THE MORE SUCCESSFUL the business, the greater the competition. This is age-old economic law. It applies to stations. But never has it been as easy for leaders to crack as it is today. The kind of selling and programming strategy which has kept WOR's popularity at the top of the tube year after year is not necessarily the kind that will keep it there forever. WOR is keenly aware of this.

Always a leader in news and news analysis, WOR is now devoting more time, care and man-hours to this vital commodity in this election year. WOR's duty, too, is variety. Comedy and the light touch are getting no less attention. Nor is the pleasant gabble about shops, sports and life as it is lived. Here, too, one will hear the voice of a gay satirist, music—from Stravinsky to Shaw—and . . . oh, a thousand things.

We believe that this awareness of change and quick adaptability has been a vital part of WOR's leadership for more than 25 years. We know that it has created miracles for advertisers and their agents. We have proven that 34,057,161 people in 420 counties in 18 states revel in it. Well, gentlemen, just don't sit there staring; this powerful thing called WOR can work wonders for you, at an absurdly low cost. Our address is WOR, at 1440 Broadway, in New York.
THE Flanders Rexall Drug Store has been in the same location for 50 years, though Noel E. Flanders bought it only eight years ago, after 15 years as a pharmacist in nearby Taylorville. He knows the power of radio advertising has known a regular customer to walk out when he could not supply the WLS-advertised brand.

Mr. Flanders' experience is typical of that of most small town merchants in Midwest America. They know that listeners have come to depend on WLS on what we tell them to do, on what we tell them to buy.

Moweaqua, too, is typical of Midwest America. It is a major trading center for Shelby county, Illinois. And in this county, WLS is the Number One Station—BMB 88% night, 84% day. Last year, its 6,430 radio homes sent us 4,024 letters—63% response!

Shelby County and Moweaqua (population 1,366) are about 200 miles from Chicago and WLS. Still, Shelby County is important as a market—and only a small part of the total WLS market area. This one county, for example, has a 20 million dollar buying income; 12½ million dollars in retail sales—3 million in food alone.

Your John Blair man can give you the full picture of the WLS market—21½ million families in 567 counties (daytime BMB). But this one county, represented by this one merchant, can give you a better idea of how close WLS lives with its audience. For a complete story, ask your John Blair man.

"If you don't carry radio-advertised brands, you might as well close up shop."

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.
58,163 Hooper Telephone Calls Prove Dominance of Intermountain Network

This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper's winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain has strong audience all the time.

Here are ratings for the first quarter hour in every hour. Complete reports are available at any Avery-Knodel office.

**HOOPER RATINGS**

**WINTER, 1947**

<table>
<thead>
<tr>
<th>Time</th>
<th>In Use</th>
<th>INTERMOUNTAIN* Ax</th>
<th>By Network</th>
<th>Ct Network</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>19.5</td>
<td>9.2</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>23.2</td>
<td>7.1</td>
<td>6.1</td>
<td>1.7</td>
<td>8.0</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>23.7</td>
<td>8.1</td>
<td>2.7</td>
<td>7.7</td>
<td>4.2</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>22.0</td>
<td>8.8</td>
<td>1.9</td>
<td>5.6</td>
<td>4.5</td>
</tr>
<tr>
<td>12 noon</td>
<td>27.2</td>
<td>12.7</td>
<td>1.6</td>
<td>4.5</td>
<td>7.5</td>
</tr>
<tr>
<td>1 p.m.</td>
<td>27.0</td>
<td>11.0</td>
<td>2.1</td>
<td>1.8</td>
<td>9.5</td>
</tr>
<tr>
<td>2 p.m.</td>
<td>22.6</td>
<td>6.1</td>
<td>2.9</td>
<td>3.4</td>
<td>8.7</td>
</tr>
<tr>
<td>3 p.m.</td>
<td>22.9</td>
<td>7.9</td>
<td>3.0</td>
<td>2.3</td>
<td>9.1</td>
</tr>
<tr>
<td>4 p.m.</td>
<td>17.2</td>
<td>7.8</td>
<td>2.9</td>
<td>1.1</td>
<td>4.3</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>22.9</td>
<td>9.9</td>
<td>3.3</td>
<td>2.7</td>
<td>5.8</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>35.3</td>
<td>10.4</td>
<td>4.5</td>
<td>8.3</td>
<td>11.6</td>
</tr>
<tr>
<td>7 p.m.</td>
<td>39.5</td>
<td>10.5</td>
<td>4.7</td>
<td>9.1</td>
<td>14.4</td>
</tr>
<tr>
<td>8 p.m.</td>
<td>43.5</td>
<td>9.5</td>
<td>4.7</td>
<td>11.0</td>
<td>17.4</td>
</tr>
<tr>
<td>9 p.m.</td>
<td>35.4</td>
<td>7.5</td>
<td>4.2</td>
<td>7.9</td>
<td>14.6</td>
</tr>
</tbody>
</table>

* Composed of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

**THE INTERMOUNTAIN NETWORK Inc.**

Concentrated Coverage where the people live

Avery-Knodel Inc. National Representatives

New York – Chicago – Los Angeles – San Francisco – Atlanta

Upcoming

June 7-11: American Federation of Musicians convention, Asbury Park, N. J.
June 13-16: Advertising Federation of America convention, Netherland Plaza, Cin-
cinnati, Ohio.
June 13-17: Advertising Assn. of the West convention, Sacramento, Calif.
June 14: FCC TV channel allocation hearing, Washington.
June 14-15: American Marketing Assn. spring conference, Hotel Statler, Wash-
ington.

(Other Upcoming on page 62)

Business Briefly

NOXEMA TO RETURN • Noxema Chemical Co., Baltimore, which dropped Mayor of the Town at end of contract, also will cancel 8-
8:30 p.m. Wednesday night time on ABC. Firm will devote budget to specific markets for rest of year returning to network radio after Jan.

TONI CANCELS • Toni Co., St. Paul (home permanent wave) cancelled 15-minute portion of breakfast club over ABC, effective June 25.
To counteract increased newspaper advertising. Second 15-minute portion sponsored by Philco.
Swift & Co. has final half-hour. Agency, Foote, Cone & Belding.

BENRUS SIGNALS • Benrus Watch Co., has signed year contract with WJZ-TV for full schedule of daily time signals between 5 p.m. and 10:30 p.m., starting in August when station takes air. Agency, J. D. Tarcher & Co., New York.

CEREAL SPOTS • General Foods Corp. New York, (Post Cereals), will buy participa-
tions in Small Fry, juvenile video program, on WABD New York, starting June 24.
Agencies, Young & Rubicam, Benton & Bowles.

LACO SPOTS • Laco Products, Baltimore (shampoo, olive oil, soap), which has ap-
pointed Kastor, Farrell, Chesley & Clifford, New York, will use announcements in re-
gional campaign to begin in July.


WHEATENA NAMES • Wheatena Corp. Raleigh, N. C., appoints Brissacher, Van Nor-
den & Staff, New York. Media plans not ready.

SPOT TEST STARTED BY PLAYTEX GIRDLES

INTERNATIONAL LAYTEX Corp., New York (Playtex girdles) through its newly
appointed advertising agency, Foote, Cone & Belding, New York, starting spot announce-
ment campaign June 7 on 25 stations for 13 weeks. Spot campaign is test in radio and
if successful advertising may sponsor network show in fall.

Company basing big promotion campaign on premise over 40,000,000 women wearing
swim suits and slacks this summer are prospective customers for its girdles, sold in cylinder
container and conspicuous in point-of-sale displ.
ays. It has indicated radio campaign later
may cover 150 stations with 2,000 spots a week.

Page 4 • June 7, 1948
reaches a rich market—
economically... Reading is a thriving manufacturing city—located in the heart of a fertile farming area. The city's natural trading area has a population of nearly a quarter of a million. Its many industries, diversified in character, assure this community a consistent prosperity. Here, in short, is a market which can produce profitable sales for you. Reach it effectively, economically with WRAW. Write now for full information.

Represented by
ROBERT MEEKER ASSOCIATES
New York • San Francisco • Chicago • Los Angeles
Our timber cuts a billion dollar figure...

Over 3 billion board feet of soft wood and 1 billion board feet of hard wood stand in the WSPA-Piedmont. A total of 4,750,000,000 board feet of timber—and every foot destined for an infinite variety of uses, from telephone poles to wooden whistles.

But the wealth of the Piedmont is carved out of more than its forests. Farm produce alone brings our farmers a gross income of 226 million dollars a year. Together with our industries—wood processing, plastics, textiles—timber helps balance the WSPA—Piedmont’s billion-dollar economy.

It’s natural then, that when the Piedmont people go to market they have $1,054,811,000 to spend.

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

Represented by John Blair and Company
Roger W. Shaffer, Man. Dir.
Guy Vaughan, Jr., St. Mgr.
CBS Station for the Spartanburg-Greenville Market
23 Yankee Home-town stations molded to fit New England markets

WFAU—Augusta, Me.  WONS—Hartford, Ct.  WMTW—Portland, Me.
WJOR—Bangor, Me.  WHYN—Holyoke, Mass.  WHEB—Portsmouth-Dover, N.H.
WICC—Bridgeport, Ct.  WLNH—Laconia, N. H.  WEAN—Providence, R. I.
WKXL—Concord, N. H.  WCOU—Lewiston-Auburn, Me.  WSYB—Rutland, Vt.

From Bridgeport to Bangor, The Yankee Network is molded to the sales pattern of New England. It has been built up over the years, adding one home-town station and then another, providing the most complete coverage market by market.

Each home-town station is a vital influence in its area—has acceptance as a local station used by local merchants, plus acceptance as the Mutual and Yankee station in its area.

You can buy Yankee stations to fit your distribution—buy them individually, or as a selected network group, or the whole 23-station network. It's the sure way to get local impact that commands consumer attention and dealer co-operation exactly where you want it.

““This is The Yankee Network”

Member Mutual Broadcasting System
IN KNOXVILLE . . .

THEY'RE JUST WILD ABOUT HARRY*

* Harry Moreland MC's WROL's Sunny Side Up program every morning from 7:30 to 8:55. According to April 1948 figures, Harry has 47.1% of the audience during this period. Add to programming like this WROL's 5000 Watts at 620 KC and you have the reason why WROL will sell your products in the Knoxville market.

** According to a survey sponsored by the radio stations of Knoxville.

ROLAND E. JACOBSON, with Buchanan & Co., Beverly Hills, Calif., for past four years, manager of Southern California territory for past year and a half, named vice president in charge of Southern California offices. Agency on June 10 opens new West Coast headquarters at Dalton Bldg., 1251 Wilshire Blvd. Moves Beverly Hills office to new building, retaining old Los Angeles one as service office.

JOHN S. GRIER, who has been with Young & Rubicam, New York, since 1944, named manager of agency's merchandising department.


JULES C. GERDING, former account executive with Stockton, West, Burkart Inc., Cincinnati, joins Ralph H. Jones Adv., same city, in similar capacity.


HARRY BENNETT, in Los Angeles advertising for 20 years, June 1 opened Harry Bennett Adv. at 412 W. Sixth St., Los Angeles. Also in new firm are: WILLIAM W. HARVEY and ALBERT E. COFFEY Jr., account executives; JOSEPH DONOHUE, radio consultant; LUCILE JOHNSON, media relations; SUE WOODS, traffic and production, and RUTH MAIER, secretary.

Roderick A. Mays, of recently dissolved Mays & Bennett Adv. partnership, establishes separate offices as Mays Adv., at 412 W. 6th St., Los Angeles. HARRY BENNETT, former co-partner, opens offices under his own name at same address (see above).

RUTHRAUFF & RYAN's Toronto office June 1 moved to new quarters at 7 Toronto St.

CHARLES SHREWSBURY, formerly with Beamont & Hohman, San Francisco, joins L. C. Cole Adv., same city, as production manager.

AMERICAN Assn. of Advertising Agencies has elected WANK & WANK, San Francisco, to membership.

MELVIN J. RUPP, formerly with W. W. MacGruder, Denver, opens advertising and public relations offices in Kittredge Bldg., same city.

WALTER BUNKER, Hollywood radio manager of Young & Rubicam Inc., will arrive in New York about June 14 for three weeks conferences on television. TONY SANDFORD and SAM FULLER, Y & R Hollywood producers, also arrive in New York during June for two weeks orientation in visual medium.

BOB HADLEY, formerly of advertising staff of Hollywood Reporter, Hollywood, joins Tullis Co., same city, as account executive.

LAWRENCE BLACK, former editor of Western Flying, joins Anderson Adv., Los Angeles, as account executive.

OLIVE P. GATELY, vice president, Fuller & Smith & Ross, Cleveland, awarded second prize in Erma Proetz Awards, offered by Women's Ad Club of St. Louis.

MILTON SAMUEL, Young & Rubicam Pacific Coast public relations and publicity director, is in New York attending agency headquarters annual session.


HASSELL SMITH resigns as research and personnel director of Western Adv. Inc., Los Angeles. No definite plans announced.

RUBY IRWIN, radio commercial writer, Young & Rubicam, Hollywood, and BERNIE SMITH, writer on ABC Groucho Marx You Bet Your Life show, to be married in July.
Only in America

can this happen

WE ARE ALL FAMILIAR WITH THIS SCENE. IT HAPPENS EVERY DAY IN BALL PARKS ALL OVER THE COUNTRY. IT TYPIFIES AMERICA WITH ALL ITS INHERENT RIGHTS AND PRIVILEGES. FREE SPEECH WAS BORN IN AMERICA, MISTER, AND WE ARE DOING EVERYTHING IN OUR POWER TO SEE THAT IT CONTINUES TO LEAD A HEALTHY AND UNFETTERED LIFE.

50,000 Watts

WJR

THE GOODWILL STATION, INC.
FISHER BLDG. DETROIT
Represented by Petry

MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.
Spot Radio drives your story home to the right people in the right places.

Spot can hit them at the right time and the right number of times for maximum impact.

Drive your story home with Spot—drive it straight and true.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION
BALTIMORE WBAL-TV
BOSTON WNAC-TV
BUFFALO WBEN-TV
LOS ANGELES KFI-TV
MILWAUKEE WTMJ-TV

M'P'L'S-ST. PAUL KTSP-TV

Any advertiser can—and most advertisers should—use Spot Radio
Open Mike

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

Radio Self-Promotion

It is strange that whenever the broadcasting industry desires to do a self-promotion job it always resorts to mediums other than broadcasting. Now comes the all-industry presentation plan to promote radio advertising to all advertisers everywhere. How? By radio? No! A thousand times, no! We in broadcasting use a competing medium—movies and direct mail! Why? Is our medium so weak and ineffective that we must advertise ourselves by competing mediums, completely ignoring the impelling force of our own medium, of which we boast so vociferously?...

Why can't radio use radio to tell the world what a great medium radio really is?... Would the FCC object? Are we supposed to kid ourselves that radio advertising is something to be ashamed of and never to be mentioned except in print? What pays the salaries of broadcasting personnel? Filthy, unmentionable advertising...!

I suggest that, if radio is to amply proclaim itself as the world's leading advertising medium, then it must use radio to do so. An hour or half-hour each week on every network for 52 weeks a year with stars who profess intensely through radio donating their time and talent for the good of their sponsors and the radio industry as a whole. What a dream! Truly, radio has been—and is—strangely silent.

James C. Cole
Manager
KRON Crookston, Minn.

It's 630 in Savannah

Someone must have beat his brains out thinking up the clever head—"It Will Soon Be 630 in San Antonio."

I suppose that this goes to prove that the advertising which we have been running in Broadcasting during the past year has been read in Texas, as well as Chicago, New York and other points east.

The WSAV 630 clock has an even wider grin than usual. "It's Still 630 in Savannah!"

Harlen Daniel
President, General Manager
WSAV Savannah, Ga.

Grants Produce Changes

As a result of the Commission's policy of granting countless numbers of new stations, including many daytime-only stations, commercial radio in the local field has undergone a great change, at least with our station.

We well remember the time the local advertisers gave little thought to buying anything other than spot announcements, news, sports and record shows. Herefore, listeners to his program had little choice. They either heard his program or turned the radio off. Now-a-days they just twist the dial and tune in some other nearby station.

I think retailers, in fact all local advertisers, are beginning to realize now for the first time that listeners will shop around and their program must be outstanding if they would get and hold the audience. Our sales department has learned that it's easier to keep the local advertiser happy once he buys an exceptional program. It would be interesting to know if other stations have found this to be true in their markets...

Allen Wannemaker
General Manager
WGTM Wilson, N. C.

Advice to Schools

We're all aware of the problem of an overflow of radio schools striving to teach would-be announcers. Many persons realize that some of this training is good and some is bad. There is one thing, however, that should be stressed in any school. That is the preparation of a letter of application. A short course in the proper methods of applying for jobs would be worthwhile service of these schools.

Frank E. Shafer
Assistant Manager
WNAW Charleston, W. Va.
Complete, up-to-the-minute reference...

"For Everything in Broadcast Equipment"

Complete Technical Data Provided
Here, we believe, is one of the most complete references ever published for Broadcast Equipment. It contains over 250 large pages of descriptive material, photographs, application data and performance specifications... covering the full scope of RCA Broadcast Equipment.

Easy-to-Locate Data
Seven major equipment sections (Broadcast Audio, AM, FM, Test and Measuring, plus 3 sections on television) make up the main catalog text. Indexed page corners and section dividers make information easy to locate.

A Single Broadcast Reference
A Broadcaster’s "Equipment Guide" so to speak—this important new catalog provides station-men with a single reference source for "everything in Broadcast Equipment... AM, FM, and Television."

Aids in Equipment Planning
In this catalog, you will find a wide selection of equipment (from microphones to antennas) to meet your individual Broadcast needs. Whether you are making plans for new station equipment or replacing old, you will find this catalog an invaluable aid.

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

In Canada: RCA VICTOR Company Limited, Montreal
## Telestatus Report

### BROADCASTING • Telecasting

#### CHANNEL AVAILABILITIES

<table>
<thead>
<tr>
<th>Proposed Allocation Agency</th>
<th>Ch. No.</th>
<th>Pendl.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALABAMA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amiston</td>
<td>6</td>
<td>None</td>
</tr>
<tr>
<td>Birmingham</td>
<td>2, 4, 5, 13</td>
<td>None</td>
</tr>
<tr>
<td>Decatur</td>
<td>8</td>
<td>None</td>
</tr>
<tr>
<td>Dothan</td>
<td>11</td>
<td>None</td>
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<td>Gadsden</td>
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<td>None</td>
</tr>
<tr>
<td>Mobile</td>
<td>3, 5, 9, 11</td>
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<td>Montgomery</td>
<td>3, 6, 10</td>
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<tr>
<td>Selma</td>
<td>5</td>
<td>None</td>
</tr>
<tr>
<td>Tuscumbia</td>
<td>5</td>
<td>None</td>
</tr>
</tbody>
</table>

| **ARIZONA** | | |
| Bisbee | 7 | None |
| Douglas | 2, 4 | None |
| Flagstaff | 8 | None |
| Globe | 11, 13 | None |
| Kingman | 11 | None |
| Phoenix | 2, 4, 5, 7, 9 | None |
| Prescott | 8 | None |
| Safford | 9 | None |
| Scottsdale | 3, 6, 8 | None |
| Yuma | 7, 9 | None |

| **ARKANSAS** | | |
| Blytheville | 8 | None |
| Columbia | 8 | None |
| El Dorado | 5 | None |
| Fort Smith | 2, 4, 12 | None |
| Hope | 5 | None |
| Kiowa | 6 | None |
| Little Rock | 3, 6, 10 | None |
| Pine Bluff | 12 | None |
| Texarkana | 3, 10 | None |

| **CALIFORNIA** | | |
| Bakerfield | 8 | None |
| Chico | 12 | None |

| **COLORADO** | | |
| Alamosa | 10, 12 | None |
| Colorado Springs | 11, 13 | None |
| Denver | 2, 4, 5, 7, 9 | None |
| Durango | 3 | None |
| Grand Junction | 2, 4, 5, 10, 12 | None |
| Greeley | 12 | None |
| La Junta | 12 | None |
| Pueblo | 3, 6 | None |
| Trinidad | 4, 2, 5 | None |

| **CONNECTICUT** | | |
| Bridgeport | None | 11 |
| Hartford-New Britain | 8, 5, 6 | None |
| New Haven | 8 | None |
| Waterbury | 8 | None |

| **DELAWARE** | | |
| Wilmington | 7 | None |

| **DISTRICT OF COLUMBIA** | | |
| Washington | 4, 5, 7, 9 | 1 |

| **FLORIDA** | | |
| Daytona Beach | 7 | None |
| Fort Myers | 6 | None |
| Jacksonville | 2, 4, 5, 6 | None |
| Key West | 3, 10 | None |
| Lake-Jackson County | 12 | None |
| Miami- | Ft. Lauderdale | 2, 4, 5, 7 | None |
| Orlando | 3, 10 | None |
| Panama City | 6 | None |
| Pensacola | 7 | None |
| St. Augustine | 11 | None |
| Tallahassee | 7, 9, 13 | None |
| Tampa-St. Petersburg | 2, 4, 5, 7, 9 | None |

| **GEORGIA** | | |
| Albany | 2 | None |
| Athens | 2, 5, 8, 11 | None |
| Athens | 11 | None |

| **IDAHO** | | |
| Boise | 2, 4, 5, 10 | None |
| Coeur d'Alene | 11 | None |
| Idaho Falls | 2, 4 | None |
| Lewiston | 3, 10 | None |
| Idaho Falls | 3 | None |
| Idaho Falls | 3 | None |

| **ILLINOIS** | | |
| Belleville-Champaign-Urbana | 5, 11 | None |
| Chicago | 2, 4, 5, 7, 9, 11 | None |
| Danville | 9 | None |
| Decatur | 9 | None |
| Galesburg | 6 | None |
| Peoria | 3, 6, 12 | None |

| **INDIANA** | | |
| Bloomington | 11 | None |
| Evansville | 2, 11 | None |
| Fort Wayne | 2, 4, 5, 9, 11 | None |
| Indianapolis | 3, 6, 8, 12 | None |
| Lafayette | 11 | None |
| South Bend-Bent-Halft | 10-12, 14-5 | None |
| Terre Haute | 4 | None |

| **KANSAS** | | |
| Coffeyville | 12 | None |
| Dodge City | 6, 10 | None |
| Emporia | 8 | None |
| Fort Scott | 6 | None |
| Garden City | 6 | None |
| Great Bend | 11 | None |

| **KENTUCKY** | | |
| Ashland | 10 | None |

| **LOUISIANA** | | |
| Alexandria | 7 | None |
| Baton Rouge | 3, 5, 9 | None |
| Bogalusa | 12 | None |
| Eunice | 2 | None |
| Lafayette | 12 | None |
| Lake Charles | 12 | None |
| Monroe | 10 | None |
| New Iberia | 3 | None |
| New Orleans | 2, 4, 10, 12 | None |
| Shreveport | 2, 4, 6 | None |

| **MAINE** | | |
| Augusta | 13 | None |
| Bangor-Aroostook | 4, 6, 5 | None |
| Calais | 11 | None |
| Fort. Kent-St. Francis | 11 | None |
| Greensboro | 10 | None |
| Houlton | 10 | None |
| Lewiston-Auburn | 8 | None |
| Portland | 8 | None |
| Presque Isle | 3, 7 | None |
| Waterville | 2 | None |

| **MARYLAND** | | |
| Baltimore | 2, 11, 13 | None |
| Cumberland | 3 | None |
| Hagerstown | 3, 6 | None |

| **MASSACHUSETTS** | | |
| Boston | 24, 46, 7, 8 | None |
| Fall River-New Bedford | 12 | None |
| Lowell-Lawrence-Haverhill | 25 | None |
| Springfield-Holyoke | 3 | None |

| **MICHIGAN** | | |
| Calumet | 4, 5, 7 | None |
| Detroit | 4, 5, 7 | None |
| Grand Rapids | 11 | None |
| Houghton | 5 | None |
| Iron Mountain | 12 | None |
| Jackson | 10 | None |
| Kalamazoo | 2 | None |
| Lansing | 2 | None |
| Marquette | 3, 9, 11 | None |
| Muskegon | 6 | None |
| Mt. Pleasant | 6 | None |
| Port Huron | 10-12 | None |
| Saginaw-Bay City | 3, 8, 11-13 | None |
| Battle Creek | 5 | None |
| Traverse City | 2 | None |

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(Continued on page 10)
She's one of a MILLION*

*CONSUMERS living in the area from which WHIO, Dayton, draws its massive audience

This little lady is one of the million consumers in WHIO's whopping market area. As these maps indicate, WHIO covers one of the biggest markets in the Ohio-Indiana area! This million-consumer market is solidly built on the widely diversified industries of metropolitan Dayton and neighboring manufacturing towns now experiencing record-breaking peace-time employment. Continued progress, expansion, record payrolls make this southwestern Ohio's No. 1 Market.

Dayton and Montgomery County alone have a population of 364,100. Effective buying power is estimated at $4,700.00 per family in Dayton ($391.00 higher than the national average.) Be sure the responsive WHIO market is covered in your time-buying plans.

G. P. Hollingbery Company, Representatives
Harry E. Cummings, Southeastern Representative

5000 WATTS AM BASIC CBS
News: UP, INS, PA

BROADCASTING • Telecasting
June 7, 1948 • Page 15
Pat on the Back and Punch in the Jaw—Results: Sales for Sponsors

He is outspokenly for or against the issues of the day. Depending on whether or not his views coincide with those of his listeners, he is a profound thinker or a dolt. His correspondence rivals a movie star’s; on the air he quotes brick-bats as well as bouquets. His broadcasts have impact on men and women alike. (The jaw-punch, fended successfully, was a bit of reverse impact aimed by an unsubtle broadcast spectator.)

His sponsors have discovered that these emotional reactions produce results. Currently sponsored on 298 stations, the Fulton Lewis Jr. program is the original “co-op.” It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 475 MBS Stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

CENTRAL CHEVROLET Co., Los Angeles (dealer), June 1 started four-week 15,000 spot campaign on 13 Los Angeles area stations. Firm using 75 spots daily, seven a week on following stations: KMPQ, KFWB, KLAC, KFVU, KFDD, KGFF, KWK, KFAC, Los Angeles; KIEV Glendale; KXLJ, KWKW Pasadena; KFOX, KGER Long Beach. Agency: Hunter Adv., Los Angeles.

ABLOI Inc., Dallas (Kol-Way home permanent), appointed Melton Adv., same city, to handle advertising. Radio will be used.

MAICO, Los Angeles (hearing devices), appointed Anderson Adv., that city, to handle advertising. Contemplates use of radio.

AMERICAN TOBACCO Co. appointed Mather & Crowther Ltd. of London, to handle advertising for its subsidiary, J. Wix & Sons Ltd., maker of Kensitas cigarettes in United Kingdom.


SANTA FE VINTAGE Co., Los Angeles (wine), appoints Erwin Wasey & Co., same city, to handle advertising. Spot announcement campaign planned for July.


PLASTRAY Corp., Detroit (Jiffy Cubes, ice cube cups), started one-minute spots at beginning and end of spots events over WWJ-TV Detroit. Plans to extend to national use of TV.

NATONE Co., Kansas City, Mo. (“Lip Life” lipstick base), June 15 starts four-weekly campaign on four local stations: WDAF, KMBC, WHB, KCKN. Mayers Co., Los Angeles, handles account.

TIDE WATER OIL Co., Toronto (Veedol motor oil), started spot announcement campaign in major eastern Canadian cities. Agency: James Fisher Co. Ltd., Toronto.


DESOTO-PLYMOUTH dealers signed with CBS for new audience participation show, Catch Me If You Can, to replace their Christopher Wills series, Tues., 9-9:30 p.m., starting June 29. Catch Me If You Can is now heard Sun., 9-9:30 p.m. BDDBO, New York, is DeSoto-Plymouth agency.

COLE MILLING Co. Sept. 26 renews for 52 weeks Ernie Lee’s Omega Show on more than 60 MBS stations, Sun., 2-2:30 p.m. (CDT). Program originates at WLW Cincinnati. Agency: Gardner Adv., St. Louis.

SCHUTTER CANDY Co., (division of Universal Match Co., St. Louis), Sept. 12 renews for 52 weeks David Harding—CounterSpy on ABC, Sun., (Continued on page 73)
NEW PROOF THAT
KPRC
IS FIRST IN THE SOUTH'S
FIRST MARKET!

IN THE SOUTH'S
FIRST MARKET

KPRC
HOUSTON

950 Kilocycles • 5000 Watts

NATIONAL REPRESENTATIVES: Edward Petry & Company • Affiliated with NBC and TON • Jack Harris, Manager

This letter to Ed Petry answers questions that time-buyers and radio people are asking about 1948 listening audiences. In Houston, the answer is that KPRC continues conclusively FIRST. FIRST by yardsticks that count: audience rating . . . network affiliations . . . local programs. The facts speak for themselves. Put your client in touch with the biggest audience in Houston and the Gulfcoast area, today! Call Petry or write us for availabilities.

Mr. Edward Petry
New York, New York

Dear Ed:

A year ago, time-buyers and radio people were asking themselves what the tremendous influx of new stations would do to the audiences of existing stations. Here in Houston we now have an excellent case history: The February-March 1947 Hooper Station Listening Index lists four Houston stations. The February-March 1948 Index lists seven Houston stations with 33.8. This year KPRC still is first with 32.3, a net loss of 1.5. How does that compare with the other three stations listed a year ago?

<table>
<thead>
<tr>
<th>Station</th>
<th>1947</th>
<th>1948</th>
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<tbody>
<tr>
<td>KPRC</td>
<td>33.8</td>
<td>32.3</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>26.4</td>
<td>22.0</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>25.7</td>
<td>20.2</td>
</tr>
<tr>
<td>Station &quot;D&quot;</td>
<td>12.4</td>
<td>8.2</td>
</tr>
</tbody>
</table>

And KPRC's small loss is offset by a 1.3 gain in Sets-in-Use. That's pretty impressive, but what follows is outright dramatic. In the time covered above, KPRC has greatly increased its dominant position over its competitors, as these percentages show:

<table>
<thead>
<tr>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPRC over Station &quot;B&quot;</td>
<td>38.0%</td>
</tr>
<tr>
<td>KPRC over Station &quot;C&quot;</td>
<td>31.5%</td>
</tr>
<tr>
<td>KPRC over Station &quot;D&quot;</td>
<td>172.5%</td>
</tr>
</tbody>
</table>

It all adds up to this: the radio audience is doing more "shopping around" these days, but still recognizes the best "buy" in town.

Sincerely,

Jack Harris

June 7, 1948
If you want to sell Detroit, don't use WFLA

WHILE program directors and publicity men rack their brains for good contest ideas, J. Akuhead Pupule of KPOA Honolulu relaxes and lets listeners dream up the stunts. J. Akuhead Pupule—in the literal Hawaiian translation meaning "Nutty Fish-head"—is Hal Lewis, KPOA's morning man.

Essence of Akuhead's contest is derived from the recording "Deck of Cards," written by T. Texas Tyler. The song states that there are 365 spots in a deck of cards, one for each day of the year. A doubting listener wrote in recently and asked: "How can there be 365 spots, when there are four suits? That would mean 91 ¼ spots per suit." He wanted to know where the ¼ spot was. Even Akuhead couldn't answer that, so he asked his listeners to phone, wire and mail the answer and he would dig up a prize for the correct answer.

Thus a contest was born. The following day the program's sponsors had contributed over $600 in merchandise awards and there were 300 contestants recorded by phone, with the mail count passing 1,000 in 48 hours and still coming in. Gov. Ingram M. Stainback of Hawaii has consented to be an honorary judge and all is well, except that Akuhead doesn't know the correct answer. He has wired the publishers of the song for the answer while trying to hold off listeners, who all claim to have the correct solution.

On All Accounts

THE is a curious sort of irony in the fact that Edward Esty Stowell, account executive at Benton & Bowles, who was educated near the scene of the Boston Tea Party, has emerged as chief functionary on Hollywood's most celebrated coffee party, the Maxwell House program with George Burns and Gracie Allen.

Mr. Stowell is New York-born and Harvard-bred. His career has been a pageant of contrasts from the day he left the lofty halls of Harvard for a somewhat less elevated position as mail boy in the New York office of Benton & Bowles.

