Thus a Republican victory in November would mean that the GOP would not be in a position to obtain the balance of political power on the Commission until that time, unless there are resignations or "ripper" legislation reorganizing the FCC.

Commonwealth Webster has not been active in broadcast matters, having devoted the bulk of his time since he assumed office in April of last year to matters pertaining to international safety of life, aviation and common carrier matters.

Miss Hennock will become the 23d commissioner since creation of the FCC in 1934. Eleven men had served on the former Federal Radio Commission, predecessor of the FCC, in the seven years (1927-1934) it was in existence. The last New Yorker to sit on the FCC was the late George Henry Payne, a nominal Republican, who served from 1934 until his term expired on June 30, 1943.

Cosgrove Promoted By Avco Mfg. Corp.
RAYMOND C. COSGROVE, vice president of Avco Manufacturing Corp. and a director of Crosley Broadcasting Corp., last week was elected an executive vice president of Avco. Mr. Cosgrove, who is also president of the Crosley Distributing Corp. and the Carrollton Furniture Manufacturing Co., will be group executive of the Crosley, American Central and New Idea Divisions of Avco as well as chairman of the New Idea Farm Equipment Co.

The Local Touch gets results!

PROOF ... 16 local advertisers have been using WGST 7 to 17 years.

WGST
ATLANTA

5000 Watts Day
1000 Watts Night

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
'Voice' Probe
(Continued from page 28)
USA—and protested strongly to
NBC, Rep. John Taber (R-N. Y.)
exposed the scripts on the House
floor and NBC subsequently fired
the responsible employees with the
explanation that there was insuf-
ficient personnel to make English
transcriptions for the Government
to check before the broadcasts.
The official NBC statement given
by Vice President William Brooks
follows:
"The scripts referred to in the
Senate were broadcast several
months ago in the Spanish lan-
guage broadcast to South America.
At that time changes were being
made in the operational set-up of
the "Voice of America" and as a
result personnel was not available
to provide English transla-
tions so that the scripts could be
checked in English. NBC could
only review the Spanish texts. The
supervisor who was employed to
review the Spanish texts unfortu-
ately permitted these scripts to
go on the air in Spanish. As soon
as this matter came to NBC's
attention the writer of the scripts
was dismissed and the superior
responsible for the broadcasts
was relieved of his post."

NBC also named the two former
employees who were involved in the
matter: Rene Borgia of New York
City, was named as the script
writer and Alberto Gandero, also
of New York City, was identified as
the supervisor.

The State Dept. brought out the
fact that although its employees
are subject to loyalty checks, no
such check is possible for network
employees who prepare the scripts.

The Department said it had also
called the networks' attention to
the possibility of attempts by Com-

The programs told Latin Ameri-
cans that New England was
founded on hypocrisy and"Texas
was born in sin." Alabama's race
issue was played on and unfalter-

How they happened in New York.

Comcast of attendance to determine the winning
district under the award formula had not
been completed late last week.

Another project on which prog-

ress was made last week was the
radio campaign. The board for this
program, which was approved on
the board (see separate story).

The problem of Standards of
Practice observance will be taken
up by a special committee author-
ized by the board. Judge Miller
had not named committee mem-

ship at the weekend. The group
will study methods of achieving
high standards of the code's pro-

The problem of Standards of
Practice observance will be taken
up by a special committee author-
ized by the board. Judge Miller
had not named committee mem-

By the time these meetings start
stations will have operated under
the code for roughly a month.

Another project on which prog-

ress was made last week was the
radio campaign. The board for this
program, which was approved on

A L OT CAN HAPPEN IN TWO YEARS!
HERE'S 50,000 WATT KABC TODAY!

MAIL MAP

Yes, a lot can happen and HAS happened in two years. The Texas radio
coverage picture has changed considerably since 1946. When KABC
was only 250 watts, today (since May 7, 1946) KABC is selling Texas listeners
with the full impact of 50,000 watts on 660 kilocycles in the huge area
mapped out above, from which mail was received in March of 1946. So until
the 1949 B&M is out, hold on to this mail map, for we all know that people
have to LISTEN before they can write in. And here's where they are listening
to KABC today. You'll find 203,640 radio families in the 55-county pri-
mary-intensity area, 65,320 more in 17 primary-excellent counties, and 103,-
860 radio families in the 27 secondary-

Judge Miller will personally
carry the code message to sta-
tions by attending the district and
area meetings that start July 26
with the District 4 session at
White Sulphur Springs, W. Va.
[CLOSED CIRCUIT, MAY 24].
The original idea of a top-level
Management Conference was based
on the theory that policy matters
would be handled by policy execu-
tives, with district-area meetings
seen as clinics at which associa-
tion department heads could dis-

A minority drive developed
within the NAB board at Los An-
geles, bringing a decision to send
only Judge Miller and three de-
partment heads to the district-area
sessions.

By the time these meetings start,
stations will have operated under
the code for roughly a month. By

Should unforeseen problems
come up, steps to make any changes
desired by members can be set in
motion. Next board meeting will
be held in November, with district-
area meetings to conclude by mid-
October. Dates have been set for
all meetings except in the south-
ern and western areas. [BROADCAST-
ING, March 22]
RADIO AWARD

THE IMPORTANT role of radio was recognized and honored last week by the American Public Relations Assn. during its third annual convention and first international public relations institute in Washington.

Highlights of the session, held May 24-27 at American U., included a television clinic and demonstration and several awards of merit for outstanding achievement in the aural and visual fields of broadcasting. Silver trophy award was presented to NAB and Radio Manufacturers Assn. jointly for their origination and promotion of the “Voice of Democracy” high school essay contest [BROADCASTING, Feb. 2]. Trophy also was presented Commentator Drew Pearson as most outstanding individual contributor to international relations through his “Friendship Train” project.

Award was accepted for NAB by Robert K. Richards, director of public relations, and for RMA by James P. Serrest, director of publications. “Voice of Democracy” contest, directed to guarantees of free speech under the democratic system, was promoted nationally in cooperation with the Junior Chamber of Commerce and tied in with National Radio Week activities last fall.

National Guard Awards

Certificate of public relations achievement awards were presented to the National Guard Bureau for its successful use of radio and television to strengthen the National Guard and to the Society of American Florists for radio promotion of National Flower Week.

The television session, held as part of an overall communications clinic, was held on Tuesday afternoon. The panel was composed of Dr. Albert F. Murray, consulting engineer, chairman; Walter Compton, manager of Du Mont video station WTTG Washington; Charles A. Batson, director of NAB division of information; George H. Sandefer, business manager of WNBW, NBC’s Washington TV outlet; Robert S. Maurer, television director of Henry Kaufman & Assoc., Washington, and Robert J. Smith, partner of Richard W. Hubbell & Assoc., Washington. Session included surprise demonstration of remote pickup techniques by WTTG using two cameras and large monitor screen in the auditorium.

Murray Talk

Dr. Murray outlined and explained the technical fundamentals of television and the medium’s place in public relations. Mr. Compton stressed the important economic and program role of network operation in visual and described the coaxial cable and microwave radio methods of network transmission. The WTTG manager emphasized that television constitutes the most effective force yet offered to public relations because

NAB, RMA Recipients of Trophy

*of its immediacy and combination of sight with sound factors. Mr. Batson offered up to the minute facts on the coverage and progress of TV and the present acceleration of set production. He estimated receiver production in 1949 will begin to be measured in the millions instead of hundreds of thousands. He blasted the warnings of those “prophets of doom” that television would ruin the other media, pointing out that people will still have more time to listen than to look and will continue to enjoy reading as research figures prove. He asked that possibilities of international telecasting not be crossed off the list since scientific investigation continues, and the radar-to-moon experiments already have been successful.

Mr. Sandefer described the operational functions and facilities of a typical television station. He stated that television was a dynamic power behind any presentation whether news, education, entertainment, advertising or public relations. Video is the most potent tool yet offered for public relations work, he said.

The part commercial television plays in public relations was explained by Mr. Maurer who reviewed progress of video advertising techniques. He pointed out that commercial radio, because of large expenditures, has been able to present the best programs of all types, and the same will be true of commercial television.

Mr. Smith, management consultant in television, foresaw a tremendous public thirst for video and resulting purchase of sets during the next five years and an enormous potential for program development. The radio industry is in for a financial revolution, Mr. Smith predicted, because of the great capital investments required for TV. Much of the money will come most likely from operators in the newspaper and magazine field, he said, as they are experienced with visual presentation. Video stations will not be profitable operations generally for some time to come, he indicated.

Mr. Smith emphasized the potential role of television in national defense as a medium of rapid education, civil mobilization, recruiting and training. He pointed out that government officials have not yet been apprised of this vital

(Continued on page 68)

1948! and it’s bigger audiences* than ever for Buffalo’s first station

*That’s what Hooper says

Leo J. (“Fitz”) Fitzpatrick
I. R. (“Ike”) Lounsberry

BROADCASTING CORPORATION
BUILDING BUFFALO J, N.Y.
National Representatives: Free & Peters, Inc.
A Story Of World Success

The success story of World's Program Service Library is the story of year after year leadership in the field of electrical transcriptions.

World users speak through the 660 Stations subscribing to this outstanding source of talent and programming. The stations that are building business with World and expressing their enthusiasm in a wealth of testimonial tribute to World talent, programs, and technical achievements.

They offer testimony to such entertaining favorites as...

- Eddy Howard
- Les Brown
- Russ Morgan, and others

...to such fine artists as...

- David Rose
- Dick Haymes
- The Los Angeles Philharmonic and The Cincinnati Summer Opera Orchestra

...and testimony to such expertly written, sponsor-winning programs as...

- “The David Rose Show”
- “Concert In Miniature”
- “Music In The Morgan Manner”
- “Ray Block Presents”
- “Echoes Of The Gay Nineties”
- “Do You Remember?”
- “Your American Music”

...and to 65 additional 15 and 30 minute programs supplied each week...

...testimony to the great basic musical catalog of over 4700 units—and 50 additional units monthly—including:

- Dance
- American and Spanish
- Hawaiian
- Sacred
- Patriotic Band
- College Tunes
- Latin
- Hillbilly, Western and Folk Music
- Songs
- Piano
- Organ
- all and more to be found in this wonderful library of transcribed music.

...and testimony to World’s famous Wide Range Vertical Recording, bringing greater dimensions of sound reproduction...a plus quality for A.M....a must for F.M.

This briefly told is the success story of the World Program Service Library...why more stations subscribe to the World Library than to any similar service.

The best way to get the complete World story and how it improves station programming operations is from a World representative. A letter, a telegram, a telephone call will bring that story to you immediately.

SPECIAL ATTRACTION

The new monthly transcribed music releases to World Subscribers for June, July and August will include “Songs of Our Times”... a $50,000.00 series of 156 15-minute programs of all the hit tunes from 1917 through 1943... over 600 tunes arranged and grouped together as 240 medleys.

“Songs of Our Times” releases will also go to all new World Program Service Library subscribers.

WORLD BROADCASTING SYSTEM, INC.
TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

Chicago
22 West Hubbard Street

NEW YORK
50 West 57th Street

Hollywood
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec
Firm to Study Listening Habits by Electronics

NEW PUBLIC opinion research firm, which will use electronic devices to record the reactions of listeners to aural radio and television, was announced last Wednesday by Albert E. Sundinger, New Entertainment Workshop, hope well, N. J. Sundinger & Co. offices will be opened early in June in Lewis Towers, Philadelphia, Mr. Sundinger announced, and plans are to expand the service to other cities in the near future.

The firm will use three devices known as "Radox," "Teldox," and "Recordox." "Radox" (Radio Audience Determinator of "X") is an electronic gadget, invented by Harold Reis, which is attached to radio or television sets, dispatching signals by electronic means to a central point where the listening and viewing habits of the family may be observed. The first commercial unit is to begin operation in Philadelphia in June, with 500 homes in the city to be equipped by the end of the year. "Teldox" (Enjoyment Level Determinator of "X") is used to pre-test radio and television programs. "Recordox" (Record of "X") is a system of recorded interviews issued in record albums of verbatim interviews with families tested.

WVAM to CBS
WVAM Altoona, Pa., operating on 1430 kc with 1 kw power, will join CBS effective June 1. Total of CBS affiliates is now 178.

**In Oklahoma City**

**J-M NEWS IS HIGHEST ON U. S. HOOPERATINGS**

JOHNS-MANVILLE’s five-minute news show with Bill Henry on CBS (Monday through Friday 8:55 p.m.) had the highest net weekly audience of all programs covered by the U. S. Hooperatings survey the first two months of the year, with its average daily audience of 3,859,000 listening homes (11.35 U.S. daily) pyramiding to 10,366,000 listening homes a week (30.49 U.S. weekly).

