MAKING SALES FOR SAUER’S

The C. F. Sauer Company of Richmond makes Duke’s Home-Made Mayonnaise, Sauer’s Prize-Winning Vanilla, and 32 other flavoring extracts. Since 1887, these fine products have won no less than 19 highest awards and gold medals in international competition for their purity, strength, and fine flavor.

And Station W-L-E-E makes sales for Sauer’s! This well-known company started on W-L-E-E with an experimental one-hour Sunday afternoon musical prestige program, and six quarter-hours on Harvey Hudson’s morning show. They tried these programs for 13 weeks. Both schedules have just been renewed.

The C. F. Sauer Company celebrated its 60th anniversary last October. Its products are nationally known as “the largest selling brand of extracts in the United States.”

If you want a sales boost in Richmond, take a tip from Sauer’s. Get W-L-E-E on that schedule fast. Call in your Headley-Reed man today.
Again this year, in the “Spirit of 1010”, Mel Allen and Russ Hodges are bringing New York listeners on-the-spot broadcasts of the World Champion New York Yankees.

The 1947 listening trend indicates that 1948 will give WINS its biggest summertime audience in history. We say this after a quick look-see at the WINS audience increase last year of over 25%.

BUT the “Spirit of 1010” means more than just baseball. During this high rating sports season, we complement these Yankee games with the best in music and complete news coverage*. As a result, we are gratified to know that the New York audience is also feeling the “Spirit of 1010”.

*As a special news feature, WINS will give New Yorkers complete on-the-spot coverage of the Republican and Democratic National Conventions.
OVER A MILLION...
NEW YORK'S TELEVISION AUDIENCE

Latest survey shows the New York area has 174,000 receivers in private homes with an average audience of five, and 12,000 in public places with an average of 20.

OVER HALF TUNED TO WABD...

A recent survey rated one program at an extraordinary high of 56.4, another 46.8! Both, of course, were originations of WABD, New York, key station of Du Mont Television Network.

TALK ABOUT AUDIENCE RESPONSE!

First time Du Mont Network's popular "Charade Quiz" was aired, it pulled 30 letters. Few weeks later the mailman staggered in with 12,000. This consistent response brings total to date to nearly a quarter-million!

TELEVISION'S FIRST THREE YEARS

as compared with the first three years of radio, shows television is coming up much faster than did its elder brother, radio, at a similar stage of development.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Closed Circuit

SOME of scripts relating to medical and pharmaceutical advertising, particularly those which instruct announcers to inject sincerity and enthusiasm in advocating 100-yard dashes to nearest drugstore, are causing FCC members to fume. Nothing approaching crackdown indicated but concern is expressed about whether such scripts aren't misleading and unfairly competitive. Federal Trade Commission rather than FCC would have jurisdiction, however.

R. J. REYNOLDS TOBACCO Co. about to sign Jimmy Durante for new fall Camel cigarette show on NBC, 8:30-9 p.m. Fridays, through Wm. Esty agency, New York.

SMOLDERING resentment of Chairman White of Senate Interstate Commerce Committee over NAB's position on his bill (S-1335) to rewrite Communications Act burst into flame at recent executive session. Sen. White discussed possible investigation of NAB to determine whether President Justin Miller in fact spoke for its station membership, and said he would undertake it himself if he were not retiring from Congress. It's no secret that other committee members were not pleased with NAB position as presented year ago.

ARBITRATION of differences between Philip Morris and Phil Baker, m.e. of their Everyboyd Wris, scheduled soon on West Coast with Bow agency as referee. Sidelight is that Baker has only month to go on present 13-week contract.

ALTHOUGH Wallace committee won't know how much money it can spend until after third party convention July 1 they agree radio will be major medium for promotion of candidate and that drive will be intensive.

THOMAS E. DEWEY and Harold Stassen have reminded their floor leaders that television's merciless eye will be trained on Philadelphia Convention unceasingly, instructing them not to be seen talking to heads of delegations pledged to other candidates, to keep as many delegates as possible on floor (and in cameras), and to watch personal conduct.

REVELATION of successful Stratovision tests in Broadcasting, has stirred competitive interest in experiments. Spectacular preview Wednesday by Westinghouse likely to be closely scrutinized by engineers though it's a publicity rather than technical show (see story page 22).

MEMBERS of FCC don't think much of proposed White Bill provision which would separate agency into two panels—one for broadcast services, other for common carrier and related activities. Neither division would be autonomous and since appeals would be permitted from division to full FCC, feeling is (Continued on page 90)

Upcoming

June 21: South Carolina Broadcasters Assn., Ocean Front Hotel, Myrtle Beach, S. C.
June 21-25: Missouri State Broadcasters Assn., Tiger Hotel, Columbia, Mo.
June 22-26: Newspaper Executives Assn. Chateau Frontenac, Quebec.
June 25-26: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville. (Other Upcomings on page 38)

Business Briefly

SOAP FIRM SPONSORS • White King Soap Co., Los Angeles, June 23 begins for 52 weeks Chandu, the Magician on 44 Don Lee stations plus KOOL Phoenix and KNOX Tucson, Mon. through Fri., 5:15-5:30 p.m. (PDST). Agency, Raymond R. Morgan Co.

PACKER SEGMENT • Luer Packing Co., Los Angeles (mexia) June 19 starts weekly 15-minute segment of Meet the Missus on 7 CBS stations, Sat., 12-12:15 p.m. (PDST). Agency, Dan B. Miner Co., Los Angeles.


HENNOCK ACTION AWAITED

SENATE had not acted in early hours Satur- day morning on nomination of Fred B. Hen- nock to FCC, as filibuster by Sen. Taylor (D-Idaho) ran past midnight (early story page 22). If nomination is rejected or passed over before vacancy exists June 30, government records show no precedent as to legality of paying $10,000 FCC salary should President give her interim appointment.

House Rushes Action on Probe of FCC

FULL-DRESS investigation of FCC by House select committee provided in bombshell resolution introduced Friday afternoon by Rep. Forest A. Harness (R-Ind.) and spied to House floor one hour later by 9-1 vote of Rules Com- mittee.

Reminiscent of far-reaching 1943-44 Cox Committee investigation, probe aimed at FCC Blue Book program activities, its license and renewal policies, whether it has licensed or plans to license subversive or Communist- front applicants, and its general operations and selection of personnel would be launched upon House passage, of which Rep. Harness appeared assured. Measure (H.R. 419) was slated for House consideration Saturday.

The House Interstate Commerce Committee, which normally handles radio legislation, went into immediate executive session and voted to seek the “most effective” course to block the measure, according to members.

Rep. Adolph J. Sabath (D-III.), ranking minority member of Rules Committee and lone dissenter to committee’s favorable report, pledged himself to floor fight on resolution, which he lambasted as purely “political” and “an unfair smear” on FCC.

Select committee would be empowered to act whether Congress is in session or not. Rep. Harness said several colleagues suggested he head committee and that he was willing to accept. Five-man committee would be named by Speaker Martin to report with recommend- ations at Congressional session convening next January. Funds for probe would be provided through Committee on Accounts.


Rep. Harness said he discussed resolution generally with Indiana colleague, Sen. Homer E. Capehart, who himself has proposed FCC investigation, but did not clear it with Rep. Charles A. Woverton (R-N.J.), chairman of Interstate Commerce Committee, who has his own pending bill to investigate and who in past has jealously guarded his committee’s jurisdiction in FCC matter. Commerce Committee spokesmen appeared nonplussed at what they regarded as being by-passed on Harness measure.

Text of resolution:

Resolved that there is hereby established a select committee to be composed of five members of the (Continued on page 90)

Broadcasting • Telecasting
URBAN... SUBURBAN... AND RURAL....

One Does It—in Mid-America

• One Station
• One Set of Call Letters
• One Spot on the Dial
• One Rate Card

Mid-America presents a diversified market. Inside KCMO's measured ½ millivolt coverage area* are nearly 5½ million people—25% metropolitan—27% suburban—and small town—48% rural (on farms)! And KCMO, with 50,000 watts daytime non-directional, has both the power and the programming to reach the complete market—Urban, Suburban and Rural. In fact, KCMO's mail count shows listener response from 415 counties in 6 Mid-America states (shaded areas on map) plus 22 other states not shown.

For ONE STATION coverage of Mid-America, center your selling on KCMO.

National Representative:
John E. Pearson Co.

* 50,000 Watts Daytime, Non-Directional

... 10,000 Watts Night—at 810 Kc.

KCMO

... and KCFM—94.9 megacycles
Kansas City, Missouri

Basic ABC Station for Mid-America
Wild Indians couldn't keep 'em from listening to WMT in Tama (IOWA)

... not that they'd try, for even the Indians haven't any reservations about WMT's solid programming. (To tell the truth, the Sacs and Foxes who inhabit the nearby Mesquakie Reservation are really tama than they are wild).

When you want to reach Tama's solid citizens—and the 1058 other prosperous farm and industrial communities within WMT's 2.5 MV line, whoop it up on Eastern Iowa's only CBS outlet. Ask the Katz man about WMT's 33,630,000 acre BMB coverage—in one of the richest markets in the world.

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK
"Always giving something extra!"

*Just ask your Raymer representative*
"Coke" With a Capital

EDITOR, BROADCASTING:

In the May 24, 1948, issue of BROADCASTING it was stated: "RCA televised visitors to a coke bar..." We assume the phrase "coke bar" was meant a bar at which Coca-Cola was served exclusively, inasmuch as Coke is Coca-Cola and Coca-Cola is Coke. Both are registered trade-marks identifying the product of the Coca-Cola Company. However, if other soft drinks are served, then the designation "Coke bar" is misleading and is a misnomer.

Unfortunately from our standpoint, there was an oversight in that our trade-mark "Coke" was spelled with a small "c," whereas the correct typographical treatment for all trade-marks is to write them with an initial capital.

Coke is the registered trade-mark of the Coca-Cola Co., and Fuks & Wagnall's dictionary recognizes it as synonymous with Coca-Cola. We sincerely hope you will not feel that the Coca-Cola Company is out of bounds in bringing this to your attention. Won't you please be good enough in the future to give our trade-mark correct typographical treatment—thus "Coke."

Julius R. Lonsford Jr.
The Coca-Cola Co.
Atlanta, Ga.

[EDITOR'S NOTE: Henceforth it's "Coke" with a capital "C." ]

Wanted: A Better Index
EDITOR, BROADCASTING:

Since I cannot page through all 90 pages of the magazine, I have to rely somewhat on the table of content... this table of content contains only the section heading. This not only makes dull and unenticing reading, but indicates also very little of the magazine's content. Couldn't you make this table of content more elaborate?

Hans Ziesel
McCaw-Erickson Inc.
New York

Take It Easy
EDITOR, BROADCASTING:

In line with your editorial, "Take It Easy"—thought you might like to see what I was doing.

A refiner of gasolines and oils paves the way to his scores of filling station outlets via WSIX... For over five years this nationwide distributor has used a strip of programs totaling 3½ hours a week... Such a record of renewal is repeated by a long list of national, regional and local sponsors. They count on WSIX for sales coverage of Nashville's rich 51-county retail trade area. Ask your nearest Katz representative about the ways WSIX may help with your sales.

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

And WSIX-FM • 71,000 W. 97.5 MC.

WSIX gives you all three: Market, Coverage, Economy

... The bear facts at convention time.

This Kodiak bear was shot on Kodiak Island, Alaska, on May 29. He weighed 1,600 lb. and his hide squared 10'6", the largest killed this year on Kodiak. We had a great hunt—saw 88 bear in 5 days... this one was undoubtedly the meanest, orneriest of the lot, as witness the fight scars on his nose and brow. His mate was so grateful to me for shooting him that she wanted to wash my face—actually came to within 40 feet of me before turning—oh boy!!!

Herb Hollister
President
KBOL Boulder, Col.

Bouquet From Trammell
EDITOR, BROADCASTING:

I have been meaning for some time to compliment you and your associates on the splendid manner in which BROADCASTING (and Telecasting) Magazine is covering the news of television. You are providing the industry with a full, detailed coverage of the ever-increasing flood of television news along with the regular broadcasting news. I think it is most beneficial to have this integrated into the regular body of the magazine rather than in a separate section.