Trading perhaps on his degree in sociology, Mr. Stowell proceeded slowly and scientifically to improve his social and fiscal status in the firm, rising from proof reader to production man, until finally in 1937 he was named administrative assistant on the Maxwell House account. With the advent of war he had ascended to the post of co-head of the business and of the administrative staff of the agency's radio department.

Here contrast reared its head again. Mr. Stowell, who had in the meantime developed a studious interest in the collecting of glass ash trays, departed his genteel avocation to enlist in the Marine Corps as a fighting leatherneck in the Pacific. At war's end he had advanced to the rank of major.

Returning to advertising in 1946, he was appointed overall account executive for Maxwell House, whose current radio interests, besides the Burns and Allen show, include the Judy Canova program on CBS and a television show, Try and Do It, on WNBAT-TV New York.

As proof, however, that his expensive Harvard education was no wasted item, Esty Stowell is today considered one of the best hot jazz pianists in the advertising business. He is also an accomplished amateur photographer and a better-than-average tinkerer in carpentry. But he still has not forsaken his collector's crush for unusual glass ash trays.

Edward Esty Stowell has been married for nine years and is the father of three children. The family resides in Convent, N. J. And when visitors drop in, they invariably find Mr. Stowell puffing away on his pipe—and drinking Maxwell House Coffee.
You’ll Be SEEING US In San Antonio

SEEING KMAC-KISS

... as pioneers in Texas Television—with our application for channel 9 of the television band, with 22,713 watts visual power.

SEEING KMAC-KISS

... install, not only one of the finest television transmitters in the Southwest, but also modern, air-conditioned television studios — which will operate in conjunction with our AM station KMAC and our FM station KISS.

SEEING KMAC-KISS

... deliver to thousands of South Texans balanced telecasting—which will include outside remote facilities for broadcasts of local baseball games, football games, public meetings, concerts, radio forums and similar broadcasts in the public interest.

YOU’LL BE SEEING A LOT OF US SOON — SO WHY NOT SEE PEARSON NOW!

Represented Nationally By

JOHN E. PEARSON CO.
SOME time-buyers select KWKH because we have 50,000 watts—others because we are a "major network" station—others because our Hoopers in Shreveport are very high.

We're glad to be selected on any count—but we respectfully suggest that the BEST reason is just plain old know-how.

For 22 years we've worked and studied to learn what kind of programming the 3,975,300 people in our area want and need. The result is that KWKH is by long odds the top station in this area—one of the top-rated stations, for instance, in the entire CBS list. May we send you the really amazing facts?

KWKH

SHREVEPORT LOUISIANA

Henry Clay, General Manager
Dean Upson, Commercial Manager
11TH HOUR THREAT

PASSAGE of any fundamental radio legislation at this session was regarded as questionable last week, despite the surprise introduction of a Senate resolution combining two of the most controversial broadcasting issues the 80th Congress has produced.

The resolution (S. Res. 246), introduced without fanfare Tuesday by Sen. Edwin C. Johnson (D-Colo.), merged the pending White Bill's section giving FCC authority to separate clear-channel stations' programming with the provision of Sen. Johnson's own pending bill opposing the use of power above 50 kw.

Sen. Johnson failed to ask for consideration of the new resolution at the Thursday meeting of the Senate Interstate & Foreign Commerce Committee, to which it was referred and is now in the hands of the ranking Democratic member. He told BROADCASTING he would bring it up at this week's meeting, tenta-

Adjudgment Looms

But despite his confidence and the fact that he was joined in introducing the measure by Sens. Ernest W. McFarland (D-Ariz.), Warren G. Magnuson (D-Wash.) and Clyde M. Reed (R-Kans.), observers felt the nearness of the adjournment date — currently set for June 19 — and the ineffectiveness of the subject on the industry would effectively block enactment.

Text of new measure, described by Sen. Johnson as "the White

Johnson bill" because its provisions are derived from bills introduced by both men, is as follows:

RESOLVED, That it is the sense of the Senate that, notwithstanding Secs. 326, 326(1) and 326(3) of the Communications Act of 1934 as amended shall be construed either (1) to limit the authority of the FCC, in considering applications for renewals of broadcast licenses, to determine whether or not a licensee has operated in the public interest, or (2) to authorize the FCC to grant a license to operate a radio station in the amplitude modulation broadcast band on any frequency from 240 kc to 3000 kc with power in excess of 50 kw, unless otherwise authorized by the Federal Communications Commission. Nothing in this resolution shall be construed to limit the authority of the FCC to revoke licenses for violation of the Communications Act or other statutes relating to broadcast stations.

The first provision is a reproduction of the so-called censorship section — Sec. 326 — of the long-pending bill introduced by Sen. Wallace H. White Jr. (R-Mo.) to amend the Communications Act (S-1333). It was the chief and ultimately the only major target of the industry during the weeks of hearings and subsequent re-writing of the bill last year.

The second provision, against power above 50 kw, was lifted from Sen. Johnson's bill to break down clear channels and keep the present power limitation at 50 kw (S-2231). The NARBA angle is a modification of another pending Johnson resolution, introduced in mid-May and designed to put the Senate on record as instructing FCC not to decide the clear-channel case until a new NARBA had been drawn and ratified.

Sen. Johnson's latest resolution drew prompt protest from the Clear Channel Broadcasting Service, whose 750-kw plan it would authorize, which has led the fight against the threat of censorship that its officials see in Sec. 326 of the White Bill. CCBS objected to both provisions of the resolution. NAB and pledged not to take sides in the clear-channel fight, took no stand on that issue but asked that the two provisions be separately resolved.

The NAB protest was sent by CCBS Chairman Edwin W. Craig, chairman of the board of WSM Nashville, to all members of the Senate Committee:

In behalf of CCBS I urge rejection of Senate Resolution 246 submitted June 1 by Sen. Johnson and others. The second clause instructing the Commission to submit for immediate licensing of broadcast stations to 50 kw until after ratification of a new NARBA authorizing higher power is subject to all the objections set forth in my wire of May 26 opposing Senate Resolution 240, previously submitted by Sen. Johnson, plus the further objection that it does not even attempt to preserve the status quo with respect to non-duplication on clear channels.

The first clause attempts to extend the Commissioners' power to censor and otherwise regulate programs beyond the limits of the present Communications Act. I am sure that virtually the entire broadcasting industry opposes this clause.

The NAB protest, also directed to all committee members, was sent by A. D. Willard Jr., executive vice president, and Don Petty, general counsel:

We have learned that S. Res. 246, introduced June 1, 1945, by Sen. Johnson of Colorado may be considered by the Committee on Interstate and Foreign Commerce June 1. The resolution contains two propositions dealing with two entirely different subject matters — (1) the construction of Sec. 326 relating to the power of the FCC to interfere with the right of free speech, and (2) the placing of a limitation upon the amount of power the FCC can allocate under certain circumstances.

Because of the importance of each of these propositions it is earnestly requested that they be separated and not included in one resolution in order that they can be acted on separately.

NAB is opposed to Part 1 of said S. Res. 246 relating to Sec. 326, 326(1) and 326(3) of the Communications Act of 1934 as amended because this part of the resolution is contrary to the said Communications Act and its legislative intent. Sec. 326 is a specific prohibition on the FCC. No change in the meaning of this section should be attempted except in the normal legislative process of passing a resolution by either House does not have the force of law, nevertheless the effect may well be to confuse.

We express no opinion concerning Part 2 of said resolution.

Since this session completes the 80th Congress, all bills which are not passed die with the Congress. If action is desired at the next Congress, bills have to be reintroduced as new measures.

A look at the record will show that although about a dozen measures of interest to radio have been introduced and subjected to hearings, no important legislation has been enacted.

Only actions taken radiowise were confirmation of Wayne Coy and George Sterling to FCC posts and approval of $6,310,000 appropriation for FCC [BROADCASTING, April 12]. Appropriation for the State Dept's information program was set at $285,000.

Of this, about $7,700,000 would be for the programming and ad

Johnson-White 'Sleeper' Pends

John White "Sleeper" (1948)

STRATOVISION CLICKS

By J. FRANK BEATTY

STRATOVISION is living up to the fondest hopes of its sponsor — Westinghouse Electric Corp.

This strikingly new form of airborne radio relay has shown in the last month that it can pick up video over areas vastly greater than ground stations can cover [BROADCASTING, May 17].

Actual reception reports, mostly from listeners with some technical background who had not been apprised that Stratovision tests were under way, have been received by Westinghouse.

In addition, Westinghouse is piling up technical reports of its own engineers for later FCC perusal.

These reports indicate that on the basis of tests thus far conducted it will be possible to stratovision sound and video signals from heights of 20,000 to 30,000 feet.

Wide Area Covered

From their B-29, 20,000 feet up, these Westinghouse pioneers are realizing another forward step in their 2½-year experiment as they retransmit signals from WMAR-TV Baltimore, WMAL-TV Washington, KDKA-FM Pittsburgh and other stations over extensive areas.

One of the next steps is to enlist many thousands of FM and TV set owners in the greatest coverage charting project ever attempted in radio, should Westinghouse carry out its plans [BROADCASTING, Dec. 1, 1947].

While current tests have been conducted on Channel 6, immediately adjoining the 88 mc end of the FM band, Westinghouse has new ideas, including shift of Stratovision tests to Pittsburgh, and has

(Continued on page 68)
FLOOD ROLE

Broadcasters rose quickly to the emergency, writing a new story of public service and staff loyalty as stations assumed a major role in the flood-stricken Columbia and Snake River valleys of the Northwest, according to early reports from stations in the area.

With more than 100,000 persons homeless and over $100,000,000 damage to crops and property, the voice of radio was heard all over the stricken area. Stations forgot normal schedules and working hours to devote all their energies to emergency service.

In the hard-hit Portland-Vancouver area, the seven commercial stations supplied bulletins, kept the public informed, provided contacts among official agencies and sent out warnings of the progress of floodwaters.

When the Vanport city dike broke late Memorial Day, the densely populated city was engulfed in a matter of minutes.

Warnings of disaster were flashed to the community when the danger became apparent. Appeals were broadcast for rescue workers, trucks and other facilities. Refuge families were reunited. Meantime the world was kept informed of the disaster.

Signals quickly rounded up all available personnel. Special events crews were assembled. Skeleton holiday staffs were filled up, and sent out with tape and wire recording equipment and generators. Bulletins from the Red Cross and rescue authorities were broadcast. Care was taken to avoid sensationalism in handling flood news. Only factual stories from authentic sources were used in the effort to avoid panic or sacrifice involved.

Rescue authorities were lavish in their praise for broadcasters, commercial and amateur alike. Every modern facility was used by stations to supplement their public service with a complete picture of the flooded area. From airplanes, boats and ambulances, radio reporters gave an accurate and restrained account of developments.

KGW Portland, with transmitter and tower in the Vanport area, was shut down by Engineer Clyde Bruns as the waves swept in and he fled the scene with water swirling around the wheels of his car. From high ground he looked back to see an apartment house, swept along by the water, strike a tower guy wire and pull down the structure.

KALE Portland offered KGW a spare transmitter. Working all night, the KGW staff headed by Chief Engineer Harold Singleton (Continued on page 72)
THE NOMINATION of Frieda B. Hennock for the FCC last week was caught in the Republican policy dragnet, with the outlook bleak indeed for Senate confirmation in the two weeks remaining prior to adjournment.

Although the Interstate and Foreign Commerce Subcommittee, named to consider the nomination, is pursuing customary procedure in considering presidential nominations, the unofficial word was that all nominations of a "controversial" nature would be sidetracked, whether Republican or Democratic.

Thus, it was felt that something approaching a legislative miracle would be entailed for confirmation of the first woman appointee to the FCC for the new seven-year term to begin July 1. Miss Hennock was nominated by President Truman on May 24 to fill the vacancy to be created by the retirement of Clifford J. Durr, Alabama Democrat.

Failure of the Senate to confirm, however, would not preclude Miss Hennock's appointment to the Commission after this session of Congress adjourns, now set for June 19. The President can appoint her for the duration of the Congressional recess, or until the new Congress convenes next January.

Interim Appointment

While Miss Hennock has made no public statement, it was thought that she would want to accept an interim appointment. Last week, however, stringent efforts were being made on her behalf to procure confirmation for the seven-year term, largely on the ground that the FCC needs its full seven member complement.

Moreover, it was emphasized that the political balance of the Commission would be out of kilter even if the Republicans are victorious in the November presidential elections. Miss Hennock, a New York Democrat, would fill the vacant state seat of departing Democrat, leaving the FCC divided with three Democrats (Chairman Coy, Vice-chairman Walker plus Miss Hennock); three Republicans (Hyde, Jones and Sterling), and an independent (Webster). If there is a Republican President, observers pointed out, he could name a Republican chairman from among the present membership, even if there are no resignations of incumbent Democrats.

The next vacancy on the Commission occurs June 30, 1949 when the term of Commissioner E. M. Webster expires. A fourth Republican, then, could be named, again assuming the Republicans are victorious in November.

The Senate Committee held a regular meeting last Thursday and the whole question of Presidential nominations was discussed informally by Chairman White.

FAMILY INCOME

INCOME of families and individuals averaged about $3,000 in cities of 1,000,000 and up in 1946, ranging downward to $2,322 for rural non-farm areas, according to a study of consumer income announced last week by J. C. Capt, director of the U. S. Census Bureau.

The study covers incomes earned who do not live on farms, and is broken down by age, sex, family size, occupation, tenure, region, committee or another class (Bilton) and (D-Colo.), both of whom have been active in radio legislation.

In 'Controversial' Group

In the ensuing incident discussion, it is understood that Miss Hennock's nomination was mentioned and that it was presumed that it would be lumped in with all other nominations regarded as "controversial" with no action at the session.

The Republican policy committee, headed by Sen. Taft, Ohio favorite son for the GOP nomination, at its meeting the preceding Monday, had informally decided that action on nominations should be withheld where terms would extend beyond President Truman's incumbency. This was interpreted to mean that Cabinet appointments and judgments which would fall outside the political pale would be considered normally, but that virtually all independent agency appointments would go by the boards.

Chairman Brewster had asked Miss Hennock to supply a detailed biography for the subcommittee's consideration. This was furnished last Wednesday. Miss Hennock, who has remained in New York since her appointment, was awaiting a call for a possible personal appearance.

(Continued on page 68)

<table>
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<th>Total money income level</th>
<th>Urban and rural</th>
<th>Non-farm</th>
<th>Urban</th>
<th>Total</th>
<th>Urban and rural</th>
<th>Non-farm</th>
</tr>
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<tr>
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<td>$1,000 000</td>
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Families and individuals

SILVER ANVIL AWARD is presented to James D. Secrest (Radio Manufacturers Assn. director of publications, and Robert K. Richards (center), NAB director of public relations, by Harry W. McIlfies, president of American Public Relations Assn. NAB and RMA won award jointly for promotion of "Voice of Democracy" essay contest in connection with National Radio Week last fall. Presentation was made May 27 at APRA's convention in Washington (BROADCASTING, May 31).

RCA Making 500-w Video Transmitter

Smalller Stations Will Be Able To Originate Own Programs

A 500-w television transmitter which will permit extension of television to cities of 50,000 and enable smaller stations to become network outlets or to originate their own programs is in production and will be ready for delivery in the fall, RCA Engineering Products Dept. announced last week.

To be used with the transmitter is a three-section RCA super-turnstile antenna, which has a gain of approximately four and which can radiate an effective output of about 2 kw. The coverage thus provided will blanket 1,400 square miles, RCA said.

Transmitter is compactly housed in two identical cabinets which can be installed as one unit measuring 66 inches wide, or as arranged as individual cabinets, each 31 inches wide. One of the cabinets contains all the components of the picture transmitter, while the other contains those of the sound transmitter.

The video section consists of the carrier-generating circuits, video amplifiers, modulator power supplies and control circuits.

The sound section consists basically of an RCA 250-w FM sound transmitter. It employs the RCA "direct FM" exciter, which automatically maintains constant center-frequency stability.

The control console consists of two units, one for switching and the other for monitoring, according to RCA. The switching panel includes a decibel meter for aural monitoring, and other controls essential to starting and shutting down the transmitter. The video monitor contains a Pinch Osciloscope, which reproduces the picture being transmitted, and a 5-inch cathode-ray oscilloscope tube which displays oscillograms of the video waveforms.

BROADCASTING • Telecasting

June 7, 1948 • Page 23
FCC hearing of applicants for two remaining television channels in San Francisco Bay Area set the stage for a continuance of hearing in Washington later.

There are five applications for the CBS testimony consumed most of the day last Monday (June 31). A voluminous report was presented by Adrian Murphy, CBS vice president and general executive, and William B. Lodge, CBS director of general engineering. They endeavored to point out how the Bay Area would best be served by a nationwide television network.

Mr. Lodge estimated that CBS would spend more than $1,000,000 to build and operate a San Francisco television station for one year.

Mr. Murphy estimated that CBS would suffer about a half million dollar loss during the first year of television operation.

Mr. Murphy also testified that CBS, through its national network structure, would supply San Francisco with television broadcasts from other parts of the nation which would not be available to a local station. The CBS report, which was entered as evidence, contained 36 separate sections dealing with the company's television operations in New York City. Mr. Murphy said it was presented as a guide to the type of service San Francisco would get from CBS.

Television California Inc., principally owned by Edwin A. Pauley, millionaire California oil man and onetime Presidential advisor, made an equally strong pitch to get one of the coveted channels.

Mr. Pauley told FCC Examiner J. P. Elume, who has been conducting the hearings, that he is willing to lose $500,000 a year on a San Francisco television station to get the organization started. He said he could finance such a loss because of his incomes from oil.

Cities Income

When FCC Attorney Joseph Brenner questioned Mr. Pauley on his financial resources, the oil man stated:

"My income after taxes last year was $600,000 from assured sources. It does not include income from the sale of securities or commodity speculation."

It was brought out that his $600,000 annual assured income is from oil properties valued at $345,000. Valuation of the wells is fixed according to the overhead and depletion costs.

One Pauley well, he told the examiner, earns $3,000 a day but is valued at $68,000.

Attorney Brenner asked Mr. Pauley about his political aspirations. He replied that he had none at the present time. He also promised that if granted the television permit, he would not exercise political influence. He also promised, however, to determine what subjects were in the public interest.

Mr. Pauley also told the examiner two available channels.

**Ballantyne Named Philco Board Head**

**J**OHN BALLANTYNE, president of Philco Corp. since 1945, was elected chairman of the board of directors Wednesday. He succeeds Larry E. Gubb, who declined re-election because of illness. The latter will continue to serve as a member of the board of the executive committee and the finance committee of the corporation.

William Balderston, executive vice president, was elected president. James H. Carmine, vice president in charge of distribution, was appointed to the finance committee.

Mr. Ballantyne is a 1921 graduate of the U. of Pennsylvania Wharton School. He joined Philco in 1934. From 1941 to 1945 he was vice president in charge of operations, directing the company's conversion to war work and its production of radar.

Mr. Gubb joined the company in 1921 as a salesman and moved up to general sales manager, executive vice president, and chairman of the board. Mr. Balderston served as liaison man in Washington during the war. Mr. Carmine is completing 25 years of service with Philco.

**RRAILROADS CONSIDER MILLION-PLUS BUDGET**

1948 RADIO budget of $1,180,000 tentatively has been earmarked by the Assn. of American Railroads, Washington, D.C. Final allocation and plans are subject to acceptance by the AAR member systems which currently are being queried by the association.

According to a resolution of the board of directors, money for this first year in radio would be used for a network program. Title tentatively is Main Line, U.S.A., and program would commence in September.

In New York, AAR agency Benton & Bowles stated that definite plans for the budget had not been made.

**ABC CHANGES**

**Norton Succeeds Borroff As Central Div. Head**

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GOP COVERAGE

By BRUCE ROBERTSON

LAST WEEK, as the June pages of their calendar pads made television executives conscious that the Republican National Convention was less than three weeks off, they began to recall their video coverage of the 1940 Republican Convention in the City of Brotherly Love, this would be a television "first" and an important one. The initial media estimate was in the millions, probably more people than have ever witnessed any event at the time of its occurrence in the history of mankind.

The GOP chieftains obviously were thinking of this television audience, and of the immeasurably vaster radio public, when they set their convention schedule, as all of the major events of the convention are set for the evening sessions, as far as can be determined in advance, with the necessary but less interesting routine convention business allocated to the daytime hours.

Discovery that the video broadcasters will have to bear charges for installation of certain equipment in Convention Hall which they had previously thought would be supplied by the Republican Party has led the committee on television coverage of political conventions to revise its estimate of the overall costs of the pool operation from $800 to $900 per station.

If shared among 17 stations this would amount to roughly $5,300 per station for the two conventions, estimated to be almost five days each or ten in all. If WAAM-Baltimore and WNAV-TV Boston are able to get on the air by convention time, they will also participate in the pool, reducing the per-station fee to about $4,700 for the convention coverage.

Western Union Telegraph Co. last week reported that work on its pairs relay, relaying video programs between New York and Philadelphia was in the final stages.

AT & T Line

The on-the-Convention-Hall floor proceedings are obviously the main ring of the political circus and will get most of the video time. AT&T is devoting one of the three coaxial cable circuits affording video connections between Philadelphia and the other eastern cities with television stations exclusively to the convention floor activities, with the TV camera pool covering the full show from opening to closing on each day of each convention. But the individual networks and at least one of the stations—WPX New York—are planning plenty of sidelines material, interviews, roundups, predictions, and the like, to use during interruptions or in place of some of the less interesting floor events. AT&T has set aside a second cable for this purpose, to be shared by the stations and networks who wish

Stations, Networks Map Plans

C O N V E N I N G in tradition-steeped Philadelphia this month and next, GOP and Democratic chieftains will afford the broadcasting and telecasting industry the opportunity of covering the outstanding news stories of the year. Networks and stations this week feverishly culminated work on their blueprints—described herewith. Pooled television plans were announced a fortnight ago [BROADCASTING, May 31], complete CBS engineering set-up at the conventions.

ABC

Velotta Will Supervise

ABC is planning to give the political conventions full video coverage and will have a TV as well as a sound broadcasting studio in the Bellevue-Stratford Hotel adjoining Convention Hall. Network is also sending its new video mobile unit from Philadelphia to be stationed outside Convention Hall in readiness for special outside pickups.

Thomas Velotta, ABC vice president in charge of news and special events, will give overall supervision to all of the network's convention coverage, TV as well as AM, with Paul Mowrey, national director of television, coordinating the programming for the ABC Eastern TV network with nationwide AM broadcasts. Burke Crotty, ABC director of special events for television, will produce the convention video programs. George Milne, engineering director for the network, will be in charge of all engineering operations, both AM and TV.

All of the network's commentators at Philadelphia will be available for television and will be used on TV as needed. ABC has tentatively set a five day period each day of the convention for time on the coaxial cable that AT&T has made available to TV stations for their out-of-Convention-Hall programming: 10:30-10:45 a.m.; 12:15-1:15 p.m.; 6:45-7:15 p.m.; 8:45-8:56 p.m.; 11 p.m.-12 midnight.

CBS

Two Full TV Crews

CBS is sending two full television crews to Philadelphia for the political conventions, one for the pooled coverage of the on-the-floor activities, the other for the network's exclusive video pick-ups outside of Convention Hall. Robert Bendick, director of news special events for the network, will be in charge of the network's video convention staff of 30 to 35 persons, coordinating their activities with those of the AM convention staff, all under the general direction of Wels Church, CBS director of news broadcasts.

In addition to its manpower contribution to the video pool at the conventions, CBS is providing a mobile unit to assist the pool coverage. The network will also have on hand two TV mobile units for its own use, one supplied by WCAU-TV, Philadelphia affiliate of the CBS video network, the other being sent to Philadelphia from the network's key station WCBS-TV New York. Paul Wittig, manager of the political video operations for CBS, will supervise the network's TV engineering staff at the conventions, under the general direction of Henry Grossman, CBS director of technical and building operations, who will head the convention operations, all under the general direction of Wels Church, CBS director of news broadcasts.

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NBC

Staff of 50 For Smith

CARLETON D. SMITH, director of television operations for NBC, will be in charge of that network's coverage of the political conventions, supervising a video convention staff of 50, according to preliminary plans. Working under Mr. Smith, Noel Jordan, NBC director of video field picks, will head a crew of six television program directors; F. A. Wankel, assistant director of television engineering operations, will have charge of the 27 NBC video engineers on the convention scene; and Edwin Wilbur, NBC video field supervisor, will have charge of the mobile unit engineering crew.

NBC will have two cameras in Convention Hall, two in its Bellevue-Stratford studio and two in the mobile unit, in addition to the two that NBC will contribute to the video pool. WPTZ, NBC's video affiliate in Philadelphia, is also placing its mobile unit at the network's disposal.

William Burke Miller, video program editor, is serving as contact man for the NBC television department with the convention people, making arrangements for studio space, housing for the staff, etc. Adolph J. Schneider, assistant manager of operations, NBC national and special events department, is serving as liaison for television, coordinating the AM and TV convention activities.

All of the NBC newsmen and commentators will be available for video as well as sound broadcast coverage of convention events, with the following assigned primarily to the TV end: Ben Grauer, ace Chicago correspondent; George Grossman, director of photography; and Ira Kay, director of photography.

Other NBC correspondents: Bob Varnick, NBC chief political correspondent; Ernie Koster, NBC special correspondent; Hank Shapiro, NBC special correspondent; Sue Collins, NBC special correspondent; Edith Wharton, NBC special correspondent; and Miss Osgood's Roundup; Alex Dreier, NBC Chicago correspondent; Nancy Osgood, director of women's programs for NBC Washington; John Batchelder, Miss Osgood's announcer.

NBC's exclusive convention video programming—everything outside of the pooled coverage from the convention floor—will be presented in cooperation with Life magazine, which in effect is sponsoring these convention programs at a reported fee of $100,000. Details had not been finally worked out last week but it was planned to use many of the Time-Life correspondents at the convention as television reporters in addition to their magazine duties.

As precursors of its convention (Continued on page 71)
Akron Advertising Adds Business Via Radio

Intra-Store Television Is Begun By Salt Lake City Retailer

TWO retail-radio projects, in Akron and Salt Lake City, have been added to the list of broadcast advertising successes by department stores.

Intra-store television program project has been arranged by KSL Salt Lake City and ZCMI, large department store. The telecasts will include six one-hour programs a week. ZCMI has built a studio on the second floor to originate telecasts, with seven segments placed in strategic spots around the store.

Arrangements were made by Iver Sharp, KSL vice president and general manager, and Harold H. Bennett, ZCMI general manager.

Another radio-retail project, between A. Polsky Co., Allied subsidiary, and WHKK Akron, is deemed by the station as "proof that radio is no longer an experiment with a local department store."

The contract, recently renewed, is one of the largest block purchases in Akron history, according to WHKK. It was handled under direction of Philip R. Herbert, WHKK commercial manager, and Dick Gut, Polsky's radio promotion manager, along with Robert Loom, of McDaniel-Fish & Spellman.

Polsky's quarter-hour broadcasts received honorable mention last winter from the National Retail Dry Goods Assn. Its teen-age Hit Jingles hour was given an award as an outstanding program in that class. Sales of men's clothing increased notably as a result of the.

WHKK Tic-Toe Time, with sales of a brand of hosiery attaining a high average.

Extensive merchandising activities stimulated interest in the broadcasts, which follow the beamed technique popularized by Joske's of Texas, another Allied store.

RMA Convention Agenda Scheduled

Meeting to Be Held June 14-17 In Chicago's Stevens Hotel

ROLE OF RADIO in industrial mobilization will be featured during the two sessions scheduled during the RMA convention of Radio Manufacturers Assn. at the Stevens Hotel, Chicago.

New problems arising from FM and television progress will be considered along with increased military purchasing. President Max F. Balcom will review the whole electronic situation in his annual address and report at the membership luncheon June 17.

At that meeting Fred R. Lack, Western Electric Co., an RMA director and chairman of the RMA special government liaison committee, will discuss specific U. S. proposals for industrial mobilization.

Selections of officers for the 1948-49 fiscal year will be held during the luncheon. Fourteen directors will be elected that morning to fill vacancies arising under staggered-term policy.

'Parts' Meeting Monday

Meetings of Parts Division sections will be held Monday, June 14. Other sections and major committees will meet Tuesday, with Wednesday devoted to sessions of executive committees of the five RMA divisions - set, tube, parts, transmitter and amplifier and sound equipment.

Two sessions are scheduled by the RMA board. The first will be held Wednesday afternoon, attended by directors whose terms will expire. The new board will meet Thursday during the membership luncheon to elect a president and treasurer and then complete its reorganization following the luncheon.

Though RMA has no exhibits during the convention many of its members will display new radio and television sets at the trade show of the National Assn. of Music Merchants to be held concurrently at the Palmer House. No banquet will be held this year. Final event will be a convention golf tournament Friday under auspices of the Radio Industries Golf Club of Chicago, at Calumet Country Club.

CBS Renewals

CBS announced 52-week renewals last week for the following programs: "Voice of America," Newark, N. J., "Family Hour," Sundays 6-6:30 p.m. effective June 6, through Benton and Bowles, New York. Household Services Corp., Chicago, The Whistleman, Wednesdays, 10-10:30 p.m. effective June 23, through Leavitt Inc., Chicago. Procter & Gamble Co., Cincinnati (Lava Soap), The FBI In the Army, Thursdays 8:30-9:30 p.m. effective July 1, through Blow Co., New York.

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ABC TV RATE CARD
THE FIRST television network rate card, establishing a one-hour, evening gross time charge of $3,800 for 10 stations, eight of which are not yet on the air, was released last week by ABC.

The rate was scheduled point that of the 10 stations owned by or affiliated with ABC, seven were not inter-connected and hence advertisers using all stations would be "required to make arrangements for broadcasting the program through the use of film at a charge to be determined in each case."

The rates for the 10 stations listed in the initial schedule are "subject to change at any time," but advertisers will be given a six-month protection period.

WJZ-TV, ABC's New York outlet, was scheduled at a $750 per evening hour rate, but it was announced this rate would be raised to $1,000 per evening hour when the station goes on the air, Aug. 15, 1948.

Advertisers who contract for the time on WJZ-TV before its debut, however, receive protection at the $750 figure for the first six months of contractual operation.

Class A rates apply to evening hours Monday through Friday, 7-10:30 p.m., and Saturdays and Sundays, 12 noon-10:30 p.m. Class B rates, 75% of the Class A, apply to Mondays through Fridays, 5-7 p.m., and Saturdays and Sundays, 10:30-11 a.m. Class C rates, 60% of Class A, exist at all other broadcast hours.

Rate schedules for the 10 stations:

**AFA ANNUAL MEETING TO STUDY RADIO, TV**
ASPECTS of radio and television will be studied by members of the Advertising Federation of America when they hold their 44th annual meeting June 13-16 at the Netherlands Plaza Hotel, Cincinnati.

James D. Strotz, president, Crosley Broadcasting Corp., is scheduled to speak on "What About Television" Monday morning, June 14. The following morning, Eugene S. Thomas, sales manager of WOR New York and chairman of the AFA committee on education, will be chairman of a panel discussion on "How Can We Improve College Training of Advertising Personnel?" Included on the panel is John J. Karol, CBS sales manager.

Also on Tuesday, June 15, Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Assn., was scheduled to speak on "How To Get the Most Out of the Advertising Budget."

*Strike It Rich*, CBS Sunday night program, 9:30-10 p.m. will be aired from Philadelphia to Providence, June 15 in connection with the AFA meeting.

**NBC TV PLAN**
1958 WAS SET as the probable kick-off date for coast-to-coast television by Sidney N. Strotz last Thursday in his first public appearance as NBC administrative vice president in charge of television. Addressing a news conference in the NBC board room in Radio City, New York, Mr. Strotz pushed back estimates of his predecessor, Frank E. Mullen, who resigned to become president of the Goodwill Stations (BROADCASTING, May 17) when he said:

"I don't think we'll have coast-to-coast television until 1965, either by radio relay or coaxial cable."

Admitting that this represented a considerable revision of his own earlier thinking, Mr. Strotz said that many people, including himself, had overlooked one important factor—film video network picture—the extremely long hauls between cities with TV service in the Western part of the country. "These distances are too long, he declared, for NBC to buy coaxial cable or other network service so far proposed at a price at which they can sell program service to stations or advertisers.

