...for the **THIRD** time

For the third time WLS has been awarded the $500 Gold Medal of the National Board of Fire Underwriters... "In recognition of outstanding public service in promoting thorough and effective fire prevention." This is repeated national recognition of a service long applauded locally—by state and local fire departments, officials and especially among farm folks. Another reason why WLS is listened to... respected... believed in Midwest America.

Another reason why WLS gets results!

---

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
NO BY-PASSING

The direct route to

"MAIN STREET"

in every New England market

When you talk to the home-town people from their own home-town station right in the downtown shopping center — you're getting somewhere.

You find more people at home that way. We know — and probably you do, too — that people listen to their local station, especially when the local station gives them everything in entertainment — local, regional and national.

There are 23 of these Yankee home-town stations. Every one of them gives you direct access to an important market and complete city and suburban coverage of that market.

The Yankee route covers six states. Wherever you follow it, from Bridgeport to Bangor, it lands you right in the spots where population and buying power are concentrated.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

PHILCO is more interested than Bing Crosby in adding television show to present radio setup. Singer's associates are dubious of effect on Bing's picture box office but tests are planned for later summer. If decision is favorable shows would not start for year.

WHERE will WINX go, now that Washington Post has contracted to acquire control of CBS-owned WTOP, subject to customary FCC approval? There's speculation about sale to New York, an event with particular one-third of Washington's 1,300,000 population colored.

INTERNATIONAL SILVER Co., sponsoring Ozzie & Harriet Fridays, 9:30-10 p.m. on CBS through Young & Rubicam, New York, looking around for another network. One availability considered is 9:30-10 p.m. Friday period on NBC recently vacated by Sterling Drug.

MEMBER of President's Cabinet has appealed to Census Bureau for inclusion of radio-television questions in 1950 census on ground data are needed for departmental operation.

JULIUS KAYSER & Co., New York, negotiating for five-minute weekly spot on NBC television for hosiery and knitwear, probably preceding Camel newsreel Wednesday or Thursday, starting about Aug. 1. If deal jells program will be film produced by Edward Padula's new video firm, Cecil & Pressly, New York, is agency.

ZENITH'S Condr. Gene McDonald, whose 19:1 television (TV with listeners paying freight through telephone company for full-length features) is readying plan for presentation to FCC looking toward rules to govern proposed service. He is winning more and more converts and is optimistic about public acceptance of "Boxoffice TV."

CAPITOL TRANSCRIPTIONS has met flat turn-down from NBC Radio Recording Division on sale of latter's Thesaurus library.

REP. LYNDON B. JOHNSON (D-Tex.), popular Hill figure, now regarded as having better than even chance at Senate seat to be vacated by W. Lee ("Pass the biscuits Pappy") O'Daniel, who isn't running. Mrs. Johnson owns KTBC Austin, Texas, CBS regional outlet.

PHRASE-TURNER Wayne Coy, FCC chairman, has had latest gem adopted by U. S. Office of Education and Radio Mfrs. Assn. His "Radio for Every Schoolroom" will provide theme of joint booklet to be published in fall by U. S. agency and trade association.

FGR FIRST TIME in more than 20 years, Frank E. Mullen was on Washington scene.

Upcoming

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

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


June 18-19: Florida Assn. of Broadcasters convention, Colonial Orange Court Hotel, Orlando, Fla.

(Other Upcomings on page 66)

Business Briefly

MUTUAL RENEWALS • Four MBS 2-week renewals announced Friday, Ronson Art Metalworks, 20 Questions, Saturdays, 8-8:30 p.m., effective July 12, through Cecil & Fresbrey; D&W Coal Co., The Shadow, Sundays, 5-5:30 p.m., effective Sept. 12, through Ruthrauff & Ryan; H. C. Cole Milling Co., Ernie Lee's Omega Show, Sundays, 3-3:30 p.m., effective Sept. 26, through Gardner Advertising Agency; R. B. Semler, Billy Rose, weekdays, 8:55-9 p.m., effective July 12, through Erwin Wasey & Co. Program currently heard only Monday, Wednesday, Friday.

P & G RENEWS • Procter & Gamble has signed 52-week renewals with ABC for 15 minutes of Breakfast in Hollywood, 11-11:15 a.m. weekdays, and Welcome Travelers, 12-12:30 p.m. weekdays. Compton Advertising, New York, handles first program for Ivory Flakes. Compton, for Crisco, Benton & Bowles for Ivory Snow jointly handle Welcome Travelers. Renewals effective July 1.

ALL SEALTEST TO AYER • N. W. Ayer & Son to handle all Sealtest products advertising-promotion, National Dairy Products Corp. announced Friday. Plans for use of Thursday 9:30 p.m. time, on which Jack Carson formerly appeared to be announced shortly. McKee & Albright, Philadelphia, formerly handled Sealtest radio, and Ayer magazine and other promotion.

CBS RENEWALS • Two CBS 25-week renewals announced Friday: Campbell Soup Co., Club 15 and Edward R. Murrow, 7:30-8 p.m. weekdays, effective June 28, through Ward Wheelock, Philadelphia;Colgate-Palmolive-Peet, Mr. and Mrs. North, Tuesdays, 8:30-9 p.m., effective July 6, through Herman-Marquette, Chicago. Campbell programs, on summer hiatus, resuming Aug. 2.

FOOD FIRM SPONSORS • Seaman Brothers (White Rose food products) has signed with ABC eastern network to sponsor Buddy Weed Trio 52 weeks, Sat. 10:45-11 a.m., starting July 3. Agency, J. D. Tarcher & Co., New York.

MUTUAL CO-OP • Mail Bag with Gabriel Heater to start on MBS Aug. 30 as daytime co-op, 12:45-1 p.m.

KIX SHIFT CONFIRMED


Bulletin

BILL stripping Federal Trade Commission of authority to issue "cease and desist" orders approved Friday by House Interstate Commerce Committee. It substitutes Commission authorization to prepare complaints for presentation to Federal District Courts for prosecution.

CAMPBELL SOUP STARTS INTENSIVE N.
Y. DRIVE

CAMPBELL SOUP Co. starting largest local campaign ever staged for any Campbell product on five New York City stations—WABC WJZ WNBC WNEW and WOR. Programs carrying promotion include participating shows, plus station breaks and time signal announcements. Commercials for Campbell's tomato soup also aired on firm's daytime network show, Double or Nothing. Grand total of tomato soup sales messages every week in New York area is 65.

Promotion, keyed to summer meals and recipes, features Campbell's tomato soup as perfect answer to many cooking problems.

APPLAUSE FOR FRIEDA

APPROVAL of President Truman's appointment of Frieda B. Hennock to FCC came from Washington, D. C. chapter Assn. of Women Broadcasters.

Expressing their appreciation, members saw "desirable recognition of women's contribution to the radio industry." Copy of resolution is being sent today (June 14) to Sen. Owen Brewster (R-Me.), chairman of subcommittee of Senate Interstate Commerce Committee, considering appointment (see story page 21).

Page 4 • June 14, 1948

(Continued on page 98)
WSIX tells the ladies

It takes selling power to make the ladies rush in and buy the latest fashions. And leading department stores here have used WSIX consistently for four, five and seven years to bring in the crowds. That's proof again WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Investigate WSIX's cost per listener and past record for consistent power to sell. Call your nearest Katz representative for any facts and figures you may need.

National Representative: THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy!
BOOK OF THE MONTH
IN Indianapolis

"Standard Rate and Data"

- Each monthly issue of S. R. & D. carries WFBM's one and only rate card. National advertisers pay no more for time on WFBM than local advertisers, and—to coin a phrase—vice versa.

How much per minute?

A minute is more on WFBM than on any other Indianapolis radio station. But, when that minute-cost is spread over central Indiana—where WFBM delivers top CBS and local programs—we figure we've got the lowest cost in town.

We're popular!—Hooper gives us FIRST rating for 16 months in a row.

We're powerful!—BMB gives us more radio families in central Indiana counties than any other measured station.

And, we're not over-rated on the rate card.

Add merchandising service, promotion, and acceptance and you have "bargain day" every day on WFBM—Indiana's only basic CBS station.

WFBM is "First in Indiana" any way you look at it!
HOW TO REACH THE SOUTH’S FIRST INDUSTRIAL AND FARM MARKET

PICK KPRC, THE SOUTH’S FIRST STATION......

Yes, KPRC is FIRST! FIRST in Houston, “hub of the Southwestern boom in oil and farming!” FIRST IN THE SOUTH’S FIRST MARKET! And, KPRC has increased its dominant position over other radio stations in this market, as 1948 listening* surveys show:

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<thead>
<tr>
<th>Station</th>
<th>1947 (%)</th>
<th>1948 (%)</th>
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<tbody>
<tr>
<td>“B”</td>
<td>28.03</td>
<td>46.8</td>
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<tr>
<td>“C”</td>
<td>31.5</td>
<td>59.9</td>
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<tr>
<td>“D”</td>
<td>172.5</td>
<td>293.9</td>
</tr>
</tbody>
</table>

Put your client’s message where it will reach the most listeners in this thriving industrial-and-farm market of the Southwest. Pick KPRC, now! For availabilities call Petry or write us.

* For copy national survey, write KPRC

KPRC HOUSTON

950 Kilocycles 5000 Watts

National Representatives: Edward Petry and Company... Affiliated with NBC and TQN... Jack Harris, General Manager
No matter how good a campaign you put on, only Don Lee can get you all the votes of the outside audience on the Pacific Coast. All 4 networks cover the inside market, but only Don Lee has enough stations to reach the $500 million outside market (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). A C. E. Hooper 276,019 coincidental telephone-call survey proves this.

The Pacific Coast demands the Don Lee coverage technique! Thousands


The Nation's Greatest Regional Network
of mountains, up to 15,000 feet, surround nearly every market and make reliable long-range reception impossible. But Don Lee, with 44 local network stations (two and three times as many as any of the other Pacific Coast networks) broadcasts from within every one of these mountain-surrounded markets. Remember: If you want the full support of the big, wealthy outside audience (as well as the inside audience) on the Pacific Coast, put your show on the only network with enough facilities to reach all the voters: DON LEE.

1313 NORTH VINE ST., HOLLYWOOD 28, CAL. • Represented Nationally by John Blair & Company
WE DON'T SELL TO TINY TOTZ (Ky.)!

We love kids, and we know that thousands of toddlers and 'teens listen to WAVE daily. But not Totz, Kentucky! Totz is way down that almost off the Kentucky map, and outside our listening radius.

WAVE works exclusively for the large industrial center of the State—the Louisville Trading Area, which has more sales potential than all the rest of the State, combined! With 5000 watts, it's child's play to cover this most important part of Kentucky—and you don't have to fork out an extra half-fare!

We think you'll agree that it doesn't pay to cultivate any community that is just too itsy-bitsy. If you're carrying Totz—don't you think it's time for a change?

LOUISVILLE'S WAVEnb 500 WATTS . 970 KC
Nbc Affiliate Free & Peters, Inc., National Representatives

Page 10 - June 14, 1948

Agencies

J. W. MILLARD, vice president and general manager, American Home Appliance Co., San Francisco, and former director of office of materials and facilities of War Food Administration, rejoins Sudler Agency, New York, in executive capacity. He was on original staff when the late ARTHUR KUDNER founded agency in 1936.

KENNETH S. PRATT, with Ruthrauff & Ryan, New York, since 1934, appointed account executive for Dodge Division of Chrysler Corp.


GOODWILL Adv. moved from 1650 Broadway to 40 E. 40th St., New York. Telephone: MURray Hill 6-5572.

ROBERT GILES SWAN, radio director, Joseph Katz Adv., New York, is the father of a girl born June 4, in the Johns Hopkins Hospital, Baltimore.

VINCENT J. MEDICI, formerly with Norman D. Waters & Assoc., New York, as account executive He will concentrate on food and beverage accounts.

EDGAR A. SHOAFF, chief of advertising division, War Assets Administration, and before that copy editor for Needham, Louis & Brorby, Chicago, joins J. M. Strauss & Co., Los Angeles, as vice president and general manager.

ALFRED J. SCALPONE, former manager of production of Young & Rubicam for 11 years (Hollywood office), joins McCann-Erickson, New York, July 1 as manager of radio production, succeeding RUSSELL JOHNSTON, who joins NBC as director of newly-formed television features division (see page 86).


CHARLES E. GAY, for past 14 years amusement editor, Dayton Daily News, writing under byline of "Chuck Gay," joins Kircher, Helton & Collett, Dayton, as director of radio and television. He also was announcer with WHIO Dayton for four years.

CATHERINE TIDEMANN, former service director, Olmsted & Foley, Minneapolis, joins Erwin, Wasey & Co., Los Angeles, in home economics department.

ROGER MCDONALD, former art director with Sherman K. Ellis & Co., New York and BBDO, Chicago, joins agency as art department head.

KLITTEN & THOMAS, Los Angeles, incorporated under name of sole head, MARTIN R. KLITTEN, as Martin R. Klitten Co., following departure of co-partner, KEITH N. THOMAS. Firm retains same accounts with no changes in set-up anticipated. JOHN RAMSEY rejoins agency as creative director.

ROBERT BRISACHER, production manager in Brisacher, Van Norden & Staff's New York office, transferred to agency's San Francisco office as account executive.

BBDO, New York, now occupying 4 1/2 floors at 383 Madison Ave., acquires additional space in Hotel Marguery for marketing and merchandising department.

MELVIN BROBBY, vice president of Needham, Louis & Brorby, named to handle Rayve Cream Shampoo, and MERTON WIELAND and KENNETH WARD of J. Walter Thompson Co., are account executives for Hedy Home Wave, products, transferred to Chicago agencies recently by Pepsodent Division, Lever Bros. Co. [Broadcasting, May 31].

PETER de PETERSON, manager of Calcutta office, J. Walter Thompson Co., transferred to London office. PETER FIELDS, managing director for JWT in India, will act as Calcutta manager, assisted by CHRISTO-
IT TAKES TIME to build a reputation—the kind that WGY enjoys. For over 26 years WGY has been building a reputation as the station most people listen to most in upstate New York and western New England—a reputation based on service and entertainment values.

Advertisers know that WGY is the only station which completely covers this rich industrial and agricultural market in a single operation. When you want to do an effective selling job at a low cost in eastern New York and western New England WGY is your best buy.

WGY's reputation for top flight entertainment is being duplicated by WGFM and WRGB, covering the capital district area of New York State with FM and television.

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NATIONAL REPRESENTATIVES . . . NBC SPOT SALES

WGFM
FREQUENCY MODULATION

WGY
50,000 WATTS
SCHENECTADY, N. Y.

WRGB
TELEVISION

GENERAL ELECTRIC
Feature of the Week

GWYNED FILLING is not alone at Newell-Emmett. Life may have chosen her for Career Girl in its May 3 issue, but the newswoman, house organ of the New York agency, has its own Career Man—true to Life and twice as natural.

Paralleling Miss Filling’s picture history, the newswoman’s Career Man (His Life and Problems) John Green beams from the cover as he walks down a Manhattan thoroughfare carrying a huge envelope on which is scrawled NEWELL-EMMETT CO.

Featured picture in the story of (Continued on page 96)

On All Accounts

With the first simultaneous video-radio presentation of We The People on Tuesday, June 1, William E. Forbes, supervisor of television operations of Young & Rubicam, New York, completed a personal cycle from “Sonny Boy” to “Nature Boy.”

When Al Jolson first climbed off his knees to let the title character of the former melody climb upon them, Bill Forbes, fresh out of the U. of Southern Calif., first stepped into radio with Hand & Metzger Agency, now the Buchanan Co.

Two years later, in the early ’30’s, Mr. Forbes departed the agency for KMPC Los Angeles where he served as newscaster, remote engineer and salesman. Proceeding from there to a network operation, he joined Don Lee 13 months later as salesman and developer of new programs.

While at Don Lee, Mr. Forbes met Harry Lubcke, head of the network’s video division. Mr. Lubcke, impressed with the young man’s industry and talent, introduced Mr. Forbes to the complexities of television.

With the video virus thus implanted, Bill Forbes left Don Lee in 1937 to join KNX, the CBS outlet in Los Angeles, as sales supervisor. Threading East he moved to CBS in Minneapolis, functioning there as general manager of WCCO. Six months later he arrived in New York as executive assistant with CBS. He remained in that capacity until 1944 when he was offered a total outlet for his television talents in the video department at Young & Rubicam, his present position.

Since joining the agency Mr. Forbes has been responsible for more than 400 commercial television shows. Among those 400 Young & Rubicam has qualified with at least three “firsts” in the industry: (1) The first network commercial series Geographically Speaking, sponsored by Bristol-Myers; (2) The first televising of a radio participating audience, on the Borden Show and (3) The current simultaneous radio-video hookup of the We The People series.

Now an established and ranking member of the New York television fraternity, Mr. Forbes lives in his own home in nearby Scarsdale with his wife and two children, Julia Ann, 7, and Allison, 3.
BULLS, BOARS AND BOYS

Prize-winning Jersey bull awarded by WWL to 16-year-old Billy Wicker of Zachary, La.—winner Dairy Herds Contest.

Pure-bred boar awarded by WWL to Leslie Bickham, Jr. of Star Hill, La., winner “Swine Improvement Contest”.

Ewell Bickham, Jr., 16-year-old, of Jackson, La., won a pure-bred beef bull by producing champions in his beef herds.

WWL’s Louisiana Livestock Improvement Awards are presented annually to encourage better farming throughout the State. Pure-bred bulls and boars are awarded to outstanding 4-H Club members who have done the best work with their herds during the year.

During the period in which WWL has awarded these prizes, entire farm communities have shown remarkable improvement in their beef and dairy cattle herds, and in the quality of their swine herds.

WWL’s Gordon Loudon makes the presentations

Gordon Loudon and his “farm-casts” over WWL have become as much a part of Louisiana farm life as R.F.D. mail boxes. The whole farm family depends upon him for weather and market reports—news of neighbors and the world—on-the-scene broadcasts from rural areas—tested ideas for more profitable farming.

WWL The Greatest Selling Power in the South’s Greatest City

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Another dynamic Lang-Worth Feature—52 half-hours. Available for sponsorship July 1st (via transcription) on 600 Lang-Worth Affiliated Stations.

"Through the Listening Glass" reveals a Wonderland of Music in brilliant color tones. Stars the radiant voices of the Silver Strings under the direction of Jack ("March of Time") Shaindin . . . features weekly appearances of the renowned Lang-Worth Choristers and a carousel of guest vocalists. Among these are the outstanding romantic balladeers Johnny Thompson, Joan Brooks, Dick Brown and Eva Garza.

"Through the Listening Glass" is a kaleidoscope of the finest music written—performed with dignity, grace and imagination. For cost and time availability, contact any Lang-Worth Affiliate. For program format and listing of Lang-Worth Affiliated Stations, contact:

LANG-WORTH, Inc.
109 W. 57th St., New York

*JACK SHAINDIN

Page 14 • June 14, 1948
It’s Happening in TOLEDO • • •

By the time you read this ad,
our television tower will have been erected
the transmitter building completed
studio and remote spots set up (plus 1,999,999 other details).
So we’ll be oiling up the cash register
ready to do business very soon.
For TELEVISION in Toledo,
see KATZ today!

WSPD • TV
TOLEDO, OHIO
Channel 13
The World in Your Home
**Telestatus Report**

**EFFECT ON MOVIE-GOING HABITS**

Those who have watched the development of television and speculated on its social impact, particularly with respect to motion picture attendance, will find a clear-cut answer in a survey conducted among New York home set owners by Foote, Cone & Belding, one of the pioneer television agencies.

Results of the survey, conducted by the F&C&B research department and released last week to broadcasting.

- Three-fourths of the set owners interviewed are spending more evenings at home now.
- Slightly more than half are going to the movies less often, although formerly they were out and in most cases very heavy movie goers.
- Age of the set did not appear to have any relationship to reported changes in movie-going habits, which tends to discount the theory that television’s effect on evenings-out will diminish as the novelty of the new set wears off.

The survey was conducted by telephone among 550 home television set owners whose numbers were selected at random from a list of 10,000 owners in the four major boroughs of New York City. Interviews were completed with 415 who reported their sets were currently in working order, or approximately 76% of the 550 selected for the poll.

Among the remainder, 13% of the 550 reported they no longer had a set or that it was temporarily out of order; 4% did not participate (too busy, ill, or unable to speak English), and 7% did not answer the call. Recognizing the importance of limiting the number of “no answers” in a study of this kind, the samplers made four and five callbacks to each home where there was no answer to the first call. The final 7% “no answer” was regarded as “satisfactory.”

Asked about their motion picture attendance since they acquired television sets, 51% of the persons interviewed said they attend less often. Except for three persons (less than 1% of the poll) who reported a gain in movie-going, the rest reported their attendance is about the same as it was before they acquired sets.

A breakdown of the reduction in movie attendance, F&C&B points out, “indicates that most of the people who are going to the movies less were formerly heavy goers” and that “the movies are losing some of their best customers.”

The big change is from movie attendance “every few days” to an average of somewhat less than once a week.

Of the 211 set owners who say their movie-going has been cut, 57% report that they attended every few days before they got video sets. Only 4% reported such frequent attendance after a set was installed.

Meanwhile, the number of “once a week” attendees grew from 33% before television to 39% afterward, and those reporting attendance “every two to three weeks” jumped from 7% before to 28% afterward. Whereas 3% classified themselves as “infrequent” movie-goers prior to their acquisition of television, 29% put themselves into this category afterward.

Chart A (this page) of the F&C&B study shows the changes in movie habits among the 211 who say their motion-picture attendance has fallen off. The upper row of bars indicates attendance before television; the lower row, after television.

Frequency Drops

Of the 57% who formerly attended “every few days,” 68% are now attending “once a week” and only 5% are still going every few days. Approximately 10% of the original “every few days” group are now attending “every two to three weeks,” 6% are going “once a month,” and 11% attend infrequently.

Comparably, those who formerly attended the movies on a “once a week” basis are now going “every two to three weeks” or at even less frequent intervals. None of the former “once a week” group now falls into that category. Instead, 62% attend every two to three weeks, 24% once a month, and 14% “infrequently.”

Majority at Home

With respect to stay-at-home habits, 75% of the 415 persons interviewed say they are spending more evenings at home since acquiring television sets; 25% say television has not affected their habits in this respect.

Chart B (page 96) presents the survey’s findings on how the increase in “stay at home” has cut into movie attendance. Of the 75% who say they are spending more evenings at home, 69% say they are attending motion pictures less often while 36% report their movie attendance has not been affected. Of the 25% who say their evenings at home have not been affected, 15% indicate their movie going is at less frequent intervals and 8% see no difference.

F&C&B’s study noted that “television is still comparatively new” and that “it is still too early to judge the reaction of set owners as they become accustomed to this medium.” Yet it did not agree with the theory advanced by “some people, who tend to minimize the impact of television . . . that although movie-going may fall off when a set is new, attendance will pick up again as the novelty wears off.” F&C&B found that “these assumptions were not borne out by the data accumulated in this study. Age of set did not appear to have any relationship to reported changes in movie-going.”

The methods used in the survey were checked in advance by interviews using the same questionnaire with “new radio” rather than “television set” as the subject. F&C&B thought it “reasonable to conclude . . . that there is no bias inherent in the structure of the

(Continued on page 96)

**Chart A**

Television’s Effect on the 51% Whose Movie-Going Declined
Progress Report

WMAR-TV Maryland’s pioneer television station is proud to report that since it first went on the air with tests on October 27, 1947, it has averaged about 37½ hours per week of program service, and 15½ hours per week of test pattern. Similarly, WMAR-FM which has been on the air since January 29, 1948, has averaged 7 hours per day of program service.

* * *

WMAR-TV has programmed its favorite title, “Report to the People,” on many occasions: on occasion of repeated coverage of City Council sessions, on the occasion of the installation of the new Archbishop of Baltimore, on the televising of Army Day parades, and the Freedom Train and Baltimore Day celebration. Baltimore’s Art Museum has become a live center of many kinds of cultural art, music and drama as well as painting and sculpture, and WMAR-TV televises these aspects of community development from the Museum each week. Johns Hopkins University has generated numerous programs for television, including a new dramatic series, and a dramatic production of “Electra” by the University’s “Playshop.”

* * *

Baltimore’s schools are represented weekly in a “Teen Age Forum” telecast from the Art Museum; and Baltimore’s daily life is re-lived by night through nightly newscasts, freshly compiled seven days weekly by WMAR’s own film camera crews. Similarly her charities and institutions have found a ready friend in WMAR-TV which tells their stories to a growing audience. (There were 10,273 TV receivers in the Baltimore area on May 1, 1948, but less than 1000 in Oct. 1947)

In addition, network programs are provided by a cooperative television industry from several sources: CBS, ABC, DuMont, and off-the-air pickups from WMAL-TV, Washington, D. C. Sports events are also a favorite among WMAR-TV’s audience and include such telecasts as the following: Naval Academy football, college and professional basketball, baseball, boxing, wrestling, the historic horse races of Pimlico, soccer, ice hockey, lacrosse, hunt meets, track meets, badminton, fencing, swimming, yacht races, and other events.

* * *

WMAR-FM has broadcast the Baltimore Symphony Orchestra’s educational concerts for youth, and has fed them to other stations in Washington and elsewhere in Maryland. WMAR-FM has also presented a weekly symposium of editorial opinion gleaned from the community newspapers of the State, weekly presentations of the finest available classics of the theatre, and hourly summations of news. In addition, WMAR-FM has been used to conduct tests in passenger vehicles, including a survey of the possibilities of transit radio which showed that 95.4 percent of 6651 persons interviewed desire this service on a regular basis.

* * *

Both WMAR-TV and WMAR-FM are now planning to bring the entire proceedings of the forthcoming national political conventions to their audiences. FM coverage will be provided through the facilities of the Continental Network, and TV through the facilities of the industry’s television pool, plus special convention programs by CBS, ABC, and the DuMont networks.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVE. * NEW YORK 18
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<th>City</th>
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**Television**

- Fort Worth-Dallas: WBAP-TV
- New York: WPIX
- St. Louis: KSD-TV
Is every one of the important marketing areas in America exactly the same for you ... equally easy and economical to reach, equally profitable to serve, equally receptive to your product, equally desirable to you from the competitive standpoint? If so, maybe you have little need for the flexibility of spot broadcasting!

Spot radio—Bull's-Eye Radio—is the only medium which gives you the low cost-per-impression and the high effectiveness of radio, plus the instant flexibility of the daily newspaper. It alone permits every advertiser—even the rare one who really needs to cover America—to speak to his prospects with precisely the frequency and impact that's needed for each particular market ... 

Free & Peters, pioneer station representatives, know all about radio in the markets at the left. Our service is available to every advertiser and agency without cost. We would welcome an opportunity to discuss Bull's-Eye Radio with you. May we?
NORTH CAROLINA
is the South's
No. 1 STATE
and North Carolina's
No. 1 SALESMAN

is WPTF 50,000 WATTS
Raleigh, North Carolina
FREE & PETERS National Representatives

NBC AFFILIATE
680 KC
By RUFUS CRATER

A LAST-DITCH BID for enactment of the White Bill's amendments to the Communications Act (S-1333), complete with the highly controversial provision giving program-review powers to the FCC, was made last week but given virtually no chance of success this session.

Reported to the Senate Wednesday on a 9-to-4 vote of the Interstate & Foreign Commerce Committee, the amended bill contains two notable departures from the version which a subcommittee approved and submitted to the full committee last December:

- FCC would be split into two panels, one to handle broadcasting matters and the other for common carriers and the safety and special services, and Commissioners' salaries would be boosted to $15,000 from the current $10,000.
- The bill would write into law the portion of pending Johnson Resolution (S-246) banning power above 50 kw until international agreement on the use of higher power is reached via the North American Regional Broadcasting Agreement or other treaty (Broadcasting, June 7).

Congressional observers viewed the committee's 11th-hour approval of the bill—which was first introduced in May 1947 (Broadcasting, May 26, 1947) and which is currently in its third draft—largely as a tribute to Sen. Wallace H. White Jr. (R-Mo.), its author as well as chairman of the committee, Senate majority leader and sponsor of most of the radio legislation now on the books, who is retiring upon the completion of this session.

Passage Hopes Fade

Hopes of passage appeared dim. Congressional adjournment or recess is tentatively slated for June 19—this weekend. Sen. White said he had no intention of asking for action either before that time or between the June-July Republican and Democratic national conventions, in event Congress should return.

He said he thought action would be appropriate if sessions should resume after the Democratic convention next month, however. But observers pointed out that even in that case there would be little chance of passage of the bill, since the House has not yet held hearings on it. The bill dies unless passed at this session.

A further complicating factor was seen in the vote of four committee members against reporting it to the Senate, construed as an indication of a floor fight if action is pushed. The committee members who opposed the favorable report were understood to be Sens. Albert W. Hawkes (R-N.H.), E. H. Moore (R-Okla.), Homer E. Capehart (R-Ind.), and Tom Stewart (D-Tenn.).

Despite almost unanimous industry opposition to the bill's provisions giving FCC power to review programming at renewal-time, that section did not appear to prompt the four committee votes of opposition. Sen. Capehart left for home-state campaigning, but the other opponents indicated that they were moved primarily by opposition to the newly added 50-kw power limitation or by unfamiliarity with the terms of the measure in its latest form.

NAB President Justin Miller, who led the fight on the original White Bill during committee hearings, greeted the committee's action with a statement that the program-review provision—the so-called censorship section, carried over without change from the earlier version of the bill—would in effect repeal the Constitutional guarantee of freedom of speech and press and return radio and the press to the status of "the licensed press" of 17th-century England.

"I cannot see how this kind of control can be reconciled with the flat statement of the Supreme Court only last month that 'we have no desire that motion pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment.' For instance, what of facsimile, which is a newspaper transmitted by radio? Would the Commission control it?" Judge Miller asked. He said it is "clear that overall radio cannot be examined in a vacuum—any such examination must include a consideration of specific programs."

Senator White, at a news conference on the revised bill, and his committee, in its report, took a contrary view. Sen. White contended his proposed censorship section would not empower FCC to do anything it is not already doing, and argued that without governmental review of programming "you've practically provided for a license in perpetuity." The committee's report said:

"The committee is strongly of the opinion that the bill, as drafted, would be required to make an accounting of his conduct to the Commission. The denial of this power would establish indeterminate licenses; moreover, there would be no authoritative check, other than public opinion, on the program.

The committee has no hesitancy in deeming that the administrative power hereof affirmed by the Supreme Court and now made a part of statute law by this section is clearly within the constitutional provisions..."

The committee's report also handed a sharp rebuke to the Commission. Discussing a section forbidding the imposition of sanctions or substantive rules except by legally prescribed methods, the report declared:

"The committee desires, at this point, to emphasize once again that the practice of judicial lawmaking which has occurred in many instances is highly regrettable. It has little patience with the kind of action which results in the destruction of rights of citizens to freedom of expression..."

When and if the Commission believes (Continued on page 72)

HENNOCK HEARD

FRIEDA B. HENNOCK, Commissioner-designate, slipped into Washington last Wednesday for an unheralded hearing before the Senate Interstate Commerce subcommittee named to consider her nomination, and returned to New York with renewed indications that she would be a full-fledged member of the FCC on July 7.

While direct quotations were not forthcoming from committee members, it was learned the New York attorney was questioned at a two-and-one-half-hour session. She made what was described as "a most favorable impression." Republicans, who a fortnight earlier were under mandate to confirm no nominations of a "controversial" nature, along with their Democratic colleagues were said to feel that Miss Hennock appeared well qualified by virtue of background and of experience for the seventh place on the regulatory body.

Despite the no_confirmation policy of the GOP high command, it was strongly indicated that the three-man subcommittee would report favorably to the full committee early this week and that Senate confirmation might be forthcoming before the planned adjournment or recess this week-end. In addition to the subcommittee members, a number of members of the full Interstate Commerce Committee participated in the executive session held in the questioning of Miss Hennock.

Hearing Place Changed

The hearing was held in the office of the Sergeant-at-Arms of the Senate, rather than in the regular committee room on the gallery floor. It has been customary for the committee to hold confirmation hearings at open sessions.

Miss Hennock was named by President Truman on May 24 to succeed Clifford J. Durr, Alabama leftwinger, whose term expires June 30. She is the first woman ever nominated for the FCC, which has been in existence since 1934. The predecessor agency, the Federal Radio Commission, which was created in 1927, likewise had no woman member during its seven-year tenure. The subcommittee members present at the hearing were Chairman Brewster (R-Me.), and Benn Johnson (D-Colo.), ranking minority member. Sen. Capehart (R-Ind.) was absent on the floor but left his proxy with the chairman. A number of other committee members, including Chairmen Wallace H. White Jr. of (Continued on page 70)

Committee Impressed

BROADCASTING • Telecasting

Vol. 34, No. 24
WASHINGTON, D. C., JUNE 14, 1948
$7.00 A YEAR—25¢ A COPY
By J. FRANK BEATTY

STRAVOSION now extends its operations to the area east of Detroit, cama to this time under the care of WSTV TV: "Swatting matches 10 o'clock, very good, on Channel 6 June 9."

Raymond L. Murphy, 138 E. Mutch., Newark, Ohio reported an extremely strong TV aerial signal in the area where his antenna was aimed, and noticed distortion as the plane started to descend. During the same broadcast, Jimmie Gibbons covered the matches for WMAT-TV, announc- ed during his telecast that a listener had phoned the Arena from Cleveland reporting he was receiving the program from an airplane.

A usable TV signal was received during the entire flight of the B-29 from Baltimore to Pittsburgh and return, in Baltimore by Westing- house engineers though there was some visual fading at times. The aerial signal was strong in Baltimore and Washington with extremely good volume. In Wash- ington, one viewer reported fading in the video signal but explained his antenna was not picking up a signal from Pittsburgh.

Carl Nopper, chief engineer of WMAT-TV, picked up the plane's re broadcasts WMAT-TV Channe l 2 signal on Channel 6 as the craft cruised over the Pittsburgh area.

During the flight, the plane's electronic crew announced frequently the signal was being re broadcast as a test. Listeners and viewers were asked to notify a number in Baltimore but the Westing- house name was not mentioned.

The media department of the inter national division for the past two years, media director.

FCC Approves Four Station Transfers

FCC Approves Four Station Transfers, in- cluding considerations totaling nearly $450,000 and four AM and two FM outlets, were approved last Thursday by FCC.

In a ruling, WMFS-FM Boston were granted assignment of license and permit respectively from Tem pleton Radio Mfg. Corp. to WBMS Inc., owned by The Friendly Group, for several iron and steel concerns. Consideration is $175,000 plus losses not to exceed $1,000 monthly from Jan. 1 or minus all profits for the same period.

WPIT, Port Lauderdale, Fla., was granted transfer of control from group headed by Gene T. and Evelyn M. Dyer, owners of WAIT Chicago, to Gore Pub. Co., publisher of the Ft. Lauderdale Daily News and permittee of FM station WGOR there. Sale price is $150,000 less one-half the net profits from Jan 1 to closing date.

WXF, White Plains, Idaho, was granted transfer of control through sale by Fentress H. Kuhn of his 50% interest for $22,500.

WBMS-WMGW-BFM and WMBM-WMGW-FM Med- ville, Pa, received approval for assignment of license and permit respectively from H. C. Winslow to new firm of which he is president and 60% owner. Note for $10,000, due firm by Mr. Winslow for station construction, is canceled.

Details of transfers follow.

The formation of a company, Foote, Cone & Belding Interna- tional Corp., to handle all of the overseas business of Foote, Cone & Belding, with billing starting at more than $4,000,000 in international advertising and public relations business, was announced last Wednesday.

kind with full or parttime public relations people in 25 countries.

Clients of FC&B International, and of FC&B Ltd., were announced in full for the first time, as follows:

FCC & B Lists Clients

Clients of FC&B International, and of FC&B Ltd., were announced in full for the first time, as follows:

1. Arthur Berk, president, with FC&B's international division upon his discharge from the Army in 1946 as a Coloneil; Patrick Dolan, vice president in charge of Euro- pean operations, who has been in charge of the agency's London office since 1946; Robert Strother, vice president and treasurer, who is also assistant treasurer of the parent company, as well as vice president; M. P. Franceschi, vice president and secretary, who FG International is said to operate the only worldwide commercial public relations network of its

First reception reports received after last Wednesday's test have exceeded expectations of many persons in close touch with the experiments.

Public attention was called to the Wednesday evening test when viewers began phoning WMAL-TV, Washington Star station, and WMAR-TV Baltimore, owned by the Sunpapers. The Stratovision plane picked up the WMAR-TV Channel 2 signal and rebroadcast it on Channel 6.

Program Content

WMAR-TV's program consisted of rebroadcasts of wrestling matches at Turner's Arena, Wash- ington. WMAR-TV picked up the WMAL-TV signal off the air from a distance of 30 miles without use of relay equipment.