Explanation is a turn-over factor of 2.7, exceeding that observed on any other high-rating program, and, according to Hooper, "produced by a variety of appeal on the programs preceding and following it on CBS. Comparatively low turn-over may be anticipated on most high-rated multi-weekly programs which themselves enjoy consistent listening and which have consistently the same programs preceding and following," the Hooper statement said. "High turn-over may be anticipated on low-rating multi-weekly programs, it being interpretable as indication of lack of consistent appeal of the program."

**Top Ten Weekday U. S. Hooperatings, Five-Times-a-Week**

"Average Daily Audience" during January-February 1948 expressed in U. S. Hooperatings and Projected to "Homes".

**J-P G Buys Skelton Show, Appoints Russel Seeds**

PROCTOR & GAMBLE Co., Cincinnati, May 26 announced the purchase of the Skelton program and the appointment of Russel M. Seeds Co., New York, to produce it. Starting next September, the program will be heard Fridays at 9 p.m. over NBC. The Skelton program is currently aired on NBC, Tuesday, 10:30 p.m., under sponsorship of the Brown & Williamson Tobacco Corp. Russel M. Seeds Co. also handles the B&W account.

**BOOK containing radio discussions on programming, audience service and commercial aspects of broadcasting by Dr. Alman Bryson, counsel for public affairs, has been published by George W. Stewart Inc. Titled "Time for Reason—About Radio," book consists largely of examples from CBS operations.**

**When It's BMI It's Yours**

**Another BMI "Pin Up" Hit—Published by BMI**

Long After Tonight


On Records: Kate Smith—MGM 10157; Andy Russell—Cap. 15055; Betty Rhodes—Voc. 28273; Yvette—Vita. 919; Snooky Lanson—Mere. 5095; Russ Titus—Musica 14.
Defense Blueprint (Continued from page 25)
The event of action the entire production of any end product or component would not be halted.
Due to the time-consuming job of tooling-up, it was recommended that production agencies of the Military Establishment provide standby tools for critical military communications equipment.
The report also stated that when new types of equipment are developed and adopted by the military that firm pilot orders be placed so manufacturers could tool up and be ready for prompt production.
Manufacturers would be encouraged to expand facilities, preferably in a dispersed fashion, if their production capacity was considered inadequate.
Calling for complete industry-government cooperation, the report recognized the futility of the government prescribng production without taking industry into its confidence.
Plans call for effecting over-all cooperation through the top level advisory committees and extending it down to the lowest level through contacts with production and engineering executives of prime contractors and subcontractors.

Precautions Taken
Drafters of the plan took cognizance of security questions which might arise from disclosing military requirements to the industry prior to the time of actual production. Although "due precautions" were recommended at all times NSRB officials cited the industry's record of keeping faith during World War II and saw no reason why "it will not keep faith today."

To provide a conception of industry expansion the report cited World War II production figures.
"There was a total military radio and radar output of about $13,000,000 during the final half of 1944, an increase of about $1,300,000 in 1944 or approximately 10% of the total output. Radio production in 1944 was approximately $1,400,000,000. 
In 1944 tube output was valued at about $370,000,000. This is almost eight times the figure for 1941. 

Production of tubes totaled in dollars about 15% of total electronic program.
From January 1, 1942 to June 30, 1945 it totaled approximately $1,000,000,000.
In the summer of 1942 there were reported to be less than 20 companies that the Army and Navy considered capable of meeting their specifications. 

Measures taken to expand the industry resulted in an increase of 200 companies capable of making radio and radar. Prime and subcontractors drew upon more than 1,000 manufacturers (sub-contractors) for essential parts.

Production of radio and radar equipment in 1944 totaled approximately $13,000,000. Deliveries in 1944 reached a rate of approximately $2,000,000 per month. Number of end equipment manufacturers increased from 3 in 1940 to 220 by V-E Day.

The first step in implementing plans, outlined in the prospectus, called for meetings in Washington of representatives of the various government agencies and civilian operating and manufacturing industry and organization of the industry advisory committees.

Census (Continued from page 24)
other groups have made formal requests for a 1950 set count.
In his letter replying to legislators, advertisers, broadcasters and others who propose a radio set question in the census, Director Capt. states that several technical committees from industry have recommended that no information on this subject be obtained in the 1950 tabulation. "Although many questions are competing for inclusion in the 1950 census," Mr. Capt's letter says, "our committees concur with us in believing every effort should be made to hold down costs by including only the most essential questions."

"We must be realistic and must be governed by the general rule of including only those questions that will produce information of the greatest value to the people within the limits of funds made available to us."

Text of Sen. Maybank's letter to Director Capt follows:
My attention has been called to the list of questions to be asked during the forthcoming census. It seems that there is some sentiment for dropping the question pertaining to family ownership of radio sets.
I am taking this opportunity to strongly urge that this question not only be retained on the list but that sub-questions be added.

Since the 1940 census the radio broadcasting industry in this country has grown more than during all the previous years of its existence. During the past four months the number of television sets has been more than doubled.

This question of family ownership of radio sets is pertinent information to everyone in the business. In addition to the number of radios, it is necessary to know how many of them are equipped for frequency modulation reception and how many of them are television sets.

In view of the huge expansion of the industry since 1940 I feel that this information is more than desirable. It is necessary in the interest of increasingly high standards of radio broadcasting. Vital trends are developing due to the increasing production of sets and availability of frequency modulation and television programs. It is essential that these trends be followed by every possible means in the interest of the listening public.

I urge that each person interviewed be asked:
"Do you own a (a) Standard Broadcast receiver... (b) Frequency Modulation receiver... (c) Television receiver...? Location: Rural? Urban?"
Your assistance in having this done would be greatly appreciated.

LIBEL and SLANDER
Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be avoided.
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

BROADCASTING • Telecasting

Disc jockey, grocer, farmer—
All find speed pays

Transcriptions and radio scripts move regularly by Air Express. In the radio business, speed pays.

Frozen foods, as well as food equipment parts, represent a big share of Air Express business. Food industries find speed pays.

Even baby chicks—in countless numbers—travel this fastest way. In any kind of business, speed pays.

Speed pays in your business, too!
Air Express is the fastest possible way to ship or receive. Goes on all flights of Scheduled Airlines. Door-to-door service, no extra cost. And rates are low: 35 lbs, goes 900 miles for only $8.60. 15 lbs, for $3.60. Use it regularly. Phone local Air Express Division, Washington Express Agency, for fast shipping action.

• Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
• Moves on all flights of all Scheduled Airlines.
• Air-rail between 22,000 off-airline offices.

Make Every Month "Perfect Shipping Month"—Use Air Express
AIR EXPRESS, A SERVICE OF RADIO EXPRESS AND THE SCHEDULED AIRLINES OF THE U.S.

Rates include pick-up and delivery door to door in all principal towns and cities

BROADCASTING • Telecasting

May 31, 1948 • Page 61
Radio Award

(Continued from page 57)

fact and that industry must do a public relations job of its own.

The presentation of awards was made at the convention’s final session on Thursday evening by APRA’s retiring president, Harry W. McHose, Cigar Institute of America, New York. Organization’s newly elected president, Leonard W. Trotter, director of public policy for General Outdoor Adv. Co., was presented.

Feature speaker at the awards session was Holland Sergeant, deputy to the Assistant Secretary of State for Public Affairs, who discussed public relations in the international field and the United State’s efforts, through “Voice of America” and other media, to give a factual picture of America and democracy at work. He pointed out that certain other powers employ the deliberate lie as part of their foreign policy and that it is important for the U. S. to counteract this with the truth, “which can be a powerful weapon.”

Mr. Sergeant also explained that the work the government is doing in this field is only supplementary to work of mobilized private industry.

Maj. Gen. Kenneth F. Cramer, chief of the National Guard Bureau, accepted the certificate award for his organization which currently is using programs on ABC and NBC in addition to supplying film spots to video stations across the country and special scripts and materials for local use. Society of American Florists award was accepted by St. J. Pannucci, Baltimore, organization vice president.

Award certificates also were given to Capitol Records Inc., Hollywood, represented by Daniel F. Anderson, public relations director, for achievement in field of stockholder publications; Ralston Purina Co., St. Louis, by J. D. Sykes, vice president, in consumer publications field, and G. Fox & Co., Hartford, by Arthur H. Truitt, publicity director, for radio and newspaper promotion of 100th anniversary.

Radio Man Elected Head
Of Washington’s Ad Club

FOR THE FIRST time since its inception the Advertising Club of Washington will have a radio man as its president. Ben Strouse, general manager of WWDC Washington, was elected to the office at a luncheon meeting of the club at Washington’s Hotel Statler May 22.

Mr. Strouse succeeds Frank Gatewood, advertising manager of the Washington Times-Herald. William F. Sigmund, a partner in Henry J. Kaufman & Assoc., was elected first vice president.

Among the six new directors chosen were Stanley Bell, commercial representative of WRC; A. Q. Ehrlich, Kal Ehrlich & Merrick Advertising Inc., and Helen K. Mobberley, national advertising manager, WWDC, who was re-elected. The term of Ben Baylor, advertising director of WMAL, has not expired. Maurice Mitchell, general manager of WTOP, was named program committee chairman. James D. Seller of WRC, was named assistant chairman of the program committee.

WJR Directors

WILLIAM G. SIEBERT and Frank E. Mullen were elected directors of WJR Detroit, G. A. Richards, president of WJR and of WGAR Cleveland and KMPC Hollywood, announced May 26. Coincidental with his appointment as a director, Mr. Siebert, WJR treasurer, assumes the duties of secretary of The Goodwill Stations Inc., WJR licensee. Mr. Mullen’s election as a director followed his recent appointment as president of the three Richards stations [BROADCASTING, May 17].

Sterling Cancelling Million-Dollar Time

STERLING DRUG Inc., New York, long-time radio advertiser, last week announced cancellation of an estimated million dollars worth of network time in order to use the money, according to a high Sterling Drug executive, in other media.

Sterling will drop Waltz Time Fridays 9:30-10 p.m. on NBC effective at the end of its current contract, July 16. Show has been on the air for 10 years. Dancer-Fitzgerald-Sample, New York, handles the program.

In addition, the advertiser will drop the 10-10:30 p.m. Friday time but will move the program presented currently in that period, Molle Mystery Theatre, to CBS replacing Big Town, Tuesdays 8-8:30 p.m. Big Town is owned by Lever Brothers and has been subleased to Sterling for the last five years. Big Town’s last broadcast for Sterling will be June 22, when it will then revert to Lever which has not revealed where it plans to use it.

Molle Mystery Theatre has been handled for Sterling by Young & Rubicam. The production of that show, when it moves to CBS, has not been assigned yet to any agency, a Sterling executive told BROADCASTING.

It is understood, however, that all the Sterling radio budget will now be handled by Dancer-Fitzgerald-Sample. Pediar & Ryan, which services Big Town, still retains the space advertising for the account but will have no radio for the time being.

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Columbus, Ohio, Station Awards Studio Contracts

CONTRACTS for building studios of WVKO (PM) Columbus, Ohio, were awarded last week, according to Bob French, general manager of Sky Way Broadcasting Corp. Station plans to take the air in September.

Second and third floors of building at 274 S. Third St. will be used. Studios will be functional and designed to obtain maximum efficiency for PM, according to the station.

Fredrick Eckardt has resigned as transmitter supervisor of WCFL Newark, Ohio, to take chief engineer's post at WVKO. He was formerly associated with WBNS and WHKC Columbus.

KSNI Seminole, Okla., 500-w Daytimer, Starts

KSNI Seminole, Okla., went on the air May 16, 500 w daytime on 1260 kc.

Station is owned by Tom Potter, Dallas oil man, who holds a television permit for Dallas.

KSNI manager is Jon Wagner and R. M. Grissio is chief engineer. Studios and transmitter are located outside Seminole.

The station is a Mutual affiliate.

O. J. Reiss, former salesman of WHER Memphis, and Dick Watts, formerly with WDJA Memphis, have joined staff of WMSB Memphis, as salesmen.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company . . . one of several major industries contributing to Winston-Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold moss market.

WAIR
Winston-Salem, North Carolina
Representatives: Avery-Knodel

New Dover, Del., Outlet (1 kw) To Be on 1410 kc

PLANS are being completed for opening soon of WDOV Dover, Del., according to Phil Adams, manager. Station will be 1-kw daytime on 1410 kc.