"The present high cost of network facilities is the main stumbling block to coast-to-coast television," he stated. In answer to questions, he said that NBC has no plans for providing any permanent facilities service. Already subject to FCC regulations as owner and operator of AM, FM, and TV stations, NBC has no de-
MUTUAL-TV

MUTUAL as a network is keeping close watch on all television developments and will be ready to serve its affiliates in this new field as it has in AM broadcasting; however, for the immediate future MBS will leave actual video operations to its stockholding stations. Edgar Kobak, MBS president, said last week.

He pointed out that Don Lee has been active in television on the West Coast; that WGN-TV is rendering daily service in Chicago; that the Yankee Network is starting its station in Boston, and that WOR New York will soon have video stations both in that city and in Washington, D. C.

"Far Along" in TV

"Mutual is as far along in television as the other networks," Mr. Kobak said. "But Don Lee has talked so much about it. ABC is selling stock to the public and we aren't. NBC and CBS are trying to keep their AM affiliates lined up with them; television stations which have gone into TV are largely our stockholder stations whom we don't have to worry about. When the first coast(s) of nationwide network facilities Mutual will be ready to serve our affiliates and perhaps before that time we will provide a film service if it is desired. Meanwhile, Don Lee, Yankee, WGN and WOR are forging ahead in television and will be able to serve other Mutual stations, and what does it matter whether they get service from the network as a network or from its stockholder stations?"

Loose TV Networks

Pointing out that the Yankee station (WNAC-TV Boston) has a charter agreement with the CBS Television Network and "may have a similar deal with ABC," both to continue until WOR's video stations are in operation, Mr. Kobak said that for a while at least television network affiliations are going to be much looser affairs than the affiliate-network relationships of AM broadcasting. "This is a good thing," he said. "The better programs a video station can bring into its community from wherever sources, the more television sets will be sold and the faster television will achieve the

Opening Nights on TV

WPIX New York, News TV station, due to begin program service on June 16, has obtained exclusive rights to televise lobby and outdoor activities at World's Fair. Alice Stewart and casters will attend opening nights during the 1948-49 season. A half-hour series of standard format is planned.

No Network Video Now

Coy Tells Graduates How to Aid Radio

EMPHASIZES that FCC "has no Chairman Wayne Coy called upon join broadcasters in raising the level of performance" he spoke Thursday night at the College of Music of Cincinnati, (which conferred upon him the honorary degree of Doctor of Music).

Twelve members of the graduating class received the Bachelor of Fine Arts in Radio Education, making them, Mr. Coy noted, "the first in our nation to achieve this recognition from the field of education for the field of broadcasting."

First Award

The college is the first to award the degree. Its radio department is under the direction of Uberto T. Neely and the faculty is drawn from the staffs of WLW and WSA Cincinnati, the radio and advertising departments of Procter & Gamble and the U. of Cincinnati.

Chairman Coy told the graduates that they "can stimulate the movement for better radio not only as professional musicians and as teachers, but as civic leaders."

"The increased responsibilities of the radio broadcaster in this country have increased, and of heightened social, economic and political problems call for more attention by the radio listener, he continued. "In a democratic society where the people own the radio channels but entrust them to private individuals for operation, the people have a real responsibility in a common effort to insure maximum benefit from those channels."

Cleveland Council Praised

Mr. Coy thought it "fitful to assume, as some have assumed in the past, that the listeners can discharge this responsibility merely by tuning in the programs they like and tuning out the ones they don't like. The listener can play a far more effective and intelligent role than that," he declared, praising the work of the Greater Cleveland Radio Council and suggesting that "similar councils might well be established elsewhere."

He said every school room should be equipped with a radio set, and

powers of censorship," Commission the listening public last week to 70th commencement exercises of the provisioned television as the "electronic blackboard of the future" in the nation's class rooms.

Besides its "incalculable opportunities" for service, Mr. Coy asserted, "broadcasting also offers unique opportunities to minimize the seminization of the trivial and inferior." Today's graduates, he said, "can reflect credit on your alma maters and on yourselves by dedicating yourselves to raising the standards of public taste."

Training Stressed

The coming generation, he said, must be trained to get the most out of the media of mass communication. He continued:

In regard to radio, they should know that radio frequencies are of the public domain and, therefore, part of their heritage; that these frequencies are licensed for listenership, for broadcasters who promise to serve the public's interest, conversationally.

They should know, furthermore, that while the government regulatory agency which licensed them stated that broadcasting's performance during the past week, determined to determine if he has served the public interest, the FCC has no powers of censorship, I can assure you that quite a few years ago, I became familiar with the simple fundamentals of our radio licensing system.

"Parents need to understand that merely depriving children of the use of the radio in the home is not the way to solve the listening problem. The way to meet that problem is to guide the children toward suitable programs."

The broadcasters, for their part, can help by providing suitable programs as an incentive to intelligent juvenile listening. And the FCC, in turn, will encourage every sound endeavor with the schools and parents to meet the radio needs of the community.

The cooperation that resulted in the establishment this week of the support of the Radio Dept. of the Cincinnati College of Music is a shining demonstration of what can be done in this regard. The cooperation of Music is a great compliment to Cincinnati's radio broadcasters as well as to this institution. The broadcasters, the schools, and the parents, working together, can radio an increasingly effective force in American education."

Mr. Coy expressed hope that the college's radio training program "will be widely emulated by other colleges and universities over America."

Strike Continuing At WFLF Stations

Union Enjoined From Picketing By Common Pleas Court

DEADLOCK between the American Communications Association, CIO, and the WFIL stations Philadelphia continued past its fifth week Saturday June 5 with no sign of a break.

On Wednesday the stations saw what the management considered something of a victory when a Philadelphia Common Pleas Court enjoined the union from pickinget except in limited number and places.

The union, whose Broadcast Local 1 claims 43 WFIL engineers on strike, discounted the company's victory by saying the number of picketers prohibited by the court order was more than the union had normally been using or wanted to use.

Union Action

Late Thursday the union started a new action in Federal District Court. This time the suit is against the National Labor Relations Board, which has ordered an election to be held tomorrow to determine whether the International Alliance of Theatrical Stage Employees and Picture Machine Operators of the United States and Canada represents the TV engineers. In this case, ACA sought to enjoin NLRB from holding the election, claiming the bargaining unit to ballot was inappropiate, that the NLRB set the election before holding hearings and that disposition of ACA's unfair labor charges against the stations should be made before holding the election. The suit may also provide constitutional test for provisions of the Taft-Hartley Act which require union leaders to file non-Communist affidavits at the NLRB. It was announced that leaders of the ACA would file the affidavits which claimed the NLRB to omit giving ACA any standing in the election. The irregularities claimed by ACA a hearing on this action will be held today (Monday).

Convention Crisis

The union reported a new development in its effort to prevent the WFIL stations from on-the-scene broadcasting of the political conventions should the strike be on at that time. The union said that the Philadelphia Industrial Union Council, central body of all CIO units in the city, had voted to support any picket lines the ACA would put around Convention Hall and other places during the conventions.

On Tuesday the union did get a cancellation of a commercial telephone to PresidentElect President Candidate Stassen. The station acknowledged the cancellation but said that its newsreel forces nevertheless covered the meeting and gave it coverage as a public service.

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BROADCASTING • Telecasting
**CAPT. UNMOVED**

CURT response by Director J. C. Capt, of the U. S. Census Bureau, to suggestions by broadcasters, associations and legislators that a radio set ownership question be included in the 1950 decennial census is expected to spur rather than halt the bureau.

Extent of the interest shown by broadcasters and advertising groups is expected to be an important factor in the bureau's final decision on a set tabulation. Already more than a dozen Senators and Representatives have contacted Director Capt, who hasn't been overly impressed, judging by his formal acknowledgment to a number of broadcasters who have contacted their Senators and Representatives on behalf of the 1950 radio home tabulation [BROADCASTING, May 31]. Reasons behind the move are the set census were set forth in a letter to Director Capt from Sen. Burnet R. Maybank (D. S. C.).

Among those who asked the Census Bureau last week to include radio in its 1950 project were Sen. Robert F. Wagner (R-N. Y.); B. R. Donaldson, director, Advertising Dept., Ford Motor Co.; Felix W. Costo, director of advertising, Coca Cola Co.; Howard M. Chapin, director of advertising, General Foods Corp.; Sen. Hugh Butler (R Neb.); Rep. Lindley Beckworth (D-Tex.).

**Seattle Ad Club Awards Given In Radio Division**

**But Demand for 1950 Set Census Grows**

Scheduled

Rep. John Taber (R-N. Y.), chairman of the House Appropriations Committee, indicated last week he would hold a hearing on the need of business and manufacturers censuses, with this afternoon (June 7) set as a tentative date.

Funds for the censuses would be included in the next deficiency bill, though immensity of a Congressional recess may complicate the problem.

Business groups argue that the census data provide the basic information needed by all businessmen in analyzing markets.

**Plan WICU Opening**

WICU, video station of the Erie (Pa.) Dispatch, will go on the air this fall on Channel 12 (204-210 mc) with an effective radiated power of 3.02 kw visual, 1.58 kw audio. The station is licensed to Dispatch Inc., of which Attorney Edward Lamb is president and 40% owner. Mr. Lamb's wife holds 15.5% of the stock.

**Treaty on HF Use Ratified by Senate**

SENATE June 2 ratified International Telecommunications Convention with appendices as signed at Atlantic City on Oct. 2, 1949, by the delegates of the United States and by delegates of 77 other countries.

Subjects covered in the convention include revision of the Madrid Convention, reconsideration of the Cairo radio regulations, establishment of an international high-frequency broadcasting organization and the allocation of high frequencies to the service of high-frequency broadcasting.

An orderly system of international rule and practice, which would give assurance to the largest and most efficient use of radio internationally with a minimum of interference and friction in the use of the available airways, is the matter involved.

Sen. Arthur H. Vandenberg (R-Mich.), presenting the documents, told his colleagues that Sen. Wallace H. White Jr. (R-Me.), author of most of the existing radio legislation and "the best informed man in the Senate in respect to the subject matter involved," had approved the treaty after devoting "his recuperating strength during the last three weeks to a careful study of it."

"I believe the Senate will be of the opinion that the Senator's approval of the treaty, which may perhaps be his final formal act in connection with his distinguished public service, deserves the ratification which the committee itself has given," Sen. Vandenberg declared. He pointed out that Sen. White, who is retiring at the end of the present term, reported no opposition to the documents from either government agencies or commercial interests.

The documents revise the Madrid Convention and the Cairo radio regulations and provide for orderly international assignment of the high frequencies.

**NAB Progress**

"NAB has made more progress without any network representation on its board than it ever did with it," Edgar Kobak, MBS president, told BROADCASTING last week. Mr. Kobak commented on a statement [CLOS EED CIRCUIT, May 31]. "Several network chiefs understood to regret associate membership and would like to be active again." He added, "I am not among them and you can quote me on that." When each network had a board member, prior to associate status, Mr. Kobak attended board meetings as an "observer."
NETWORK BOXSCORE

Number of commercials on the four nationwide networks, April 30

<table>
<thead>
<tr>
<th>Network Boxscore</th>
<th>TIME (in millions)</th>
<th>May Additions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor</td>
<td>Program Network</td>
<td>AGENCY Word of attack</td>
</tr>
<tr>
<td>Clancy Multiplex</td>
<td>Double or Nothing</td>
<td>ABC 8:30-9 p.m.</td>
</tr>
<tr>
<td>P. Lillard Co.</td>
<td>Stop the Music</td>
<td>ABC 8:45-9 p.m.</td>
</tr>
<tr>
<td>McKeenan &amp; Young</td>
<td>Surprise Program</td>
<td>ABC 9:15-10 p.m.</td>
</tr>
<tr>
<td>Spaidal Corp.</td>
<td>It's Here Drake</td>
<td>CBS 9:30-10 p.m.</td>
</tr>
<tr>
<td>Touch Co.</td>
<td>The Fabulous Fox</td>
<td>CBS 10-11 p.m.</td>
</tr>
</tbody>
</table>

May Deletions

<table>
<thead>
<tr>
<th>Station</th>
<th>Time (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beneke Bros.</td>
<td>12:15-12:30 p.m.</td>
</tr>
<tr>
<td><em>DLW</em> Sailor</td>
<td>1:30-1:45 p.m.</td>
</tr>
<tr>
<td>Ferry Morse Seed</td>
<td>6:30-7:00 p.m.</td>
</tr>
<tr>
<td>General Mills</td>
<td>7:00-7:15 p.m.</td>
</tr>
<tr>
<td>General Mills</td>
<td>8:00-8:15 p.m.</td>
</tr>
<tr>
<td>John Hancock</td>
<td>9:00-9:15 p.m.</td>
</tr>
<tr>
<td>Kaiser-Frazer</td>
<td>10:00-10:15 p.m.</td>
</tr>
<tr>
<td>Manhattan Sport</td>
<td>11:00-11:15 p.m.</td>
</tr>
<tr>
<td>John Morrell &amp; Co.</td>
<td>7:00-7:15 p.m.</td>
</tr>
<tr>
<td><em>Pharmaco</em></td>
<td>8:00-8:15 p.m.</td>
</tr>
<tr>
<td><em>U. S. Steel</em></td>
<td>9:00-9:15 p.m.</td>
</tr>
</tbody>
</table>

FACILITIES OF KGAK Gallup, KTRC Santa Fe and KOAT Albuquerque, N. M., plus Las Alamos atom project, were highlighted on two-day inspection tour of western stations.

Gaden; WBK Mobile; WJHO Opellka; WTVF Troy; WTBC Tuscaloosa; WMGY Montgomery; WFUN Huntsville; WXAL Demopolis; WWJB Jasper.

2nd Alabama Meet

On NAB Code Held

SECOND Alabama meeting for discussion of the NAB Standards of Practice, which go into effect July 1, was stated last Friday at the call of Henry P. Johnston, WSGN Birmingham, NAB district director and president of the Alabama Broadcasters Assn. Managers of Birmingham stations were invited.

A statewide code meeting was held at Clanton, Ala., May 29 on invitation of G. W. Covington Jr., operating WGWD Gadsden, WCOC Montgomery and WGCW Selma. Co-sponsoring the meeting was Dr. H. I. Webb, WKLF Clanton, former president of AAB.

Rump Discussion

According to reports from some of those present, the Clanton session discussed Alabama radio affairs without going into the code at all. The meeting adjourned after a 2½-hour discussion, no formal action having been taken, it is understood. After adjournment a group of broadcasters remained to discuss commercial policies and a resignation from NAB and formation of a small market association.

Mr. Webb did not reply to a telegram from Broadcasting asking details of the Clanton discussion.

At NAB it was stated that only two resignations have been received in recent weeks, one from the East Coast and one from the Midwest.

Mr. Johnston told Broadcasting most of the stations in the state have supported NAB and the code.

SILVERNAIL TO SPEAK BEFORE FAB MEETING

FRANK SILVERNAIL, radio directory, BBDO, will address the Florida Assn. of Broadcasters during meeting June 18-19 at Orange Court Hotel, Orlando, Mr. Silvernail, luncheon speaker Saturday, will discuss, "An Agency Looks at AM, FM, TV."

Other speakers during the meeting will include Harold Fair, director, NAB Program Department, "NAB Standards of Practice"; J. Allen Brown, assistant director of broadcasting advertising, NAB Small Markets Division, "Problems and Solutions in Small Market Stations" and "Sales Ideas that Produce Profits." Frank Gunther, vice president of Radio Engineering Laboratories Inc., will cover "Formation of FM Networks."

Business to be taken up during the meeting will include changes in the FAB constitution and bylaws and the election of officers for the coming year.

President Glenn Marshall has arranged a cocktail party and barbecue and fish fry.
Are you buying

Lots of Watts or
Lots of Listeners?

SURE, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you’d think nobody in this rich market ever listened to any station but theirs.

But those claims won’t stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this: *W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.*

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want *low-cost-sales* in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.

WITH

Tom Tinsley, President

AM FM

BALTIMORE, MARYLAND

Represented by Headley-Reed
GULF OIL Corp. last week scored a first for one of its newest questions—Can a radio program be successfully aired as a sound broadcast and a television show at the same time? On June 1 Gulf started "We The People" on CBS television network of four eastern stations, as well as on the 118 stations of the CBS AM network—the first time such a two-medium broadcasting of a single program origination has been undertaken on a regular basis. By the end of summer the endless argument of the past few years should be settled one way or the other through the empirical method of actual test.

The first AM-video broadcast of the Gulf series did not clinch the debate, but offered additional argument to the arguments of both camps. Those who contend that dual-transmission will either make the listener feel cheated because he can't see what's going on or bore the viewer with needless detail could point to at least two features of the opening show as upholding their views. Ben (Evel Eye) Finkle was an amusing video guest as he demonstrated the various types of looks with which he "hexes" boxers and ball players, but it is probable that he was much less humorous as a voice only. Maurice Dreier's tests for a perfect steak as told by himself and described by the announcer, sounded round but Mr. Dreier attempts to carry out those tests and read his script at the same time were somewhat less than perfect video entertainment. Probably the strongest argument given to those not married to the idea of AM-TV is that primarily the program, like all aural radio shows, consists of a lot of people reading scripts, which once the novelty stage has passed, will not be accepted by the viewing audience.

With equal justification the proponents of duplications can say that watching someone read a script was a plus value when the someones were Mrs. Spencer Tracy, Edan Abbes, and Fred Allen. The quiet sincerity of Mrs. Tracy as she told at her piano of the death of her fiancé and how her efforts to guide him to a happy, normal life had succeeded not only for him but for thousands of other children treated at the John Tracy Clinic was definitely something to see as well as hear, if one could, giving an extra pleasure to the viewing audience without taking anything away from the listeners.

The bearded, sandaled, and highly publicly-acclaimed author of "Nature Boy" and Edan Abbes, is at the moment news and as such was interesting to watch in action, even if that action was limited largely to rereading his script. But by following the normal practice of its radio career in getting people of current news interest as guests, "We The People" should be able to maintain a regular interest with the video crowd. And anyone who listens to Fred Allen would always welcome the chance to watch his homely but expressive countenance while listening to his nasal witticisms.

But perhaps the best evidence of the successful use of two media to do the same thing at the same time in two ways came from the commercials. When announcer Dan Seymour proclaimed his happiness because "tonight when I want to let you folks know what a great tire that Gulf tire is all I have to do is show it to you," his smiling face on the video screen took nothing from the impact of his words from those who could hear without seeing him.

CCBS Denied

FCC last week refused to consider the Clear Channel Broadcasting Service's brief supporting the Commission proposal to eliminate the use of special temporary authorizations for after-hours operation of limited-time or daytime AM stations [BROADCASTING, May 24]. The rejection was based on CCBS' failure to file its comments in time for participation in the oral argument on the subject early last month.

<table>
<thead>
<tr>
<th>Television Broadcast Service Area</th>
<th>First Quarter 1948</th>
<th>1947 Full Year</th>
<th>Total (Jan. 1, 1947 - Mar. 31, 1948)</th>
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<tbody>
<tr>
<td>CALIFORNIA:</td>
<td></td>
<td></td>
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<tr>
<td>Los Angeles</td>
<td>8,309</td>
<td>7,858</td>
<td>16,167</td>
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<tr>
<td>San Francisco</td>
<td>8</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>Other Cities</td>
<td>5</td>
<td>13</td>
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<tr>
<td>CONNECTICUT:</td>
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<td></td>
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<tr>
<td>Hartford</td>
<td>1,271</td>
<td>2,946</td>
<td>4,217</td>
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<tr>
<td>New Haven</td>
<td>100</td>
<td>100</td>
<td>200</td>
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<tr>
<td>Other Cities</td>
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<td>357</td>
<td>444</td>
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<tr>
<td>DELAWARE:</td>
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<tr>
<td>Wilmington</td>
<td>239</td>
<td>174</td>
<td>413</td>
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<td>DISTRICT OF COLUMBIA:</td>
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<td></td>
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<tr>
<td>Washington</td>
<td>3,538</td>
<td>4,782</td>
<td>8,320</td>
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<td>FLORIDA:</td>
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<td>Miami</td>
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<td>41</td>
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<tr>
<td>Chicago</td>
<td>7,003</td>
<td>13,723</td>
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<td>INDIANA:</td>
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<tr>
<td>South Bend</td>
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<td>Other Cities</td>
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<td>70</td>
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<tr>
<td>KANSAS:</td>
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</tr>
<tr>
<td>Cities Not Stated</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>KENTUCKY:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monroe</td>
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<td>11</td>
<td>11</td>
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<tr>
<td>MARYLAND:</td>
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<tr>
<td>Baltimore</td>
<td>3,267</td>
<td>3,666</td>
<td>7,933</td>
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<tr>
<td>Other Cities</td>
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<td>58</td>
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<tr>
<td>MASSACHUSETTS:</td>
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<tr>
<td>Boston</td>
<td>2,940</td>
<td>1,367</td>
<td>4,307</td>
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<tr>
<td>Other Cities</td>
<td>22</td>
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<td>58</td>
</tr>
<tr>
<td>MICHIGAN:</td>
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<td></td>
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<tr>
<td>Detroit</td>
<td>2,613</td>
<td>4,852</td>
<td>7,465</td>
</tr>
<tr>
<td>Other Cities</td>
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<td>36</td>
</tr>
<tr>
<td>MINNESOTA:</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>1,373</td>
<td>400</td>
<td>1,773 (only)</td>
</tr>
<tr>
<td>(Minneapolis 1,773) only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MISSOURI:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>40</td>
<td>40</td>
<td>80</td>
</tr>
<tr>
<td>St. Louis</td>
<td>2,075</td>
<td>4,090</td>
<td>6,165</td>
</tr>
<tr>
<td>NEBRASKA:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cities Not Stated</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>NEW JERSEY:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newark</td>
<td>10,277</td>
<td>22,158</td>
<td>32,435</td>
</tr>
<tr>
<td>Trenton</td>
<td>262</td>
<td>1,159</td>
<td>1,421</td>
</tr>
<tr>
<td>Other Cities</td>
<td>1,533</td>
<td>3,683</td>
<td>5,216</td>
</tr>
</tbody>
</table>

HEAVY concentration of television set deliveries since Jan. 1, 1947, in the New York-Newark area is shown in a survey conducted by Radio Manufacturers Ass'n. The survey covers shipments of TV receivers by manufacturers. They break down deliveries into first quarter of 1948 and full year 1947. Deliveries figures show roughly the location of TV receivers, though they are not complete since RMA membership is believed to represent about 90% of production. Output in 1946 was small.

Ranking next to New York-Newark in TV set deliveries area is Philadelphia, followed by Chicago, Los Angeles, District of Columbia, Detroit, Baltimore and St. Louis.

See television set shipments by areas (states and cities) opposite:

TOTAL SHIPMENTS* 106,136 162,181 268,317

*Broadcasting * Telecasting
Ladies with names like "Frankie" usually have colorful personalities and Frankie Coykendall, time and space buyer for the Portland office of Botsford, Constantine & Gardner, is certainly no exception to the rule. And in this case, radio salesmen have learned the truth of the phrase "never underestimate the power of a woman!" Frankie started with one of the local newspapers in 1918, went on to a job with the AAAA in New York and, in the Fall of 1924, joined Botsford, Constantine & Gardner as media director. Women are supposed to change their minds frequently, but here again, Miss Coykendall upsets tradition. One of BC&G's accounts has been on NBC and KGW for more than 15 years. Must have done the job for the client, a food processor. Speaking of jobs, employment in Oregon is up six percent over 1946 and still rising. And, Frankie, we hope you stay on the job for many more years to come!
WMOA REPORTED SOLD TO CAA EX-DIRECTOR

WMOA Marietta, Ohio, was reported sold last week by Howard L. Chernoff and his sister, Mildred Chernoff, to William G. Wells, deputy director of the flight information service, Civil Aeronautics Administration, for approximately $70,000.

Hugh M. P. Higgins, NAB assistant director of Broadcast Advertising, will be station manager under the new ownership and also will have a minority stock interest. Mr. Wells will be general manager. The transaction is subject to the customary FCC approval.

WMOA is a Mutual affiliate operating on 1490 ke with 250 w power. Mr. Chernoff has been managing director of the West Virginia Network, headed by John A. Kennedy, and is now general manager of KSDJ San Diego, recently acquired by Mr. Kennedy. His sister is president of Marietta Broadcasting Co., licensee of WMOA.

Both Veterans

Both Mr. Wells and Mr. Higgins served in the armed forces during the war. Mr. Wells was a lieutenant colonel in the communications division, Army Air Forces. Mr. Higgins, a major in the Army, formerly was sales and program promotion manager for NBC Washington.

The transaction was arranged by Blackburn-Hamilton Co., station brokerage firm. The FCC transfer application is being prepared by the Washington law firm of Miller & Schroeder, representing Messrs. Wells and Higgins, and Cohn & Marks, which represented the Chernoffs in the deal.

2 Daytime Grants; Both Are in South Humboldt, Tenn., Seneca, S. C. Applicants Given CP's

CONSTRUCTION permits for new daytime only standard stations at Humboldt, Tenn., and Seneca, S. C., were granted last Thursday by FCC Reinstatement of KELN Ely, Nev., also was approved, along with improved facilities for WGAT Utica, N. Y.

Humboldt-Milan-Trenton Broadcasting Co. received the Humboldt authorization, for 250 w daytime on 740 kc. Grant is subject to engineering conditions and to any interference which might be encountered if application is given to a request of Mississippi Projects Inc. for new station at Greenwood, Miss. The Seneca grant, for 1 kw daytime on 1150 kc, went to Blue Ridge Broadcasting Co. Inc. KELN, as signed 250 w fulltime on 1230 kc, had been deleted March 30 by FCC for failure to file completion date extension but Boulder City Broadcasting Co., owner, plans now to complete the installation and sell to local group at a price not to exceed $15,000. Firm is licensee of KRAM Las Vegas.

WGAT was granted change of frequency from 1100 kc to 1310 kc, increase in power from 250 w to 500 w night and 1 kw day and change of operation from daytime only to fulltime. Station will use directional array at night. Comr. George E. Sterling voted for hearing.

The Principals

Principals of the Humboldt permittee include J. Frank Warmath, attorney, president and 50% owner; Thomas N. Hobbs, with “Reconstruction Finance Corp., Nashville, secretary-treasurer and 50% owner, and Robert S. Kelly, former manager of the Nashville United Press Bureau, vice president and general manager. Mr. Kelly holds option to purchase one-third interest. Estimated cost of the station was given as $31,000.

Blue Ridge Broadcasting is composed of J. A. Gallimore, publisher of the weekly Seneca Journal, president-secretary and 50% owner, and his wife, Virginia F. Gallimore, publisher of the weekly “Seneca Courier” at Washalla, S. C., treasurer and 50%. Estimated cost of the station is $19,000.

The reinstatement of KELN at Ely was conditioned upon the applicant's agreement to satisfy legitimate complaints of blanket interference occurring within the 250 mv/m contour plus fulfillment of certain antenna specifications. Boulder City Broadcasting also is former licensee of KBNE Boulder City, Nev., which was withdrawn in late January for financial reasons [BROADCASTING, Feb. 2].

The firm stated the Ely venture also had become unsound economically for an outside operator but since a local service is needed it would appear that Ely residents could run the station successfully. The local group proposed to take over the station was not identified.

Robot Operator

ENGINEERS at WHBF Rock Island, Ill., headed by Robert J. Sinnett, have developed a "robot operator" which virtually eliminates interruptions of programs on both AM and FM stations. In the event of failure of the regular WHBF transmitter, automatic device goes into action and transfers operations to the auxiliary unit. Robot performs in a few seconds some 20 switching operations which normally require about two minutes to handle manually. Switchback can be effected without a break in program's continuity.

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 with your sales problem.

ABC AFFILIATE
5000 W • 980 KC
National Representative
THE KATZ AGENCY, Inc.

And WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy

Page 34 • June 7, 1948
There's a lot more to it than this...

The full calendar pad and the accurate wrist watch—these mark today's salesman just as surely as the blanket and feather marked yesterday's Indian.

But when that salesman is a Weed and Company representative, these symbols of business-like efficiency are just a small fraction of the complete picture... There's a lot more to it.

There's the product he sells—national Spot Radio, an enormously complex advertising medium but one of today's best and most economical sales-makers for those who use it correctly.

There's the experience that enables him to present that product in the right way... for what it can do for you as a radio advertiser interested in making money. And behind the experience there are the two vital factors that created it: knowledge and hard work. You can depend on them to produce results in any type of business. You can't get along without them in Spot Radio. That's what makes Weed and Company service so valuable to any advertiser.

Weed and Company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

June 7, 1948 • Page 35
HINCKLEY, McKinney SELL WKJG HOLDINGS

WITHDRAWAL of Robert H. Hinckley, ABC Washington vice president, and Frank E. McKinney from part ownership in WKJG and WKJG-FM, Fort Wayne, Ind., is reported in application filed with FCC last week for acquisition of control by William A. Kunkel Jr.

Messrs. Hinckley and McKinney, substantial stockholders in WISH and WISH-FM, Indianapolis, sell 150 shares (15%) and 300 shares respectively in WKJG at $110 per share to Mr. Kunkel, president and holder of 17.5%. Mr. Kunkel is also president and chief officer of the Journal-Gazette Co., publisher of the daily Fort Wayne Journal-Gazette.

Sellers stated they wished to devote their "financial interests and energies" to WISH. Mr. McKinney is president and 31% owner of WISH while Mr. Hinckley holds 21.5%.

Remaining interest in the Fort Wayne station is held by Samuel D. Jackson, secretary. 17.5%; Frank H. McHale, 10% owner of WISH, 17.5% and Virgil M. Simmons, 2.5%. WKJG is assigned 5 kw on 1380 kc and is a Mutual affiliate.

HAND MOISTURE PRE-TEST

New Research Company Measures Palm Moisture
To Determine Reaction to Advertising

"BY the sweat of their palms ye shall rate them," could be the motto of Gilliland, Ranseen, Wesley & Ragan, Chicago research company which measures palm moisture as an index of emotional reactions to radio commercials or printed ads.

Process explained last week to the New York chapter of American Marketing Assn. by Walter P. Wesley, president of the research firm, utilizes the "electro-psycho-graph", a device not unlike the lie detector, for recording "autonomic nervous system responses" to ads on a moving tape as a line whose swings to the right indicate an urge to action and to the left a feeling of relaxation. As a means of pre-testing advertisements and determining the relative "arousal values," the method produces results which correlate highly with sales tests of pulling power, Mr. Wesley said. He added that his method does the job in a week or so, in contrast to the months required for sales testing an ad or campaign.

Respondents are tested individually in the firm's laboratory, he said, with an interview following each electro-psycho-graph test. Tests may run for as long as the subject remains interested, he said, with the usual test covering six printed ads or three minutes of radio commercials.

For this normal test is $25 a person, he stated, with the usual complete testing of a campaign costing the firm from $10,000 to $25,000.

Mr. Wesley illustrated his talk with "arousal graphs" of a number of commercials, including a Leaf Gum announcement which hit high arousals when the name was spelled and when the vocalist sang "the flavor lingers longer"; a General Foods program in which the entertainment was far more stimulating than the commercials; a combination of jingle and straight commercial in which every change from song to prose aroused a strong reaction.

One commercial for a movie camera hit its arousal peak with an appeal to parents stressing "natural colored pictures of your baby," he reported, but immediately plummeted to a dip from which it never recovered by adding "you can get the rest of the family and friends into the picture, too," This clearly proved the danger of changing the copy appeal during the commercial, Mr. Wesley said. He reported that tests have shown 30 seconds to be the best length for commercials in most cases.

HAPPY with new job appointments are Dan Schmidt 3d Ill., who has been named southeastern district manager of George P. Hollingbery Co., and Fred Hague, who leaves that position to become sales manager of Hollingbery's New York office. Mr. Schmidt, who will headquarter in Atlanta, Ga., formerly was WCON Atlanta and NBC recording division. Mr. Hague has been with the firm since 1937. Hollingbery also has announced its appointment as representative for WGST Atlanta, effective June 15.