When reports began coming in from distant viewers, WMAL-TV announced the fact on the air and the Baltimore Sun carried a story in its Thursday morning edition.

E. K. Jett, former FCC Commis- sioner, is vice president and radio director of the Sunpapers.

From the Stinson Airplane

Subscription

Bristol, Vic (Broadcasting, June 7), 25,000 feet were picked up as far away as mid-Manhattan, New Jersey, and New England; Port Huron, Mich.; Cleveland, Toled0, Newark and Findlay, in Ohio; Baltimore and Washington, and Southern Virginia.

The FM aerials passed the out of a 200-mile radius with "terrible" volume, many listeners reported. Video reception was not as good as aerial at this distance but usable signals were received in Baltimore and as far as Port Huron during the B-29 flight to Pittsburgh. Stratovision is jointly sponsored by Westinghouse and the G. I. Martin Co., Baltimore plane manufacturer.

Earlier Stratovision tests had given hope that Westinghouse could fulfill its promise of FM and TV service over an area 200 miles distant from a plane flying at 30,000 feet [Broadcasting, June 7].
PHILADELPHIA PLANS

NETWORK news chiefs in New York last week were neck-deep in floor plans, traffic diagrams, time schedules and assignment sheets, the paper-work of probably the most extensive radio coverage ever accorded a political convention, as preparations for the Republican conclave opening June 21 are nearing completion.

The four major networks, cooperating with many stations in a pooled arrangement for coverage of on-the-floor activities of the party, were also rushing plans for individual broadcasts of behind-the-scenes events and interpretive comment which are planned to devote much of their broadcast time to the convention.

In Philadelphia, stations were preparing not only to carry special programs to their own areas but also to serve as temporary headquarters for networks and for newsgathering agencies of out-of-town stations. Several station officials indicated that while full resources would be thrown into convention coverage, they would keep in mind that events and programs not connected with the conventions would not be ignored.

Installation of the four-network pool system within Convention Hall at Philadelphia was begun at week's end, under the supervision of George McElrath, NBC director of engineering operations. NBC has overseen the pool facilities for all major chains at every national political convention since 1936.

Facilities being prepared at Philadelphia are similar to those which have been used at previous conventions, Mr. McElrath said.

Microphones will be set up on the speakers' rostrum, and a floor microphone will be installed before the chairman of each of the 52 delegations as part of the pool system. Individual networks will place their own microphones elsewhere in Convention Hall.

The radio pool microphones also will serve the hall's public address system so that they will carry all official utterances during the conclave including the polling of individual delegations. The pool system will feed, in addition to the sound broadcasting networks, television, independent stations and sound movies.

An engineer on the rostrum, receiving orders from the convention chairman, will control the pool microphone system through a switching board. It is up to the convention chairman to decide which delegation's voice will be heard at any given time.

Another engineer in a booth at the rear of the rostrum will be in charge of maintenance. He will be provided with a crew of three roving engineers who may carry repair equipment to any microphone needing service.

Thousands of miles of special lines will tie together the various hotels where networks have established individual broadcasting headquarters with Convention Hall.

Although by last week no network had completed its planning in detail, the following preparations had been made:

**ABC**

Robert E. Kintner, executive vice president, Charles C. Barry, vice president in charge of radio and television programming, and Thomas Velotta, vice president in charge of news and special events, will head the ABC delegation. More than 100 newsmen, commentators and technicians from ABC will be present.

An advance group of ABC engineers, headed by George Milne, director of technical operations, and William H. Trevarthen, New York operations supervisor, will arrive in Philadelphia June 17 to install ABC equipment.

The network also has scheduled a number of pre-convention broadcasts beginning June 18 from the ABC studios in the Bellevue-Stratford Hotel and Noon Edition and News of Tomorrow will take pickups from Philadelphia, and other special programs will be broadcast.

By June 19 a staff of 16 editors and writers including William Neel, from Washington, and Connie O'Dea, from Chicago, will be functioning in Philadelphia. The full complement of ABC will be on the scene by the opening of the convention June 21.

**ABC Television**

ABC will operate from two studios, one for sound broadcasting and the other for television [Broadcasting, June 7] in the Bellevue-Stratford Hotel, giving it two complete TV program origination studios and a video coverage service which its reporters will use to cover the floor during sessions.

Two networks will be on hand to give interpretive assessments of the convention for ABC.

With plans more definite as convention time drew nearer ABC announced that it will operate a video studio in Philadelphia's Convention Hall as well as in the Bellevue-Stratford Hotel, giving it a complete TV program origination studio [Broadcasting, June 7] as well as two mobile units. One of those will be stationed outside the hall, for use in the pooled video coverage; the other will be available for any pertinent pickups throughout the city.

ABC's video coverage of the GOP nominating sessions will start with the three pre-convention programs aired during the preceding weekend: Behind the Scenes With ABC at Philadelphia, a video preview of Convention Hall and interviews with personalities certain to be outstanding in the coming week's events, Saturday, 9:30-10 p.m.; a Sunday evening telecast from

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**PHILADELPHIA PLANS Continued Coverage Charted**

**TELEVISION plans of ABC, CBS, NBC and WPIX were reported in Broadcasting, June 7.**

**RADIO SEATS**

MORE THAN 400 radio newsmen and women will represent the 4 major networks, 125 independent AM and FM stations and television networks at Philadelphia during the political conventions. "Voice of America" staff members will also report proceedings.

The executive committee of the Radio Correspondents' Assn. in Washington, D. C. last Wednesday announced assignment of seats and studios and accreditation of radio newsmen and women for the Republican and Democratic conventions.

Members of the executive committee are Albert L. Warner, MBS, chairman; Elmer Davis, ABC, vice chairman; William McAndrew, NBC, secretary; Francis W. Tully, Washington Reporters Inc., treasurer; Gil Kingsbury, WLW Cincinnati, WINS New York, chairman of the facilities committee; Howard L. Kany, AP Radio, and Bill Henry, CBS, chairman of the convention committee.

D. Harold McGrath and Robert M. Menzagh, superintendents of the Senate and House Radio Galleries, respectively, will be in charge of facilities at the convention. They will be quartered in Rooms 445 and 444 Bellevue-Stratford Hotel.

Mr. Warner announced that radio convention committee has been

(Continued on page 80)

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**CONVENTION PLAN**

**BROADCASTING • Telecasting**

June 14, 1948 • Page 23
Identification Waiver

SECTION 3.188 of FCC's broadcast rules was amended by the Commission last Thursday to waive station identification of transmitted facsimile broadcasting over any hour during an hour later because of the Daylight Saving Time differential. FCC stipulated, however, that an appropriate announcement is made at least once each day between 10 a.m. and 10 p.m. to the effect that some or all of the network facsimile broadcasts are handled by means of transcription, and indicating whether the transmissions have been made by the network or the individual station. This gives affiliates a privilege previously limited to the networks during periods of Daylight Saving.

COMMERCIAL USE JULY 15

FACSIMILE Rules & Standards

The record shows that sufficient interest has been shown to indicate that acceptance and support of this service, that limited quantities of facsimile broadcasting equipment that are in production, that additional quantities could be available as the service develops, and that the standards for facsimile broadcasting, as hereinafter particularly with reference to the 8.2-inch recorders, are satisfactory to development and utilization of facsimile as a broadcast service.

The Commission saw "some problems" in both simplexing and multiplexing:

As to the simplex method, no technical objections have been raised, but since under this method FM broadcast will be as good as best a用地 be broadcast, it is apparent that FM listening facilities will be quite adequate for facsimile reception when a facsimile program is being broadcast. Moreover, FM broadcast of big business problems will doubtless become more serious. So as a minority report is concerned, the difficulties are technical in nature. Hence under the simplex method, FM and facsimile programs are broadcast simultaneously. The new standard, therefore, is left to the rule of the present facilitation, that is, to the set to be made for mutual interference. Under present rules, the FM facsimile transmissions, to be permissible on a multi-plex system, must be kept to a minimum so that interference can be kept below 1/80,000 cycles. The witnesses agreed that this is a desirable standard, and that the amendment to the rule of the objection that the aggregate facsimile signal had been kept below 1/80,000 cycles. The facsimile signal has, in general, been very low.
By IRVING MARDER

JAMES C. PETRILLO’S strong statement to the American Federation of Musicians convention last week that the recording ban is on to stay was watered down considerably by a later admission to Broadcasting that he meant “as far as this convention is concerned.”

The music dictator’s announcement that no negotiations looking toward a recording ban were planned was made before the opening session June 7 of the AFM’s annual meeting in Asbury Park, N. J.

‘Records Owner Ans

In private conversation later he was asked if he felt the recording ban was a dead issue and replied with the qualifying remark. He denied that the AFM had any bids in recent months from the Industry Music Committee for reopening of recording negotiations; a committee spokesman said sometime ago that two such feelers had gone unanswered by the union.

Presiding over the convention’s opening session, Mr. Petrillo told 1071 AFM delegates—slightly more than half of the predicted attendance—that his lawyers had convinced him the union itself could not enter the recording business without running afool of the anti-trust laws. “We hadn’t drop it,” he admitted, to avoid monopoly charges. Later, he conceded that the AFM, “and any strong union,” is of necessity a monopoly.

Reporting to the convention on AFM’s signing of two new FM contracts, in Washington, D. C., and Buffalo, N. Y., Mr. Petrillo said it may not mean much money to the union immediately, “but it’s a start.” And he added: “We will have to nurse the FM chains as we did AM radio 25 years ago, and brought it to where it is today.”

Duplication and Co-ops

Of AM-FM duplication he had this to say: “I don’t think we helped ourselves a bit, though we held off as long as we could.” Then he went on to talk about network cooperative programming: “We stopped stop, but did we?”, and he continued, with heavy sarcasm, to review what happened when the union pulled its musicians out of co-ops—“your union, AFRA, stepped into the breach.”

He said that Mark Woods, president of ABC, “pleaded with me again and again,” for permission to sell the Boston Symphony as a co-op, but found the network was unable to do so profitably when AFM finally gave the go-ahead. “They can’t sell Toscanini as a co-op—how can they sell him to a single sponsor?” Mr. Petrillo asked rhetorically.

The union “took a chance on television,” he said, though it had been “worried about it for a long time,” because the union feared it would otherwise jeopardize its “take” of $28 million annually from radio. The union also feared a repetition of the sequence of events when sound films came in and thousands of movie house musicians were made jobless overnight, Mr. Petrillo said.

It was not the Petrillo of old who faced the convention at Asbury Park last week, though he was as dapper as ever in a light tan double-breasted tropical suit, brown and white shoes, bright tan-and-yellow tie, and his platform manner was as artfully uncultured as ever.

“You’re looking at the new Petrillo—the one you’ve read about in magazines,” he said humorously, cueing the laugh carefully and a little anxiously. It was indeed a somewhat new Petrillo; something old had been taken away—much of the bluster and bravado.

“I’m a very humble person; I’m not the smartest guy in the world,” he said at one point, though he looked a little unbelievable as he said it.

“I don’t feel so good. I been through the wringer since I saw you last,” he complained. All he could see ahead, he said, was “darkness,” not only for AFM, “but for the labor movement as a whole.”

“How many fronts can we fight on? To fight on more than one front... would be disastrous. I say today we can’t fight on any front without getting our brains beat in... There is no free labor movement in America. We’re shackled. Back to the injunctions of years ago... I fear for the Republican Presidential candidates,” he added.

No Party Ally

Later he told reporters he and the AFM were pledged to no particular party, but would support any “liberal candidate”; he was careful to add that he did not mean Henry Wallace.

Mr. Petrillo ended his opening address with an impassioned plea for the immediate merger of all parent labor unions in the U. S. into a single body, as the only (Continued on page 68)

FLOOD AID

WITH A NEW series of flood crests predicted, radio’s job is not yet done in the Northwest disaster. But haggard radio newsmen are looking ahead on the bet that the past weeks have seen the greatest proportion of sets-in-use ever reached in the area.

Perhaps the most outstanding example of how effective was the catastrophe came when the Red Cross published a complete list of the missing in the Vanport flood. There was a total of more than 700 names on the list. But through a broadcast of the names the list was cut in half by refugees who had heard their names mentioned among those missing.

KXL Portland carried 576 bulletins in the first 48 hours after the Vanport break in the dike. In continuous broadcast for more than three days, KXL keyed entire XL network—many of whose stations are in the flood area—supplied with advance information on nearing flood crests. As follow-up of the disaster KXL wired all Senators and Congressmen from Oregon and Washington relative to the aid that the federal government might be expected to give to rehabilitate the 18,000 citizens of Vanport and surrounding territory along the Columbia.

KWJJ Portland whose transmitter was one of several marooned, sent its engineers in by boat so that broadcasts could continue. The station has been formally commended for reuniting some 25,000 families during the first days of the Vanport disaster.

KPOJ (call letters changed June 6 from KALE, see separate story this issue), Portland MBS outlet, topped off its flood report with a one-hour documentary on the past, present and future of the Columbia Basin flood, using wire recorder, shortwave, eye witness accounts and interviews with supervisory authorities.

Praise From Governor

Fred F. Chitty, general manager of KVAN Vancouver, Wash., last week received a letter from Gov. Mon C. Wallgren of Washington in appreciation of radio’s service. “If anything further is needed to prove the value of radio,” the Governor wrote, “I believe the disastrous flood in central and southern Washington and the need it brought for instantaneous communications and emergency shows to our affected civilian populace further emphasizes the tremendous value of radio in our modern day.

Your state government and myself, as Governor, deeply appreciate the extra effort you, as a station owner and manager, made to keep the affected citizenry informed...”

In addition to using a spare tower and transmitter of KALE [Broadcasting, June 7], KGW Portland has been using KWJJ's studios.

After liaison activities of KOIN (Continued on page 4)

Radio Continues Major Role

THE FLOOD took its toll of radio stations, too. (Top photo) KPQ Wenatchee, Wash., is awash, but ready for the emergency. The building was raised off its foundation and tank rafts were inserted. At one time the station was floating on 15 ft. of water, but it still maintained 24-hour service on the air. (Second photo from top) Water eventually rose to the doorknob level of this transmitter house of KWJJ Portland. Equipment was jacked up to the ceiling and flood service broadcast continued. (Third photo) KGW Portland’s transmitter was completely destroyed when the water rose to within ten feet of the top of the 65-ft. structure. (Bottom photo) CKNW New Westminster, B. C., prepares to carry on on small feet above foundation level. Clare Parvis (1), transmitter operator, hands Lew Fox, all-night disc jockey, some records for his show. Flood crest was expected a few days later.
Maulsby Promoted As CBS Realigns
Koop and Michel Also Given New Public Affairs Duties

Mr. Michel    Mr. Maulsby

IN A REALIGNMENT of the CBS public affairs staff, occasioned by a policy change within the department, the following appointments were announced last week by Davidson Taylor, CBS vice president in charge of public affairs.

Gerald F. Maulsby, former assistant to the director of public affairs becomes assistant director of the department and Mr. Taylor's deputy; Theodore F. Koop, former director of CBS News, Washington, has been named director of news and public affairs in Washington, and Werner Michel, former assistant to the director of programs and recently producer of educational broadcasts, has become associate director of production, Public Affairs.

The policy changed resulted in a redirection of public affairs productions—toward the family rather than classroom audiences or those with special educational interests.

Mr. Koop

S. C. Johnson Sponsoring Diz Dean on Full NBC Weekly Sportscast

WILL BEGIN JULY 3 on WABD(TV). The program is beingutow the league baseball news and comments, plans to interview guest stars in various sports.

Frank Eschen, KSD special events director, will produce and direct the show, and J. Roy Stockton, sports editor of the St. Louis Post-Dispatch and author of Gashouse Gang, will write it.

KOA Sale!

PRELIMINARY discussions looking toward NBC's sale of KOA Denver video applicant, were confirmed last week with conversations reportedly centering on a sale price of around $3,000,000.

"There have been conversations and there have been inquiries," KOA Manager Lloyd B. Yodork reported. But, he added: "As far as we know, the matter is strictly in that stage."

Harry E. Huffman, Aladdin president, confirmed his firm was exploring the prospects of buying the 9000 kw clear-channel station (850 kc).

"If we obtain a television station we probably would affiliate with the NBC network," he declared. "It is a natural thing, then, that we should be at least giving thought to the purchase of KOA, which handles the radio broadcasts of that network."

Theatre Ownership

Aladdin ownership is identified with Fox Intermountain Theatres, which, along with the Denver Post, figured in earlier stories of discussions for purchase of KOA (BROADCASTING, May 1). Spokesmen last week however, eliminated those two from current negotiations.

A major factor which might contribute to the network's willingness to dispose of its KOA ownership, observers pointed out, is FCC's five-station limit on common ownership of television outlets. With five stations already, NBC cannot expand into Denver television on an ownership basis.

Another factor was seen in recurring reports of NBC interest in acquisition of KMPC Hollywood. In light of FCC's known attitudes toward network ownership of AM stations, it was felt Commission approval of the acquisition of another station would be much more certain if NBC first disposed of one of its existing stations.

In event KOA is sold to Aladdin Television, it was understood the company would seek authority to install a television booster on Pike's Peak to provide service to Colorado Springs.

Huffman Interests

Mr. Huffman, who owns 48.4% of Aladdin, is district manager of Fox Denver Theatres and director of Fox Intermountain Theatres. Frank H. Ricketson Jr., president of Fox Intermountain, also owns 48.4% of the television applicant and is its treasurer. Albert J. Gould, Denver attorney and secretary of Fox Intermountain, is secretary and owns 5.2% of Aladdin. In addition to his association with the theatre group, Mr. Huffman and his wife control (66-2/3%) the Winters-Huffman Drug Co. of Denver.

Aladdin, seeking Channel 9, is one of six applicants for Denver television, where FCC's proposed new allocation table contemplates the use of five channels.

Keesey Joins L & M

NICHOLAS KEESEY, formerly associated with MBS and CBS as program sales manager and prior to that with N. W. Ayer & Son for 15 years as radio account executive, has been appointed manager of the radio department of Len- nen & Mitchell, New York. He assumes his duties immediately, succeeding Thomas P. Doughten, who moves up as executive assistant to Ray Vir Den, president of the agency.

Whelan Set to Sponsor Quiz Show on WABD(TV)

WHELAN Drug Stores Co., New York, will assume sponsorship of Charades Quiz on WABD New York, it was learned last week, although the final contract details still were incomplete.

The drug chain has been dicker- ing for some weeks for the video program, featuring Bill Slater as quizmaster and packaged by Stanley Catcher, which has been on the air for some months as a sus- tainer. Commercials will be one- minute films advertising products sold in the Whelan stores, with four planned for each half-hour program. Arrangements were made direct.

Smith Joins BBDO

CHARLES H. SMITH, CBS market research counsel, has joined the Minneapolis office of BBDO as a general counsel in radio for its four western offices, Chicago, Minneapolis, Los Angeles and San Francisco.
AT A REHEARSAL prior to the WPIX debut, the production and technical staff look on. Standing, 1 to 8 — Rudy Bretz, Robert Maloff, Clark Jones, Sidney Davidson, Russell Leo, Manager of Programs Harvey Marlowe, Jack Balch. Seated — Jack Murphy, Peggy Gannon, Michael Vardakis, Ed Stasheff, Steve Falsike and Wayne Green.

WPIX INAUGURAL

TV Station to Have Glittering Debut

INAUGURAL of WPIX, television station of the New York News, tomorrow night (June 15) will be as glitteringly correct as the debut of a society miss. Guests will find their way to the News Bldg., illuminated by klieg lights and guarded by an extra detail of New York police. Inside the lobby the civic, religious and business leaders, the stage and screen notables, will be greeted, interviewed — and televised, 7:30-8 p.m. — by Jimmie Jemali, inquiring reporter of the News.

Exactly at 8, the first program from the brand new WPIX studios will take the air, with Virginia Haskins of the New York City Opera Co., singing the national anthem and the Rt. Rev. Charles Kendall Gilbert, Protestant Episcopal bishop of New York, giving the invocation. Other religious leaders, including Cardinal Spellman, if he returns from Australia in time, will appear during the evening.

F. M. Flynn, general manager of the News Syndicate Co., owner of WPIX, will extend an official welcome to the television audience and studio guests. New York's Mayor William O'Dwyer, Lt. Gov. Joseph R. Hanley, Vincent Impellitteri, president of the city council, and Paul E. Lockwood, secretary to Gov. Dewey, will welcome the new station on behalf of city and state. Gov. Dewey and others unable to attend have recorded greetings on sound film for broadcast during the evening.

The formal part of the proceedings, including the tributes to Robert L. Coe, station manager, and Thomas E. Howard, chief engineer, for building the entire studio and transmitter facilities in slightly more than five months, will be con- fined to a half-hour of air. From 8:30 to midnight the program will consist largely of previews of WPIX feature shows.

Station Features

Gloria Swanson, whose women's program will be regular Wednesday afternoon fare, will star in the movie star Neil Hamilton in a view movie "The Stowaway." Peter W. Pixie, puppet star of Frank Paris' juvenile series, will make an appearance. Fred Allen will be the opening night guest on Ben Gross' "Stir It Up" interview show. Broadway Columnist Ed Sullivan and Danton Walker will m. c. remote pickups from two night clubs, Latin Quarter and the Versailles.

WPIX opening will be heralded today (June 14) with a special 40-page television section of the News, devoted exclusively to WPIX plans and developments. Other promotion has included banners on the News delivery trucks, newspaper and trade paper advertising, a window display in the News information bureau, letters to all video-equipped restaurants and bars around town. The $15,000 station slogan contest which came to an end at midnight Saturday.
OVERSEAS RADIO

Justin Miller Urges Subsidy

GOVERNMENT subsidy to put American international broadcasting on an equal footing with state-owned and subsidized systems of other countries was advocated last week by NAB President Justin Miller.

Addressing the Kiwanis International Convention at Los Angeles Tuesday, Judge Miller discussed broadcasting as a means of aiding international goodwill and understanding. He spoke on invitation of the convention's program committee on which Victor C. Diehm, president and general manager of WAZL Hazleton, Pa., was chairman.

Besides proposing a subsidy to prevent such flaccid as that marketing the "Voice of America" broadcasts, NAB's president tore into hogging of spectrum space by various U. S. agencies without the need of showing what use the frequencies are put.

A half-hour television exhibition was given the convention via NBC closed circuit. Ralph Edwards, m. of Truth or Consequences, used several situations for viewers if the program were televised.

Judge Miller urged adoption of the subsidy system, as distinguished from the British-proposed idea of an independent, controlled broadcasting agency.

"And why not such a subsidy?" he asked rhetorically. "We have, in the past, subsidized our merchant marine. In the days when I was working on appropriations for the Federal courts, I was interested to discover that the United States is spending more money to subsidize our air mail service to foreign countries, than the total cost of our entire Federal court system—the entire cost of one of the three great coordinate branches of our Federal government.

Fix Responsibility

"Is it not, perhaps, as important to make possible the private operation of international radio broadcasting, as it is to maintain private operation of air mail and of our private merchant marine?

"Is not such a subsidy even more justifiable in the broadcasting of news than in carrying mail or carrying freight? Certainly with a subsidized commercial American operation, in international broadcasting, it would be much more practicable to fix responsibility and to prevent such debacles as the recent "Voice of America" episode; than with a situation such as the present, where the State Dept. and a network must divide responsibility; where the network performs the service without incentive on a nonprofit basis; and where, in case of negligence, the two can pass the buck, back and forth to each other.

"Whatever may be the limitations or weaknesses of American broad-casting under a competitive sys-
tem; whatever may be the unde-
sirable characteristics of advertis-
ing which provides the financial support for radio broadcasting in this country, it is far superior to anything else in the world, and so far excels that of any other country in the world, in helping to pre-
save our concepts of freedom of speech, freedom of thought, and the free market of ideas, as to be be-
yond all comparison with that of any other country."

Informed Public Basic

Had the British proposal, offered last summer at the International Telecommunications Conference in Atlantic City, been adopted, and ratified by our Senate, the broad-
casters of this country might be expected on a world basis to reg-
sulations similar to those now en-
forced by the BBC, Judge Miller warned.

He said developing of an in-
fomed public opinion is basic to world understanding and a part of the program for achieving preparedness adequate to preserve free governments. Misuse of broadcast-
ing, he added, makes it a powerful weapon for destruction. He em-
phasized that "the future, not only of free broadcasting but of free enterprise, in this country, is large-
dependent upon what happens during the next few years at the international level."

Judge Miller contrasted the Russian idea of free speech, in which criticism of the government or officials is "obscene," with that in this country. "The paradox is that we should be championing complete freedom of communica-
tion in the rest of the world," he said, "while there is a concerted and widespread movement under way by some people to put com-

cumnications under government control, in our own country."

"Government slanting of information, no matter how subtle; go-

government control of opinion, no matter how indirect, is inconsistent with the idea of that maximum freedom which is necessary for un-
derstanding, by the peoples of the world, of the aims and objectives of the United Nations.

"We, as Americans, must, frankly, the fact that government 'by the lifted eyebrow'—or by other forms of intimidation—is fatally destruc-
tive of the objectives which we seek. "It is a curious fact that some of those who have most to gain, and who have gained most, by reason of such guarantees as free-

ystem of speech, are willing to sur-

ender such guarantees, hoping thereby to make secure advantages which have been already gained.

"Unless we are willing to permit free interchange of ideas, in the marketplace of public and private thinking, there will be no shifting of truth from falsity; no progress in human affairs. And, unless we fight, unremittingly, for the same freedom in other nations, there will be no understanding among the peoples of the world."

Business Impact

Discussing impact of interna-
tional broadcasting on business, Judge Miller warned that we can-
not forever finance our business with other countries, seeing danger that the U. S. will exhaust itself carrying the financial burden of the rest of the world.

He said England "has far out-

stripped us" in use of broadcast-
ing to advance affairs of the em-

pire. He deplored that the U. S., with its financial and technical superiority and other "know how," has not been more encouraged to use broadcasting to develop free enterprise in other parts of the world.

Judge Miller criticized former Assistant Secretary of State Wil-

liam Benton for offering at Atlantic City last summer to accept fewer frequencies and reduce U. S. trans-

missions—a measure slowing down the scramble for frequencies. He favored "a little old-fashioned in-

stance on our share."

Oppose Commercials

An international association of government broadcasters, he re-

mined, is composed of state corpo-

rations attempting to discredit free broadcasting and to expand state radio to all areas. One of their main arguments is against advertising, he said, though "ironically, some of them are now going in for advertising on an in-

creasing scale." So far our people have not fully awaken to the danger facing freedom of speech and the free enterprise system, he declared.

There is no actual scarcity of frequencies, Judge Miller said in reviewing the means by which the spectrum is allocated among na-

tions.

At that point he went into a stiff castigation of IRAC (Inter-depa-

rtmental Radio Advisory Committee of the U. S. Government), whose frequency requests are granted in toto by the President "without hearing or justification."

"Apparently no indication of use is filed with any branch of the gov-

ernment", he said; no evidence of need is required or in any other manner supplied.

"If questions are—asked—and they have been asked—as to what they are doing with these chan-

nels, the various agencies and de-

partments, if under pressure, will only say that so many blocks of frequencies have been assigned to the various participating members of IRAC.

"There is no known way of finding out what the government does with this half of the total spectrum space.

"This blocking out of channels goes on, while the broadcasters, police, taxicabs, railroads, airlines, emergency services, and others must submit—and justifiably—de-
tailed analyses of the use they in-
tend to make, or are making, of their channels. This generally re-
nquires long and expensive hearings; meanwhile, many services must continue to suffer intolerable inter-

ference. Final allocation of what is left is done by the FCC, he said. At ev-

ey stage of the process, he said, (Continued on page 70)
Cleveland Outlets Scathed by AFL

Official Organ Claims Labor Getting Time 'Run-Around'

CLAIMS that Cleveland radio is "giving labor the run-around" are raised by The Cleveland Citizen, official American Federation of Labor publication.

In a column headlined "Radio Belongs to the People!" Walt Davis, associated editor, contends:

Cleveland radio—"free radio"—is still refusing to sell time to labor, still hiking rates when the union can't afford to pay them and still using every pretext in the book to keep unions off the air.

The column was based on what Mr. Davis called, "then labor Citizens' experiences in trying to buy time for a union which wanted to present its views on the Palestine situation."

He wrote that a WIK salesman claimed his station was "sold out." The columnist said he found this "slightly difficult to understand, for on the same day another WHK salesman was in the office, trying to sell us night time on WHK for our regular weekly broadcast."

A WJW salesman told him, Mr. Davis said, that the charge for Class A night time would be $288 for a quarter hour. He said the salesman explained that in the case of broadcasts "like this one," WJW automatically doubled the rate. "As of press time," Mr. Davis reported, "I've had no reply" as to the possibility of getting time on the station.

Cites 1945 Incident

Mr. Davis recalled a 1945 episode in which the Retail Clerk's Union protested to FCC against WJW's purported doubling of rates for the union under an exchange of correspondence between FCC and the union and FCC and the station, he said, "the union also asked the FCC to continue to investigate the 'original rate' but that 'nothing has been heard from the Commission on the subject since.'"

FCC authorities noted that complaints which have not been disposed of remain available for further consideration in acting upon renewal applications. WJW's current license was renewed Oct. 31, 1946—after the Retail Clerks' Union episode—for the period ending Nov. 1, 1949.

Mr. Davis wrote that in seeking time for discussion of the Palestine question, "the union wasn't interested in WRSB because of its limited coverage," and that "we eliminated WHK and WJW for a variety of reasons mostly past experience." He said WTAM refuses to sell time to unions but will provide free time if the station can make a "clear and subject matter merits it, and that WGAR and WJMO follow similar policies.

"If radio belongs to the people," he concluded, "then labor people just must not be people."

Autow.

A SCORE of requests from Senators and Representatives calling for consideration of a radio question in the 1950 decennial census were received last week by the U. S. Census Bureau. Joining the list of advertising managers of large firms who have asked for inclusion of a radio question was H. S. Thompson, Miles Laboratories, Elkhart, Ind. Such firms as General Foods, Food Finders and Campbell Soup already were on record as favoring the proposal.

Another census project, the separate Census of Business, received Congressional approval last week with passage of legislation (S-564) providing for complete surveys of business and manufacturing every five years. The bill was flown to President Truman on the West Coast.

Sponsors of the legislation hoped the President would sign a request for $183,000 to conduct the business study in time for it to be included in a supplemental appropriation bill now before the Senate. This bill passed the House without provision for the business census.

Next Year Census

If funds are made available, the business census will be conducted next year, covering 1948 business. The Census Bureau already is conducting a manufacturing census covering 1947.

Spokesmen for eight market statistical groups appeared last Monday before a House appropriations subcommittee in favor of the bill to provide funds for the business-manufacturing tabulations.

The industry effort to convince the Census Bureau it should include a radio question in the 1950 census appeared to be gathering momentum. Many broadcast station operators contacted their Senators and Representatives.

A new element affecting the radio question is the indication that

RBROADCASTING

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RBROADCASTING

New FM Operation Open

As KALE Changes to KPOJ

CALL LETTERS of KALE Portland, Ore., were changed to KPOJ June 6. The POJ signifies Portland Oregon Journal, owner and operator, station announces.

At the same time its new FM operation started program service, duplicating all network and local programs of KPOJ. KPOJ-AM is on Channel 241, 96.1 mc, and has authorized power of 220 kw. Full power is not yet in use.

Embry Heads Ad Club

ROBERT C. (Jake) EMBRY, vice president of WITH Baltimore, last week was inaugurated as president of the Advertising Club of Baltimore, the first broadcaster to receive the honor. The club is the largest service group in the state, maintaining marketing, promotion-instruction and fellowship projects.

Mr. Embry is president of the Baltimore Colts, professional football team, and president of the Bulletts, champions of the Basketball Assn. of America. WITH owns the Bulletts' franchise.

Radio Census

Score of Congressmen Make Request

Autow.

J. LEONARD REINSCH, manager of radio for the James M. Cox stations, will be main speaker at June 15 radio session of the Advertising Assn. of the West convention which got underway today (June 14) for four days in Sacramento. Mr. Reinsch will speak on "Advertising Ahead of Radio."

Harry C. Butcher, president, KIST Santa Barbara, will preside as session chairman.

Other radio highlights of convention include a six-man television panel June 17 on "Television as an Advertising Medium." [BROADCASTING, May 31] made up of the following: Klaus Landsberg, general manager, KTLA Hollywood, and West Coast television director of Paramount Pictures; Charles (Bud) Barry, vice president in charge of programs and television, ABC New York; Haines Finnell, advertising manager, Union Oil Co., Los Angeles; Don McNamara, director of television, Telefilm Inc.; Arnold McGuiere, Foote, Cone & Belding, Los Angeles television director.

Women's Panel

Also featured at June 15 session, immediately following main speaker is a women's panel on "Improving Radio Communications."


Additional highlight of June 15 sessions will be awarding of the Radio Advertising Trophy to the winner of Western commercials contest [BROADCASTING, June 7].

WBAM Now WOR-FM

TEN-YEAR old WBAM New York, Bamberger FM station, was be identified as WOR-FM starting Sunday, June 13, following FCC approval given June 10, WOR announced last week. In revealing the change, J. R. Poppele, vice president in charge of engineering, said the new call letters would identify the FM station more definitely with WOR and WOR-TV. WOR-FM broadcasts from 3 to 9 p.m. daily.

June 14, 1948

Page 29
THE CURTAIN has fallen on the "Voice of America" show on Capitol Hill and the star-studded cast of legislators and officials of NBC and State Department both appeared unenthusiastic over prospects of no encore.

Congressional storms over the Know North America series of "Voice of America" programs which would enable the public voice of legislators with such passage as "Texas was born in sin" and "New England was founded hypocritically and has maintained their strength. There appeared last week the end to be no strong sentiment for revival of hearings, which were brought into the public limelight like the proverbial lion and removed in lamb-like fashion.

Al five-day hearing by a joint committee of two special Senate sub-committees of the Executive Expenditures and Foreign Relations Committee, under the respective chairmanship of Senators H. Alexander Smith (R-N.J.) and Homer Ferguson (D-Mich.) was adjourned by Sen. Smith June 4 until recalled by the chairman.

Four-day hearings of the special subcommittee of the House Executive Expenditures Committee, headed by Rep. J. Edgar Chennoweth (R-Col.) were indefinitely postponed a day earlier [BROADCASTING, June 7].

Gandero May Be Recalled

Sen. Smith had indicated that Alberto Garcia, NBC Spanish section supervisor, might be called from Cuba, where he is now visiting, to defend himself. Mr. Gandero had been blamed by NBC, who produced the travelogue series beam to Latin America under contract to the State Department, for failure to check the controversial script.

Plans to hear Mr. Gandero, however, have evidently been abandoned and investigations will probably be to a large extent how the Congress devotes itself to more important legislative matters in an attempt to meet the proposed June 19 adjournment or recess date.

It was held unlikely in official circles that either committee would resume hearings even if Congress decided to return after national convention this summer.

Washington observers now considered it improbable that any remedial legislative action would stem from the 80th Congress as a result of the investigations. Some were of the opinion that they had witnessed the landing of a Congressional "dudd," but a few were still keeping their ears cocked for an amendment.

Acknowledges No Hearings

Senator Smith's office acknowledged that no more hearings are planned.

William Rogers, chief counsel of the Senate Investigating Committee, doubted "very much if there will be any more hearings before June 19."

During the hearings both NBC and the State Department had deplored the "divided responsibility" they shared. They felt it had resulted in a misunderstanding as to which should have checked the script. State Department officials also bemoaned insufficient Congressional grants to permit them to monitor all shortwave broadcasts. They admitted the department might have tried to do too much with too little. NBC pointed out that only isolated passages in six scripts of the thousands of "Voice" programs it had handled, on a non-profit basis, had been singled out for criticism.

Legislators, too, were drawing deep sighs of relief as hearings were terminated. Many observers were convinced that Congress may have been deceived by surface appearances without due consideration of all factors involved in international shortwave broadcasting. It was a source of embarrassment to investigators to learn that material considered objectionable to American public was often in good taste in the Spanish idiom. Red faces resulted, also, from an explanation that grossly different congratulations frequently crop up in the translation of English to Spanish and vice versa.

State Department Plan

The State Department last week announced its plan for revising the system of control over foreign broadcasts to insure a higher standard of quality for "Voice" programs.

Under its tightened operations the State Department plans to expand its staff and to write and control all official news and commentaries transmitted to foreign countries.

Entertainment and special features, such as the highly inflamable Know North America series will be contracted for individually. These programs will be tailored to official patterns and will be carefully reviewed.

"We're giving top priority," Assistant Secretary of State George V. Allen announced, "to means of assuring adequate controls and a high standard of quality for all programs."

NAB President Justin Miller urged government subsidies in American international broadcasting to keep United States space with other countries. His proposal was given during an address before the Kiwanis International Convention in Los Angeles June 8 (see story, page 28).