I am indeed glad to know that we was, in some measure, the inspiration for this, but at the same time, let me add that you and your associates have certainly executed the idea in a most laudatory manner.

Niles Trammell
President, NBC
New York

Market Study Kudos
EDITOR, BROADCASTING:

I want to offer my congratulations and thanks for the fine article that appeared on the Dallas-Ft. Worth market in your issue of June.

The article was exceptionally well-done and an invaluable asset to this great market.

Clyde W. Rembert
Managing Director
KRLD & KRLD-FM
Dallas

EDITOR, BROADCASTING:

I would like to express my com-

(Continued on page 60)
CLASS OF THE POWER-TUBE FIELD FOR FM AND TELEVISION

GL-9C24 V-h-f Triode

- **POWER TO SPARE...** two tubes "under wraps" will put out more than 10 kw in FM—more than 5 kw in television.
- **FREQUENCY UP TO 220 MC** at max plate input.
- All the electrical characteristics of ULTRA-MODERN H-F TUBE DESIGN.
- Sturdy and COMPACT for close side-by-side tube mounting.
- G-E RING SEAL construction gives generous terminal-contact areas.

**RATINGS**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filament voltage</td>
<td>6.3 v</td>
</tr>
<tr>
<td>Filament current</td>
<td>240 amp</td>
</tr>
<tr>
<td>Grid-plate transconductance</td>
<td>11,000 micromhos</td>
</tr>
<tr>
<td>Inter-electrode capacitance</td>
<td></td>
</tr>
<tr>
<td>Grid-filament</td>
<td>24 micromicrofarads</td>
</tr>
<tr>
<td>Grid-plate</td>
<td>15.7 micromicrofarads</td>
</tr>
<tr>
<td>Plate-filament</td>
<td>0.5 micromicrofarads</td>
</tr>
<tr>
<td>Type of cooling</td>
<td>water and forced air</td>
</tr>
<tr>
<td>Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):</td>
<td></td>
</tr>
<tr>
<td>Max voltage</td>
<td>5,000 v</td>
</tr>
<tr>
<td>Max current</td>
<td>2 amp</td>
</tr>
<tr>
<td>Max input</td>
<td>10 kw</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>5 kw</td>
</tr>
</tbody>
</table>

- *Useful power output, typical operation (at 4,000 v and 1.7 amp, band width 3 mc)*

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation):</td>
<td></td>
</tr>
<tr>
<td>Max voltage</td>
<td>6,500 v</td>
</tr>
<tr>
<td>Max current</td>
<td>2 amp</td>
</tr>
<tr>
<td>Max input</td>
<td>12 kw</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>5 kw</td>
</tr>
</tbody>
</table>

- *Useful power output, typical operation (at 6,000 v and 1.3 amp)*

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Includes power transferred from driver to output of grounded-grid amplifier.</em></td>
<td>6.4 kw</td>
</tr>
</tbody>
</table>

**Today's** better pictures, in many cases, owe a debt for sharpness and quality to the superior signal put on the air by General Electric's great power triode, GL-9C24. Newest transmitters with finer video performance, use GL-9C24's in push-pull for final output over both low and high-band channels.

In FM work, too, this tube has set noteworthy standards. With ratings in frequency and power that are ideal for the job—plus a wholly new design concept which outmodes earlier v-h-f types—the GL-9C24 is an example of detailed planning for efficiency.

When applied in a properly designed grounded-grid amplifier circuit, *no neutralization is necessary.* Lead inductance is extremely low. External metal parts are silver-plated, to cut r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass seals are used throughout...this tube is long-lived, sturdy!

If you build transmitters and wish to benefit from the proved brilliant performance of Type GL-9C24, your nearby G-E electronics office gladly will give you further details.

If you are a station operator or engineer, needing replacement tubes of any type—FM, television, or AM—see your local General Electric tube distributor or dealer for alert service! Besides showing the way in tube design, G.E. gets tubes to you fastest when you need them.

**GENERAL ELECTRIC**

FIRST AND GREATEST NAME IN ELECTRONICS
JOHN R. SHEEHAN, recently head of New York office of U. S. State Dept. broadcasting division, joins Buchanan & Co., New York, as director of radio and television. He formerly managed General Electric FM and international broadcasting stations in Schenectady and was active in inauguration and management of WRGB (TV) Schenectady. He succeeds MARTIN JONES, who resigned to form his own television package company fortnight ago. [BROADCASTING, May 31].

CLAIR CALLIHAN named manager of radio and television production for Leo Burnett Co., Chicago, in line with agency's expanding radio activities. He formerly wrote, announced and produced shows for St. Louis stations, and was account executive for Olian Adv. in Chicago and St. Louis.

KEITH BABCOCK, former manager of San Francisco office of The Biow Co., joins Garfield & Guild, same city, as account executive.

JAMES W. ROBERTSON, formerly with Griswold-Eshelman, Cleveland, for six years as account executive and copy supervisor, joins Buchen Co., Chicago, as account executive. He previously was promotion manager with McGraw-Hill Publishing Co., New York.

MELVILLE H. SMITH Jr., formerly of N. W. Ayer & Son, and recently vice president of Lamb, Smith & Keene, Philadelphia, joins W. Wallace Orr Inc., Philadelphia, as vice president in charge of new business and service.

Mr. Robertson

WICK ADAMES joins Barnard L. Sackett Agency, Philadelphia, as script editor.

WILLIAM R. SIMPSON, with BBDO, San Francisco, transfers to agency's Los Angeles office, as copy chief. FRED MAY, formerly with N. W. Ayer & Son, Philadelphia, joins agency's media department in San Francisco.

SCOTTY MacGREGOR, formerly with CBS-TV, appointed head of newly formed television department of Yorker Adv., New York.

HENRY J. WEIL and STEPHEN GOTTHELF open new advertising agency, H. J. Weil Inc., with offices in Walbridge Bldg., Buffalo, N. Y. Mr. Weil had been with Ellis Adv., Buffalo, for 12 years as account executive and Mr. Gotthelf was with Ellis for 3½ years, prior to which he was with Adv. Assoc., Buffalo, and Conklin-Mann Agency, New York.


Mr. Weil
Mr. Gotthelf

MACMANUS, JOHN & ADAMS, Detroit, engages FENTON PRODUCTIONS, New York, to handle radio production needs; will produce radio transcriptions, live shows and television.

HILLY SANDERS, with Mitchell-Faust, Chicago for past six and one-half years, four of them as vice president in charge of radio, joins Dan B. Miner Co., Los Angeles, as radio and television director.

JAMES B. LESTER, former head of his own Los Angeles agency and recently in export-import business in Mexico, joins Smith, Bull & McCreery Hollywood, as account executive.

MRS. BILLIE FARREN, former timebuyer at Lamb, Smith & Keen, Philadelphia, joins W. Wallace Orr Inc., same city.

DANIEL J. O'MEARA, director of merchandising department of Sullivan, Stauffer, Coiwell & Bales, New York, appointed a vice president.

J. NYE DELMAN of Flint Adv. Assoc., New York, appointed administrative supervisor of agency's television department. Will work with

(Continued on page 86)
**Facts on radio listening in the Intermountain West**

**What Do You Want To Buy?**

**Potential Listeners or Actual Tune-In**

There has been only one complete coincidental telephone survey ever made on radio listening in the Intermountain West to determine the size of the radio audience. This is Hooper’s Winter, 1947 survey of 14 Intermountain Network cities, a survey comprised of 58,163 coincidental telephone calls.

This survey does not merely reveal what radio stations can be heard in each area or who listens to these stations once or more a week, but it gives facts on who listens to specific programs at specific times from 8 a.m. to 10 p.m.

Ask Avery-Knodel for complete details by 15 minute periods.

Following however is a brief summary:

**Hooper Station Listening Index**

14 Intermountain Network Cities

**Winter, 1947**

<table>
<thead>
<tr>
<th>Time &amp; Day</th>
<th>Sets In Use</th>
<th>INTER-MOUNTAIN* NETWORK Sets</th>
<th>A* Network Share of Audience</th>
<th>By Network Share of Audience</th>
<th>C* Network Share of Audience</th>
<th>All Others Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 Noon</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
<td>18.9</td>
<td>25.2</td>
<td>2.8</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
<td>10.4</td>
<td>31.6</td>
<td>6.0</td>
</tr>
<tr>
<td>12 Noon to 6 p.m.</td>
<td>37.0</td>
<td>24.5</td>
<td>10.8</td>
<td>23.1</td>
<td>39.0</td>
<td>2.6</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>6 p.m. to 10 p.m.</td>
<td>Sun. thru Sat.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**The Intermountain Network Inc.**

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

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

**June 21, 1948 • Page 11**
By every measurement
WTIC dominates the prosperous
Southern New England
Market

WTIC's 50,000 watts represented nationally by Weed & Co.

FRANK H. LEE Co. (Lee Hats) signs with DuMont Television Network to sponsor Drew Pearson in series of newscasts during the two 1948 political conventions. Series will be aired daily 8:55-9 p.m., originating at WPTV-Philadelphia. Other stations to carry series are WABD New York, WTTG Washington and WNHC-TV New Haven, Conn. William H. Weintraub & Co., New York, is agency.


CURTIS PUBLISHING Co., Philadelphia, made its first test campaign on television June 9-11 on behalf of Saturday Evening Post, when it bought 26 one-minute spots on 10 video stations. Placed through BBDO, New York, campaign promoted article on Louis-Walcott fight. Stations used were WABD and WCBW-TV New York; WATV Newark, N. J.; WPTV-Philadelphia; WTV Philadelphia; WUG-TV Detroit; WNHC-TV Chicago, and KTSL and KTLA Los Angeles.


GENERAL FOODS Corp., New York, June 24 starts 52-week sponsorship of Tuesday telecast of Small Fry on WABD New York, 6-6:30 p.m., for Post Cereals. Benton & Bowles, New York, is agency [BROADCASTING, June 7].

JACK JOHNSON Co., San Francisco (Wishing Well Table Lamps), planning radio campaign in several Pacific Coast markets. Agency: Umland & Co., same city.


CRAFTEX PRODUCTS Corp., Los Angeles (reflex cameras), appoints Bass-Luckoff of Hollywood to handle advertising campaign. Radio may be used.


CONTINENTAL MILLS Inc., Seattle (prepared pie crust), appoints Keene & Keene, same city, to handle advertising. Radio may be used.


LEWIS FOOD Co., Los Angeles (dog and cat food), July 7 starts for 52 weeks Free for All on KNX Hollywood, Wed. 7-7:30 p.m. (PDT);

(Continued on page 87)
New

VELOCITY MICROPHONE

Because this man is talking into the new miniature KB-2C, his audience hear him... and see him! Hear him—because the KB-2C has "big mike" quality. See him—because the KB-2C is one of the smallest high-quality microphones yet designed. It's ideal for conventions and night clubs. And it's ideal for general station and other indoor uses.

Using highly efficient magnetic material... and a magnet structure that's a part of the microphone case itself, here's a microphone that's as "light as a feather"—and so small it fits into your pocket. Its directional characteristics provide a symmetrical figure eight... with surprisingly uniform frequency response between 80 and 8,000 cps. Hum level, -108 dbm. Effective output level, -56 dbm. Three output impedances provided; 30, 150, and 250 ohms, in accordance with RMA standards.

Plenty of operating conveniences, too. You can tilt the KB-2C backward and forward on its swivel through an angle of about 30 degrees. You can select your bass response by means of a screwdriver-type; switch located under the swivel pivot. You can disconnect the cable right at the microphone. For desk positions, use RCA's type KS-5A low-height stand. For other services, use any standard floor stand or collapsible stand.

More about the 12-ounce KB-2C from your RCA Broadcast Sales Engineer. Or write Dept. 19-FC.

RCA TYPE KB-2C
80 to 8,000 cycles
Price $50.00

The KB-2C shown here is actual size.
Feature of the Week

TO KWSC, the 26-year-old station owned and operated by the State College of Washington at Pullman, educational appeal engendered by non-commercial stations neither begins nor ends with classroom broadcasts. Indeed, somewhere in between lies a comparatively untapped field—adult education, in the perceptive eyes of its manager, Frederic Hayward, who theorizes, “You can’t make them listen.”