Special Edition

SPECIAL 32-page tabloid style paper was printed by Eureka Newspapers Inc. on the 15th anniversary of KIEM and inauguration of KRED (FM) Eureka, Calif. Paper covers FM, station personnel and facilities. KRED has 4000 watts on Channel 242 (95.6 mc) and both stations are owned by Redwood Broadcasting Co.
New LOOK in Boston

WBZ-TV

From Boston's new Radio and Television Center comes this new Westinghouse service, Video for a 500-square-mile area... all of metropolitan Boston and far beyond... more than 3,000,000 people! WBZ-TV is the eastern anchor of the NBC Television Network.
CHECKS totaling $9,000,000 go to Robert Kinster III, ABC v. p., from Dillon, Read & Co., for stock, and Prudential Life Ins. as loan. L to r: F. H. Brandt, of Dillon, Read; Herbert Hanschka of Prudential, Nicholas Priaulx, ABC v. p.

SEAGOING disc jockey of KULA Honolulu, Captain Al III, returns from a visit to neighboring islands with Chief Engineer "Johnny" Johnson (center) and Skipper Bud Thompson. He records native talent for his show.

PERTHUR of "Life," Andrew Heiskell (1) and Sidney Strat, NBC TV v. p., arrange for telecasts of Democratic and Republican conventions TV coverage sponsored by "Life."

PRESENTATION of Massachusetts Peabody Award to Yankee Network for its series, "The Yankee Network Institute." are (1 to r) Lawrence Concoran, state chairman, American Bar Assn.; Robert Segal, Bar Assn. moderator; James S. Twars, director of "Yankee Network Institute."; Robert Price, public information head, Bar Assn.; Mrs. Dorothy Krause, state chairman, Peabody Awards committee; Albert West, Bar Assn. moderator; Harley W. Wheelright, public relations director, Massachusetts Memorial Hospitals.

ARRANGING for WGN-TV Chicago telecasts of Northwestern U. football are (1 to r) Bob Volga, N. U. coach; Paul Fogarty, WGN-TV sports producer; Ted Payne, N. U. athletics director; Jack Brickhouse, WGN-TV sports service head; Ted Mills, WGN-TV program coordinator.

KGO-TV San Francisco is discussed by (1 to r) Gayle Grubb, KGO manager; Mark Woods, ABC president, and Lee Eller, chairman, S. F.'s World Trade Center Authority.

ANOTHER year on KLAC Hollywood for Tilfords Restaurant is planned by (1 to r) Fred Henry, KLAC program director; T. D. Harper, Tilford's owner; Sandy Woolf, Woolf Adv. head.

INSPECTING WWJ-TV Detroit facilities are members of George P. Hallingbery Co., with Harry Bonnistler (1, foreground) WWJ manager, as guide. Visitors (back row, 1 to r) are F. E. Spencer Jr., Warren Nelson. Tom Welstead. Frank McCarthy is at lower right.
PRESENTING a full range of studio productions and remote pick-ups... every type of telecast, serious drama to comics, sports and variety shows, celebrity interviews, homemaking, beauty, etiquette... plus the finest News pictorial reporting of the latest events and happenings... over New York's newest and best equipped station... WPIX offers unusual opportunity for advertisers. Program and advertising rates on request.

WPIX • 220 E. 42nd St., New York City or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.
WHEN IT RAINS, IT POORS*

That's applicable to a lot of situations—both personal and business.

When an account begins to "click", then the register rings. That's why more and more accounts are turning to WHHM—the station where sales take hold and where the audience acts.

Let the experience of others guide you in Memphis—

Use WHHM and make it always fair weather for sales.

WHHM
Independent - but not aloof
MемPHIS, TENNESSEE

PAUL MCDONALD, general manager
FORJEE & CO., representatives

* A Tip of the umbrella to Morton's Salt

(Continued from page 14)
Five Telecasts Net 87 New Service Accounts for Davis-Buick!

Co-sponsoring the A's and Phillies baseball telecasts this season over WPTZ was a new experience for Philadelphia's oldest Buick Dealer, Davis-Buick Company. In fact, for 32 years the firm had stuck pretty closely to newspaper, direct mail and billboard advertising.

According to the J. Cunningham Cox Agency who placed the account, the sponsor was somewhat dubious about getting much in the way of direct results. As a result, all Davis-Buick commercials have been heavily on the "institutional" side—no special inducements...no prices...no shirt-sleeve selling.

After the first five telecasts, however, Davis-Buick discovered that the company had added 87 new service accounts directly attributable to television!

As a further check on television's pull, Davis-Buick offered a reprint of "Casey at the Bat" during the course of two telecasts. As this is written, they have received over 1000 requests to date with every mail bringing more letters and cards!

It's more than likely that television can do a comparable selling job for your client's product. WPTZ's nine years of experience in television broadcasting and the second largest television audience in the country offer an excellent opportunity to thoroughly test television as a selling medium. Drop us a line for the complete story.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Pa.

Telestatus
(Continued from page 40)

Proposed Allocation

Community

Channel: No. Fnd.

Muskogee

13-2

Oklahoma City

2, 4, 5

Ponca City

11 None

Shawnee

7

3, 6, 8, 10

OREGON

Astoria

7-2

Baker

9, 12

Bend

13 None

Eugene

2, 4, 5

Klamath Falls

5, 6

La Grande

5

Marshall

6, 8

Medford

3, 7

Pendleton

5

Portland

3, 6, 8, 10

The Dalles

11 None

Pennsylvania

 Altoona

1, 4, 7, 9 None

DuBois

5, 11 None

Easton, Allentown

13-2

Bethlehem

8-2

Erie

12 None

Harri sburg

10-2

Hazelton

None

Johnstown

12-2

Lancaster

None

Philadelphia

3, 6, 10, 12

Pittsburgh

3, 6, 10, 12

Reading

5-2

Scranton-W. Barre

11, 13

Wilkes Barre

3, 12 None

York

8-2

1 Lewistown Broadcasting Co. says Altoona’s Channel 7 or DuBoise’s No. 11 can be used as community channel at Lewistown, or Channel 12 can be inserted at Lewistown.

2 Presque Isle Broadcasting Co. asks No. 3 be added at Erie.

3 Hazelton Broadcasting Co. asks No. 2 be added for community use.

Exchange of No. 3 and 2 between Scranton and Williamsport has been suggested by Louis O. Hiltmier, Wilkes-Barre, and Wyoming Valley Broadcast- ing Co. also Wilkes-Barre, Wyoming also proposes Channel 6 be added at Wilkes-Barre and suggests No. 13 might be moved from Williamsport to Wilkes- Barre. WPPG, Philadelphia opposes use of No. 3 at Scranton-Wilkes-Barre. Ap- palachian Co. asks No. 3 be added at Scranton.

Westinghouse Radio Stations Inc. opposes use of No. 8 at York. Company plans to seek commercial and experimental grant for Stratovision using Channel 8.

Proposed

Community

Allocation

Channel: No. Fnd.

RHODE ISLAND

Proviiience

11

1 Cherry & Webb Broadcasting Co.

Community

Allocation

Channel: No. Fnd.

SOUTH CAROLINA

Charleston

7, 10, 13

Greenville

7, 10

Spartanburg

5-2

Sumter

5-2

Note: William E. Hall, Anderson, asks Nos. 8 or 9 be allocated for Anderson.

SOUTH DAKOTA

Aberdeen

3, 5, 7, 11 None

Lead

2, 4, 5

Mitchell

11, 13

Pierre

9, 12

Rapid City

9, 12

Sioux Falls

5, 9, 12

Watertown

10, 13

Yankton

6-2

TEXAS

Bristol

16

Chattanooga

3, 6, 10

Clintondale

12 None

Dyersburg

5-2

Jackson

11, 13

Johnson City

None

Knoxville

2, 4, 8, 11

Memphis

2, 4, 9, 5, 7, 9

Nashville

6-2

San Antonio

None

Arlington

4, 7

Waco

4, 5, 9

Galveston

9, 11, 13 None

Houston

4, 5, 7, 9

Laredo

5, 7, 11

Lubbock

3, 8

Santa Fe

5, 7

San Angelo

13

San Antonio

4, 5, 7, 13

Sherman

7

Sweetwater

6

Tej while

7

Tempe

7-2

Texas (See Arkansas)

Tyler

5-6, 9

Victoria

7, 9

Waco

3, 6, 10, 12

Weslaco

4, 7

Wichita Falls

8, 10

1 Addition of No. 10, or other channel, to Dallas is sought by City of Dallas. As an alternative, Channel 12 channel be allocated to Dallas-Port Worth area. The City of Fort Worth and Dallas channels, with addition of one, suggests by Texas Television, which said it was based on the necessity for a channel at the following dates: November 10, 1948, November 13, 1948.

2 Move of No. 13 or one of other channels to Galveston sought by Shamrock Broadcasting Co., Texas Television Co., Houston and Imperial Broadcasting Co. and Harris County Broadcasting Co.

9 POPULAR STATIONS

Each leader in its own community, each influential and progressive, make up the South West Network serving Southern New Mexico and West Texas. Here's a prosperous area you can't afford to overlook, an area that can be best and most economically be radio-covered by the Southwest Network. We would welcome the opportunity of giving you the complete story on Southwest Network.

The Southwest Network


2020 RIBOAL D9. EL PASO, TAM. TAAYLOR - HAYE - SNOWDEN - REPRESENTATIVE

Broadcasting - Telecasting

FITZPATRICK TO DIRECT TELEVISION RESEARCH

Leo J. Fitzpatrick, majority owner and chairman of the board of WGR Broadcasting Corp., Boro- falo, N. Y., has been appointed di- rector of television research of the United Detroit Theatres Corp. Mr. Fitz-

patrick, who lives in Detroit, will leave soon for Hollywood for a six-week television course at Paramount Pictures Inc., of which United Detroit is a subsidiary.

In making the announcement of the appointment, Earl J. Hudson, president of the theatre corp., said: "We believe there is a very close relationship between television and the motion picture industry. In seeking to person this head to this very vital division of our varied interests, we selected Mr. Fitz-

patrick on account of his close affiliation with every phase of radio and his thorough knowledge of the broadcasting business, based upon 25 years experience. He will have complete charge of our re- search and television development in this area."

Mr. Fitzpatrick started in radio in 1923 at WDAF Kansas City and went to WJR Detroit in 1925 as program director. When the station was purchased by G. A. Rich-

ards, Mr. Fitzpatrick was made vice president and general manager and remained in that position un-

til 1946. A short time later he bought the controlling interest in WGR. In 1935-36 Mr. Fitzpatrick served as president of NAB and was also a member of the first Federal Radio Conference Committee.

a WNR sports quiz show produced by Jack Barry titled "The Joe DiMaggio Show," and featuring Joe DiMaggio has been "less than successful", and when making the rounds of various advertising agencies.

Page 42 • June 7, 1948

WCHS

Charleston, W. Va.
all key circuits in just two drawers!

... in the NEW Westinghouse 10 Kw FM Transmitter

Mr. Darrel Massey can help you in the Southwest. Your Westinghouse Salesman has complete facilities at his finger tips to help you with broadcast problems—ranging from planning to operation. Mr. A. Darrel Massey, one of several Westinghouse Sales engineers, ably assists him in the southwestern area. His knowledge is backed by five years of commercial broadcasting experience, more than five years as a civilian radio engineer with the Navy, and association with the Westinghouse Industrial Electronics Division since 1946.

No other transmitter gives you the important benefit of all key circuits in just two drawers*. It's exclusive with Westinghouse and it offers you these advantages:

- your transmitter won't become obsolete . . . important FM developments are added to your unit by a simple drawer replacement.
- you stay on the air . . . while one unit is being serviced, a stand-by can be slipped readily into place.
- maintenance and inspection are easier . . . plug-in cables are long enough to permit inspection while the chassis is in operation.
- tube selection is unnecessary . . . any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit*.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment . . . that cut your installation costs, simplify maintenance and keep you on the air.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

Here are more of these advantages!

- replace tubes in a matter of seconds
- easiest in the industry to inspect and service
- "finger-tip" reach for all tubes from the FRONT of transmitter
- only one control to adjust output power
- entire unit in only 3 cubicles cuts installation costs

FIRST OF ALL...

Westinghouse
PLANTS IN 35 CITIES ... OFFICES EVERYWHERE

BROADCASTING

[Image of a person]
SEVEN new commercial television stations were authorized last Wednesday by FCC including five grants which constitute initial video stations in the respective cities.

Two of the seven permits went to R. L. Wheelock, W. K. Pickens and H. H. Coffield, independent oil producers, doing business as Phoenix Television Co. and San Antonio Television Co., Phoenix and San Antonio, respectively, with Channel 5 (76-82 mc) assigned in both cities. The Phoenix permit is the first granted there while the San Antonio grant is the second made in that city.

Other cities which received their initial TV outlets are Davenport, Iowa; Greensboro, N. C; Oklahoma City and Tulsa, Okla; Seattle, Wash, also was granted its second video station.

Central Broadcasting Co., licensee of WHO Des Moines and television applicant there, received Channel 2 at Davenport, Iowa it is affiliated in ownership with WOC Davenport. One application is pending in Davenport area with three channels proposed still available.

Greensboro News Co., permittee of WFMX-FM Greensboro N. C. and publisher of the daily News and Record, was granted Channel 2 (54-60 mc). No applications pending there the proposed channel remains open.

WKY Radiophone Co., licensee of WKY Oklahoma City and owned by the Oklahoma Pub. Co., received Channel 7. Parent firm publishes daily Oklahoman and Times and is owned by E. K. Gaylord and associates. Three of the four proposed channels are open now; one request is pending.

KOMO Grant

Fishers Blend Station Inc., licensee of KOMO Seattle, was granted CP for Channel 2 (64-60 mc). Radio Sales Corp., licensee of KRSC Seattle, earlier was assigned Channel 5. Two Citizens appeal for the two remaining proposed facilities.

George E. Cameron Jr., independent oil producer, was assigned Channel 6 (82-88 mc) at Tulsa. Two requests are pending there for the three remaining proposed facilities.

There remain four proposed channels for Phoenix with one application pending while at San Antonio, where six channels have been proposed; there are two requests on file for the three channels still open. Southland Industries Inc., licensee of WOAI San Antonio, earlier was granted Channel 4. Messrs. Wheelock, Pickens and Coffield also have video applications for New Orleans and Corpus Christi.

The new TV grantees:

Davenport, Iowa—Central Broadcasting Co., Channel 5 (76-82 mc), effective radiation power 1500 kw, antenna height above average terrain 350 ft. Initial estimated cost of construction $254,311, first year operating cost $200,000, revenue for first year $78,000. Grantee is licensee of WOC Des Moines and is 25% owner KMA Shenandoah, Iowa, B. J. Palmer, president and 25%, owner of Central Broadcasting, and his son, B. D. Palmer, vice president-treasurer 51.5% owner, each is 50% owner WOAI and WFMX-FM Newport. Mrs. B. J. Palmer owns 7.5% of Central and some 10% more is held in family trust.

Greensboro, N. C.—Greensboro News Co., Channel 2 (54-60 mc), visual 17.5 kw, aural 8 kw, antenna 400 ft. Initial cost $171,500, first year operating cost $80,000, revenue unknown. Grantee is partnership of R. L. Wheelock, W. K. Pickens, H. H. Coffield, independent oil producers, and John B Mills, oil producer, owner of part of several southwest hotels.

San Antonio, Tex.—San Antonio Television Co., Channel 7, visual 17.5 kw, aural 8 kw, antenna 400 ft. Initial cost $194,500, first year operating cost $90,000, revenue unknown. Grantee is partnership of R. L. Wheelock, W. L. Pickens, H. H. Coffield, independent oil producers, and John B Mills, oil producer, owner of part of several southwest hotels.

Seattle, Wash.—Fishers Blend Station Inc., Channel 2 (54-60 mc), visual 16.5 kw, aural 8 kw, antenna 365 ft. Initial cost $254,855, first year operating cost $100,000, revenue unknown. Grantee is licensee of KOMO Seattle.

Toledo, Ohio—George E. Cameron Inc., Channel 6 (82-88 mc), visual 10.5 kw, aural 5 kw, antenna 625 ft. Initial cost $100,000, first year operating cost $50,000, revenue unknown. Grantee is solely by George E. Cameron Jr., independent oil producer. He has agreed to assist 15% interest, equal to N. H. Alvarez and John B. Hill for services rendered.

Members of AFRA Vote In Four Major Cities

AFRA members in New York, Chicago, Los Angeles, and San Francisco will vote in an NLRB referendum this week to determine whether the union is to continue as collective bargaining agent for U. S. radio artists. The New York area balloting is scheduled June 4th through June 7th.

New York radio performers may vote in Room 694 in the RCA Building, 30 Rockefeller Plaza, from 9 a.m. to 6 p.m. daily. All AFRA national contracts have contained union shop clauses since the union was founded in 1937, but under the Taft-Hartley Law an NLRB election must be held if the clause is to be retained.

Also on the June agenda of AFRA's New York local is the election of nine representatives to the union's national board, and 104 delegates to the 1949 AFRA convention to be held in Boston in August. Candidates follow:

American Radio has a universal appeal. Generations now growing up learn to switch the radio on almost before learning to walk and talk.

Because of this ready acceptance radio offers programs built for all ages of people. Each age group must not only be treated as potential consumers but, first of all, must be offered an entertainment fare palatable to their varying tastes.

As a service to the public and as a means of the advertiser reaching his selected market WGN presents such shows as:

Funny Paper Party * Youth Looks Up Citizens of Tomorrow * Juvenile Jury Swinging at the Sugar Bowl Adventure Parade * Family Theatre

Other shows not listed above and still others not even on the air we will gladly present to you to help solve your problems.

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11 Illinois
50,000 Watts
720 On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 * 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
It tells the story...

NATIONAL “SELECTI

We said, “Give this great business a name worthy of its size.” Agencies, station owners, publishers responded. They recognized the confusion, the double meaning of “National Spot” as a name to describe one of the greatest advertising mediums ever known. Their overwhelming approval and choice was for National Selective Broadcasting.

PAUL H. RAYMER COMPANY, Inc.
Incredible as it may seem, recent surveys show that ninety-one per cent of the advertising managers, the men who buy your time, don’t know what “Spot” radio is. Moreover, they injuriously believe it to be limited to something it is not. They call it “CBs,” “1-Ms,” “spot announcements,” “jingles,” “nuisance advertising,” or some leftover stuff—a means of covering ever narrowing concentric circles.

And in Canada, thanks to the hundreds of letters written by All-Canada Radio Facilities, seventy-six per cent of the replies came out flatly for adoption of the name National SELECTIVE Broadcasting.

To you “Spot” means something far bigger than just chainbreaks or announcements—but to your employees and to advertisers who buy your time, “Spot” will always mean simply—announcements or spots on your schedule.

National SELECTIVE tells the story. It’s not a short, trite or catchy name, but why should it be? It properly describes a means, a system of national advertising that competes with the greatest media—newspapers, magazines and networks. Selective broadcasting offers advertisers economies, direction and control not possible with any other means of selling goods to the nation. With it and it alone the advertiser can

- SELECT his markets
- SELECT his stations
- SELECT his talent
- SELECT his program
- SELECT his time
- SELECT his commercial

This is National SELECTIVE Broadcasting.

You may ask—why this campaign to change the name? Because you and we want more program business. We value announcements but we want more programs—big name ones sponsored by truly national advertisers on a national selective basis. Before you get any substantial increase in such business, you and your sales representative must have a name for it that advertisers can understand.

Let’s get away from this little, this belittling word “Spot” with its double meaning and ambiguity. Let’s give this great advertising medium a name worthy of its size. National SELECTIVE Broadcasting tells the story.

If you agree, or disagree, your opinion will be very much appreciated.

- Radio Advertising • New York, Boston, Detroit, Atlanta, Chicago, Los Angeles, San Francisco
Editorial

Voice With an Accent

IT NOW should be evident that more people in these United States have read and heard about the Know North America series broadcast under the aegis of the “Voice of America” than ever listened to the series when it was beamed last winter to South America. The Congress blew its top when Senator Capehart (R-Ind.) exposed the series—months after the broadcasts over NBC’s South American team. And the State Dept. is totally relying to get more appropriations. The Department is now out to get what former Assistant Secretary of State Bill Benton couldn’t pull over—an American BBC in international broadcasting.

Congressional hysteria is understandable. The broadcasts were abominable. NBC thought the State Dept. was checking. State Dept. said NBC was doing the job. But, since no complaints were received from American residents in the Latin American nations, nor from Latin listeners, nor from our embassies and legations, we ask, “who listened?”

We have long contended that the “Voice of America” broadcasts are subversive. That goes for the impoverished European nations to an even greater degree than to the peoples in Latin America. We haven’t the slightest notion as to how many receivers there are in Europe capable of picking up our shortwave beams. We don’t know how many frequencies the Russians are using. We don’t know whether they listen only to our newscasts or to specially produced programs. All we do know is that it is a lot of money and that the “Voice” has continually navigated in Congressional hot water.

Wallace Lippmann, the eminent journalist, forewarned months ago that the State Dept. would get into trouble if it took responsibility for radio programs. Now, after the Know North America fiasco, he insists that the only scripts that the Department ought to have anything to do with are speech Democratic press interviews dealing with foreign affairs.

We agree with Mr. Lippmann. And we suggest that this can be done most effectively in one or the other of two ways. One is to have the Government hire the private-owned international broadcast stations to be broadcast in the various foreign tongues, just as any other client contracts for time. This would set no precedent, for the Government is an advertiser. The international NBC does set a precedent—and a dangerous one—for it permits the Government into radio on an operating basis. And how much of a legislative haul is it from international domestic operation?

Our Respect to—

JOHN JAMES VAN NOSTRAND JR.

HAD SON followed father, the name of John James Van Nostrand Jr. would today be stencilled on the glass door of a legal firm’s office. Since that was not the case, his name is listed on Sullivan, Stauffer, Colwell & Bayles stationery as vice-president in charge of Hollywood operations.

Son of the retired San Francisco jurist Superior Judge John J. Van Nostrand Sr., Jack Van Nostrand had no leaning to law books. He wanted to be a writer.

Life is a lot simpler today for Mr. Van Nostrand, who renounces when he was writing a dozen shows a week and produced several as well. Besides handling business details of the agency’s West Coast office, he today directs the weekly ABC Major of the Town, with Lionel Barrymore (Noxema); edits scripts and supervises production of NBC Hollywood Star Preview (Whitehall Pharmaceutical Co. for Ancinac); and keeps a finger on the Jimmy Fuller Show on ABC and MBS (Ester Products Inc. for Arnada).

Born in San Francisco Aug. 24, 1905, he attended grade school in that city. Graduating from Lowell High School in spring of 1922 he went to sea for several months to gain raccoon for his writing career. After his first voyage he enrolled in the College of Commerce at U. of California at Berkeley in 1922. And along with participating in other campus activities, he became an associate editor of The Daily Californian.

When he was offered a job as reporter on the old San Francisco Bulletin in 1924 he left college. After 12 months with that daily newspaper, he shifted to the Anglo-California Bank for a two year association.

The urge to do creative writing persisted. So in summer of 1928 the courageous unknown hied himself to Hollywood to crash the movies as scenarist. It didn’t pan out. So he became a dramatic critic and did freelance writing. It was during this time that he wrote a series of humor articles for Game & Gossip, popular regional “slink” magazine of the day. Xavier Cugat did the illustrating.

C. Ellsworth Wylie, advertising manager of Game & Gossip, took an interest in young Van Nostrand. When the magazine ceased publication, Mr. Wylie became manager of KFI Los Angeles, key station of Don Lee Broadcasting System, then Western outlet for CBS. This was the radio turning point in Mr. Van Nostrand’s career.

Mr. Wylie offered him a job as continuity (Continued on page 50)

BROADCASTING • Teletacing

Log-Rolling

ALTHOUGH the number of newspapers charging stations for publishing program logs has increased in the past three years the trend is by no means general, results of a survey conducted by the Research Committee of the Newspaper Advertising Executives Asn. show.

Of the 305 dailies replying to a questionnaire conducted by the Asn. 34 percent of the respondents are definitely against the move and 49 are undecided. Only 74 contemplate the step. Chief reason given by papers against commercialized logs is the admitted “reader interest.”

Gleaned from the survey is the obvious fact that broadcasters who weekly accept a charge are doing a disservice to radio everywhere as well as to their own stations and listeners.

Seven of the 30 cities reported charging for logs said there was no opposition from stations. Changes in the three papers deciding against the charge cited “opposition of readers”.

Station managers know they are right in their contention that logs are news. They should defend that right. They can’t expect listeners to demand publication of radio logs if they themselves are against it.

The poll proves again that the majority of newspaper editors feel their responsibility to the public is to publish the news. They know the logs are news. The axioms of ethical journalism has always been that news is news.

The boldest among newspapers is the New York Times. It publishes “All the News That’s Fit to Print.” It runs New York logs in full daily and on Sundays for the entire week ahead.

The ‘Sleeper’

FOR WEEKS there has been talk of a compromise between White House and White H. White Jr. (R-Me.) of the Senate Interstate Commerce Committee, and Sen. Ed Johnson (D-Col.) would get together on their respective radio bills as a means of whimping through legislation at this session.

They got together last Tuesday. The result is a polygot “sense of the Senate” resolution (S.Res. 246) which combines the most objectionable provision of the moribund White Bill with the original Johnson clear-channel break-down bill. It is difficult to conceive of a more abortive thrust against a free radio.

The White Bill portion of the resolution would impart to the FCC full jurisdiction over program performance and business aspects of station operations. It is in substance Section 326 of the White Bill, which was the provision that brought unalterable opposition from radio ranks.

Keep in mind, the new Johnson Resolution isn’t legislation at all. It does not require House concurrence or Presidential signature. It uses a technique that would have legislative sanction without legislating the prescribed legislative procedures.

Congress plans to adjourn by the end of next week (June 19). Sen. White retires at that time after 30 years as a Congressional leader on one of the most important. Sen. Johnson is determined to have his name on radio legislation.

A “sense of the Senate” resolution can rip through Committee and Senate like wildfire—particularly during the closing days of Congress. Hearings have been held on both bills. The record is closed.

The Johnson break-down portion of the resolution is a sweet morsel for anti-clear-channel station operators. But the White censorship sleeper would wreak havoc for every licensee. If radio is caught napping on this one, the freedom fight could be set back a generation.

Page 48 • June 7, 1948
STILL Tops in the Southwest

They tell us radio is getting to be a pretty competitive proposition. Not so long ago, in 1945, as a matter of fact, listeners hereabouts assorted themselves comfortably among five hometown stations. Now there are seven San Antonio A.M. stations, with an eighth in the early offing.

But all this influx of program fare hasn't changed the preference of Southwest listeners for WOAI. Year in and year out, WOAI holds far and away the biggest share of listening homes. For instance, in the San Antonio Hooper Station Listening Index for March-April, WOAI pulls an over-all 43% share of audience—three times that of the number two station!

Why not ask your Petry man how you can cash in on WOAI prestige and popularity in San Antonio and the booming South Texas market?

WOAI
San Antonio
NBC • 50000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

By any check you use—it's WOAI
In the fall of 1939 that Mr. Van Nostrand was made a program supervisor for Young & Rubicam, dividing time between New York and Hollywood. Don Stauffer, now partner and vice president of Sullivan, Stauffer, Colwell, & Bayles, was national radio director of Young & Rubicam at that time. And thus started a personal friendship as well as business association that has continued through the years.

Under Jack Van Nostrand's supervision at that time was the Silver Theater, Kate Smith Hour, Aldrich Family and We the People. Screen Guild Players, sponsored by Gulf Oil, was another of the shows that was supervised and worked on script.

Resigning his agency post for a wartime assignment, he joined the OWI New York radio staff in December 1942. And shortly after he found himself working under Don Stauffer who had been made OWI chief of domestic radio division.

With R & R in 1944

With the OWI assignment completed, in the spring of 1944 he joined the New York staff of Ruthrauff & Ryan as script editor and supervisor, overseeing CBS Dick Haymes Show (Autolite), and NBC-Frank Morgan Show for Pall Mall. His immediate superior was again Don Stauffer, who meanwhile had left government service to resume the post of vice president and div-

coring of radio for Ruthrauff & Ryan.

With formation of Sullivan, Stauffer, Colwell & Bayles, he resigned from Ruthrauff & Ryan in summer of 1946 to join his former business associate, Don Stauffer, and was appointed Hollywood manager of the new agency. Elevation to vice presidency came in January 1948.

Admitting that he is a poor golfer, he has no particular hobbies or forms of recreation. Radio is his hobby as well as his occupation. Definitely not a joiner, he has no club affiliations.

Julie Dillon was a radio actress whom he auditioned at KHJ-Don Lee. Today she is Mrs. Jack Van Nostrand. They were married in Los Angeles May 29, 1933, with his father tiring the knot. They make their home in suburban Sherman Oaks, with daughter Juliane, seven months, as queen of the household.
Yes, Tulsa is building homes on a tremendous scale! The first two months of this year produced almost five times as much residential construction in Tulsa as in Oklahoma's second market! Construction of all kinds in Tulsa County for this period totaled $14,359,000.00 as against Oklahoma's second market figure of $5,137,000.00. Yet housing in Tulsa is far below demand and building continues!

New housing means new markets! Furniture, appliances, radios, rugs, mops, soap, dishes...the list is limitless. New housing means new happiness, too, for thousands of new Tulsa citizens!

The conversion from new Tulsans into Tulsa-boosters doesn't take long, for Tulsa is unique in many ways and newcomers fall in love with it in a hurry. It doesn't take long for newcomers to become KVOO fans, either. That's why KVOO's Hooperatings stay consistently on top, year in and year out.

Summing it up, smart advertisers always choose Tulsa as a must market and KVOO as the must station!
FIRST 15 PROGRAM HOOPLERS—May 30 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of States</th>
<th>Sponsor &amp; Agency</th>
<th>Year Ago</th>
<th>Hopper-Hopping or Pos.</th>
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</thead>
<tbody>
<tr>
<td>Jack Benny* (sub)</td>
<td>163</td>
<td>American Tobacco (RBOO)</td>
<td>21.0</td>
<td>19.5</td>
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<tr>
<td>Bob Hope Winschell</td>
<td>162</td>
<td>John D. Rockefeller</td>
<td>19.0</td>
<td>15.9</td>
</tr>
<tr>
<td>Radio Theater</td>
<td>161</td>
<td>Laver Bros. (JWTO)</td>
<td>17.3</td>
<td>15.9</td>
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<tr>
<td>My Friend Irma</td>
<td>161</td>
<td>Laver Bros. (RLL)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Alas W Andy</td>
<td>160</td>
<td>Laver Bros. (RKO)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Charlie McCarthy</td>
<td>159</td>
<td>Laver Bros. (RKO)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Bob Hope</td>
<td>158</td>
<td>Laver Bros. (FMOT)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Fred Allen</td>
<td>157</td>
<td>Laver Bros. (FMOT)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Truth or Consequences</td>
<td>156</td>
<td>Laver Bros. (JWTO)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Romance Guild</td>
<td>155</td>
<td>Laver Bros. (JWTO)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Godfrey's Talent Scouts</td>
<td>154</td>
<td>Laver Bros. (JWTO)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Muddy</td>
<td>153</td>
<td>Laver Bros. (JWTO)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Red Skelton (CH</td>
<td>152</td>
<td>B. &amp; W. Tobacco (Seeds)</td>
<td>17.0</td>
<td>17.0</td>
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<tr>
<td>Ring</td>
<td>151</td>
<td>Philco Corp. (Hotshins)</td>
<td>17.0</td>
<td>17.0</td>
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<td>CH Computed Hopperting</td>
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*Rice Hopperting includes First and Second Broadcast

RURAL RADIO NETWORK IN N. Y. IS UNDERWAY

CENTRAL NEW YORK's Rural Radio Network was scheduled to begin operations yesterday (June 6) with five of its six rural outlets, plus WGHF, its New York City affiliate.

The RRN executive staff, headed by Mr. Connolly and Mr. Skelton, was in New York City for a few days beginning May 31, but will not be available until next month.

Mr. Connolly is scheduled to return to New York next month to begin operations of the network.

May Study Shows Sports Video Programs Favored

OFT THE 10 leading telecasts surveyed in May by Pulse Inc., New York, six were sports programs, with baseball placing as the favorite. Results were:

Kraft TV Theatre, Wednesday, 48.0
WBZ, Giant-Tonight Show, Sunday, 45.0
WABC, Radio Theatre, Sunday, 44.0
WOR, Wrestling, Friday, 44.0
WOR, Greyhound Racing, Saturday, 38.0
WABC, Wrestling, Thursday, 36.0
WABC, CBW (FM), New York, Broadway, Tuesday, 32.0
WABC, CBW (FM), New York, Broadway, Tuesday, 32.0

To Use Spots

ALTHOUGH SPOT announcement business is not accepted by Canadian Broadcasting Corp., for use on its own stations, CBC is making an exception in case of new CBW Winnipeg, 50-kw station, opening July 1, and replacing CKY Winnipeg. All current contracts on CKY will be honored on CBW until contract expiration, except those which conflict with CBC policy. Spot announcements and flash announcements will be accepted on CBW for one year from January 1, subject to product acceptability and commercial continuity standards. Under CBC commercial policy, are for the most part in the patent medicine field.