Sell Sets and Plug FM, Dealers Told by Bailey

THE summer season is no longer off season for sale of radio sets, Bill Bailey, FM Assn. executive director, told the City Dealers Meeting at Canton, Ohio last Thursday. The program was covered by WCMW, Canton FM outlet.

Big advertisers are continuing their popular shows during warm weather, instead of putting on "meatlocker stop-gap programs," Mr. Bailey said, now that network programs are being carried on FM outlets of affiliates.

Dealers and stations were urged to advise listeners of the state-free service of FM outlets. He cited announcements used by Ben Strouse, manager of WWDG, who produces broadcasts of baseball games. The announcements ran about like this, he said:

"If you're listening to the game on WWDC-FM, you're getting a TV in the FM.

May we suggest that you tune to WWDG FM and enjoy the rest of the game without static."

Result of this announcement, Mr. Bailey said, was that many customers went to dealers the next day to ask about FM sets.

Al JACOBSON

Hearings Quietly Adjourned

It was announced that the FCC had decided to postpone hearings on the proposed amendment of rules regulating television channels to cities across the country was postponed last week by the Commission to June 29.

In view of the great number of briefs and comments filed at the May 28 deadline the Commission indicated more time would be desirable for preparation. The proceeding was to have begun June 14 [TELECASTING, June 7].

Accordingly, the Commission stated that although no new proposals of channel assignment changes would be accepted, it would receive until June 18 comments in opposition to support of proposals already received. All engineering exhibits also were ordered in by June 18.

By last week more than 80 appearances, comments and proposals had been received relating to FCC's plan to modify its TV allocation so as to increase the number of available channel assignments. In view of an amendment of Sec. 3,000 of FCC's rules, the proposal had been announced in early May [BROADCASTING, May 10]. Petitions for allocation changes filed before that time also are included.

To be heard by the Commission en banc, the proceeding starting June 29 is expected to continue at least for the rest of the week. FCC General Counsel Benedict P. Cottone is expected to be Commission counsel, assisted by Joseph N. Nelson and other Law Dept. members not yet announced.

Several interests last week had filed requests for acceptance of late date appearance even before the Commission announced the postponement and extended the filing date for certain comments.

Opposition to the proposal of WTOP Washington to use Channel 12 (204-210 mc) in the Capital area was directed toward the FCC's allocation of the channel for use as a "pay TV" channel.

FCC May Report

FCC MONTHLY report for May shows that as of May 31 the status of broadcast station authorizations and applications was as follows:

<table>
<thead>
<tr>
<th>Total</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,028</td>
<td>1,085</td>
</tr>
<tr>
<td>On the air</td>
<td>1,269</td>
<td>543</td>
</tr>
<tr>
<td>Applications</td>
<td>1,278</td>
<td>511</td>
</tr>
<tr>
<td>Construction permits</td>
<td>359</td>
<td>790</td>
</tr>
<tr>
<td>Conditional grants and sales</td>
<td>1,118</td>
<td>510</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1,415</td>
<td>510</td>
</tr>
<tr>
<td>Requests to change ownership</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>576</td>
<td>190</td>
</tr>
<tr>
<td>Denial of applications for new</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

\[1 \text{ Includes 23 conditional grants and 391 construction permits.}\]
GET THIS NEW KIND OF HOOPER REPORT—

Showing Preferred Stations in This 116-County Area!

C. E. Hooper, Inc. has just released a Listening-Area Coverage Index giving the percentage of families who listen to every radio station heard in Iowa's 99 counties (plus 6 counties in Minnesota and 11 in Missouri).

Mail ballots were sent by C. E. Hooper, Inc. to a cross-section of homes in that 116-county area, asking “To what stations do you and your family listen most frequently or the most time?”

The results will amaze all advertisers except those who have experienced the enormous influence of WHO's “top-notch programming, outstanding public service”. This new Hooper Survey shows that WHO is “listened-to most frequently” by over three times more families than any other station—morning, afternoon, or night.

Write for your copy today—or ask F & P!

WHO

+ for Iowa PLUS +

DES MOINES ... 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
Richmond's... MAJOR INDUSTRY IS DEPRESSION PROOF!

RICHMOND, VA. PRODUCES OVER 100 BILLION CIGARETTES ANNUALLY

... THIS BEING MORE THAN 1/3 THE NATIONAL OUTPUT!!

Come what may, people always buy cigarettes! Richmond, where cigarette manufacture is the major industry, is consequently never heavily affected by economic slumps!

During 1917 Richmond produced over 100 billion cigarettes. Every year this record output puts dollars into Richmond's wage earners' pockets! They have the constant power to buy your products all the time!

Richmond wage earners are faithful WRNL listeners. They rely on WRNL to tell them all about your goods and where to buy them.

IS YOUR PRODUCT ON WRNL?

WRNL
910 KILOCYCLES RICHMOND, VIRGINI

EDWARD PETT & CO., INC.
NATIONAL REPRESENTATIVES

TV BIDS

EIGHT applications for new commercial television stations were filed last week with FCC. Of the new applicants six are presently identified with standard station operations.

E. C. Lawson, rancher and oil producer, filed requests for Channel 8 (180-186 mc) at Wichita Falls, Tex., and Channel 10 (192-198 mc) at Tulsa, Okla.

Southwestern Pub., Chieft owned by Donald W. Reynolds, licensee of WFSA Fort Smith, Ark., also Channel 9 (186-192 mc) at Oklahoma City. Applicant already has request pending for Tulsa [BROADCASTING, May 3].

New television applications and facilities requested:

Charleston, W. Va.—Charleston Television Inc., Channel 7 (174-180 mc), effective radiated power 28.5 kw visual, 14 kw audio, antenna height above average terrain 580 ft. Initial cost $91,200, first year cost 15% of $91,200, revenue guaranteed net quick assets of $81,000.

Mr. Stern is the son of Edgar B. Stern, prominent New Orleans businessman, and the grandson of the late Julius Rosenthal, former Sears-Roebuck head. He is a World War II veteran, as is his brother, Philip M. Stern, who is associated with him in acquisition of the station. The purchase was negotiated in the name of International City Broadcasting Service.

WDSU, a 5 kw ABC affiliate on 1260 kc, is owned by E. A. Stephens, H. G. (Bud) Wall, and Fred Weber. The Stern family is applying for both AM and television stations in New Orleans but would give up any sale of WDSU upon FCC approval of their acquisition of WDSU, which has a video grant.

The sales price is somewhat less than the estimated $80,000,000 total figure reportedly put on the station when William Spiegelberg, Wall Street broker, and associates negotiated for the purchase of Messrs. Stephens' and Wall's combination. The transaction is little more than a year ago. That transaction was never consummated.

The station is under the general management of Mr. Weber, former general manager of Mutual, who has approximately 25.5% interest. Mr. Weber is continuing as general manager pending FCC approval of the transfer and spokesmen said he probably will be retained in that capacity.

The Stern family's TV and AM applications are in the name of Mississippi Valley Broadcasting Co. The AM application is for 1060 kc with 10 kw day and 5 kw night.

The FCC transfer application is being prepared by the Washington law firms of Pinson & Ball for the Stern and Dempsey & Kopolowits for the present owners.

Eight More File With FCC

KSDJ Acquisition
CAPT. John A. Kennedy, West Virginia Network president, whose purchase of control of KSDJ San Diego from Clinton D. McKinnon was given FCC approval about six weeks ago [BROADCASTING, May 10], has not yet taken over control, spokesmen said last week. FCC has been asked to allow additional time in which to make the transfer effective. Howard L. Chernoff, managing director of the West Virginia Network, was incorrectly quoted as KSDJ general manager in a story replacing the sale of his interests in WMOA Marietta, Ohio, to William G. Wells and Hugh M. P. Higgins last week [BROADCASTING, June 7].
Here’s a TESTED PROMOTION for YOU!

Yes! This is a red-hot fall promotion idea that W-I-T-H used last year with wonderful results!

And we’re letting you in on it for this coming football season. We’re going to share our good fortune.

It’s called GRAPH-O-GRID, the official type of scoring diagram for football fans. Listeners can chart every play of the game with these special diagrams.

One station in each town—and only one—can use this promotion. Act fast to get exclusive rights in your city. We must fill first orders first.

GRAPH-O-GRID will help you with your retail sponsors. It will take your salesmen into new prospects, it will increase time sales for you!

Write or wire Jake Embry or Tom Tinsley at W-I-T-H, Baltimore, for full details. Or call the Headley-Reed man.
And now the HPL is

June 14: Columbia's great 50,000-watt affiliate in the Pacific Northwest...KIRO, Seattle-Tacoma...becomes the eighth station to broadcast, live and locally, radio's most sales-effective participating program—"THE HOUSEWIVES' PROTECTIVE LEAGUE"

A GREAT STATION
You can go far on KIRO. With 50,000 watts on 710 kilocycles, KIRO carries "The Housewives' Protective League" throughout a territory with 442,000 radio families...344,000 in the Pacific Northwest and 98,000 more living in western Canada (50-100% BMB Daytime Audience Area).

It's one of the largest markets in the West. And one of the richest. Its more-than-a-million people buy every kind of retail product to the tune of more than $1,600,000,000 every year —44% more retail sales per family than the nationwide average!

You can get more of these big spenders to buy more of your product by talking to them on the two KIRO "Housewives' Protective League" productions. On alternate days, your story will be part of KIRO's "Sunrise Salute" (6:00-6:55 a.m., Monday through Saturday). On other days, your product will be sold on KIRO's "Housewives' Protective League" (2:00-2:30 p.m. Monday through Friday and 10:00-10:30 a.m. Saturday).

A GREAT SALES VEHICLE
Don't take our word for it. Instead, take a tip from the 83 national spot advertisers listed on the right. For each has testified—in hard dollars and sense—that "The Housewives' Protective League" is a sales manager's dream come true.

Listeners have complete confidence in every word said about HPL-advertised merchandise. They know each product has been submitted to a rigid consumer test by "The HPL Testers' Bureau"...endorsed by this panel of housewives from the KIRO listening area...and awarded HPL approval.
on KIRO!

And every word of every sales story commands attention. For sales messages are smoothly integrated into the format of “The Housewives’ Protective League-Sunrise Salute” combination: adlibbed casual conversation by a man who talks with equal ease about everything from the Lewis & Clark Expedition to a story about your product that makes listeners buy and buy and buy!

For more information about radio’s most sales-effective participating program—on KIRO—or on any of the seven other CBS stations carrying “The Housewives’ Protective League” productions—get directly in touch with the stations, their national spot representatives, or...

"THE HOUSEWIVES’ PROTECTIVE LEAGUE"

“The program that sponsors the product”
A Division of CBS • Columbia Square, Hollywood

HPL MARKETS: Los Angeles (50,000-watt KNX)...Chicago (50,000-watt WBBM)...St. Louis (50,000-watt KMOX)...San Francisco (5,000-watt KQW)...New York (5,000-watt WCBS)...Washington, D. C. (50,000-watt WTOP)...Minneapolis-St. Paul (50,000-watt WCCO)...and now Seattle (5,000-watt KIRO)...and more great markets and more great stations to be announced later in the year.

THESE 83 NATIONAL SPOT ADVERTISERS
SPONSORED "THE HOUSEWIVES’ PROTECTIVE LEAGUE"
PROGRAMS DURING THE PAST TWELVE MONTHS:

American Packing Co. (Sunrise Meats)
Ballard and Ballard Co. (Ballard Oven-Ready Biscuits)
Beatrice Foods Co. (Shredded Gold Butter and other products)
Telephon Hearing Aid Co. (Hearing Aid)
Birds Eye Snider Inc. (Birds Eye Frozen Foods and Snider’s Cuts)
Book of the Month Club
Blue Moon Foods, Inc. (Cheese)
Borden Products Co. (Citrus Juices)
E. L. Bruce Co. Inc. (Bruce Floor Cleaner)
Cadillac Publishing Co. (Complete Home Decorator—book)
California Almond Growers Exchange (Diamond Almonds)
California Fig Institute (California Figs)
California Prune and Apricot Growers’ Ass’n (Sunwest Prunes)
California Spray Chemical Corporation (Insecticides)
California Walnut Growers’ Association (Diamond Brand Walnuts)
Clean Home Products Inc. (Apex Insecticides)
Comfort Mfg. Co. (Craig-Martin Toothpaste)
Commander-Lodestar Milling Co. (Airy Fairy Cake Mix)
Consolidated Dairy Products Co. (Brown Gold Cheese)
G. H. Caffignon Co. (Chimney Sweep)
Curtis Publishing Co. (Holiday)
D’Arrigo Bros. Company (Andy Boy Broccoli)
L. Balter & Co. Inc. (Roasted and Salted Mixed Nuts)
Doublehendy and Co. Inc. (Book League of America)
August E. Drucker Co. (Revelation Tooth Powder)
Dunn Rolls Co. Inc. (Durrux Razor Blades)
Ekko Products Co. (Ekko Pressure Cokers)
Electric Household Utilities Corp. (Hair Washing Machines)
Frito Company (Fritos)
General Foods Corporation (La France)
General Petroleum Corporation of California (Tomam Waxen)
Golden State Co. Ltd. (Golden-Y Vitamin Milk)
B. F. Goodrich Co. (Tractor Tires)
Hill Brothers Co. (Dundeyary Gingerbread)
Hobinger Co. (Quick Elastic Starch)
Inland Rubber Corporation (Tires)
Juice Industries Inc. (Sanitized Whole Orange Juice)
Kerr Glass Manufacturing Corporation (Canning Supplies)
Kwerkern Co. (Happy Harvest Wheat Germ)
Los-O-Sh*n Inc. (Cleanse)
Lindsay Kipe Olive Co. Inc. (Olives)
Lite Soap Co. (Lite Cleaner)
London Specialties Co. (Attachment Button Holder)
Los Angeles Soap Co. (Merrell’s Rich Soap)
Maggi Co. Inc. (Maggi Basilion Cohen)
Manhattan Soap Co., Inc. (Blow-White)
Martin Fireman Co. (Martin Razer Blades)
Michigan Chemical Corp. (Pamplate Products)
Michigan Mushroom Co. (Brown Fresh Mushroom Products)
Mickleberry Food Products (Mickleberry Meat Products)
Louis Miliani Foods Inc. (1909 French Dressing)
Nash-Underwood Co. (Donald Duck Peanut Butter)
National Biscuit Co. (Shredded Wheat)
National Carbon Co. Inc. (Krome)
O’Brien’s of Califonco Inc. (Condens)
Omnibook Inc. (Magazine)
Orr Felt and Blanket Co. (Orr Blankets)
Park and Tiftford (Tinted)
Payne Furnace Co. (Furnace Sales and Service)
Peer Food Products Co. (Peer Brand Pie Dough)
Perkins Co. (Perkins All-Purpose Cleaner)
Perk Foods Co. (Perk Dog Food)
Pomona Products Co. (New West Raw Apple Juice)
Pottery Tribune (Magazine)
Redhill Oil Co. (Renuir)
Rand, McIlroy and Co. (Institutional)
Samuel Goldberg Productions Inc.
Schotel and Burch Biscuit Co. (Biscuits)
Shorewell Mfg. Co. (Hi Mac Candy Bars)
Siano Honey Ass’n (Clarice Mold Honey)
Smith Bulbs (Twisp Bulbs)
Skil-Off Manufacturing Co. (Sale-Off)
Southern California Citrus Foods (Real Gold Lemon, Orange Base)
Special Foods Co. (Japs Patata Chips)
A. E. Stony Mfg. Co. (Cream Corn Starch, Sos-Flo Liiqip Starch)
Standard Breads Inc. (Royal Pudding)
Stewart and Ashby Coffee Co. (Coffee)
Sweats Co. of America (Texas Fudge Mix)
F. B. Vogt and Sons, Inc. (Philadelphia Scrapple)
Wander Company (Ovaline)
Wood Baking Co. (Top Top Bread)
Washington Cooperative Farmers Ass’n
Western Stationary Co. (Balt Point Pens)

THESE 83 NATIONAL SPOT ADVERTISERS
SPONSORED "THE HOUSEWIVES’ PROTECTIVE LEAGUE"
PROGRAMS DURING THE PAST TWELVE MONTHS:

American Packing Co. (Sunrise Meats)
Ballard and Ballard Co. (Ballard Oven-Ready Biscuits)
Beatrice Foods Co. (Shredded Gold Butter and other products)
Telephon Hearing Aid Co. (Hearing Aid)
Birds Eye Snider Inc. (Birds Eye Frozen Foods and Snider’s Cuts)
Book of the Month Club
Blue Moon Foods, Inc. (Cheese)
Borden Products Co. (Citrus Juices)
E. L. Bruce Co. Inc. (Bruce Floor Cleaner)
Cadillac Publishing Co. (Complete Home Decorator—book)
California Almond Growers Exchange (Diamond Almonds)
California Fig Institute (California Figs)
California Prune and Apricot Growers’ Ass’n (Sunwest Prunes)
California Spray Chemical Corporation (Insecticides)
California Walnut Growers’ Association (Diamond Brand Walnuts)
Clean Home Products Inc. (Apex Insecticides)
Comfort Mfg. Co. (Craig-Martin Toothpaste)
Commander-Lodestar Milling Co. (Airy Fairy Cake Mix)
Consolidated Dairy Products Co. (Brown Gold Cheese)
G. H. Caffignon Co. (Chimney Sweep)
Curtis Publishing Co. (Holiday)
D’Arrigo Bros. Company (Andy Boy Broccoli)
L. Balter & Co. Inc. (Roasted and Salted Mixed Nuts)
Doublehendy and Co. Inc. (Book League of America)
August E. Drucker Co. (Revelation Tooth Powder)
Dunn Rolls Co. Inc. (Durrux Razor Blades)
Ekko Products Co. (Ekko Pressure Cokers)
Electric Household Utilities Corp. (Hair Washing Machines)
Frito Company (Fritos)
General Foods Corporation (La France)
General Petroleum Corporation of California (Tomam Waxen)
Golden State Co. Ltd. (Golden-Y Vitamin Milk)
B. F. Goodrich Co. (Tractor Tires)
Hill Brothers Co. (Dundeyary Gingerbread)
Hobinger Co. (Quick Elastic Starch)
Inland Rubber Corporation (Tires)
Juice Industries Inc. (Sanitized Whole Orange Juice)
Kerr Glass Manufacturing Corporation (Canning Supplies)
Kwerkern Co. (Happy Harvest Wheat Germ)
Los-O-Sh*n Inc. (Cleanse)
Lindsay Kipe Olive Co. Inc. (Olives)
Lite Soap Co. (Lite Cleaner)
London Specialties Co. (Attachment Button Holder)
Los Angeles Soap Co. (Merrell’s Rich Soap)
Maggi Co. Inc. (Maggi Basilion Cohen)
Manhattan Soap Co., Inc. (Blow-White)
Martin Fireman Co. (Martin Razer Blades)
Michigan Chemical Corp. (Pamplate Products)
Michigan Mushroom Co. (Brown Fresh Mushroom Products)
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Louis Miliani Foods Inc. (1909 French Dressing)
Nash-Underwood Co. (Donald Duck Peanut Butter)
National Biscuit Co. (Shredded Wheat)
National Carbon Co. Inc. (Krome)
O’Brien’s of Califonco Inc. (Condens)
Omnibook Inc. (Magazine)
Orr Felt and Blanket Co. (Orr Blankets)
Park and Tiftford (Tinted)
Payne Furnace Co. (Furnace Sales and Service)
Peer Food Products Co. (Peer Brand Pie Dough)
Perkins Co. (Perkins All-Purpose Cleaner)
Perk Foods Co. (Perk Dog Food)
Pomona Products Co. (New West Raw Apple Juice)
Pottery Tribune (Magazine)
Redhill Oil Co. (Renuir)
Rand, McIlroy and Co. (Institutional)
Samuel Goldberg Productions Inc.
Schotel and Burch Biscuit Co. (Biscuits)
Shorewell Mfg. Co. (Hi Mac Candy Bars)
Siano Honey Ass’n (Clarice Mold Honey)
Smith Bulbs (Twisp Bulbs)
Skil-Off Manufacturing Co. (Sale-Off)
Southern California Citrus Foods (Real Gold Lemon, Orange Base)
Special Foods Co. (Japs Patata Chips)
A. E. Stony Mfg. Co. (Cream Corn Starch, Sos-Flo Liiqip Starch)
Standard Breads Inc. (Royal Pudding)
Stewart and Ashby Coffee Co. (Coffee)
Sweats Co. of America (Texas Fudge Mix)
F. B. Vogt and Sons, Inc. (Philadelphia Scrapple)
Wander Company (Ovaline)
Wood Baking Co. (Top Top Bread)
Washington Cooperative Farmers Ass’n
Western Stationary Co. (Balt Point Pens)
THE WAY was ostensibly cleared last week for an early FCC decision on the perennial and always controversial question of clear channels and power above 50 kw—on the clear-channel question, anyway.

The Senate Interstate & Foreign Commerce Committee, which asked in late February that the decision be held up [BROADCASTING, March 1], freed the Commission by withdrawing the instructions.

The Commission was on the verge of deciding the case after three years of study and hearings when the committee sent its February letter. The letter noted that Sen. Edwin C. Johnson (D-Colo.) had introduced a bill to break down the clears and keep the power ceiling at 50 kw (S-2231) and asked that FCC bide its time pending Congressional hearings.

With the hearings over, though the bill has not been reported out of Committee and presumably will not be, the committee in executive session last Wednesday voted to notify FCC that it was "withdrawing its letter... in which was discussed the matter of superpower and clear channels."

Despite withdrawal of the instructions, the Commission was not relieved of all Congressional inhibitions. For in the only formal action it has taken with respect to the issues of the clear-channel proceeding—the revised White Bill (S-1535), which was reported favorably to the Senate on a 9-to-4 vote (story page 21)—the committee went on record opposing the use of power above 50 kw until higher power is agreed upon in some North American international agreement.

Power in excess of the present 50-kw limitation is a key factor of the clear-channel question to the independent clear-channel stations, which through the Clear Channel Broadcasting Service are urging the use of some 20 750-kw stations as the only satisfactory solution to the nation's radio coverage problem.

The committee report said:

The committee believes that there is much to be said for both views that are held with respect to superpower and the operation of clear channels. The Commission has before it for determination the so-called clear-channel case, involving both the question of whether grants of power in excess of 50 kw should be made and whether any clear channels should be duplicated. That decision has been held in abeyance as a result of the introduction of S-2231 and the hearings held on that measure.

The amendment here recommended, by its terms (no power above 50 kw unless approved by international agreement), would in no way interfere with the orderly development of the Commission in making decisions with respect to clear channels. It should be noted that in any way change the Commission's present policy of limiting power to 50 kw. It would merely preserve the status quo and clear channels would be kept until the question of power for independent clear-channel stations is settled. The amendment reported provides that the question of power can be eventually settled by the nations in their international negotiations so that the use of power for independent clear-channel stations will be uniform and fair among the countries of North America.

The committee believes that the amendment here recommended is the best method of handling the present situation because it preserves the status quo without damage to any radio station licensee and in the best interest of the radio-using public.

Committee Letter

The committee's letter, addressed to FCC Chairman Wayne Coy and signed by Committee Chairman Wallace H. White Jr. (R-Me.), called attention to the favorable report of the White Bill. Dated June 9, it said:

In view of the fact that the Committee on Interstate & Foreign Commerce today voted to favorably report the bill, S-1535, dealing with various amendments to the Communications Act of 1934, as amended, the Committee voted to instruct Fs. Fs. in which, as chairman, to advise you that the Committee on Interstate & Foreign Commerce today voted to favorably report the bill, S-1535, dealing with various amendments to the Communications Act of 1934, as amended, the Committee voted to instruct me, as chairman, to advise you that the Committee is hereby withdrawing its letter of Feb. 27, 1948, addressed to you as chairman of the FCC, in which was discussed the matter of superpower and clear channels.

Personal Income Up $1.4 Billion

PERSONAL income increased to an annual rate of $209,100,000,000 in April, according to an announcement by the Office of Business Economics of the Department of Commerce June 10. April income figures were up $1,400,000,000 from the previous month.

During the first four months of 1948 personal income was at an annual rate of $209,000,000,000, as compared with $206,000,000,000 in the fourth quarter of 1947, and an average annual rate of $197,000,000,000 for the full year of 1947.

Increased farm income was responsible for most of the gain, which was partially offset by an April decline—the third consecutive month—in aggregate wage and salary disbursements. April's decline brought disbursements to the lowest level since last November. This decline was centered in manufacturing, the department said, and resulted in part from labor-management disputes and material shortages which were reported employment and reduced the number of hours worked.

The personal-income estimates include wage and salary receipts, net income of proprietors (farm and nonfarm), dividends and interest, net rents received by landlords and other types of individual income.
Do you think of the Red River Valley as one sea of wheat, and nothing else (except maybe WDAY)? Well, it ain't!

We got hogs, corn, cattle, poultry—a diverse farm output that makes our 172,600 families richer than all outdoors. Our area's retail sales, for instance, are .458% of the U. S. total, as against .117% for the parts of North Dakota we don't cover!

And WDAY just about sets the U. S. record for popularity within its area, too. Most families hardly ever tune to any other station. May we send you the facts?

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives  •  NBC  •  970 KILOCYCLES  •  5000 WATTS
E. K. HARTENBOWER (1), KCNO Kansas City, general manager, smiles as Vincent DeCoursey's name goes on the line for sponsorship of news program by DeCoursey Ice Cream Co.

SINGING SHERIFF Cliff Warren (r) of KTSA San Antonio, receives membership in Sheriff's Mounted Posse of Bexar County from Capt. Jack Sellers (1) and D. D. Bourland.

PRIZE in WPII Pittsburgh first birthday contest, RCA radio-phonograph combination, is admired by winner, Mrs. A. Van Dine and WPIT General Manager Jack Meredith.

CHICAGO Federated Ad Clubs present NBC and Judith Waller, director of public affairs and education, Central Division, with awards for "World's Great Novels" and "It's Our Turn" programs. L to r.: John McPartlin, NBC TV; Ed Cunningham, NBC Spot Sales; David Lasley, NBC promotion; William White, Ad Clubs president; Miss Waller; David Kimble, NBC promotion; Harold Smith, WMAQ Chicago promotion.

FIRST BIRTHDAY of KATL Houston is cake-cutting occasion for General Manager King H. Robinson. Since "Cattle" started, three more independents have been born, giving Houston total of eight stations.

FOUND in shuffle of Los Angeles NAB pictures was this one of three chairmen: Lewis Allen Weiss, MBS chairman and Don Lee head; FCC's Wayne Coy, and NAB's Justin Miller.

W. R. HUBER (1), Gulf Oil Corp., enters CBS Playhouse with Tex and Jinx McCrary for first simultaneous TV-radio broadcast of "We The People" [BROADCASTING, June 7].
TEEN CANTEEN... Serial variety show with Danny Webb and Kathleen Norris... every Tuesday night from 7:05 to 7:30.

CABARABIAN NIGHTS... Celebrity interviews by Danton Walker, star acts from Versailles Restaurant... half hour weekly.

GLORIA SWANSON HOUR... Fashions, homemaking, interviews... four fifteen minute periods... Wed., 4:05 to 5:00 p.m.

NEWS ON THE HOUR... Bulletins, stills, maps, charts, graphs and live interviews... 5 minutes daily, at 4:00, 7:00, 9:00 p.m.

WPIX
NEW YORK CITY, CHANNEL 11
PROGRAMS AVAILABLE
STARTING JUNE 15, 1948

With a wide variety of all types of programs... the latest news, drama, sports, celebrity interviews, Broadway, night clubs, beauty, etiquette, homemaking, features for children... public service, religion for all creeds... WPIX will present the finest in television, the best in entertainment, interesting and informative features... attractions which make more sales and prestige, create comment and conversational currency for advertisers.

Programs now available for sponsorship and syndication present a unique opportunity... are franchises of growing value in a growing medium! For all the facts, phone, wire or write

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.
WEBS-TV ATLANTA SETS FALL STARTING DATE

WSB-TV Atlanta will begin televising test patterns about Aug. 22 and expects to be on the air by the end of September, according to John M. Outler Jr., WSB general manager. The Atlanta Journal Co.'s TV outlet, which will operate on Channel 8 (180-186 mc), will offer approximately 20 hours of programming weekly, Mr. Outler said. The WSB-TV transmitter is at Peachtree St. and Beverly Rd., Atlanta. Transmitter and studio building will be completed in the near future, and erection of station's 530-ft. tower "will be completed on schedule," according to the WSB management.

NBC Television will provide network TV programming for WSB-TV, and the station will present news, sports, film productions and remote control pickups of special events, Mr. Outler said.

THE CREATION of a new department of the DuMont Television Network to handle the promotion and sale of Tele-transcriptions of DuMont's live programs to stations throughout the country was announced last week by Lawrence Phillips, director of the network, which he said is now ready to distribute such programs and to accept stations as Tele-transcription affiliates.

Edward Carroll, former director of radio and television for Hanly, Hicks & Montgomery, New York, will head the new department, Mr. Phillips said. Tele-transcriptions are recordings of live programs, recorded on film from the face of a receiver tube while the live broadcast is in progress.

Pointing to programming as the "most serious single problem confronting the local TV station," Mr. Phillips said, "stations can offer shows specifically designed for television and having the atmosphere and quality of immediacy which means so much to the television audience. The experience and know-how acquired by DuMont is now available through Tele-transcription."

A graduate of New York U. and the Coast Guard Academy, Mr. Carroll served as a lieutenant in the Coast Guard during the war. Before joining Hanly, Hicks & Montgomery, he had been in the radio department of Roche, Williams & Cleary and a program director of ABC. At DuMont he will be assisted by Robert Wolfe. Harry Milholland will be in charge of the technical operations of the Tele-transcription department.

FORD TV CAMPAIGN

SPECIAL television preview of 1949 Ford car was held June 9, 6-15-7, p.m., on WCBS-TV, N. Y., prior to exhibit's opening June 10 in Waldorf-Astoria Hotel. Starting June 18 WADD, WCBS-TV, all New York, and WRGB Schenectady will teleview series of one minute spots on behalf of the new car, sponsored by Edgewater Dealers Assn. Dealers also begin sponsorship today, (June 14), of intensive five-day spot radio campaign on 16 stations in 17 cities in the area. Agency, J. Walter Thompson.

LOUIS-WALCOTT WIN COVERAGE SKIRMISH

DESPITE early protests by the Republican party that whatever brawls develop at its Philadelphia convention will surpass in public interest any slugging match between two professional fighters, the Joe Louis-Jersey Joe Walcott championship bout June 23 will be broadcast by ABC on its sound radio network and by NBC on its television chain.

Gillette Safety Razor Co., through Maxon Inc., will sponsor the fight broadcast and telecast. ABC will carry the broadcast in the U. S. and feed it to the Dominion Network of the Canadian Broadcasting Corp. and the Alaska Broadcasting System of four stations.

The NBC television network will also carry the fight, leaving its on-the-spot coverage of the coincidental Republican convention to do so. During the telecast of the fight, however, NBC will make kinescopic recordings of the convention. These edited, will be shown on the television network immediately after the fight so that television viewers will not miss highlights of the convention which occurred while they were watching Messrs. Louis and Walcott pummel each other.

The Republican party several weeks ago objected to the proposal that the networks carry anything but its anti-communistic program the night of June 23.

KLZ Program Praised

SEN. EDWIN C. JOHNSON (D-Col.), speaking before the Senate June 5, commented the work of KLZ Denver on its production of Knafe of Hearts. Program, produced with the cooperation of Dr. John S. Bouslog, president, Colorado State Medical Society, deals with heart disease. Time on Sunday night was made available and Sen. Johnson reports that "considerable sums of money in many forms of paid advertising" were used to call attention to the program.
Designed to handle up to 3 kw.... with a power gain of 1.5, this Low-Power Pylon is your answer for a versatile FM antenna that is inexpensive. It is well-suited as the permanent antenna for a low-power station. It is ideal for interim service—gets you on the air until your high-power antenna is installed. *It's an excellent stand-by.*

To install this RCA Pylon, simply bolt the mounting flanges to your station building, tower or other chosen structure—and you're set to go. No guys to hang. No appendages to brace. No tuning adjustments to make.

RCA Low-Power Pylons are available in two models. Type BF-21A—weighing only 376 pounds, is designed for 88-97 Mc service. Type BF-21B—weighing only 312 pounds, is designed for 97-108 Mc service. Both models are complete with transmission-line harness, fittings, mounting flanges, and hardware—and with mounting provision for the standard 300-mm code beacon.

Your Low-Power FM Pylon is ready for immediate delivery. Order it from your RCA Broadcast Sales Engineer... or from Dept. 19-FB.

*Price complete, less 300-mm code beacon.*

The RCA Low-Power FM Pylon.
Antenna simplicity itself!
THIS MAN

Is One Of The Best Customers You Can Possibly Have

THIS MAN is a Kansas farmer. His standards of living are as up-to-the-minute as any city dweller. In fact, his family often enjoys more of the newest conveniences and luxuries because his income is far higher than the average wage earner or salaried man.

THIS MAN—and thousands like him—have one important thing in common. They're all regular WIBW listeners because WIBW programs best serve his interests and those of his entire family. Make these First Families of Agriculture your customers by using the station they themselves most prefer—WIBW.

1st District Session Held in Boston

Program and Planning Division, in Boston June 4 at a dinner meeting

Miss Griffith explained the present organization of the NAB composed of a membership of 2,000 American stations and the relation of the AWF to its parent organization, the NAB.

Miss Crane gave a report on national activities with emphasis on the proposed reorganization of AWF by the Constitution and By-laws Committee.

The following state chairmen gave reports: Una King, WHTF Hartford, Conn.; Helen Hope, WHYN Holyoke, Mass.; Claire Wood, WJAR Providence, R.I.; Dorothy Campbell, WGAN Portland, Me.; Julie Blake, WMIR Manchester, N.H.; and Jo Ann Walkover, WJOY Burlington, Vt.

These were followed by a report from Phyllis Doherty, Yankee Network, publicists chairman; Agnes Gibbs, of WCSH Portland, Me., 1st District secretary, and Dorothy Fuller, WBET Brockton, Mass., treasurer.

Members attending the conference were reported to be enthusiastic in their praise of the panel discussions which gave practical tips which could be used in their own programs. Stations from Maine to Connecticut. They were followed by lively question periods.

June 4 discussion was "Women Growing Daily Radio" with Mildred Stanton, manager, WORC Worcester, Mass., as moderator.

Participants were: Ida Burbank on "Radio Backstage"; Una King on "Forum Type of Program"; Juliet Chase, WTAG Worcester, Mass., "The Woman's Program"; Priscilla Fortescue, WEEI Boston, Mass., on "The Interview"; Dorothy S. Towle, WHEB Portsmouth, N.H., "Home Economist"; and Agnes Gibbs, "Farm Extension Program."

June 5 morning business meeting was held at WNAC, key station of Yankee Network, with A. N. Armstrong Jr., commercial manager of WCOP Boston, and counselor to AWF, 1st District, presiding as moderator of a panel discussion on "Women in Radio Sales."

Panel Participants

Participants were: Constance Stackpole, WEEI Boston; Claire Crawford, WNAC Boston; Etta Bartley, WORC Worcester; Bertha Bannan, station representative; and Jeanne Ambuter, radio director of Alley & Richards Co., Boston.

The following recommendation was favorably voted on by the group June 5 after the question period on sales:

"It is the expression of opinion of the 1st District inasmuch as a Constitution and By-laws Committee has been appointed to step taken to formulate the organization of AWF according to the organization of NAB so that the national officers other than the Director of Women's Activities who will be the active head and those elected district chairmen constitute the membership of the AWF Board of Directors."

AD Budget Curtailed

COLUMBIA RECORDS has curtailed its popular disc advertising budget, and closed its Kings Mill, Ohio, plant as a result of the general slump in recording sales.

Columbia also has canceled its entire popular disc jockey service. The money thus conserved may be tied up with fall plans for whatever preparations the company will then have to promote its records.

WROW Albany, has opened studios in Administration Bldg., of Menands Regional Market, outside Albany, where at least one farm program a day will originate.
Super Hoopers!

Morning 55.6

Afternoon 44.9

Sunday
Afternoon
39.6

Evening
30.3

Westinghouse Radio Stations Inc

INDIANA'S MOST POWERFUL STATION

THE ABC AFFILIATE IN FORT WAYNE

Morning 55.6

Afternoon 44.9

Sunday
Afternoon
39.6

Evening
30.3

WOWO has the listeners!

WOWO's listenership in the Fort Wayne city zone—showing up stronger in index after index—is reflected throughout a 59-county area in the heart of the rich Midwest. Population of this area, 16% up since 1940, now totals more than 2,200,000. Farm income alone exceeds $588,000,000.

WOWO has the market!