KWSC emphasizes the latter exclusively—and because of its deference, not “to the intellectuals, who could understand us” but to “the

(Continued on page 78)

On All Accounts

TELEVISION’S supporters are legion, and many of them believe that video's potentialities as a foremost American industry are limitless. But Fran Harris, director of television and motion pictures for Ruthrauff & Ryan, Chicago, is one enthusiast who reserved a special place on TV’s bandwagon when the infectious medium was “still around the corner.”

Before 1942 Fran had engaged in other activities, including government service, the theatre and radio. Today R&R's talented TV director handles film and live production for Goodall Co., which sponsors Player of the Day, a pre-game interview-type baseball program on WGN-TV Chicago, and Dugout Dope, a similar one on WLWT Cincinnati for the Greater Cincinnati Dodge Dealers Assn. She returned recently from Colorado, where she directed shooting of spots for both television and motion picture use on behalf of Beltone hearing aids.

And last year Fran had a hand in the extended summer video campaign launched by Griesedieck Bros. Brewing Co. in the St. Louis market via KSD-TV. In addition, she produced what was probably the first full-scale TV commercial program in Chicago, The Amazin’ Adventures of Tumblin’ Tim, for the Acrobat Shoe Co. on WBKB.

Fran was born in New York City Aug. 17, 1915. At the age of six she moved to Minneapolis, where she attended Lincoln High School and the Allied Theatre Arts College. In 1933 she turned momentarily to radio, joining WTCN Minneapolis, then WRHN, where she adapted motion pictures for air presentations in which she played the lead.

Induced to come to Chicago the following year, stage-minded Fran needed little further inducement to try out for a part in “Maedchen in Uniform,” a play which enjoyed subsequent success wherever it toured. Other roles followed in such hits as “Boy Meets Girl,” “Ah Wilderness” and “The Show-Off.”

In 1939 Fran returned to the air waves in Chicago, playing the ingenue lead in the serial Dad’s Family (on WCFL) and the lead

(Continued on page 78)
American Radio has made a habit of contributing to the success of many worthwhile causes, funds and campaigns. The national and regional networks have donated millions of dollars in time and talent for these purposes.

Even more adaptable to public welfare work on a local level are the local stations, small independents and network affiliates dotting the nation. Each type of station has been able to make contributions to the welfare of its listeners and others outside its sphere.

As a clear channel station serving the middle west, WGN is proud of its participation in hundreds of special programs and thousands upon thousands of announcements supporting a myriad of organizations.

We shall continue to support those which serve the best interests of WGN’s listening audience.

A Clear Channel Station... WGN
Serving the Middle West

MBS

Chicago 11
Illinois

WGN
50,000 Watts
720
On Your Dial

Eastern Sales Office: 226 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
When Uncle Bill Jenkins makes a mistake, it makes the newreels. And everybody makes money.

Like the classic about furrier Zlotnick and the potatoes. You remember the story: a WTOP listener raced into Zlotnick’s with a cabload of spuds and demanded a beaver coat. “Uncle Bill just said so!” he insisted. “Uncle Bill just said the price was 497 potatoes!”

He got the coat. Zlotnick got headlines: a Warner-Pathe newreel feature… and stories in Pathfinder, Business Week, AP, and leading papers. He also got about 497 new customers. As for Uncle Bill, he gets 33% more listeners than any competing program, 6:00 to 7:00 A.M., Monday-Saturday. (Crossley Recall Survey, March 1948)

Getting big results is an old story to sleepy, fluffing, adlibbing Uncle Bill. Renewal sponsor Willys of Washington, Inc. says (for example): “We have received inquiries from as far away as West Virginia, from people who seem to be regular listeners to your program.”

You won’t make a mistake if you sponsor some of Uncle Bill’s “mistakes.” Ask Radio Sales about him—or about any of our other performers who have helped give 50,000-watt WTOP the largest (by 47%) average share of the Washington audience in daytime periods bought by local and national spot advertisers.*


Represented by Radio Sales…

Radio Stations Representative, CBS
REPORTS from "Videotown—USA" [Broadcasting, June 14], released by Newell-Emmett Co., New York, indicate if current rate of buying television sets continues, number of sets in use will triple by the first of next year.

Newell-Emmett established "Videotown-USA" to study the growth of television and to analyze the present television market for the agency's clients. The survey is being conducted entirely by Newell-Emmett research staff.

Videotown is located on the fringe of New York's television service area (the agency does not want to reveal the exact town because it plans to continue to use the same town for future analysis). The town is a self-contained community supported by industry, agriculture and distribution and roughly represents one tenth of one percent of the population served by television today.

A census of television ownership, according to the study, showed that there are 267 sets in 266 locations in Videotown at the present time. This represents about one tenth of one percent of the estimated number of sets in use.

Middle Class

Represents 60% The survey also revealed that television ownership is in the middle socio-economic group. Nearly two out of three sets are in the middle level. The actual breakdown indicates that 60% of the sets are in the middle class; 25% of the sets are in the upper and 15% in the lower. These figures compare closely with a survey made by WPIX New York in New York recently.

Nearly four out of five sets are owned by private families in Videotown. 78% are in homes; 17% are in bars and grills; 3% in clubs and 1% in other locations such as fire houses, social clubs etc.

The percentage of home sets is increasing rapidly. During the first half of 1947, 41% of the total sets were commercial installations.

TABLE A

Where Do the TV Families Live?

<table>
<thead>
<tr>
<th></th>
<th>Single Family</th>
<th>Multi-Family</th>
<th>Two Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes</td>
<td>10%</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Bars &amp; Grills</td>
<td>5%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Clubs</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

TABLE B

Where Are the Sets?

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes</td>
<td>41%</td>
</tr>
<tr>
<td>Bars &amp; Grills</td>
<td>10%</td>
</tr>
<tr>
<td>Clubs</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>5%</td>
</tr>
</tbody>
</table>

TABLE C

What Is the Trend in Screen Sizes?

Figures at base of bar graphs indicate screen size purchased.

% of Total Purchases

<table>
<thead>
<tr>
<th>Screen Size</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>5&quot; &amp; 7&quot;</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>9&quot;</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>10&quot;</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>12&quot;</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>15&quot;</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

TABLE D

How Does Home Set Distribution Vary by Economic Class?

<table>
<thead>
<tr>
<th>Class</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper</td>
<td>10%</td>
</tr>
<tr>
<td>Middle</td>
<td>40%</td>
</tr>
<tr>
<td>Lower</td>
<td>50%</td>
</tr>
</tbody>
</table>

(TABLE 12)

N. Y. PUB BUSINESS BOOSTED BY TV SETS

TAVERN owners in New York metropolitan area feel that television helps business, that eventually all taverns will be video-equipped, according to a survey by Bell Television Inc., which rents and sells TV sets for public places. Bell is planning a similar survey in Boston.

To the question, "Do you believe all bars will eventually have television sets?" 64% said yes, 19% said no and 17 were undecided. Fifty-seven percent stated that television increased business profits, the reported increases ranging from 10% to 60% and averaging 16%; 34% reported no change in business; 9% said a decrease had followed installation of a TV set.

Of the tavern owners interviewed, 67% had video sets and of that group 70% owned the sets while 30% used rented receivers. Customers come in before the video programs and tend to stay around afterwards, according to 43% of the respondents.
Messieurs, Faites vos Jeux!

THE WHEEL IS TURNING

The time-table for WSB-TV is set. Commitments have been made to Atlanta set distributors and TV sets are being sold and installed right now. We're shooting for late September, and what was to have been a placid summer is now hectic with rehearsals and practice, program planning and contracts, building and buying.

The Atlanta market is ripe for an intelligent, aggressive use of television advertising. If you want in on the ground floor it's not too early to make your wishes known. The same organization which now makes WSB the best buy in the South will call the shots on WSB-TV.

THE ATLANTA JOURNAL STATION

WSB-TV

"THE EYES OF THE SOUTH"

ON PEACHTREE STREET

Represented Nationally by EDW. PETRY & CO., INC.

BROADCASTING • Telecasting
Strange as it seems, America's No. 1 vacation spot is also one of the nation's largest milksheds. In 1947 Greater Miami's milk output totalled 13,578,311 gallons. In addition, the dairy industry produced close to 3,000,000 gallons of ice cream and a variety of other by-products to make this one of the largest single producers in the south or, for that matter, the nation.

Yes, Greater Miami is a greater-than-ever year-round market, with an annual buying income of almost $500,000,000 derived from not one but many key industries. And results show that WQAM, Miami's First Station, is the effective economical way to reach the great spending power of this active market. For WQAM's clear signal blankets all the rich trading areas of Greater Miami, and offers important bonus coverage of 15 additional counties within the state.
MAYFLOWER TURNABOUT

By RUFUS CRATER

BROADCASTERS, it appeared certain last week, will move into 1948's feverish national political campaigns with a new freedom to air their own views, but with compounded confusion over the handling of broadcasts by candidates.

In the last stages of its consideration of both cases, FCC was reported in informal quarters to be ready to (1) lift the seven-year-old Mayflower Decision's ban on editorializing by licensees, conditioned only on "fairness," and (2) adopt a final decision hewing to the line of the provocative interpretation of the political-broadcast law enunciated tentatively in the WHLS Port Huron case four months ago.

The Commission, recognizing the importance of the questions involved, plans to hand down decisions in both cases at the earliest possible moment, possibly this week. Both have been discussed in great detail in recent executive sessions.

Present thinking on the Mayflower question was said to indicate victory for the advocates of radio's right to speak its own mind, but not to the completely unregulated extent urged by NAB in its leadership of the fight against the editorializing ban. The Commission (and it appeared that it would be unanimous) feels that recent court opinions buttress its contention that it can take an overall look at programming and that the "fairness" yardstick will permit it to determine whether there has been equitable balance in the discussion of both sides.

Exploratory discussions at the time of FCC's extensive public review of the issue in March and April [BROADCASTING, March 8, April 16] indicated that any relaxation of the ban probably would be conditioned on the affording of equal opportunities for opposing viewpoints.

Now it appears that the emphasis will be on fairness in the treatment of opposing views, without any hard-and-fast proviso fixing minimum rebuttal periods or prescribing methods for handling such replies.

The Commission's view, it was indicated, is that stations must try with reasonable diligence to be fair to all sides and provide for a balance of viewpoints, and can hardly be expected to do more.

Licensee Responsibility

While the Commission appeared ready to do a turnabout on the Mayflower question, any substantial modification of its views on licensee responsibility in political broadcasts seemed remote.

As enunciated in the proposed decision in the WHLS case [BROADCASTING, Feb. 21], the law on political broadcasts—Sec. 315 of the Communications Act—would be construed to (1) ban censorship for any reason; (2) regard the cancellation of a scheduled political speech as censorship if the cancellation was prompted by anything the speech contained; and (3) relieve broadcasters of legal responsibility in event of damage suits growing out of the uncensored speech.

Except for a slight dilution to permit stations to delete profane, obscene or indecent political passages, it seemed likely that the Commission majority's original views would be retained in substance despite the fiery renunciation which was issued by Comr. Robert F. Jones, the partial defection of Comr. Rosel H. Hyde, and the almost unanimous opposition of industry spokesmen in the oral argument that followed [BROADCASTING, May 10].

It appeared that Comr. Hyde (Continued on page 37)

GOP RADIO PLANK

By HERMAN BRANDSCHAIN

PHILADELPHIA—As the biggest names in radio and television travelled to Philadelphia last week to prepare for the coverage of the Republican National Convention opening today, the industry itself began to realize that it had a huge stake in the deliberations.

For should platform policy made in Philadelphia become the policy of a successful GOP Presidential candidate, the future of both radio and television regulation might well be determined by the 1948 Republican platform.

In an effort to contribute to the ideal of a free radio and television industry, BROADCASTING sent a telegram to Senator Henry Cabot Lodge, chairman of the powerful Resolutions Committee, which has the task of platform moulding.