Radio - Video Session at NRDSA N. Y. Clinic

A THREE-HOUR television and radio session is scheduled by the National Retail Dry Goods Assn. for the opening day of its promotion and display clinic June 22 and 23 in New York's Hotel Pennsylvania.

The video and radio meeting, one of four sessions, will include as speakers Sam Cuff, retail consultant; Lawrence H. Foster, sales promotion manager of The Fair Store, Chicago, and Thomas Connolly, assistant manager of CBS program sales. Mr. Cuff will speak on "How Television Should Be Handled for Retail Purposes," Mr. Foster on his store's use of television as a medium and Mr. Connolly on "How to Tie In a Store's Sales Promotion Efforts with Radio and Television."

At the luncheon June 23 Mr. Connolly and Fred Hirschman, president and general manager of WABC (FM), New York, will be among the speakers. Others on the program have not been announced.

Harold Abrahams, manager of the NRDSA sales promotion division, is in charge of the clinic.

People Are Funny' Gets Skelton Period for B & W

BROWN & WILLIAMSON TOBACCO Co., which dropped sponsorship of Red Skelton on NBC Tuesday, 10:30-11 p.m., will sponsor People Are Funny in that spot beginning in the fall. Mr. Skelton's program, under the sponsorship of Procter & Gamble, moves to Friday nights on NBC.

The Brown & Williamson summer show on NBC Tuesdays will be An Evening with Romberg, beginning June 8. Russell M. Seeds Co., Chicago, is the agency.

N.B.C. has been cited by U. S. Marine as the network's "outstanding cooperation and public service" in promoting the Citizen Marine Corps enrollment program during 1947-48.

F.Y.I.

WASHINGTON, D. C. - 1373 H STREET, N.W.

Page 52 • June 7, 1948
20,000 See "Ladies" at KRNT
Theater Jammed 5 Days, Yell for "Moore"!

These news air personalities both reach Hooper ratings of 1.27—topping all local news men. McCuen is the favorite of Des Moines' big morning news audience, Van Dyke the evening. They rate higher in Des Moines than Baud-bage, Telephone Hour, Ted Malone, Dick Haymes, Ford Theater, Ladies D'lites, House of Mystery, Jack Smith, Dr. Christian, and many other network shows.

SPINSTAR

GENE EMERALD

Afternoon disc jockey and vocal entertainer has rolled up a Hooper high of 1.18 (15.1 on Sat.) to make over 60% of the local audience. He out-rates Paul Whitman Club, Martin Block, Harvest of Stars, Blonde, All-Star Western Theater, America's Town Meeting, Galen Drake, Light of the World, and others, in Des Moines.

OUTLOOK

Conditions right for Timebuyers to plant advertising message in fertile minds of KRNT's huge audience for bumper sales yield in Iowa.

FOR SECOND STRAIGHT YEAR

KRNT Personalities Out-Hooper Most Network Shows

Top-rated News Men

BETTY WELLS

51.8% of Des Moines radio listeners tune in Betty when "Iowa's most-listened-to-woman commentator's" broadcasts daily. Her 10.3 rating beats the local Hoopers of Greatest Story Ever Told, Old Gold Show, Big Brother, Readers Digest, Fulton Lewis, Ozzie & Harriet, and numerous other network shows.

KIDS' IDOL

STAR MIDNEY

"Uncle Stan's" 8.9 (48.3% of audience) leads Des Moines ratings of Jack Armstrong, Information Please, Nick Carter, Life Can Be Beautiful, Tommy Dorsey's Pirates, Captain Midnight, Stella Dallas, and others.

IRONMAN

Most Have Two-Figure Ratings

Majority Command 42 to 59% of Des Moines Audience

IRA COUPPEE

Peaking at 11.8 on regular sports shows, "Ironman" Coupee, former Iowa U. and pro athletic star, rates higher in Des Moines than many big network programs, including Abbott & Costello, Lowell Thomas, Counterpunt, Vagabond, The Shadow, Gangbusters, Point Sublime, Studio One, and others.

QUIZ WHIZ

WILLIAM BENT

Des Moines gives KRNT's quiz feature chief an enviable 11.6 that beats Can You Top This, Breakfast in Hollywood, Woman in White, Beau, the Man Called X, Fred Waring, You and Your Dr. Malone, Today's Children, and others.

FUNSTAR

DON BELL

A Disc Jockey's D.J. registering a hefty 1.27, which tops the Des Moines Hoopers of Arthur Godfrey, Eddie Howard, Queen for a Day, Adventures of Tom Sawyer, Jimmy Durante, Fannie Brice, Vaughn Monroe, and plenty more.

Buy KRNT's greater audience—higher than network ratings...no guess—no test—no distress

...wise advertisers seeking to tap the extra rich Iowa market at lowest cost will ask a Katz man about...

That very highly Hooporated Sales results premediated, ABC affiliated Station in Des Moines.


THE WEATHER

A Report of Conditions and Prognosis in the various sections of the country...sent in by a network of 21 weather practitioners...a service for Broadcasters...

THE WEATHER

A Report of Conditions and Prognosis in the various sections of the country...sent in by a network of 21 weather practitioners...a service for Broadcasters...
STORY OF A PERENNIAL  The carnation—a name applied to many varieties of the clove pink—has been cultivated for more than 2,000 years. Because the flower’s pink hue had long symbolized glowing health, fifty years ago officials of a newly organized evaporated milk business adopted the name, Carnation Company.

In January, 1932, the Carnation Company inaugurated the Carnation Contented Hour on NBC, designing it to be "a musical presentation of the widest popular appeal."

For many years the program opened with the lowing of cows and the clanging of cowbells. To this day the theme melody, although greatly modernized, remains "Wait Till the Cows Come Home," sung to fame by Fred Stone in the 1918 musical comedy "Jack O'Lantern."

Now in its 17th year on NBC and its 16th year at the same time Monday night, the Carnation Contented Hour is outstanding proof of the value of constancy in advertising. Through its long service on the same network at
the same hour each Monday night, the Carnation Contented Hour has become a household word and Carnation Evaporated Milk has welcomed an entire new generation in American homes from coast to coast.

This year while the Carnation Company celebrates its 50th anniversary, the Carnation Contented Hour continues to blend the best of popular music, new and old. Today, this musical homogenization is accomplished by Ted Dale, conductor of the orchestra and a brilliant arranger, with Buddy Clark, a top-ranking vocalist.

How to build a contented audience? Pack a half hour solid with the kind of music everybody likes. Keep it up to date with appealing modern arrangements. Let it flow over the powerful facilities of the NBC Network. Time it in the midst of other great programs heard on NBC. Let the listeners be the vast NBC audience. The result: a half hour that leads millions of listeners along Monday's Milky Way of music, song and entertainment.

... the National Broadcasting Company
STATION TRANSFERS 6 AM, 1 FM Approved

TRANSFERS of six standard stations and one FM outlet were approved last Thursday by FCC.

WEAM and WEAM-FM Arlington, Va., was granted transfer of control from J. Maynard Magruder to Thomas H. and Meredith S. Thomas, North Carolina broadcasters, for consideration of $67,500.

KERO Bakersfield, Calif., received counsel for assignment of license from J. E. Rodman to Paul R. Bartlett, station manager, for $25,000. Competitive bid of Kern County Broadcasters was dismissed as Commission found firm not financially qualified. Chairman Wayne Coy voted for hearing in case.

KSST Sulphur Springs, Tex., was transferred to control of Howard S. Smith and associates to new group headed by Earle Fletcher, manager of KGVL Greenville, Tex., and Truett Kimsey, KGVL licensee. Price was $45,795. Clifford J. Durr voted for hearing.

Other transfers approved included KERS Elko, Nev., WGLS Gainesburg, Ill., and WVLN Oney, Ill.

Details of the transactions given Commission approval follow:

WEAM and WEAM-FM Arlington, Va.—Granted transfer of control of Arlington-Fairfax Broadcasting Co., Inc., licensee, from J. Maynard Magruder, 12 1/4, William S. Bank, 12 1/4, Samuel F. Hook, 23 3/4, Richard C. Herity, 4 1/4, Thomas Brubank, 21%, and Clifford J. Durr, 4 1/2, to Howard S. Smith, 100%.

To hear the whole new KDAL story contact Avery-Knodel Inc.

FM Assn. Readies Convention Plans

NOTICE of advance registration for the second annual convention of FM Assn., to be held Sept. 27-29 at the Hotel Sheraton, Chicago, have been sent to the membership by Bill Bailey, executive director.

Officers and five directors will be elected at the meeting. The officers to be elected are president, vice president, secretary-treasurer, general counsel and engineering counsel. Directors whose terms expire are Marion Clarke, WGBNBC Chicago; Frank A. Gunther, Radio Engineering Laboratories; Raymond F. Kohn, WFMZ Allentown, Pa.; M. S. Novik, Unity Broadcasting Corp., New York; Stanley W. Ray Jr., WRCM New Orleans.

Four-ply agenda is being completed by Mr. Bailey and Miss Claire, who is convention chairman. It will cover programming, selling, promotion and dealer cooperation, and technical phases of FM broadcasting.

Three contests open to member stations and their personnel will feature the proceedings, with prizes to be awarded, but FMA is not ready to announce details.

The convention will be $20 if paid before Aug. 15, $25 if paid after that date. FMA has reserved most of the Sheraton's facilities for its three-day program.

Taft TV Postponed

SEN. ROBERT A. TAFT of Ohio, who was to have appeared last Thursday on the CBS video series, "Presidential Timber," was forced to withdraw because of a speaking engagement in the South, but will go on the series later in the month, possibly in a special June 18 broadcast. Series opened May 27 with Harold E. Stassen as guest (see page 61). Gov. Thomas E. Dewey of New York may be the June 17 guest, although arrangements for that are not definite as yet.

Center Your Attention on Center of the Dial 860 kc

MILWAUKEE
MEMO TO
STATION MANAGERS:
- Increases modulation and thus makes signal reach farther, sound clearer.
- Raises effective signal strength—this means increased coverage.
- Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.
- In FM, too—protect your listeners against receiver distortion caused by transmitter overswing. Dynamic range, so important in FM, is maintained.

MEMO TO
ENGINEERS:
- Increases average level of modulation as much as 8 to 10 db.
- Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!
- Prevents distortion and adjacent channel splatter.
- G-E popular hinged panel construction—easy to get at.
- Vertical mounted for better ventilation.

Here's increased coverage for your station!

with the new

LIMITING AMPLIFIER

FITS neatly into your audio cabinet—attractive, sturdy, quiet. But what a wallop it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.

G-E Limiting Amplifier at the 50,000 watt transmitter of WTOP, Washington, D. C.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

Page 57
FCC BLASDED

REP. CHARLES W. VURSELL (R-I11.) told the House last week that "no department of government throughout the years has been as consistently bad as the FCC" and that "a change of administration in November [elections] is the only hope for relief."

He foresaw "continuance of mal-administration" through President Truman's nomination of Miss Frieda B. Hennock for a Commissionership, and, referring to FCC station grants to Toledo Attorney Edward Lamb, declared:

"In the Bogota revolution and elsewhere, radio and other forms of communication were immediately seized; but it seems that here in the U.S.A. the subversives will control them in advance."

His reference to Mr. Lamb, who has been charged with Communist association by Rep. F. Edward Herbert (D-La.) and whose personal and political views have been questioned by rival radio and newspaper interests, prompted Rep. Homer A. Ramey (R-Otio) to point out that Mr. Lamb denies he is a Communist and has asked "the opportunity to appear here and look his accusers in the eye and answer questions."

Rep. Vursell replied that "Mr. Lamb certainly has a very questionable record dating back many years" but that "I agree anyone accused should have an opportunity to state his position and refute accusations if he can."

The Illinois Congressman said:

"FCC well knew that Lamb's book, The Planned Economy in Soviet Russia, strongly approved the Russian economy for adoption in the U.S.A. Lamb reiterated before the FCC that his book represented his views in 1934, then filed an affidavit saying he wanted to see changes and improvements made in the U.S. by constitutional means. That is communism in its mildest, convenient and shifting form."

Mr. Lamb and his wife have substantial interests in WTWQ and WTTQ, FM grantees at Columbus and Brie, Pa., and FM grantees at Erie and Mansfield, Ohio.

HITS FCC APPOINTMENT

Rep. Vursell said "it is difficult to visualize how the officials of the FCC could have given a worse administration of this department than it has during the past few years. The recent appointment by President Truman of Miss Frieda B. Hennock, of New York, to a seven-year term as a member of the Commission instills in the public "another leftist in this important position and certainly does not point to better administration."

"She reputedly has been, or still is, a member of the National Lawyers Guild, branded as a Communist front organization by the Attorney General. Her appointment holds out no hope for better administration but indicates a continuance of maladministration. Fortunately the Republican controlled Senate will hold up confirmation until the next session of Congress. In the meantime the election of a Republican President may give an opportunity to clean up this department."

WSYR Sold to Newhouse for Sum of $1,200,000

FORMAL transfer of WSYR Syracuse from Wilder to Newhouse ownership, was effected last Tuesday with the payment of $1,200,000 by newspaper owner Samuel J. Newhouse to Harry S. Wilder. The FCC previously had approved the sale.

Mr. Wilder continues as president and general manager. Mr. Newhouse is treasurer, and his wife, Mitzi E. Newhouse, is vice president and secretary. Board members include Ernest G. Owen and E. A. O’Hara, publishers respectively, of the Syracuse Newhouse-owned newspapers, Journal and Post-Standard.

Hennock Also Scored By Rep. Vursell

Hennock (Continued from page 23)

appearance before the subcommittee.

While the full committee customarily meets every other Thursday, this schedule has been stepped up because of the heavy volume of business before it and the approaching adjournment. Chairman White may call the committee anytime this week, depending upon notification from Sen. Brewster on the Hennock matter.

GOP Policy

The Republican policy, it was indicated, was not directed against particular individuals but rather is a strategem to preserve vacancies until after the elections so that the incoming President will have a free hand in making his own selections. The GOP thinking, of course, is along lines of a Republican victory, irrespective of the GOP nominee.

Sen. Taft is understood to have said last week that it was not definite that the Hennock confirmation would be by-passed, but that it was "probable," consistent with the non-confirmation policy.

Another high-ranking Republican observed that the Republican majority would like to see a woman on the FCC but they want a "Republican woman."

Miss Hennock bore the brunt of an attack on the House floor from Rep. Charles W. Vursell (R-I11.). He branded her as "another leftist" and a member or former member of the National Lawyers Guild (See story this page).

In Miss Hennock's behalf it was stated last week that she, along with a number of other prominent New York lawyers, originally had joined the Guild when it was established under the auspices of the American Bar Assn. It was added that she promptly resigned her membership when it took on a decided leftist aspect.

FULLTIME operations began Tuesday on WYEP-FM Rock Island, III., after an experimental, parttime schedule since October. Station is the only FM outlet in the mid-city area.
You want a “packaged show” to sell your wares in the Philadelphia area? KYW has it for you! Take your choice from dozens of transcribed features . . . or from plenty of KYW live programs . . . Musical Shows, Variety Programs, Sports Shows, Kid Programs . . . KYW has them on the air now, with a ready-made audience in the nation’s third market.

But . . . if you don’t see what you want, ask for it! KYW has the programming “know-how” to build a show to suit your product, and your plans, to a T. Our writers, producers, arrangers, actors and announcers know the Philadelphia audience . . . know what they like and how to give it to them. Find out what this localized skill can do for you. Consult the KYW Sales Department or NBC Spot Sales.

KYW
Philadelphia’s NBC Affiliate
50,000 Watts
COMING SOON!

F Y I
A NATURAL for Agency
and Station Salesmen

Top-Name Talent Galore

Top Listener Interest

P R O D U C E D B Y
Ed Hart & Associates
1737 H STREET, N.W.
WASH., D.C. • RE: 4312

8 Times BIGGER!
This year WDNC has a primary of eight times more
people making six times more retail sales. This whoop-
ing big jump is the result of WDNC's rise from 250
watts at 1400 on the dial to 1000 watts day and 1000
watts night at 620 on the dial. Before selecting your
markets and advertising in North Carolina—the South's
Number One State—be sure to get the new WDNC
story. We and Paul H. Raymer, our national representa-
tives, are at your factual command.

WDNC
DURHAM, NORTH CAROLINA
5000 WATTS
620 KC
BONUS: WDNC-FM 36,000 WATTS

OWNED BY THE HERALD-SUN NEWSPAPERS

NBC TV
(Continued from page 27)

Mr. Strotz said that NBC stations will be ready to begin pro-
gram service by mid-October, well in advance of the original sched-
ule. Asked about the sale of KOA, he said that talks had been held
but without results to date. To further questioning on the possi-
BILITY of NBC trying to break the FCC limit of five TV stations in a
single owner, he pointed out that it costs today about $300,000 a year
just to operate a single station and that annual maintenance bills of
$1,500,000 seemed enough for one company, even for NBC.

N. Y. Studios

In New York the present two Radio City TV studios will soon
be augmented by the three sound stages NBC has leased from RK
Fathe, he said, reporting that the large studio should be ready for
video use early in July, and the smaller studios ready in November and
December, respectively.

Regarding talent contracts, Mr.
Strotz said that he had talked with
George Heller, national executive
secretary of AFRA and head of a
committee representing Screen Ac-
tors Guild, Equity, and other AFL
organization units, but no contract had
been completed yet. He expressed
the hope that television can work
out a contract as good as that of the
Screen Actors Guild with the motion picture producers, which he
termed "the fairest deal I know of.

Questioned about theatre pick-
ups of broadcast video shows, Mr.
Strotz said that NBC attorneys
believe the broadcaster has rights
which would be violated if their
programs were used by a theatre
without permission. He said that
no one has approached NBC re-
garding such permission, and when
one reporter said that a movie ex-
hibitor was planning to reproduce
parts of the convention telecasts
for its audiences he replied that
although NBC has no desire to go
to court, it certainly will do so if
necessary to protect its rights.

Mr. STROTZ

Hooper Reports Covering
All of U. S. Are Mailed
COMPLETE U. S. Hooperating
reports, newly-expanded service of
C. E. Hooper Inc., were mailed
to subscribers June 7. A letter of
transmittal from C. E. Hooper,
president, stated that the following
four developments would result
from the reports:

1. Adjustment in the number of sta-
tions purchased per network to cover
the national market.

2. Scrutiny by the sponsor of his
own product-use-market-data analyzed
by population groups compared with
city, town and rural audience data
and the result that a clearer parallel
would be obtained between the market for the
product and the appeal and coverage
of the program.

3. Revision in certain network sched-
ules to the end that programs, with
comparable audience distribution be-
tween city, town and rural become
available to listeners in sequence along
lines of mood programing develop-
ments of recent years.

4. A new network program policy
involving the dovetailing of a program
with demonstrated city appeal on one
network with a program of demon-
strated rural appeal concurrently broad-
cast on another with resultant increases in
overall listening audiences and ex-
"ansion (other things being equal) in
the present concepts of the volume
of sponsored network programming
which can be carried economically.

BUSINESS and Professional Women's
Club of Pottsville, Pa., recently held a
forum discussion with representatives
of the city's two radio stations (WPAM
and WPPA) competing with officials
data from 48% two newspapers ("Republican"
and "Journal")
Stassen Sees TV’s Role in Upcoming Elections

BELIEF that television will play a major role in the current Presidential campaign was expressed by Harold Stassen, GOP hopeful, after he inaugurated the CBS video series, Presidential Timber, on May 27. The program originated at WCBS-TV New York, and was also carried by WMAR-TV Baltimore, and WMAL-TV Washington.

Mr. Stassen told reporters after the program, which ran 9:9:30 p.m., that he had been rehearsing for it since early morning. “I believe that in the future all public figures will have to use television just as they have had to use radio,” he declared. “My information is that the television audience is increasing rapidly. I believe that television will have an important effect on the 1948 campaign and election.”

AFM HOLDING ANNUAL CONVENTION JUNE 7-11

AN ESTIMATED 2000 delegates to the 51st annual convention of the American Federation of Musicians are expected to attend sessions in the Asbury Park, N. J. convention hall starting today, June 7, and continuing through Friday, June 11.

James C. Petroillo, AFM president, will open the convention with his annual address, starting at 2 p.m. today. Tuesday’s sessions will feature committee work.

An address by Sen. Wayne Morse (R-Ore.) and a report by Milton Diamond, AFM general counsel, will highlight Wednesday’s sessions. Thursday’s proceedings will be devoted to nomination of new AFM officers, to be voted on Friday.

Wayne Coy, chairman of the

RCA Exhibit

RCA’s one-year-old Exhibition Hall in New York, the firm’s permanent display of the field of electronics, is said to have been viewed by more than 1,100,000 people since it opened May 15, 1947. Major event during the year was the televising of the World Series last fall, when demands to view the games were so great the hall closed its doors to the public for the first time.

FCC, was to have addressed the convention on Friday morning. Late last week, however, Mr. Coy told the AFM he would be unable to attend, and sent his regrets to the federation.

Stanford U.-NBC Summer Institute Opens June 17

STANFORD U.-NBC 1948 Summer Radio Institute opens June 17. Allen Miller, director, announced Thursday that 14 courses in commercial and educational radio will be taught by members of the KNBC San Francisco staff and Stanford faculty.

The Institute, to run until Aug. 28, will place special emphasis on professional training for workers in the radio industry.

KNBC personnel scheduled to conduct some of the courses include General Manager John Buckley, program director Wolf, chief announcer; John Groover, staff announcer; Tony Freeman, musical director; Budde Boyle, music specialist; Dick Bertrand, writer-producer; Malcolm Meaner, free lancer; John Thompson, manager of news and public affairs; Alfred Crapsey, sales manager.

Ohio Research Panel

A NEW consumer research panel devised by two Ohio State U. staff members, Dr. Kenneth Dameron and Dr. Sam Arnold, has been organized in Columbus, Ohio. During experimental research, several groups were used in surveys involving public opinion, brand preferences, attitudes toward radio programs and commercials, retailing and similar problems. It also is possible to set up the panel on a state-wide basis.

WALTER WINCHELL

WINCHELL ON WAGES

Commentator Sees Trend, Gets

—Himself $130,000 Boost

WALTER WINCHELL, who can spot a trend at a range beyond that of normal human eyesight, last week noticed a third postwar round of wage rises was going on. Not to be outdone by fellow laborers, Mr. Winchell arranged a salary boost for himself, $130,000 a year.

To reach what must be regarded as definitely a living wage, Mr. Winchell parted company with Andrew Jergens Co., his sponsor for 16 years. Jergens would not go higher than the niggardly $390, 000 a year it had been paying him. He accepted an offer from ABC, the network over which he has been broadcasting, for $200,000.

The commentator was reported to have been offered $520,000 by CBS to leave ABC and appear on Columbia Sundays at 9 p.m., the period in which he now broadcasts on ABC. When ABC matched the CBS offer, Mr. Winchell elected to stay where he was.

The decision to leave Jergens was probably influenced by differences with the company over the middle commercial, on which the firm insisted, and other matters.

The ABC contract is effective Jan. 1, 1949, and extends for one year with an option for renewal. The network will endeavor to sell the Winchell program as a package. Mr. Winchell will continue to broadcast for Jergens until Jan. 1.

BROADASTING • Telecasting

June 7, 1948 • Page 61
MBS 'Zoom' Lens

STATIONS affiliated with MBS will be able to obtain the "new zoom" lens through the network as result of its joint development by engineers of the Don Lee Broadcasting System and Joseph B. Walker, Hollywood motion picture cameraman. Lens is currently being used by WXAO in presentation of MBS Heart's Desire program making possible "a reasonably long shot and a close-up."

It's 630 in Savannah

— and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

By JAMES L. HOWE
President and General Manager, Chanticlear Broadcasting Co.
New Brunswick, N. J.

SINCE Dec. 5, 1946, we have been operating a 250-watt independent station. We have tried very hard ... to develop a station that would operate in the true meaning of "public interest, convenience and necessity." For more needs in the present ... question that perplexes us is: "Shall we duplicate our present AM programs or shall we develop an entire new programming structure on FM?" Let's look at the situation.

We are now broadcasting five 15-minute news broadcasts a day: 7:45 a.m., 12 noon, 2:45 p.m., 6 p.m. and 10 p.m. Each of these newscasts contains from eight to ten minutes of local news, gathered, compiled and edited by a three-man local news department. QUESTION: What shall we do to give more and different service on FM—change our broadcast time, write different news, use new programming technique?

At the present time we have an "in-school listening" program five days a week at 1:40 p.m. in which 104 schools participate. QUESTION: If we have a program differing on FM, shall we change the time of the program which is based on the school's own request, the contents of which are based on the needs of the schools, or offer an additional program which the schools are not prepared to absorb?

At 8:30 each Monday evening we have a senior forum on our AM station in which the businessmen of the town discuss affairs of importance to them. QUESTION: Would we be doing anything additional for our community if on FM we put another and different forum, and divided the audience of our present forum which we feel reflects the attitude of the citizens of the community?

Junior Forum Broadcast
On Tuesday evening at 7:30 we broadcast on our AM station a junior forum conducted by and for the high school students in our community. Who would compose the show of another and different junior forum—same schools?

On Wednesday evenings at 7:30 the Parent-Teacher Assn. of the county holds a round-table discussion. What shall we do with this program under the principle of separate programming?

On Thursday evenings at 7:30 we have the Rutgers Forum of the Air which is composed of leading figures from the State of New Jersey. Shall we request Rutgers to get some more leading figures for a different forum for our FM station?

Our station policy at present is not to use boogie-woogie or jazz on the air. Will we be providing an additional service if we offer a program boogie-woogie and jazz on FM? Will the added fidelity of 15,000 cycles add to the pleasure and satisfaction of our listeners?

Philo and WGPA Agree On Share of Facilities
PHILCO Television Broadcasting Corp., licensee of WPTZ, Philadelphia, has contracted with WGPA, Bethlehem, Pa., for use of certain of the latter's facilities for Philco's proposed Allentown - Bethlehem - Easton video network.

In announcing agreement, E. B. Loveman, vice president of the Philco organization, cited the many advantages to Philco and WGPA in serving the Lehigh Valley. He said, "We will be making use of the WGPA-FM tower located on Applebuter Road, thus putting our antenna 1,062 feet above sea level."

In addition, Philco plans to lease office space in the WGPA building and has arranged for joint use of WGPA's studios. Philco plans to build its own transmitter building adjacent to the WGPA tower site.
Boeing Reoccupies Plant

Defense work is spurred by Wichita move

Program here calls for modernization of B-29 bombers

Boeing Airplane Company, which during the war employed 36,000 persons in Wichita, announced Friday that it is reoccupying part of the huge facilities at the No. 2 plant here.

J. E. Schaefer, vice-president and general manager of the Wichita Division, made the following statement:

"I cannot furnish details or the extent of the work to be done at the plant, nor can I furnish any information in connection with the modernization of the B-29 bomber. The duration of the activity has not been determined.

"No matter how or when it is to be accomplished, I feel sure that the Wichita Division of the Boeing Company is doing its utmost to maintain the high standards that have been established in the past. Wichita always has been and always will be "the best.""

The expansion program entered upon by our government in the interest of peace has already been felt here. This is just one of the many things which make Wichita your No. 1 Market in Kansas—KANS your NBC station in Wichita.

BROADCASTING Telecasting

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KNET Palestine Bought By Tarter and Buening
KNET Palestine, Tex., 250-w Mutual outlet on 1450 kc, has been sold for $32,500 to George L. Tarter and Paul H. Buening, commercial manager and program manager respectively of KOCY Oklahoma City.

Deal is subject to FCC approval and application for consent is to be filed shortly.

Station is sold by Palestine Broadcasting Corp., licensee, through Gordon B. McLendon, president. Mr. McLendon owns and operates KLIF Dallas. Messrs. Tarter and Buening, who have a combined radio experience of more than 20 years and who have been with KOCY several years, plan to move to Palestine and assume active direction of KNET when Commission approval of the transfer of ownership is granted.

Transaction was handled by Dallas office of Blackburn-Hamilton Co.

CBS Documentary Chief Is Given New Position
ROBERT P. HELLER, chief of the CBS Documentary Unit, has been appointed executive producer in New York for the network, replacing Harry Ackerman, who has gone to Hollywood as director of

BRITISH RECORDINGS
Low Surface Noise Offered—With Wide Range

CIRCUMVENTION of the record ban was offered in New York Thursday by the London Gramaphone Corp., which announced a transcription service for AM and FM stations, industrial plants and wired music operations.

The service, to be in operation about July 1, will offer a 2000-record library of 10 inch recordings, ranging from 39 to 14,000 cycles. Described as outstanding in the range aspect, the records are produced by the corporation in London, and about 20 additional records will be supplied to stations and plants monthly. Cost for AM and FM stations will average $40 a month, with a minimum two-month contract, and from $25 to $35 monthly for plants, on a minimum one-year contract basis.

Shellac content is 22%, said to be the highest for recordings, and described as offering a minimum of surface sound.

CBS programs originating there.

Mr. Heller has headed CBS documentary production since the present unit was set up in September 1946. He joined the network in 1940, working with Norman Corwin in the This Is War series. His successor as documentary chief will be announced soon, CBS said.

600-mc Television Shown by W6XJD
Good Results Reported in Pauley Station Experiment on Coast

GOOD RESULTS were reported last week from a demonstration of 600-mc television by olman Edwin W. Pauley's new experimental station, W6XJD San Francisco. Demonstration was conducted as a sidelight during FCC's San Francisco commercial video hearings.

The station is licensed to Television California, one of the San Francisco commercial television applicants, presented the demonstration on the Skyline Roof of the Sir Francis Drake Hotel before a large group including Hart Cowperthwait, acting chief of the FCC Engineering Dept. Television Division; Jack P. Blume, Commission examiner for the San Francisco hearings, and Joe Brenner, FCC West Coast attorney and Commission counsel in the hearings.

It was described as the first showing of television in San Francisco.

The station was authorized by the FCC for experimental operations between 580-630 mc, in the lower end of the “upstairs” band which is foreseen as a part of commercial television's ultimate home. It began test operations May 21. The demonstration operation was on 600 mc with effective radiated power of about 700 w in the maximum direction (a directional antenna is used)

George P. Adair, Washington radio engineering consultant and director of research for the Pauley test station, said the transmitter in the demonstration was located about two blocks from the receiver. But he noted that the demonstration's purpose was not to produce propagation data, though that is the aim of the overall tests. Mr. Adair is a former chief engineer of FCC.

Propagation information secured during the tests will be presented at FCC's hearing, scheduled Sept. 20, on the feasibility of opening up the 475-590 mc band for early commercial television use [Broadcasting, May 10].

Memo to: Linnea Nelson, J. Walter Thompson
SUNDAY MORNING SETS-IN-USE IN CINCINNATI IS AS HIGH AS WEEKDAYS—AND—WCKY LEADS ALL CINCINNATI STATIONS IN SUNDAY MORNING AUDIENCE.*

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

J. B. Wilson

WCKY
CINCINNATI

Page 64 • June 7, 1948

BROADCASTING • Telecasting
For the last word in complete, up-to-the-minute facilities ... or simple, low-cost equipment to suit your limited requirements ...

Look to RAYTHEON for All Your Needs

**RC-11 Studio Console**

Now with Cue Pots for Two Turntables

Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles, Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.

**RPC-40 Portable Consolette**

Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

**RR-10 Remote Amplifier single channel**

A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote picks requiring only one high-fidelity channel.

**RR-30 Remote Amplifier 3 Channel**

A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.

**RL-10 Volume Limiter**

Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

**RP-10 Program Amplifier**

High gain, low distortion, excellent frequency characteristics. For rack or cabinet mounting.