WOWO's 59 counties chalk up a gross income of more than $2.6 billion. Retail sales account for almost $1.7 billion, according to Dun and Bradstreet. For example, 4,974 food stores sell $405 million worth of victuals, and 426 drug stores sell almost $50 million worth of pharmaceuticals, tobaccos, sundries, and sodas. Yes, when you tell your story over WOWO, you're reaching a market with top-drawer purchasing power. Ask our national representatives for details.

HOOPER STATION LISTENING INDEX
FORT WAYNE, IND., CITY ZONE - FEBRUARY-MARCH 1948

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National Representatives NBC Spot Sales — Except for KEX • For KEX, Free & Peters

BROADCASTING • Telecasting

June 14, 1948 • Page 43
Group in Alabama Oppose NAB Code

Small Market Stations of State Adopt Resolution

RESOLUTION opposing commercial limits in the NAB Standards of Practice was adopted at the recent meeting of small market stations in Alabama [BROADCASTING, June 7], according to Hugh L. Webb, WKLP Clanton. Mr. Webb was elected temporary chairman of a new group known as Small Market Stations of Alabama.

Mr. Webb said the SMSA felt that stations endorsing the resolution would drop out of NAB on the ground that NAB "overstepped their bounds in railroad this new code at the last convention." SMSA will meet in three months at Demopolis, Ala., for election of permanent officers and continuation of organizational developments, he added.

NAB said last week it had received no Alabama resignations.

The resolution adopted unanimously by SMSA, Mr. Webb told BROADCASTING, was as follows:

Whereas we feel that radio has done a fair job of cooperation with the sponsors of commercial programs in putting on commercial programs that are attractive to listeners and

Whereas we feel that the commercial programs have been satisfactory to all advertisers and listeners and

Whereas we feel that all sponsors should be given due commercial time on all programs they sponsor and

Whereas we feel the radio industry has done a job for the listeners, the advertiser and public service, yet criticism has been leveled at them by different groups, therefore

Be it further resolved that where the radio stations have contributed such magnificent job in the public information programs, we feel that these accusations against radio commercializing are entirely unfounded, and should be discounted by the radio stations as a whole.

Bachelor's Lion

SHOCKED civic leaders arched their eyebrows when Abe Redmond, manager of WHP Harrisburg, Pa., started passing out cigars last week. Mr. Redmond, a bachelor, hastily explained he had been named a godfather of one of four lion cubs born to "Dolly" of the Shrine Circus act. Lion Trainer Dick Clements had named Mr. Redmond, Pete Wombach of WKBO Harrisburg and Dane Wirt, Patriot-News reporter, godfathers during a cage ceremony with the new litter at a circus matinee.

Farms' Population Below Prewar Point

January 1948 Figure Reported Over 27 Millions

FARM population has not yet regained its prewar level despite an increase since 1945, according to a joint survey by the U. S. Census Bureau and Bureau of Agricultural Economics.

Farm population in January 1948 was estimated at 27,489,000, about 224,000 above the 1945 figure, it was found, but below the 30,546,911 in April 1940 as shown by the decennial census. (Farm population normally is seasonally lower in January than in April.)

Most of the decline in farm population since 1940 occurred in the age groups under 25, the 14-19 and 20-24 group each declining about 22% and the group under 14 about 7% or about the same as the total farm population. Older age groups remained about the same.

Proportions of children and of youths and adults on farms in 1947 were not much different from those in 1940. In each case about 32% of the population was under 14; in the remaining 70% there was a slightly higher ratio of elderly persons and slightly lower ratio of young adults than in 1940.

A sharp decline was found in the number of men living on farms who were employed in agriculture, only partially offset by a large gain in the number of women on farms who were in agricultural employment.

Expansion of farm production during and after the war is ascribed to better use of the labor supply and increasing mechanization of farm work.

A substantial increase occurred, among both men and women, in the number and proportion of farm residents who were employed in nonagricultural industries. Contributing factors were expanded opportunities for nonfarm work during and after the war and displacement of farm labor by machines. Congested housing in urban areas also was a factor, with many farm residents commuting to work.

Unemployment among persons living on farms was greatly reduced between 1940 and 1947, as was the case in the economy as a whole.

4 Named to Ad Council's Industry Advisory Group

NEW MEMBERS of the Advertising Council's industries advisory committee, as announced last week, are John L. Colliver, president of B. F. Goodrich Co.; Benjamin F. Fairless, president of U. S. Steel Corp.; Charles B. Harding, senior partner, Smith Barney & Co.; and Robert L. Warren, president of Brockway Glass Co.

The 36-member committee was formed to suggest new public service campaigns for the council to conduct, to advise on campaigns affecting specific industries and to aid in raising the annual budget.

1948! and it's bigger audiences*

than ever for Buffalo's first station

That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ice") Lounsberry

BROADCASTING CORPORATION
BUFFALO 3, N.Y.
National Representatives: Free & Peters, Inc.

Page 44 - June 14, 1948
The old days of peeking through "knot-holes" are gone—for good.

This season, baseball-crazy Detroiter are going to see 27 Tiger home games from the comfort of their arm-chairs at home, through the eyes of WWJ-TV's cameras. The above scene shows the new unbreakable glass "window" installed behind the batter's box to give the cameras a "box-eye" view of the entire playing field. With the familiar voice of Ty Tyson at the mike, and the skilled hands of WWJ-TV's experts at the cameras, Detroit's 8,000 television sets will be right on top of every play.

WWJ-TV, Detroit's only television station, will also cover many other sports events. Just watch the sales of television sets soar in Detroit!

Why not join the many WWJ-TV advertisers who are benefiting from the progressiveness of WWJ-TV in its second year of operation.

**FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS**

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate AM-FM Station WWJ
NEWSCASTS

By DR. DAVID M. WHITE
Head of Dept. of Journalism,
Bradley U., Peoria, Ill.

A RECENT SURVEY on news broadcasts, conducted by the Dept. of Journalism, Bradley U., Peoria, Ill., cleared up some questions posed by an earlier survey which the university made during the latter part of 1946. The earlier survey, known as Central Illinois Radio Audience Survey [BROADCASTING, Dec. 30, 1946], indicated that news broadcasts rated highest in program preference. An important point brought out in the more recent survey is that listeners tune in most often to a local newscaster.

Among questions asked in this survey were these:

Do listeners in a typical Mid-west industrial city such as Peoria prefer their news from announcers or from commentators? Do they get their news from local stations or do they prefer the services of newscasts in larger cities, such as Chicago? In view of the fact that Peorians had designated news broadcasts as their dominant program interest, it was felt that further analysis of their listening habits as regards newscasts was in order.

The questionnaire used by the Bradley University Research Associates attempted to answer four main questions. The first was aimed at determining whether news announcers or commentators were listened to the most, and equally important, whether Peorians used the news room facilities of a local station or stations in preference to network or out-of-city facilities.

Listeners were asked: "To what news announcers and/or commentators do you listen most frequently?" The answers from the sampling which included 667 women and 493 men indicated that a local newscaster was at the top of the list. He is Brooks Watson, who is news director of WMBD. It should be added, however, that Mr. Watson not only reads the newscast but also prepares it from wire copy and the facilities of his own news room. The fact that he does prepare his own newscasts may be a factor in Mr. Watson's high rating.

Many of the people polled listed more than one announcer or commentator, which accounts for the fact there were more than 1170 responses. The list is as follows:

Brooks Watson (local, WMBD) 591
H. V. Kaltenborn (NBC) 180
Edward R. Murrow (CBS) 321
Ross Edwards (local, WEEK) 151
Phil Gibson (local, WMBD) 147
William Winchell (ABC) 126
Gabriel Heatter (Mutual) 133
Jiffon Key (NBC) 109
Alex Dreyer (NBC) 113
Lowell Thomas (NBC) 110
Drew Pearson (ABC) 107
Cedric Foster (Mutual) 106
Paul Harvey (Chicago, WMAQ) 101
Fulton Lewis Jr. (Mutual) 93

138 of those polled said that they listened to no one newscaster or commentator particularly, or could not give the names of any.

The Bradley survey desired to show the correlation between favored newscasters and/or commentators and the time of day and/ or night during which the broadcast was made. Therefore, question two of the survey was: "At what times do you listen most frequently to a radio news broadcast?" It came as no surprise that the 10 p.m. hour was overwhelmingly the favorite. Of those polled, 742 designated that time. Moreover, it is interesting to observe that Brooks Watson (who received 691) and Ross Edwards, 151, both have 10 o'clock newscasts. Breakdown on the list is as follows:

10:00 p.m. 742
6:15 p.m. 368
12 noon 326
6:15 a.m. 318
8:00 p.m. 301
7:55 p.m. 295
7:30 a.m. 283
8:00 a.m. 213
12:15 p.m. 211
10:00 a.m. 182
No preference 175
8:00 p.m. 172
7:00 a.m. 162
10:15 p.m. 100
5:00 p.m. 132
3:25 p.m. 89

The third question in the Bradley survey was, "How often do you listen to radio news or commentary?" More than two-thirds of the 1170 people polled indicated that they listened "several times daily." The breakdown is as follows:

Several times daily 832
Once a day 240
Occasionally 96
Never 2

The final question was aimed at (Continued on page 54.)

KMA "Graduates" Iowa Farm Youth!

For over 9 years, all Iowa farm boys and girls have graduated over Radio Station KMA in a state-wide ceremony headed by the Governor of Iowa. To a person seeking sales, this means that these young farmers and their parents are directly tied to KMA...directly tied up to the influence that KMA has on the immense farm wealth within this area.

And KMA's service to these folks does not end with graduation. Farmers throughout KMA's 184 BMB counties depend on KMA for day-to-day information to help with farming problems. KMA's programming in this respect includes our own weather station, market data facilities, and the service of Merrill Langfitt, our popular roving farm service director.

No wonder that the Iowa farmer—the man who stands at the top of America's income group—keeps his radio dial tuned to KMA. It's part of his daily life from childhood to old age.

Get all the facts about KMA. Contact your nearest Avery-Knodel, Inc., office or write KMA, Shenandoah, Iowa.
NOW - 70,000 Watts!

KOCY-FM
OKLAHOMA CITY

No where in Oklahoma is there a radio "buy" to equal this! KOCY-FM's signal now booms across the state from one of the nation's tallest towers — one of the state's most powerful broadcasting stations, bringing the programs of KOCY to thousands of new listeners.

KOCY-FM — Oklahoma's first FM station, is now the first to offer full day and night time FM broadcasting to the advertiser and — best of all — this huge FM audience is made available as a coverage "bonus" at no extra charge.

Both Mutual Network and KOCY local programs are carried simultaneously on both stations. The one KOCY rate delivers both!

KOCY and KOCY-FM
OKLAHOMA CITY - Represented by THE WALKER COMPANY
NEW SPOT BUSINESS
ADDED BY WCBS-TV

WOR-TV New York has announced
last week placing of four com-
mercial contracts, covering Peter Paul
Inc. (Mounds Candy), United Air
Lines, Edgewater Dealers Assn.
Inc. (Ford cars) and Pioneer Sci-
entific Corp. (Polaroid Filters). Con-
tact details are:

Peter Paul is using one-minute balop-
ticon announcements (slide films) pre-
ceding or following Belmont-Jiqueduct-
Jamaica races for 16 weeks, beginning
agency.

Effective May 24 for 13 weeks, United
Air Lines is using three one-minute balop-
ticon announcements weekly, placed by N.

Edgewater ordered 25 one-minute or
40-second film spots spaced between
June 16 and June 30, through J. Walter
Thompson. The Pioneer contract is an
extension of an existing order, covering
five one-minute film spots following
“We the People” in June. Cayton Inc.,
New York, is the agency.

WOR-TV SITE

BAMBERGER Broadcasting Corp.,
owner of WOR New York, last
week purchased for $30,000 a site in North Bergen, N. J., for the trans-
mitter of WOR-TV, expected to begin operations early in the fall. Trans-
mitter house and antenna tower will be erected atop the Palisades di-
cately. Programs on WOR-TV will reach an area with a population of 12,000,000.
It is planned that many of the WOR and Mutual radio programs
will be available simultaneously to the television audience and WOR
has elaborate plans for producing the finest television programs of
varied and popular appeal.

J. R. Poppele, WOR vice presi-
dent in charge of engineering,
reported that the tower will be sim-
ilar to the Army and Navy war-
time radar structures and will be
capable of withstanding winds of
120 miles an hour. Its construction
is scheduled for mid-summer and
when the tower and other facilities
are completed, they will also serve
as transmitter site for WOR’S FM
station, WBY. Construction will begin at
44 Madison Ave., New York.

A glass-enclosed observation
platform and microwave relay sta-

tion will be installed in the tower
to house the sensitive equipment
for picking up programs from re-

dom points. In addition to the
beacon lights required by CAA
atop the tower, the station’s call
letters, WOR-TV will be outlined
in red neon lights large enough to
be seen for 25 miles.

At the base of the tower a one-
story glass-enclosed structure of
4,000 to 5,000 square feet of floor
space will house the TV, FM,
microwave and relay communi-
cations transmitter, plus kitchen,
workshop and machine shop. A

garage will be built adjacent to
the building to store the two mobile
units and cars of the transmitter
staff.

WOR-TV’s programs will be
broadcast by a General Electric
video transmitting unit, type 6 B,
with a 5 kw visual transmitter and
a 2.5 kw aural transmitter. When
the station begins operations, it will
be linked with WOIC, Bamberg
TV station in Washington, as the
nucleus of a regional TV network.
WOIC is scheduled to go on the air
Sept. 1.

Philadelphia’s WCAU-TV
Adds Four More Sponsors

FOUR MORE SPONSORS, using a
total of 87 commercial announce-
ments, have been added to the list
of advertisers on WCAU-TV Phila-
delphia.

The Hill Shoe Co. of Philadelphia
has signed for two one-minute an-
nouncements a week to advertise its
clothing through E. R. Brown Agency,
Philadelphia, a one-minute announc-
ment weekly for 13 weeks; Swan Bottling
Co. of Philadelphia, soft drinks.

CONTINuANCE throughout the
summer of “Living in Paradise,”
New York’s Friday night program, has
been renewed by Television on Pa-
ride Inc., producer of series. Contrary
to previous programs, there will be no
single “play” in all host. Time will be
sold on a cooperative basis.

Simulcasts

WCAU - TV Philadelphia’s

advertisers have been announced
by Telecasting on Par-
ade Inc., producer of series. Contrary
to previous programs, there will be no
single “play” in all host. Time will be
sold on a cooperative basis.
Announcing the Appointment of
JOHN BLAIR & COMPANY
as National Representatives

WSPA
SPARTANBURG - SOUTH CAROLINA
(Effective July 1, 1948)

If you'd like to sell a lot of goods to a lot of prosperous Spartans, see your John Blair man! He's got all the facts and figures on WSPA, Spartanburg, S. C., latest addition to his list of fine radio stations.

WSPA is Spartanburg's first station. It was first with standard broadcasting ... first with FM (still offered as a bonus to advertisers) ... and is first in audience. On Hooper's latest Station Listening Index, this CBS outlet for the big Spartanburg-Greenville market rates 72.2 in the morning ... 55.4 in the afternoon ... and an amazing 72.6 in the evening.

WSPA has sold everything from teapots to tractors to the Spartans, and has learned all their listening and buying habits while doing it ... a fact that will pay off in big sales for you!

Ask your John Blair man about WSPA and its rich Dixieland market ... today!

Spartanburg, South Carolina
5000 Watts Day and Night, 950 KC
CBS Station for the SPARTANBURG-GREENVILLE MARKET

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco
Where did you
If you grew up in a small town, chances are that the town square occupies a special place in your memory. Symbolizing to you, the community in which you lived. If you grew up in a city, a local neighborhood landmark may be remembered as that symbol of an earlier part of your life. Today, in every community served, large or small, the local Fort Industry Station is a part of its community's life . . . a part of every-day living . . . working for community enterprises, performing public services, maintaining itself as a community institution and landmark. That is why advertisers find Fort Industry Stations are high on their lists when results are tabulated.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.  •  WMMN, Fairmont, W. Va.
WLOK, Lima, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.  •  WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

“You can bank on a Fort Industry Station”
Editorial

White Near-Miss

In another week Congress will have recessed or adjourned, to make way for the quadrennial presidential elections. The radio legislative box-score reads: "No runs, no hits, one near miss."

The near miss came last Wednesday with the approval by the Senate Interstate Commerce Committee of the third version of the White Bill (S-1336) to revise the existing law. The legislation doesn't have the chance of the proverbial snowball at this session. But this Congress or the next will not be disposed to dismiss lightly the views of so esteemed an authority as Majority Leader Wallace White, Jr., who concludes 30 years with his retirement this year. The White Bill would be a monument to the legislator. The revised version is more acceptable except for two onerous provisions—both of which were incorporated in the resolution offered by Senator Johnson (D-Colo.) which is now superseded. One would hand the FCC unquestioning jurisdiction over radio and business operations. The other would limit clear channel power to $0,000, and does not impede the FCC from duplicating such channels. This is a sugarcoated morsel for all save the clear channels, which will fight it unto the death.

The revised bill can be viewed only as a legacy to the next Congress. Senate action is almost impossible even if Congress returns after the political conventions. And House action under any circumstance is out of the question. It seems a pity that there can't be salvaged from the bill those provisions reorganizing the wage and salary of commissioners from the paltry $10,000 to $15,000 per annum, and invoking new hearing and legal procedures more effectively protecting the rights of stations, particularly those against "judicial law-making," which the committee report said: "Smacks against "judicial" legalizing the after channels, is channel interfered which were Bill would be processed or adjourned, Wednesday with the Supreme Court. It is remotely possible that the court will, if it grants certiorari, rectify the obvious error in the network-monopoly opinion, which spawned the Blue Book and other incursions into radio's freedom. Even then, the job would be but half-done.

The big task comes at the next session of Congress. Section 326, as proposed by Senator White must be accepted from the legislative record. And Section 326 of the present act must be clarified so that there can be no question as to its absolute ban on censorship, features and shows for film, radio or not, during or after the fact. Reduced to its simplest and somewhat overworked catch-phrase, radio must, by precise, clear-cut legislative mandate, be "as free as the press."

Garish Giveaways

Once upon a time (about 35 years ago) newspapers were fighting for circulation. They set up the "dime box" ring door bells to sell subscriptions at bargain rates in return for bicycles, scooters, cameras, free tickets to the circus or trips to the big city. These were fought against with fabulous prizes—anything to outstrip competition and inveigle advertisers.

But advertisers got wary. They didn't know what they were buying in legitimate readership. After years of anguish for the publishers there was born the Audit Bureau of Circulations, now the accepted yardstick.

Motion picture exhibitors in those earlier days had trouble filling their houses. Came the "Country Store" at which pigs, poultry, groceries and dishes were given away to lucky ticket holders. Bank Night too. Soon many exhibitors found they were giving away more than the box-office take, and it was becoming progressively worse. They found the answer in better pictures. Another industry learned that something—for nothing—doesn't pay.

Today newspapers and motion pictures take a back seat. Radio's money giveaways and prize premiums make their contests look like piggy-banks. This year's ether giveaways probably will eclipse $10 million, over the network as well as local. The booties increase week by week as sponsors seek to oust their competitors.

How long it will be before advertiser resistance sets in is anybody's guess. With Hurricane coming as the new authorities are high on giveaways, advertisers will probably carry on as long as their budgets—and the public's patience—can take it.

Meanwhile, literally hundreds of national accounts—all of them radio prospects—are getting free rides through mention of their brand names in return for the merchandise they toss in. These accounts will be lost to radio if they can get air credits on full networks, regional nets and independent stations. It is rate-cutting in its most exaggerated form.

The cycle is bound to run out. The longer artificial stimulation of audience continues, the tougher it will be to return to normal, ethical pursuit of listeners through good programming and exploitation.

So the newspapers learned their lesson. And the movies, too. Radio is at bat. Radio's function is to sell time for appropriate programs which, in turn, will sell goods or services. The current garish maladjustment will soon correct itself. The broadcasters themselves decide it isn't good for radio and it therefore isn't good for radio's audience or clients.

Our Respect To

Robert Lewis Coe

When WPXJ, television station of the New York News, begins regular program operations tomorrow (June 15) as New York's fourth video station, Robert Lewis Coe, manager, will pause long enough to allow himself a moment of relaxation in the well-earned satisfaction of a job well begun.

Swinging off the train from St. Louis the first week in January to start his new job, Bob Coe found a station consisting chiefly of an FCC construction permit. Since then he has supervised construction of a two-story video studio building on the roof of the nine-story wing of the News Bldg., erection of a 200-foot steel antenna tower atop the News Bldg., proper, and assembling of a staff of 170.

But Mr. Coe believes that this is just the beginning, that the real test will be to win WPXJ a following from the most sophisticated video audience in the world against the competition of a trio of TV stations that have been serving New York since before the war.

"When KSD-TV went on the air in St. Louis," he says, "we didn't know much about television, but neither did our viewers. The novelty of seeing as well as hearing on their home receivers what was happening some place else was enough to keep them looking at our programs and overlooking our mistakes until we had a chance to learn. But WPXJ won't be given that period of grace. New Yorkers have had television since 1939; they know what they like and if we don't give it to them they'll tune us out right from the start."

"Fortunately," he added, "WPXJ has an ownership that publishes the most widely read newspaper in the country and that will not be satisfied with anything less in television. They've made it possible for me to get the best staff and the best equipment obtainable, and I think the viewing public will soon be dialing regularly. With such support, how could we miss?"

WPXJ has been fortunate, too, in getting a man of Mr. Coe's experience to leave a 20-year association with the broadcasting end of the St. Louis Post-Dispatch, where he has been director of technical operations for KSD, KSD-FM and KSD-TV.

Born in Kansas City, Mo., Oct. 24, 1902, Bob Coe moved to St. Louis almost as soon as he could walk. While still in grammar school he was introduced to radio by a dog-eared copy of an Electro Importing Co. catalog, thus beginning a life-long romance.

Like all true love affairs, this one did not run smoothly at first. He had just got his sending rig in good enough working condition (Continued on page 54)
CHICAGO WHITE SOX
Day-games broadcast Exclusively on

WJJJD

BOB ELSON
One of America's Leading Sports Announcers
13 consecutive World Series
8 All Star Baseball Games

Night-games broadcast Exclusively on

WFMF

MARSHALL FIELD STATIONS ...... REPRESENTED NATIONALLY BY AVERY-KNODEL
Respects

(Continued from page 52)

to apply for an amateur license whose advent of World War II brought a Government order for him to go off the air for the duration. And when he got his first commercial operator's license—about the end of his high school diploma—and set out to see the world as a ship's radio man, the depression of 1921 was on and all the advertised jobs were held down by ex-Navy brass-pounders.

So Mr. Coe entered the business world as a door-to-door salesman for an electrical appliance firm, demonstrating vacuum cleaners and washing machines to the housewives of St. Louis until he could persuade his employers to start a radio department and give him a chance to sell merchandise he knew something about. Meanwhile, he had kept his hand in by installing a radio communications system on a Mississippi River barge line.

At the end, to work for Stix, Baer & Fuller, a department store which also operated a radio station, WCK St. Louis, and before long he was half of the station's two-man staff with the chief engineer. When the rest of the staff, the announcer, was off duty, Mr. Coe did the announcing as well, and in his spare time he rebuilt the transmitter.

Informal Then

Broadcasting was on the informal side then, Mr. Coe recalls, thinking of the day in 1923 when, hearing some planes fly over town to advertise the National Air Races being held in St. Louis, he signed off, shut down the station and went out to the air field to watch the flyers for the rest of the day.

During the early days of broadcasting there were not many men with operators' licenses available, and at intervals while working at WCK Mr. Coe served as operator for the St. Louis U. station and a church station, as well as doing relief work at KSD. In December 1924 he joined KSD as a full-time engineer-announcer, switching to KMOX St. Louis two years later when KSD shut down its studios and cancelled all local programs but market reports to give the rest of its time to network programs from the then-brand new NBC.

At KMOX, which had just opened up, he led the full life. In addition to his engineering duties, he was an announcer, farm editor and dispatcher for yours truly, the KMXY Players, a station dramatic group. The following year he returned to KSD, this time for a 20-year hitch. In 1933 he was made chief engineer, was made eligible as an announcer for a year or two after that for devoting himself exclusively to technical duties. In 1957 he was one of the first to experiment with family broadcasting, using a special high-frequency channel assigned to KSD.

Maintaining his interest in aviation as well as radio, Mr. Coe had worked with the National Guard Air Corps in St. Louis and in September 1941 he found himself in uniform as a member of the Army Air Forces. After a term in Washington's famed Pentagon Bldg., Capt. Coe was sent to India as communications officer for the Air Force and had arrived in Delhi before the Army brass discovered his radio background. From then on he served as communications officer of Headquarters for India and Burma, until his discharge in March 1945 with the rank of lieutenant colonel.

He got back to KSD just in time to supervise the construction of its FM and TV stations which, plus building new studios and installing a new AM transmitter, kept him reasonably busy until his resignation at the end of 1947 to join WPIX.

His stewardship at KSD was under the expert tutelage of George M. Burbach, veteran newspaper and radio executive. He was a quick learner and enthusiastic for TV equalled his far-sightedness in AM broadcasting a quarter-century earlier. Thus, it was a relatively easy transition for him from the Post-Draft - dispatched own KSD and its FM and TV satellites to the New York News-owned WPIX. It was easy, too, because of the staff with which F. M. Flynn, president and general manager of the News, absorbed an understanding of radio and TV operations and, like so many other newspaper executives, at once became a TV zealot.

Mr. Coe and his wife, the former Michelle Frederic, live in a Manhattan apartment a fast 10 minutes away from his office. That's been a great convenience during the past few months, but he is talking about a place in the suburbs or, as he puts it, "back to a sane condition of living." Then he can again get in an occasional round of golf and find time for his real hobby, gardening.

Newscasts

(Continued from page 46)

finding whether Peorians prefer local stations for radio news (using, of course, the network facilities of the local stations) or whether they prefer Chicago stations. The Chicago stations claim they have special commentators who are not on the networks. Therefore, the survey asked "To what station or stations do you listen the most for your radio news?" The breakdown is:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMBD (Peoria)</td>
<td>768</td>
</tr>
<tr>
<td>WEEK (Peoria)</td>
<td>312</td>
</tr>
<tr>
<td>WMAQ (Chicago)</td>
<td>193</td>
</tr>
<tr>
<td>WGN (Chicago)</td>
<td>189</td>
</tr>
<tr>
<td>WBBM (Chicago)</td>
<td>173</td>
</tr>
<tr>
<td>WENR (Chicago)</td>
<td>162</td>
</tr>
<tr>
<td>WMJ (Peoria)</td>
<td>154</td>
</tr>
<tr>
<td>WVLX (Peoria)</td>
<td>113</td>
</tr>
<tr>
<td>WSIV (Fenek)</td>
<td>83</td>
</tr>
</tbody>
</table>

Equating the four questions of the Bradley survey, we have ar-

erved at certain conclusions.

1. Listeners in the city of Peo-

ria are very much interested in 

radio news and the listening pat-

tern is quite different from that 

in other cities. In Peoria, for in-

stance, 35 percent listen to a sta-

tion other than WBOI, while 25 

percent listen to a Chicago station.

2. A local newscaster (who pre-

pares his own newscasts from wire 

facilities and his own newsroom) 

is the most popular in this city. 

Of the first five in popularity only 

two are commercial stations; three read "straight" news, covering both 

international-national news and lo-

cal news.

3. There would appear to be a 

definite correlation between the 

most popular radio news time and 

the newscaster. The 10 p.m. spot 

pollled twice as many choices over 

its nearest competitor. The new-

caster who ranked the highest has 

broadcasts both at 10 p.m. and at 

6:15 p.m. daily. Another news-

caster who had a broadcast at 10 

p.m. also ranked high on the list.

4. Peorians receive the majority of 

their radio news through the fac-

ilities of local stations.

Survey of FCC Included

Under Lodge - Brown Bill

THREE-MAN committee, headed by Rep. Harold I. Lodge of Harvard, Law School, is now making study of nine independent regulatory commissions, including FCC. Study is being made under Lodge-Brown bill setting up a commission on the Organization of the Executive Branch of the Government. Report of findings will be made to Congress early next year.

A three-man panel, headed by Rep. lodge, is: 

Walter N. Johnson, chairman of Public Service Commission of Wisconsin; 

Ralph D. Kanna, former general manager of WICW and WMWM-FM Meriden, Conn. He formerly was manager of WORC, a radio 

station in Hartford, Conn. 

STANLEY DIXON, former commentator on KRRN Des Moines and KSWI Coun-

cil Bluffs, has been appointed manager of KORN Fremont, Neb. 

K. R. Parton, assistant manager of WMAC Yorkton, Ont., has been appointed 

manager, succeeding A. E. Gar-

dine.

AMON CARLTON, head of WBAP Fort Worth, has been elected president of 

Fort Worth Chamber of Commerce.

JAMES STIRTON, assistant to vice 

president of ABC Central Division, will remain radio editor on Chicago Freedom 

Radio. He has been appointed manager of WARD Johnstown, Pa., and has returned to his desk following months illness.

New programming by DuMont Televi-

sion Network have announced new New 

York television number: MGM Hall 8-2600.

Page 54 • June 14, 1948

BROADCASTING • Telecasting
To the PRESS and RADIO:

Subject: THE AP CENTENNIAL and the RAILROADS.

In the same year in which the Associated Press was born, a century ago, a group of railroad superintendents first got together to iron out the vexatious problems arising from differences in the time observed by various cities. This movement for standard time later became national in scope, and other railroad groups were formed to improve cars and engines and to do other things necessary to enable the cars of any railroad to run on the tracks of any other railroad. The organizations which brought about these and many other fundamental improvements in railroading continue in existence, working for the present and the future, as parts of the Association of American Railroads.

From this background, and from its own experience as the agency serving the common needs of a national membership, the AAR has a keen appreciation of what the Associated Press, as well as the two other great news services, accomplishes in serving the daily needs of the newspapers and the radio stations of the nation. This vital service, indeed, goes further, for in broadening and deepening the coverage of news, it is adding to public information and understanding.

In this coverage of news in the broad sense, the Association of American Railroads constitutes a source of both current and background information. The publications and reports of its numerous technical and operating divisions, sections and research groups cover a field as wide as railroading itself. The Association's Bureau of Railway Economics has for nearly 40 years provided prompt and dependable information in economic and statistical fields. Its library of some 300,000 items, the largest transportation reference library in the world, is open to public use.

Railroad information, together with current and historical photographs, is available to the press and radio through the Public Relations Department, Association of American Railroads, Transportation Building, Washington 6, D. C. You are cordially invited to make use of any of the Association's services and facilities.

Sincerely,

William T. Faricy

June 1, 1948
KeviN B. SweENEY, consultant on promotion and publicity at KFT Los Angeles, has been named sales manager of that station. He succeeds IAN DAVIS as program director and television operations coordinator. Mr. Sweeney was former manager of CBS "Housewives Protective League" programs and assistant to Blue Network Western Division vice president.

WILLIAM LARMER, formerly on spot sales staff of CBS Chicago, and spot sales representative, CBS Los Angeles, has joined sales staff of ABC Hollywood-Los Angeles as account executive. He succeeds BYRON NELSON, resigned.

CHARLES ADELL, account executive for three years with John Blair & Co., Detroit, joins ABC's Central Division as account executive. He was formerly with Weerd & Co., Chicago.

A. LES GARSIDE, managing director of CBS New York, has resigned to form station representative firm at Winnipeg. He will represent CBS St. Boniface, Man., and CJBL Kenora, Ont.

HERMINIO TRAVIASES, formerly with NBC Radio Recording Division, has been named to sales service division, CBS-TV New York.

ROBERT JONSCHER, formerly with J. T. Cohen Adv., Washington, has joined sales staff of WIXY that city.

HARVEY, SYKERTH, formerly with WCCO Minneapolis, has joined CBS Radio Sales in Chicago.

FRANK OWENS and ELKEM F. JASON have joined sales staff of McGee-Muir-New York.

WESTERN RADIO Adv. Inc., station representative, has moved to larger quarters at 66 Post St., San Francisco.

Los Angeles office also has moved to 6618 Sunset Blvd.

LORENZEN & THOMPSON resigns as representative for WKGJ Richmond, Va.

DORIS ADAMS, formerly with Commercial Union Assurance Company, has joined KGO same city, in auditing department.

JEAN O'BRIEN, formerly with WSNB Bridgeport Conn., has joined WWIN (AM-FM-TV) New Haven, as traffic manager, succeeding MIDGE KAHL, resigned.

W. E. WILSON, assistant manager of Inland Broadcasting Service, Winnipeg, station representative firm and distributor of transcriptions has been named manager of the company. He has been with Inland Broadcasting for past six years.

GEORGE MORRIS has joined local sales staff of KBMB-KFPM Kansas City. He previously served as account executive with two mid-western agencies.

JEAN MACGREGOR has joined CPHC North Bay as traffic manager. She was formerly with CKOB Timmins, CPOH Orillia, and CKBC Sudbury, Ont.

Canadian Liquor Adv.

FUTURE of liquor advertising on Canadian stations, now allowed only in Quebec, where breweries only being allowed to advertise, may be settled at September meeting of provincial liquor commissioners.

L. C. Pritchard, chairman of preliminary meeting to draw up uniform liquor advertising code by all provinces was held late in May at Winnipeg, with commissioners or officials from each of the nine provincial governments represented.

Agencies

(Continued from page 10)

PIER THOMAS, recently transferred from London. DHAN RAJ is in charge of New Delhi office.

PATE HUNZIKER, formerly with Mays & Bennett, Los Angeles, joins Mays & Co., same city, as radio copy head, following dissolution of former agency [BROADCASTING, June 7]. Others going to Mays & Co.: FLORENCE ANDERSEN, director, media relations; RICHARD G. MEYBOHM, formerly with J. W. Robinson Co., joins as planning director.

BROOKE, SMITH, FRENCH & DORRANCE, Detroit and New York, announces following personnel additions: FREDERICK J. WINTER and JEAN F. BRACKEN, traffic; DONALD E. MCKENZIE and CLARANCE E. DAY, production; FREDERICK A. MALSOM and SHIRLEY SICKELS, copy.

W. W. JOHNSTON and DRAPER DANIELS, heads of art and copy departments, Young and Rubicam, Chicago, appointed vice presidents.

JAY B. BURST, member of production staff of Geare-Marston Inc., Philadelphia, for past 12 years, joins production department of Gray & Rogers, Philadelphia.

JOHN F. HEALY, formerly with Stockton, West, Burkhart Inc., Cincinnati, rejoins Ralph H. Jones Co., that city, on copy staff.

McNEILL & McCLEERY, Los Angeles, moved to new offices at 1555 N. Cherokee Ave. Telephone: Hudson 2-2337.


RICHARD HALLERMAN, Young & Rubicam Hollywood merchandising supervisor on Hunt Foods account, and FREDERICK R. WEISMAN, Hunt president, arrive in Atlantic City June 20 to attend National Assn. of Retail Grocers convention.

JOSEPH STAUFFER, director of radio production, N. W. Ayer & Son, New York, in Hollywood for week's conferences in agency office there.

BARBARA BENDER, formerly in copy department of Kenyon & Eckhardt, New York, joins same department of Robert W. Orr & Assoc., New York.

CORNWELL JACKSON, vice president in copy department, J. Walter Thompson Co., Hollywood, is on three weeks business trip to Chicago and New York agency offices.

Durstine Opens Two New Branches on West Coast

THE OPENING of West Coast offices in Los Angeles and San Francisco of the Roy S. Durstine Inc. advertising agency was announced last week by Mr. Durstine, president of the agency bearing his name. Both Coast offices are staffed in creative and production departments.

Attending the official opening ceremonies with Mr. Durstine was Preston Tucker, Chicago manufacturer of the new Tucker car and a client of the agency.

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DURSTINE OPENS TWO NEW BRANCHES ON WEST COAST.
Just Out! NEW HOOPER INDEX

K. S. SELLOGRAM

KSL IS LISTENED-TO MOST FREQUENTLY OR
THE MOST TIME - MORNING, AFTERNOON
AND EVENING* - BY MORE FAMILIES THAN ANY
OTHER STATION OR REGIONAL NETWORK IN
KSL'S 8-STATE DAYTIME 50-100% BMB COVERAGE
AREA OF 69 COUNTIES AND MORE THAN ONE
MILLION PEOPLE.

KAY S. SELL

*KSL HOOPER LISTENING AREA
COVERAGE INDEX, SPRING, 1948

Here is more proof that KSL serves ALL your prospects in the
Intermountain Market. With one medium — KSL—you can
reach consumers, retailers, and distributors, alike, throughout
KSL's 8-state daytime 50-100% BMB coverage area, which
matches almost county for county the Salt Lake City wholesale
distribution area. For details of the survey see Radio Sales.