The telegram urged a plank in the '48 Republican platform along the theme of the '44 draft, which generally won the approbation of broadcasters. It also urged freedom of television as well as of radio and asked for parity of the two media with the press.

In the 1944 plank, penned while the nation was still at war, these statements were set forth as Republican policy:

"In times like these, when whole people have found themselves shackled by governments which denied the truth, or worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to (Continued on page 71)

Plank Problem

GOP Resolutions Committee is considering its platform and may have the document ready for submission to the Philadelphia convention late today (Monday), or tomorrow at the latest. Broadcasters are urged to wire the Committee Chairman, Senator Henry Cabot Lodge, (R-Mass.) to ask inclusion of a free radio plank in the platform (see story this page). NAB President Justin Miller said Friday, "I am solidly behind sturdy planks in the platforms of both political parties, guaranteeing freedom of radio."
Henneck in Balance

(See Page 4 “At Deadline” for late Story)

SENATE CONFIRMATION of Frieda B. Henneck for a seven-year term to begin July 1 was in doubt as Broadcasting went to press Friday.

The nomination was passed over “without prejudice” when her name was reached on the executive calendar Thursday night, on motion of Sen. Wherry of Nebraska, the acting majority leader. Sen. Capehart (R-Ind.), a member of the Interstate Commerce Committee which earlier had approved the nomination, had indicated opposition to a full seven-year term.

It was thought the nomination might be considered again Friday night or prior to the recess or adjournment of this session scheduled for Saturday. If there is a recess and no action has been taken, the nomination could be considered upon the reconvening of the Senate following the Philadelphia political conventions.

Should Congress adjourn Sine Die, without action, the way would be open for President Truman to give her an interim appointment, which would run until the new Congress convenes in January.

Miss Henneck, New York attorney and ardent Democrat party worker, had substantial Republican support along with the expected Democratic backing prior to the unrecorded floor action Thursday. Usually committee approval is ratified by the Senate, particularly if there’s no objection from the Senators. The hearing in which the nomination was passed over was held Tuesday. Both Senators Wagner (D) and Ives (R) of New York, supported Miss Henneck’s candidacy. While Sen. Capehart made no public comment, prior to the Thursday action, it is understood he felt that vacancy created by the retirement June 30 of Comr. Clifford J. Durr, Alabama Demo- crat, should be filled on an interim basis only, rather than for a full seven-year term.

Neither Democrats nor Republicans were anxious during the late session last Thursday to incur the wrath of a woman or potentially the fury of the nation’s feminine voters.

Sen. Wherry asked unanimous consent of the Senate to proceed with diplomatic and other nominations on the executive calendar and pass over without prior action the nomination of Miss Henneck.

A right to object was reserved by Sen. Barkley (D-Ky.) the minority leader who asked when the nominee would be considered. Sen. Wherry replied that this depended on when the executive calendar is called again. “I cannot answer the question directly” explained Sen. Wherry. “But we intend to have other executive sessions.”

“I do not think this nominee” retorted Sen. Barkley, “should be discriminated against because she happens to be a woman. The committee considered the nomination carefully and reported it, and I hope it will not go beyond another call of the executive calendar.”

Sen. Brewster touched off what almost assumed the proportions of a hot floor fracas among Senators with long hours and short tempers. He told his colleagues that “I will say in justice to this side of the aisle that the great majority of those votes were by Republicnans.”

The web of political intrigue spun by nomination of the comedy medium tightened when both parties displayed unanimous consent of the Senate to proceed with diplomatic and other nominations on the executive calendar and pass over without prior action the nomination of Miss Henneck.

The nominations being considered were, in the order of their appearance on the executive calendar:

1. AFA Logs.
2. GOP Radio Panel Asked to Get Spectacular Prevue.
3. TV Minimum Scale Adopted.
4. Opposition Arises.
5. AAW Views TV Considers Its Growth, Future.

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Stratovision to Get Spectacular Prevue

GOP Convention, Louis Fight
To Feature Formal Debut

STRATOVISION will be gloriously unveiled to the public Wednesday night with the broadcast of the most attention-getting events of the year—the first nominating session of the GOP Convention and the Louis-Walcott fight.

With the Stratovision Tech Corp. and Glenn L. Martin Co., Baltimore airplane builder co-sponsoring the system of spraying the nation with networked FM and TV service from a dozen high-flying planes, will stratovision the convention and fight from B-29 flying over Pittsburgh.

Judging by recent tests from the B-29, the televised signals would be receivable over an area with a radius of some 200 miles from Pittsburgh [Broadcasting, June 14].

The sponsors will show Stratovision’s coverage at a radio-press demonstration to be held at Chillicothe, Ohio, well toward the out-

(Continued on page 78)

AAW Told Television's Role in Future

AAW Told Television's Role in Future

PHENOMENAL growth of television, its immediate future and how advertisers can best use the new medium to attract consumer public was encouraged during a directors’ session of the Advertising Association of the West at Sacramento, Calif., predicted that the achievements of sound broadcasting will be projected 100-fold by television, not to the exclusion of any existing medium.

Mr. Reinsch reminded his listeners that with the advent of motion pictures the newspapers began to wane and when radio came along they both worried, along with sports promoters and record manufacturers. However, none of them has suffered from the new media and there is now no need to suffer under television, it is merely a matter of base broadening.

The great advances in West Coast broadcasting were praised, and then Mr. Reinsch went on to outline the phenomenal development of radio and “what we in radio regard as an inexorable march toward the forefront of the advertising media.” Station population figures were then given showing the tremendous expansion of the field.

Television was described by Mr. Reinsch as the “mostest” industry that has come along in this country. It is the most expensive. It is the most fascinating program service. It requires the most personnel. It takes the most space in the spectrum. Television is the fastest growing industry in this country... the increases are all astronomical.

The fact that television is the most powerful sales force ever developed by man” was pointed up by the facts that “94% of the sensory stimuli needed to encourage product sales are apparent in television advertising” and that although it costs five dollars per person to demonstrate a car, even

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(Continued on page 78)

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(Continued on page 69)
MOVIE OUSTER?

A STUDY of the Supreme Court's recent motion picture decisions for possible effects on the movie firms' interests in radio, particularly television, has been undertaken by FCC attorneys, while the motion picture industry is conducting an extensive investigation of video's overall effects on the film field.

A Justice Dept. attorney told BROADCASTING that the Supreme Court decisions, upholding antitrust charges against a major portion of the film-production industry, could have "a serious effect" on these companies' interests in television.

FCC authorities noted that violation of the anti-trust laws is always a subject for Commission consideration in connection with qualifications of applicants or licensees.

There has been speculation whether the Supreme Court's language might be construed to raise a question of the movie firms' right to own television stations.

The lower court—a three-judge tribunal in New York—had enjoined the so-called five major or exhibitor-defendants from further expansion of their theatre holdings. But the Supreme Court, in setting aside certain portions of the lower court's decree, also remanded for further consideration the ban on expansion.

Whatever the direct result, the decision may have indirect effects on the respective companies' radio ownership.

Harry Warner, president of Warner Bros., in recent conversations with FCC authorities has indicated concern over what effect the Supreme Court's decision might have on his company in the radio field.

PARAMOUNT INTERESTS

Reports have circulated that Paramount Pictures, which among the film producers has the most extensive television interests, is considering the sale of its studios to concentrate on the operation of its theatres. These number about 1,500. ABC has denied reports that it might purchase both the Paramount studios and film library (CLOSED CIRCUIT, June 7).

Paramount President Barney Balaban has said he is sure the Supreme Court's decision "will force transformations" within the motion picture industry and that Paramount will be among those affected.

He said he did not know what the outcome would be, but that he felt Paramount's theatre interests will be reduced, with a corresponding reduction in ultimate earning power, and therefore will take steps to compensate for that reduction by shrinking the capital structure.

Amstrong stations owners and applicants named in the anti-trust suits are:

Paramount—Owner of WBKB (TV) Chicago and KTAL (TV) Los Angeles; 29% owner of Allen B. DuMont Labs., which has three video stations and is seeking two others; half owner of WSMB New Orleans and its authorized WBTA (TV); acquiring part interest in KB9 Des Moines; owner or interested in video applicants for Boston, San Francisco, Tampa, Detroit, and Des Moines.

Twentieth Century-Fox—Television applicant for Seattle, San Francisco and Boston.

Warner Bros.—Video applicant for Chicago; owner of Los Angeles AM station KFWB, and now acquiring Mrs. Dorothy Thackrey's Los Angeles TV grant along with her AM stations KVA San Francisco and KLAS Los Angeles.

SCOTUS Ruling Could Affect TV

Loew's, Inc.—Owner of WHN and WMGM-FM New York.

AMC Theatres (independent theatre circuit)—Owner of WPTR Albany; part owner of WBCA (FM) Schenectady.

H. J. Griffigh, one of the defendants in an anti-trust suit relating to South-west theatre chain—Owner KEPU El Paso; part owner of WFFL Wichita Falls, Tex., and interested in other South-west applicants.

Meanwhile, Eric Johnston, president of the Motion Pictures Assn. of America, disclosed that the film industry had been engaged for some time in an investigation of all phases of television which might affect the motion picture industry, and that the case would be considered at a meeting of film executives within the next few months.

Among subjects which he said the study has covered: Feasibility of television for use in theatres; production of films for television; the effects of television upon the film industry from a legal standpoint. The legal questions, he said, included such matters as, for example, theatre showing of a prize-flight telecast, the making of films from the telecast, and the export of films from the telecast for rental.

AFA CONVENTION

TELEVISION was viewed as "either the final blow or crowning achievement" in radio by James D. Shouse, president of Crosley Broadcasting Corp., Cincinnati, in an address at the Advertising Federation of America convention in Cincinnati last week. "It depends," said Mr. Shouse, "on whichever frame of mind you wake up in on any given morning."

Broadcasting is in a state of flux after 25 years of "rather steady and consistent development," he told the AFA delegates, adding that "if you were to be faced with an increase in the number of your competitors by 350% in a little less than three years you, too, I believe, might find cause for concern."

Broadcasters' present domination of television is threatened by two competing media, newspapers and motion pictures, Mr. Shouse declared. He pointed out that newspapers already have moved into television "on a broad and very inclusive front" and that "as of June 9 almost half of all the television stations licensed for or which applications are currently before the Commission are owned or controlled by newspapers."

Concerning the threat posed in the field of television by the motion picture industry, Mr. Shouse said: "It is entirely natural that as television has developed, it [the movie industry] should consider that its development under proper auspices would involve an appreciable and perhaps dominant role being played by an industry which has grown to be what it is today through its presentation of moving visual material with sound."

Mr. Shouse considers television a force which may bring about a strengthening of family life. He said that "while the automobile and motion pictures tend to take people out of the family home, television promises to be a consolidating, adhesive force" which may serve to bind the members of a family together.

On the business side he asserted that "television adds an increment to our business economy which is constructive and creative. Neither radio in its present form, nor publication advertising—whether newspaper or magazine—nor direct mail advertising, nor billboards, nor car cards can show a prospective customer how to use the product... In television we are dealing literally with a new color in the spectrum."

William Benton, head of the United Nations conference on freedom of information and the press, who addressed the annual AFA dinner, Tuesday, said the use of American advertising techniques to sell the free-enterprise system to the rest of the world would be a

(Continued on page 66)

ADRESSING delegates at AFA convention last week was James D. Shouse (l), president, Crosley Broadcasting Corp., Cincinnati, while Vergil D. Reed (center), associate director of research, J. Walter Thompson Co., New York, and Fairfax Cone, chairman, executive committee, Foote, Cone & Belding, Chicago, awaited their turn.

SHOW at luncheon during AFA convention in Cincinnati last week are (l to r) Ellen G. Borton, AFA, president and general manager; Oveta Culp Hobby, AFA director and executive vice president of "Houston Post"; Elia B. Myer, special advertising consultant and former advertising director of General Foods Corp., who was named "Advertising Woman of the Year," and Allan T. Prater, chairman of board of directors of AFA and chairman of Morse National Int. Inc.
PAID RADIO LOGS

There is an increasing tendency on the part of newspapers to charge for running program logs, Broadcasting Trends finds. According to the tenth survey of station manager opinion—an inquiry into radio-newspaper relations—conducted by Audience Surveys Inc., 73% of those charging stations to run their logs, charge full advertising rates for the service.