**Raytheon Manufacturing Company**

Waltham 54, Massachusetts

Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

BOSTON  CHATTANOOGA  CHICAGO  DALLAS  LOS ANGELES  NEW YORK  SEATTLE  WASHINGTON

Export Sales and Service in Foreign Countries

Raytheon Manufacturing Company, 50 Broadway, New York 4, N.Y., WH. 3-4980
11th Hour Threat

(Continued from page 21)

ministering the "Voice of America." An additional $4,400,000 has been approved for relay bases.

Most of the major radio legislation under consideration at this session originated in the Senate Interstate Commerce Committee.

Number one was the White Bill. When Sen. White became ill early this session, he had to give up the vigorous efforts he had been making to get the bill enacted. No other committee member seemed inclined to take up active sponsorship of the bill and it now appears headed for the legislative graveyard—at least for this Congress.

In addition to the Johnson Bill, hearings were held on bills to regulate the advertising of liquor [Broadcasting, April 25], but they were later tabled by a 6-5 committee vote [Broadcasting, May 17].

Brief hearings were held on measures providing for uniform time [Broadcasting, April 26] but they are now gathering dust in committee files and no one seems to be pressing for their enactment.

On the House side, H. J. Res. 78 by Rep. William Lemke (R. N. D.) was carried over from the previous session and given another round of hearings [Broadcasting, Feb. 9 and April 5].

The Lemke Resolution sought to assign a portion of the 40-50 mc band to FM, but the frequencies have since been assigned to mobile emergency services by FCC [Broadcasting, May 16].

Prohibition of network ownership of stations is provided in HR-3837 introduced by Rep. Harry R. Sheppard (D-Calif.) [Broadcasting, May 3].

Manufacturers of equipment used in station construction or operation would also be prohibited from station ownership under terms of the bill, and stations would be forbidden to devote any two consecutive hours to network programs.

The bill has not been taken up by the House Commerce Committee and is given virtually no chance for consideration this year.

Rep. Carroll D. Kearns (R-Pa.), chairman of a House Labor sub-committee which conducted an investigation of AFM and its president, James C. Petrillo, suggested a plan embodying a "token revenue" paid by stations and juke box owners to provide a musicians' welfare fund [Broadcasting, Jan. 12].

Kearns' Idea

Rep. Kearns planned to authorize the payments by introducing a bill which would change the copyright laws so as to allow musicians to collect royalties when their records are played commercially.

Since announcing his plan, the Congressman has held several conferences with officials of the record industry but has not introduced his bill as yet. Even if he should put it into the hopper in the few remaining weeks, it is doubtful that it would be considered since it will come under the House Judiciary Committee which already has an overflowing calendar.

A bill to award medals to 10 radio and press war correspondents and a resolution to publicly acknowledge U. S. gratitude for the loyal services of radio and news services during the war were introduced jointly in both houses [Broadcasting, April 19].

The bills have been dormant in committee ever since but may be called up before adjournment since they would not require lengthy hearing.

Several probes were threatened and one was partially carried out, but failed to produce any tangible results. The one which was aired was ordered suddenly and unexpectedly at the conclusion of the Johnson Bill hearings by Acting Chairman Charles W. Tobe (R. N. H.) [Broadcasting, April 26].

Armstrong's Charges

Charges previously voiced by Prof. Edwin H. Armstrong, FM inventor, that FCC and R.C. had "retarded" FM were repeated by Sen. Tobe throughout the hearings. But he did not appear to have the support of his colleagues and the investigation, which started out to be a full-scale affair, simmered down to a few sessions and was adjourned to "an indefinite date" by Sen. Tobe [Broadcasting, May 24].

Several months earlier [Broadcasting, Dec. 8, 1947], Sen. Homer Capehart (R-Ind.) threatened an inquiry of FCC policies and Comr. Clifford J. Durr, in particular, but the threat never materialized.

Rep. William J. Miller (R-Con.) also has proposed [Broadcasting, April 5] that Radio Commentator Walter Winchell be brought before a Congressional committee to explain the sources of his statements, but the resolution (H. Res. 514) has failed to obtain clearance from the House Rules Committee.

Hebert 'Exposé'

Most recent action came from Rep. F. Edward Hebert (D-La.) who promised an "exposé" of FCC and its reason for granting five permits to Edward Lamb, Topeka attorney [Broadcasting, May 11].

Rep. Hebert said the files of the Un-American Activities Committee, of which he is a member, shows Mr. Lamb to have "one of the most expansive records of association with the Communist Party in America." He described the attorney as "saturated and drenched in
Communist writings, associations and affiliations."

FCC Chairman Wayne Coy stated, however, that an investiga-
tion found no information to support a charge that Mr. Lamb
was a Communist. And Mr. Lamb, in a sharp letter to Rep. Hebert,
denied the charges [Broadcasting, Mar. 24].

Rep. Hebert returned last week from a visit to his district and
promised further action.

WGRC is Proposed Grant for 790 KC
Commission Approves Changes To Protect WMC
A GRANT of WGRC Louisville's application to move from 1400 to 790 kc increase power from 250 w to 5 kw day and 1 kw night was proposed by FCC in a decision handed down last week.

WMC Memphis, operating on 790 kc with 5 kw, had claimed it would receive interference from WGRC's original proposal, but the Louisville station subsequently amended its plans to provide protection to WMC at night. With the amendment, FCC said no objectionable interference would be involved.

The Commission said the change of facilities would enable WGRC to increase its daytime service (within the 0.5 millivolt per meter contour) from an area of 1,520 square miles, which 464,971 persons reside, to 2,280,814 square miles having a population of 1,466,033. At night the gain within the interference-free contour would be from 20 square miles with 293,906 persons to more than 259 square miles with 356,507.

Grants in 1470-ec Case To KRKC KPLC Now Final
FCC last week made final its tentative decision to grant the 1470
kc fulltime regional applications of KRKC Abilene, Tex. and KPLC
Lake Charles, La., and to deny that of KRIC Beaumont, Tex.
(Broadcasting, Feb. 2).

KRKC was authorized to move from 1450 kc with 250 w to 1470
kc with 5 kw day and 1 kw directionalized at night. KPLC was
granted a proposal of identical facilities in lieu of its present
operation on 1490 kc with 250 w. KRIC was seeking 1470 kc with
5 kw fulltime as a replacement for its present 1450 kc with 250 w.

As in the proposed decision, the grants were made on the basis of the equitable-distribution provisions of the Communications Act. FCC found that KRKC and KPLC could operate simultaneously on 1470 kc without mutual interfer-
ence and ruled that the need for additional service in those areas outweigh the need for improved facilities for KRKC.

"Voice"
(Continued from page 28)
The Senate Committee June 3 that his network was willing to with-
draw from "Voice" operations and lease its three 50 kw shortwave
stations to the government or a government-controlled foundation at
all a year.

"Voice" Administrator Allen ad-
vocated a plan by which the Depart-
ment would assume a sponsor relationship to radio outlets by centralizing the preparation of news and comments and drafting specifications for feature and enter-
tainment contracts within the Department.

He proposed that, under con-
tract, all programs produced by
private agencies be recorded by the networks in advance of presenta-
tion for auditing by the Depart-
ment.

Walter S. Lemmon, World Wide
Broadcasting Foundation (WRUL
Boston) president, sponsored a
plan June 3 before the House com-
mittee to open international broad-
casting under government subsidies to all private broadcasters
to furnish the service. Mr. Lemmon charged that NBC and CBS were
enjoying a monopoly.

In the Senate
"It is our feeling," Mr. Denny
told Senate investigators, "that the
present type of divided responsi-
bility does not and cannot provide
a completely satisfactory basis for
operations.

We are engaging additional per-
sonnel so as to provide for an
independent review . . . of all for-
gn language spoken material . . .
In addition, we believe that the
State Department should institute
its own independent check . . . as
we had understood it was doing.
Congress itself must step in and
put an end to the divided respon-
sibility by establishing a defini-
tive policy."

He described two basic alterna-
tives as re-establishment of com-
plete private operations or com-
plete government operation.

"Truly adequate facilities," Mr.
Denny acknowledged, "might cost
another 50 or even another 100
million dollars. The cost of this
powerful weapon is insignificant
when compared with the cost of
battleships or air fleets. The task
of the 'Voice of America' is to
fight lies with truth in the int-
national struggle for men's minds."

RCA Recommendations
He said that as long ago as
1943, NBC through its president,
Brig. Gen. David Sarnoff, had rec-
commended to Secretary of State
Cordell Hull, and later to Secre-
tary Marshall, unification of all
international broadcasting com-
panies in a government-controlled
foundation.

NBC offered cooperation if Con-
gress elected to maintain the pre-
cent system or any similar systems
in which private companies par-

The co-chairman announced that
the Senate investigations would be
"in no sense a witch hunt."

Mr. Borgia, a freelance writer
who had written the scripts, under
questioning by Sen. Ferguson said
"they (NBC) killed all the many
beautiful scenes that I wrote."

Mr. Allen told committee mem-
ers the department surrendered
supervisory control over the broad-
casts in order to concentrate its
forces on programs beamed to more
critical areas.

Mr. Allen said appropriations
were insufficient to provide for all
phases of the information divi-
sion's operations and admitted
they might have tried to accomplish too
much. The department, he advised,
will completely revise its system of
handling "Voice" broadcasts to
"assure high quality and proper
supervision."

Later Mr. Denny emphasized
that Congress was dealing with
(Continued on page 70)
Approval of 50-w Outlet In Virgin Islands Asked

APPLICATION for new standard station at Charlotte Amalie in the Virgin Islands has been filed with the FCC by William N. Greer, consulting radio engineer at San Juan, P. R.

Facilities of 50 w fulltime on 1340 kc are requested. Mr. Greer seeks waiver of Commission rules to permit fulltime operating power and to allow use of a special antenna. The applicant pointed out that 50 w is sufficient to provide full service to the whole area and will enable the operation to be economically feasible.

Total construction cost of the outlet is estimated at $9,744.75, with greater amount of materials already on hand. Annual operating cost is placed at $1,375 and revenue $2,137.

Some 10,500 people are within the proposed 25 mv/m contour and 11,740 persons within the 0.5 mv/m area, application reported. Island's annual retail sales are $24,000.

NEW half-hour weekly show with talent from Metropolitan Opera Co. and St. Louis Municipal Opera started on CBS June 5, 7-7:30 p.m. "Mr. Ace and June," previously heard at that time, shifted on June 4 to Fri., 8-8:30 p.m. for General Foods.

"FAVORITE STORY" program, featuring Ronald Colman and heard over WJZ New York, is now available to public school system of New York, via transcription.

Stratovision

(Continued from page 21)

so informed the FCC. In a petition asking amendment of Section 3-566 of the Commission's rules and regulations, it said further propagation tests of Stratovision "may indicate that satisfactory television service can be rendered over an area of approximately 200 miles radius."

As a result, Westinghouse Radio Stations Inc., broadcasting subsidiary, asks that TV Channel 8 (180-186 mc) be permanently allocated to Pittsburgh, as now proposed; that Channel 8 be deleted for community station use at York, Pa.; that Channel 8 shall not be allocated to any city within a radius of 200 miles of Pittsburgh.

If this allocation is granted, the company proposes to apply for a Stratovision license, experimental and commercial, on Channel 8 over an area of 200 miles radius from Pittsburgh. Channel 8 is getting crowded since WFIL-TV Philadelphia and WTVR Richmond went on the air, forcing Stratovision to operate when they are not broadcasting.

In addition Westinghouse plans Stratovision tests in the 350-mc band. At present it has experimental permits for 500-520 and 540-560 mc for Stratovision. RCA-NBC plan 600 mc tests from New York and Washington [Broadcasting, May 31].

Obvious to observers who are watching the care and feeding of Stratovision is the fact that Westinghouse means business as it goes ahead with its tests. The board of directors gave at least a limited blessing to the project last winter though the economics are still far from advanced than the engineering.

Takeoff Delay

After months of careful construction and ingenious installation of special transmitting gear in the hold of an Army B-29 bomber, the engineers were ready early this spring to take to the skies only to discover their borrowed bomber was equipped with a temporary rudder.

Unwilling to sit on their electronic hands while a new rudder was en route, the Westinghouse men started stratovising from a runway at the Martin airplane plant at Baltimore where the grounded craft was based.

Sure enough, they had something. Signals were received at surprising distance from the airport. The eternal hope that has been spurring C. E. (Chilly) Nobles, father of Stratovision, and his cohorts rose as high as an engineer's objective soul will permit.

Then came that last day of April, when the bomber went on a cross-country run with its flaps up and its antenna down. Over the hilly tri-State area flew the sky-blazing plane with its specially tailored gear.

Ground signals were picked up and rebroadcast. It was just as the cautious Westinghouse officials had hoped when the sky-hook relay plan was first announced by Broadcasting in August 1945.

Hopes were high and hearts brave at that time as Walter E. Evans, Westinghouse vice president in charge of radio, and other company executives bared their project. After all, they well knew the perils that lie between the slide rule and the loudspeaker.

Two years ago Chilly Nobles had shown that an unmodulated signal in the 100 mc band could be transmitted over a wide area from a
plane flying at 10,000 feet [BROADCASTING, Feb. 24, 1946].

And here it was, 5½ years after Stratovision's official birth. All kinds of obstacles had been overcome before Stratovision could be taken up into its natural habitat for an actual test run.

Could anyone hear these first transmissions from the high-flying bomber, adapted from its wartime job of destruction for a peacetime mission on behalf of electronic progress?

Listen to these excerpts from comments volunteered by listeners:

Theodore Vestey Jr., Television Technician Inc., Maspeth, O.—April 30 picked up signal transmitted from B-29 and managed to get a fairly good picture you were relaying from Baltimore.

Mrs. A. H. Walker, E. Liverpool, O.—Received program between 4:45 p.m. with power turned up just a little: antenna was not tuned to Channel 4 nor facing that direction.

R. N. Eubanks, Richmond, Va.—Saw transmissions from airborne station XGIA at 10,000 feet over Western Maryland. Transmissions were very good both on sound and video.

Less than a fortnight later the plane again was airborne over the Alleghenies. And again came reports—many more of them:

Milton C. Young, Chairman, Dept. of Electrical Engineering, U. of Delaware, Newark, Del.—Listened to your Stratovision broadcast May 10, 100-definition and signal strength better than those received from WMAR direct; FM tuner gave excellent reception on KDKA-FM.

Royal Radio Service, Akron, O.—Received test pattern and voice from 30 miles east of Pittsburgh; voice very clear and pattern fine.

Roger K. Hammer, Fogles Electric Store, Elliston, Va.—Got up test pattern from airplane relaying it from West Virginia; got a good clear picture; can get Channels 4 and 5 from Washington with very little snow, but plane signal was best to date.

Charles A. Merger, Martinsburg, W. Va.—Signals May 10 on Channel 6 were near perfect, plane about 20 miles out of Pittsburgh, quality very near the quality received in Baltimore, with exception of a few ghosts. Could not receive WMAR-TV on Channel 2 at same time.

R. E. Young, Zanesville, O.—Heard FM station relayed by plane from WVOX on Channel 4; test picked up when plane was 35 miles east of Pittsburgh at 10,000 feet, audio very strong and clear, and video test pattern excellent; followed plane as far as Martinsburg, W. Va., at 20,000 feet.

Molers Radio Service, New Lebanon, (letter to KDKA)—Heard KDKA-FM signal from WVOX and later picked up test pattern from Maryland.

Richard Velt, program-production manager, WPNL, Richmond, Va.—Story in BROADCASTING (May 17 issue) regarding Stratovision brought to mind something heard two weeks ago. One afternoon, while installing a TV antenna at his home, a WPNL engineer picked up a signal on No. 3, locked it, and found it was transmitting WMAR-TV—a signal of great quality.

Report Voluntarily

This evidence of public interest came voluntarily, no official notice having been given that Stratovision tests were under way.

Should Westinghouse announce that signals will be stratovised at specified times, it can muster hundreds of thousands of TV reports. If the tests are on Channel 6, adjacent to the FM band, large numbers of FM tuners will be able to pick up the sound transmissions.

If tests are transferred to Pittsburgh and thus into Channel 8, the TV tuners can provide reception reports. This volunteer corps of Stratovision aides will grow rapidly with TV sets going into thousands of homes weekly.

Westinghouse is applying for a TV commercial station in Pittsburgh, one of eight applicants for the three assigned channels.

The FCC, as well as the public, is interested in Stratovision. When first tests were conducted from a low-altitude Lockheed bomber, FCC monitors followed the craft on its experimental runs. A report on these tests is in the FCC files.

Early in the spring Westinghouse officials were invited to the FCC to discuss Stratovision plans. Another meeting was scheduled last Friday.

Westinghouse is interested. The FCC is interested. Listeners, broadcasters, engineers—all are watching this Jules Verne dream as it unfolds into technical reality. Will it ever become a commercial reality?

Your guess is as good as any one's. In any case, Westinghouse is investing a sizeable sum in the experiments. And in the Westinghouse tradition it is moving with care and precision despite the swift advances of coaxial cable, unattended radio relay and other competing facilities.

ABC, which April 11 began providing video network program service on East Coast, has stepped this service up to 12 programs a week, all originating at WFIL-TV Philadelphia except Wednesday evening wrestling program which network receives from WMAG-TV Washington.

WARNERS BUY COAST THACKREY PROPERTIES

CONSUMMATION of the deal whereby the Warner Brothers acquired West Coast radio properties of Mrs. Dorothy Thackrey—KLAC Los Angeles, KYA San Francisco, and KLAC's video grant for Channel 13 [BROADCASTING, May 31]—was confirmed last week from a source close to the Warners. The overall purchase price was $1,045,000.

Since the film producing company already owned KFWS Los Angeles it was apparent that the Warners would have to dispose of it or KLAC; informed opinion was that the latter would be resold.

By the end of last week acknowledgment of the sale had still not come from Mrs. Thackrey, co-publisher of The New York Post, whose sole remaining property is WLIR New York.

Radio Comedy Writing

RADIO COMEDY: HOW TO WRITE IT

By Art Henley, Humor Business, 104 East 40th Street, New York

In 22 lessons, Art Henley's four volume Radio Comedy: How to Write It covers gag-writing, situation comedy, characterization and construction. Single volumes are priced at $2.85 and complete set costs $9.50. They are available through Humor Business, 104 East 40th Street, New York 16, N. Y.
Emergency Radio System Needed for Defense Plan

REP. J. PERCY PRIEST (D-Tenn.), speaking before the House of Representatives June 2, pointed out the need for a plan to utilize radio as an instrument of offense or defense in a national emergency. He stated that if Washington were bombed the country would be at least partially cut off from the government. "It is therefore highly important," he said, "to give some attention to the development of an emergency system for broadcasting to all parts of the country."

He also made reference to a book, "Star-Spangled Radio," written by Edward M. Kirby and Jack W. Harris, both active in radio during the war. In the last chapter of the book certain recommendations are made for this emergency radio service and Rep. Priest included these in his remarks.

Cable From Gandero

From Havana, Cuba, where he is now visiting, Mr. Gandero cabled Sen. Arthur H. Vandenberg (R-Mich.) : "The charges against me in connection with the Voice of America programs are unjust. I am at your disposal to testify."

Mr. Gandero said he had drawn heavily on material from WPA guidebooks and from John Gunther's best seller "Inside USA," in preparing the scripts.

He placed the blame on Mr. Gandero, whom he described as a "man of no intelligence."

 Asked why he wrote in the prescribed manner after his protests to Mr. Gandero purportedly were disregarded, Mr. Borgia explained that "I have three children to feed—otherwise I would have thrown the (script) in his face."

The belabored witness found solace in having written any scripts to arouse the provincial patriotism of the United States (Continued on page 72)
GOP Coverage (Continued from page 25)

video programming, NBC this week will present two of its regular television news programs from Philadelphia—Richard Harkness Story of the Week on Wednesday evening and the NBC Television Newsroom on Thursday night. Paul Alley, former NBC news film editor who now has charge of the preparation of the newreel and other programs at Jerry Fairbanks Productions, is producing the two special films for programs use by NBC in advance of the convention probably during the preceding weekend.

They are: "Philadelphia, Convention City," depicting the role of the City of Brotherly Love in political history and its plans for accommodating delegates and visitors at this year's conventions and an educational historic film, as yet unlimitted, covering the highlights of conventions of the past as part of an explanation of what a political convention is and how it functions.

With its own radio relay hookup now functioning between New York and Washington, the Philco relay between Philadelphia and New York, and a special NBC installation of relay equipment on Western Union towers between Philadelphia and Washington, NBC feels well-equipped to handle whatever outside convention pickups it wants and has applied for only a few periods on the coaxial circuit allotted for such programs.

* * *

WPIX New TV Outlet Maps Plans

ALTHOUGH the GOP convention will get under way later than a week ago, WPIX, New York's inaugural broadcast, the New York News video station is planning full-scale coverage of the proceedings of this convention as well as of the Democratic sessions in July. In addition to participating in the video pool, covering all on-the-floor activities, WPIX is sending a crew of 26 persons to Philadelphia to handle its own special programs.

Three programs a day, Monday through Friday, are planned for each convention: An afternoon program is planned to go on the air at 2:30-2:45 p.m.; the 8:15-8:45 p.m. period immediately preceding the evening session, and a 10-minute period immediately following adjournment for the day. Rex Marshall of the WPIX announcers' staff, will narrate all the convention programs, Ruth Montgomery of the News Washington bureau will interview women convention leaders during the afternoon program, on which Lowell Limpus, co-chief of the News U. N. staff, will round out the highlights of the morning session.

The half-hour early evening telecast will open with a five-minute analysis of the political situation as of that time to be given by Ben Gross, radio editor of the News, followed by five minutes of informal interviews with convention personalities by Jimmy Jeffer. The latter will also operate the Newsroom film camera. Special entertainment acts of the convention will then be presented, the program closing with a news summary by Mr. Limpus.

Warren Duties

Carl Warren, manager of news and special events for WPIX, will serve the station's convention staff and the special program emanating from the station's headquarters in the Bellevue-Stratford Hotel. Allan Lawrence, special events director, will serve as Mr. Warren's deputy at the convention and Austin Huhn, a producer-director at the station, will direct the special programs. Otis Freeman will be in charge of the WPIX engineering crew in Philadelphia.

In addition to its studio and convention hall pickups, WPIX is also sending a remote truck to Philadelphia for outside programs. The station will also have its own newsroom camera crew on the newsreel platform in the hall, making films for subsequent use on WPIX and for syndication to other TV stations. WPIX also plans to make kinescopic film recordings of convention highlights, both for its own use and for syndication.

8 TV REQUESTS

EIGHT applications for new commercial television stations were filed with FCC last week, including two for Portland, Ore., the eight applicants totals some $22,000,000.

KEX Portland, Westhouse Radio Stations Inc. outlet, seeks Channel 10 (192-198 mc) while KOIN Portland, a Marshall Field interest, requests (Channel 8 (180-186 mc). Westhouse owns WYZT-TV Boston and is video applicant in Pittsburg. Publisher Field's KJR Seattle and Sun and Times Co., Chicago, are TV applicants.

New Seattle applicants are Twentieth Century-Fox of Washington Inc., planning a half-million-dollar plant to operate on Channel 11 (189-204 mc) and KING Broadcasting Co, licensee of KING Seattle, requesting Channel 7 (174-180 mc).

W. Harry Johnson, rancher and industrialist, doing business as Mid-South Television Broadcasting Co., requests Channel 7 at Jackson, Miss. He already has filed for Oklahoma City, Memphis, Shreveport and Little Rock, Ark. Homer W. Snowden, independent oil producer, seeks Channel 9 (186-192) at Oklahoma City under name of Oklahoma City Television Co. He also plans stations at Shreveport, Denver, Wichita and Midland, Tex. Channel 4 (66-72 mc) is requested at Denver by KMYR Broadcasting Co., licensee of KMYR Denver. Troy Record Co., permittee of FM station WFLY Troy, N. Y., seeks Channel 11 (198-204 mc) in Troy.

The New Applicants

New applicants and facilities they request include:

Denver—KMYR Broadcasting Co., Channel 4 (66-72 mc), effective radiated power 29.5 kw visual, 16.5 kw audio, antenna height above average terrain 403 ft, initial cost $200,000, first year operating cost $50,000, revenue $25,000. Applicant is licensee KMYR Denver, P. W. Meyer and A. G. Meyer, principal owners, each own 11% of KCSB Pueblo, Colo.

Jackson, Miss.—W. Harry Johnson doing business as Mid-South Television Broadcasting Co., Channel 7 (174-180 mc), 206 kw visual, 177 kw audio, antenna height above average terrain 408 ft, initial cost $399,500, first year cost $199,500, revenue $75,000. Applicant is raster of livestock, owner of real estate companies, brick and tile plants, and substantial owner of several bus lines and Chicago and Southern Airlines. He has filed for TV in Oklahoma City, Shreveport, Memphis and Little Rock, Ark.

Oklahoma City—Homer W. Snowden doing business as Oklahoma City Television Broadcasting Co., requests Channel 5 (186-192 mc) effective radiated power 29.3 kw visual, 14.7 kw audio, antenna height above average terrain 462 ft, initial cost $241,064, first year cost $135,000, revenue $75,000. Applicant, independent oil producer, now controls TV outlets in Shreveport, Wichita, Denver and Midland, Tex.

Portland, Ore.—KINO Inc., Channel 18 (180-186 mc), 22.2 kw visual, 11.7 kw audio, antenna height above average terrain 1,401 ft, initial cost $297,900, first year cost $120,000, revenue $75,000. Applicant is licensee of KCOI Portland and is owned by

(Continued on page 72)

Accurate STOP WATCHES

by CLEBAR

For unfoiling ACCURACY in timing you can rely on CLEBAR precision timers. They have proved their dependability in leading studies, laboratories and colleges.

CLEBAR Timers meet the requirements of the National Bureau of Standards Stop Watch Precision Test.

CLEBAR Timers are available in a wide range of sizes, styles and prices to meet the needs of studios, laboratories and colleges. They can be purchased from your nearest CLEBAR dealer or, if you wish, you can order them direct from the CLEBAR Watch Co., Inc., 551 Fifth Ave., New York 17, N. Y.

CLEBAR Watch Co., Inc.

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President. During a respite from verbal lashings he commented: "I am glad that Gander did not tell me to write on Missouri. Even President Truman will have to comply!"

Phrases such as "New England was founded by hypocrisy and Texas by sin" were taken to illustrate Latin American prejudices about the United States and later dialogue was used to counteract these impressions, the 52-year-old writer said.

A flat "no" was given Rep. Harriman when he asked Mr. Nettitt if he thought Mr. Gander was "impelled by subversive motives."

"Everyone in my section," Mr. Green asserted, "has been under the impression that these serpents were being checked by the State Department."

Mr. Vasques, who was born in Mexico, in attempting to establish himself as an authority on Latin American radio taste described one of his promotion ventures in which a Mexican station aired a quiz program called College of Love, featuring three male and three female contestants alternating as a for the opposite sex's panel.

Vasques explained, "The men and women," Mr. Vasques explained, "recited their love experiences and told what types of the opposite sex they preferred."

The remark catapulted NBC Counsel Denny from his chair with a demand to "set the record straight." The origin of the program and the shouter was Mexican and in no way connected with NBC.

"Our firm headquarters in Newark, N. J.," the ruffled Mr. Vasques volunteered, "didn't like the program. They wanted to substitute Truth or Consequences. But I stuck to College of Love and in six months the sale of our product (aspirin) tripled.

Bouncing back to the Wyoming section, which legislators chanted portrayed Indian girls in the nude, Rep. Chenoweth asked Mr. Vasques about the "good taste of this program."

The Spanish version said the characters were "naked girls with feathers" meaning to a Latin American audience that "they had on a typical Indian costume," Mr. Vasques responded.

Mr. Denny told the House committee that Mr. Vasques had "in his possession an important part of this story." He said Mr. Vasques had responsibility as head of the section "to read every word that went on the air."

Mr. Gander's earlier protestations from Cuba, Mr. Denny charged "just don't hold up." The FCC chairman explained by saying that NBC's spoken output in the Spanish section was only eight hours a week, while supervisors of other foreign sections reviewed material representing as much as 24 hours of broadcasting weekly.

A law passed six months ago provided for establishment of a special committee to assist the State Department on its propaganda efforts. Rep. Chenoweth recalled the Committee chairman declared he was "shocked over the series of propaganda representations that this committee had not yet been named."

He considered a "glaring example of the loose and inefficient manner in which this whole program has been carried out."

Meanwhile indignant legislators in another section of Capitol Hill were having their say.

Rep. Carl T. Curtis (R-Ne.) pointed out on the House floor that "Voice of America" programs be broadcast first domestically to permit the American radio public to censor them.

"If every script broadcast to a foreign nation under the "Voice of America" were translated into English and put on the radio at a certain time each day, the soap opera fall where they may be sure that they would receive sharp monitoring by the great American radio audience," Rep. Curtis theorized.

The House subcommittee indefinitely adjourned its hearings Thursday afternoon.

in the center of the flood water, had a hard time keeping on the air. The transmitter was notched against the ceiling and the station managed to keep broadcasting.

Before the water got to it the transmitter in the off-air building was dismantled and hauled out as water mired the wheels of the truck. Within less than 45 hours it was back on the air, operating from the home of Chief Engineer Rod Johnson. With the transmitter in the garage, antenna across the street, control room in the basement and room in a house the living room service was again resumed.

All stations in the stricken area on top priority to all radio authority, but this effort also was covered the disaster for listeners over the nation. During the time of the Vanport flood KOIN fed ten shows to CBS; KGW, though off the air at the moment of the flood, fed NBC eight programs, and KEX did three feeds for ABC. KALE worked through Mutual-Douglas, 500 NBC programs.

The hams did their part again and received high praise from rescue authorities. Working with the Red Cross, sheriff and Coast Guard, they supplied the area in a network of two-way radio communications. Led by Coordinator Al Davis they kept officials abreast of latest information. Two units in automobiles were patrolling the area when the Vanport dike broke. They spread the news instantly.

Due to the rescue of a blind "ham" who lived in Vanport near the path of the flood. With the flood-water racing down upon them, the drivers hustled the hammaker into his car and escaped as the water struck the house.

TV Requests

(Continued from page 71)

Marshall Field interests which also include KSB, Sun Life, and Swift & Co. of Chicago, WCBN Cincinnati, Publisher's Field's Sun and Times Co. video In the TV business.

Portland, Ore. - Westinghouse Radio Stations, "The Vanport News"hell! 8.5 kw visual, 4.2 kw, aural, antenna 150 feet, initial cost $380,000, revenue unknown. Applicant is licensee of KEX Portland, Ont., as owner of WZB and WQW-TV Boston. WEAK Springfield, Mass., KDKA Pittsburgh, KFY Philadelphia and Radio City Ind. is to be in K Expo exhibitor in Pittsburgh. West - KING Broadcasting Co., Channel 7 (174-180 mc), 28.1 kw visual, 11.1 kw audio, antenna 1,758 feet, initial cost $500,000, first year cost $500,000, revenue $500,000. Applicant is licensee of KING that city.

Steve - Century-Fox Film Corp., Washington Inc., Channel 11 (199-201 mc), 28.5 kw visual, 3.3 kw audio, antenna 458 feet, initial cost $500,000, first year cost $500,000, interest, of capital $500,000 with full equipment, applicant is in subsidiary of Twentieth Century-Fox film interests, which also has request pending for television station in Boston and San Francisco.

Troy, N. Y., Station WPTV, Channel 11 (198-204 mc), 311 kw visual, 15.5 kw audio, antenna 2,624 feet, initial cost $127,000, first year cost $100,000, interest, of capital $100,000, applicant is present licensee of WMJ-FM station WFLY and a publisher of Daily Record and Times-Record.

COMMUNITY CHESTS and Councils of America Inc. has produced a series of television commercials for the "Don't Let Your Feather Story Tellers," which were distributed with a publication to about 100 member Community Chests in the U. S. last week.
FICK NAMED TO HEAD NEW GE TV RESEARCH

A NEW television division has been established in the General Electric Research Laboratory, according to Dr. C. G. Suits, GE vice president and director of research. In view of the company's large activity in the television field, he explained, "it was considered appropriate that the Research Laboratory be in a position to make fundamental scientific contributions on which to base future technical progress."

In making the announcement, Dr. Suits said that Clifford G. Fick, until recently division engineer of the Receiver Division of the Electronics Dept., had been chosen head of the new division. Mr. Fick is a native of Ida Grove, Iowa, and was graduated from Iowa State College in 1925 with the degree of B. S. in electrical engineering. In August of that year he joined the General Electric Test Course. He was connected with the Transmitter Division until 1944, when he joined the Receiver Division.