KSL
50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY
Represented by RADIO SALES, Radio Stations Representative, CBS
Lodge, Hauman
Elevated by CBS
Made Vice Presidents in Charge
Of Engineering, Personnel

Mr. Lodge  Mr. Hauman

WILLIAM B. LODGE, director of
genereal engineering, and Howard
L. Hauman, director of the per-
sonnel relations department, were
elected to vice presidencies of CBS
last week.

Mr. Lodge, who has been with
CBS since 1931, was named vice
president in charge of general en-
gineering. Mr. Hauman, a labor
trouble-shooter for the network
during union negotiations in the
past two years, was appointed vice
president in charge of personnel
relations.

From 1938 to 1942 Mr. Lodge
was engineer in charge of the ra-
dio frequency division of the CBS
Engineering Dept. During much of
the war he was associate director
of the airborne instrument labora-
tory operated by Columbia U. for
the Office of Strategic Services,
specializing in electronic detecting
devices. In November 1944 he be-
came director of general engineer-
ning for CBS.

Mr. Hauman, who joined the
network in its legal department in
1938, has been director of the per-
sonnel relations department since
1946, with general responsibility
for all CBS labor negotiations.

Mr. Lodge, a senior member of
the Institute of Radio Engineers
and chairman of the panel on ra-
dio wave propagation of the Radio
Technical Planning Board, is a gradu-
te of the Massachusetts In-
stitute of Technology. He was with
Bell Telephone Laboratories for
two years prior to joining CBS.

Mr. Hauman, a graduate of
Harvard Law School in 1937,
served in the New York law firm
of Littleton & Levy for a year be-
fore joining CBS.

55 Vice Presidents
THE ELECTION of two new
vice presidents at CBS
brought to 55 the total of
vice presidents now employed
at the four major networks,
or enough to keep Fred Allen
amply provided with material
until another target comes
along.

CBS has 17, ABC 16, NBC
15, and Mutual, whose gigan-
tism extends mostly to the
number of its affiliates, has
seven. Forty-six of the vice
presidents make their head-
quarters in New York.

CAB Price Formula
REGIONAL MEETINGS are to be
held in the next few months by
Canadian Assn. of Broadcasters
to discuss a formula for handling price
mentions successfully. Following
elimination of ban on price men-
tions at CBC board of governors
May meeting at Montreal, effective
Sept. 1 for six months trial period,
CAB members will get together to
develop a method of working out
price mention formula that will
make price mentions on the air
of permanent value and service to
listeners, stations and advertisers.

WNHC-TV PROGRAMS
TO START THIS WEEK
WNHC-TV New Haven was broad-
casting test patterns last week and
expected to start program service
sometime this week. Full schedule
of DuMont network video shows
will be used pending completion of
studio and remote equipment
which is anticipated by early July.
At that time station will supple-
ment the DuMont schedule with
its own programs, starting with a
New Haven Television Day cele-
bration in which the Governor of
Connecticut and other political and
business leaders are expected
to take part.

Owner of WNHC-TV is Elm
City Broadcasting Corp., which also
owns WNHC and WNHC-FM. Vi-
deo transmitter is located on Gay-
lord Mountain, one of the highest
points in Southern Connecticut
and 11 miles from the station's head-
quarters in downtown New Haven.
DuMont programs are received at
the transmitter via microwave re-
lay system installed by DuMont
engineers, with a relay station at
Oxford, Conn. picking up the sig-
als from the DuMont key station,
WABD New York, and sending
them to WNHC-TV.

New Business
(Continued from page 14)
for 26 weeks, Chuck Wagon Tales on Columbia Pacific Network. Program
Assoc., Hollywood.

GENERAL FOODS Corp., New York (Jelli-O) will sponsor Meredith
Willson in new series starting Oct. 5 on ABC, Tues. 7:30-8 p.m. Young
& Rubicam, New York, is agency.

ELECTRIC COMPANIES Adv. Co. signs Helen Hayes as feature star
on Electric Theatre on CBS, effective Oct. 3: Agency: N. W. Ayer & Son,
New York.

Adpeople

WILLIAM W. PROUIT, former account executive at Hanly, Hicks &
Montgomery, New York, joins General Foods Corp., New York, as
associate advertising manager for Log Cabin Syrup, LaFrance Bluing
Flakes, and Satina Ironing Aid.

R. C. SCRIVENER, advertising manager of Bell Telephone Co. of Cana-
da, Montreal, named director of Assn. of Canadian Advertisers, re-

E. H. WOODLEY appointed advertising manager of Northern Electric
Co. replacing Mr. Bankert with that firm.
HOMES as low as 28¢ a thousand

Potential radio homes, that is!

You know how it is with local radio advertisers: they can measure, by actual sales results, the effectiveness of their broadcasting on a given station. Well, CFRB's local advertisers report pretty solid success. You can easily check on that. We've published some of their statements.

...And one big reason for any advertiser's success on CFRB is simply this; you reach more homes on CFRB, for every Dollar you spend.

You can see this for yourself, by comparing CFRB's Bureau of Broadcast Measurement standing, and Elliott-Haynes ratings, with those of other stations in the Toronto area.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

You buy 1000 potential homes between 6 and 7 p.m. on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

So—invest your radio dollar on CFRB. You'll reach more homes in Canada's richest market. You'll get results!

Ontario's favourite radio station

CFRB
TORONTO

ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

- With it—your signal from studio to transmitter now rides on air!
  With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.
  With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting.

Broadcasters, station managers and engineers will want all the facts.
Your nearest G-E office can give them to you. Call there, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.

WHAT THE SYSTEM DOES FOR YOU...

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.

- Provides high fidelity performance:
  -Less than 1% distortion from 50 to 15,000 cycles.
  -Noise level better than 65 db.
  -Frequency response well within ±1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.
for dependable broadcasting

S-T RECEIVER
- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt for specified system performance.
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

S-T ANTENNAS
- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 15.3 db over standard dipole, total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

ATLANTA 3, GA.
187 Spring Street
Weinert 9767
BOSTON 1, MASS.
140 Federal Street
Hubbard 1800
CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915
CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
1522 25th
DENVER 2, COLO.
650 17th Street
KANSAS CITY 6, MO.
106 W. 16th Street
VICTOR 9745

CLEVELAND 4, OHIO
710 Williamson Blvd.
Euclid & Public Square
Superior 6832
LOS ANGELES 14, CALIF.
Suite 1300-1301
KANSAS CITY 6, MO.
106 W. 16th Street
Trinity 3431

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541
NEW YORK 22, N. Y.
570 Lexington Avenue
Wickerham 2-1211
PHILADELPHIA 2, PA.
1405 Locust Street
Trinity 3417

SAN FRANCISCO 4, CALIF.
25 Montgomery Street
Douglas 1740
SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2311
SEATTLE 4, WASH.
710 Second Avenue
Main 7100
WASHINGT0N 5, D. C.
106 15th Street N. W.
Executive 2060

SYRACUSE 1, N. Y.—Syracuse 6-4411
LEADER IN RADIO, TELEVISION AND ELECTRONICS

For fast service call G. E.
AMA Meet Opens Today in Capital

M A R K E T I N G aspects of the “Voice of America” will feature the two-day conference of the American Marketing Assn. opening this morning (June 14) at the Statler Hotel, Washington, D.C. Some 500 leaders in industrial market planning, analysis and research meeting with U.S. executives and university officials.

The international broadcast project will be discussed by George V. Allen, Assistant Secretary of State for Public Affairs, at the Tuesday evening dinner. Chairman of the discussion, titled “The Voice of America as a Market Medium,” will be Wroe Alderson, AMA president.

J. C. Capt, director of the Bureau of the Census, is scheduled to preside at a Monday morning panel on government aids for market analysis. Mr. Capt was ill last week but the bureau said one of its top officials would appear if he could not fill the engagement.

Robert E. Freer, Federal Trade Commission chairman, will be a speaker at a panel on non-deceptive advertising, with Sen. Joseph C. O’Mahoney (D-Wyo.) presiding.

The conference is the first of its kind since 1938.

BARON LEAVES FCC; JOINING SCHARFELD

THEODORE BARON, acting chief of FCC Law Dept’s. Motions and Rehearings Section, Broadcast Division, has resigned to join the Washington law firm of Arthur W. Scharfeld today (Monday). His resignation from the Commission was effective June 9 (Closed Circuit, June 7).

Mr. Baron, Mr. Baron is to be succeeded at FCC by Robert H. Alford who has been with the Commission several years except for a brief period last fall.

Mr. Baron joined FCC in July 1947, assigned to the A.M. and New Facilities Section. He subsequently switched to the Motions and Rehearings Section, becoming acting chief of that section in October 1947. During the war Mr. Baron served in the Infantry and was retired in 1946 as first lieutenant. He had entered the Army in 1942 and served for some time as a trial judge advocate.

He received his A.B. degree from Washington U., St. Louis, in 1938 and took his LLB there in 1941. That same year Mr. Baron became member of the Missouri bar, engaging in private practice. He also did graduate work for a year at Yale Law School under a Sterling Fellowship. While at Washington U. he was editor of that school’s Law Review.

CIVIC applications of video are discussed by new officers of Pittsburgh Radio and Television Club and Pittsburgh Mayor David L. Lawrence (11), with Pittsburgh Steeler and Urisquid, club’s third vice president and television director of W. Earl Bothwell Inc. Standing (1 to r) are Richard C. Bachman, club president and Bothwell Agency vice president, and George Young, first vice president and WPFG Pittsburgh manager.

MUSIC MAGAZINE POLL GIVES NBC TOP HONOR

IN ITS FIFTH annual national radio poll, Musical America named NBC for the second year as the network which has “most faithfully served the cause of serious music.” Also, Arturo Toscanini’s production of Verdi’s Otello on the NBC Symphony was chosen as the top musical event of the year.

When questioned on television, 74% of the 600 persons surveyed favored televising existing radio programs, while 26% suggested that the medium should develop new types of musical programs. Opera was a suggested favorite.

Four winners who have been consistently named favorites in the five years of voting were Conductor Toscanini, Singer Marian Anderson, The Telephone Hour on NBC and Milton Cross, ABC announcer-commentator.

The complete list of winners:

Symphony orchestra—New York Philharmonic—Sinfonia; CBS; symphony conductor (regular)—Arturo Toscanini, NBC; symphony conductor (guest)—Bartho Walter; concert and program conductor—Frank Black, NBC-CBS; or—orchestra—Columbia Concert Orchestra, CBS; the lighter side—American Album of Familiar Music; NBC; vocal ensemble—College Chorus, no specific network; instrumental ensemble—First Piano Quartet, NBC; instrumental ensembles—piano, Artur Rubinstein; violinist, Jascha Heifetz; organist, E. Power Biggs, CBS; woman singer (regular)—Eleanor Steber, NBC; woman singer (occasional)—Marian Anderson; man singer (regular)—James Melton, NBC-CBS; man singer (occasional)—Ezio Pinza; of educational character—Gateways to Music; CBS; announcer-commentator—Milton Cross, NBC; announcer-commentator—Metropolitan Opera intermission features, ABC.
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• Best Known Standards and Hits of The Day

• A Basic Library Plus Additional Monthly Releases

• Complete Catalogue
  Alphabetical by title,
  Numerical and Alphabetical by artists

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16 West 22nd St., New York 10, N.Y.
Colman Is First Film Star In New Television Pool

RONALD COLMAN became the first major movie star to venture into the television film pool last week with disclosure that he had been signed by Ben Finney for production of 26 open end film half hours. Although it is reported that Mr. Finney expects to shoot the series in August, it was unlikely that the total series would be shot in anticipation of a sponsor. It is the general feeling that only one or two will be made with a view to securing sponsorship. In addition, Mr. Colman is to narrate another 28 week film series plus the set he will act in, although negotiations had not been completed yet. Films would be shot on the Hal Roach lot.

Flood Aid (Continued from page 25)

Portland between American Red Cross and Portland stations, KOIN's staff is meeting with all agencies involved in rehabilitation to help carry out this job. One of those participating in the project is George Wann of the KOIN news staff who lost everything in the flood except the clothes he was wearing.

While staffers of KOIN were covering activities June 2 at Vanport a helicopter crashed almost in their laps. Equipment was loaded quickly into the station wagon and in a few minutes the survivors, Coast Guard Lt. Bill Williams and Life Photographer Johnny Fiore, were being interviewed. Tape was rushed back to the studios and broadcast within an hour after the crash.

Newscasters of CBC's Vancouver studios worked as a team in gathering news of floods in Fraser River area of British Columbia. Newscasts were aired at least six times a day through CBB Vancover's private circuit. Much studio news handling was done by program personnel while news staff was in flood area.

CKNW New Westminster, B. C., carried hourly newscasts, 24 hours a day, and interrupted all programs for flood flashes. Porch of CKNW's transmitter house has been used as 24-hour-a-day canteen to feed workers.

KFBK Sacramento, Calif., covered Portland flood with its own staff. Three members went up on an Air Force transport plane which was taking supplies and personnel./operators of McClennan Field. Wire-recorded interviews were made and broadcast was fed to five other stations. Drive to raise donations for flood victims was also conducted in cooperation with American Red Cross.

FIFTEEN-CENT dividend has been announced by Admiral Corp., payable to stockholders of record June 15. Dividends are reported at all-time high, with demand for video receivers exceeding production capacity.

GRAPH-O-GRID

Football Score Chart

Again Available

GRAPH-O-GRID, station promotion plan, is now being promoted by WITH Baltimore through three-color booklet. Sold on an exclusive franchise basis, Graph-O-Grid is a football score chart imprinted with station promotion. Each chart is approximately 13 by 24 inches and contains space to follow and score all four quarters of a football game.

In lots of 5,000 to 49,000 Graph-O-Grid costs stations six cents each. They can in turn be sold to stores at the same price and then sold to the public at ten cents. Station profits from graph-O-Grid are in all cases presented to show potential sponsors the ability of radio to sell.

Full details on Graph-O-Grid are available from Tom Tinsley, WITH, 7 East Lexington St., Baltimore, Md. Orders must be in by July 10.

WRXL Deleted

PERMIT and call letters of WRXL Grenada, Miss., were re- pealed last week by FCC as the authorization had expired and the station had not filed for modification of its permit. Grant initially had been issued in June 1947.

Robin Weaver, secretary of the Clarksdale (Miss.) Chamber of Commerce, trading as Grenada Broadcasting, had stated that was that station file for modification regarding site of transmitter and antenna.

FCC's Facsimile (Continued from page 25)

3. The number of scanning lines per minute shall be 360.
4. The line-to-line ratio shall be 7/8 or 3 1/2" of the full scanning cycle.
5. The 1/6 cycle or 42° not included in the available scanning line shall be divided into 3 equal parts, the first 15° being used for transmission as approximate black level, the second 15° for transmission at approximately black level, and the third 15° for transmission at approximately white level.
6. An interval of not more than 12 seconds shall be available between the two pages of subject copy, for the transmission of a page-separation signal and/or other service.
7. Amplitude modulation of subcarrier shall be used.
8. Subcarrier modulation shall normally be variable, with a linearity of the optical density of the subject copy.
9. Negative modulation shall be used, i.e. maximum subcarrier amplitude and maximum radio frequency swing of the subcarrier.
10. Subcarrier noise level shall be maintained at least 30 db below minimum (black) picture modulation level, at the radio transmitter input.

FEDERAL COMMUNICATIONS COMMISSION

T. J. STOWE

Commissioner Jones believes that Facsimile broadcasting ought to be permitted on a commercial basis; however, he believes the license ought to be allowed to broadcast multiple or simple clipping from 12:00 midnight to 6:00 a.m. and to broadcast simplex only from 6:00 a.m. to 12:00 midnight. This would not interfere with any part of the aural broadcasting time.

Adopted: June 9, 1948
Released: June 24, 1948

Summer Rate Offered

WABD New York, DuMont TV station, is offering its sustaining programs for summertime sponsorship at a 50% discount. Bargain applies to programs only, facilities charges to remain at card rate, and reduced program charges are to extend through summer months. Advertisers paying full program price if they wish to continue through the fall and winter. Programs not picked up at bargain rates will probably be dropped and replaced by other and perhaps more salable shows.

Durr Farewell

CLIFFORD J. DURR, retiring as an FCC Commissioner at the end of his term on June 30, will be host of a farewell luncheon to be held June 19 under the auspices of the Washington chapters of the National Lawyers Guild and Democratic Women. FCC Chairman Wayne Coy; Thuman Arnold, former Assistant Attorney General, and Sen. Claude Pepper (D-Fla.). The luncheon will be at Hotel Washington.

The New York Stock Exchange

Canadians Get More Bang for Their Money

FBD-C, 630 Kc. Now 5000 Watts

Representative: Weede & Co.
Many of America's new television stations are selecting Andrew equipment because of the efficiency of Andrew's flanged coaxial transmission line and the added advantage of having Andrew consulting engineers install it.

Because each television installation poses its own different, individual problem, those stations selecting Andrew have two big advantages: 1) they obtain transmission line and accessories specially designed for television, and 2) specialized Andrew consulting engineers are available to direct the installation. These engineers have both the special instruments and the experience to engineer all or any part of the construction of a television station. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Andrew TV transmission line meets official RMA standards and is specially designed for television. Mechanically, it's held to close television tolerances assuring an essentially "flat" transmission line system.

Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections can be easily bolted together with only a couple of small wrenches. Flanges are fitted with gaskets so that a completely solderless, gas-tight installation results. Markings on the outer conductor indicate where twenty foot sections may be cut to maintain the characteristic 51.5 ohm impedance.

DO YOU WANT A TELEVISION STATION DESIGNED AND BUILT — FROM THE GROUND UP? LET ANDREW DO IT!

Write today for full details. Andrew will get you on the air.

Television antenna of WGN-TV—Chicago's newest and most powerful television station—showing Andrew 1-5/8" flanged television transmission line.
FINCH READIES PAID FAX PLANS FOR JUNE

CAPT. W. G. H. FINCH, following the FCC's facsimile decision (story on page 24), declared that his station, WGHF New York, would pioneer with the first paid facsimile program on July 15. He said the transmissions, for local sponsors, would comprise four-quarter-hour editions daily at hours and rates not yet determined.

The paper, Capt. Finch added, will be called Air Press, a name he has used since experimental facsimile demonstrations at the New York World's Fair. Production has already begun on 5,000 recorders and immediate delivery can be made if "a substantial number" of scanning units for stations.

The statement, in part, from the Finch organization following the FCC's action follows:

"A daily new magazine, replete with articles, features, pictures, drawings, graphs, comics and advertisements in full colors recorded in the home at a cost a little more than its newsstand price would be is predicted by Capt. W. G. H. Finch, owner and operator of WGHF New York, following the FCC announcement that facsimile broadcasting will now go commercial."

"Capt. Finch stated that WGHF will be the first on the air with facsimile in color."

"Facsimile station WJAFB was the original facsimile experiment station licensed 11 years ago when the FCC desired to encourage such programs on the air to test public acceptance. Capt. Finch declared that the only thing holding back wide public acceptance of this new radio medium was the availability of an inexpensive recorder for using ordinary untreated paper. This type of recording device now has come out of the laboratory and not only provides black and white recording on ordinary paper but does so in full colors. As yet no price has been announced for the color facsimile recorder, as it is known, but it is believed to be in the neighborhood of $100-$150. A slight modification of the average broadcast transmitter will suffice to transmit color facsimile. For this purpose the Finch Co. is producing a broadcast station unit that will be placed on the market at a little higher than the regular recorder so that station owners and operators will have a chance to familiarize themselves with the use of the unit and station managers. These station units will be sold at about $350 per unit."

Fax Standards

(Continued from page 24)

Carried on in the range between 12,000 and 15,000 cycles.

Experiments, using 4.1-inch recorders, have indicated that the background noise is slight and not objectionable. It appears that this system would be applicable to systems employing 8.2-inch recorders and that a higher sub-carrier frequency could be employed so that the modulating frequencies for facsimile would generally be beyond the audible range. It appears that such a system of multiplexing could be carried on during part of the broadcast day without adverse effect on FM broadcasting since a well-rounded FM service will inevitably have some time devoted to programs which do not require the full tonal response of which FM is capable, e.g., talks, plays, discussions, etc.

The Commission's decision was lauded by John V. L. Hogan, one of facsimile's pioneers and the owner of Radio Inventions and Faximile Inc., and by Philip G. Loucks, Washington counsel for the Hogan interests, who has been closely concerned with development of the art for the last 15 years. Capt. W. G. H. Finch of Finch Telecommunications, another pioneer, greeted the decision with an announcement that his WGHF New York would offer the first paid facsimile programs to local sponsors on July 15.

The 11 authorized experimental facsimile stations include two operating under licenses—one by WDNS Columbus, Ohio, and one by WHAS Louisville—and nine authorized by FCC to stations under temporary authorizations: WGHF New York; WCAU and WFIL Philadelphia; WQAM Miami; KPRO Riverside, Calif.; WBBS Burlington, N. C.; WOBC New Bedford, Mass.; WAKR Akron, and KRSC Seattle.

Open Mike

(LETTERS ARE WELCOMED. THE EDITORS RESERVE THE RIGHT TO USE ONLY THE MOST PERTINENT PORTIONS.)

Thanks From an FMer

EDITOR, BROADCASTING:
Please accept the thanks of a struggling FM independent broadcaster for your sound, logical editorial, "TV Arithmetic" in the May 15 issue of BROADCASTING.

FM is still the unwanted stepchild of broadcasting, and the enthusiastic manner in which the large broadcasting interests are pushing TV is serving to throw just another obstacle in the path of FM. But the blame for the slow development of FM cannot entirely be placed on the shoulders of TV or AM.

Just as long as some FM broadcasters follow their current policy of merely skimming the edge of FCC minimum requirements, doing a sloppy job of programming...

Paul W. Reed
Manager
WFAH Alliance, Ohio

Mr. Heffron Disagrees

EDITOR, BROADCASTING:
In your lead editorial for May 24 you express tremendous gratification in Wayne Coy's NAB Convention speech, and add: "I oppose was nary a mention of the Blue Book, of regulation, or of profits." But according to the text of the talk released by FCC, Mr. Coy said, "radio frequencies are among the most valuable resources that the American people own today ... Since these channels are public property, the deciding factor in determining ... who shall be entrusted with a channel ... must be the public interest ... this plan of leasing these publicly-owned frequencies for private use has been profitable ... an enterprise invested with such vast public interest should not be, and cannot be, permitted to be exploited exclusively for private profit. I applaud those who appreciate that they must operate their stations as public service institutions for the community and the nation" (Italics added).

It seems to me that you have gone pretty far in passing over these highly significant passages, to be explained only by your desire to establish, at all costs, the notion that radio programs should be completely free of public regulation.

Edward J. Heffron
New York

EDITOR'S NOTE: Mr. Heffron makes no mention of our news coverage of Mr. Coy's address. More has been no complaint from Mr. Coy.
Announced at the NAB Convention in May, the GY-48 complete 250 watt AM radio station was indeed the talk of the show. Quality at every turn is self-evident to the engineering eye—assured performance through complete unification of all transmitting apparatus including wiring means proven results and "one spot" supplier responsibility.

The GY-48 radio station includes transmitter, frequency and modulation monitor, limiter, control panel, monitoring loud speaker—everything wired and tested ready to attach to antenna and audio. Never has quality, eye value and convenience been so combined before—and in so doing it does not cost you more—but less. Write or wire for the new eight page booklet on the GY-48 and—watch Gates for the parade of new equipment releases.

GATES RADIO COMPANY
OFFICE & FACTORY
QUINCY, ILLINOIS
GRAZIANO-ZALE FIGHT UNAVAILABLE FOR TV

PLANS for televising the Graziano-Zale middleweight championship bout last week came to an abrupt end on Tuesday night, day before the fight was scheduled, when advance ticket sales totaled only $276,000, $74,000 less than the minimum specified by the promoter before video rights would be granted. P. Ballantine & Sons, Newark brewer, sponsor of the coast-to-coast broadcast of the bout on Mutual, was ready to sponsor a telecast on a six-station DuMont hookup as well, with $30,000 offered for the video rights.

But the tournament of champions bout promoter declined to talk about television until $350,000 worth of tickets had been sold and stood pat on that decision despite last minute pressure from DuMont officials, who were supported by New Jersey political and business leaders. One word led to another less temperate one and by Wednesday afternoon the chances of any video deal were definitely dead, despite the fact that at that time the bout might have to be postponed because of unpropitious weather.

No one ever got to first place by waiting at the gate. And WSGN gives you a fast start with planned promotion, programming and service aimed to attract listeners in the rich Alabama market. Plan your race now over WSGN!

NEW LOOK in Presidential puppet candidates was disclosed June 8 by Howdy Doody on Bob Smith Howdy Doody Show put on for the younger video viewers on NBC’s television network, Tues.-Thurs.-Sat., 5-6 p.m.

Absent from the program since May 11, the precocious puppet was supposedly on a Western tour as part of his campaign for the White House, a gag which had cost NBC dearly when an offer of Howdy Doody campaign buttons pulled almost 60,000 requests. In Hollywood, the story went, he had seen his opponent, Mr. X, and had been so impressed with his looks that he (Howdy Doody) promptly arranged to have his own face lifted.

Behind the fictitious telecast tale was an even funnier real life story. Frank Paris, puppeteer and maker of the original Howdy Doody doll, got into an argument with NBC over wages and working conditions and walked out, taking his puppet and himself to WPIX (TV) New York.

NBC, however, owns the program, whose fast-talking conductor, Bob Smith, cooked up the tour on a moment’s notice to get by for that day’s show and subsequently used the face-lifting story to do some face-saving all around.

Film Council Speakers

NORMAN BLACKBURN, national director of video programming for NBC; Ed Evans, director of films for CBS; Kendall Foster, television director of William Esty Co., and Gene Mardell, Eastern talent scout for Paramount Pictures and president, Screen Directors Guild, will be guest speakers at a dinner meeting of the National Television Film Council June 17 at the Williams Club, New York. Council was formed last winter to attempt to facilitate the production and distribution of films for television.

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EMPLOYERS

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INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

A FM

(Continued from page 26)

means of preserving the cause of American labor. This was followed by the showing of newreels of the AFM generalissimo in single combat with a House subcommittee in Washington.

As if to sugar-coat Mr. Petrillo’s uncommonly gloomy message, the convention had begun on a festive note provided by two Hawaiian members from Honolulu Local 677. The lady member did a hula to Ukelele accompaniment, and then draped bright orange leis around the necks of Mr. Petrillo and other AFM dignitaries seated on the stage, bringing ribald comments from the floor.

Milton Diamond, AFM general counsel, addressed the convention Wednesday, after a one day recess. Mr. Diamond devoted his time to lavish praise of Mr. Petrillo, and to repeating in more elegant language the latter’s lament that recording is killing live radio. "The last show was a hula to Ukelele accompaniment, and then draped bright orange leis around the necks of Mr. Petrillo and other AFM dignitaries seated on the stage, bringing ribald comments from the floor.

Mr. Diamond was followed on the rostrum by Franklin D. Roosevelt Jr., a member of the law firm of Poletti, Diamond, Freidin & Mac-Kay, one of the four law firms retained by the AFM. Mr. Roosevelt said it was a great privilege to work with the union "... for the continuation... of the principles for which Mr. Doody fought... many years of his life."

He praised the AFM for its "early rejection of Communism as just another form of reaction long before it became a national hysterical issue." When he finished a ten-minute speech the delegates gave the late President’s son an ovation second only to those accorded Mr. Petrillo himself.

Mr. Roosevelt was followed on the platform by Henry Kaiser, another AFM attorney, who discussed the interstate commerce aspects of the Lea Act and the Taft-Hartley Law, which—he attacked heatedly. He advised the delegates to tell their locals to proceed in all cases "except those involving radio and Hollywood." He thought the Taft-Hartley Law did not apply.

The speaker who followed was still another big gun from the AFM legal battery. Caught up in the excitement of his oratory, he made two wild references to the evils of the "Hart-Taftley Bill," which convulsed the audience, to his bewilderment.

Weber Continues Attack

Mr. Petrillo then introduced his immediate predecessor as AFM president, Joe Weber, who taking his cue from the last speaker and improving somewhat on his tongue-twister, tore hammer and tongs into "Mr. Hart Taft and his colleagues.

Mr. Weber mentioned in passing that only two-fifths of the AFM’s 232,000 members are full-time musicians.

Mr. Weber, in his role as elder statesman of the AFM, also took the liberty of observing that while he did not always agree with Mr. Petrillo’s conduct of the union’s affairs, he was pleased to admit the latter never made a mistake "of the heart," and only seldom one of "the mind." This was the only hint during the convention that Mr. Petrillo’s halo fits him a bit like a French Horn.
KECA

after only 8 years offers you 220% more listeners in Los Angeles, now the No. 3 market in the nation!

Did you know that, since 1940, retail sales in metropolitan Los Angeles have increased 174% ... effective buying income has increased 160%?

And did you know that KECA has more than kept up with this phenomenal expansion, with both its facilities and its programs? Today, KECA has 220% more actual listeners than it had eight years ago ... and it offers some remarkably effective buys, both local and co-op. The news shows listed below, for example, are particularly good buys in this vital market, in this election year ...

* * *

MAKE HAY IN L. A.! Hand-pick your audience with one of these available news programs. On co-op shows you pay only KECA's share of total network costs.

America's Town Meeting of the Air. 9:00 pm Tuesdays. Both sides of the issues in the news. Famous for its big, ready-made audience of loyal listeners. Tops in prestige among co-op shows!

Martin Agronsky. 6:30 am Monday-Friday. Hard-hitting, fearless reporting from Washington, where eyes are focussed more than ever this year! Co-op.

Elmer Davis. 10:30 pm Monday-Friday. Recent winner of the famed Peabody Award, top honor in radio. He's the "commentator of the year"! You can sponsor him in the Los Angeles area!

11th Hour News. 11 pm Monday-Friday. Keen, concise analysis of the news for the big, late-night Los Angeles audience. Available at surprisingly low KECA Class "D" rates.

Hank Weaver. 10:15 pm Monday-Friday. Lively round-up of the news, with just enough local items to win him a whale of a following in Los Angeles area. A local show, it's a KECA-winner!

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

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

American Broadcasting Company
Hennock (Continued from page 21)

Maine, participated intermittently during the closed-door proceedings.

Since Miss Hennock's nomination it was learned that substantial support for her confirmation emanated from high quarters, both Republican and Democratic. Women's groups likewise were said to have rallied to her, irrespective of party lines, and on the ground that the woman's viewpoint should be reflected on the agency.

Senators, it was reported, impressed upon the nominee the need for judicial handling of matters before the Commission. There was also discussed the paucity of women holding high federal offices.

Miss Hennock's confirmation would be for a seven-year term. The political balance on the Commission would remain undisturbed, since she would replace Democratic Durr. Democratic membership then would be Chairman Coy and Vice Chairman Walker plus Miss Hennock; Republicans, Hyde, Jones and Sterling, and independent, Webster.

Originally, Miss Hennock had been asked to appear before the subcommittee on Tuesday. Contacted Monday by Senator Brewster's office, she was at home ill with an infected tooth, but left New York Tuesday night for her Wednesday appearance.

POLK

FORMATION of a finance group Writers Committee to inquire into the murder of George Polk, former CBS News correspondent in Greece last week, yesterday was announced. The board of the Washington Post, has accepted the chairmanship of the finance group. Others who accepted membership on the committee are:


Investigation into the murder of Mr. Polk, who was found trussed and shot in Salonika Bay, near Athens, has thus far proved fruitless, according to information reaching CBS headquarters in New York last week.

Two CBS reporters, Winston Burdette and John Secondari, who were dispatched to Greece after the slaying of Mr. Polk, reported that no conclusions could be reached on the basis of present information. William Taylor, CBS vice president in charge of public affairs, said.

William J. Donovan, wartime director of the Office of Strategic Services, arrived in Greece last week to investigate the slaying. Mr. Donovan, an attorney, will stage a separate investigation in behalf of American newspaper correspondents.

WROV-FM Roanoke, Va., Starts Program Service

WROV-FM Roanoke, Va., has begun regular programming, according to Frank Broholer, general manager of Radio Roanoke Inc., licensee. Station is on Channel 279, 103.7 mc, with 3 kw.

WROV-FM is on the air 6 a.m. - midnight, and duplicates all Mutual and local programs of WROV Western Electric equipment is in use.

Overseas Radio (Continued from page 28)

To provide funds for the Overseas Radio Committee to the murder of George Polk, former CBS News correspondent in Greece last week, yesterday was announced. The board of the Washington Post, has accepted the chairmanship of the finance group. Others who accepted membership on the committee are:


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Overseas Radio (Continued from page 28)

government spokesmen have a dominant voice, with free broadcasting having only a small advisory voice at any stage.

Judge Miller reviewed abuses of radio by dictator nations and quoted statements by members of the British Parliament showing how the BBC and advantages of U. S. free broadcasting. He outlined self-regulatory methods of U. S. broadcasters including adoption of the Standards of Practice May 19 at the Los Angeles convention.

Any For jo e man can give you the facts about WMIN effectiveness in the Metropolitan Minneapolis-Saint Paul Market where nearly half Minnesota's retail sales are concentrated. But you can't judge the facts until you have them, so give For jo e the chance to prove to you that WMIN does sell Minnesota's better half at lowest cost. High-power FM coverage, too, as a no-cost plus.

WMIN ST. PAUL • MINNEAPOLIS
REPRESENTATED BY FOR JOE & COMPANY
Page 70 • June 14, 1948

Broadcasting • Telecasting
Graybar recommends...

Above you see cut-away sections of radio-frequency transmission lines that not only perform as you like but have features that cut time and cost of installation. These “Seal-O-Flange” lines (used in AM, FM, and TV transmitters) are made by Communication Products Co., Inc., and distributed by Graybar. They install without soldering and without anchor joints, expansion sections, or troublesome couplings! Each 20-foot section of line is a self-anchored unit and contains an ingenious spiral connector which provides for differential expansion. Flanges are brazed, forged brass. Neoprene ring seals pressurized lines. Trouble-free!

Graybar has everything you need in broadcast equipment – PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way – for a small maintenance job or a complete new station – call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

**GRAYBAR BRINGS YOU BROADCASTING’S BEST EQUIPMENT:**

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Distributors (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

... made by (1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Par Metal;
(6) Hugh Lyons; (7) Metplex;
(8) Hubbell; (9) Presto; (10) Western;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

Distributor of Western Electric Broadcast Equipment

Graybar Electric Company, Inc.
Executive offices: Graybar Building, New York 17, N. Y.