The stations queried report 85% of the local newspapers carry program logs. Of that figure 54% carry for all stations, while 24% are selective and carry for some stations, and 2% carry newspaper-owned stations only.

A representative cross-section of the managers of commercial AM stations were asked: (1) how many daily newspapers are published in their home cities; (2) how many carry station program logs; (3) how many charge for program logs and when the charge began; (4) whether they publish their logs in other publications in their service areas; (5) whether they broadcast the logs; (6) how many newspapers carry radio columns; (7) to what extent accounts use newspapers to plug radio shows; (8) how much newspaper advertising stations do on their own; (9) whether newspaper logs be paid advertising; and (10) how well newspapers and stations cooperate.

94% of station cities represented in the panel are served by at least one newspaper, morning and/or evening (see Table I). Only 5% of the stations are located in cities without newspaper service.

19% of the stations report that newspapers in their cities charge for program listings, less than one-third of the number (67%) whose papers do not (see Table III). 14% of the stations failed to answer.

Trends' Finds Practice Increasing

The papers which are reported to carry program logs, stations reported that the majority (54%) of the newspapers which carry them, carry logs for all stations in the city. Roughly a quarter (24%) of the newspapers are selective to some degree, carrying some logs but not of all stations. Only 2% of the newspapers which publish logs restrict them to the station owned by the newspaper—in each case this practice was reported only in one-newspaper cities.

COWLES

APPOINTMENT of Phil Hoffman, vice president of Cowles Broadcasting Co. and manager of KRNT Washington was announced last Tuesday by Luther L. Hill, executive vice president of Cowles and vice president and general manager. FM plans to take the air before the end of the month, Comdr. Craven announced.

A veteran Cowles executive, Mr. Hoffman has been with the organization since 1931. He has had extensive experience in administrative, managerial and commercial activities, having been identified with operation of WAX Yankton, as well as KRNT. His forte has been programming.

Mr. Dillon has been with the Cowles organization for a decade, with the exception of two years as a lieutenant in the Air Forces.

Comdr. Craven joined the Cowles organization in 1944 after having served on the FCC both as chief engineer and commissioner since 1936. He was formerly a consulting engineer in Washington and prior to that served as a communications expert in the Navy. He is an Academy graduate and one of the best-known figures in domestic and international communications.

Mr. Craven Mr. Hoffman Mr. Dillon

Inman Resigns As WNAX Commercial Manager

Resignation of Don E. Inman as commercial manager of WNAX Yankton, S. D., effective July 1 has been announced by Luther L. Hill, general manager of the Cowles Broadcasting Co., owner of WNAX. Mr. Inman, who has been with the Cowles organizations for more than 20 years, came to WNAX in 1944 as vice president and general manager, posts which he held until he was appointed commercial manager in November 1945.

Mr. Inman has not yet announced his plans.

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BROADCASTING • Telecasting
A SALES FORMULA: SSC&B

By FLORENCE SMALL

"SULLIVAN, Stauffer, Colwell & Bayles," murmured one advertising executive upon reading the formation of that agency early in June 1946, "sounds like a man running upstairs."

Today, two years later, that executive's murmur has emerged as one of the most accurate, if unintended, prophecies in the advertising industry. SSC&B has been "running" from the first of its formation, and it gives no evidence of stopping even as it turns into its third year with a six-fold increase in business that has borne its annual billings to nearly $11,000,000 and into the regions of the nation's top advertising firms. And, manifestly, that running has always "upstairs."

But the upward sprint has been only the latest visible effort of a brilliant team that figuratively learned to walk with the industry. And-to apply one last strain to a limping figure of speech-Ray Sullivan and his future partners had already worked up to a fast trot before their current project was even a virtual doodle.

Formerly at R&R

When Mr. Sullivan and his friends and co-executives, Don Stauffer and Heagan Bayles, first conceived the idea for the new firm, the trio were already entrenched at Ruthrauff & Ryan as among the most influential figures in advertising with salaries that reached into the top brackets in the industry.

Early in 1946, fanned equally by circumstances and inspiration, the dormant idea combusted into reality. The partners are still vague about the preceding sequence of events, but they agree that the definitive decision occurred at a luncheon at the Yale Club involving the Messrs. Sullivan, Stauffer and Bayles.

The broad details of partnership had preceded the men into the luncheon room. The new agency would be a profit-sharing enterprise with the active returns accruing to the leading active participants. Transfer of shares outside the organization was disallowed, and it was concluded that shares would not be inheritable by family members. Resignation from the firm presupposed resignation of stock.

In accepting terms with the infant agency, Don Stauffer is known to have turned down offers of partnership from two of the leading advertising agencies in the country. Ray Sullivan resigned his post as a director and vice president of Ruthrauff & Ryan, and Heagan Bayles, too, turned in his similar position at & R & R.

In Mr. Sullivan, the other partners agreed, the new firm had the man they considered the foremost business executive in the industry. The plan then was to balance him with a top creative person in the field. So they approached Bob Colwell. Mr. Colwell at the time was vice president and chairman of the plans board at J. Walter Thompson. After several days and nights of deliberation, Mr. Colwell relinquished his post in the country's number one agency to throw in his copy pencil with the profit-sharing maverick of Agency Row.

The firm then added a fifth partner to its string, John Cohane, another R & R vice president and one of the most promising figures in the advertising field.

Bill Spire, brilliant young account executive at Ruthrauff & Ryan, was enlisted as vice president and member of the plans board, together with Abbott K. Spencer, an 18-year account man at J. Walter Thompson. Cliff Dillon, also of J. W. T., joined the board to serve as vice president and copy chief.

To head its radio department in New York the new organization reached out for Phil Cohen who had built a spectacularly successful record while with Ruthrauff & Ryan and the OWI, Jack Van Norsland, one of the finest radio directors and script editors in the country, was named to supervise radio in Hollywood.

With the selection of five other executives to handle pivotal spots in the agency, the new firm of Sullivan, Stauffer, Colwell & Bayles was ready for launching.

No launching ever took place from a more makeshift harbor and with less promise of a smooth sail. Though the agency did manage to secure shallow quarters at 270 Park Avenue, the formidable weight of its collective advertising acumen proved insufficient to shake loose a switchboard priority from an embattled telephone company. The networks were hastily enlisted to relay calls to the partners. Million dollar deals were negotiated from drug store telephone booths. Partners vied with stenographers in caging nickels for phone calls. Signals were missed, communications were snarled, and more than one client languished on the ground floor until a charitable porter con... (Continued on page 58)

INTER-AMERICAN

The Big Story

IAB Meets in Argentina

UNIFORM legislative standards for guidance of Western Hemisphere nations will be submitted to the First General Assembly of Inter-American Assn. of Broadcasters, to be held June 30-July 9 at Buenos Aires. The assembly will inspect the rights of private broadcasters and oppose commercial broadcasting by governments.

Representing the United States at the assembly will be Gilmore N. Nunn, NAB District 7 director and operator of the Nunn stations [BROADCASTING, June 7]. Mr. Nunn, accompanied by Mrs. Nunn, sailed from New Orleans June 10 and is due to arrive at Buenos Aires late this week.

IAB was organized in October 1946 by some 200 station owners from hemisphere nations. The first assembly will be attended by some 200 delegates and observers, according to word from Buenos Aires. The opening session will be greeted by President Peron of Argentina and will be held in the National Postal Savings Palace.

Equipment Installed

Equipment has been installed for simultaneous translations of proceedings in English, Portuguese and Spanish, following the technique used at the Atlantic City conference last year. Delegates have been provided personnel and communications facilities. Entertainment and sight-seeing events are planned.

Greetings will be presented to the assembly on behalf of Wayne Coy, FCC chairman.

Among those slated to attend from the United States are John Royal, NBC vice president, and Edmund Chester, CBS director of shortwave broadcasts and Latin American relations.

Among topics on the agenda, besides uniform continental broad... (Continued on page 64)
MARKETING

By J. FRANK BEATTY

NEW techniques in finding what the public wants to buy, as well as where and how to induce this buying, were scrutinized by the nation's marketing experts at the semi-annual conference of the American Marketing Assn., held June 14-15.

With over 500 marketing specialists in attendance, the conference went into distribution and its relation to the government. Officials of such U. S. agencies as the Census Bureau, Patent Office, Federal Trade Commission and Dept. of Commerce took part in discussions and explained the government's role in marketing.

Spurred by growing interest in the intricate techniques of market analysis, the association started an expansion project, subject to referendum vote. First step will be to set up a permanent headquarters office, with a paid director to handle many of the activities now done on a volunteer basis.

Wroe Alderson, Alderson & Sessions, Philadelphia, AMA president, explained the expansion plan as adopted by AMA's board. Should changes in the constitution be approved by the membership, the present $35,000 budget will be expanded to $50,000. Plan for comparable memberships was submitted, AMA at present consisting of some 3,000 personal members.

National Awards Set Up

Mr. Alderson announced that AMA would set up a national awards program, as authorized last year by the board. The awards are designed to honor definite contributions in the field of marketing, with the awards going to the job rather than individuals. They would cover service to marketing, improvement of marketing practices and techniques, and progress in the theory of marketing. It was felt these awards would stimulate achievements in the field, encourage local chapter participation and enhance the prestige of marketing.

Speaking at the AMA's banquet Monday evening, George V. Allen, Assistant Secretary of State, traced history of the "Voice of America" broadcasts and outlined plans for the new series which will carry an official government identification (see summary of Mr. Allen's talk in "Voice" story page 32).

Much of the AMA's two-day series of meetings was devoted to discussion of the current Census of Manufacturers and plans for the census of distribution and minerals as well as the 1950 decennial census.

Gordon A. Hughes, General Mills market research director, chairman of the AMA Census Advisory Committee, reported on the Committee's April meeting. He said afterward the committee would meet later in the summer to reconsider its recommendation against inclusion of a radio set question in the 1950 census (see story page 67 on 1950 census plans).

Census Plans

A. Ross Eckler, assistant director of the Census Bureau, outlined plans for the 1950 tabulation. Technical committees are working with the bureau, he said, referring particularly to the AMA Census Advisory Committee headed by Mr. Hughes.

Cost of the census would be at least 100% above the 1940 count, even assuming the population had not increased, Mr. Eckler said. He told of advance planning of maps, questions and field tests. Whole county figures are being considered for cities to aid in comparisons with other data. Income information is to include sources of income in addition to wages and salaries.

William C. Trupper, chief of the Census Bureau's Business Division, discussed new legislation covering the censuses of business and manufacturers (BROADCASTING, June 14). The bureau will emphasize coverage, completeness and accuracy in these tabulations, he said, with distribution, manufacturers and minerals to be counted every five years.

Maxwell R. Conklin, chief of the bureau's Industry Division, said 214 forms are being used in the first postwar census, which covers manufactures. Now in the middle of the project, the bureau has three-fourths of the reports. Final results will be a little later than expected, he said.

Howard C. Grieves, like Mr. Eckler an assistant director, presided at the census session, which (Continued on page 87)

Selling Discussed at D. C. Meeting

KEYNOTE address was given by J. FRANK BEATTY, president of the Advertising and Marketing Assn., Washington, D. C., who spoke on "Selling." (Continued on page 7)

RMA

By BILL THOMPSON

RMA's board of directors Thursday approved "in principle" an industrial mobilization plan for the radio and electronics industry at the conclusion of the 24th annual RMA convention at Chicago's Stevens Hotel.

Acting on recommendations of a special exploratory committee, after being informed that military demands on the industry during the next five years might run as high as a billion dollars, the directors authorized a committee to urge adoption of the plan by government officials in lieu of several proposals which have been made by government agencies.

Special Committee

RMA President Max F. Balcom, who Thursday was re-elected for a second term, will appoint members of a special RMA industrial mobilization committee in the near future, he said. The chairman of the exploratory group which submitted a tentative industry plan was Frederick R. Lack, an RMA director and vice president of Western Electric Co.