Licensee is Capital Broadcasting Co. William C. Evans, for 21 years a radio engineer, is WDOV president.

Studios are on second floor of Ehrlich Bldg. and transmitter site is approximately two miles north of town. A 197-ft. Stainless (Philadelphia) tower will be erected, and transmitter is to be housed in a modern quonset. Equipment is both Gates and RCA. Transcription service will be NBC Thesaurus.

RELIGIOUS PROGRAMS
Techniques Training Proposed
For Foreign Radio Staffs

FOREIGN RADIO personnel may be trained in religious programming techniques in the U. S. and England, three representatives of the Foreign Missions Conference of North America announced at a news conference in New York.

The group, which has conducted a survey of audio-visual aids and radio in foreign mission fields during the last three months was composed of the Rev. S. Franklin Mack, chairman of the World Radio Committee of the conference; the Rev. Everett C. Parker, director of the Joint Religious Radio committee, and Niklaus Hagmann, ABC radio engineer.

Recommendations that the conference support a training program for personnel will be made to the conference's board.

Williams Leaves UP

EDWIN MOSS WILLIAMS, who directed entry of UP into radio and pioneered the field for the news agency, May 25 resigned his position as UP vice president and general business manager to enter the radio and newspaper field. It is understood that Mr. Williams will be engaged in consultant work.

UP President Hugh Baillie, in announcing the resignation and subsequent appointment of Jack Bisco in Mr. Williams' place, said "Williams is one of the great press association men of our time. His vision and foresight were largely instrumental in establishing the United Press in its present dominant position in the field of radio news."

KSUH, 1-kw Fulltimer, Launched in California

KSUH Susanville, Calif., has started operation as fulltime independent with 250 w on 1240 kc. Greyhound Lines' Commander A. W. Scott, who has his own program "Romance of the Highways" over the Mutual-Don Lee Network, acted as master of ceremonies on the dedication program. Participating were city and county officials and leaders from Susanville and all communities in the listening area of KSUH.

Station manager is W. B. Murphy, formerly with KBLF Red Bluff, Calif., KPOA Honolulu and KWIL Albany, Ore.

KSUH chief engineer is Harold Houston, formerly with KBLF. The station's operator-announcers are William B. Buchalter, formerly of KSFO San Francisco; Sam Braly, formerly of KOH Reno and Jay Stewart, new to radio.

We hang them from the rafters...with Brooke Taylor's Review!

Proof? A 7.6 rating...plus the Sunday crowds that swell weekly audiences!

Your product need a Sunday punch in the great Cleveland market? Ask Headley-Reed about Brooke Taylor's Review on Cleveland's Chief Station.
ABC Secures Video Rights
To N. Y. Giants Football

ABC TV network has secured the video rights to this year's schedule of the New York Giants football after NFB and the Giants games last year, rejected the club's sliding-scale of payment [Broadcasting, March 8]. Plan, worked out by George H. Rohr of the Giants, calls for payment to the club on the basis of size of audience to the broadcast, measured by an accepted audience survey organization instead of the usual flat fee for the entire season. Mr. Rohr figures that the flat fee system would stick the club with a

sum that would be out of line as the number of sets-in-use increases, causing unnecessary arguments in following years, whereas his size-of-audience plan could run indefinitely.

Some broadcasters and agencies view with distaste any plan that would obligate them or their clients to the payment of unsupervised receipts based on sampling techniques which may be subject to error. What happens if ABC does not secure a sponsor for this year's games under the new formula remains to be worked out.

Quit Beer Account
JOHN W. SHAW Advertising Inc., Chicago, announced last Tuesday it has resigned the Peter Fox Brewing Co. of Illinois account effective June 1. Impending resignation arose from “differences of opinion on matters of policy, which appeared insoluble,” according to John W. Shaw, president of the agency.

Brewing firm, which uses approximately $75,000 worth of spot radio on behalf of its Fox De Luxe Beer, will appoint a new agency sometime this week.

Rickenbacher to Direct CBS Six-Week Program
PAUL RICKENBACHER, formerly manager of KSKO Ponce City, Okla., has been appointed manager of one of the six-weekly combined CBS Sunrise Salute and Housewives' Protective League programs, slated to start on KIRO Seattle on June 14. He will use name of Paul West on the air.

Mr. Rickenbacher was one time director of radio and television for Foothill & Pacific, and prior to that manager of creative radio and talent division of Young & Rubicam in that city and Hollywood.

Original West Coast representative of CBS, he was later assistant to Donald W. Thornburgh, Western division vice president.

Following that for six years Mr. Rickenbacher was Hollywood office manager and talent buyer of J. Walter Thompson Co.

AMERICAN Telephone & Telegraph Co. directors May 19 declared a quarterly dividend of 15 cents per share, payable July 15, 1948, to stockholders of record at the close of business June 15, 1948.

FCC Receives Bids
(Continued from page 22)

Harm, president and one-third owner of WLAG-Sacramento, is president and one-third owner of

Hazelton, Pa.—Harelton Broadcasting Co., Channel 2 (14-66 mc), 8.3 kilocycles, 1,800,000 kw, antenna 777 ft. Initial cost $125,000, first year cost $100,000, revenue unknown. Applicant is licensed WLOA of Braddock, Pa.

Pittsburgh—Hottle Broadcasting Co., Channel 7 (14-66 mc), 27 kw radio, 15 a.m., antenna 964 ft. Initial cost $198,000, first year cost $100,000, revenue unknown. Applicant is licensee WISO of Pittsburgh.

San Francisco—HARMCO Inc., Channel 1 (68-66 mc), 14.5 kw visual, 6.5 kw antenna, 1,434 ft. Initial cost $198,000, first year cost $100,000, revenue expected first year.

Salt Lake City—Arby Radio Service Corp. of Utah, Channel 2 (49-60 mc), 16 kw visual, 3 kw antenna, 846 ft. Initial cost $202,000, first year cost $50,000, no revenue expected first year.

Tulsa, Okla.—Public Radio Corp. Channel 2 (68-66 mc), 26 kw visual, 15 kw audio, antenna 200 ft. Initial cost $100,000, first year cost $30,000, no revenue unknown. Applicant has re- quired a hearing at San Francisco.

San Diego, Calif.—Leland Holzer, Channel 4, 30 kw visual, antenna 500 ft. Initial cost $200,000, first year cost $20,000, no revenue expected first year.

Sum on page 27

Convention
(Continued from page 27)

lot is yet definite, but it is understood that each of the network radio stations will space and television will get 18.

Another transportation problem worked out was the quick transportation of films, transcriptions and copy from the Convention Hall to the lounges, police stations and trains. Superintendent of Police Guy Parsons promised that a pool of 30 motorcycle police will be on hand to assist in rushing such matter to any police station for further distribution.

Other Details
Lighting details were worked out in a meeting between James Jappe, Republican Convention Manager; William N. Roach, director of conventions for the Democrats; James T. Quirk, WFIL-TV, who represented television, and several newsroom representatives. It was decided that it would be inadvisable to use incandescent lighting for both newscasts and television instead of the hotter are lights.

NBC at Convention

NBC announced last week that all major network programs will originate in Philadelphia during the Republican National Convention, beginning June 21.

SPECIAL record albums of the entire royal wedding broadcast as heard in the U.S. last fall have been sent to Princess Elizabeth by NBC as a birthday token, the network has announced.
ARRANGEMENTS are completed for the broadcast of 16-game schedule of Cleveland Browns over WGAR Cleveland for third consecutive year under sponsorship of Cleveland district Ford Dealers. Play-by-play descriptions will be picked up by WBNJ Columbus for some sponsor. Seated (1 to r) Paul Brown, Browns coach and general manager and John F. Patt, WGAR vice president and general manager. Standing (1 to r) John Garfield, WGAR salesman; Ray Allen, Ford district manager; John Welch, J. Walter Thompson account executive, and Joe DeMarsh, director, Dealers advertising fund.

New Rexall Show Takes Fitch Sunday NBC Time

NBC last week announced that the Sunday evening 7:30-8 p.m. period, cancelled by F. W. Fitch Co., effective May 23, has been signed for by the Rexall Drug Co., effective immediately.

Rexall will sponsor the Rexall Summer Theatre, starring Pat O'Brien and Virginia Bruce, until the return of the Phil Harris-Alice Faye program in the fall. The latter program has been sponsored by Fitch during the Sunday night period.

The network also said that Rexall will relinquish the Jimmy Durante program and the 10:30-11 p.m. Wednesday period, effective June 23. BBDQ, Los Angeles, is the agency for Rexall, and L. W. Ramsey, Davenport, Iowa, handles the Fitch account.

Music-Conscious Nation Goal of AMC's Efforts

AMERICAN Music Conference, which recently completed a national survey of musical interests, will extend close cooperation to broadcasters in future months in an effort to disseminate AMC themes and objectives to public.

Working with producers, orchestra leaders and others in the field, AMC will attempt to achieve its major objective of making instrumental music instruction a part of every school's curriculum. Generally, it hopes to make the nation more "music-conscious" through the effort.

CPFR Prince Rupert, B. C., has increased power from 50 w to 250 w on 1280 kc. according to announcement of the Radio Branch, Dept. of Transport, Ottawa.

PLAN TV OUTLET FILM DISTRIBUTION SET UP

CODE OF ETHICS for film distribution to television stations is to be set up by the National Television Film Council, formed May 18 when about 40 video, advertising agency and film representatives met in New York's Hotel Astor.

Melvin L. Gold, director of advertising and publicity for National Screen Service, was named temporary chairman. Committee findings, to be reported at the next meeting in June, eventually will be compiled in a code to be recommended to television stations and film distributors, Mr. Gold said.

One member each from Television Broadcasters Assn. and the American Television Society will be invited to membership in the council, the group decided.

Among organizations represented were: Television stations—WATV Newark, N. J., WRGB Schenectady, N. Y., WPIX New York and Paramount Television; advertising agencies—Gray Advertising, Buchanan & Co. and Compton Advertising, all New York; film companies—Columbia, Republic, Equity Film Exchanges, Film Equity, Film Daily and National Screen Service.

WBUZ Formal Opening

OFFICIAL opening of WBUZ (FM) Bradbury Heights, Md, was held May 19 with special ceremonies. Personnel from other D. C. area stations participated in the send-off. Licensed to the Chesapeake Broadcasting Co., WBUZ has been operating since Jan. 18, but May 19 was set as the formal opening on a full-time basis. The station is on Channel 244, 96.7 mc.

KOIL delivers NEBRASKA's NO. 1 MARKET—OMAHA plus Council Bluffs

BASIC ABC-5000 WATTS
Represented By EDWARD PETRY CO., INC.

KOIL 750 KC.

COLOMBIA AMERICAN BROADCASTING CO., INC.

KOIL delivers NEBRASKA's NO. 1 MARKET—OMAHA plus Council Bluffs

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BASIC ABC-5000 WATTS
Represented By EDWARD PETRY CO., INC.

KOIL 750 KC.
IN THE
Unique
SPokane MARKET

Where Radio is the
Only Medium that Can Instantly Cover
the Entire Market Within a 150 Mile Circle.

KGA's 50,000
WATTS of
Protected
Persuasive
Power
Extends and In-
creases the Market
Ask An
Petrie Man!

News

CHARLES HODGES, former corre-
spondent and news analyst with
WMC, has joined Rural Radio Net-
work as news analyst and UN corre-
spondent. He will work out of New
York from WMC, studios in New York.
JACK MARTIN, former managing ed-
itor of "True Detective Magazine" and
MARCIA DRENNEN, formerly in United
Press wire service department, have joined
news and special events department
of WPIX New York.

BOB NEAL, program director of WMPS
Memphis, has promoted to director of
programming and sales, ROBERT TREKLER, newscaster, has returned to
WMPG from WMPS Memphis, to assume
duties of night supervisor.

ROBERT PARKER has received Parn
Radio Scholarship at Iowa State Col-
lege from WMT-Cedar Rapids, Iowa.
Mr. Parker will work with farm staff
of WMPS during summer and will act as
spotter correspondent for station during
fall while he attends classes.

WANT CAREER IN SHOW
BUSINESS? HERE'S HOW
YOUR CAREER IN SHOW BUSINESS
by Paul Denis, K P. Dutton & Co.,
New York. 250 pp. $3.