4859
White Bill
(Continued from page 21)
that it is in the public interest to estab-
ish new rules governing licenses, where the authority of the Act for such action is clear, it has a regular delin-
quency procedure to follow which per-
mits parties interested to state their
views.
But to write a decision which cen-
sures a licensee and establishes a new
case for conduct, for him, and that
course of conduct is interminably pre-
scribed for all licensees, by the de-
decision, is a thoroughly bad and in-
defensible procedure. It is contrary to
every concept of American jurispru-
dence; it is that of a man trying to
make a living by impressing courts and
legal subterfuge; it is that of ad-
ministration that has brought the Com-
mission into ill repute; it is the prin-
ciples involved for the strengthened ad-
ministrative procedure recommended in
this bill.
Sen. White, discussing the bill,
conceded that the censorship pro-
vision would be the most contro-
versial portion but said he felt that
"a very substantial portion of the
radio industry," after study-
ing the entire measure, "will either
affirmatively support or acquiesce in it."
Aside from the breakdown of the
Commission into panels and the
addition of the 50-kw power limi-
tation, the revised bill is substan-
tially the same as the version re-
leased last December [text, BROAD-
casting, Dec. 29].
The provisions eliminating the
"double jeopardy" anti-trust sec-
tions of the present law, the elimi-
ation of FCC's present Ave Rule on
station transfers, the identifi-
cation of news and editorial com-
ment as proposed by Radio Cor-
respondents Assn., provision pro-
viding for issuance of cease-and-
desist orders and governing revo-
cation proceedings, the section on
political broadcasts including an
exemption of stations from libel
liability, the pay raises for key
staff executives, and the revised
appellate procedures are all un-
changed in substance from the De-
cember version.
Two 3-Man Panels
The seven-man Commission
would be divided into two three-
man panels, with no Commissioner
to sit on both panels simultane-
ously except temporarily in case of
emergency. The chairman would be
the Commission's executive of-
Ficer; the chairmanship would ro-
tate annually with each member
holding the office during the last
year of his seven-year term.
The Broadcast Panel would have
Jurisdiction over "questions of sub-
stance and procedure, related to
radio and radio communications
intended to be received by the pub-
lic directly, or services exclusively
related thereto of a non-common
carrier nature." The Communica-
tions Panel would have similar
Jurisdiction in the common carrier
and the safety and special serv-
ices fields. The full Commission
would have jurisdiction over gen-
eral rules and regulations, accura-
tions, appointment of FCC em-
ployees and officers, licensing of
radio operators, and diathermy and
industrial hearing.
Each panel would elect its own
chairman annually. Panel actions
would be reviewable by the full
Commission and appealable from
the Commission to the courts.
The December draft's section for-
bidding FCC employees to accept
jobs with companies under FCC
Jurisdiction for a year after leav-
ing the Commission is eliminated,
but a comparable prohibition
against Commission members ac-
ting in such jobs during the term
for which they were appointed is
retained.
Not more than four Commiss-
ioners could be members of the
same political party—as in the
present law—and neither panel
could have all three members of
the same party.
In reporting the amended bill,
the committee viewed the measure
as "an important step forward in
freeing the industry more than ever
before from the shackles of
Government regulation."
"Restricted" Power
The committee said it had "ac-
tcepted in good faith the plea of
men in the industry to 'let us set
our own house in order'; the com-
mittee has definitely limited the
power of government."
It characterized the program-
review provision as granting FCC
a "restricted" power, declaring
that "if and when that agency
does hold that the public interest
is not being served and attempts
revocation of a license, the li-
censee has been fortified with pro-
cedural and judicial safeguards
hereafter not vouchsafed in a
similar circumstance."
The report offered a section-by-
section breakdown comparing the
amended bill with existing law.
The $5,000 pay raise proposed
for Commissioners was designed to
"help attract to Government serv-
ices the type of personnel so ur-
gently needed." To ease individual
Commissioners' workloads, the bill
would increase the maximum sal-
aries for personal assistants from
$4,000 to $4,500. Personal assistants
provided for other staff executives
would not bring their pay up to
the actual salaries they now re-
ceive under general legislation ap-
plicable to all government em-
ployees.
Stepping Stones to Industry
The committee attacked the
"growing practice of using ap-
pointments to high government
posts as stepping stones to im-
portant positions in private indus-
tries which have business before the
Commission."
The panel system, it was felt,
would greatly expedite the Com-
mision's work.
With respect to the 50-kw limi-
tation on power, the committee was
hoping that in the negotiations for
a new NRA deal the question of
power may be "equitably set-
tled among all the signatories so
that the use of power for radio
stations will be uniform and fair
among the countries of North
America." Late 1949 is tentative
date for the next NARBA confer-
ence.
The cease-and-desist powers were
proposed for the Commission, ac-
cording to the report, because FCC
now "is reluctant to revoke a li-
cense for a minor offense and there-
fore minor offenses may be com-
mittcd almost with impunity," while
there still exists "no clear distinc-
tion between types of offenses."
Reviewing the proposed new sec-
tion of political broadcasts, which
is virtually unchanged from the
December version, the committee
observed—without referring to in-
dividual Congressmen's frequent
complaints against increased rates
for political time—that "it may be
noted, incidentally, that the pub-
lic welfare is better served when
there is no tax on free speech, i.e.,
when there is no loss of freedom
which does not depend upon the financial
ability of the would-be speaker."
The report concluded:
"The testimony before the com-
mittee and the facts available to it
clearly demonstrate that the over-
all policy of the present law at the
present time do attempt to main-
tain the proper standards of fairness
and equality now recommended to be
written into the law."

NO SETTLEMENT SEEN
IN STRIKE AT WFLI
STRIKE of 43 engineers of Broad-
cast Local 1, American Communi-
cations Association against WFLI
Stations, Philadelphia, went into
its seventh week Saturday with
both sides showing no signs of mov-
ing toward settlement.
Between continued broadcasting
with supervisory personnel while
union members went out picketing in
the usual numbers.
Union members obeyed a Com-
mon Pleas Court order forbidding
picketing of sponsors' places of
business. To this injunction, how-
ever, merely caused them to change
tactics. In addition to the station
picketing they are "parade picketing"
through the center of town car-
ying signs advertising sponsors who
are advertising on the WFLI
stations despite the strike. Union
spokesman said that the union did
not regard the injunction as for-
bidding such activity and that the
union regarded such "parade
picketing" as a proper exercise of
free speech.
NLRB election scheduled for
June was postponed for the third
time—this time to June 22. Pur-
pose of election is to determine
whether the ACA or International
Alliance of Theatrical Stage Em-
ployees list of Machine Opera-
 tors of the United States and Cana-
da represents the TV engineers.
Company has claimed that it is be-
cause of this jurisdictional dis-
pute that it has been unable to reach
any accord.
Postponement again of NLRB
election followed an injunction ac-
sion filed in Federal District Court
by ACA.
This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, gives excellent daytime coverage. Due to the location, it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.
ONE of the fondest hopes of the old-time vaudeville fans, as an old-timer, nothing of the old-time vaudeville actor, is that television will bring back in the American family living room the variety bills that used to lay 'em in the aisles at the Palace 20, 30 or more years ago in the halycon days before the two-a-day finally succumbed to the ubiquitous motion picture.

The Texas Co. and its agency, Kudner Agency Inc., last week embarked on a valiant no-money-spared attempt to make those hopes come true by launching on NBC's television network a full hour television of an old-time variety bill, complete from acrobats and blues singer to a ventriloquist and featuring one of vaudeville's younger veterans, Milton Berle, as m.c. The Texaco Star Theatre uses the same name as the company's radio program, but in its opening bill at least, all radio mannerisms in a whole-hearted reversion to the techniques of the variety stage.

This was even and especially true of the commercials—and there was only one, spotted in the middle of the show. Opening and closing commercials were limited to spoken credit lines while the camera focused on a miniature stage whose curtain was inscribed "The Texaco Star Theatre." To deliver the sales talk on the opening night's show the sponsor engaged Sid Stone, whose monolog act, "The Geffes," is famed as any other on the bill.

Beginning his familiar pitchman routine "Get away from me, boys, ya bother me," and his demonstration of the "latest 1948 streamlined handy-dandy potato peeler," Mr. Stone soon started to work Texas products into his act.

"Just a minute, Madam. I heard that remark. You say you want more for your money. All right, I'll tell ya what! I'm gonna do it as a special added inducement, I'm gonna give away with each and every ten-cent potato peeler one of my Marfak lubrication specials, a complete squeak-killin', easy-rin'd treatment for your motor car (holds up chart) always applied by chart, never by chance. With his hastily collapsed tripod-and-suitecase in his arms.

TV Grant Issued
Rock Island Outlet
Commission Also Sets Aside CP For KOMO Video

SECOND VIDEO station for Rock Island, Ill.-Davenport, Iowa, area was approved last Wednesday by FCC with issuance of construction permit for television Channel 4 (66-72 me) to Rock Island Broadcasting, Inc., licensee of WHBP Rock Island.

At the same time the Commission also adopted an order rescinding and setting aside an earlier grant to Fisher's Blend Station, Inc. (KOMO) and designated the request for consolidated hearing with four other applications for the three channels remaining open (BROADCASTING, June 7).

The television outlet of WHBP will operate with effective radiated power of 13.6 kw visual and 7.6 kw aural. Antenna height above average terrain is 400 ft. Estimated initial cost of the station is given as $177,200. First year operating cost is expected to be $60,000 while revenue is estimated at $50,000.

The first video grant to the Rock Island-Davenport area had been made the previous week to Central Broadcasting Co., licensee of WHO Des Moines and affiliated in ownership of WOC Davenport. Channel 5 (76-82 me) was assigned. Two other channels remain available there and no requests are pending at present.

In setting aside the Seattle authorization the Commission explained that the KOMO application and two other requests had been pending for the three channels available, but late on June 1, day before granting KOMO, a fourth request was received. This was from KING Broadcasting Co. Action to grant KOMO was taken by the Commission before its legal and engineering staffs had learned of the KING request which put the applications into comparative hearing according to the rules of the Ashbacker case, FCC explained. Now five applicants are competing for three facilities.

Seattle already has one TV station authorized through an earlier grant of Channel 2 (54-60 me) to Radio Sales Corp., licensee of KRSC that city.

For availabilities write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.
Having a microphone with the proper pick-up pattern is one thing, but putting that mike in the right place, at the right time, is a problem that plagues you daily. Especially do you encounter it in table pick-ups, in dramatic and orchestral presentations, in any group broadcast where the mike must be shunted from one person to another.

It is here that you need the flexibility and long reach of a Dazor Floating Arm. For the mike, when attached to this fixture, may be raised, lowered, pushed, pulled, tilted or rotated in a circle with a touch of your fingers. It is held firmly and automatically in the position chosen, and at the exact angle placed, by a patented self-balancing mechanism. No locking necessary.

In radio broadcasting and studio recording the Dazor-floated microphone reduces set-up time, permits a wider working radius and easier, more complete control of background disturbances. It also makes possible livelier and more spontaneous programs... a must in night clubs, theaters and dance halls. Recommended for airport and railroad control towers, police radio networks— wherever microphone flexibility, convenience and added working comfort are sought.

Phone Your Dazor Distributor for full details. For his name, if unknown to you, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. In Canada address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.

Dazor Floating Arm for Microphones

Phone Your Dazor Distributor for full details.
TIME-TESTED
Beulah Karney's
MEAL-OF-THE-DAY
Ready for Delivery
In a full 52-Weeks of recordings
This 5-minute open-end delivered transcription feature costs little more than a spot announcement. Audition and brochure on request.

BEULAH KARNEY, INC.
228 North La Salle Street
Chicago 1

SUMMER RADIO WORKSHOP
NEW YORK UNIVERSITY
Professional radio training for professionals in the world communications capital
6 weeks
June 28 to August 6, 1948
ROBERT J. LANDRY
CBS, Director
Faculty
Leon Goldstein, WMCA, News and Special Events; Jack Tyler, CBS, Production; Wallace House, freelaunce, Acting; Frederic Melcher, free-lance, Scriptwriting; Elwood Hoffman, CBS, Advanced Scriptwriting; Burton Pauls, KUOM, Radio Music. Distinguished guest lecturers include: Walter Craig, Benton and Bowles; Pauline Frederick, ABC; George Rosen, Variety; Oscar Kes, CBS, Abe Shachter, MBS; Lyman Bryson, CBS; Arnold Hartley, WOR; Morris Novik, Charles Stepmann, etc.

Senator Unit Moves To Keep Authority
In TWIN jurisdictional moves to retain its authority over radio legislation, the Senate Interstate & Foreign Commerce Committee voted unanimously last week that (1) a subcommittee be named at the chairman's discretion to investigate frequency allocations, and (2) the committee continue to carry out its law-given responsibilities.

The first motion, submitted by Sen. Homer E. Capehart (R-Ind.), would open the way for investigation of the "use of and need for frequencies for international shortwave broadcasting in particular, but would permit the probe to extend to allocations for FM, television, and the other radio services.

The second motion, by Sen. Ernest W. McFarland (D-Ariz.), informed the Senate that the committee's failure to appeal from the referral of the "Voice of America" investigation measure to the Foreign Relations Committee did not mean the commerce committee was giving up any of its rights.

The motion said that "this committee now asserts and will continue to assert complete jurisdiction over all matters dealing with communications by telephone, telegraph, radio and television and will, regardless of any current investigation, a study or other hearing by any other standing committee of the Senate...continue to carry out the duties assigned to it by the Congressional Reorganization Act in respect to these matters and specifically to continue its study of international shortwave communications..."

Mauri Cliffer
MAURI CLIFFER, 37, KMPC Hollywood disc m.c., died June 3 of a heart attack. His wife, Fiolette, and 2 daughters survive.

STERLING TO ATTEND WOIC (TV) CEREMONY
FCC Commissioner George E. Sterling is expected to attend ground-breaking ceremonies for the antenna tower of WOIC (TV) Washington, D. C., new video outlet of the Bamberger Broadcasting Service, scheduled for noon tomorrow, June 15, at 40th and Brandywine Streets, N.W., it was announced Thursday by Theodore C. Streibert, president of WOR New York, the Bamberger parent station.

Mr. Streibert, J. Rob Poppele, WOR vice president in charge of engineering, and other prominent radio figures will also be on hand. Present plans call for WOIC to broadcast a test pattern by Sept. 1 on Channel 9, and to be on the air regularly by Oct. 1.

Initially the station will exchange programs with WOR-TV New York, also slated to begin operations in the fall on Channel 9. Mr. Streibert said the two stations are to form the nucleus of a new regional video network associated with MBS. The WOIC transmitter site, acquired by WOR two years ago, is in the Tenleytown section of Washington at a point described as the highest in the capital. The one-tower transmitter building will include a projection room, editing and cutting rooms, offices, studios, and a kitchen and dining room for transmitter personnel.

British TV Exports
BRITISH firms are out to capture the television export market, according to a report from the U. S. Embassy in London. Electric & Musical Industries, leading radio manufacturer, has signed agreements to install British transmitting systems and receivers, it is stated. High officials of many government agencies have been flown to Great Britain for demonstrations. The British claim their 405-line system is superior to the American 425-line because of camera superiority, and have indicated willingness to step up the system to 625-line screen.

Nielsen Radio Index Top Programs
REPORT WEEK OF MAY 9-4, 1948
(COAST-TO-COAST, INCLUDING SMALL TOWN, FARM, AND URBAN HOMES)
RANK OF TOP PROGRAMS—Type E-1: Evening, Once-week, 13-60 Min.; Type E-2: Evening, 9 to 1 week, 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-2: Day, 2 to 3-weeks, 15-30 Min.

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Key to symbols (NR) Not ranked in "Top Programs" in preceding report. Copyright 1948, A. C. Nielsen Co.

British TV Exports
BRITISH firms are out to capture the television export market, according to a report from the U. S. Embassy in London. Electric & Musical Industries, leading radio manufacturer, has signed agreements to install British transmitting systems and receivers, it is stated. High officials of many government agencies have been flown to Great Britain for demonstrations. The British claim their 405-line system is superior to the American 425-line because of camera superiority, and have indicated willingness to step up the system to 625-line screen.
FIVE AM OUTLETS Authorized by FCC

Four of Grants Are Issued For Daytime Stations

FIVE NEW AM stations, including one fulltime and four daytime-only outlets were authorized by FCC last Thursday. One fulltime station was reinstated and a power increase was awarded an existing outlet at the same time.

Fulltime local grant went to Aguadilla, P. R., with daytime authorizations being given Alma, Mich.; Carlisle, Pa.; Hornell, N. Y., and Portland, Ore. WSKB McComb, Miss., assigned 1 kw day, 500 w night, on 1250 kc, received power boost to 5 kw daytime on condition station satisfies all legitimate complaints of blanket interference within 250 mv/m contour.

Assignment of 1 kw fulltime, directional night, on 910 kc was reinstalled to KJAN Opelousas, La. Station's expired permit was deleted by the Commission April 1. Firm explained it had difficulty with original transmitter site which caused late filing for modification of permit to extend its completion date. KJAN Broadcasting Co., owned received initial grant in August 1947.

Principals Involved

New station authorizations and ownership details follow:

Alma, Mich.—Alma Broadcasting Co, Inc., 1290 kc, 1 kw, daytime. Principals: Merle Rhodes, former grocery store owner in Cadillac, Mich., president and 50% owner; Leon Van Riper, bakery owner in Breckenridge, Mich., secretary-treasurer 25%, and George Tefft Jr., radio engineer for five years, vice president and general manager. Rhodes, Riper and Van Riper plan to move to Alma to devote time to station. Estimated cost of construction was given as $15,000. Grant made on condition station accepts any interference which might come. Grant does not extend to permits on 1250 kc at Defiance, Ohio.

Carlisle, Pa.—Philip Mathews, 1360 kc, 1 kw, daytime. Grafton in 1932 and became 45% owner and president of Carlisle K. W. Corp., maker of electronic crystals for military use. Firm now consolidated. Mr. Mathews is retired Army officer of World War I. Estimated cost of station is $22,632.

Aguadilla, P. R.—Hector Reich, 1480 kc, 250 w, fulltime. Reich is attorney and local businessman. Estimated cost is $45,000. Reich has been subject to relinquishment of WRVM Arecibo.

Hornell, N. Y.—Canisteo Broadcasting Corp., 1390 kc, 1 kw, daytime. Principals: John S. Booth, vice president and general manager and 35% owner; W. S. Chamberlain, Pa., president and 35.5% owner; T. E. Cantwell, commercial manager and 25% owner WCH, first vice president 35.5%; E. O. Hunt, owner Army-Navy store, second vice president 19%. E. C. Clarke Jr., engineer and works manager of Chambersburg Engineering Co. in which he has small interest, secretary 15%. E. E. Hutton, vice president-treasurer and minority stockholder Chambersburg Engineering, treasurer 9%. E. C. Clarke Sr., 12.5% owner Chambersburg Engineering, president-treasurer and 35% owner Clarke-Harrison Inc., Philadelphia business management firm, 5%; his brother, L. G. Clarke, traffic manager and 5% owner WCHA, estimated cost $19,897.

Portland, Ore.—Mercury Broadcasting Co., 1290 kc, 1 kw, daytime. Co-partners: Harold Krieger, KOW Portland engineer, and Gordon Burks, news and production instructor at local radio school. Firm to form new corporation, contributing $18,000 each. Minority interest to be given Alfred K. Keeler, attorney, and $22,500 worth of stock to be offered Station employees. Estimated cost is $45,000.

FCC REFUSES TO RULE ON PETITION OF WBAL

FCC refused to rule last week on petition filed in January by WBAL Baltimore for correction of Blue Book references to the station. Commission indicated the petition failed to disclose any facts or circumstances demonstrating present substantial injury...

FCC deferred action until such time as it has considered and ruled on the WBAL application for license renewal. A hearing has been completed on the renewal request, which was heard in consolidation with competitive bid by Public Service Radio Corp., and proposed findings have been filed [BROADCASTING, May 24].

WBAL's petition asked reafirmation, retracement or withdrawal of that part of the Blue Book citing the station's operations. It was filed with FCC after the U.S. Court of Appeals for the District of Columbia denied an earlier petition seeking redress before continuance of the renewal proceeding. Although denying the appeal the court termed the Blue Book comparisons "unjustifiable" [BROADCASTING, Jan. 19]. The Hearst-owned outlet has been seeking retraction of the allegedly damaging portions of the Blue Book ever since its issuance in March 1946.

In deferring action on the petition FCC stated it wished to avoid "any possible misunderstanding as to the purport of any statement intended to dispose of this petition in relation to any action which the Commission may take as to petitioner's pending application for renewal of license."

For proven stability and peak efficiency "Look to Lingo" and get the advantage of these 5 "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

LINGO

Vertical Tubular Steel Radiators

Satisfaction is the key to Lingo's progress...

"...we are picked up constantly within a radius of 150-200 miles away.
In Syracuse 50 miles away we sound like a local station...we believe that this is a combination of the tower itself and the radiating system...."

—J. ERIC WILLIAMS
General Manager, Station W'GAT
Utica, New York
Philadelphia Plans  
(Continued from page 23)

J. L. Van Volkenburg, vice president in charge of television operations, David Gerstein, vice president and director of public affairs; Wells Church, director of news broadcasts, and Henry Grossman, director of technical and building operations. They will head a staff of more than 90 newsmen and technicians.

CBS floor reporters will be equipped with walkie-talkie transmitters with which they may conduct interviews on-the-spot with delegates on the convention floor.

The CBS reporting staff has been divided into six major assignments as follows:

Candidate headquarters, the broadcast booth in Convention Hall, the platform, the convention floor, roving reporters, and special assignment reporters.

Mr. Church will be in general charge of the news coverage, assisted by Theodore Koor, director of news of the CBS Washington outlet, WTOP.

CBS news chiefs will operate from headquarters in the Bellevue-Stratford at times when the convention is not in session. A combination sound broadcasting and television studio will also be in the hotel. During convention sessions, the operations of CBS will be conducted from the convention newsroom.

In a pre-convention memo distributed to the CBS news staff, Mr. Church described his vision plan as "designed so that roving reporters, floor reporters, special assignment reporters, and headquarters reporters can be on top of the semi-secret actions that may lead to an important development in the race for the nomination."

A. A. Schechter, vice president in charge of news, special events, and publicity, will be in personal charge of the 55 commentators, correspondents, newscasters and technicians who will represent Mutual at the convention. Mr. Schechter said the network had set the most comprehensive plans for coverage in its history.

Jack Paige, MBS director of special events, will supervise special programming from Philadelphia, and Milton Burgh, news director, will conduct operations in the network's two Philadelphia newsrooms, at Convention Hall and the Bellevue-Stratford. Cliff Harris will be MBS chief engineer.

Mutual commentators and newscasters will originate regular shows from the convention. Additionally, two regularly scheduled daily convention programs have been set, the first beginning at 11 a.m. and continuing through highlight of the early sessions, and the second, in the evening, being coincidental with the opening of the evening sessions.

Mutual will use walkie-talkie transmitters for its roving reporters in communicating with MBS officials in the master control booth and in broadcasting floor interviews.

The network has scheduled a special pre-convention broadcast June 19, 9:30-10 p.m., which will describe to Mutual listeners the techniques the network will use in covering the impending convention.

Another special broadcast June 20, 10:30-11 p.m., will present commentators in assessment of convention prospects.

NBC

William F. Brooks, vice president in charge of news and international relations, will be in command of the NBC delegation of more than 40 newsmen.

Mr. Brooks said that a new system, based on the "news desk" principle, would be established so that information gathered by his staff could be instantly available. All stories obtained by reporters and commentators will be telephoned to one of the two NBC news desks and will there be added to Mutual's store of information.

One desk will be situated in the network's booth in Convention Hall, in charge of Mr. Brooks, with William R. McAndrew, assistant to the vice president in charge of NBC's Washington office, assisting. The other news desk, which will coordinate all coverage, will move between Convention Hall and the Bellevue-Stratford as the news requires. Francis R. McCall, manager of operations of the NBC news department, will be in charge, assisted by William Ray, NBC Chicago news manager.

The full NBC news staff will be available for radio and video, Mr. Brooks said, and some of the network's programming will be simultaneously broadcast on sound and television.

Mr. Brooks described his system of pooled information as one which would "give continuity and cohesion to NBC's coverage. Listeners tuned to NBC will not be bombarded with disconnected, conflicting reports every time a new show goes on the air."

Heretofore, he said, most reporters and commentators had gathered news for their own programs and often duplication and repetition had prevailed.

KTLA, WBKB

Paramount Pictures' two radio stations have signed up as members of the television pool to receive kinescopic recordings of proceedings at the conventions.

Through an arrangement with WPIX New York, that station's convention programs will be micro-waved to the Paramount Bldg. in that city and there recorded on film and developed by the Para-

FAIRBANKS PLANNING NATIONAL EXPANSION

MOVING to establish the framework of a national television film distributing agency to service NBC owned and affiliated stations, Jerry Fairbanks last week announced its headquarters in New York with the first branch offices likely to be set in Hollywood, Chicago, Cleveland, Minneapolis, Tulsa, and Brooklyn, which

The Twin Television Service (see charge)

TWIN CITY SHELLAC Co., Inc., Brooklyn, which has appointed the Devine Advertising Agency Inc., New York, to handle advertising of Dan-Dee No Slipping Floor Polish, No. Rubbing Floor Wax, Welaite

Plan Regional Drive

EYE APPEAL as well as LISTENER INTEREST

F OR Y OUR S TATION

Radio Albums individually planned for your station have tremendous listener appeal... cement listener support.

No Cost to you... no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcast area.

Exclusive rights... American albums are available to only one station in each city.

Proven effective... Our personnel has had a minimum of years experience in the design, production, sales and distribution of Radio Pictures. Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

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American Radio Publications, Inc.
121 W. Washington St., Peoria 2, Illinois

Page 78 • June 14, 1948
mount process. Films will then be edited and shipped to KTLA Los Angeles and WBKB Chicago for broadcast.

Paramount also applied for full membership in the convention pool at the same rates as the stations which are receiving the program directly by satellite relay broadcast, for highlight use in the theater. Offer was rejected by the pool committee which stood by its May 24 unanimous decision not to permit any of the pool broadcasts to be used anywhere that admission charges are made.

**DuMont**

DuMont Television Network coverage of the political conventions will include ten special exclusive programs this day in addition to pooled broadcasts, with top-flight political reporters of *Newsweek* magazine and New York Herald Tribune augmenting the network's own staff in covering the convention activities.

Drew Pearson will do a five-minute commentary each evening at 6:55 at the DuMont network, sponsored by Frank H. Lee Co., Danbury, Conn. (Lee hats). Company also sponsors Mr. Pearson's weekly broadcast on ABC (AM) network.

Leslie G. Arries, Washington representative for the DuMont network, will have general charge of a program staff of 30 at the convention; he will be assisted by Janet Cadigan, director of programming and production for the network, will coordinate the convention programs. Rodgers, general technical chief engineer, will supervise a technical convention staff of 25. The remote unit from WABD New York will be directed by Harry Coyle, that from WTTG Washington by Harry Randolph.

Arrangements with *Newsweek* and Herald Tribune, calling for no newsman, were made to have basic news network receiving the services of the newsmen while the papers get the video publicity, were worked out last week by Mr. Arries with Hugh R. Okerlund, Washington representative of *Newsweek,* and George Allen, promotion manager of the Herald Tribune.

More than a dozen members of the Newsweek staff will double in video, the list of those who will make their reports via DuMont network as well as in the pages of *Newsweek* including: Malcolm Mule, public relations; Paul K. Barrett, editorial director; Robert Humphries, national affairs editor; Kenneth Crawford, Washington news chief; Samuel Shaffer, Capitol Hill correspondent; columnists Ernest K. Lindley and Raymond Moley; Betty Forsing, radio editor, and Vera Clay, Wilbur Bal- dinger, Hobart Rowen, Karen Salley, and Elaine Weine.

Bert Andrews, Washington bureau chief of the New York Herald Tribune, Frank Kelly, national editor, and Richard Tobin, will head that newspaper's special reporters on the DuMont. The network's own commentary will be delivered by Walter Compton, manager of WFWG Washington, Denys James, special events reporter, covering convention background and color.

From its studios underneath the roof of Convention Hall, DuMont has set up a daily convention schedule of ten exclusive programs.

**Continental**

Every moment of both Republican and Democrat conventions will be covered by Continental Network, comprising a network of films produced by Hudson Eldridge, network manager.

A 15,000-cycle line will carry the pickup northward to Alpine, N. J., where it will be picked up by Continental stations on the northern leg and broadcast with high fidelity. An 8,000-cycle line will carry the signal from Philadelphia through Baltimore to Washington, with other stations picking up from WASH Washington, network key, or other outlets.

Continental's coverage will be in charge of William B. Caskey, assistant to the general manager, WPEN Philadelphia. In charge of news will be Joe McCaffrey, Washington correspondent, and Paul S. Green and John Corcoran. Technical arrangements are under direction of Charles Hurtia, WPEN engineer.

Continental has a working arrangement with Transradio Press to use some of its correspondents, and a similar setup involving the states is being arranged with the Journal and WPJB, its FM outlet.

A fulltime booth is being set up in Convention Hall, and the network has several seats in the Radio Correspondents section. Numerous interviews and feature broadcasts are planned from the floor.

Three daily summaries will be carried by Continental on a continuous schedule beginning at 5:45 p.m., 11:30 p.m. WASH Washington summaries will be sponsored in the Capital by Harris & Ewing, photographic supply house.

Among FM station taking Continental's convention coverage, in addition to regular network members, are WMAR-FM Baltimore; WDBN New Brunswick, New J.; WEEX Easton, Pa.; WCHF Chambersburg, Pa.

**Philadelphia Stations**

Convention coverage confronts Philadelphia stations with the biggest job in their history, while serving as the temporary headquarters for networks and out-of-town stations.

Roland Tooko, assistant general manager of WPTZ, Philco TV station, stated to be with the biggest boost but cautioned that stations should exercise selectivity in reporting the proceedings. WPTZ covered the GOP convention in 1940 by news cameras on all during the event.

Since long stretches of convention business do not provide good programming, he believes regular programs should be interrupted when convention news warrants.

WCAU will duplicate AM and FM, using 57 reporters, announcers, writers and program men, many from the Bulletin, owning the station. Some 30 CBS staff men will be available. Most WCAU personnel are in Convention Hall, with 12 covering local delegations. Several stunts are planned. WCAU-TV, which went on the air last month, will be used at Union League for at least one program a day. Other pickups will be at hotels. Fourteen Bulletin reports will be available for telecasts. Regular program service will be interrupted when convention activities warrant and WCAU-TV will be on the air each day.

Some of the special programs include music, special reports, commentaries, documentaries, like the "American Cities" program, salute, to delegates, use of NBC facilities and public viewing facilities in its main studio. Preliminary coverage starts June 15 when a behind-the-scenes version of pre-paratory activities will be given.

NBC will have its master control operations at KYW, where program managers John J. Ruth Welles, KYW Home Forum conductor, will comment on the woman's angle and other KYW programs will feature convention highlights.

WFIL had not revealed its plans late last week, but its coverage will include resources of the Inquirer, station **6-10**-22, which is being used, a full crew at the auditorium entrance to pick up highlights for the television pool to supplement floor proceedings.

TWP will work with MBS. It has installed lines in several hotels as well as the auditorium and political headquarters. Murray Arnold will act as studio manager.

(Continued on page 87)

**FCC Approves**

(Continued from page 28)

Berkmann, Laun, Weinenthal and Alexander Richard, president and general manager, member. Meridir and Troesch 10 sh each and Harold Landis, Robert T. and Evelyn M. Dyer, Dwight L. Rogers, Richard L. H. Mayo and Mary A. Terry Pub. Co., pernite Wybor FM (FM) that city and publisher of Kitt Report $5,000 less one-half new profits from Jan. to closing date of transaction. Gene T. Dyer, secretary-treasurer, and Evelyn M. Dyer, owners of WAFB, sell 75% shares each to Congresswoman Robert (D-Fairfax) and Mr. and Mrs. Martin, vice president and vice president, and general manager. Gobre Co. Pub. Co., is majority of B. Gobre, majority of Gobre, reversionary of reversionary share. WPTF is assigned 250 w on 1480 kc.

KLIX Twin Falls, Ida.—Granted transfer of control of 1480 kc, 50 kw, to J. Bobb Braddy Trust Co. through sale of 22 as to 1480 kc. E. C. Kuhn is manager KGEM Boise, Ida. Purchases is family trust of J. Bobb Braddy, deceased, which owns 42%, interest in KGEM, Poulatule and KIDT Idaho falls, Ida. David G. Smith, Frank C. Carman, John D. McCallister, and Mr. and Mrs. Carman as administrator of estate of Mr. and Mrs. Carman. KGEM was 1935% 50% owners of KEIO and KIFI with 12.5% interest each in KLIX. Station is assigned 250 w on 1480 kc.

WMGW and WMGW - FM Meadville, Pa.—Granted transfer of control of an auxiliary station (1490 kc, 250 w) and permit of the auxiliary of WMGW (1490 kc, 50 kw) in the Meadville Broadcasting Service Inc., new owners, are: Robert A. Kross, president and 60% owner, Victor H. Diehl, 30% owner. WMGW is 1945% 25% owned by the former owners. Hazelton, Pa., is vice president and 40% owner. Note for $100,000.00 loaned Mr. Winslow to build station is cancelled.

**Political Libel Question Raised**

State and Federal Law Conflict Raised Over Texas Speech

THE PROBLEM of complying with the conflicting views of FCC and Federal criminal laws regarding "censorship" of political broadcasts was pointed out last week in Texas, where a Senatorial candidate said he deleted three sentences that "kept his speech from being cut off the air.

Despite the Commission's tentative ruling that the Communications Act's ban on censorship means no sanctions can be imposed by the commission but included, Texas Attorney General Price Daniel has served notice that "Texas libel laws are still in effect" and that "stations carrying libels of speech will be subject" to them

BROADCASTING, May 10. The Texas official's position ran counter to the FCC's contention that the Communications Act's ban on censorship relieves stations of responsibility under state libel laws.

Last week's Texas episode related to a speech delivered Monday night at Naegodches by George Peddy, Houston newsman while a candidate for the U. S. Senate. Three sentences—about 125 words—were cut out at the last minute because, according to George Peddy, WFAA, Dallas, Assistant Attorney J. C. Muse Jr. objected to them as "libels per se."

The questioned sentences were said to refer to Coke Stevenson, former Texas State A-G and candidate for the Senate. Mr. Muse was reported to have warned Mr. Peddy that WFAA would cut him off the air during that portion of his speech if the references weren't deleted.

The speech was carried over about 15 stations (not a network). In addition to WFAA, WOAI San Antonio and KRLD Dallas-Ft. Worth have had confused by doing the challenged the sentences which ultimately were cut out of the talk. The Commission's views on libel under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

Meanwhile the Dallas News, owned by WFAA, followed up the Peddy event with another editorial Wednesday contending that FCC's proposed interpretation of the law "would require WFAA to broadcast newsworthy untrue libel, which any candidate may decide to say. Under that policy, WFAA would have more libel suit business than broadcast business."

The editorial continued:

The issue between Mr. Peddy and WFAA, you note, is not Mr. Peddy's fear of suit brought or possibly to be brought by third parties. What we might demand is that WFAA prove what it itself did was libelous, that WFAA must make all stations say many, many things cannot be proved and which unjustly injure many innocent persons.
Radio Seats
(Continued from page 23)
named by the new party (suppling Wallace) to the charge of seating and facilities at their convention, scheduled to start July 23.

Deadline for applying for seats at this convention is June 30, Mr. Warner said.

Applications should be addressed to Col. Albert Warner, U. S. Senate Radio Gallery, Capitol Building, Washington D. C.

Accredited by the executive committee of the Radio Correspondent’s Assn. for the Republican National Convention starting June 21 and the Democratic National Convention beginning July 12 are the following:

Keys to symbols — * Assigned seats; R, covering only Republican convention; D, covering only Democratic convention.

*Bill Henry, CBS, Chairman, Convention Committee.
*Robert Klopfer, Superintendent, Senate Radio Gallery.
*J. W. J. D. Carlson, Assistant Superintendent, House Radio Gallery.
*Ronald Newbern, Cincinnati, WINS New York, Secretary Convention Committee.

*Albert Warner, MBS, Chairman, Executive Committee.

Arrangement:
[List of arrangements and symbols for seating and facilities.]

A BLUEPRINT of Convention Hall in Philadelphia is studied by members of the executive committee of Radio Correspondents Assn. in Washington as they make assignment to radio newsmen of seats and facilities for the Republican and Democratic conventions. Standing (t) or Roselle Donohue, WLW Cincinnati and WINS New York, secretary of the convention committee; Gil Kingsbury, WLW and WINS, chairman, facilities committee; D. Harold McGrath, superintendent, Senate Radio Gallery; and Robert M. Menough, superintendent, House Radio Gallery (seated (t) or Albert L. Wanne, mbs, chairman, executive committee of convention committee, and Bill Henry of CBS, chairman, convention committee.


BROADCASTING • Telecasting

Denial for Rockford Made Final by FCC

FICIAL DECISION denying new AM station application of Wired World, Inc., was announced June 10 by the FCC. Station had sought 100 w full-time operation on 1400 k.

Proposed decision was issued May 14 (Broadcasting, April 19). Commission contended that such a grant to Wired Music would cause objectional co-channel daytime interference to WRJN Racine, WIS, and WGLI Galesburg, Ill.
TV Equipment Order

PLACED BY PENN-ALLEN

PENN-ALLEN Broadcasting Co., WFMZ (FM) Allentown, Pa., television applicant, signed a $125,000 television and transmitter equipment contract with General Electric last week. GE reports contract calls for a 500-watt transmitter, studio units and film and portable equipment.

Studios for the proposed station will be in Masonic Temple Building, Allentown. Station expects to be on the air in early 1949 if FCC approves application. Channel 8 (1280 kc) is the wavelength.

Penn-Allen is an all-veteran company and is said to be one of the first such organizations entering the video field. Raymond F. Kohn, president, is a member of FMA board of directors.

Other officers in Penn-Allen are Millard L. Fisk, vice president; Earl J. Kohn, secretary, and Horace W. Gross, treasurer.

Daytime Station Opened

At Havre de Grace, Md.

WASA Havre de Grace, Md., started operation May 15 on 1600 kilowatts at 5000 w. The daytime station is licensed to The Chesapeake Broadcasting Corp.

Staff members include Jason T. Pate, manager; Philip C. Melone, chief engineer; Sam Lawder, program director; Charles Irwin, commercial manager; Chris McAtee and Alex Iles, engineers; Ed Baeky, announcer, and Adelaide Silver, receptionist.

D. C. Video Sets

AN ESTIMATED 12,000 television sets, an increase of 1,200 over the May total of 10,800, were installed and operating in the Washington, D. C. metropolitan area as of June 1, 1948, according to figures released June 4 by the Washington Television Circulation Committee. The group is composed of representatives of the three operating video stations of the city, WNBW, WMAL-TV and WTTG.