As outlined by Mr. Lack, the plan is designed to " spread the job" of meeting radio and electronics requirements of the military services among small and large manufacturers in a manner assuring expeditious fulfillment with a minimum interference with the industry's civilian production.

"During America's history we have had eight years of peace to one of war," Mr. Lack told an RMA membership luncheon earlier in the day. "However, Europe is having wars 98% of the time and we seem to be drawn into them. There is no doubt that we are arming right now and preparing to fight off an initial attack. We have had two years for preparation this time."

Mr. Lack said the government should set up a four-man procurement channeling committee—one from each branch of the service and one civilian—plus an industry committee to "back it up." He urged that the industry have a larger nucleus working on government contracts, pointing out that at the present time only 10 out of 50 major companies in the industry are doing business with the government.

Curb on TV Set Shows

On recommendation of the set division, RMA's directors voted to continue the association's past policy of not sponsoring public receiver exhibits and to extend the restriction to television shows. Independent receiver manufacturers in attendance voted to support this policy by not participating in proposed public shows of new TV, FM and AM sets at this time.

The policy does not apply, however, to trade shows for distributors and dealers.

Thursday Elections

Three new division chairmen were elected by their respective members Thursday morning, and two others were re-elected. Three new directors were elected and 12 were re-elected for three-year terms.

The three new division chairmen are George M. Gardner, president of Wells-Gardner Co., Chicago, who succeeds Paul V. Galvin, president of Motorola Inc., as chairman of the set division; A. D. Flammenmon Jr., president of the Indiana Steel Products Co., Chicago, who succeeds J. J. Kahn, president of Standard Transformer Corp., Chicago, as chairman of the parts division; and J. A. Smith, Jr., of RCA Victor, who becomes chairman of the transmitter division, succeed-

(Continued on page 70)

BOARD OKAYS MOBILIZATION PLAN FOR RADIO

By J. FRANK BEATTY

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(Continued on page 70)
FCC's Probe of AT&T and Western Union television network rates was postponed last Monday to Sept. 28 after a morning of preliminary skirmishing by the carriers and the opposing feds which was recessed as the rates are dangerously high.

The delay was ordered to permit participants to complete the compilation of what was described as exhaustive data on the subject.

Reports on television broadcasters' current and past use of existing AT&T network facilities in terms of time and money, and a breakdown of the telephone company's construction and maintenance expenditures chargeable to television were offered for the record just before the half-day session was recessed by FCC Examiner J. Fred Johnson, presiding officer.

AT&T also presented a list of "orders" for intercity TV service as of June 5, showing the approximate monthly return expected from each (see listing below).

The company said that some 4,300 circuit miles of channels will be available for television network use by the end of the year, compared to about 1,600 miles assigned to video now.

Besides the present Boston-Richmond link, the report said, "additions now under consideration will wide a middle-western network during the fall and for connection with the East by the end of the year."

The additional circuits will link New York with St. Louis, passing through Philadelphia, Pittsburgh, Cleveland, Toledo, South Bend, Chicago, and Terre Haute. Further, the company noted, "legs from Cleveland to Buffalo, Toledo to Detroit, Chicago to Milwaukee are also being provided this year."

Costs for the present network were seen as higher than those for the future. AT&T said that in its study "it appeared desirable to look forward at the time when networks have been more completely developed than at present."

The rate investigation was prompted by a petition by Television Broadcasters Assn., which also sought—but unsuccessfully—to have both AT&T's and Western Union's rates set aside pending the hearing and decision [Broadcasting, May 3]. Appropriate rebates will be made if the rates are found to be too high.

AT&T's cover several categories of use, with $55 per airline mile per month as the basic rate for eight consecutive hours of use daily and $25 per mile per month for four hours daily where there aren't enough channels and time has to be allocated among the users.

Audio channel charges are additional. Western Union rates are $4,700 per month for the use of a reversible Philadelphia-New York channel from 4 p.m. to midnight daily.

The list was submitted at the opening session of FCC's inquiry into AT&T and Western Union rates for intercity television facilities (see story above). AT&T also noted that it accepts applications for service "only for routes over which facilities are available or will shortly be available."

The company's list of applications as of June 5 is below:

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**BROADCASTING - TELECASTING**

**Estimated Revenue From Line Use**

<table>
<thead>
<tr>
<th>Customer</th>
<th>Service Requested</th>
<th>Monthly Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>Interexchange Channel Monthly Service—subject to allocation</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>Occasional Services (Washington-Richmond) 24 hours</td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>Station Connections</td>
<td>$800</td>
</tr>
<tr>
<td>CBS</td>
<td>Interexchange Channel Monthly Service—subject to allocation</td>
<td>$1,800</td>
</tr>
<tr>
<td></td>
<td>Occasional Services (Philadelphia-New York) 24 hours</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>Station Connections</td>
<td>$1,200</td>
</tr>
<tr>
<td>DuMont</td>
<td>Interexchange Channel Monthly Service—subject to allocation</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Occasional Services (New York-Philadelphia) 24 hours</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Station Connections</td>
<td>$1,500</td>
</tr>
<tr>
<td>WMAR</td>
<td>Interexchange Channel Monthly Service—subject to allocation</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Occasional Services (Philadelphia-New York) 24 hours</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Station Connections</td>
<td>$2,000</td>
</tr>
<tr>
<td>WPIX</td>
<td>Interexchange Channel Monthly Service—subject to allocation</td>
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</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<td>$2,500</td>
</tr>
</tbody>
</table>

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"SHAKE HANDS and Come in Fighting" might well have been in the minds of both smiling gentlemen as Frank Stanton (ABC) and George D. Shouse (CBS) introduced WCBG-TV New York, congratulating M. Flynn, president of the New York News Syndicate on the opening of the new video station, WPIX New York, (see story page 8). Mrs. Stanton looks on.

Reports that AT&T had reduced its rates, or might do so, were disavowed by company officials.

The telephone company's reports on video use of intercity facilities on the existing Boston-Washington link showed, in most cases, a marked decline in May and first months in which AT&T was permitted to charge for the service.

NBC's use of video interexchange channels would cost $13,279 in January, $13,914 in February, $15,751 in March, and $14,918 in April, and station connection charges would have been $5,480, $3,480, respectively, aside from the audio channel costs, the report showed. In May the charges amounted to $8,822 for interexchange and $1,830 for station connections.

Other video users and the charges that were or would have been applicable were listed by AT&T as follows:

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**Transactions From Line Use**

<table>
<thead>
<tr>
<th>Customer</th>
<th>Service Requested</th>
<th>Estimated Monthly Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>Interexchange Channel Monthly Service—subject to allocation</td>
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<tr>
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</tr>
<tr>
<td>WPIX</td>
<td>Interexchange Channel Monthly Service—subject to allocation</td>
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The company's list of applications as of June 5 is below:
NBC Reconsiders Plan to Sell KOA

Decision Partially Due to Failure Of Network to Acquire KMPC

NBC has abandoned, at least temporarily, plans to sell its important Denver outlet, KOA, in a decision dictated in part by the network’s failure to acquire KMPC Los Angeles, it became known last week.

The network had held tentative discussions with several interested parties, including the Denver Post and the Aladdin Television Co., Denver, concerning transfer of KOA at a reported asking price of about $3,000,000.

The discussions regarding the sale of KOA were inspired by NBC’s interest in acquiring KMPC to give itself an owned and operated Los Angeles outlet. Since the network already owns the maximum number of stations permitted under FCC rules, it would have to divest itself of one of its properties before acquiring another.

With the appointment of Frank E. Mullen, former executive vice president of NBC, as president of the G. A. Richards stations, one of which is KMPC, it became evident that the network could not buy KMPC, at least in the immediate future. A high network executive explained last week that Mr. Mullen probably intended to settle in Los Angeles and would therefore not be interested in seeing the Richards interests get rid of their only property.

An additional reason given for NBC’s reconsideration of its offer to sell KOA was that the station, in the network’s opinion, would be one of the last to be seriously affected by the growth of television.

KOA throws a signal which covers a wide area where no video is expected for four years.

Asked whether NBC might reverse itself to its original position and reoffer KOA in the event another suitable Los Angeles property became available for sale, an NBC official said, “it is possible.”

Democrats Name Biow

APPOINTMENT of Biow Co. as agency for Democratic National Committee during 1948 political campaign was announced June 15 by Sen. J. Howard McGrath, chairman. No budget has been set yet. Agency will handle placing of commercial newspaper, radio and television programs for the Committee. Biow handled the account during the 1944 campaign.

Kraft’s 18th Year

KRAFT FOODS Co., Chicago, begins its 18th year on NBC July 22, when 52-week renewal of Kraft Music Hall, Thursdays, 8 p.m., Chicago, begins. J. Walter Thompson is the agency, and J. D. Galbraith the NBC account executive.

TV ‘TRIPLE-PLAY’ Campbell Co. to Air Program Package

SPECIAL, 15-minute television program originated by WCAU-TV Philadelphia and fed to CBS network tomorrow evening (June 22) for Campbell Soup Co. is being publicized as the greatest concentration of radio programs ever presented in a single television period.

Three of radio’s best known programs, Club 15, Double or Nothing and Edward R. Murrow and the News will be presented in the Convention Hall of Camden, N. J., where 5,000 employees and officials of three of the programs, are holding a company get-together. Only the Murrow show will be broadcast to radio audience as well as to televisioners.

Mr. Murrow will deliver some informal remarks following his broadcast. Walter O’Keefe then will bring his Double or Nothing quiz show to the screen, using the company employees and their families as participants. The Andrews Sisters and Bob Crosby will put on a special television version of Club 15. WCAU-TV will use three cameras, feeding it to Philadelphia by microwave and thence to the network. The show was arranged by the Ward Wheelock Agency as a convention “plus” for the television audience.

First National Sponsor Claimed for Transit FM

A. STEIN & Co., Chicago, manufacturers of “Paris” suspenders, garters and belts, is the first national advertiser to buy time for broadcasts to transit bus riders, Arthur Cohn & Assoc., New York, the agency for Stein Co., said last week.

The nine hours of daily broadcasts on WEBC-FM Duluth, Minn., composed mostly of music, will carry a minimum of three 20-second announcements for A. Stein, five days a week. The 13-week contract is effective when WEBC-FM starts regular transit broadcasts, expected to be about July 1.

Guarantee of a high percentage of listeners now may be assured advertisers, the National Association of Transportation Advertising said. J. F. Sachs, advertising manager of A. Stein, said that “transit riding figures, broken down by hours, show a listening audience far greater than that of FM estimates on home receivers and sizeable by daytime AM standards.”

Within few weeks, Mr. Nicholson said, the service would be extended to three other theatres, and ten theatres would be equipped within 60 days.

In addition, Mr. Nicholson advised Broadcasting that he intends to sponsor weekly 15-minute quiz format show on KTLA Los Angeles for advertising to set owners as well as to be presented via kinescope film in theatres.

Groves Labs Drops Duane Jones Firm

GROVE LABS, Inc., St. Louis (cold tablets) estimated million-dollar-a-year account, and a heavy radio advertiser, is selecting a new agency following the break with Duane Jones & Co., New York. James H. Grove, president of Groves Labs, told Broadcasting last Thursday that a decision naming a new agency will be forthcoming early this week.

Having resigned this account, Duane Jones Co. will service an advertising campaign for a competitor. Recently The Whitridge-Wiley Pharmaceutical Co. (Hill’s Cold Tablets) Thursday announced the appointment of Duane Jones to handle that product.

ABC Henry Morgan Show To Be Dropped by Rayve

AFTER 21 weeks on the ABC network, The Henry Morgan Show has been dropped by Rayve Cream Shampoo, effective Thursday, June 24. No replacement has been chosen, Melvin Brorby, vice president of National Advertisers, Inc., Chicago, and account executive for Rayve, said Wednesday.

Although reasons for the cancellation were not given, Mr. Brorby pointed out that the product was purchased by Pepsodent Div., Lever Bros. Co., Chicago, after Morgan’s January contract took effect. Original owner was the William R. Warner Co., New York (Standard Laboratories).