"THERE are three direct sources of
employment for actors, entertain-
ers and announcers in radio and
television." Mr. Denis writes,
"the advertising agency, the package
program producer, network or
local stations sustaining programs.
The chances of a beginner landing
on a sponsored program are slim.
It would be wiser for him to
try for a sustaining program or
avoid the major networks entirely.
By concentrating on local stations,
he said a young announcer
later with the advantage of a ra-
dio background."

In such simple, straight-forward
language Mr. Denis, radio editor of
The New York Post, tells the
mike-struck youngster how to get
an audition (with names and ad-
dresses of those in charge of net-
work auditions and how to make
appointments with them) and
what to do to turn the audition
into a job. Emphasizing the
principal type of writing
often found in books of advice, he
sticks to such fundamentals as
what the chances of employment
are, what the competition is, what
the field offers for the future for
the various categories of show business
workers.

The book has a complete and
well-organized index.

Andrew David Clarke
ANDREW DAVID CLARKE, 65,
radio commentator, died in Toronto
May 19 following a heart attack.
A former news editor of the To-
ronto Globe, he had been a radio
commentator since 1940 for the Can-
adian Broadcasting Corp. network for
Ontario and Quebec.

Kempner’s Encyclopedia
Of TV Handy Reference

TELEVISION ENCYCLOPEDIA by Stan-
ley Kempner. Fairchild Publishing Co.,
New York. 415 pp. $6.50.

VOLUME has three major di-
visions. A 46-page chronological sur-
vey of video history, 90 pages of
twentieth biographies of leaders in
television development, and 250
pages of technical vocabulary, add
up to a handy reference work for
the non-technical individual sud-
denly confronted with the trade
and technical jargon of the video
world.

Bibliography which closes the
book brings up to date; its
references are almost entirely to
material published before or during
the war period. Author Kempner
was radio and television editor of
Retailing Home Furnishings from
1943 to 1946.

Atlanta Facsimile Show
Given by WSB, ‘Journal’
A WEEK-LONG demonstration of
WSB Atlanta’s facsimile equipment
was staged last week to acquaint
Atlantans with the system.

A display of the facsimile trans-
mitter, electric typewriters and
home recorder units was installed
in the lobby of the Atlanta Jour-
nal for public viewing. WSB and
the Journal, with which the Geor-
gia station is affiliated in owner-
ship, published complete facsimile
editions of the newspaper. Walter
Paschall, WSB news editor, was
on hand to answer queries of spec-
tators.

Mrs. Victor P. Hobbes
MRS. VICTOR P. HOBBS, known
to Canadian radio listeners as Ethelwyn
Hobbes, died at Montreal
on May 17 after a sudden illness.
She became well known in Cana-
dian radio circles after her de-
scription in 1939 for the Canadian
Broadcasting Corp. of the royal
visit of King George VI and Queen
Elizabeth to Canada. She was a
women’s commentator on CBC net-
works for many years and up to
a few days before her death.

WESTINGHOUSE WINS

THE SIX Westinghouse radio sta-
tions and Westinghouse Electric
Corp. have won 15 awards, honor-
able mentions and citations for out-
standing programming and promo-
tion in eight recent industry com-
petition, according to J. B. Conley,
general manager.

Westinghouse Electric Corp. was
honored for its transmitted series,
Adventures in Research, written
and produced at KDKA Pittsburgh.
WQO Fort Wayne heads the stations’ list with firsts from City
College of New York for “most
effective promotion of a regional
program” and from Ohio State U.
in “cultural” category. Station
also won honorable mention in the
CCNY competition for “unusually
effective promotion of a local pro-
gram” and in the first annual pro-
gram competition of The Billboard
for an outstanding child guidance
program.

WBZ-WBZA Boston-Springfield
took first place at Ohio State and
second place in The Billboard com-
petition with It’s Tough to Be
Young.

KDKA finished in first and sec-
ond places with two of its edu-
cational features in the “intermediate
grade school broadcasts” category
at Ohio State. Announcer Jim
Westover received honorable men-
tion in the Annual H. P. Davis Na-
tional Memorial Announcers’ Awards
for 1947.

KEX Portland, Ore., took a sec-
ond place in the Billboard com-
petition with The Northwesterners
and received honorable mention
from the National Board of Fire
Underwriters for outstanding ef-
forts in connection with fire pre-
vention.

KYW Philadelphia won four
honors—all for promotion. These
include: A citation from Variety;
a citation from Ford; honorable
mention at CCNY, and a tie for
third in The Billboard promotion
competition.

Memorandum to: Ruth Jones,
Benton & Bowles:
BILL DAWES, Disc Jockey on WCKY’s MAKE
BELIEVE BALLOON, was chosen as YEARS OUT-
STANDING DISC Jockey by STEVENS COLLEGE
Girls. LET BILL DAWES SELL YOUR PRODUCT
IN CINCINNATI.

50,000 WATTS
SELLING POWER
ON THE AIR EVERYWHERE 24 HOURS A DAY

S. B. WILSON

WCKY
CINCINNATI

BROADCASTING • Telecasting
OUTPUT OF TV SETS CONTINUES TO CLIMB

PRODUCTION of TV receivers continued to increase in April, reaching a weekly average of more than 11,500 units, according to Radio Manufacturers Assn., representing 90% of total volume of broadcast sets. The month's output of 46,339 TV sets for a four-week period brought the 1948 total to 350,000 units and the weekly rate was 28% above the average a year ago.

Production of receivers of all types in April totaled 1,185,473, a seasonal decline. Of the total, 90,055 were AM-FM models, bringing the postwar FM total to nearly 2,200,000. Portables and auto sets continued to come off the production lines in large quantity, but table models dipped sharply.

Canadian Set Production Drops As Result of Tax

CANADIAN radio manufacturers did not receive the expected cut in 25% excise tax on radio receivers in new Canadian budget, announced May 18.

A spokesman for the Radio Manufacturers Assn. of Canada stated that the position of the companies is bad and manufacturers are worried. Some companies report heavy cuts in staff. Manufacturers have 160,000 completed sets on hand, half a prewar year's supply. Dealers have twice many sets on their floors.

Production since the 25% excise tax went in last November has dropped from 120,000 sets in November to 30,000 in April, the industry points out, while on sets been cut $50 at the factory, retailing for $100, the government takes $15 and manufacturer makes $25. On mantel models manufacturer considers himself fortunate to clear 25 cents. Tax was applied to articles with high content of U. S. manufactured components, to cut consumption in view of Canada's shortage of U. S. dollars.
TRIP TO Washington and opportunity to appear on ABC's "This is the Air Meeting of the Air" were awarded to Richard Edroff, 17, who won "Who Is Mr. Who" at the State Fair. Edroff was one of the 15 students who had heard and participated in the series. He was accompanied to Washington by Art Smith, St. Paul manager of WNAX, and who appeared on May 19 broadcast of "Town Meeting." He was a guest of Ben Robert, Rep. Richard Nixon, Abraham Arnold, and U. S. Atorpp, with which D. W. Gill editor of "A Baltimore Constitution."

"Who Is Mr. Who?"

FIVE STATION cooperation in Asheville, N.C., helped build contributions for proposed improved Memorial Stadium. All stations aired nightly strip "Who Is Mr. Who?" for four weeks. Each program gave two clues, one transmitted featuring voice of "Mr. Who," the other clue live. Prizes were donated by local merchants and contestants sent contributions with entries. "Who Is Mr. Who?" was held in Asheville City Auditorium during the five weeks. "Who Is Mr. Who?" was awarded, a variety show was staged by station personnel. Asheville City Manager John W. H. Chandler, high commissioner of baseball, was the master of ceremonies. Stations WLOS WWNC WNBX WBBX WATC were WLOS WWNC WNBX WBBX WATC, all in Asheville.

CFBC Booklet

CFBC St. John director issued mimeographed booklet on station's special promotion campaign in connection with National Advertising Brands Week. Booklet is background of campaign and samples of special announcements, commercials and programs produced by CFBC.

Tourist Campaign

ANNUAL TOURIST promotion program launched by CFBC is being featured in connection with national Advertising Brands Week Week. CFBC stations include Miami, Ohio, and Springfield, III. Program gives listeners information about the state's resorts and tourist attractions.

Promotion Personnel

ROBERT B. DONOVAN, former assistant director of promotion manager of WLS, Chicago, has joined WNAX Yankton, S. D., as promotion manager.

NARROW C. FLORIE, director of Canadian Broadcasting Corp., since 1939, has been appointed superintendent of press and information service of CBC at Toronto headquarters.

GORDON COPELEY, member of public relations department at WGN Chicago is the father of a boy, Daniel Scott.

A NEW "American, Amusement Center," is scheduled to start Sept. 1 and will be circulated free of charge. The "American Amusement Center," written for and distributed to entertainment major amusement circuits, magazine will cover radio among other fields, from angle of architecture, planning, equipment, etc. The new edition has been just issued, with a section on "Studio Audience" for radio.

COMEDY SHOWS REPORT

BY RAP: "ACCEPTABLE"

"ACCEPTABLE" was the word for comedy programs monitored by college student critics during the 26th and 27th weeks of the Radio Acceptance Poll, according to tabulations made by KIOA auditors at St. Joseph's University.

The latest RAP figures, covering weeks beginning April 4 and 11, show that in the opinion of 733 students, the Fibber McGee and Molly and Jack Benny programs were "unacceptable" and that only a handful of individual performers slipped into the "barely acceptable" category.

Total of 3,360 votes in both classifications was cast during those two weeks, with cumulative totals for 27 weeks based on 62,677 individual performer votes cast on 15,403 program ballots.

A final RAP report will be released shortly showing complete results of 30 weeks of balloting, which closed May 8.

LOYALTY REPORT

KIOA-inspired Telegram

SPURRED on by a 252-foot telegraph inspired by KIOA Des Moines, the Des Moines Moines Bruns baseball team won its way out of the cellar spot in the Western League May 18. After the loss of seven out of seven games on a road trip, Sportscaster Don O'Brien in- cluded his listeners to mail or phone their names to him so that he could show the ball club the fans were still behind the team.

Within 48 hours Mr. O'Brien had 5,696 names, which they promptly put on the telegraph. Two Western Union boys brought the telegram into Pioneer Memorial Park. While one lad was still in center field, the other began unrolling it, ending up at home plate. They were preceded by a generally bedecked little German bag lady by Paducah, S. KIOA, who used her midget disc jockey, dressed as a bellhop. The Bruins went the game.
New Business
(Continued from page 13)
of 1949 truck line. Announcements will be used on 94 stations carrying Studebaker programs.

Network Accounts • • •

HOUSEHOLD FINANCE Corp., Chicago, June 23 renews The Whirl jer on CBS, 10-10:30 p.m. Wednesdays. Le Vally Inc., Chicago, is the agency.

PETER BALLANTINE & SON (Ballantine Beer & Ale) June 9 will sponsor Rocky Graziano-Tony Zale fight for middle-weight boxing championship over more than 450 MBS stations. Price of broadcast rights reportedly was $46,000.

NOXEMA CHEMICAL Co., Baltimore (Noxema Skin Cream), cancels ABC Major of the Town effective June 30 after four years sponsoring. Spot announcements are expected to be substituted. Agency: Sullivan, Stauffer, Cowell & Bayles, New York.

GENERAL MILLS Inc., Minneapolis, will use national radio advertising in connection with introduction next month of new home appliance—steam iron attachment for its Tru-Heat iron. ABC’s Betty Cracker Magazine of the Air will feature promotion during month.

Adpeople • • •

R. NEISEN HARRIS, president, Toni Co., and IRVING B. HARRIS, executive vice president, named directors of Gillette Safety Razor Co., Toni parent firm.

184 Chevrolet Dealers
Sponsor TV Race Series

SERIES of 13 telecasts from Bel- mont, Jamaica and Aqueduct is being sponsored on WCBS-TV New York by 184 Chevrolet dealers in the New York area. The series, which began May 1, will continue through Nov. 11, with each program running from 25 to 45 min-
utes during mid-afternoon.

Chevrolet also sponsors Chevro- let Telenews Weekly on Tuesdays, 7:40-8 p.m., over WABD New York by 184 Chevrolet dealers in the New York area. The series, which began May 1, will continue through Nov. 11, with each program running from 25 to 45 min-
utes during mid-afternoon.

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utes during mid-afternoon.
May 21 Decisions...

**BY THE COMMISSION**

**Modification of Grant**

KBUC, Corona, Cal.—Adopted memo-

**May 21 Applications**

**ACCEPTED FOR FILING**

AM—1150 kc

KXLR North Little Rock, Ark.—CP change frequency from 1450 to 1150 kc, in-

**WHAM's**

Clear, powerful signal

standards, a market of people

you this

**NBC**

50,000 separate manufactur-

ester, an area of high

territory, homes!