TV Equipment Order

Placed by Penn-Allen

BROADCASTING • Telecasting

Montana Headliners

The Art Mosby Stations

KGA KANA KKF M

5 kw Day • 1 kw Night

Broadcasting • Telecasting

Turntable

Cleveland Recording Co. has opened offices at 1215 Euclid Ave., Cleveland, Ohio. BKE-O-KUT Co., New York, has announced new 12" disc record, known as "Challenge." Features of new unit include instantaneous speed change to 33 1/2 R.P.M., high fidelity amplifier, and 16" pickup arm permitting playback of both 12" and 16" records. Charles Michelson Inc., Cleveland, Ohio, has announced that 1948 "Speedy-Q Sound Effect Catalog" is now available.

Twice as Many Important Features... no penalty in price

Trylon vertical radiators are designed, engineered, fabricated and installed by one organization. A single contract agreement with one reliable supplier, at one price, covers your entire antenna requirement. In addition, Trylon owners enjoy the "extra-bonus" of all these important structural advantages:

2. Three Steatite insulators with "Equi-Temp" base section.
3. Low-resistance, no bonding or bracing necessary of the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palms" for every bolt.

And, not shown, concrete on metal anchors — a safety must.

Public Relations Book

Two-Way Street—The Emergence of the Public Relations Counsel by Dr. Eric F. Goldman. Bellman Publishing Co., Inc., Boston, Mass. $1.25.

Dr. Eric F. GOLDMAN, associate professor of history at Princeton University, has just completed Two-Way Street — The Emergence of the Public Relations Counsel. Book covers growth of public relations and such outstanding personalities in the field as Ivy Lee and Edward Bernays.

Ask for your copy of Catalog B now!

Phone, wire or write Tower and Antenna Division

Wind Turbine Company

West Chester, Pennsylvania

Trylon Ladder Towers

No. 5 in a Series of Six Advertisements Presenting Features Important to You

June 14, 1948 • Page 81
New Sales Ideas Of Radio Praised


RADIO is taking a leading role in developing new sales and merchandising techniques as the returning buyer's market brings a renewed interest in intensive salesmanship, J. Allen Brown, NAB assistant director of broadcast advertising, told the Advertising Group, Special Libraries Assn., at a luncheon during its convention in Washington last week.

Addressing the librarians of the advertising industry, Mr. Brown urged advertisers to remember that "the reason American newspapers, American magazines and American radio are superior in every respect to those of foreign countries is that they are financed and maintained by revenue from advertising."

"American advertising in newspapers, magazines and radio is daily telling the story of our free enterprise system," Mr. Brown said. "It helps to bring about a better public understanding of business, industry, our government, peoples and politics in every corner of the world."

Analyzes Audience

Speaking on "Facts on Radio Advertising," he traced trends in the broadcasting industry and analyzed the audience available to advertisers. Reviewing advantages of the broadcast medium, he reminded the audience that radio's impact is far more powerful than the written word and pointed to possibilities of television. He recalled radio's services to the public, especially in time of disaster, and in turn the public's appreciation as shown in the NORG study.

Chairman of the Advertising Group of the librarians' association, Anne West, Campbell-Ewald Co. of New York, presided at the luncheon. Previously a panel on business statistics had been held jointly with the Business, Financial, Insurance and Social Science Groups.

At another session Dr. Walter F. Ryan, assistant chief, Division of Statistical Standards, U. S. Budget Bureau, and president of International Statistical Institute, discussed "Current Developments in Statistical Services of the Government." Dr. Ryan is responsible for review and approval of all federal report forms sent to business and industry.

Mrs. Martha O'Leary, librarian of Benton & Bowles, New York, was moderator of a panel on "Advertising Research Materials and Sources."

In a message to the conference President Truman said librarians can perform one of their greatest services by constantly directing "whatever is significant to the attention of those who can benefit by it." Mr. Truman said "it is good that men still aspire, like the person, to take all knowledge for their province."
BROADCASTING

New Approach

DIFFERENT method of political broadcasting is being used by Alf Landon, Republican aspirant for the U. S. Senate from Massachusetts. This week, Mr. Landon presented round-table discussions from Washington, all on foreign policy. Each half-hour program, which made no direct plea to voters, was fed to WCCN, Portland, WDBO, St. Petersburg, and WNAC, Shreveport, at regular broadcast time.

Mr. Landon acted as moderator of the discussion with a group of liberal public Congresmen. Plans for similar programs are being made.

OPEN HOUSE was held in the Whitehawk radio station in St. Louis, Mo., yesterday (June 13), when WJLX-TV, Baltimore television station, presented a program on the Whitehawk radio station feature. During the broadcast, which lasted for two hours, listeners were entertained with music and comedy, as well as news and information.

Mr. Landon is a well-known radio personality and has been a regular on the Whitehawk radio station for many years.

FIRST Television disc jockey show for WCAU-TV Philadelphia was presented last week with presentation of "Doug Arthur's Record Room," half-hour segment of WCAU-TV schedule. The show presented an interview with a prominent figure in the music industry.

Another feature of the show was a segment on "Music in Motion," in which up-and-coming talent was featured.

Traffic Precautions Aired

TRAFFIC PRECAUTIONS were announced on WMQ radio station, which covers the Chicago area. The station's engineer, William J. R. Little, issued a special warning to motorists to be cautious while driving during the Memorial Day weekend.

The warning was broadcast on the station's newscast and featured a special message from the Illinois State Police, advising motorists to be alert and drive carefully during the holiday.

The station's management also announced plans for the station's coverage of the Memorial Day parade and other events.

The station's slogan, "Your Husbands' Station," was prominently displayed on their new sign during this period.

The station's management also announced plans for the station's coverage of the Memorial Day parade and other events.

The station's slogan, "Your Husbands' Station," was prominently displayed on their new sign during this period.

Howard J. McCollister

10660 Bellegio, Los Angeles, CA 90470

Regional Promotion Campaigns

+ Shows with a Hollywood Heritage

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Radio Towers
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Specializing in Painting Radio Antenna Towers from Coast to Coast
Roaring Spring, Pa.
Phone 27-2

CBN Reveals Rates
For Radio Clients
A SCHEDULE of rates ranging from $75 to $500 per week is being made by the City News Bureau of Chicago for radio stations subscribing to the bureau's local news service, Isaac Gershman, CBN general manager, announces.

Stations on the air more than 80 per cent of the total number of hours in a week will be charged $100, those operating between 60 and 80 per cent of the time will be billed at $112.50, and those operating less than 60 per cent of the week will have a minimum rate of $75.

CBN's board of directors last week turned thumbs down on the suggestion of some station operators that the bureau's news be "specially processed" for use on the air. Only straight reports, as presently supplied to Chicago's four daily newspapers, Tribune, News, Sun Times and Herald American, will be availabel to stations, the board decided. The news will be transmitted by telephone to the newspapers, and can be received by anyone with a daily paper.

The news bureau has in its possession an audience of 15,000 listeners, the bureau's figures show.

Heavy Sunday Listening
Shown by Pulse for May
SUNDAY evening proved a favorite radio-listening time, and Sunday night a popular television time, according to the Pulse Inc. report for May.

Figures were as follows:

Radio Homes
Lux Theatre
Jack Benny
Wane Katchel
Fried Zien
Kraft Music Hall
Fitch Bandwagon
Sealant Village
Charlie McCarthy
Godfrey's Talent Scouts

TV Homes
Lux Theatre
Your Hit Parade
Jack Benny
Truth or Consequences
Walter Pichette
Screen Guild
Life of Riley
My Friend Irma
Fibber McGee & Molly
Amazing Dr. Malone
Fitch Bandwagon

Tube Increase
SALES of radio receiving tubes totaled 18,675,364 in April compared to 18,008,842 in March and 18,843,662 in April, according to Radio Manufacturers Assn.

The four-month total is 69,986,594. Of the April output, 13,526,965 went for new sets, 3,900,740 for replacements, 1,140,390 for extensions and 42,260 for government agencies.

Equipment
PAUL L. CHAMBERLAIN, manager of sales of Receivers Div., Electronics Dept., Electronic Research & Development Corp., of Chicago, has been appointed manager of sales in Transmitter Div. succeeding PHILIP C. CUTHBERT, who has resigned to join ABC, WALTER M. SKILLMAN has been named to succeed Mr. Chamberlain in Receiver Div. Mr. Chamberlain is now with OR Electronics Dept.

Mr. Chamberlain is a graduate of Commerce, D. C. office of Radiomarine Corp. of America.

ZENITH RADIO Corp. has announced a new line of 12-inch screen television models, including new table-model FM-FM sets, will be exhibited at National Assn. of Music Merchants convention, June 14-15 in Chicago, Ill.

Mr. Chamberlain is a graduate of Radiomarine Corp. of America.

Fordham Summer Radio Instructors Announced
AMONG instructors at the Fordham U. summer institute of radio, to be held July 6-Aug. 14, are: Joseph A. Moran, vice president and associate director of radio, Young & Rubicam; Worthington Miner, manager of CBS television; Arthur Hull Hayes, manager of NBC New York; and Ernest Rice, radio producer.

Also on the staff of instructors are Tom O'Brien, former NBC radio instructor; Judson Erskine, director of the Yankee Network, now on Fordham U. radio staff; Dorothy E. Moseley, director of radio workshop for WNYE New York, Board; and John E. Stone, CBS director of religious programs.

H. E. BOURGE, former sales representative for NBC New York, has joined Willard Pictures, New York, as director of television sales. Firm is setting up production methods for video films.

GEORGE H. CLAUSITZ, formerly with General Electric Co., has been named New York representative of Minneapolis & St. Paul audience research firm. He also announced that it has leased 35th floor of Sixty Tower, 55 W. 35th St., office for General Electric Co., and that the radio and television audience reactions. He is being assigned to video films.

NORTH AMERICAN VIDEO PRODUCTIONS Inc. has been formed at 224 W. 57th St. New York to produce television films. Immediate production is planned for "It's a Grand Old Flag, a Woman's World," featuring Maggi McNellis, radio personality, as announcer. 

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CONSULTING RADIO ENGINEERS

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Executive Offices
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Offices and Laboratories
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PAUL GODLEY CO.
Labs: Great Notch, N. J.
LITTLE FALLS 4-1000

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WASHINGTON 5, D. C.

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LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
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710 14th St., N.W.—Metropolitan 6477
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RUSSELL P. MAY
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Washington, D. C. Republic 2964

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DISTRICT 4127

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WASHINGTON 6, D. C. NA. 7161

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Washington 6, D. C. Republic 7236

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Dallas, Texas 1728 Weed St. Riverside 3611

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CHICAGO 19, ILLINOIS

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JUSTIN 6-6108

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Birmingham, Ala., P. O. Box 2468
2-2924

WILLIAM L. FOSS, Inc.
Formerly Colin & Foos, Inc.
927 19th St., N.W. Republic 3883
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Los Angeles 3-6029 Lake Charles, La.
6-1680

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Washington 5, D. C.

BROADCASTING • Telecasting
June 14, 1948 • Page 85
JOHNSTON TO BE NBC VIDEO FEATURES HEAD

JACK RUSSELL JOHNSTON, formerly vice president of McCann-Erickson, New York, will join NBC July 1 as director of the network's newly-formed Television Features Service, a division of the NBC video program department.

In the new post, Mr. Johnston will serve as liaison between NBC and Jerry Fairbanks Inc., with whom he has been unofficially associated in setting up the agreement for the Fairbanks organization to produce films for NBC's use in television.

He will direct the distribution and sale of both film and live video features to NBC's TV affiliates and will work with the network's station relations and sales department in developing NBC's video program service to these stations by coaxial cable, radio relay, video-recorder and film.

Starting in radio in 1923 in Oklahoma, Mr. Johnston in 1930 entered the transcription business in California. Subsequently he joined CBS and was Hollywood program chief for that network before transferring to New York and McCann-Erickson.

Missouri's Broadcasters To Organize June 23-24

Organizational of a Missouri state broadcasters' association is slated at a meeting of station managers to be held June 23-24 in the Tiger Hotel, Columbia, Mo. Plans call for an evening session June 23 and a business meeting June 24, following a luncheon.

Chairman of the committee in charge is Paul Roscoe, KRES St. Joseph general manager. Other committee members are: Robert Neathery, KWPM West Plains; Craig Siegfried, KIMO Independence; Sam Burk, KIRX Kirksville; Mahlon Aldridge, KFRU Columbia, and L. C. McKenney, KDRO Carthage.

Memo: 10: Reggie Schueleb, Duane Jones Co., Inc.

TEX RITTER wires NELSON KING:

"JUST FINISHED TOUR OF SOUTHERN STATES. THE WCKY JAMBORRE is the GREATEST THING SINCE PEPSI-COLA AND BLANKETS THE ENTIRE SOUTH."

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

IT'S WCKY

CINCINNATI

BROADCASTING • Te lecasting
PRESSING the button which put WHB Kansas City's new 10-kw transmitter in operation May 30 is Henry Goldenberg, station's chief engineer, who also threw the switch on the first WHB transmitter in April 1922. WHB, which lost its fulltime permit in 1929, now is authorized to operate with 10 kw daytime and 5 kw night on 710 kc.

Caldwell Will Leave GE
For ABC Post on Coast

PHILIP G. CALDWELL has been named ABC Western Division manager of technical operations, effective July 1, according to Don Searle, vice president of the division. He replaces T. B. Palmer, resigned [BROADCASTING, May 31].

Mr. Caldwell is manager of transmitter sales in Syracuse branch of General Electric Co. He has been with GE for 16 years.

Joining firm in transmitter department of Schenectady office, Mr. Caldwell later was transferred to Los Angeles branch as western district electronics engineer on broadcast, television and radar equipment. Following that he was commercial engineer on Army Air Force projects, Schenectady. Before attaining last position there, he was sales manager of television transmitters.

WLBR AM
FM
LEBANON, PENNA.

WLBR blankets four major Pennsylvania cities in a $300,000,000 market, and delivers 200,000 regular listeners from a population area of 1,000,000 people.

Also... more listeners in its primary area than all other stations combined. You can “spot” this rich market with one station—WLBR!

JULIAN F. SKINNELL, Operations Manager
Represented by RAMBEAU

SPOT ANNOUNCEMENTS POTENT
Test Conducted by Jewelry Chain on New York's
WVO Shows Their Audience Pull

A LOCAL RADIO advertiser recently surveyed the audience pull of its spot announcements on an independent New York station by using a giveaway test. The results were remarkably successful.

In order to test the potentiality of its spot announcement schedule on WVO New York, Abelson's Inc. (jewelry stores), through its agency, Sawdon Adv. Co., conducted the survey.

The advertiser had been using two daily spots at 11 a.m. and 3:30 p.m. during the Italian-language time on the station and one spot on the Rosalie Allen evening show on WVO. An offer of a set of plastic measuring spoons and cups was made on 30 of these Italian announcements and 11 English ones. To receive the gift the listeners were asked to visit the nearest Abelson's store, and 800 people showed up for the offer.

The test indicated that the 11 a.m. announcement showed considerably better results than the 3:30 p.m. spot. The agency then decided to discontinue the afternoon announcement and concentrate more heavily on the morning time and the Rosalie Allen evening time.

The announcements also increased store traffic by 25%. The agency has just been asked to send sales to many heretofore inactive customers was stimulated.

13 RADIO JOURNALISM CURRICULA ACCREDITED
ACCREDITATION has been given radio journalism curricula in 13 schools and departments by the American Council on Education for Journalism, according to Prof. Earl English, U. of Missouri, executive secretary of the accrediting committee.

Schools are Emory U., U. of Georgia, U. of Illinois, State U. of Iowa, Kansas State College, U. of Minnesota, U. of Missouri, Montana State U., Northwestern U., Ohio State U., U. of Oregon, Syracuse U. and U. of Wisconsin. In addition, approval was given 35 institutions for one or more courses.

The council was formed by NAB and the American Assn. of Schools and Departments of Journalism. A council representative accompanied the accrediting committee in its two-year investigation into the quality of journalism instruction in colleges and universities.

NAB representative is Arthur C. Stringer, secretary-treasurer of the council and NAB director of special services. A ninth has just completed an internship.

NEWSROOM PROBLEMS STUDIED BY TEACHERS

EIGHT teachers of journalism at colleges and universities with actual practical newsroom operation in radio stations this summer under auspices of the Council on Radio Journalism, according to Arthur C. Stringer, secretary-treasurer of the council and NAB director of special services. A ninth has just completed an internship.

The news internships are being conducted for the fourth straight year to give journalism teachers a working knowledge of radio news problems and thus to raise the standards of all news broadcasting.

Mr. Stringer explained that news programs are preferred over all other types of broadcasts, with 44% of people getting most of their news via radio as shown by the 1947 NORC study. The council finances the internships with grants received from cooperating stations.


SIX VIDEO film commercials will be used on television pickup of Louis-Wyatt's heavyweight championship fight June 23, as arranged by Television Adv. Productions, Chicago, for Gillette Safety Razor Co. Yankee Stadium telecast will be aired over full NBC eastern network. Mason Inc., New York, is the agency.
NEWSMEN'S ASSN. WBT's Knell Heads Carolinas Group

NEWS DIRECTORS from 25 stations organized the Carolinas Radio News Directors Assn. at Asheville, N. C., June 4 and 5. Jack Knell, new director at WBT Charlotte, was elected president.

Other news directors elected officers are: Gren Seibels, WIS Columbia, S. C., first vice president; F. O. Carver Jr., WSJS Winston - Salem, N. C., second vice president; Marjorie Torrueno, WGSY Raleigh, treasurer. Mr. Knell acted as chairman during organization of the news group.

Directors-at-large include J. Edgar Kirk, director of news and continuity, WPTF Raleigh; L. Bryon Jenkins, program director at WPBC Greenville, S. C., and Bill Meola, program director at WWNC Asheville, N. C.

Burroughs H. Prince, assistant manager of operations, NBC, was guest speaker at the convention banquet. He is producer for Morgan Beatty's 11:15 p.m. News of the World feature on NBC.

Set of Standards Adopted

The Carolinas newsmen adopted the following code of standards:

Radio news must always consist of material of good taste, inasmuch as the news enters the family circle in the home. All material broadcast shall not be broadcast except in such cases where the material is of such nature that honest journalism requires its use. In such cases, lurid details which in themselves add nothing basic to the report shall be omitted.

Exemplary for news broadcast shall be judged for its newsworthiness alone.

Big-Screen TV Receiver Announced by RCA Victor

RCA Victor's first big-screen projection-type television receiver, to retail for about $895 plus tax, was announced last week by the firm as having a 20 by 16-inch retractable screen. Equipped with the recently introduced 5-inch RCA picture tube, the low-boy styled cabinet is 39 inches high when closed.

An additional fee of $95 in resident installation covers antenna, and a year's service.

Plans Video Report

N. C. RORABAUGH Co., publisher of the monthly Rorabaugh Report on spot radio advertising, has announced a monthly report on television advertising, to be published separately from the spot report. It will analyze station program logs for the first week of each month to list TV advertisers, advertised products, type of program or announcement, time of broadcast and whether local, spot or network, live or film. Fourteen stations have agreed to cooperate, Mr. Rorabaugh said.

WAB Canadian Meeting

TENTATIVE DATES have been set for annual meeting of the Western Asn. of Broadcasters, to be held at Saskatoon, Sask., Aug. 23-25. Engineering and management meets will take place at the same time.
schools.

Traffic Safety Scholarship

TO PROMOTE traffic safety among youngsters, Greater Cincinnati and Indiana J. Paul Youth Scholarship Foundation is being conducted by WCKY Cincinnati. The annual scholarship award and opportunity to participate in the school traffic safety program will be judged on basis of best letter submitted on topic of traffic safety education.

House Organ

NEWS AND features from each of nine units of Bruckman Publishing, seven newspapers and two stations, WNAX and WFAS-WIFR, are presented in new house organ, the "Herald." This publication is edited by Helen Carlin with assistance from correspondents at each station and paper.

Congratulations

FULL-PAGE ad was run in June 2 issue of "The Bryce Dispatch" by Allen R. DuMoulin. Local "Bryce" fan, "Bryce" Dispatch," on receiving a construction permit for local station, added contract to "Bryce" also paid out that WICU will be "Billy's" new home and won the carryover congratulatory ads for local radio and television station operators, also.

Gimbels Display

ONE OF LARGEST television window installations ever presented was opened by Gimbels department store in Philadelphia. Store has given 30 show windows to Window Promotions, Inc., RCA receiver wired for sound. Receivers will be in use in other department store conventions. At present they are being promoted with show window ad.

WNAX Awards

FOURTEEN students in five-state area served through the "History of Radio" program, one each in the University of Minnesota, University of Wisconsin, University of Illinois, University of Iowa and Kansas State Teachers College, were presented with the "History of Radio" Awards. They represent the highest grade of achievement in the program and their names appear on the "History of Radio" Awards list.

KOLK Newshashes

INITIAL operation of Trans-Lux flash handsome show was recently celebrated by KOLK's thirteenth birthday, "Platter Day," with a contest for a "Platter Day," with a contest for a"Platter Day," with a contest for a"

CONTEST to name the lead mule drawing musical haywagon on "Georgia Highways and byways" television show held in Texas, Atlanta, brought 50,000 letters in 10 days, 50,000 letters in 10 days,

Two full-page ads appeared in June 2 issue of "The Bryce Dispatch," in local station.

"THERE'S MORE "SETS IN USE"

An Average of 45% More Than National Average

Youngstown Ratings of Network Shows

Average 100% Higher

A Greater Audience

At Lower Cost

Ask HEADLEY-REED

WFMJ

WFMJ 7-FM

The ABC Station For

YOUNGSTOWN, OHIO

Baltimore's Listening Habit

Phila's No. 1 Disc Jockey

Jong Arthur with Danceland

16,000 WABC

Philadelphia

MUTUAL BROADCASTING SYSTEM

John Elmer, President

George N. Rodgers, General Manager

Exclusive National Representatives

WHI & CO.

New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Broadcasting • Telecasting

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June 14, 1948
June 7 Decisions...

BY COMMISSION EN BANC

ACTION Deferred

Hearst Radio Inc.—Adopted order deferring action on petition for correction, revision or withdrawal of Part 1 of Commission's order of March 14, 1966, entitled "Publication Responsibility of Broadcast Licensees," unless such time as Commission has considered and arrived at its decision on application for renewal of license of WMLB Boston.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Radio Station WATT Chicago—Granted petition to discontinue without prejudice FM television application.

Leland Hoier, Los Angeles—Granted petition to accept late amendments to application. Granted petition for leave to amend application to use tower located on Los Angeles and Pacific, Calif., etc.

WCAE Inc., Pittsburgh—Granted petition for leave to amend TV application to change channel and estimated cost of operation for first year.

Center Bestg. Co., Center, Tex.—Granted petition for leave to amend application to specify 390 kc 1 kw in lieu of 1450 kc 250 w unrl, etc., and application for renewal of license.

Philo Television Bestg. Corp., Bethlehem, Pa.—Granted petition to amend TV application to change program facilities, trans., site, ERP etc.

WMH Television of Baltimore, Baltimore—Granted petition to accept its application for oral argument in Dec. 6299.

Heart Radio Inc., Baltimore—Passed over petition for leave to amend its FM application.

WMYD Mobile, Ala.—Dismissed as most petition for reconsideration of petition to enlarge issues in re Doc. 6299.

WWSW Inc., Pittsburgh—Granted petition to continue consolidated TV hearing scheduled for June 14 to 4:29 p.m.

A. Frank Kattzett, et al, Miami Beach, Fla.—Commission granted petition to continue indefinitely consolidated TV hearing scheduled June 24 at Miami, pending termination of proceeding in matter of amendment of Sec. 3060 rules.

Texas Television, et al, Dallas, Tex.—Commission granted petition to continue indefinitely consolidated TV hearing scheduled June 27 at Dallas, pending termination of proceeding in re amendment of Sec. 3060 rules.

Radio Station WSOO Inc., et al, Charles- tette, N. C.—Commission on own motion continued indefinitely consolidated TV hearing scheduled June 29 at Charleston pending termination of proceeding in re amendment of Sec. 3060 rules.

New England Television Co., et al, Kingstown, R. I.—Commission on own motion continued indefinitely consolidated TV hearing scheduled July 5 at Kingston pending proceeding in re amendment of Sec. 3060 rules.

New England Television Co., et al, Providence, R. I.—Commission on own motion continued indefinitely consolidated TV hearing scheduled July 12 at Providence.


Good Neighbor Bestg. Co., San An- tonio, Tex.—Commission passed on petition for leave to amend and remove from hearing AM application.

June 7 Applications...

FOR COMMISSIONER

We Don’t Want the FCC

Coverage Area

WAZL...67.5% 

Station A...2.6 

Station B...2.3 

Station C...7.0 

Station D...9.2 

Station E...1.9 

Station F...2.4 

WAZL

Robin, Makar Assn., 

321 W. 5th, 

N. Y. C.

BROADCASTING • Telecasting

JUNE 4 to JUNE 10

WAZL

THE VOICE OF PENNSYLVANIA’S HIGHEST CITY

AFFILIATED WITH NBC • MBS

KRWK Abilene, Tex.—Granted mod. CP for change of transmitter in vertical ant.

KUHF Houston, Tex.—Granted mod. CP for extension of completion date to 12-28-48.

WUA Tuscaloosa, Ala.—Same except to 12-28-48.

KCVN Stockton, Calif.—Granted li- cense to operate a low-power commercial educational FM station.

KOWB Laramie, Wy.—Granted vol. assignment of license to The Snow Range Bestg. Co. Inc.

Unity Bestg. Corp., Tenn., Chattanooga—Granted CP new ST link station to be used with FM station WTVY.

WDSU-TV New Orleans—Granted mod. CP to change location, decrease ERP to 14 kw, aur. 9 kw, add and make ant. changes.

Following were authorized mod. CPs for extension of completion dates as indicated: WHLO-FM Larnett, Ala., to 6-12-48; WFMF North Adams, Mass. to 11-14-48; WYBH-FM Youngstown, Ohio, to 12-21-48; WMJMU- FM Peoria, Ill., to 7-1-48; WYBH-FM Youngstown, Ohio, to 7-14-48; WOAF-FM Cedarwood, Ga., to 6-14-48; WHAL-FM Cincinnati, Ohio, to 6-15-48; WPFW-FM Harrisburg, Pa., to 12-14-48; WJRC-FM Cleveland, Ohio, to 12-14-48; WMAK Nashville, Tenn., to 7-14-48.

RADIO & TELEVISION BUSINESS

I. What’s New

FCC}

ACTS OF THE FCC

WAZL

Established 1932—Helena, Pa.

Established 1932—Helena, Pa.

THE VOICE OF PENNSYLVANIA’S HIGHEST CITY

AFFILIATED WITH NBC • MBS

Page 90 • June 14, 1948

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RADIO & TELEVISION BUSINESS

I. What’s New

FCC
CCF Correction

IN REPORT OF FM and TV actions dated June 2, item relating to WVTV Boston, Yankee Network should have shown extension to Dec. 2 instead of Sept. 2, 1948.


KDAC Fort Breda, Calif.—License to cover new standard station and specify studio location.

Modification of CP

WAFH Baton Rouge, La.—License to cover new standard station and specify studio location.

License for CP

WMMB Melbourne, Fla.—License to cover new standard station.

Modification of CP

WRMS Ware, Mass.—Same.

AM-1430

Florida City Broadcasting Corp., Monrovia, Md.—CP new standard station 1430 kw 500 mc, ERP of 5,316 kw, aur. 0.188 kw un.

TV-76-82 mc

Radio Service, Inc., Salt Lake City—CP new commercial television station on Channel 3, 76-82 mc, ERP vis. 18.4 kw, aur. 9.2 kw un.

Exp. TV Relay

WGN Inc. Area Chicago—CP new exp. television relay station on 7000-7025 mc, power of 0.1 w and A\(^2\) emission, AMENDED to change frequency to 7025-7050 mc.

Exp. TV Station

The Yankee Network Inc., Area Boston—License to cover CP new exp. television station.

In Re: AM-1050


License for CP

KSDN Aberdeen, S. Dak.—License to cover CP new standard station and change studio location.

KIHO Sioux Falls, S. Dak.—Same.

WKY Stratton, Wis.—Same.

FM—105.7 mc

The Belleville News-Democrat, Belleview, La.—CP new FM station (Class B) on 105.7 mc, Channel 289, ERP 14.4 kw.

WBXM New Bedford, Mass.—Mod.—CP new FM station for extension of completion date.

WBNC-FM Durham, N. C.—Same.

WBBO-FM Waycross, Ga.—CP new FM station to change ERP from 0.2 kw to 0.5 kw, change antenna, and change in ant. system.

WBCS-FM Atlantic City, N. J.—Mod.—CP new FM station for extension of completion date.

WDQX Williamsport, Pa.—Same.

Assignment of CP

WLON Front Royal, Va.—Voluntary assignment of CP new FM station from Royle Barton to Sky-Park Broadcasting, Inc., Florida.

License Renewal


AM-1230 kc

Frequency Best, System Inc., Ruston, La.—CP new standard station 1230 kc 250 w.

AM-77-94 kc

AN-1230 kc

Charles F. Smith and Donald F. Ellis, partnership d/b as Radio Central, Moheller, Mo.—CP new standard station 1230 kc 250 w un.

APPLICATION RETURNED

Transfer of Control

KBPV Big Spring, Tex.—Voluntary assignment of station from Houston Harte, M. B. Hanks, Houston, Tex., to Isabelle Harte Mrs. E. M. Hanks and Lt. R. W. Whiskey to Williamsport, Pa. James B. lace, R. W. Whiskey, Howard Barrett and Lewis O. Beheri as Big Spring Best, Co. Request of attorney.

TENDERED FOR Assignment of License

KJBA Santa Maria, Calif.—Consent to assignment of license of FM station KJBM to James B. W. Turner, Santa Maria, Calif.

TV-180-186 mc

KQIN Inc., Portland, Ore.—CP new commercial television station on Channel 11, 180-186 mc, ERP vis. 22.2 kw, aur. 11.7 kw.

AM-1240 kc

Vinita Best, Co., partner of austin B. Chapman, Olive Branch, Miss., to Myron S. Ford, Vinita, Okla.—CP new standard station 940 kc 500 w D.

AM-610 kc

Kernak Best Co., Kermit, Tex.—CP new standard station 610 kc 1 kw D.

TV-64-72 mc

KMYR Best, Co., Denver—CP new commercial television station Channel 6, 64-72 mc, ERP vis. 29.2 kw, aur. 14.8 kw.

TV-174-180 mc

W. Harry Johnson d/b as Mid-South Television Best, Co., 8.5 kw, ERP vis. 162.7 mc, new commercial television station Channel 7, 174-180 mc, ERP vis. 23.6 kw, aur. 14.7 kw.

TV-189-194 mc

The Troy Record Co., Troy, N. Y.—CP new commercial television station Channel 11, 189-194 mc, ERP vis. 29.9 kw, aur. 14.7 kw.

TV-174-180 mc


Twentieth Century-Fox of Washington Inc., Seattle, Wash.—CP new commercial television station Channel 11, 196-204 mc, ERP vis. 26.9 kw, aur. 13.4 kw.

June 8 Applications . . .

ACCEPTED FOR FILING

WSAR Fall River, Mass.—Mod.—CP change frequency, increase power, etc., for extension of term date.

License for CP

KSTL St. Louis—License to cover new standard station.

ACCEPTED FOR FILING

WSFR-FM Baltimore—Mod.—CP new FM station for extension of completion date.

WDDX Paterson, N. J.—Same.

WOPA-FM Cleveland, Ohio—Same.

WFIR-FM Wisconsin Rapids, Wis.—Same.

TV-66-72 mc

KMYR Best, Co., Denver—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 29.6 kw, aur. 14.7 kw.

TV-198-204 mc

The Troy Record Co., Troy, N. Y.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 31.1 kw, aur. 15.5 kw.

TV-82-88 mc

Westinghouse Radio Stations Inc., Pittsburgh—CP new commercial television station on Channel 11, 82-88 mc, ERP vis. 15.9 kw, un. AMENDED to increase ERP to 29 kw.

TV exp. 504-510 mc

National Best, Co., Inc., Washington, D. C.—CP new commercial television station on Channel 11, 504-510 mc, power of 50 kw, ERP vis. 1,500 kw, emission special for FM.

AM-85-90 kc

James A. Hardman, North Adams, Mass.—CP new ST link station on 968 mc, 15 kw, emission special for FM.

(Continued on page 95)

Successive B.B.M. Reports give CFCY the largest weekly circulation of any commercial station east of Montreal

Ask: Weed & Co.

All-Canada Radio Facilities

SF-Y

CHAMLOTTEP E.I.

SPEARHEADING THE PROGRESS OF FM

RADIO'S BEST BUY IN THE NATION'S CAPITAL
Help Wanted

Managerial

General manager: Good opportunity for extremely well-qualified man to take full charge of station. Box 743, BROADCASTING.

Commercial manager for major market station midtown. Earnings of $750 per month plus aural training for particular first letter. Inquiries held in strict confidence. Box 744, BROADCASTING.

Salesmen

Time salesman for metropolitan market. Independent station. Unlim. oppor- tunities for growth. Box 745, BROADCASTING.

Wanted: Excellent opportunity in midwest in market of 175,000. Radio selling and ability essential. Position open immediately. Please send resume to Box 661, BROADCASTING.


Salesman wanted—Excellent opportu- nities with New York Mutual Network station. Radio Station WOJU Gainesville, Georgia.

Wanted: Well-known Florida station had previous experience selling in a competi- tive offer. Box 781, BROADCASTING.

Announcers

Immediate opening for good all-round top small station announcer. Better than average starting salary. Send disc, photog- raph, references. WDFG, Escanaba, Michigan.

Experienced announcer capable of do- ing spot news selling and voice over. Station offers splendid opportunity for very bright young man. Contact as soon as possible. Send qualifications, salary ex- pectations. Will forward to WPFD, Flint, Michigan.

Newscaster 5000 watt midwest station. Excellent opportunity with strong Rush disc and particular, KTOI, Sioux Falls, Iowa.


Top-notch announcer, NBC affiliate, New York State. Accept on news. Five day week; no nights; no weekends. Send disc, full details. Box 731, BROADCASTING.

Announcer—program director needed by network-owned station in major market. Must have selling voice, ability to handle personalities, highest character. Box 720, BROADCASTING.


Announcer—operator. Florida network station. If good announcer send disc. Box 733, BROADCASTING.

Experienced announcer. All-round man who knows news selling. Opportunity to move to New York City. Send complete qualifications, position can arrange living quarters for wife. Write to WATO, Ashland, Ohio, giving qualifications, references and sal- ary expectations. WATO, Ashland, Ohio.

Progressive Rocky Mountain station offers good opportunity experience to qualified announcer with first class disc. Address inquiries to Box 755, BROADCASTING.

Help Wanted (Cont'd)

Announcer, experienced selling person- ality, write own copy, controls, would prefer west coast or midtown. Tele- phone, 214 West 42nd Street, New York.

Network affiliate needs good announcer. Pay fifty-five dollars per week. Wire Interested Box 736, BROADCASTING.

Wanted: Announcer who has previous experience in news, commercial ad-libbing and music. Give particulars in first letter. Box 782, BROADCASTING.

Wanted immediately — Combination man, Las Vegas, Nevada. If you are an first-timer. Unincorporated $200 license you have real opportunity to take over first-rate and growing Vegas city's finest resort areas. CBS station engineer looking for unique en- gineering ability secondary. Write Station Manager, Box 510, Las Vegas, Neva- da and send audition disc. Act fast if you are the right man.

Technical

Engineer of good character, best tech- nical qualifications, salesmanship. Must have experience at WDPF. Box 721, BROADCASTING.

Chief engineer of excellent character, high technical ability, stable tempera- ment wanted by local in large south- ern city. Box 719, BROADCASTING.

Wanted: Engineer for 250 watt AM and FM station. Must have complete background first letter. Box 687, BROADCASTING.

Engineer-announcer for CBS affiliate in Florida. Good voice essential, experi- ence absolutely required. Give particulars in first letter to Manager, WFOY, St. Augustine.

Combination operator announcer with three years experience. $220 to start plus extra for good voice. Box 699, BROADCASTING. Housing: Box 750, BROADCASTING.

Transmitter operator wanted immedi- ately—Station with floating disc. WPAG Ann Arbor, Michigan.

Transmitter technician—must be ex- perienced—preference given to ICMA 1B 20. In first letter state experi- ence, salary desired, references and ex- close picture. Technical Manager, WPFD, Flint 3, Michigan.

Production-Programming, others

Continuity Director

Largest regional in midwest has im- mediate opening for experienced woman. Highest salary. Full details first letter, include references. Box 751, BROADCASTING.

Program director with production ex- periencing. Shows. Busting with good ideas and drive to put them over. Air mail disc photo, background. Housing available. EFSR, Livingston, Montana.