Three weeks ago the account was transferred by Pepsodent to Needham, Louis & Brorby from Roche, Williams & Cleary, New York. “Future plans are being presented and discussed by firm officials, and market studies are being conducted,” Mr. Brorby said.

New Ad Division of GE To Be Headed by Pettit

ESTABLISHMENT of Advertising Division in Electronics Dept. of General Electric Co. was announced June 18 by E. H. Vogel, manager of marketing for the department. L. E. Pettit, former assistant to the general sales manager of the department, was named manager of the new division which will operate at staff level under manager of marketing.

The division will be responsible for general supervision of all department’s advertising and agency relationships, Mr. Vogel said.

Mr. Pettit joined GE in 1935 when he entered the business training course at Bridgeport, Conn., headquarters of Appliance and Merchandise Dept.

Page 28 • June 21, 1948

BROADCASTING • Telecasting
BY ED KEYS

AS THE 80th Congress sprinted into the final lap in its race for recess or adjournment two measures were introduced last week in the House and Senate in a new, last minute attempt to legislate 50 mc spectrum space to FM.

Both measures, authored by Rep. William Lemke (R-N. D.) were introduced in the House June 18 and referred to the House Interstate and Foreign Commerce Committee.

H. J. Res. 430 took cognizance of FCC's action in jumping FM to the 100 mc band and maintained that this deprived farmers and rural residents of the opportunity to enjoy the benefits of FM service.

It proposed that FCC be directed, for a period of five years, to assign FM frequencies in the 47 to 50 mc range with the maximum amount of power FM had ever held.

H. R. 6964 proposed to amend the Communications Act of 1934 to provide a right of appeal to the courts for reversal of FCC decisions when it can be established that the appealed decision is based upon, or was influenced by, an error of scientific or technical fact.

The bill would give the courts jurisdiction to determine, if a petition citing the nature of additional evidence were presented to the court within 20 days after the FCC decision was filed, whether the Commission should or should not be given a judgment affirming or reversing the decision.

One of the major contentions of low-band advocates during Congressional hearings on H. J. Res. 78, also by Congressman Lemke, had been that FCC moved FM upstages against the greater weight of technical evidence.

40-50 mc FM

The previous Lemke Resolution also sought to assign a portion of the 40-50 mc band to FM, but the frequencies have since been assigned to mobile emergency service by FCC [Broadcasting, June 7]. This resolution, also, appeared destined for the legislative scrapheap.

From all appearances, both new FM bills, at week's end, were among the Congress' futile legislative attempts. The odds were tremendously against the possibility that they could clear committees, both houses of Congress and other legislative hurdles before legislators made their summer exodus.

Their introduction, at such a late hour, did, however, signal continuity of interest by the author and persistent efforts by Professor Edwin Armstrong, FM inventor.

It was felt that replies of the FM bills would be thrown into the legislative hopper at the next session or the reconvened session at an early date.

Associates of Congressman Lemke admitted that no hearings on the new measures were planned, and that hopes for passage before Congress closes its doors was very dim. They also acknowledged that, in all probability, the bills would be reviewed at the next session of Congress.

As both chambers of Congress raced toward adjournment or recess by the June 19 target date, many vital measures were bypassed or rejected. Among those falling helplessly by the legislative wayside, doomed simultaneously with the death of the 80th Congress, were many bills affecting the radio industry.

One of the most controversial of these was another late comer—S-1353—by Sen. Wallace H. White Jr. (R-Md.), chairman of the Senate Interstate and Foreign Commerce Committee, which considers radio legislation [Broadcasting, June 14].

The White bill would grant program review powers to FCC and raise the courts' salaried posts to the current $10,000 to $15,000. It also incorporated portions of S-246, by Sen. Edwin C. Johnson (D-Colo.) banning power above 50 kw pending agreement via the North American Regional Broadcasting Agreement or some other treaty on the use of higher power. Little likelihood of passage of either Johnson bills was evident on Capitol Hill during closing days.

Another late arrival on the Capitol scene was H. R. 3871 by Rep. Joseph P. O'Hara (R-Minn.) which was introduced June 18 and referred to the House Interstate and Foreign Commerce Committee.

O'Hara Bill

The O'Hara bill, designed to strip the Federal Trade Commission of its power to issue "cease and desist" orders and give the courts, by the Federal Communications Act, the power to do so. It was introduced June 18 and referred to the House Interstate and Foreign Commerce Committee.

The Johnson Resolution, as well as his original bill, are still pending in the Commerce Committee. The bill has since given a favorable report to the White Bill containing provisions comparable to those in the resolution.

SURVEY MIGHT PROMPT FCC REORGANIZATION

A SURVEY of FCC's operations which may lead to Congressional recommendations for the reorganization of that agency is under way as part of the government-wide studies of the Herbert Hoover Commission to study Reorganization of the Government.

The study of Commission activities is being handled by William W. Golub, New York attorney, who for several weeks has been sitting in on FCC meetings and interviewing Commission members, staff executives, and personnel.

He is working under the supervision of the Hoover Commission's Committee for the survey of independent regulatory commissions, which is composed of Robert R. Bigelow, Harvard law professor, chairman, and former Sen. Robert LaFollette, and Owen D. Young.

The Hoover Commission's report will be submitted to the next Congress about Jan. 10. It may result in changes in FCC operations or even complete reorganization, depending upon its tenor and the Congressional reaction. Spokesmen said that details of the various surveys will not be divulged until the new Congress convenes, in order to avoid political implications in this fall's presidential campaigns.

Mr. Golub, a private attorney who specializes in practice before the Securities and Exchange Commission, is familiar with FCC procedures from an earlier survey in which he participated on behalf of the so-called Attorney General's Committee.
WTOP SALE

By LAWRENCE CHRISTOPHER

FORMAL applications were filed at FCC last week for approval of the sale by CBS of 55% interest in WTOP Washington to The Washington Post and of acquisition by the network of remaining 45% interest. The transaction was arranged by Ralph R. Mott, broadcast editor, and Dorothy M. Brunton. Deals involve considerations totaling more than $970,000. [Broadcasting, May 24].

The Washington transaction involves assignment of license of WTOP (50 kw on 1500 kc) from CBS to WTOP Inc., newly formed Delaware corporation. The network receives 45% interest in WTOP Inc., for transfer of the properties of its key outlet, WTOP. Including conditional grant for WTOP-FM valued at $650,000, The Post acquires 55% in WTOP Inc, for $855,470 cash.

R. Kopf Appointed Head Of McGillvra in Chicago

RICHARD F. KOPF was appointed June 15 by the Chicago Division office of Joseph Hershey McGillvra Inc., station representative. For the past ten years Mr. Kopf has been with the Paul H. Raymer Co., the last three years as Chicago Division manager. Mr. Kopf has had more than 15 years experience in the advertising business.

Decca Chicago Fire

A HALF-MILLION-DOLLAR fire destroyed one of two Decca Distributing Corp. warehouses in Chicago last Tuesday. Estimated loss in records alone was "at least $400,000."

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WTOP SALE

Formal Application Filed at FCC

TV Minimum Hours Scale Is Adopted

By LAWRENCE CHRISTOPHER

FINAL Draft Much as Originally Proposed; New Subsection

FCC WROTE into effect last week its proposed new graduated scale of minimum operating hours for television stations, [Broadcasting, May 10]. It becomes effective July 1.

The scale as adopted is unchanged from the original proposal, but changes in the FCC's direction statement reading that "the aural transmitter of a television broadcast station shall not be operated separately from the visual transmission system except for experimental or test purposes."

The new rule replaces the present requirement—which has been consistently waived—that video stations operate at least 28 hours a week. In putting it into effect, the Commission rejected a request of Paramount Pictures, television operator and also of Mutual, to have a minimum 28-hour weekly schedule required, particularly in cities having populations of 500,000 or more. FCC said Paramount's petition lacked support, and left the way open for the company to petition later for amendment of the new rule.

The new scale requires a regular program operating schedule as follows:

During first 18 months of station operation, not less than two hours of programming in any five broadcast days per week and not less than a total of 12 hours per week.

During the next succeeding 18-month period, not less than two hours daily in any five broadcast days per week for a total of 90, and 24 hours per week during the respective six-month periods.

Thereafter—not less than two hours daily in each of the seven days of the week and not less than a total of 28 hours per week.

The Commission's rule continues: "Operation" includes the period during which a station is operated by the answering authority or during program tests, as well as during the period devoted to the broadcasting of local or network programs or to presentations arranged by the Commission, and the filing of fixed visual images which have no subsequent connection with the aural transmission of such presentation. Content of such aural presentations, shall be the responsibility of the station in computing the minimum hours of program service.

In the event of an emergency due to causes beyond the control of a licensees, it becomes impossible to continue operation, the Commission and the answering authority will suspend the range of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.
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
VOICE

NO LEGISLATIVE correction for operation of "Voice of America" program is reported. Congress prepared to close last weekend but a strong mouthwash had been prescribed for the "Voice" by one investigative body and a verbal spanking was forthcoming from another as the result of allegedly "slanderous" broadcasts.

During the closing hours of Congress the likelihood of reviving hearings into the shortwave broadcasts appeared very remote. Likewise, remedial Congressional action during the 80th session was held, in official quarters, to be most improbable.

Civilized legislators were giving little, if any, attention to the Voice of America series of the State Department's "Voice of America" programs broadcast by NBC. The storms over passages by scripts which were said to be offensive to certain states seemed to have subsided in both Houses of Congress.

Hearings into the controversial programs beamed to Latin America were concluded a fortnight ago by two special subcommittees of Congress [Broadcasting, June 14].

No more hearings are planned by the joint Senate subcommittee composed of subcommittees of the Ex- ecutive Expenditures and Foreign Relations Committees, under the respective chairmanship of Senators H. Alexander Smith (R-N.J.) and Homer Ferguson (R-Mich.).

More Hearings Unlikely

It was said as highly unlikely that hearings would be resumed this Congress by a special subcommittee of the House Executive Expenditures and Foreign Relations Committee, headed by Rep. J. Edgar Chenothe (R-Colo.).

In a report on committee hearings issued June 16, Rep. Chenothe declared that these studies revealed an urgent need for a full and open investigation of the methods employed in preparing, supervising and conducting these broadcast programs. We are convinced that the persons responsible for conducting these broadcasts have failed to correctly interpret the spirit and intent of Congress in passing this law, and have not recognized the obligation placed upon them to disseminate information about the United States that accurately portrays life in our country.

Chairman Chenothe reported that the committee intended to keep those responsible for the program under scrutiny during the next three months to see that they properly discharged their responsibility.

The only alternative, if precautions are not taken to prevent repetitions of broadcasting "vulgar and misleading material," the Chenoweth sub-committee said is to recommit the amendment or repeal of that portion of the law authorizing these international broadcasts by the United States Government.

Six Recommendations

Six recommendations were made in the report by the subcommittee. They were: (1) Immediate appointment by the President of members of the Advisory Commission authorized by law. (2) Except in extraordinary situations, the employment of only American citizens to prepare foreign information broadcasts. (3) No foreign broadcasts be conducted unless scripts are either written in English or translated into English and accurately checked. (4) Employment of language experts by the State Department to monitor and control all broadcasts as they are going on the air. (5) Place emphasis on quality instead of quantity in all of our foreign broadcasts. (6) Reduce to minimum, or eliminate, our broadcasts to Latin America.

A State Department official advised Broadcasting Wednesday that many of the Chenothe sub-committee recommendations had been initiated before the report was made public. Still others, he said, were under consideration.

The State Department said difficulty had been encountered in finding capable people to fill positions on the non-compensatory Advisory Commission and that efforts had been under way many months. More than 350 people have been canvassed and interviewed relative to appointment and a slate of candidates is expected within a short time.

No control over the nationality of employees of NBC or CBS is held by State Department, he said. It was explained that State Department employs only three aliens-European in line with standing policy. The difficulty of securing those who understand the Korean language accounts for the three aliens, he said.

English translations will be furnished under the new programming policies of the government department and a monitoring setup and possible reduction in volume was expedited for foreign broadcasting under consideration, the official explained.

He indicated that quantity would be sacrificed for quality when it became apparent that a particular situation warranted programming reduction.