**WHAM's**

- AM's clear, powerful signal

standards, a market of people

you, this

**NBC**

50,000 separate manufactur-

ester, an area of high

territory, homes!

**WHAM's**

Clear, powerful signal

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**WHAM's**

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standards, a market of people

you, this

**NBC**

50,000 separate manufactur-

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**WHAM's**

Clear, powerful signal

standards, a market of people

you, this

**NBC**

50,000 separate manufactur-

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**WHAM's**

Clear, powerful signal

standards, a market of people

you, this

**NBC**

50,000 separate manufactur-

ester, an area of high

territory, homes!

**WHAM's**

Clear, powerful signal

standards, a market of people

you, this

**NBC**

50,000 separate manufactur-

ester, an area of high

territory, homes!

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FCC CORRECTION

IN MOTIONS actions report dated by 14, item referring to W. A. Smith, Plant City, Fla., should read "spatial frequency 1570" instead of 1470 kc.

The Connecticut Bestg. Co., Hartford

-Granted in part petition for continued license for consolidated T V hearing scheduled June 24 and 25, and area continued to August 10 at Hartford.

Television Products, Inc., San Francisco-Granted petition for leave except in the TV application to change name of applicant to Paramount TeleVision Productions Inc.

Model City Bestg. Co., Inc., Anniston, Ala.-Granted petition for continued license for consolidated hearing from May 27 to June 28 at Washington.

Tuscola Chamber of Commerce, Tuscola, Ill.-Referred to full Commission petition for leave to intervene and file exceptions to proposed decision in re application DWD.

KFNM Tulsa, Okla.-Passed over petition to reinstate application.

Hearings were continued on followings actions as indicated: WIL, St. Louis, from May 26 to July 4 at Washington, Frequenty Bestg. System Inc., Shreveport, La., granted 30 days to May 26 at Washington; WKY, Springfield, Mo., continued from May 27 to June 28 at Washington; Crescent Broadcast Corp., Shenandoah, Pa., continued from May 24 to June 25 at Washington.

(Continued on page 72)

LICENSE RENEWALS

The Licenses renewal for the following stations have been granted for 3 years.

The following License Renewal applications for renewal of the Licenses renewal of the following stations have been granted for 3 years.

License Renewal

Passed petition for extension of time to file opposition for April 29 to May 3 at Washington, 250 k.
Ackerman Appointed CBS Hollywood Program Chief

HARRY S. ACKERMAN, CBS executive producer in New York, has been named to succeed Ernest H. Martin as the network’s Hollywood program director, effective June 15. Mr. Martin is resigning from CBS to produce a Broadway play this fall.

Mr. Ackerman came to CBS last January from Mr. Ackerman Young & Rubicam, New York, where he had been vice president in charge of radio program operations. His replacement in the New York post has not yet been announced. Mr. Martin has been CBS director of Hollywood programs since April, 1946. He joined the network in 1942.

250 w to 1 kw, change type of trans., make changes in vertical ant., change trans. and studio locations, for extension of completion date, AMENDED LICENSE, January 7-15-48; to change name of applicant from Associated Broadcasters Inc. to Radio Indians Inc.

Assignment of License

KORE Eugene, Ore.—Voluntary assignment of LICENSE for new fm station.

KFXJ Dalhart, Tex.—License to cover CP new standard station.

Assignment of License

KPEO El Paso-Voluntary assignment of license from H. J. Griffin tr/ae West Texas Bost Co. to Griffin Broadcasters of El Paso Inc.

Assignment of CP

KF-O FM Eugene, Ore.—Voluntary assignment of license from Eugene Broadcast Station to Lane Bost Co.

Modification of License

WHAT-FM Philadelphia—Mod. CP new fm station for extension of completion date.

License Renewal


APPLICATION RETURNED

License for CP

KWK Stuttgart, Ala.—License to cover CP new standard station. RETURNED May 19.

(Continued on page 72)

Listen to Learn as Well

As Relax, Bentley Urges

RADIO listeners must assume responsibility if the medium is to realize “its fullest possibility as a weapon of peace,” Julian Bentley, WBBM Chicago newscaster and former news editor of WLS, told delegates to the World Citizens Conference at Woodstock, Ill., May 22.

The assembly, attended by delegates from a dozen foreign countries and from the Midwest, was sponsored by lodges, clubs, churches and other groups to arouse civic interest and responsibility in local, national and international affairs.

Mr. Bentley cited three ways by which listeners could help make radio “a more useful instrument”: (1) Careful listening “for information rather than for pure relaxation,” (2) exercising the privilege and duty of expressing their criticisms and (3) including full information in writing to the station on which they hear the program.

RIOT QUELLED

WNEW Aids Police in Ending Harlem Trouble

WNEW New York was credited fortieth night ago with helping to end a Harlem riot which had taxed the resources of the city’s police force.

The trouble began as a result of an unfounded rumor that a Harlem housewife had been killed by police during an altercation in a food market. An angry crowd gathered at the scene, and the situation threatened to get out of control.

Finally, police appealed to a Negro printman, a Harlem community leader, to go on the air with a plea for reason. Time was cleared on WNEW’s all-night record and news show, Millman’s Matinee, and the publicity man made three brief speeches to the rioters, the last at 4:47 a.m. On this occasion the woman whose reported slaying had touched off the excitement herself spoke over WNEW, and assured Harlem listeners that she was alive and well. The disturbance ended a short time later.

SPEARHEADING THE PROGRESS OF FM

WASH D.C.

Radio's Best Buy

IN THE NATION'S CAPITAL

RONALD W. PILLOW

GEN. MGR.

PETER M. KRAUSE

ASS'T GEN. MGR.

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING • Telecasting
VIDEO QUIZ show built around popular mystery man theme started this month over KD-TV St. Louis. Titled "It's A Hit," show is cast in form of baseball quiz between two teams of studio contestants. Home-viewers can win $1,000 in prizes by identifying mystery man in "Jig-Saw Jackpot" contest and writing letters telling why they support the Community Chest. Baseball props are used for video effects in show, as the man guides contestants through a new game. "It's A Hit" is produced and packaged by Mutual Co., St. Louis network. Plans are underway to offer it on competitive rate to non-competitive advertisers.

"Town Meeting" Clinic
"JUNIOR Town Meeting" Clinic was held May 15 at Bethany College, Bethany, W. Va., as conclusion to 1967-68 "Junior Town Meeting" program. The event was co-sponsored by WWVA Wheeling, W. Va. Dr. Gregor Zimber, internationally famous author and lecturer and former member of "Town Meeting" staff, was guest host.

"GIVEAWAY" schools.
"JUNIOR Town Meeting" program was recently named "WINGS Titled "Dinner Winner," program is major part of "WINGS Program," a group of various activities at Montana State University designed to stimulate interest in television. It is accepted by Montana School of public and college students from various schools. The show will continue throughout summer and fall. Signs of the Times TV is one of the leading programs in the field of "Town Meeting."" In May, the station noted a decided change in the activities of the "Knot Hole Gang," a group of students in Milwaukee. Rather than trying to seek through text books and games to see the Milwaukee Breezers play, the group is now釈on climbing the WTMJ mobile truck parked outside the park, to get glimpses of the game on the television monitors. Inside the park, Manager Cullop watched the games telecast by WTMJ from the players' dugout and communicated with Coach Ray Felle, who handled the team on the field.

Editorial Feature

"IN VIEW OF Mayflower decision restriction, WYK Jacksonville will be turning a 15-minute program rounding up editorial opinion as found in local newspapers. Editorial are read by two announcers in alternate fashion, giving program effect of a dialogue, station reports.

Civic Feature

"TALKS, interviews and roundtable discussions by members of the various departments of Maine state government are featured on new program, "Maine State Live," heard Friday night over WLAM Lewiston-Auburn. "Maine State Live" will be the last show of the season, and it is expected to be a popular program. The show is produced by the state government, and it is expected to be a popular program. The show is produced by the state government, and it is expected to be a popular program.

"Solds on TV"

NEW ROY SCOUT program "Cubbing Is Fun," telecast on WW2-TV Detroit, features different subjects each week demonstrating various activities of the Boys Club of Detroit. The show is scheduled for each week beginning May 15. The show is produced by the Boys Club of Detroit, and it is expected to be a popular program. The show is produced by the state government, and it is expected to be a popular program.

Selling School

AS PART of general educational program to inform public of activities at Montana School of Education, a weekly series over Kbow Butte, Mont., Series is organized by committee, composed of faculty members, Kbow manager and advertising agency consultant. Format includes talks by faculty members, student body, research arm of school and alumni organization. In addition, student forums are presented. Programs from various student organizations and activities. Series gives opportunity to "sell" the School of Mines to public. Programs have been recorded and will continue throughout summer and fall.

LATEST RECORD HITS

from RCA VICTOR!

"I'M A LONER"

"Better Luck Next Time"

and

"It Only Happens When I Dance"

with You

RCA Victor 20-2388

"EVE"

"Time For Your Lullaby"

and

"Nature Boy"

RCA Victor 45-2272

"FIEDLER "BOSTON POPS"

"Chicken Reel"

and

"Fiddle Faddle"

RCA Victor 10-1397

"ILLINOIS JACQUET"

"Jet Propulsion"

and

"Try Me One More Time"

RCA Victor 20-3889

"THE THREE SUNS"

A Fella With an Umbrella

and

Steppin' Out

With My Baby

RCA Victor 20-3863

"CHARLIE SPIVAK"

"Inner Sanctum"

"and "Merry Melodies"

Heartbreaker

RCA Victor 20-3863

"HARMONY VICTOR RECORDS"

HOWARD J. MCCOLLISTER

10660 BELLAGIO, LOS ANGELES, CA 90470

"21st Year"

May 31, 1948  •  Page 73
URGES U. S. PROBE OF POLK SLAYING

AN AMERICAN investigation of the slaying of CBS Newsmen George Polk in Greece [Broad-
casting, May 24] was urged last week by Rep. George G. Sadowski (D-Mich.).

Rep. Sadowski, who had demand-
ed a Congressional investigation of the matter in a House speech on the investigation by two re-
presentatives of the State Dept. the following day. They assured him that a probe was being made by Greek and British police.

The Congressman told newsmen he was “not satisfied” with the assurances. He said that since it was a “political” killing, he didn’t "devere either the Greek or the British would make an “honest” investigation if it turned out that the Rightists were responsible.

The Michigan Democrat said he believed the State Dept. would be willing to let the Greek and British handle it “almost a whitewash.”

Rep. Sadowski said the Ameri-
can probe would be conducted by Army Intelligence or some other unit. In addition, he recommended that the State Dept. offer a $5,000 to $10,000 reward to informants. If no one comes forward, he said, the American party, they will not have to fear death or imprison-
ment.

The State Dept. spokesmen promised to recommend the suggestion of the Congressman and report back to him. If he does not achieve results that way, Rep. Sa-
dowski said, “will have to take legislative action. About 15 Congressmen had spoken with him and con-
curred in his action, he said.

The Overseas Writers Commit-
te, meanwhile, obtained the serv-
ces of Gen. William J. Donovan, director of the wartime OSS, as counsel for its inquiry into the matter.

The New York Newspaper Guild last week also demanded a full inves-
tigation of the murder “... by a qualified team of (U. S.) correspondents and government of-
ficials,” in messages to President Truman, all New York Senators and Congressmen, newspapers and news services, and CBS.

100 Net, Regional Shows

Aired Fuel Saving Pleas

MORE THAN 100 network and re-
regional programs carried conserva-
tion messages during the nation's fuel oil shortage last winter, ac-
cording to figures announced last week by the Advertising Council, which promoted the campaign.

WCB-S-TV New York averaged two messages a week. Total radio announcements amounted to 365, 400.