Texas station in beautiful resort city wants proficient secretary also capable of handling copy. Box 722, BROADCASTING.

Good writers. Major midwest station needs three, experienced in solid com- mercial, music show, dramatic writing. See ad. Box 786, BROADCASTING.

New 250 Michigan station on air August needs station personnel. Box 764, BROADCASTING.

Situations Wanted

Managerial

Manager or program director. Thorough- ing knowledge of audio, radio, TV and FM. Box 740, BROADCASTING.

Now general manager successful 250 station for last four years. Desires position with programmed company. Good opportunity for right man. Available in two weeks notice. No Bosters. Box 714, BROADCASTING.

Manager wanted, fifteen years with mid west broadcasting. Now station manager, fifteen years with mid west broadcasting. Charging ability second, emphasis on management. Available immediately. Please send resume. Manager can be on staff immediately. Will help develop AM and FM. No application fee. Box 655, BROADCASTING.

GENERAL MANAGER AVAILABLE

Nineteen years experience with station management. Thorough knowledge of station departments including sales, promotions, program, finances, personnel. Owner wants a man anywhere on good proposal. For details, refer- ences and recommendations write Box 778, BROADCASTING.

Station manager—Conscientious, steady and extensively experienced to coordinate sales and programming for top results. Studied with Jan Pearson and Howard K. Smith. Has training with leading metropolitan daily, radio news editor, programming, promotion, sales, and writing continuity which suits. Friendly, tactful and able salesman in good health. Has new executive position. Free to travel. Immediately available. Box 779, BROADCASTING.

Selling engineer, live show or established facility to put in the black, if so, allow executive position. Five years experience. Has built two new stations. Proven money making ability. Will go anywhere in the U.S. Owner health forced sale of present station. Box 786, BROADCASTING.

Qualified manager available. Highly skilled commercial record over fifteen years in radio. Two years newspaper sales experience. Can assume re- sponsibility and deliver. Settled family man. Box 777, BROADCASTING.

Executive manager and program di- rector. Both mature, experienced all phases AM-FM operation. Slightly trained for troubleshooting. Desirable for effective, profitable operation and finance growth of station. Equipment and oppor- tunity development or maintenance any interest. Send complete resume and results. Box 785, BROADCASTING.

Announcers

Combination announcer—station supervisor. 1st ticket. Not disc jockey, but good straight announcer plenty experience. Box 737, BROADCASTING.


I've had a year's training in the Na- tional Academy of Broadcasting in an- nouncing for which I am interested, and have had experience running the board and announcing. Box 739, BROADCASTING.

Announcer, one year's experience, sin- gle, will consider every offer. Box 750, BROADCASTING.

Announcer, disc jockey, salesman for giant market. Available immediately. Earnings of $750. Box 751, BROADCASTING.

Announcer, 20, married. College trained in sales and writing copy. Has applied for GI training. Ambitious and willing. Disc and photo on request. Box 744, BROADCASTING.

The man you've been waiting for! Announcer, sports caster, disc jockey, good voice, any market. Good FM experience. Licensed 28, over 3 years experience in FM. Party lines and independents. Available in July. Box 745, BROADCASTING.

Experienced staff announcer, newscasts, record shows, commercials. Veteran, will travel. Disc available. Box 681, BROADCASTING.

Announcer 9 months staff experience. Excellent voice. Will work any market. Veteran, immediately available. East preferred. Box 746, BROADCASTING.

Graduate Radio City School of Acting and Announcing. Good knowledge of voice, radio, general market. Will consider all phases of announcing, newscasting and disc jockey. Has FM experience. Will travel. Photo and disc on request. Box 666, BROADCASTING.

Experienced announcer—salesman. Controls, contact, program, engineering, sales, management. Thorough knowl- edge of sales, promotion, program, finances, sales, engineering. Owner wants a man anywhere on good proposal. For details, references and recommendations write Box 774, BROADCASTING.

Announcer, 1 year's experience. Fine voice, excellent personality. Will be on tap. Box 738, BROADCASTING.

Announcer—writer, 10 years experience, former NBC announcer, minimum $65.00 plus talent. Married will go anywhere. Box 747, BROADCASTING.

Announcer—writer. Have fast on bottom rung of ladder. Need break to get up into regular station. Box 748, BROADCASTING.

Announcer, commercial, news, disc, and spot. Experienced, 10 years. Disc and commercial in New York area. Fine voice. Will travel. Box 749, BROADCASTING.

Announcer, actor, producer, news- caster, commercial. Experienced writer, 10 years experience, former NBC announcer, minimum $65.00 plus talent. Married will go anywhere. Box 747, BROADCASTING.


Announced:

In announcing, selling, writing, producing, disc jockeying. Take any market. Holder of 1st disc jockey ticket. Knowledge of foreign languages, including Russian. Know classical, popular, jazz music. Will graduate (B.A.) in January. Age 28, veteran, married, one child. Box 760, BROADCASTING.
Situations Wanted (Cont'd)


Announcer. Experienced. Please state salary. Box 762, BROADCASTING.

Light hidden under basket. Presently employed 50,000 watt AM-FM-TV. Seem all air time spent breathing. Graduate announcing school. Want staff job somewhere. 20 years old, single yet, available July 15. Minimum starts $500.00. Reply Box 759, BROADCASTING.

Engineer-audio specialist. 8 years commercial background, seeks station interested in sportscaster or combination program director-announcer-director. Play-by-play experience in all major sports. Reasonable salary commensurate with experience. Excellent references including present management. Age 27. Box 782, BROADCASTING.

Engineer—Young man, 20 years experience. AM-FM. Excellent references. Veteran, 50 years experience. Desires permanent position and/or future in metropolitan station. Box 737, BROADCASTING.

Newscaster-announcer. Presently employed 250,000 watt station. Will go anywhere for right combination. Box 770, BROADCASTING.

Announcer—Copywriter. A. V. ave., Bronx, N. Y. Graduate leading announcers' school, the finest. Will move. Excellent references. Willing to do voice work. Willing to move to any location. Box 733, BROADCASTING.

Program director-announcer. Ten years experience all phases radio, excellent ability. Box 696, BROADCASTING.

Continuity writer—Capable gal with experience, versatility. Ideas, seeks permanent position with live wire metropolitan station. Box 737, BROADCASTING.

Radio, TV, FM, AM, TV. Experienced 15 years. Veteran, Ten years' experience all phases radio, excellent ability. Box 696, BROADCASTING.

Sportscaster-announcer, 10 years experience. $50.00. Box 541, BROADCASTING.

Popular 633A Salt Shakers
You can't beat these inexpensive mikes for ruggedness, dependability and quality. Non-directional or (with 81 Baffle) semi-directional. Order them from your Graybar office for immediate shipment.

Western Electric — QUALITY COUNTS

Quick replacement of damaged mikes
Western Electric factory-rebuilt 639 type and 639A mikes are immediately available on a revolving stock basis. Send your damaged mikes to your Graybar District Warehouse—a replacement will be shipped to you at once.

Famous 639 Type Cardioids
Both 639A's (three pick-up patterns) and 639B's (six patterns) are available immediately—as many as you want. Accessories in stock, too. Just call or write your nearest Graybar office.
Situations Wanted (Cont'd)

Three experienced, thoroughly capable continuity writers, want change to station in city over $100,000. Commercial and program continuity experience. Top references. State starting salary. Box 786, BROADCASTING.

Disc jockey seeks employment. Desires change. Tell me what you want and I will tell you how much. Box 796, BROADCASTING.

Community writer, traffic girl, either or both. Hard worker. Two years experience Florida station. College graduate, 24, single. What have you? Lucy Weis, Stockton, Kansas.

I'm an announcer, but I can gather and write news that will bring invaluable good will to your newspaper. Young, experienced on radio, newspapers, college man, single; will travel. Box 768, BROADCASTING.

Program director announcer. Four years in radio. Desires to help some new station in southeast off a good start. Married, young, sixty dollars for forty hours to start. Employed by station manager 100 watt. My employer knows I'll stay. Will play your two week notice. Box 792, BROADCASTING.

Harvard Business M.B.A. (1947), 27, three years radio experience. Electronic and meteoric situation, must be able to sell, administrate, very useful. Box 793, BROADCASTING.

For Sale

For sale: New Raytheon 25 watt constant voltage transformer, Primary 90-190V, Secondary 25-50V. 7000, s.s. $2300. Address Address, Boston. No trade.

For sale: RCA 30/C radio chassis, 100 watts, complete. $200. Radio Shoppe, 3133 W. Wabash Ave., Chicago, Illinois.

100 watt Western Electric Type 353E transmitter, excellent condition, available immediately. Radio Station WKBZ, Duquesne, Pennsylvania.

1500 $32 ohm copper transmitter, 7.5 kw, 11,500 volts, completely set complete end set and fittings for $4,000. K.P.U.P., Belllingham, Washington.

Two week-end belt-driven phonograph motors, 33 1/3 and 78 rpm, 24 watts. Both in excellent condition. $75.00 each. Contact Clyde Graves, WABR, Lodi, Mississippi.

CO-AX (cooper) $34, 256 feet including connectors, $50.00 l.o.s. KBBM, Jonesboro, Arkansas. Available immediately.

AN OUTSTANDING BUSINESS OPPORTUNITY

For $75,000 cash you can buy the entire capital stock of a consistently profitable 250 watt full time network affiliate—the only radio in a young city of 10,000 people; trading center for 150,000 people. Quick as a flash, $40,000 savings and an earning power of better than $200,000 net yearly. Will bear fullest investigation as to equipment and income. Principals only—no brokers.

BOX 660, BROADCASTING
LICENSES

APPLICATIONS

License Renewal
Applications for renewal of standard licenses filed by:
KDKS Baraboo, Ark.; WDBN Braden-
on, Pa.; WDNW Carle Place, N.Y.; WWSB
Binghamton, N.Y.; WLOI Lebanon, Pa.; WBTB
Chehalis, Wash.; WSHS Champaign,
Ill.; New commercial TV station
channel 4 (66-72 mc), era. 13.6
kw., 7.8 kw., ans. 400 ft.; estimated
cost: $176,000.

Extension of Time
WOIC Washington, D.C.—Granted
extension of completion date new TV
station to Sept. 1.

Hearing Rescinded
Matta Anthony, Jr., Pittsburgh—De-
signated for hearing application new
TV station on Channel 10 in consolidated
proceeding with other pending applica-
tions for Pittsburgh stations.

TV Bonded
Fisher's Blend Stations Inc., To-
tem Co., Queen City Bgst., Co.,
King Bcg. Co., Central Division; 14,
Twentieth Century-Fox of Washington
Inc., Seattle, Wash.—Abridged order
residing and setting aside grant made
June 2 to Fisher's Broadcast Inc. is
resigned and designated said
application with remaining four ap-
lications for hearing in consolidated
proceeding.

June 9 Applications

APPLICATIONS

Assignment of License
WTWA Thomson, Ga.—Voluntary
assignment of CP and license from Walter
J. Brown Jr. tr/s Hickory Hill Bcg. Co. to
Co. to WCHY Stearns, Ill.

Assignment of License
WJXN Jackson, Miss.—Voluntary
assignment of license from Ewing Jr., F. C.
Ewing and Myrtle M. Ewing, partnership

Assignment of License
WKJG Fort Wayne, Ind.—Voluntary
assignment of license of permittee
for Carl C. McGary Bcg. Co. to
H. Hinkley to William A. Kunkel Jr.

Assignment of License
WXIX Jackson, Miss.—Voluntary
assignment of license from WSB Bcg. Co. to
Mitchell C. Wicks

Assignment of License
WKLY Waterloo, Iowa.—Voluntary
assignment of license from Mitchell C.
Wicks to New Nortia County Bcg. Co. to

AMERICAN PURCHASES TV PROGRAM RIGHTS

E XCLUSIVE TELEVISION rights to five U. of Illinois home football games have been purchased by
American Tobacco Co. through N. W. Ayer and Son Inc., "Chuck" Flynn, university athletic
publicity director, told BROADCASTING Tues-
day. This will mark inauguration of video from university's Memorial Stadium at Champaign.

Games will be fed to Chicago and St. Louis via coaxial cable installed earlier this year by Illinois Bell Telephone Co.

Micro-wave towers will be erected to transmit games from Champaign to Danville, 36 miles away, where
junctio with Chicago-Louis cable will be made. Towers should be ready shortly before Sept. 25
season opener, Mr. Flynn said.

Two rooms in the press box radio
section are being converted into one television Booth. The Illini
schedule for the five games follows:
Sept. 25, Kansas State; Oct. 9,
Army; Oct. 23, Purdue; Nov. 6, Iowa;
Nov. 13, Ohio State.

It is assumed that the games will be
conducted in St. Louis on KSD-TV but
neither of the Chicago TV stations—
WGN, Chicago or WBBB, was
permitted to comment on its plans with
reference to the telecasts.

DIRECTORS OF BCI AND BMM Meet at Ottawa

DIRECTORS of BMM and BCI Canada Ltd. held a joint meeting at Chateau Laurier, Ottawa, June
12-14, with Carl Haverlin, presi-
tion of both companies, presiding.
Agenda was to include presentation
by BMM Canada Ltd., of new Can-
adian placename tunes and their
promotion in the United States.

Canadian distributors
were Heddy Sedgwick, CFBB To-
to; Phil Lalonde, CKAC Mon-
treal and president of Canadian
Assn. of Broadcasters; Donald
Morison, assistant general manager
of Canadian Broadcasting Corp.,
Ottawa; Ernest L. Bussell, CBC
Toronto; Jack Slatter, Radio Rep-
resentative Ltd., Toronto; and
Marcel Oulmet, CBC, Montreal.
DONALD in 1939 and POP'rin Industrial 1946.

YEARS' LEADERSHIP: 

the employment by Year Co. 

a light popular television a 

lie in the fact of television set ownership itself. But there is no reason to believe that the answers found in the study give an incorrect picture of the trend.

Even so, the company injected "a note of caution."

The survey, it was noted, "reflects present conditions" and is "not presented as a predictor of future developments." As its programs improve, however, it was felt that video "is likely to provide increasingly stiff competition for the motion picture producer."

Further, it was pointed out, it is difficult for persons who have had television sets for several years to "give an absolutely accurate report" of their movie-going habits before television. The additional fact of a general decline in movie attendance since the war—presumably affecting both set owners and non-owners—also must be kept in mind, FC&B noted.

But since the survey was limited to home set owners, the agency felt that "any effects of television reported here may be an under-estimation because no account is taken of the effects on non-owners who view television at the homes of friends, in bars and other public places.

A 55-MINUTE extension of WQXR's broadcasting day is to begin Monday, June 14, with "Nightcap" program of light popular music to make its debut at 12:30 p.m. To be heard nightly, program boosts total of broadcast hours to 18 Mon.-Sat. and 17 for Sun.

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CAB Planning to Abolish Volume Discount in Jan. VOLUME DISCOUNT of 10%, which has threatened an upheaval in rates of Canadian broadcasting stations, now has been slated by Canadian Assn. of Broadcasters to be abolished after Jan. 5, 1949. Discount was first given for year-round advertising to one large account by a number of stations. Long discussion on volume discounts to promote 52-week advertising took place at CAB convention last March at Quebec, and decision was left to CAB board of directors.

Announcement was made early this month by CAB that a third large account has now given a 10% additional discount, this one a 1,000-spot-announcement campaign. CAB directors recommend that acceptance of such discount arrangements be continued till Jan. 5, 1949, and that after that date the discount for volume of spots be discontinued.

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Trouble Forces KGO Off Air Twice in Four Days KGO San Francisco was knocked off the air twice within four days. On the first occasion, May 26, the burn-out of a main rectifier plate transformer put the station off the air for one hour and 46 minutes. The transformer burn-out resulted in the burning up of the main rectifier step-start resistors and wiring.

On May 30 a freak hail and lightning storm resulted in the transmitter going off the air for 12 seconds. Lightning struck one of the antenna towers, knocking out a series tuning condenser.

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Feature (Continued from page 12)

"The Private Life of John Green" (John Green Typifies the Countless Young Men Who Dream of Rising to the Top) shows him pensively sitting over a cup of coffee with a disinterested young woman, who may be Gwyned herself for all we know. The caption: "John recently heard of a nice girl in his own office, and has been bold enough to take her out for coffee. Idly he touches her wrist—with his finger while she thinks of someone far away."

In the description of his early days, the newsmen says that when John's mother was "asked what he should be called, she murmured dreamily, 'Name—shame—call him John. I see it in a book somewhere.'"

Pictures show Career Man going about his daily chores at home and at the office—adding a few drops of beer to a frying egg for a midnight snack, relaxing by washing out "one of his three remaining socks," weeping on a friend's shoulder, taking a date to Nedicks, drinking a "tasty breakfast" in a midtown gin mill, and other high spots in the life of the busy young agency hopeful.

"The exciting complexity of his life might seem to obscure John's chief ambition," the newsmen says in conclusion. "But John does not forget. He does not know how or when he will be able to commute from Westchester, but even as he works he knows he must find the answer."

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PHENOMENAL VALUE!

$1.50 for 5 Colors

CHRONOGRAPHS

COLORS.

DEC. 30, 1947

INCARLOC SHOCK RESISTANT FEATURE

• Sweep second hand • Radium Dial • Anti-Magnetic • Unbreakable水晶 • Stainless steel back (formerly $71.50) 5 IDEAL FOR PHYSICANS • ENGINEERS • RADIO MILLIONAIRE'S WATCH • TELETHERMAN • STOP WATCH • TACHOMETER

ALSO AVAILABLE IN 18-K GOLD CASE BACK ON ORDER WANTED.$800.00 MONDAY MONEY BACK ORDER 10 DAYS IF NOT SATISFIED IN 10 DAYS FOR ANY REASON ADLE WJEWELERS

117 W. 42d St., N. Y. 18

MAIL ORDERS PROMPTLY FILLED. SHIPPED C.O.D. OR SEND CHECK OR MONEY-ORDER. ADLE WJEWELERS (DEP'T. H) 1152 W. 42d St., N.Y. 19
June 10 Decisions
BY THE COMMISSION

Pacifies Standards
Announced for rules and regulations for commercial facsimile broadcasting (see page 52).

DOCKET CASE ACTION

AM—1400 kHz
Announced: Order to deny application to deny license of Wpled Music Inc. for new AM station at Chicago, Ill., 1400 kHz un assigned. BROADCASTING WMIQ on cond.

Assignment of License
WGMW and WNGW-FM Medville, Pa., have been granted license of AM station WGMW and CP for WNGW-FM, which was consolidated as an individual, to Medville, Besteg. Inc. Service (see page 4 for list of other consolidations pending), which will surrender note held against Winslow in amount of $4,500. Transfer of Control
KLX Twin Falls, Idaho.—Granted voluntary withdrawal of application to assign license for consolidated hearing applications pending in hearing. FM—128 licensed, 113 conditional grants, 79 CPs (of which 417 are unassigned, limited (see page 52) temporary authority); 52 applications pending, 40 applications in hearing; television license application to cover 175 CPs and hearing applications pending of which 163 are in hearing.

FCC Box Score

FCC Box SCORE of actions as of Thursday stands as follows: Standard stations—1,678 licensed, 356 construction permits, 275 applications in hearing; FM—128 licensed, 113 conditional grants, 79 CPs (of which 417 are unassigned, temporary authority); 52 applications pending; 40 applications in hearing; television—seven licensed, 101 CPs (of which 417 are unassigned, temporary authority); 52 applications pending of which 163 are in hearing.

Modification of CP
KVRX Rock Springs, Wyo.—Mod. CP change frequency, increase power, etc., for extension of completion date. Application DISMISSED.
John H. Poole, Santa Ana, Calif.—CP 1400 kHz 1 kw D. DISMISSED June 7.

License Application
Application for license of standard broadcast license filed by EBEY O'Neill, Rapid Falls, Minn./KICO Calixco, Calif./EKO Odessa, Tex.; KXJG Ver- don, KWKQ, KRVU, KWSX, KBW, Burbank, Calif.; KWOR Worland, Wyo.; KARA Elizabeth, N. Mex.; KLEU Winnemucca, Nev.; Key; WLUK Laurel, Miss.; WTVL Water- ville, N. Y.; WBBX Box Elder, Colo.

Modification of CP
W-IOD-FM New York, N. Y.—Mod. new FM station to change ERP from 34 kw to 1 kW, for extension of completion date.

License for CP
KWS-FM Fort Wayne, Ind.—License to cover new CP station.

Acquisition of Control
WKLJ-FM Fort Wayne, Ind.—Voluntary acquisition of control of permit from Frank E. McKinney Jr., H. Hinckley to William A. Kunkel Jr.

Modification of License
KWO-FM Fort Wayne, Ind.—Mod. license to cover new CP station. License for CP

WJO-FM Fort Wayne, Ind.—License to cover new FM station.

License for CP
WJUS-FM Fort Wayne, Ind.—License to extend license date.

Modification of License
WSUS-FM Fort Wayne, Ind.—Mod. new CP station to decrease ERP from 11 kw to 1 kw, for extension of completion date.

License for CP
WERC-FM Milwaukee, Wisc.—License to cover CP station which authorized changes in FM station.

AM—947.7 mc

License for CP
BFFS-FM Springfield, Mass.—License to cover FM station.

Modification of License
WJUS-FM Fort Wayne, Ind.—Mod. new CP station to decrease ERP from 11 kw to 1 kw, for extension of completion date.

License for CP
WJUS-FM Fort Wayne, Ind.—License to cover new CP station.

Seeley, Calif.—Granted consent to relinquish license for AM station WIXY, 1440 kHz in Seeley, Calif. for consolidation with KTSC, 1290 kHz in Van Nuys, Los Angeles and Riverside.

Vulcan Besteg Co., Birmingham, Ala.—Designated for hearing application for new station 1400 kHz 250 kw un assigned. Service (see page 4 for list of other consolidations pending), which will surrender note held against Winslow in amount of $4,500. Transfer of Control

ALABAMA

AM—1280 kHz
Alma Besteg Co., Alma, Mich.—Granted new CP station 1280 kHz 1 kw AM and application for FR station 1290 kHz 500 w, subject to relinquishment of 1290 kHz by WVRM at Arcelio, and engineering cond. Estimated cost $18,825.

AM—1320 kHz
Canisteo Besteg Co., Cornell, N. Y.—Granted new AM station 1290 kHz 1 kw D and new D engineer cond. Estimated cost $18,997.

AM—1290 kHz

Mercury Besteg Co., Portland, Ore.—Granted new CP station 1290 kHz 1 kw D and new D engineer cond. Estimated cost $18,997.

AM—1269 kHz
Hector Relachard, Aguadilla, P. R.—Granted new CP station 1290 kHz 250 w un assigned, subject to relinquishment of 1290 kHz by WVRM at Arcelio, and engineering cond. Estimated cost $14,750.

KIAN Opealosue, La.—Granted new CP station 1280 kHz 1 kw AM and application for FR station 1290 kHz 500 w, subject to relinquishment of 1290 kHz by WVRM at Arcelio, and engineering cond. Estimated cost $14,750.

KJAN Opealosue, La.—Granted new CP station 1280 kHz 1 kw AM and application for FR station 1290 kHz 500 w, subject to relinquishment of 1290 kHz by WVRM at Arcelio, and engineering cond. Estimated cost $14,750.

KWME Kenosha, Wisc.—CP change in DA-D.

WGLD Milwaukee, Wisc.—CP change in DA-D.

KWKE Kenosha, Wisc.—CP change in DA-D.

WWAM Altoona, Pa.—Mod. new AM station for extension of completion date.

KWON-FM Tupelo, Miss.—Mod. new FM station to change ERP from 10 kw to 5 kw, for extension of completion date.

KATX Houston, Tex.—Mod. CP change between 1305 and 1307 kHz.

KAPI Honolulu, Hawaii.—Mod. new CP station to change frequency from 1400 kHz to 1455 kHz, from 1 kw to 1 kw, for extension of completion date.

American Besteg Co., Inc. Los Angeles, Calif.—Change frequency from 1440 kHz to 1420 kHz, for extension of completion date.

American Besteg Co., Inc. Los Angeles, Calif.—Change frequency from 1449 kHz to 1450 kHz, 9 kw to 5 kw, for extension of completion date.

KFWT Whiting, Ind.—License to cover CP station.

License for CP
KWTW Whiting, Ind.—License to cover CP station.

Assignment of CP
KWIN Kennewick, Wash.—Voluntary assignment of CP from Frank Knickha, Kennewick, Wash., to Kennewick, Wash., partnership d/b as Benton County Besteg, Harald A. Clark, Donald E. Seely, Warren E. Johnson and Clarence J. Mccreide, d/b as Benton-Columbia Besteg.

June 10 Applications

ACCEP TED FOR FILING

License for CP
KVCS Redbird, Ind.—License to cover CP station.

Modification of CP
KFRA Gready, Colo.—Mod. CP change frequency, increase power, etc., for extension of completion date.

WXXL Peoria, Ill.—Mod. CP change frequency, increase power, etc., for extension of completion date.

Lester E. Gavitt, Southbridge, Mass.—Established new standard station 940 kHz 500 w.

KWKE Kenosha, Wisc.—Mod. CP change in DA-D.

WHLD Niagara Falls, N. Y.—CP change frequency from 1200 to 1200 kHz.

WWAM Altoona, Pa.—Mod. CP change for extension of completion date.

KWUS Fayetteville, N. C.—License to cover CP station.

KWSN Nashville, Tenn.—Mod. CP change in DA-D.

KWUS Fayetteville, N. C.—License to cover CP station.

KWSL Nashville, Tenn.—License to cover CP station.

Convention

(Continued from page 79)

with 30 persons cooperating in coverage. At least a hour-and-a-

half of convention proceedings will be dramatized with significant
events during the evening, andántre its.<sub>9</sub> WIP will use one of the MBS auditorium rooms. Traveling mikes, two-way talkie
talkie, a WIP mobile with the clock desk will be maintained.

WIBG has nine night baseball games scheduled during the GOP convention and will not take any other live during the games. All sessions will be recorded, however, and edited for the 11:15 p.m. News-reel of the Air. Programs will be made available live to the auditorium and Newseum. Price Owen, Fred Knight, Fred Wieting and Tom Moore will take part in coverage.

WPEN will handle the Conne-
tinental (FM) Network (see separate account of Continental plans. Every minute of proceedings will be covered with special programs on AM and FM each day. At the station studio has been set aside as a working studio and another for political events. The brain trust of the studio is made up of Capt. Caffrey and Paul S. Green will handle the bulk of coverage.

WPTZ will aid NBC in television coverage, furnishing operating personnel and a remote crew. Coverage will be selective, since the station learned by experience in 1940 that much of the convention is poor viewing.

WHAT will pick up for WOV

New York and for KFWB Los Angeles. President William Banks will be at the auditorium all day with a staff of six to eight in a booth shared with WFIL. KFWB is sending Clete Roberts, commentator, and WOV an Italian-language commentator. WHAT, a foreign-language outlet, will cut into regular programs when news warrants and will have tape recorder at hotels to record programs.

WTEL will have wire recorded interviews from the auditorium in German and English. Walter Boehm, state GOP organizer, speaks German and will interpret events in that tongue. WTEL also plans Polish program.
At Deadline...

LEGAL ASSIGNMENTS ARE CHANGED BY FCC

REASSIGNMENTS for seven members of FCC Legal Dept. confirmed by Commission Friday. Change of departmental nomenclature also accompanies shift with all assignments becoming bureau or divisions remaining under same title, sections becoming branches and units becoming sections.

Richard A. Solomon, attorney in old Litigation Section, and Administration Division is promoted to chief of section, now termed Litigation Branch. He succeeds Joseph M. Kittner, now assistant to General Counsel Bernard F. Cotton. [Broadcasting, May 24]. Walter R. Powell, AM Section attorney, promoted to chief of Transfer Branch, Broadcast Division. Parker D. Hancock, attorney in Review Section, Broadcast Division, elevated to chief of section, now Review Branch. He replaces Barnard Koteen, resigned [Broadcasting, June 7].

Television Section, on paper for several years, activated as Television Branch in Broadcast Division Thursday. John E. McCoy named chief. Mrs. Hilda Shea, assistant to Mr. Kittner in general counsel's office replaces Mr. McCoy as chief of FM Branch. Mrs. Shea's former post is taken by David H. Dobler, chief of Transfer Section which becomes Transfer Branch under Mr. Powell. Robert H. Alford, Motions and Rehearings Branch, becomes acting chief succeeding Theodore Baron, resigned (CP). New chief of Television Branch staff relieves workload of William H. Bauer, patent consultant to FCC and chief of Law Dept.'s Technical Section.

FCC's chief departments now become Bureau of Accounting, Bureau of Administration, Bureau of Engineering, Bureau of Law and Bureau of the Secretary. Name changes are in line with efforts of Senate Committee on Expenditures in E.R.A. and Departing of section uniform nomenclature in government agencies.

PETRILLO REELECTED AS PRESIDENT OF AFM

JAMES C. PETRILLO reelected unopposed as AFM president, post he has held since 1940, by delegates in convention at Asbury Park (early story page 25). Incumbent C. L. Bagley, vice president; Leo Cluesmann, secretary, Walter M. Murdoch, Canadian representative on Executive Board, and Thomas F. Gamble, treasurer, also reelected.

Convention approved resolution for study of plan for establishment by AFM of "a radio station or stations" to serve as laboratory for union's radio interests.

Mr. Petrillo read convention telegram from President Truman greeting union "at a time when unwise legislation that has been enacted by Congress and the failure to enact wise legislation join to imperil the future of America."

ALLOCATION TABLE REVISED

Table of allocations between 10 kc and 25 mc has been revised and brought up to date and will be subject of subsequent rule-making proceeding, FCC said Friday in announcing recodification proposal which would limit Part 2 of Rules and Regulations to allocations and integrations revised. Office of allocations of present Part 2 would be revoked or transferred to other appropriate sections of Rules.

AM-FM SALE SPLIT RULE REJECTED BY COMMISSION

ADVISABILITY of requiring that joint AM-FM stations up for sale he offered separately for purposes of competitive bidding under Avco transfer rule has been considered by FCC and rejected. It was decided.

In order denying Bunker Hill Broadcasting Co. petition to have Temptolete Radio Mfg. Corp.'s CP for WBMS-FM Boston forfeited or its transfer application (transfer approved, rejected) was denied. The public interest to bid for either or both.

Section 336 of Rules and Regulations states "no two FM stations located in the same community and licensed to a single licensee, there have not been separated by the licensee from the AM station," and it appears to us to be impracticable and unreasonable to require such a separation to be attempted by the transferer that is not called for by Section 336 Rule and does not appear to us to be necessary or justifiable.

Bunker Hill, one of four applicants for two available FM channels, contended Temptolete failed to present its offer "in good faith diligently. Original repledged firm had acted with "reasonable diligence" and now has WBBS-FM on air on interim basis. FCC viewed as "without merit" Bunker Hill's request for comparative consideration with another group of independent off-Avro station WBMS-FM. Commission noted Bunker Hill had not filed competing bid under Avco, but recognized Bunker Hill's argument that Avco procedure is worthless to it since bid would have to be for AM, "which it does not want," as well as FM.

4 COMMERCIAL VIDEO STATION APPLICATIONS

FOUR NEW applications for commercial television stations filed with FCC Friday:

Peoria, III.—West Central Broadcasting Co., Channel 13 (380-381 mc), 20 kw visual, 14,000 kw audio, antenna height above average 440 ft. Initial cost $212,250, $60,000. Owner—Mr. H. L. Reading, real estate." [Continued from page 25].

From Dallas, Tex.—AFM-Best Buy Broadcasting Co., Channel 4 (180-181 mc), 54 kw visual, 13 kw audio, antenna 600 ft. Initial cost $307,000, monthly cost of operation $8,500, revenue unknown. Applicant is licensee WNNI that city.

Portland, Me.—Olliver Broadcasting Corp., Channel 8 (135-136 mc), 25 kw visual, 14 kw audio, antenna 327 ft. Initial cost $167,790, first year costs and revenue unknown. Applicant is licensee WPOR Portland.

Charleston, Pa.—Appalachian Co., Channel 7 (174-175 mc), 20 kw visual, 14 kw audio, antenna 941 ft. Co-Partnership—John C. Collins, local business man; Richard S. Warmack, 18.5% owner WSCR-Scranton, and Henry J. Geist, commercial engineer in New York.

Y & R STAFF REVISION

APPOINTMENTS of personnel in line with integration of radio and television operations of Young & Rubicam announced by Sigurd Larmon, agency president. Sylvester (Pat) Worthington, vice president, director of radio and television, will direct integrated departments. Everard Meade, vice president, named manager, and Joseph A. Moran, vice president, will continue as associate director. William M. Slade, director of television, will be associated in television department. Frederic W. Wyle named supervisor of radio operations.

WORLD SERIES COVERAGE AVAILABLE TO TELEVISION

WORLD SERIES will be available for television coverage on one-time contract, as last year, Leslie G. Arries, director of sports and special events for DuMont Television Network, reports. He held a meeting Monday following meeting with Baseball Commissioner A. B. Chandler; Ford Frick, National League president; William Harridge, American League president. Mr. Arries was the subject of conversation, Mr. Arries said, subject arising when baseball men took advantage of his presence to ask about video coverage.

At tide of baseball leaders toward television is "watchful waiting," Mr. Arries said.

FUND DRIVE OPENS JULY 4 FOR GERMAN RADIO SETS

"SILVER SHOWER" 10-day campaign to raise $100,000 for radio sets to be installed in German school rooms opens July 4, NAB announced Friday. Project was approved by NAB board at Los Angeles after request for same was submitted by American occupation officials in Germany.

Listeners will be asked to send silver coins in pockets, at time they hear promotional broadcasts, to stations. Theme will be that shower of silver now may prevent hail of lead later.

Closed Circuit

(Continued from page 4) last week in capacity other than RCA-NBC executive. As new president of Richards stations (WJR, WGA, KMPC) he made courtesy calls around town preparatory to survey of station operations. An original TV enthusiast he is expected to add hard in video direction for Richards stations.

ALTHOUGH LATEST version of White Bill (see page 21) would supersede Johnson Reso- lution (SRes-246) introduced fortnight ago, Washington insiders advisable all concerned to keep their eye on that "shorty" which requires simple unanimous consent for adoption. It's red flag to all broadcasters on program "censorship" issue and to clear channel broadcasters because it would limit power to 50 kw.

BEST BET for launching WBAP Fort Worth's television station is between Sept. 15 and Oct. 1 with Harold Hough, radio director, leaning toward earlier date. Four new-unit ranch-type plant between Dallas and Fort Worth is nearing completion.

UNHERALDED MEETING of commissioners despite Fords B. Hennock, before Broadcasting subcommittee considering her confirmation (with added Senatorial starters) last Wednesday had its lighter moments. Word from behind closed doors was that chauvinistic attitudes of Senators led Miss Hennock to ob- serve that things were so serene she felt "tea would be served at any moment."

RADIO legislative lineup in Senate next year will undergo sweeping change, Chairman Werner of Maine, Hawkes of New Jersey, and Moore of Oklahoma, Republicans, aren't running. Sen. Johnson (D-Col.) will have real run for it particularly if there's Republican land- slide. And Sen. Tobey (R-Me.) who could succeed to chairmanship if Republicans win as expected, is torn between that post and Banking & Currency which he now heads.

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BROADCASTING • Telecasting
Mrs. Ruth Lyons
Morning Matinee
Station WLW
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners of the scissors offered by Robin Hood Flour for 25¢ and proof of purchase. I am sure you will be interested in knowing that your program directed approximately 24% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the northern section of the country and over 100 stations in the 800th carrying "Queen For A Day" radio show, it makes your response all the more outstanding.

I don't know to what we can attribute such success unless we say it is just smart programing and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Yours very truly,

INTERNATIONAL MILLING COMPANY

By William King, Jr.
Advertising Manager

AN IMPROVED ALL-PURPOSE FLOUR FOR BREAD, CAKES AND PASTRY
Look before you vote—with Television

This year, television joins press and radio as a "political reporter," in Philadelphia, at the Republican Convention, June 21, and the Democratic Convention, July 12. As American political leaders step up to speak, you're right there with them on the convention platform.

The Candidate will be televised as he looks into the camera—talks to the people face to face. His appearance, smile, gestures, combine with the sound of his voice to complete the transmission of his personality. You have a new opportunity to know your man!

Important as any in history, the 1948 conventions will be covered from start to finish by keen-eyed RCA Image Orthicon television cameras. Highlights and sidelights will be seen. And what the camera catches will be sharp and clear on the screens of RCA Victor home television receivers...

Today, 40,000,000 Americans are within reach of daily television programs. Television as an aid to good citizenship, through the formation of an enlightened public opinion, is only one way in which developments from RCA Laboratories serve the Nation and its people. Advanced research is part of any instrument bearing the name RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.