WOAK (FM) in Oak Park Starts on Channel 252

WOAK (FM) Oak Park, Ill. is now on the air on Channel 252, 98.3 mc fulltime.

The Class "A" station's studios and offices are located in the Hotel Guyon. Facilities include two studios, a control room, news room with AP teletype service, two private offices, a general office, reception room and work shop.

WOAK is owned and operated by the Gale Broadcasting Co. Officers include Bernard Jacobs, president and station manager; Lester E. Jacobs, vice president and Harry Brown, secretary-treasurer. Staff members include Jack Shifrin, program director; John W. Mulholland, commercial and promotion manager; Robert E. Kaylor, Harold Cunningham, Gerry Thomas, staff engineers; Barbara Mattoon, publicity writer, Robert Gigante, Myron Berg and James Wimmer, staff announcers. Station began operation May 16.

WJLD-FM Now Operating From Birmingham, Ala.

WJLD-FM Birmingham, Ala., went on the air May 23 on Channel 284 (104.7 mc) with temporary power of 3 kw. Station is licensed to Johnston Broadcasting Co., owner of WJLD Bessemer, Ala.

Operation is from 3:00 to 9:00 p.m. and Mutual programs will soon be carried, according to James Connolly, assistant manager. WJLD-FM is located on top of Red Mountain.

Radio Advertising will be among courses to be offered to students majoring in advertising at Department of Journalism at Michigan State College this fall.

Large Expansion Planned By Calif. Rural Network

CALIFORNIA RURAL Network will be extended to full state coverage, according to a statement by W. L. Gleason, president of Broadcasting Corp. of America, Riverside, Calif. Plans now call for inclusion of between 20 and 30 stations in the BCA California Rural Network.

Network has been operating for over a year in Southern California and includes KPRO Riverside, KPOR San Bernardino, KREK Indio, KROP Brawley and KUCB Blythe, all owned by Broadcasting Corp. of America.

KGO-FM Back On Air

KGO-FM San Francisco, which had been off the air for two weeks returned to the air June 1. During that time KGO was transferred from its old AM transmitter site in Oakland to the new television-FM site atop Mt. Sutro in San Francisco. The FM transmitter, which duplicates all KGO-FM programs was installed in the Adolph Sutro mansion, now housing KGO-TV as well as KGO-FM. A temporary antenna was erected atop the house for use until the 500-ft. television-FM tower, on which construction will start soon, is completed.

The Swing is to WB in Kansas City

New Business

(Continued from page 16)


LAMBERT PHARMACAL Co. (Listerine toothpaste) not renewing Abe Burrows Saturday on CBS after June 26 broadcast. Advertiser dropping out of radio for remainder of year, but hopes to return after that.

QUAKER OATS Co., Chicago (Aunt Jemima), July 1 renues for 59 weeks first quarter of Ladies Be Seated, on ABC, Mon.-Fri., 2-2:30 p.m. (CDT). Agency: C. J. LaRoche, Chicago.

Adpeople

ROBERT S. LARKIN, who joined Philip Morris & Co. in November 1947 after six years of merchandising and account work with Compton Adv., New York, named sales promotion manager for Philip Morris.

ROBERT J. ROTH, director of radio and promotion for Byer-Rolnick Co., Garland, Tex. (Resistol hats), appointed advertising and promotion manager, succeeding IRVING PIERCE, named sales manager. Mr. Roth continues supervision of radio activities.

JAMES E. GALLAGHER, formerly in sales promotion and advertising with Shell Oil Co., appointed assistant to advertising manager of Rubsam & Hornman Brewing Co., Staten Island.

HOMER REPLOGLE, general sales manager, and E. LLOYD DOSCH, merchandising manager, elected vice president for sales and vice president for merchandising, respectively, of American Home Foods, New York.

ZEENN KAUFMAN, merchandising director, Philip Morris & Co., is the father of a boy, Roger, born May 21 in New York.

Rate Card No. 1 Readied By W6XIS at Salt Lake

RATE CARD NO. 1 for W6XIS Salt Lake City, beginning commercial video operation on Channel 4 (60-72 mc) early this month, will be distributed soon to the trade.

According to S. S. Fox, president and general manager of the Intermountain Broadcasting Co., owner and operator of W6XIS and KDYL Salt Lake City, the new rate schedule is based on a straight rate scheduled for day and night. The basic rate, which includes transmitter and film facilities, services of staff announcer and recorded music for background or film commercials, is divided into the following seven units: One hour, $100; 30 minutes, $60; 20 minutes, $50; 15 minutes, $40; 10 minutes, $30; five minutes, $20, and one minute, $15.

Remotes or programs using live talent or those requiring extra facilities or personnel are not covered in the basic rates. Rehearsals in excess of the gratis 2:1 ratio (based on airtime) will cost $15 per quarter hour or portion thereof. Charges for air time and facilities are subject to 15% agency commissions.

Films for Stassen

NOVEL approach to the use of film in political campaigning was introduced in New York May 27 when Harold Stassen utilized film inserts during a speech on WCBS-TV New York. Jerry Fairbanks Productions made the films on subjects referred to in Mr. Stassen's speech. Inserts were prepared on order of Mr. Stassen's backers.
HAAN J. TYLEN, KFI Los Angeles sales manager, has been named program director and coordinator of television operations, replacing CHARLES E. BROWN, who resigned recently. Mr. Tyen has been with KFI for five years, previously as sales manager. SAN FRAN, Los Angeles manager of Fred Peters Inc. and former executive and radio director of John H. Dunham Co., Chicago.

WILLIAM P. PERRY, former manager of WLAC Nashville, Tenn., and later with CBS in New York, has joined WWDX-FM Paterson, N. J., as program manager. Bob CLAYTON has joined WWDX announcing staff.

JAMES E. BURKE, has been appointed director of special features of KMOD-AM Kansas City, MO., succeeding JOHN S. MCDERMOTT, who has been named promotion director. Mr. Burke entered radio in 1938. He comes to KMBC-KPRM after two years in which he had made sales including those of "music dreams" and appeared in other CBC and NBC shows, including "Studio One." Saint Paul, Minn. In his new post he will handle public service as well as remote and other special events.

ROLFE BOSWELL, of editorial staff of "New York Sun," June 2 began duties as a promotion director of WOR-FM pro-

JAMES T. VANDIVER, director of public service programming of KFI Los Angeles, has been named director of remote programming for KFI-TV, reporting to BILL HINKLE, executive producer of KFI-TV.

ME. KAMPE, former publicity director for M. J. Louis, has joined WLOX Biloxi, as head of continuity and general manager of program director. He had been with WLOX for more than 10 years in the city.

BIL HERSON, morning man at WHC Washington, has been appointed Washington representative of CBS. Bob Miller's Popocatelet Awards for montalional manager. Formerly with the out for outstanding courage and achievement.

BOB GRAHAM, farm commentator of CBH Halton, has been moved to CBK Edmonton, as farm commentator for prairie region of CBC.

BETTY WISHER, women's director for WGGG Gainesville, Fla., has been awarded a Dietz Honorary membership by the Florida Society of Daughters of the American Revolution. The prize was given to Ms. Wisher for her good performance of outstanding courage and achievement.

NAN NAGEL, vocalist, formerly with Frankie Carle and Blue Barron, has joined the staff of WLW Cincinnati. Other vocalists joining WLO are GEORGIA CARROLL, remaining after the opening of one year and replacing JACK BRENNER, who left. GLENN ROBERTS, formerly with KMKM St. Louis.

DES KEARNEY and GERARD HERBERT have been named announcers of the Toronto office. Mr. Kearney was formerly with CJOY Kingston, CFRA Ottawa, and CKGB Cornwall and CKBY Toronto. Mr. Herbert has been a staff announcer of CKFBinch.

SCOTT JEFFERT has joined KXRN Benton, Wash., as program staff announcer.

ROBERT V. BROWN, NBC Western Division program manager, arrived in New York June 4 for three months to study television programming. ROGER CANFIELD, NBC Western Division production manager, arrived the same time.

BETTY FLETCHER, for past eight years secretary to general supervisor of programs, CHARLES JENNINGS, Toronto CBC office, has been named program assistant for CBC at United Nations, New York.

JOE ELDRIDGE, formerly with WKE Manager, has been named director of WPOX Piqua, Ohio, has joined production staff.

TERENCE MARSHALL, formerly of Decca Records Co. London, has joined production department of CBC at Toronto.

DON GILLIS, NBC composer and production director was awarded degree of Doctor of Music by Texas Christian University. A concert made up of the best of his compositions was presented by the University of Texas, 6. Gillis, who produces NBC symphonic broadcasts, is former Texas Christian University teacher.

HUGH MORRISON has rejoined Can-

GORDON SILLIBURG, former pro-

ROCK HILL, former manager of KXK's San Antonio, has joined KLAC Hollywood, as musical director. He replaces STAN BLACK, resigned.

Dr. KARL T. GRIBBEN, professor of music and director of the music department at the University of Texas, has been named supervisor of the music department at KRLD Dallas.

GERALD BRYANT, program director for WHB Detroit, has been named program manager of KDKA Pittsburgh.

FRED EDWARDS, m.c. of "Midnight Jamboree" over CKLW Detroit, has been named program director for Hollywood to make pictures for Mon-

BARBARA HALL, continuity director of WJCU Ithaca, N. Y., has been chosen by the Canadian Broadcasting Corporation for this year's summer on state-wide community project in International Understanding.

ERSKINE JOHNSON, columnist and radio commentator, has been signed to a three year contract for video film series "Your Hobby" on Hollywood doings, and personal history.

JACK T. H. PENETY, announcer of KBY's Chicago, has been named program director. He joined CNIB in 1942 after discharge from Canadian Army.

BETTY MEARS, NBC Western Division staff announcer has been appointed to the Executive Committee of Television Academy of Arts and Sciences.

CJFU Hollywood director of education and public relations, has been awarded certificate of appreciation by National Conference of Christian Education and the Brotherhood in the promotion of American Brotherhood.

BURT BOLTON, chief announcer at CJAV Port Alberni, B.C., has resigned.

PETER LAVALLEY, formerly of CHAT online, has joined the staff of CJCA Edmonton.

WOMEN active in radio in Port Wayne, Ill., have formed new organization to be known as Women Broadcasters Organization. Included are JANE WESTON, WOWO; POLLY BAKER, WPTW; Peg HOBIN; BARBARA EVANS, WO-WO; MARY McENROE, WPTW; JEANNE NEWMAN, WANE, and PAT SAWFORD, WAAM.

EMILY WESTCOTT, narrator of "Make Home Your Hobby" on WIBB Utica, N. Y., has appointed CLAUDE BAR-

VINCEN E. MITCHELL, assistant to the manager of Operations Division, NBC, program department, has been awarded Bronze Medal for exemplary conduct in combat in Europe during March 1945.

BOB JAMES, formerly with KGO San Francisco, has been named assistant one year in freelancing in that city. His program, "The Bob JAMES Show," is aired weekly over KGO.

MARK SHELLER, morning disc jockey and m.c., formerly with WFCW Pueb-

MRS. FRANKY C. WALKER, program director of WFOY St. Augustine, Fla., has been appointed an honorary sergeant of U.S. Marine Corps in appreciation for support of Marine's recruiting program.

BILL LAWRENCE, director of CBS "Screen Guild Players" is working as a disc jockey on Republic Pictures production of "The Plunderers."

MAXINE THORNHORN has joined KFI Los Angeles program department, replacing MARY JONICH, who left June 3 to become a public relations writer.

BIL FORMAN has joined NBC "Relax Summer Theatre" as announcer. New York City.

Dahl WHEATLEY, formerly with ABC Hollywood audience information and sales promotion in United KFI Los Angeles, as secretary to program mana-

TED ROOT, formerly of CPCC and CJAD Montreal, has joined CKCO Ot-

More Un News Urged

THE General Federation of Women's Clubs has urged wider broadcasting of United Nations news and has commended the NAB for taking a similar stand, according to reports in New York. The Federation adopted a resolution May 27 at its convention in Portland, Ore., pointing out that the NAB at its convention a fortnight ago urged station managers to give more coverage to UN activities and commending the NAB for its action.

WHAS Louisville, Ky., has completed plans for new studio facilities and orders have been placed with Gray-Bar, U. S. C. for various Western Electric equipment.
Mansfield Responds

MANSFIELD RESPECTS EFFECTIVENESS of radio was demonstrated again when A. B. Grafton, Mansfield, Ohio, Lincoln-Mercury dealer, opened new sales and service center. Local newspapers reported that a profit was made so all efforts were directed to radio. Results amazed even J. M. O'Hara, \( W \) \( M \) \( A \) \( N \) manager, who planned the spot campaign. He reported more than 30,000 people inspected the new showroom during the first week, over 10,000 of them the first day. Other automobile dealers who were reported having trouble with the paper also donated parts of their paid radio time to promote opening, according to the station.

Charles Durban Elected

CHARLES J. DURBAN, assistant director of advertising of U. S. Rubber Co., has been elected president of the American Television Society in New York. Other officers: Halsey V. Barrett, station relations manager of Du Mont Television Network, vice president; Emerson Yorke, president of Emerson Yorke Studios, secretary; Arch Braunfeld, Braunfeld & Simons, treasurer.

Directors elected were Don McClure, N. W. Ayer & Son; Edward Sobol, NBC; Paul Mowrey, ABC; George Monkovic, CBS; George Shupert, Paramount Pictures; Charles A. Algicote, Film Daily, and Warren Caro. Theater Guild.

WAGA WILL JOIN CBS

THE CBS change of affiliates in Atlanta from WGST to WAGA [CLOSED CIRCUIT, May 10] will take place Sept. 26, the network reported last week. Simultaneously Mutual will drop WATL and pick up WGST.

WGST, on 920 kc with 5 kw daytime and 1 kw night, is owned by the Georgia School of Technology. John Fulton is general manager. WAGA, on 590 kc with 5 kw power full time, is Fort Industry station, and George E. Storer is president. It relinquished its ABC affiliation last December. WATL is owned by the Atlanta Broadcasting Co., J. W. Woodruff Sr., president. It will become an independent after the realignment of network affiliations. WATL is assigned 250 \( w \) full time on 1400 kc, holds permit for switch to 1380 kc 5 kw unlimited, directional night.

TO: Thrifty Advertisers

FROM: WTAR-Norfolk

"Our Fall-Winter CM Hooper ratings show amazing results, particularly daytime, with 3 additional stations (not operating in the same period last year) now competing. Analysis shows:

- For 15 of the 40 daytime Mon-Fri. quarter hours WTAR has a higher rating than all other six local stations combined. For 36 of the quarter hours WTAR out-rates its nearest competitor.
- At night, for 43 of the 56 half hours between 6:00 and 10:00 p.m., Mon-Sat., WTAR has a higher rating than the other three local nighttime stations combined. On the other 13 half hours WTAR is first by a comfortable margin."

Campbell Amont

President

NABC AFFILIATE
5,000 Watts Day and Night

Operator, WTAR-FM 97.3 Megacycles
National Representatives: Edward Petry & Co.
May 28 Decisions... BY A BOARD

FM Authorizations

Authorized cond. grant for one Class B FM station; issued CPs for 3 Class B FM outlets, 4 in lieu of previous cond. (See story BROADCASTING, May 31).

Extended

WCLF-FM Chicago—Granted 90 days' extension of time to complete construction on cond. that station be completed or continue interim operation within such period.

Pinellas Bstg. Co., St. Petersburg—Granted application for reinstatement of one Class B station, new authorization to station to specify that construction be completed before July 15.

Modification of CP

Trustees of University of N. Y., Bloomington, Ind.—Granted modification of CP to extend unfilled term of agreement between university and educational FM station from May 27 to Nov. 27.

Deferred Action

WFSS Coram, N. Y.—Deferred action on permit application to increase power from 50 kw, 500 ft., estimated cost: $19,500.

WFSS-Mount Kisco, N. Y.—Deferred action on permit application to increase power from 50 kw, estimated cost: $22,447.

WFSS—Watertown, N. Y.—Deferred action on permit application to increase power from 10 kw, 100 ft., estimated cost: $137,900.

WFL-Port Angeles, Wash.—Deferred action on condition of CP; grant ordered for hearing on condition that station be operated in accordance with its outstanding CP.

Reinstatement

KFMB San Diego, Calif.—Reinstatement of CP for KOOL transmission facilities.

KBVA Anchorage, Alaska—Reinstatement of CP for 90 days, to operate on 770 kw, 25 kw-N, 50 kw-LS, unit, contingent upon final decision of FCC hearing for regular license on 770 kw.

Reinstitutions

KXEO Airdale Bstg. Corp., Mexia, Tex.—Reinstated application for CP which authorized new station 1360 kw 250 w, LS, subject to condition that operation shall take place until KXEO had ceased operation on 1360 kw and had commenced operation on 1070 kc in accordance with its outstanding CP.

Heard

Belvedere Bstg. Corp. and Sidney N. Tinley Jr., Baltimore—heard application for conditional license.

James H. Burns, Monroeville, Mich.—Designated as Grantor in consolidated proceeding applications of Wyatt News Co., Inc., and others.


GRAY Research & Development Co., Inc.

310 Second Avenue, New York 17, N. Y.

PHOTOGRAPHED BY

WJZ, NEW YORK CITY

REDUCE INTERMODULATION DISTORTION

with the GRAY TRANSCRIPTION ARM

Reduce the distortion content of "loud" results from minimum vertical inertia and maximum stiffness. Other characteristics include frictionless motion, adjustable stylus pressure, self-leveling base, and frequency response flat to the finest lateral reproduction. Accommodates all modern cartridges—GE, etc.—and has been adopted for all transcription tables by national radio networks—Columbus Broadcasting System, American Broadcasting Company and numerous independent stations. Arm, less cartridge, $35.00.

Write for new descriptive bulletin.
You can get immediate replacements on Western Electric 9 Type Reproduction

No waiting for repairs!

Graybar District Warehouse

You get a factory-rebuilt Reproduction by return mail. Or send the damaged unit to your Graybar District Warehouse — you'll get a factory-rebuilt Reproduction by return mail FIRST — or vice versa.

— QUALITY COUNTS —

Remember...FM demands high-quality reproduction — the 9 Type gives it to you!
new standard station for extension of completion date.

**AM-990 kc**
The Cornbelt Best Co., Storm Lake, Iowa.—CP new standard station 1460 kc, 250 w unil. AMENDED to change frequency to 1450 kc, 1450 kc; increase ERP to 3500 kw, 3500 kw; set C.D., using station 1450 kc, 1450 kw.

**AM-1420 kc**
Maple City Broadcasting, Inc., Herron, N.Y.—CP new standard station 1490 kc, 100 w unil. DA-N, AMENDED to change to 1480 kc, 1480 kw; set C.D., using station 1480 kc, 1480 kw.

**AM-1350 kc**
Mrs. Jane Ramsey, Oswego Christy, Tex.—CP new standard station 1350 kc, 250 w unil.

**License for CP**

KCLW Hamilton, Tex.—License to cover CP new standard station.

**AM-1430 kc**
Weirton Broadcasting Co., Weirton, W.Va.—new CP new standard station 1430 kc 500 kw.

**License Renewal**


**June 2 Decisions**

**BY COMMISSION EN BANC**

**FM Authorizations**

CPs for one Class A and one Class B FM stations were issued by FCC; also authorized four Class B FM CPs in lieu of previous CPs. (See page 82).

**FM-91.7 mc**
Tacom School District No. Ten, Tacoma, Wash.—Granted CP for new noncommercial educational FM station. Channel 91.1 mc, 3 kw, 3 kw; estimated cost $20,420.

**KWWJ**
Philadelphia—Granted extension of time for completion of station.

**WJW-6 FM Detroit**—Grant extension of license period.

**Amalgamated Bcstg. System Inc.**
Chicago—Granted extension of time in which to complete construction on condition that applicant commence operation by that date.

**WCLM**
Carbondale, Ill.—Granted 3 kw. extension of time in which to complete construction of station.

**Grants CP to replace expired permit which authorized Class B station required date of completion to specify July 1.

**TV-54-60 mc**
Fishers Blend Station Inc., Stetlile, Wash.—Granted CP new TV station, Channel 5, 2 kw, 2 kw. Center 940, 940 kw, 940 kw; estimated cost $950,000.

**TV-56-82 mc**
Phoenix Television Co., Phoenix, Ariz.—Granted Class B station, Channel 1, 7 kw, 7 kw. power 175 kw, 175 kw, 175 kw; estimated cost $100,000.

**TV-57-82 mc**
Central Bcstg. Co., Davenport, Iowa.—Granted CP new TV station, Channel 5, 7 kw, 7 kw. power 150 kw, 150 kw, 150 kw; estimated cost $125,000.

**TV-58-82 mc**
Greenbush News Co., Greenbush, N.C.—Granted CP new TV station, Channel 5, 5 kw, 5 kw. power 100 kw, 100 kw, 100 kw; estimated cost $30,000.

**TV-59-82 mc**
WKY Radiophone Co., Oklahoma City—Granted CP new TV station, Channel 6, 6 kw, 6 kw. power 150 kw, 150 kw, 150 kw; estimated cost $100,000.

**TV-61-82 mc**
George B. Cameron Jr., Tulsa, Okla.—Granted CP new TV station, Channel 6, 6 kw, 6 kw. power 150 kw, 150 kw, 150 kw; estimated cost $100,000.

**TV-62-82 mc**
San Antonio Television Co., San Antonio, Tex.—Granted CP new TV station, Channel 5, 5 kw, 5 kw. power 175 kw, 175 kw, 175 kw; estimated cost $200,000.

**TV-76-82 mc**

**Hearing Designated**

Milwaukee Best Co., Milwaukee—Designated for hearing TV applications in consolidated proceeding for four other applicants for Milwaukee.

**KPAU**
Ames, Iowa—Granted license for coverage of same, ERP 1 kw, 1 kw; set C.D., using station 1450 kc, 1450 kw.


**Petition Denied**

Yorkville News Co., Bridgeport, Conn.—Dismissed petition for extension of time for filing to cover same.

**Extensions Granted**

WMJN Chicago—Extension granted for completion date for new station.

WNAC-TV Boston—Extension granted for completion date for new station.

WLWD Dayton, Ohio—Extension granted for completion date for new station.

WXYT-TV Detroit—Extension granted for completion date for new station.

**Exp. TV Station**

WXIN New York—Expired for new station.

Applications Dismissed

WXYD Continental Television Corp., Boston—Dismissed application for renewal of license for ex- station and deleted station as of May 31.

**June 2 Applications**

**ACCEPTED FOR FILING**

KSTN Stockton, Calif.—Mod. CP new standard station for extension of completion date.

WIPR-Santa R., Calif.—Mod. CP new station for extension of completion date.

WHFS-Santa R., Calif.—Mod. CP new station for extension of completion date.

WIPB-Santa R., Calif.—Mod. CP new station for extension of completion date.

WCRF-Birmingham, Ala.—Same.

WMGR-Fort Worth, Tex.—Same.

WWAF-TV Chicago—Mod. CP new FM station to specify ERP as 15 kw, decrease ERP, etc., set C.D., using station 1450 kc, 1450 kw.

**WRCO Los Angeles, Calif.—Mod. CP new station for extension of completion date.

**WRRF New Orleans, La.—Mod. CP new station for extension of completion date.

**WYAF**
Haverhill, Mass.—Same.

KSD-Fort Wayne, Ind.—Same.

KURL St. Louis—Same.

WABF New York—Same.

KPRA Portland, Ore.—Same.

WMTN Lewistown, Pa.—Same.

**KOMO**
Seattle—Same.

**TV-186-192 mc**
Television Productions Inc., San Francisco—CP new commercial television station on Channel 19, 196-192 mc, ERP 100 kw, 100 kw, 100 kw; set C.D., using station 1450 kc, 1450 kw.

**License Renewal**

Applications for renewal of standard broadcast license filed by: WMJM Chicago; WDAY-Duluth, Minn.; WGBR Burlington, Iowa; WJBA Detroit; WORP New York, N.Y.; WJOL Chicago; WFLD Chicago.

**TENDERED FOR FILING**

Acquisition of Control

WKJG WKJG-FM Fort Wayne, Ind.—Acquisition of control of stock owned (Continued on page 89)
New Pep for Your Platter Shows from RCA Victor's latest releases

TEX BENNEKE
Makin’ Love
Mountain Style and Maddawhols
RCA Victor 20-2898

DENNIS DAY
Clancy Lowered the Boom and The Romance of the Rose
RCA Victor 20-2810

PATSY MONTANA
Mama Never Said a Word About Love
Little Old Rag Doll
RCA Victor 20-2899

ROOSEVELT SYKES
Boogie Hokey Tonky and Boze Blues
RCA Victor 20-2902

HENRI RENE
Piano Polka and Main Street Polka
RCA Victor 25-1111

KELLY REPLACEMENT
Alabama Farmer Takes Over
As “R.F.D.” Goes NBC

A 41-YEAR-OLD Alabama farmer, who was winning contestant eight times running on R. F. D. America, replaced Joe Kelly as permanent m.c. when the program switched from 250 stations to NBC June 6.

The series originates at NBC Chicago studios at new day and hour, Sunday, 1:10 p.m. (CDT).

Primary factor behind Mr. Kelly's replacement on farm quiz show, according to spokesman at Louis G. Cowan's Chicago office, was that the quizmaster also is heard on network's Quiz Kids, which also emanates from Chicago two hours later. Decision was made at request of Miles Laboratories, Elkhart, Ind., which sponsors Quiz Kids.

New m.c. is Ed Bottcher, who never stepped before a microphone until March 25 when he appeared for the first time as a contestant on the farm program.

Show reportedly has been bought for ABC's summer period by Ford dealers, which originally turned it down for the Fred Allen program.

Rapid Progress Seen for Radio's Future

Rapid progress is foreseen for broadcasting in the next few years by Steck & Peak Corp., New York industrial analysts, in a forecast of the electrical equipment industry.

"As more television sets are marketed, increasing numbers of advertisers will turn to this medium, spurring improvements in both sets and telecasting," according to the report.

"Of considerable potential importance is the introduction of FM broadcasting under the Armstrong patents, finally approved for commercial broadcasts in 1941. FM and television are expected eventually to replace virtually all sets now in use, since relatively few sets capable of receiving such broadcasts have been sold. Combination radios including AM, FM and short-wave reception, plus a record player and tape recorder, are now on the market."

The analysis points to prospects of further gains in auto sets as radio becomes standard equipment in new cars, with similar gains for portable sets.

Standard & Poor's sees an expanding market for tubes, with profit margins limited by pressure of radio manufacturers against price increases as a result of expanded productive capacity.

Sales of radio sets were estimated at 7,600,000 in 1947, having a value of $1,144,201,000, an average price of $77.60.

Special Hooperrings

C. E. HOOPER INC. has been retained by Broadcasters Guild to measure pattern of interest in top local programs in 10 key markets throughout the country. According to James Parks, Hollywood vice president of the transcription organization, intent of study is to determine possible format which may be syndicated elsewhere to Guild's 124 member stations. Membership breaks down as follows, Mr. Parks explained: ABC affiliates, 30; CBS affiliates, 15; MBS stations, 27 and NBC, 13; 39 independent stations are also members.

Tune-in annotation

SONS OF THE PIONEERS
Introducing Pickin' Bills and Singing BLUE SHADOWS from DISNEY'S MELODY TIME

Walt Disney's
NEW TECHNICOLOUR MUSICAL

NBC
Monday, June 7
10:00 P.M. E.D.T.

BROADCASTING • TELECASTING
New Rate Cards Issued On CBS-Owned Outlets

FOUR CBS-owned stations have just issued new rate cards, highlights of which are retention of Class A evening hour base rates, "adjustments" in rates for certain time segments, and elimination of the dollar volume discount.

The new rate cards became effective June 1 at WCBS New York, WEEI Boston, WCWO Minnesota, and WTOP Washington. The cards were mailed on May 25 to agencies and clients, with an explanatory letter by Carl J. Burkland, general sales manager. Advertisers may continue on the old rate basis all business contracted as before June 1, Mr. Burkland said.

LABOR SETTLEMENT
Station Manager Turns “Mediator”

RADIO MANAGEMENT assumed a new role when George Volger, manager of KWPC Muscatine, Iowa, found himself as "mediator" in a local labor dispute.

AFL Machinists and Foundry Workers had been on strike for over three weeks against the Carver Pump Co. plant in Muscatine. A federal conciliator met three times with union and company officials but failed to reach a settlement.

Roy Luce, news editor of KWPC, had been in constant touch with the company and had carried news of the strike on all newscasts. Mr. Volger and Mr. Luce found they were being consulted by both groups, and when the third mediation attempt failed, Mr. Volger invited representatives of the union and company to meet at the station's offices in an effort to settle the dispute.

In an hour and fifteen minutes after the meeting started an agreement was reached and in three hours the rank and file union members had voted to accept it. The plant reopened and KWPC restored letters of thanks from the unions and from the management of the Carver plants.

Ad Research Associates Open at Salt Lake City

TO further advertising research, market and product analysis in the Intermountain area, Frances R. Peterson, Robert E. Segal and William D. Rice have formed Advertising Research Assoc. at 200 Boyd Park Bldg., Salt Lake City, Utah. The firm states that it is prepared to offer business firms and service organizations its services of advertising research and planning; and product and marketing analysis.

At present Advertising Research Assoc. is conducting a sample survey in Salt Lake City area, comparing the "pulling power" of local and national advertisers, as well as readership surveys of the three local papers. Plans are under way to conduct continuous and complete survey for subscribing businesses.

Gen. Parks to Hawaii

Gen. FLOYD L. PARKS, who has been chief of the Army's Public Information Division in Washington, D.C., has been given a new assignment as Chief of Staff, U.S. Army, Pacific, and will be stationed at Fort Shafter in Hawaii, the Army has announced. Gen. Parks' successor as public information chief will be Maj. Gen. Bryant E. Moore, who has been commanding U.S. troops at Trieste.

Use KGLO

KGLO gives dominant coverage of a prosperous rural-urban market—ideal for testing!

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, INC.

Use KGLO

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WEED & COMPANY, INC.
Six Grants in FM Authorized by FCC

CONSTRUCTION PERMITS were issued last Wednesday by FCC for two FM stations, including one Class A and one Class B outlet. CPs in lieu of previous conditions also were awarded for four Class B FM stations.

WXRA-FM, owned by Western News Radio Broadcasting Co., received the new Class B permit for Channel 277 (103.3 mc) with effective radiated power of 4.2 kw and antenna height above average terrain of 128 ft. The new Class B station, WPX-AM, operated by Cape Com Inc., will be WNEM, Springfield, Ohio, owned by Champion City Broadcasting Co. Facilities authorized were Channel 270 (103.9 mc), 1 kw ERP and antenna 90 ft.

The following were authorized CPs in lieu of previous conditions (power is ERP and antenna height is above average terrain):

WXRA-FM, Chicago—Class B, Channel 254 (107.6 mc), 50 kw, 300 ft.

WXRA-FM, Utica—Class B, Channel 255 (108.2 mc), 20 kw, 90 ft.

WXRA-FM, Louisville, Ky.—Class B, Channel 266 (100.7 mc), 2 kw, 131 ft.

WHKJ United Broadcasting Co., Cleveland, Ohio, Channel 284 (100.7 mc), 3 kw, 680 ft.

Darrell E. Yates, licensee of KRBV (AM), Lufkin, Tex., was granted application to reinstate its FM permit which expired in February. Facilities are Channel 255 (95.5 mc) with ERP of 2.9 kw.

Taco School District No. 10, Tacoma, Wash., was granted permission to operate a non-commercial educational FM station on Channel 219 (91.7 mc) with ERP of 3 kw and antenna of 450 ft.

RWG STATION IDENTIFICATION

RADIO WRITERS GUILD moved this week in a strike last week when talks with an agency committee were broken off despite efforts of the U. S. Conciliation Service. However, it was indicated by Roy Langham, of the union's national secretary, that no strike action will be taken until early fall, since many of the shows involved will be off the air until then.

Efforts of the RWG to negotiate individually with the heads of some 60 advertising agencies after negotiations with the joint committee were stymied, misfired because of unforeseen timing, Mr. Langham admitted. Letters suggesting such talks went out to the agencies shortly before the Federal agency entered the picture. Comments of the RWG were that individual action was out of place until conciliation had been attempted.