Sullivan, Stauffer, Colwell & Bayles Inc. was the volunteer agency.
<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices&lt;br&gt;National Press Building&lt;br&gt;Washington, D.C. Adams 2414</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>924 National Press Bldg., D1205&lt;br&gt;Washington, D.C.</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>LABS, 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 6566&lt;br&gt;Washington 4, D.C.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMARS&lt;br&gt;Associate&lt;br&gt;1469 Church St., N.W. DE. 1234&lt;br&gt;Washington 5, D.C.</td>
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<tr>
<td>LOHNES &amp; CULVER</td>
<td>Munsey Building&lt;br&gt;District 8215&lt;br&gt;Washington 4, D.C.</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W.&lt;br&gt;Kellogg Bldg.&lt;br&gt;Washington, D.C. Republic 3984</td>
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<tr>
<td>ROYTHROCK &amp; BAIREY</td>
<td>Suite 404, 1537 K St., N.W.&lt;br&gt;National 0196&lt;br&gt;Washington 6, D.C.</td>
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<td>WORTHINGTON C. LENT</td>
<td>Consulting Engineers&lt;br&gt;Washington, D.C.&lt;br&gt;1200 18th St., N.W.&lt;br&gt;Room 1210&lt;br&gt;District 4127</td>
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<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E.&lt;br&gt;Atlanta, Ga. Artwood 3328</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers&lt;br&gt;363 E. 75th St.&lt;br&gt;Triangle 4400&lt;br&gt;Chicago 19, Illinois</td>
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<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1820 Jefferson Place, N.W.&lt;br&gt;Washington 6, D.C.&lt;br&gt;Republic 7236</td>
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<tr>
<td>HERBERT L. WILSON</td>
<td>1025 Connecticut Ave., N.W.&lt;br&gt;Washington 6, D.C. NA. 7161</td>
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<td>E. C. PAGE</td>
<td>Consulting Radio Engineers&lt;br&gt;Bond Bldg., Executive 5670&lt;br&gt;Washington 5, D.C.</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue&lt;br&gt;Washington 6, D.C.&lt;br&gt;Michigan 2261</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1702 K St., N.W.&lt;br&gt;Sterling 7922&lt;br&gt;Washington, D.C.</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.&lt;br&gt;927 15th St., N.W.&lt;br&gt;Republic 3883&lt;br&gt;Washington, D.C.</td>
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<td>JOHN CREUTZ</td>
<td>319 Bond Bldg., Republic 2151&lt;br&gt;Washington, D.C.</td>
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<td>GILLE BROS.</td>
<td>1100 Lillian Way&lt;br&gt;Gladstone 6178&lt;br&gt;Hollywood, California</td>
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<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City, New Orleans&lt;br&gt;33 W. 42nd St. American Bldg.&lt;br&gt;Longacre 3-6029 Lake Charles, La. 6-1480</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St.&lt;br&gt;Phone 1218&lt;br&gt;Arlington, Texas</td>
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<tr>
<td>NATHAN WILLIAMS</td>
<td>AM—Allcroft and Field Engineering—FM&lt;br&gt;Oshkosh, Wisc., Phone Blackhawk 22&lt;br&gt;And Affiliates&lt;br&gt;Dixie Engineering CO.&lt;br&gt;Columbus 1, S.C.; Ph. 2-2742</td>
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<tr>
<td>A. R. Bitter</td>
<td>Consulting Radio Engineers&lt;br&gt;4125 Monroe Street&lt;br&gt;Toledo 6, Ohio&lt;br&gt;Telephones—Kingswood 7631, 9541</td>
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<tr>
<td>Merl Saxon</td>
<td>3524 South Henderson&lt;br&gt;Telephone 4-5440&lt;br&gt;Fort Worth, Texas</td>
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<tr>
<td>ROBERT M. SILLMAN</td>
<td>Consulting Radio Engineer&lt;br&gt;Specializing in Antenna Problems&lt;br&gt;1011 New Hampshire Ave. RE. 6646&lt;br&gt;Washington, D.C.</td>
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<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers&lt;br&gt;Specializing in Broadcast and Allocation Engineering&lt;br&gt;Warner Building, Washington 4, D.C.&lt;br&gt;Telephone National 7757</td>
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<tr>
<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477&lt;br&gt;Washington, D.C.</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Highland Park Village&lt;br&gt;Dallas 5, Texas&lt;br&gt;Justin 8-6108</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Wsh., D.C., 2459 24th St., S.E.&lt;br&gt;AXminster 3892&lt;br&gt;Birmingham, Ala., P.O. Box 2468 6-2924</td>
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<td>PREISSMAN &amp; BISER</td>
<td>AM, FM, Television Allocation, Station Design&lt;br&gt;Management Training Associates&lt;br&gt;2938 24th St., N.W.&lt;br&gt;Washington 10, D.C.&lt;br&gt;ADems 7299</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St. N.W., EX. 8073&lt;br&gt;Washington 5, D.C.</td>
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Tobey Wedding
SEN. CHARLES W. TOBEY (R-N.H.) was married last Wednesday in Washington to Mrs. Loretta Rabenhorst, a former teacher. Earlier the 67-year-old Senator was granted a 12-day leave of absence by the Senate for "strictly unofficial business."

Hope, Skelton Off Top 10 Shows List

PLACING among the top 10 evening shows in the May report of The Pulse Inc., New York, were: "Hearts Aflame, Pitch Handicapping, Sealtest Village Store and Godfrey's Talent Scouts. The programs they replaced were Fibber McGee, Amos 'n' Andy, Red Skelton and Bob Hope. Sets in use during May were figured at 26, higher than for any May in previous Pulse history. For April it was 25.1 and May 1947 was 24.8. The Pulse ratings for May fell:

<table>
<thead>
<tr>
<th>Program</th>
<th>Ratings</th>
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<tr>
<td>EVENING</td>
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<tr>
<td>Lux Radio Theatre</td>
<td>25.3</td>
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<tr>
<td>Jack Benny</td>
<td>24.7</td>
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<tr>
<td>Walter Winchell</td>
<td>23.0</td>
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<tr>
<td>Jack Benny</td>
<td>23.0</td>
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<tr>
<td>Fred Allen</td>
<td>22.1</td>
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<tr>
<td>Kraft Music Hall</td>
<td>21.8</td>
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<tr>
<td>Paul Robeson</td>
<td>21.4</td>
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<tr>
<td>Charlie McCarthy</td>
<td>20.6</td>
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<tr>
<td>Godfrey's Talent Scouts</td>
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DAYTIME—5-A-WEEK

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<tr>
<td>Arthur Godfrey</td>
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<tr>
<td>Rosemary</td>
<td>5.0</td>
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<tr>
<td>Helen Trent</td>
<td>4.7</td>
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<tr>
<td>Our Gal Sunday</td>
<td>4.2</td>
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<tr>
<td>Aunt Jenny</td>
<td>4.0</td>
</tr>
<tr>
<td>Arthur Godfrey</td>
<td>2.8</td>
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<tr>
<td>Big Smiles (13:00)</td>
<td>2.8</td>
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<tr>
<td>Breakfast Club</td>
<td>2.7</td>
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<tr>
<td>Harry Crock</td>
<td>2.5</td>
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<tr>
<td>My True Story</td>
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SAT. AND SUN. DAYTIME

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<tr>
<td>Yankees at Boston</td>
<td>32.3</td>
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<tr>
<td>Smarties</td>
<td>28.2</td>
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<tr>
<td>Metropolis Rangers</td>
<td>8.1</td>
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<tr>
<td>The Shadow</td>
<td>5.3</td>
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<tr>
<td>Junior Miss</td>
<td>3.3</td>
</tr>
<tr>
<td>Yankees at Boston</td>
<td>3.2</td>
</tr>
<tr>
<td>Let's Pretend</td>
<td>2.0</td>
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<tr>
<td>Children's Hour</td>
<td>2.0</td>
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<tr>
<td>Brooklyn at Phila</td>
<td>1.5</td>
</tr>
<tr>
<td>Stars Over Hollywood</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Hearing Procedure Is Explained by FCC

CIRCUMSTANCES have been outlined and explained by FCC under which the Commission will or will not postpone those television hearings affected by the proposed rule making to modify the existing TV all-license proceedings across the country [BROADCASTING, May 10]. The procedure in posthearing regulations was announced May 21.

The allocation table changes, presented in the Commission's proposed rule making order of May 5, may affect television applicants in a number of cities where video channels are proposed to be added and other changes specified. In view of this situation the Commission has established procedures to be followed in continuing or proceeding with the hearings in those areas. Five situations are covered.

In areas where the channels presently assigned are as proposed by the May 5 proposal to amend the TV allocation, the TV license will not be continued by FCC on its own motion. If a petition to add a channel in any of these areas has been filed by May 23—deadline for filing of briefs or appeal—hearings will be continued until the rule making order is completed and the proceeding is closed.

In areas where additional channels are proposed in the May 5 order, or by petition, hearings will be continued by FCC on its own motion. If additional channels are added, the new hearing dates will not be set for at least fifteen days after the effective date of the new rule to permit the filing of new applications.

In areas where a proposed decrease in channels exists, hearings will be postponed by the Commission on its own motion. Hearings will be postponed by the Commission on its own motion where deleted Channel 1 (44-50 mc) only was assigned and where the May 5 order proposes another channel. No FCC postponement will be made in all other cases where substitution is proposed in the May 5 order or by the petition of applicants filed before May 5. Where classification changes have been approved by FCC or requested by Commission agreement will be made where classification changes are proposed in the May 5 order.

Where the present channel assignments are the same as the new assignment, the hearing processes includes both metropolitan and community stations, and where the change proposed or asked involves only one classification, the FCC on its own motion will permit the proposing party to file a petition that classification in which change is sought. The non-affected classification in such a case will not be postponed.

FCC Actions

(CONTINUED FROM PAGE 72)

Applications Cont.: TENDERED FOR FILING TV-174-180 mc

KARM, The George Harmon Station, Fremont, CA new commercial television station Channel 7, 174-180 mc, ERP of 25 kw, CMI of 10.8 kw.

AM-1170 kc

Ohio Valley R.C., New, Indianapolis, IN new standard station 1750 kc, 1 kw D.

Transfer of Control

KAPB-FM Laredo, TX, Cont. to transfer of control of AM station, KAPB of FM station KAPB from Howard W. Davis, J. K. Burchett, and Mrs. J. K. Burchett to Border Radio Corp., Laredo, TX.

AM-1340 kc

William N. Green, Loretta Amalie, St. Thomas, Virgin Islands—CP new standard station 1340 kc, 50 w un.

Taunton Radio Corp., Taunton, Mass.—CP new standard station 1300 kc, 1 kw D.

May 26 Applications... ACCEPTED FOR FILING Modification of CP

KLAC Los Angeles—CP increase power etc. for extension of completion date.

KYLE Alamoordo, N. M.—Mod. CP new standard station for extension of completion date.

WPTR Albany, N. Y.—Same.

WIN Buffalo, N. Y.—Mod. CP increase power etc. for extension of completion date.

ESA Nashville, Tenn.—Mod. CP new standard station for extension of completion date.

WDEY Watervliet, N. Y.—Mod. CP change hours etc. for extension of completion date.

WNHC-FM New Haven, Conn.—Mod. CP new standard station for extension of completion date.

KMPF-FM Los Angeles—Same.

South Suburban Boston, Colo., Blue Island, IL—CP new FM station (Class A) on Channel 31, ERP 1 kw and ant. height above average terrain 250 ft.

KFFS-FM Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

WAGE-FM Syracuse, N. Y.—Same.

WBKQ Cleveland, Ohio—Same.

WFBC-FM Columbus, Ohio—Same.

License for CP

WPTL Providence, R. I.—License to cover CP new noncommercial educational FM station.

ANNUAL LICENSE for renewal of standard broadcast license filed by KNEI Brady, Tex.; KAIME Maloney, N. Y.; WIMI Medford, Wis.

APPLICATION RETURNED

Mohawk R.C., Mason City, Iowa—CP new FM station (Class B) on Channel 281, 104.1 mc, ERP 1.1 kw and ant. height above average terrain 314 ft.

TENDERED FOR FILING

TV-192-198 mc

Leland Holzer, San Diego, Calif.—CP new commercial television station. Channel 10, 192-198 mc, ERP vis. 30 kw, aur. 15 kw.

TV-54-60 mc


TV-192-198 mc

Matta Best, Co., Wayzata—CP new commercial television station, Channel 10, 192-198 mc, ERP vis. 27.6 mc, aur. 12.8 kw.

FM-103.5 mc

Hardin-Simmons U., Abilene, Tex.—CP new FM station on 103.5 mc.

AM-1580 kc

MRS Jane Dews, Corpus Christi, Tex.—CP new standard station 1580 kc 250 w.

AM-1439 kc

Weirton R.C., Weirton, W. Va.—CP new standard station 1435 kc 500 w.

(Continued on page 81)
Situations Wanted
Managerial

Immediate opening for good all-round general manager to take over. Average starting salary. Send disc, photo and references. WBDG, Escanaba, Michigan.