The Guild's contract conversations with agency representatives began last January. The agencies have steadfastly refused to recognize the RWG as collective bargaining agent for commercial radio writers, according to the union.

Page 82 • June 7, 1948
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C. Adams 3414

McNARY & WRATHALL
RADIO ENGINEERS
906 N. E. Press Bldg., Reservoir Hotel
Washington 4, D. C. Watsonville, Calif.

PAUL GODLEY CO.
LA35: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

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Washington 4, D. C.

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A. D. RING & CO.
56 Years' Experience in Radio Engineering
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WASHINGTON 4, D. C.

There is no substitute for experience
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AND ASSOCIATES
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PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N. W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
National 6513-6515

LOHINES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

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710 14th St., N. W.—Metropolitan 4477
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RUSSELL P. MAY
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Kellogg Bldg.
Washington, D. C. Republic 3984

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CONSULTING ENGINEERS
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DISTRICT 4127

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WASHINGTON 6, D. C. NA. 7141

HOLEY & HILLEGAS
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Washington 6, D. C. Republic 7236

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Washington 6, D. C. Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave., M. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

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Washington 4, D. C.

JOHN BARRON
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Telephone National 7757

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Rothrock & Bailey
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National 0196
WASHINGTON 6, D. C.

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DISTRICT 4127

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WASHINGTON, D. C.
1200 18th St., N. W. Room 1270
DISTRICT 4127

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JUSTIN 8-6108

WILLIAM E. BENNS, JR.
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Arlington 2882
Birmingham, Ala., P. O. Box 2468
6-3924

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3524 South Henderson
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CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6444
Washington, D. C.

NATHAN WILLIAMS
AM-Allocations & Field Engineering—FM
Oskosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3206 14th St., N. W.
Washington 10, D. C. Adams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO.
Telephones—Kingswood 7631, 9541

Lynne C. Smeby
820 13th St. N. W., EX. 8073
Washington 5, D. C.

BROADCASTING • Telecasting

June 7, 1948 • Page 84
Help Wanted
Manager

General manager: Good opportunity for extremely well qualified man to take full charge of Midwest 1,000 watt station. Must have complete personal history and experience with first letter. Box 469, BROADCASTING.

Manager wanted for Midwest station. Write Box 702, BROADCASTING.

Salesmen

Wanted. Salesman. Excellent opportunity in Midwest market of 175,000 Radio background and selling ability essential. Advise full details first letter. Box 661, BROADCASTING.

Wanted: 3 years experience in broadcast sales. Must furnish complete personal history and experience with first letter. Box 484, BROADCASTING.

Wanted: Salesman with Coast to Coast experience. Excellent opportunity. Write Box 487, BROADCASTING.

Wanted: Salesman, with Coast to Coast experience. Must furnish full personal history and experience. Box 485, BROADCASTING.

Wanted: Salesman, with Coast to Coast experience. Must furnish complete personal history and experience with first letter. Box 491, BROADCASTING.

Wanted: Salesman, West Coast experience. Must furnish complete personal history and experience with first letter. Box 503, BROADCASTING.

Wanted: Salesman, West Coast experience. Must furnish complete personal history and experience with first letter. Box 507, BROADCASTING.

Wanted: Salesman, West Coast experience. Must furnish complete personal history and experience with first letter. Box 508, BROADCASTING.

Wanted: Salesman, West Coast experience. Must furnish complete personal history and experience with first letter. Box 509, BROADCASTING.

Wanted: Salesman, West Coast experience. Must furnish full personal history and experience. Write Box 512, BROADCASTING.

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Wanted: Salesman, West Coast experience. Must furnish complete personal history and experience with first letter. Box 543, BROADCASTING.

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Wanted: Salesman, West Coast experience. Must furnish complete personal history and experience with first letter. Box 588, BROADCASTING.
Situated Wanted (Cont'd)

Announcer: Experienced with commercials, newspaper, magazines, writing, formal. Excellent voice. Best references. 6 months college. All replies should be addressed to Box 608, BROADCASTING.

Situated Wanted (Cont'd)

High University student with 11 years experience. Strives for best in all areas of station. Wishes summer position. Available immediately. Box 609, BROADCASTING.

Announcer — 2 years experience all phases, former program director small independent. Box 715, BROADCASTING.

Technical

Engineer — 10 years experience communications, 8th. phone, cars. Desires to upgrade to commercial broadcast field. Box 553, BROADCASTING.

Chief engineer FM station would like to upgrade to director position. Excellent in installation, maintenance, sales, promotions, and FM. Box 669, BROADCASTING.

Engineer — Installation and construction chief or transmitter operator 10 years experience broadcasting. Box 685, BROADCASTING.

Television engineer. Eight years television, installation, installation, transmission and field—plus 10 years AM and FM broadcast experience for heading your television engineer position. Box 697, BROADCASTING.

Engineer — RCA grad, first phone. APIS experience. Single. Will travel. Box 680, BROADCASTING.

First phone radio operator, one year experience in FM. Wants any type of broadcasting job. Box 677, BROADCASTING.

AM transmitter experience. B.S., married. Will move. Box 569, BROADCASTING.

Experienced engineer, announcer, disc jockey. 350 miles N.Y. C. Available immediately. Box 711, BROADCASTING.

President — 2 years experience, production, and reporting. Desires change. Married, 3 children. Latest job. Box 700, BROADCASTING.

Experienced engineer, announcer, disc jockey. 350 miles N.Y. C. Available immediately. Box 711, BROADCASTING.

Chief engineer, available immediately, helps. Construction, design, operation of small new station on all phases of radio, desires permanent position with progressive station. Box 244, Saxon, Pennsylvania.

Engineer, young man 22, single, RCA graduate, New York. Desires a radio ship operator 3 years in Merchant Marine as commercial broadcast experience but ambitious to learn. Available immediately. Box 690, BROADCASTING.

- Ex-AAF veteran; radiotelephone first.; prefers location in midwestern states. Dependable, sober; married. Box 690, BROADCASTING.

Employed in broadcasting twelve years, chief engineer five, supervised construction and now chief of 1000 watt direction. Desires change over middle west or south. Box 883, BROADCASTING.

Chief engineer, available immediately, helps. Construction, design, operation of small new station on all phases of radio, desires permanent position with progressive station. Box 244, Saxon, Pennsylvania.

Production — Programming, others

FRANKLY ON THE MAKE

For fulltime radio station with radio-writer type. Presently employed as continuity director and women come that will make it the finest. Young, attractive, quick-witted, fast talker, very keen.

Box 638, BROADCASTING.

Program director, experienced. Real idea man. Address Box 271, BROADCASTING.

Television aspirant. Young college graduate experienced radio and drama. Desires position with TV station. Full salary. Box 662, BROADCASTING.

Do you want a young man to learn the television business? I am production director and chief announcer at station in southeast, but not sure. Will get into telecasting soon. Box 670, BROADCASTING.

Experienced young lady copywriter desires position in Pacific Northwest. Box 684, BROADCASTING.

Continuity chief, New York AM-FM affiliated stations, 7 years in city life, five states, now located west coast. Background: selling copy, public relations, some production. Desires: copy-production sales position. Box 685, BROADCASTING.

Wantéd: Opening for young small station radio from bottom up, complete station.

Cast with low power. Box 686, BROADCASTING.
For Sale (Cont’d)

Complete Presto recording and playback equipment in console. Priced for quick sale. WNR, Norristown, Penna.

RCA BY-75A 250 vat FM transmitter, new condition, used 7 months. Two used WE 100A reeders with spare 9A. One used Presto model L transcription playback. WPX, Alexandria, Va. 28CD watt Western Electric Type 55BE3 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.


New 25 watt station in exclusive Mont-ana territory has 7 acres around ad- ditional city. Address Earl F. McConis, Leadtown, Montana.

For sale: Gates limiting amplifier tana. KDAL, transmitter. In 1000 watt condition. RCA equipment in top 9A. Address Earl F. McConis, Leadtown, Montana.

For sale: Two (2) 2500 watt transmitters Williams, Oklahoma. Fulltime, single outlet, one of the pioneer stations in Oklahoma. Fulltime, net-work outlet, located in one of the best farming and industrial markets of the state. A steady available equipment to own building. Terms arranged. Address Box 712, BROADCASTING.

For sale: Western Electric reproducing unit, postwar. Two arms and filters, that's all we have. $450.00. KWRW, Aitkin, Oklahoma.

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Special Service for Dallas and the Southwest

Philip D. Jackson
Clarence E. Wilson

All clients, particularly those in the Southwest, are receiving increased and faster service through our new Dallas office. Philip Jackson and Clarence Wilson are Resident Managers. They can be reached immediately if you are interested in buying or selling a radio property.

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Oklahoma

One of the pioneer stations in Oklahoma. Fulltime, network outlet available in one of the best farms and industrial markets of the state. A steady supply of equipment to own building. Terms arranged. Address Box 712, BROADCASTING.

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California

77 per cent of the stock of a major market fulltime California station for $100,000. This is one of the outstanding western opportunities. Station has new equipment and management to materially increase profits. Only station in a rich and growing city.

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Blackburn-Hamilton Company, Inc.

Radio Station Brokers

WASHINGTON, D. C.
James R. Hamilton and Lamar E. Wilson 1011 New Hampshire Avenue, N.W. National 3040

DALLAS
Clarence E. Wilson and Philip D. Jackson Tower Petroleum Bldg. Central 1177

SAN FRANCISCO
Ray F. Hamilton 235 Montgomery Street Exbroot 2-5672

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For Sale (Cont’d)

5000 WATTS
6000 DOLLARS

Western Electric 5C Transmitter, modified to meet all FCC Standards. Guaranteed in excellent operating condition. First down payment to cover $100 buys it, for delivery soon, PFB Tacoma, Washington.

For sale: One uniform cross section guyed type radiator, 250 feet, with all necessary lighting equipment, flash band, delivered to your transmitter site anywhere in the United States. Price $4,600.00. Box 707, BROADCASTING.

For sale: Federal one kw FM transmitter used 33 months. Excellent condition. Make offer to ROAD, Oma, Nebraska.

Two (2) Presto turntables with amplifiers—in perfect condition—used less than Year-and-a-half. Make offer. Box 704, BROADCASTING.

For Sale: One 1 kw Westinghouse FM transmitter with Wincherger 4 bay antenna. Reason for selling—increasing power. Complete price $6,000.00 at shipping point. Box 688, BROADCASTING.

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FOR SALE

250 WATT TRANSmitters
$845 Each DELIVERED


Box 723, BROADCASTING

Wanted to Buy

Approved field strength meter. Reasonable. Box 501, BROADCASTING.

Wanted: One self supporting tower, from 300 feet to 400 feet, capable of supporting an AM and FM radio station antenna. Box 702, BROADCASTING.

Miscellaneous

Original subscriptions up to $15,000 available for new regional station in large Pacific Coast market. Are you interested? Correspondence confidential.

Box 602, BROADCASTING.

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RADIO BROADCAST STATIONS
BUYERS SELLERS
List With Us Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5055 Sunset Blvd, Normandy 748
Los Angeles 27, California

Complete tower erection and maintenance AM-FM-TV. Ace HI Radio Tower Construction Co., 121 Broad St., Rome, Ga.

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STATION LOSING MONEY?
Turn management, programming, sales problem over to radio experts. On the spot consultation and sales service.

WRITE WIRE OR PHONE 8451

STATION SALES & SERVICE
P. O. Box 1100
Southern Pines, N. C.

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Robinson to Head New 4A Function

D. E. ROBINSON, vice president of C. J. LaRoche & Co., Inc., New York, and a director of Broadcast Measurement Bureau Inc., has been named chairman of the newly-formed Committee on Research for the American Association of Advertising Agencies.

The committee, one of the 12 appointed under a plan designed to streamline committee structure, will deal with research and fact-finding problems. Members include: Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Franklin Cawl, Kuder Agency, New York; Koo Currie, Needham, Louis & Brorby, Chicago; R. L. Edsall,

McClatchy, M. D.

McCLATCHY radio stations and newspapers in California and Reno, Nev., have established a medical division, which will render service to employees on the job, conduct physical checkups periodically and offer any necessary emergency aid. The service has already been set up in the Sacramento station, KFBK, and the newspaper there. A similar service is planned for KJMK Fresno and the Fresno Bee; and at McClatchy stations in Stockton, Modesto, Bakersfield and Reno.


Two New York newspapers will publish special television sections on two successive days in June: "New York Times" on June 13 and the "New York News" on June 14. WPX, "News" TV station, is scheduled to begin regular program service on June 15.

LATE CLASSIFIED

Advertisements

Announcer

Chief announcer available end June wants good opportunity California, nearby states, or Mexico. Prefers morning work; wage with records; good reference. Please state tentative salary. Will send disc. Write Box 318, BROADCASTING.

Production-Programming, others

Program director Independent station northeast wants position west coast or southwest. Free July 1. Experience all types announcing desirable. Write Box 318, BROADCASTING.

AN OUTSTANDING BUSINESS OPPORTUNITY

For $75,000 cash you can buy the entire capital stock of a consistently profitable 250 watt fulltime network affiliate—the only radio in a young city of 100,000 population; trading center for 150,000 people. Quick assets of $60,000 and an earning power of better than $20,000 net yearly. Will bear fullest investigation as to equipment and income. Principals only—no brokers.

Box 660, BROADCASTING
Mullen Formally Assumes New Post
Temporary Headquarters Set Up
In New York Until Fall

TAKING OVER his new duties as president of the G. A. Richards stations a month ahead of schedule, Frank E. Mullen last Friday formally resigned as executive vice president of NBC. He had planned originally to leave the network on July 1.

Mr. Mullen is establishing his personal headquarters at the Chat- ham Hotel in New York until he removes to his new permanent headquarters in Los Angeles this fall. Meanwhile, he will divide his time among WJR Detroit, WGAN Cleveland, and KMPC Los Angeles, the Richards' station properties.

Sidney N. Stroitz, administrative vice president of NBC in charge of television, already has taken over Mr. Mullen's duties in that field. He intends dividing his time between New York and Hollywood, retaining his position in charge of West Coast activities of NBC.

Harry Wimmer, assistant to the president of the Richards stations, continues in that capacity under Mr. Mullen with headquarters in Detroit. Mr. Richards, who has been in frail health for several years, has ascended to the board chairmanship and is relinquishing all operating functions to Mr. Mullen.

TBA, CBS, KQV ADDED TO TV HEARING LIST

TELEVISION BROADCASTERS Assn., CBS and Allegheny Broadcasting Co., licensee of KQV Pittsburgh, have filed appearances for the June 14 hearing before FCC on proposed changes in the television allocation table. They are among the 70-odd interests on record for the proceeding, but are apart from the others in that no specific stand is indicated [See TELESTATUS REPORT, page 14].

TBA, which participated in the original allocation sessions, stated it wished to appear to make brief general comment on allocations. No details were presented.

CBS stated it has been doing experimental research on directional antennas in television as well as on video propagation characteristics and wished to appear to present data on these matters. The network, which has sold 55% of WTOP Washington to the Washington Post, plans to use a directional array for its proposed television station in the capital on Channel 12 (204-210 mc) [BROADCASTING, May 21].

Allegheny Broadcasting indicated it wished to file appearance should anything develop which would require its participation.

Seven Ziv Shows Bought By One Maryland Station

FREDERIC W. ZIV Co., Cincinnati, has announced the purchase by WHPM-FM Silver Spring, Md., of seven Ziv transcribed packages, beginning June 15. The series includes Pleasure Parade, Manhunt, Sincerely, Kenny Baker, Lightening Jim, Boston Blackie, Easy Aces and Philo Vance.

Sale of Favorite Story, starting Ronald Colman, to the Cincinnati Gas & Electric Co., through Stockton, West and Burkhart Inc., has also been announced by Ziv. Also sponsoring Favorite Story in Cincinnati is the Cincinnati Public Utility Co.

Third year renewals for the following Ziv packages were also announced: Calling All Girls by M. O'Neil Co., through Jesop Adv. Co., Akron, Ohio, and by Robertson Bros. Dept Store, South Bend, Ind.; Betty Wood Show in Dallas and Fort Worth, Tex.; Korn Kobblers in Little Rock, Ark.

THE NATION'S

Most

MERCHANDISE-ABLE

STATION

WLW

700 ON YOUR DIAL

HOLLYWOOD RECORDED FEATURES

A special 15-minute broadcast was made via Farnsworth's WGL Fort Wayne, Ind., during three-day Convention of Farnsworth and Capehart distributors held by Farnsworth Television & Radio Corp. taking part in the program were Milton Cross, announcer on Farnsworth's "Metroplian Opera Auditions of the Air"; E. M. Martin, vice president of Farnsworth; E. A. Nicholas, president of Farnsworth; Tim O'Sullivan, WGL announcer; Philo T. Farnsworth, and William Norris, engineer.

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HISTORICAL HIGHLIGHTS of Montana, told in pictures and story, has been compiled in a booklet titled "Montanaarama" and distributed to the state's 115 broadcast stations. The 11th year PWB has run the Montana Booster Campaign. Beautifully illustrated, it is a page book, burns colorful history of the state to present time. October 15th marks "Treasure Trails" map, with each book marked with certificate signed by state governor saying that owner of booklet is "heartily ordered to appear in person at any of the sites where your granted honorary citizenship in our great state and is given, both from Indian attack and from road agencies.

Promotes Personnel

CONTINUING its policy of promoting station Free Press, WBPQ-Covington, Ky., has distributed folder containing program schedule of its "Symphony Hall" show. Reverse of folder features photo and copy on Steven Crane, writer-producer-announcer of program. Schedules are offered to listeners on show and are inserted in promotions and sales mailings throughout month.

RCA Exhibit

THE "SEE YOURSELF" television demonstration show, a program that can be seen themselves on television at RCA Exhibition Hall in New York, will be duplicated by RCA Victor for visitors to the 48-hour Music and Drama Show at the Palmer House in Chicago beginning June 14. Company spokesmen will exhibit the complete line of radio and television receivers.

KWY-Ogden

AS PART of summer promotion activities, KWY Philadelphia will hold all-day shopping for its listeners at Willow Grove Amusement Park on Aug. 18, with station personalities on hand to amuse those attending. Station will offer free tickets to one last three pinata at the park, will provide the affair with free admission tickets and reduced fare tickets for rides and concessions in the park.

Free Circus Tickets

LETTER WRITING contest has been featured by WHBQ Canton, Ohio, in its 20,000-soul audience. "The Kiddies Korner," Listeners were asked to submit stories to "Letters to Attend the Circus," free tickets to circus were awarded winners. Station awarded 150 circus tickets to its juvenile listeners.

WWBQ Promotion

PROMOTION folder has been sent to the trade by WWBQ Chicago, showing new music program, "The Big Circle,"... on WWBQ. Inside spread shows many music cuts in color, sur- rounding a handle and dollar bill coming out of treasure box is program's "Country Hour" show and states reasons why program is doing big business among participating sponsors. Back and front covers carry "dollar bill" theme with bills floating on background of tan.

Special Issue

36-PAGE special section of the London "Free Press" was issued on May 15 as a companion to, and CPPF-London, Ont. In connection with opening of new studios and FM station, "Free Press" own CPPF. Section contained photos of staff, artistic studies of CPPF and explanation FM.

INS Mail Piece

COLORFUL mail piece has been distributed by International News Service New York, promoting its video "Television News and Headlines." The Best News Buy for Radio and America's Leading Television News Service, it features drawing of television tower with a circle cut, one showing camera; other picturing video screen and words "inscribed in a circle of B.

Greener Pastures' Contest

OFFICIAL, opening of 1948 "Greener Pastures" Contest, sponsored by Oil- kahoma Farm Extension Service in operation with KVVO Tulsa, was held May 24. This marked beginning of KVVO Calvadise of Greener Pastures, a program that has become annual favorite with farmers and ranchers across the nation. In Oklahoma, Farmers, ranchers and members of "Greener Pastures" gathered to inspect five best pastures, all judged on such demonstration as how to build greener pastures.

KNRT Sports Award

NEW TUCKER '48 car will be awarded to KRNT Des Moines Coline Cob team member receiving greatest fan vote in season-long baseball player-poll popularity poll. Ballot has been printed in club's official game program so fans may turn in votes during each game. Those not attending games may mail votes to: Al Corbesse sports director. Ballots are counted after each game and results are announced over public address system. Elaborate ceremonies are planned for awarding of car to winner at ball season end.

Y&R Anniversary

ADVERTISING NEWS Young & Rubicam, national advertising agency, on occasion of its 25th anniversary, has been distributed to the trade in booklet form. Large silver-colored cover bears inscription. The century is in being a year older unless one is a year younger, the message is headed: "How Important Are 25 Years?" Coup, the advertisement's philosophy are listed along with chronological list of clients.

Girl Scouts' Radio Awards

GIRL SCOUTS are receiving instructions at WTVY, Syracuse, N. Y., leading to radio merit badges. Station is co-operating with Onondaga County Council of Girl Scouts in conducting classes each Saturday morning at WTVY studios, until all interested Scout troops in area are served. Scouts receive certificates in radio from station upon completion of course.

Prize-Fair Baby Bitter

TWO WEEK contest with prize of a "baby sitting disc jockey" offered the SWAB Baby Bitter. Prizes are being offered over WJBK Detroit to radio merit badge. Station is co-operating with Onondaga County Council of Girl Scouts in conducting classes each Saturday morning at WTVY studios, until all interested Scout troops in area are served. Scouts receive certificates in radio from station upon completion of course.

Radio Award

TEN WINNERS of annual American Forces Network "Kilroy" Awards were announced May 30 at Hoechst, Germany. Winners were chosen by ballot of American audience of AFN in US occupied Zone of Germany. Ballots were printed in club's official game program so fans may turn in votes during each game. Those not attending games may mail votes to: Al Corbesse sports director. Ballots are counted after each game and results are announced over public address system. Elaborate ceremonies are planned for awarding of car to winner at ball season end.

WPEN-Goosman Contest

CONTEST to find the "Schoolboy King of the Clarinet" among secondary schools in the Philadelphia area has been announced. WPEN Philadelphia and Benno Goodson, through Capitol Records Inc. Winner will receive new clarinet and cash, to be presented by Mr. Goodson in special broadcast over WPEN.

Promotion Personnel

WARREN MIDDLETON, formerly with WLS Chicago, is presently announcing and selling at KTUU Tucson, Ariz.

Radio Promotion

CHILTON WALLS has been appointed to public relations department of CBC Toronto, coming from CKTB St. Catharines.

MARK FINLEY, Mutual-Don Lee public relations director, has been elected director of Hollywood Advertising Club.

Radio Promotion

EVA MEYER, has resigned as EFN Radio Company director in Los Angeles publicist to be married. No replacement has yet been named.

Transfer of Control

KBST Broadcasting Co., Inc., a corporation of Kansas, transferred to the control of William J. Wallace, an individual, its interest in radio station KBST, licensed by the Federal Communications Commission to serve the community of Jamestown, Kansas.

DKBT Broadcasting Co., a corporation of Texas, Consent to transfer of control to William T. Barl, an individual, of the interest in radio station DKBT, licensed by the Federal Communications Commission to serve the community of Toldeo, Texas.

Assignment of CP

KKOS Broadcasting Co., licensee of radio station KKOS, licensed by the Federal Communications Commission to serve the community of Clovis, New Mexico, filed an application for the assignment of control of said station to the respective persons named below.

Assignment of License

KIRO Bakersfield, Calif.—Adopted order granting temporary hearing assignment of license from J. B. Gordon to Paul R. Bartlett, an individual, for station KIRO, licensed by the Federal Communications Commission to serve the community of Bakersfield, California.

修改

WEA Broadcasting Co., licensee of radio station WEA, licensed by the Federal Communications Commission to serve the community of Philadelphia, Pa., filed an application for the assignment of control of said station to the respective persons named below.

June 3 Applications... ACCEPTED FOR FILING

AM—920 kc

Bankhead Broadcasting Co., Inc. Russellville, Ala.—AM new station KCHL, licensed by the Federal Communications Commission to serve the community of Russellville, Alabama.

AM—970 kc

The Montana Network, Billings, Mont.—AM new station KDQW, licensed by the Federal Communications Commission to serve the community of Billings, Montana.


Overlook Hills Development Co., Steubenville, Ohio—AM new station KWSO, licensed by the Federal Communications Commission to serve the community of Steubenville, Ohio.

Rev. John M. Norris, Red Lion, Pa.—AM new station WQRK, licensed by the Federal Communications Commission to serve the community of Red Lion, Pennsylvania.

Harrisonburg Broadcasting Co., Harrisonburg, Va.—CP new station WQTB, licensed by the Federal Communications Commission to serve the community of Harrisonburg, Virginia.


WTBN—New Braunfels, Texas—AM new station WTBN, licensed by the Federal Communications Commission to serve the community of New Braunfels, Texas.

License Renewal

Applications for renewal of standard license filed by:

WOGF: South Bend, Ind.

WQTH: Columbus, Ohio

APPLICATIONS DISMISSED

Y—1240 kc

WBAC Cleveland, Ohio—CP change frequency from 1300 to 1240 kc. Request of attorney.

Assignment of CP

WhkP Hendersonville, N.C.—Voluntarily gave up CP to Radio Hendersonville Inc.

TENDERED FOR FILING

Time—1200 kc

KAXY Waterloo, Iowa—CP change frequency from 1200 to 1300 kc. Request of attorney.

Stock Transfer


Heard Before FCC... JUNE 8

AM—Hearing

PBAP Fonce, Pa.—Application for renewal of license.

JUNE 8

AM—Hearing

WBZB Vineland, N.J.—CP 1300 kc 1 kw DA-1.

AM—Further Hearing

WELE Erie, Pa.—CP 1300 kc 1 kw N-FM.

WEBC Erie, Pa.—Order to show cause.

AM—Hearing

Community Broadcasting Co., Corpus Christi, Texas—CP 1300 kc for 18000 w.u.

AM—Hearing

The Naugatuck Valley Bestg. Corp., Ansonia, Conn.—CP 960 kc 1 kw D.

AM—Hearing

JUNE 9

Leader Pub. Co., Guthrie, Okla.—CP 490 kc 250 w.u.

AM—Hearing

KAKE Bestg. Co. Inc., Russellville, Ark.—CP 600 kc 400 w.u.

AM—Hearing

Petaluma Bestras, Petaluma, Calif.—CP 1490 kc 200 w.u.

AM—Hearing

Walter L. Read, Petaluma, Calif.—CP 1290 kc 250 w.u.

AM—Hearing

Pacific States Radio Engineering, Pittsburg, Calif.—CP 1290 kc 250 w.u.

AM—Hearing

JUNE 10

AM—Hearing

Endicott Pub. Co., Endicott, Ill.—CP 1400 kc 250 w.u.

Parties respondent: WOR N.Y., WMCA N.Y., WNBC N.Y.; AM—Hearing

JUNE 9

AM—Hearing

Petrochemical Indus., Ind.—CP 1360 kc 250 w.u.


WEWS (TV) Repudiates Stromberg - Carlson Ad

WEWS (TV) Cleveland reports it had to repudiate an almost full page advertisement in a local paper by Stromberg-Carlson Television. Ad predicted full scale TV coverage of Democratic and Republican National Conventions in 1948.

WEBS, which has no coaxial cable or relay connections with Philadelphia, will have to depend delayed and condensed coverage of the Conventions —Stromberg-Carlson ad implied that direct coverage of the Conventions would be available in Northeastern Ohio, according to the local report.

After seeing ad, station stations, it went on the air to deny possibility of direct coverage and sent messages to all radio and station stations in newspaper advertising.

A note from Stromberg-Carlson ad implied that direct Philadelphia pickups were impossible and that WEWS would rely upon delayed film pickups.
AWARD OF RADIO TROPHY SET FOR AAW MEETING

Radio Advertising Trophey will be awarded as highlight of 45th convention of Advertising Men of the West in Sacramento June 13-17.

Award, encouraging improved radio advertising through commercial programs and separate one-minute-or-shorter-spots, based on concept of use of information imparted, effectiveness and listenability. Trophy is donated by Vancouver advertising and sales bureau. Certificate awards also offered. Contest, covering period from June 1, 1947 to June 1, 1948, opens to stations, agencies, advertisers or individuals in 11 western states and Western Canada.

Television discussions will be featured during sessions to be participated in by more than 40 television stations and 40 radio stations.

AAY President Russell Zeller, Los Angeles, will preside.

TV PROCEDURE REAFFIRMED

FCC reaffirmed Friday its television allocation procedure and requirement of special proceedings to handle requests for changes in channel allocation plan. Commission denied Yankee Network plea to reconsider earlier denial of Yankee's petition to switch TV Channel 10 (192-198 mc) from Hartford to Bridgeport and combine applications of both cities in one consolidated hearing. [Broadcasting, March 29]. FCC indicated matter can be handled in hearing on proposed amendment of TV allocation table set June 14 [see telestatus report, page 14].

WBZ-TV TO BE DEDICATED

FORMAL DEDICATION OF WBZ-TV Boston (Channel 4, 66-72 mc) takes place June 9, when station will expand local programming and join NBC's television network. Limited programming now in effect 12 noon-1 p.m. daily includes films and INS news pictures. Regular programming starting June 9 to include network shows, beginning at 7, plus big league baseball and other local events.

ON TRUMAN TRIP

Four network representatives are accompanying Secretary of State, C. E. Noble, Stratovision inventor; F. P. Nelson, Washington representative.

CLOSED CIRCUIT

(Continued from page 4)

June 30, when term of Comr. C. J. Durr expires. Best bet is status quo on Port Huron case, with individual Commissioners clinging to original views, but anybody's guess as to whether Mayflower decision will be retained, tossed out or modified.

BEFORE GOP policy committee decreed May 28 that independent agency nominations should not be confirmed this session, one press association polled Senate and found no serious opposition to confirmation of Frieda Henkoff for upcoming Durr vacancy on FCC.

This week is budget week at FCC. Chairman Wayne Coy, whose fame as wizard of the digits is well known in highest government circles by virtue of his stewardship as Asst. Director of Budget Bureau (1942-44), will allocate FCC's $6,310,000 appropriation on basis of "justifications" made by each department of the house. That's the way it is done at Budget Bureau and manner in which Congress handles it.

You don't have to pay your money to take your choice on speculation about movie deals promised by TV. Reports were current last week (and promptly denied) that ABC might complete multi-million deal with Paramount to take over its studios and vast film library for TV production and syndication, with Paramount reducing its operations to several thousand theatres which it owns or in which it holds minority interests.

Another FCC Law Dept. member resigning to enter private practice: Theodore Baron, acting chief, Motions and Rehearings Section, Broadcast Division, June 14 to join radio law firm of Arthur W. Scharfeld, Washington. Bernard Koteen, FCC attorney, left this week (see story page 76).

MGM PLANNING television film division within short subjects department. Howard Hughes purchase of RKO stock expected to spell "Television City," on that lot since he is known advocate of medium's possibilities.
WE APOLOGIZE
(Publicly For The First Time!)
WE SOLD THE KMBC-KFRM TEAM SHORT
by 35%

The KMBC-KFRM Team serves 3,659,828 people!

The KMBC-KFRM Team to a total of 3,659,828 people! (Even this new figure is ultra conservative because it is conceded that in rural areas a signal of 0.25 mv/m provides good reception.) A study of the map shows how KMBC and KFRM, its daytime associate on the 550 dial position and with an effective radiated power of 12,500 watts, completely cover the enormous Kansas City trade area. That coverage marks The KMBC-KFRM Team as the only economical buy for advertisers who want to reach their huge, rich market in the Heart of America.

Free & Peters, Inc.
National Representatives

KFRM

The Kansas Farm Station
In the Heart of the Nation

Programmed by KMBC from Kansas City
WKY OKLAHOMA CITY

Awareness of Responsibility  Production Know-How

PUBLIC SERVICE PROGRAMS

Evaluation of Local Program Building?

THANKS BILLBOARD FOR THIS IMPORTANT SECOND PLACE

5000-8000 WINS
Program Completion
First Annual Local
BILLBOARD

By The Billboard
In the recent local program competition conducted
second among all stations of 9000 to 20000 watts.
Speaks and "Good Color and Cooperation" gained
noteworthy programs two of which "The Fighter"
many responsible for obtaining leads in many
WKY's Reading Awareness of the competition.