Help Wanted
Managerial

Help Wanted (Cont'd)

Are you an M. C.?

Manager or commercial manager who coordinate sales and programming because be able to increase local station and agency experience. In present position but right opportunity never arose. Will move. Box 644, BROADCASTING.

Situations Wanted
Announcer

Experienced announcer, over 20 years professional experience, with first class voice. WorkFull or part time. Will enter TV. Box 659, BROADCASTING.

Are You Looking for a Major League AM or TV Station? If so, possibly my experience and references might qualify me for consideration. Personally, I have been employed in one of the largest major league baseball clubs for the past two years, and it has been a great experience. My references are the best. Interested in a sales or programming position. Available on reasonable notice. Box 640, BROADCASTING.

Available—announcer. Box 594, BROADCASTING.

Attention small stations. Good announcer, continuing type. Send photo and references. Box 597, BROADCASTING.

Are you looking for a job on radio? "Fair" but "wishing" announcer wishes to become "clear and mild" teacher. Retiring. Will send photo and references. Box 485 BROADCASTING.

Available commercial manager with a thorough knowledge of the business. Have held program director and commercial manager positions in small station. Prefer an eight hour announcing shift. Would like to be in a national- or metropolitan area. Attractive person. Box 599, BROADCASTING.

Available—Major and minor stations. Good experience in sales, promotion, and public relations. Familiar with all phases of announcing, newscasting and disc jockey work. Ability to overcome hesitancy. Will travel. Photo and references on request. Box 968, BROADCASTING.

Announcer—Single, 22, vet. Versatile, good talent, disc jockey. 500 hours APFS experience. Will travel. GI bill will pay for specialities. Box 967, BROADCASTING.

Tired of working for ditties. Tired of working with the same old same old. I have four network auditions, but always the same old same old. I am a college graduate, with 9 years of radio experience. Tired of getting "experience." I have a mentality for the metropolitan, or the hillbilly center. Excellent production sense, can do anything, have knowledge of all phases of the business, from classical music. Well-controlled, friendly, dependable. Photo and references. Come and see for yourself. Meet people easily. Can be trusted. Box 640, BROADCASTING.

Announcer—Married veteran. Desires position in midwest. Graduate of radio school. Looking forward to work. Box 626, BROADCASTING.

RON CARBONE, 440 Sheldon, Southfield, Mich. 8 part-time. Desires position in major market. Desires to work in TV. Box 531, BROADCASTING.


Experienced announcer-writer, vet. Desires position in either category. Recently had two years actual broadcast experience. Also forges comedy copy and writing. Will send disc, photo and detailed references on request. Box 993, BROADCASTING.

Are You Looking for a Major League AM or TV Station? If so, possibly my experience and references might qualify me for consideration. Personally, I have been employed in one of the largest major league baseball clubs for the past two years, and it has been a great experience. My references are the best. Interested in a sales or programming position. Available on reasonable notice. Box 640, BROADCASTING.

Available—announcer. Box 594, BROADCASTING.

Attention small stations. Good announcer, continuing type. Send photo and references. Box 597, BROADCASTING.
Situations Wanted (Cont'd)

Seeking to years Chicago area. Announcer Chicago broadcasting. Disc announcer will radio voice. Phone, box 655, BROADCASTING.

Seeking to years commercial experience would Engineering graduate. Desiree single. Good background. College, New York.

Desires a position in the broadcasting field. Box 509, BROADCASTING.

Chief engineer wants a position as chief engineer in a smaller or medium-sized station. Experience in all phases of station. Box 609, BROADCASTING.

Technical

Engineer 10 years in communications, I.T. One Line Field, Box 533, BROADCASTING.

First class phone technician seeking employment in the communications field. FM and television background. Box 501, BROADCASTING.

Young man, college graduate, two years experience in broadcasting, seeks position offering real opportunity. Box 654, BROADCASTING.

Situations Wanted (Cont'd)

Veteran radio, television, and stage, seeks position in or near Chicago. Box 655, BROADCASTING.

Needed to broadcast station. Experienced in all phases of broadcasting. Box 509, BROADCASTING.

Field, FM and television maintenance and operations. Capable, conscientious凡性 państw. Mohamed. Box 610, BROADCASTING.


SEATTLE RADIO FACES TIME CHANGE PROBLEM

For the second time within six weeks, radio audiences in the Seattle area face a major readjustment in their listening habits, as the city goes on Daylight Saving Time tomorrow (June 1). The city council has authorized the time change for the first time in 15 years.

Network affiliates, which rearranged their schedules with the introduction of daylight time in the East, have been struggling to meet the second demand. Although there has been talk of parallel action by the state of Washington or at least by other communities within the state, indications are that most locations will stay on Pacific Standard Time this year.

KOMO, Seattle's NBC outlet, has been transcribing most network shows and delaying their broadcast. To meet the new situation, KOMO will simply stop transcribing, and will carry the shows live.

KIRO, the Seattle CBS affiliate, is an exciting word from the network, according to Loren Stone, station manager, as to whether CBS will feed programs on a Daylight schedule.

Seattle will remain on Daylight Time only until Aug. 31, although major eastern areas will hold DST until late September.

WJR Adds FM

BEGINNING of FM operations May 30 as an added service to listeners and clients was announced last week by WJR Detroit. Station is duplicating its AM broadcast schedule from 7 a.m. to midnight at “no additional expense to WJR advertisers.”

GIVEAWAYS HIT

BUSINESS MEN who criticize public funds instead of rendering public service and then turn around and follow the same shortsighted buying listeners instead of entertaining them, are told off by Baldwin developing the habit of thinking that something for nothing is a reasonable expectation.

“Elections are often won by buying votes through campaign promises, and buying radio listeners with prize offers seems to be good business, too, for the moment. But the real payoff comes through a wide appreciation of the economic facts of life rather than through an expectation of pie in the sky.”

DUPLICATION BY MBS AFFILIATES OPTIONAL

DUPLICATION of MBS AM program service by stations of affiliates is a matter to be decided by the stations themselves, Edgar Kobak, Mutual president, said last week after annual meeting of the network's board of directors in Los Angeles.

“Mutual does not believe there is any necessity for forcing its affiliates with FM stations to carry every commercial AM show or none at all. In some instances I am sure that any such restriction would work a hardship upon the affiliates, particularly so if their FM facilities are operating on a shorter schedule than their AMs.” Mr. Kobak declared.

This policy, however, “will be necessarily subject to review from time to time,” he added.

LIVE IN CALIFORNIA AND AT A PROFIT

Management contract paying $500.00 per month plus override of 5% on gross and twenty five (25%) of regional that is making small profits. Plant furnished throughout with new standard make equipment; studios and offices beautifully appointed. Excellent market location and ideal living and working conditions. New four years renewal of original contract and 25% of broadcasting corporation for $33,000.00 cash. Action necessary on this opportunity.

One of the fine stations in California. Covers a rich primary market having retail sales in excess of $200,000,000.00. Physical properties of this station are beautiful and include a new building and several acres of very valuable land. This facility is now showing operating profit and is definitely one of the most desirable properties in this price bracket in California. Price $227,000,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
Blackburn
Clarence R. Wilson and
Philip D. Johnson
Towne Aerials—Div. of National
North 40
Central 1177

DALLAS
Blackburn
1011 New Hampshire
Towne Aerials—Div. of National
Central 1177

SAN FRANCISCO
Blackburn
235 Montgomery Street
Elkhart 2-5672

May 31, 1948
CBS Cancels Benefit; Equity Assn. Blamed

CBS-TV New York cancelled a scheduled pickup from Madison Square Garden of a benefit showing of "Command Performance" May 25 when Actors Equity Assn. allegedly refused to let its members be televised without payment.

The program, featuring Secretary of State Marshall and stars of radio, stage, and films, was arranged by the amusement industry to raise funds for American Overseas Aid and the United Nations appeal for children.

The New York Times quoted Equity's president, Clarence D. Werntz, as saying he had no plans to telecast the show until the video pickup was called off, a few minutes before the program began. However, a CBS spokesman said the telecast had been scheduled longer than a week in advance, and that to the best of his knowledge Equity had been notified at the same time as the other entertainment union involved.

The entire show was transcribed by the Armed Forces Radio Service by special permission of the American Federation of Musicians, for shortwave broadcast to U.S. service personnel overseas.

WNWB Studios Opened in Rebuilt D. C. Theatre

WNWB (TV) Washington last week started operation of new television studio in rebuilt theatre of the Warman Park Hotel. The studio is reported by the network to be 85 by 50 feet with a 22-foot ceiling. Size of studio will permit simultaneous rehearsal and televising of seven or eight scenes.

The soundproof fire curtain formerly used on the stage may be lowered to provide a small sound studio separate from the main studio.

Other facilities include offices, dressing rooms, film studio with 16 and 35-mm cameras, transmitter, field shop, and mobile equipment storage. Transmitter tower is also located on the hotel grounds.

Robert L. Anderson, for past three and a half years, head of radio research, D. Walter Thompson Co., Chicago, has been appointed research supervisor of ABC Central Division effective June 1. He replaces Olive McCann, who is离职ing to work on the West Coast.

Florence Prichett has resigned, as WOR New York women's commentator. She is expected to take extended rest on advice of doctors. She will be replaced as star of daily "Barbara Shore" by Helen Jevel, former of WCBL, starting June 1. Her interview show, "This is Florence Prichett," will be discontinued after June 1. Miss Prichett joined WOR a year ago.

Charles Ranallo, member of WGN-TV Chicago staff, has been promoted to production assistant. Helene Herzfeld has joined WGN-TV, also as production assistant.

JERRY DEANE, former program-producer-director of KMBT Manhattan, has been promoted to director. Helene Jevel, former production manager of WGN-TV, has been appointed assistant director.

Florence Greene, former producer-director of Lasky-31 Productions, Los Angeles, and previously with CBS television, has joined WPIX-TV (New York, as director of television production of ABC Central Division. Members appointed by WPIX are:

K. M. JONES, former production assistant of WCBS Television, has been appointed executive assistant to director. Louis R. Ames, former music director of NBC Radio, has been appointed assistant director. Louis R. Ames, former music manager of NBC's music library; Frederick R. Stange, formerly with WGN-TV, will continue as production supervisor of ABC Network Television. He joined WGN-TV as production assistant 1948.

John G. Gibney, former program director of ABC Television. Productions, Chicago, has been appointed television production director of ABC Central Division effective June 1.

Marion Potvin has been appointed assistant director of the network and producer's comment on CBS Clearances.

GEORGE FAULDER, chief announcer of WOR-AM New York, has been appointed to program director.

Fred N. Martin, formerly with WHAM, has been appointed program director of the Oklahoma City station.

CLARICE BANISTER, former announcer of WCBS-TV New York, has been appointed to WOR as its executive assistant to the director. He joined WOR in 1946 as an announcer.

CLARA BANNISTER, former business manager of TWA College Radio Network as director of new programs. She will make her headquarters in Ithaca, Miss Banister worked with farm and women's programs at WATV College Station, Texas.
FCC Applications

May 27 Decisions...

BY COMMISSION EN BANC

WORL Boston.—Granted extension until Sept. 1, pending processing of renewal applications.

KOB Albuquerque, N. M.—Present license extended on temp. basis only to Sept. 1, pending action by Commission concerning pending influence hearing.

WPAB Ponce, P. R.—Pending action in Docket 749. 23,000 w. 1370 mc.

KJH-FM Los Angeles.—Pending dis- position in Docket 749.

WXKAO and WXDXU Los Angeles—Same.

KWQZ St. Petersburg, Fla.—Pending action for license to revise existing temporary license permitting additional time to complete broadcasts on new frequencies.

New commercial television station on Channel 2, 54-60 mc, ERP vs. 15 k, aur. 7.5 kw unit.

Central States Bestco, Omaha, Neb.—Pending renewal applications in pending proceeding concerning station on Channel 3, 55-60 mc, ERP vs. 17.5 kw, aur. 7.75 kw, unit, and AMENDED to request Channel 7 (174-180 mc) change ERP to vs. 13.1 kw.

WLWC Columbus, Ohio.—Mod. CP renewal application for pending renewal of license for new commercial television station for extension of completion date.

Matt A Bestco, Pittsburgh.—Pending renewal of license for new commercial television station on Channel 10, 192-198 mc, ERP vs. 27.6 kw, aur. 13.8 kw unit.

Applications for renewal of new commercial television station for new construction.

APPLICATION RETURNED

KTMS Santa Barbara, Calif.—Pending action, wherein notice to appear was granted renewal application for station.

WORL New York, N. Y.—Pending action in Docket 749.

KOB Albuquerque, N. M.—Present license extended on temp. basis only to Sept. 1, pending action by Commission concerning pending influence hearing.

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FOUR NEW TV OUTLETS AUTHORIZED BY FCC

GRANTS for four new television stations, representing more than $1,000,000 in construction costs, were announced by FCC Friday: Two for Utica, N. Y., one each for Jacksonville, Fla. and San Antonio, Tex. They're first TV grants in those cities in the history of the Federal Communications Commission.

KDY-TV Salt Lake City was authorized to move from Channel 2 (54-60 mc) to Channel 4 (66-72 mc) and increase effective radiated power to 14.5 kw. Don Lee Broadcasting System, Inc., was denied authority to use call letters KTSL during current temporary commercial operation of TV station W6XAO Los Angeles; FCC said its policy is to permit experimental station to use commercial call only if licensee has commercial grant.

New station grants:
Utica Observer Dispatch, permittee of WKCJ (FM), was assigned Channel 3 (50-66 mc) with 133.5 kw visual and 7.1 kw aural power, antenna height 805 feet. Copper City Broadcasting Corp. (WKAL and WKAL-FM Reno, N. V.) was given Channel 13 (214-216 mc) for new Utica station with 13 kw visual and 11 kw aural power, antenna height 800 feet. Observer-Dispatch estimated construction costs at $510,000, but expected FCC to assign Channel 5, now held by a cooperative of clear-channel WOI San Antonio, was assigned Channel 4 (66-72 mc) for new WSAZ TV station with 25 kw visual and 19 kw aural power, antenna height 800 feet. Construction costs estimated at $500,000, but expected FCC to assign Channel 3, now held by WJZ TV. Jacksonvile grant went to Florida Broadcasters Corp. (WMBR) for Channel 4 with 14.5 kw visual, 7.4 kw aural power, antenna height 672 feet. Company estimated construction costs would be $197,500 and first year operations would be $50,000, without FCC grant.

FCC meanwhile extended completion dates as follows: WJAI-TV Louisville, to Sept. 9; WHAS-TV Louisville, to Oct. 1.

NEW WMCA OFFCERS

RESIGNATIONS of Herman M. Stein, president of Davega Stores Corp., as director, secretary and treasurer of WMCA New York, and Charles Stark as vice president and director [BROADCASTING, May 24] formally announced at special board meeting. Abram Davega, vice president of Davega Stores, also resigned as director of station. Newly elected directors were R. Peter Straus, WMCA special features division; Irving L. Straus, sales director; and Charles A. Ogden, secretary. Officers elected were Helen S Straus, director of educational broadcasts vice president; Miss Rogan, secretary and assistant treasurer. Nathan Straus, station president, also elected treasurer.

Closed Circuit
(Continued from page 4)

be made public, based on recent measurements will show new cars with recommended shield ing are no problem but old models can cause some picture splattering.

Both FCC and clear channel stations last Thursday tensely awaited action by Senat Interstate & Foreign Commerce Committee on Johnson Resolution (SRES-240) which would have prohibited construction of new channels or high power until after NARB agreement is concluded some two years hence. Committee met as scheduled but resolution was not mentioned. They're breathing easier but are still wondering what might happen this week.

BERNARD KOTZEN, chief of FCC Legal Dept.'s Broadcast Review Section, plannin resignation to enter private radio law pracice in Washington.

BROADCASTING • Telecastin

FOUR FCC GRANTS FOUR NEW STANDARD STATIONS

GRANTS for four new AM stations and reinstallation of two standard station permits were announced. Power increase was granted KNAK Salt Lake City from 500 w to 1 kw day, 500 w night on 1280 kc. New station authorizations:

KTHC Sioux City Broadcasting Co., 1560 kc, 1250 w, daytime. Principal: John O. Bart ley. Until 1947, with WSKX Radio Division, AFL president 12.5%; Bruce R. Foss, former staff singer WJZ Milwaukee, vice president 2.5%; W. Lee Summer Jr., treasurer 6.5%. Remaining interest divided among 18 others. Construction cost $22,447. Station must wait until WWAL Peris vacates frequency.

KGLA Gainesville, Fla., Vis N. James, 1340 kc, 250 w, unlimited. Grantee radio engineer 16 years, is ex-chief engi neer KJOM Minneapolis and for eight years CBS color television engineer. Cost $1,861.


Lander, Wyo.—Edward J. Breeze, 1250 kc, 250 w, unlimited. Grantee is publisher weekly State Journals of Wyoming.

KULE Ephrata, Wash., Columbia Basin Broad casting Co., was granted reinstallation of permit for new 1500 kc. Broadcasting throughout Okanogan, per mit expired and was deleted in January. KULE ex pressed interest in operating KXW with KKW and AGT in obtaining telephone lines. KXEO Mexico, Mo., owner of Grain County Broadcasting Co., was granted permit to replace that deleted in February because of a reinstallation released pending running over terms of previous extension of completion date grant. Facilities assigned were 1340 kc, 250 w, unlimited.

Salt Lake City, Utah.—Company of Commerce was granted petition to intervene and extension of time to June 1 for station Sun by permittees of KXED Radio of San Diego on obtaining necessary completion of reinstallation of special service authorization for 90 days to June 29. Grantee is Sun Broadcasting Co., contingent on final decision on KOB hearing, the license on 710 kc.

KBCA Cleveland, Ohio.—Company of Commerce was granted petition to intervene and extension of time to June 29 for station WSNW by permittee of KSBC Radio of San Diego on obtaining necessary completion of reinstallation of special service authorization for 90 days to June 29. Grantee is Continental Broadcasting Co., contingent on final decision on KOB hearing, the license on 710 kc.

CLEAR GROUP AND MBS OPPOSE JOHNSON PLAN

ADOPTION of Johnson Resolution (SRES-240), which would instruct FCC to withhold decision in clear-channel case pending new NARB hearing, was opposed by MBS and Clear Channel Broadcasting Service in wires to Senate Interstate and Foreign Commerce Committee.

CCBS, with non-member KSL Salt Lake City in accord, held resolution will encourage duplication of allocations, hearings, delega tions to next NARB, and can remain in force indefinitely since NARB requires two-thirds Senate vote to ratify. Better radio for rural areas would be prevented, CCBS charges, and eliminates exempt COB case from terms.

Edgar Kobak, MBS president, said resolution constitutes undue interference with functions of an expert agency and seriously handicaps U. S. in negotiating new North American agreement.

ALLENTOWN TV APPLICATION

WF2M Allentown, Pa., FM independent, applied to FCC Friday for television station on Channel 8 with 0.7 kw visual and 0.18 kw aural powers. GI-operated station in fourth applicant for single channel available there.

CLASS B FM OUTLETS GET COMMISSION APPROVAL

CONDITIONAL GRANTS for two Class B FM stations and permits for six others were announced by FCC Friday. Four other stations given CP's in lieu of previous conditions, and two changes in Class B allocations were proposed.

Conditional grants went to WSAZ Huntington (proposed allocation to Channel 12 as Channel 9) and WQOC -FM, Washington, D. C. (proposed Channel 4 allocation to Channel 9). WSAZ estimated construction costs at $26,500, WOAY, $20,975.

FCC deferred action on WFPS Coram, N. Y. re quest for immediate grant of application to make its Class A grant to Class B, but proposed to change allocation table to make Class B Channel 27 available there. FCC also proposed to add No. 233 at Sandusky, Ohio. In both cases, protests will be accepted to June 28.

WSFB St. Petersburg, Fla., was granted reinstallation of CP for Class B station on Channel 273, pending its completion hearing July 15. WHDL Olea n, N. Y., was granted CP for Class B station on Channel 239 with 6 kw and antenna height 300 feet after Commission adopted relocation table to substitute Channel 239 for 238 at Olean. Other Channel 239 application, KWOC-FM Poplar Bluff, Mo.—Channel 233 (94.5 me); 9.6 kw, 295 feet; WJFL-FM Niagara Falls—No. 241 (96.1 mc); 12 kw; 385 feet.

WSAI-FM Cincinnati.—No. 274 (102.7 mc); 14 kw; 550 feet.

WCBY-FM Bristol, Va.—No. 287 (105.3 mc); 56 kw; 400 feet.

Following received CP's in lieu of previous conditions:

WBSX Louis ville, Ky.—No. 236 (55.1 mc); 167 kw; 510 feet. WOGF-FM Greensboro, N. C.—No. 262 (100.3 mc); 37 kw; 550 feet.

WAKR-FM Akron, Ohio.—No. 248 (79.5 mc); 14.7 kw; 303 feet. WJEE-FM Richmond.—No. 215 (102.9 mc); 26 kw; 300 feet.

Chicago Federation of Labor was granted 90-day extension to complete its WCFL-FM Chicago, on condition that it cease operation for completion of Federal operation in that time. Completion date for Indiana University, Bloomington station was extended from May 27 to Nov. 27.

WJR NAMES MULLEN, SIEBERT

ELECTION of Frank E. Mullen, president-elect of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, and William G. Siebert as directors of WJR, The Goodwill Station Inc., and election of G. A. Richards, retiring president of three stations, was announced as director, Mr. Siebert, present WJR treasurer, assumes duties as secretary of corporation. Associated with WJR since 1929, he was appointed treasurer on February 1. Other WJR directors are Mr. Richards, Francis S. Richards and Harry Wissmer.

PARAMOUNT SEeks ACTION

PARAMOUNT PICTURES Inc. Friday asked FCC for protection action on ownership issue in Allen B. DuMont Labs. and other firms or to direct Jack P. Blume, hearing examiner in overall TV case, to file report at end of current San Francisco hearing and before start of Cleveland and Boston hearings. FCC, which claims Paramount group has maximum of five grants, heard argument on DuMont phase in early May [BROADCASTING, May 17].

WJZ-TV SITE FAVORED

ABC's long search for antenna site for its WJZ-TV New York apparently near end as FCC Friday approved plan for mounting antenna on WABF (FM) tower at Hotel Pierre, subject to clearance by CAA. Visual power changed from 16.5 kw to 20.5 kw, aural power from 8.25 kw to 14.8 kw.

SYDNEY H. EIGES, NBC vice president in charge of press, is father of boy, Mark Robert, born Friday at Lying-In Hospital, New York.
Mrs. Ruth Lyons  
Morning Matinee  
Station WLW  
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners the scissors offered by Robin Hood Flour for $14 and proof of purchase. I am sure you will be interested in knowing that your program directed approximately 24% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the northern section of the country and over 100 stations in the South carrying "Queen for A Day" radio show, it makes your response all the more outstanding.

I don't know to what we can attribute such success unless we say it is just smart programming and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Yours very truly,

INTERNATIONAL MILLING COMPANY

By William King, Jr.
Advertising Manager

AN IMPROVED ALL-PURPOSE FLOUR FOR BREAD, CAKES AND PASTRY
Let's Not Give Radio Back to The Indians Yet


by Edgar Kobak
President, Mutual Broadcasting System

THE GREENER PASTURES?

TELEVISION is rolling, no doubt about that. And Mutual is in gear— stations now operating in Los Angeles and Chicago; one scheduled for June start in Boston; two others, in Washington and New York, for this fall; and some 30 more, mostly in major cities, either under construction or with CP's. Our TV plans are moving along soundly and solidly, our emphasis being on progress rather than publicity.

No wonder all the enthusiasm. But in the excitement let's not imagine the grass is greener on that side of the fence, let's not give it back to The Indians yet.

We, at Mutual, have no intention of doing any such thing. On the contrary, we are stepping up our A.M. operations. You already know our facilities today—affiliates added till we now have over 500; power increased and coverage expanded to the point where, in the daytime, Mutual is No. 1 network. We'll be making more progress in programming, some details of which were unloaked to our Station and Program Managers at our first-Program Clinic—held in New York last month.

Radio is going to go—more than that, it's going to do an even better job of serving the listener. Don't forget, we now have the additional incentive of competition from television, one more reason to do an even better job. That's exactly what we aim to do.

BILLINGS GOING UP

Yes, broadcasting's going forward. What better proof than the money that advertisers continue to invest? As far as Mutual is concerned, gross billings for the first six months of 1948 (May and June estimated) will show an increase over the comparable period of 1947. And for the last six months, the prospects seem good that the gain will be greater. And you, our stations, share in this increase.

A NETWORK IS PEOPLE

We're backing our belief that broadcast-