The subcommittee report said committee members were "puzzled" by the testimony given by Venezue- lan Rene Borgia, who wrote the controversial scripts. "He attempted to defend various passages in the scripts when he was asked about them and at the same time admitted the material used was in poor taste," the report said. Mr. Borgia had testified that he had lifted his material from John Gunther's best selling Inside USA.

33 Hours Daily

It was reported that at the present time our official foreign broadcasts in 21 different languages consume a total air time of approximately 33 hours daily. Of this total output, the State Department handled roughly 16.5 hours and the balance was divided almost equally between NBC and CBS, the report said.

Current payments to NBC for programming services are at the rate of $1,233,000 per year, the committee reported, adding that during the fiscal year starting July 1, 1946, approximately $7,500,000 was expected to be spent on foreign broadcasting. For the current fiscal year, more than $9,000,000 was appropriated for foreign broadcasts and new relay stations. The committee estimated that the cost of these broadcasts for the coming fiscal year starting July 1, 1948, would be approximately $11,000,000, including the cost of new relay stations.

"By not attempting to provide the ordinary safeguard that it insists on in its domestic broadcasts, the National Broadcasting Co. did not properly discharge the great responsibility which it undertook in its contract with the State Department," the Congressman said.

The highest degree of condemnation in the report was leveled at the State Department.

"Your committee," the report stated, "finds that the State Department did have a responsibility to supervise and check these programs. Had ordinary care been exercised, there would have been immediately detected... had the Advisory Committee on Information been appointed promptly as contemplated by the law, the situation might have been averted."

In conclusion, the committee said that "the dual controls exercised by the National Broadcasting Co."

(Continued on page 60)

POLK'S MOTHER BLAMES POLITICS FOR MURDER

THE MOTHER and younger brother of the late George Polk, chief CBS correspondent in the Middle East, who was slain in Greece in May, said last week that they are convinced it was a political murder despite efforts of Greek investigators to prove there were personal motives behind Mr. Polk's death.

While parying questions as to which political faction she thought was responsible, Mrs. Polk, who granted a mass interview in New York last Thursday after returning from a three-week stay in Greece, said she felt the crime was the work of a well-organized group, had been planned carefully, and was obviously not the isolated act of an individual.

The interview with Mrs. Polk and her 19-year-old son, William Polk, a student at Harvard, was arranged by the newly-formed Newsmen's Commission to Investigate the Murder of George Polk. The commission was organized jointly by four working press groups: American Correspondents Assn., Newspaper Guild of New York, Foreign Press Assn., and the Standing Committee of United Nations Correspondents.

All four groups previously had voted separately for full and impartial investigation of the Polk murder.
ALL OVER AGAIN... NBC's biggest political coverage job drew to a close in the last moments of the Democratic Convention of July, 1948. Philadelphia's cotton-wool heat was settled down for the summer; the Republicans had left a sticky month before. Now, together with the Parties, NBC could relax. America's biggest political show was over—all over until 1952.
190 men—commentators, announcers, reporters, engineers, cameramen and technicians—covered the two conventions for NBC. Now W. F. Brooks, News and Special Events Vice-President in charge of all NBC activities at the conventions, watches briefly as tons of radio and television equipment are carted from the Hall. From here, all the color and excitement of selecting presidential candidates have been beamed to millions of listeners and viewers. Every minute of each convention was covered—and when activities lagged, spot interviews, running descriptions and concise analyses were woven in between all the major speeches and heated balloting, the political explosions and convention upsets.

A new dimension was given to reporting by NBC and Life magazine in their historic television collaboration. NBC handled floor activities, Life prepared 10-minute summary films for viewers, and the talent of both organizations joined to interview celebrities. Result: all phases of the convention sent to an estimated 2,000,000 viewers—more voters with a clearer picture of their representatives than ever before in history.
No one voice dominated the network's reporting. A full 29 top radio newsmen made up NBC's array of broadcasters. Here, a team of three, Robert Trout, John MacVane and W. W. Chaplin rest after their final television news roundup in NBC's Convention Hall newsroom, where they have been talking with convention leaders through busy days of exclusive interviews plus political scoops and news summaries.

Owners of four more of America's most listened-to voices, Morgan Beatty and H. V. Kaltenbom (above), Richard Harkness and Ben Grauer (right) relax in the NBC studio-suite at the Bellevue-Stratford. From here, from the network's master booth, from KYW's Rittenhouse Square headquarters, from mobile units—from all over, they and their colleagues have been pouring out the news, sustained by long experience and news sense—by nerves and coffee.
At the end of the conventions, it was obvious that no more elaborate plans for a
detailed, factual, colorful word picture had ever been carried out in
broadcasting—no more complete television coverage had ever been made.

Carefully detailed planning, put into brilliant action by radio's most experienced staff
of newsmen and technicians, is only indicated by this outline. This one NBC
news-coverage job is another example in a list as long as radio of why NBC is
No. 1 in broadcasting and No. 1 in television. Whatever the event, wherever it
happens, NBC News covers it with the personnel and facilities that mark . . .

America's No. 1 Network

The National Broadcasting Company

A Service of Radio Corporation of America
Mayflower Turnabout? (Continued from page 21)

would be joined by Comr. George E. Sterling in his original contention that, although he felt broadcasters may have the question of licensee liability in libel or slander suits is one for the courts or Congress to decide and should not be touched by FCC rule making. The likelihood that Comr. Jones would back down from his castigation of the entire decision as "dicta," Chairman Wayne Coy and retiring Comr. Clifford J. Dorr said they were understood to be still backing the majority's original views.

But neither the probable modification in the voting line-up nor threats that commissioners are out of town was expected to be sufficient to change the broad course of the overall interpretation.

Currently absent commissioners are E. M. Webster, who did not participate in the original voting, and Vice Chairman Paul A. Walker, both on international assignments. Walker's is the Commission's plan, because of the urgency of the issues, to decide both the Port Huron and Mayflower cases without waiting for them to return, now slated for July 12.

Predicated on WHLS Question

The proposed interpretation of Sec. 315 was pegged on the question of license renewal for WHLS. All six Commissioners in the proposed decision voted for renewal. Their differences related to the broad views expressed, so that Messrs. Jones' and Hyde's respective positions were stated in concluding rather than dissenting opinions. There has been no indication of any change in attitude toward renewal for the station.

Supporters of the originalWHLS decision were not supported from the Senate Interstate Commerce Committee's favorable report on the White Bill [S-1333], which would revise the present Sec. 315 along much the same lines [BROADCASTING, June 14]. In its report on that portion of the bill, the Committee said in part:

The [present law's] flat prohibition against the license of any station for violation of any existing censorship authority over any programming does not afford the public the protection from fraudulent or libelous broadcasting that the public would receive if the law contained a method of enforcing the law, through revoking the license of the station involved. It is therefore desirable that, by enactment of new Sec. 315 of the Federal Communications Act, the public interest be protected by the enforcement of a definite and specific law.

[Continued from page 22]

TV SHOWS CONTINUE AS GOP MEET OPENS

TELEVISION'S extensive coverage of the Republican convention can be handled without cancellation of much commercial video business, according to advance figuring. However, those TV stations who are getting complete convention coverage through the television pool, declare their intention to carry everything of general interest from the convention regardless of their regular schedules.

Late last week it appeared as if most video commercials could be broadcast, either at their usual times or with some shifting to accommodate the convention pickups. Firestone Tire & Rubber Co.'s Americana Quiz, Monday program on NBC-TV, is being moved forward a half-hour tonight (June 21) and broadcast 8:30--instead of its usual 8:30--9 spot.

NBC has cancelled Kraft Television Theatre, 9-10 p.m. Wednesday, and American Tobacco Co.'s Victory Keye Blake program, Thursday, 9:30--10 p.m., and has cut Thursdays' Swift show from a half-hour to one hour.

WNBT New York, NBC key station, also has cancelled the Tuesday night baseball game telecast. WCBS-TV New York has cancelled its Thursday afternoon baseball program as that will coincide with the balloting for the GOP presidential nominee.

AAW Views TV

(Continued from page 22)

to record live demonstrations on film for its clients at a low cost.

More than half of the theatres in the United States have been laying down television commercial for the last 25 years, Mr. McMahan declared. "At least 11,000 theatres run commercials today, and 40,000 did so during a time when we used the medium successfully." Ford is now pioneering in combining television and theatre films. If the films are well done, they are interchangeable. You can have color on your theatre screens, with black-and-white prints for television. Ford will use New York, Chicago, Los Angeles and other key metropolitan points, with theatres to make national coverage complete. This is, of course, the ideal combination. But only a few television at this moment cannot give complete national distribution and it badly needs something to pay the freight on better picture and show connections.

Mr. McMahan revealed plans of his organization to syndicate commercial spots on film designed for such television advertisers as chain stores, food products, restaurants, department stores, and motion pictures.

Hollywood major film studios know they can't play video's low budget game with their high budget operation, Don McNama declared in explaining why those big motion picture producing companies are at present relinquishing TV leadership to the smaller 16 mm. film industry.

"It may be that television will hit the blue chip level too soon. So many are laying in the picture with actual advertising," he said. "But impressive technical advances in pictures and sound quality in 16 mm. during the past ten years have prepared it [16 mm. film industry] for television action and the low-overhead 16 mm. organizations can play the television game without losing its shirt."

Voices Warning

Cautioning advertisers and agen-
ties to keep the current conti-
cipial copy fresh and new to maintain consumer interest," Mr. Smock, who was substituting for Haines Fennell, advertising manager of Union Oil Co. on the panel, warned that "video commercials wear out much faster than those on radio." Although video program costs are high, he believes that they will soon "settle down." Meanwhile, he said that "advertisers must "shop around."

The number of television homes in the Los Angeles area has increased greatly since Jan. 1 and the coverage of the total homes also has risen, he said. It was esti-
mated that there are more than 25,000 sets in operation in that area today.

Final hour-and-a-half of the TV panel session was given over to a demonstration of video programming. Using 16 mm. film, types of entertainment and commercial programs were limited animation, full animation, blowups, film and sound track with narrator before the camera, combined prize winning live action, selections from industrial films and 100% live commercials.

Gilbert L. Stanton, director of advertising and publicity for Idaho Potato Commission, was elected AAW president for forthcoming year. He succeeds Russell Z. Eller, adver-
tising manager of California Fruit Growers Exchange, Los Angeles. Herbert H. Kirschner, head of his own San Francisco agency, was elected senior vice president, with Grover C. Kinney of Denver made secretary-treasurer.

Vancouver, B. C., was chosen for 1949 convention, with dates to be set.

Awards Confirmed

Regal Amber Brewing Co., San Francisco, sponsor of Light and Mellow on KNBC San Francisco, was named grand prize winner of the Vancouver Advertising and Sales Bureau Trophy for the best commercial on a western program. Certificate of merit was also given for the best commercial on a program in cities over 100,000 population. M. E. Harland Adv., San Francisco, produces the program. Skippy Hollywood Theater, sponsored by Rosefield Packing Co., Los Angeles, was winner of the Fleetwood Lawton and The News, with commercials handled by Ben Alexander, on Don Lee network and sponsored by United Oil Co. for the third straight year. Material is from Foote, Cone & Belding, Los Ange-
les.

Special certificate of merit in recognition of originality and signifi-
cance was awarded the CBC Program which aired on KHQ-TV, Boise, Ida., which produced the Leveres Swope Red Estate musical show.

Purex Co., Los Angeles, spot announce-
campaign for Trend, thru Foot Co., Cone & Belding, was chosen for the certificate of merit for spot announcements in cities over 100,000. Tuttle Cottage Cheese campaign, thru Emil Reinhardt Adv., Oakland, took second place.

Awards were given to encourage imaginative advertising through commercial programs and separate one-minute-or-shorter spots.

June 21, 1946 • Page 37
WTOP Sale
(Continued from page 30)
radio broadcasting in the Washington, D. C. area.” The public notice by CBS, issued last week, said that while no substantial program policy changes are seen, “the applicant proposes to study the possibilities of augmenting the station’s current program schedule by the addition of programs of local interest employing the facilities of The Washington Post, a newspaper nationally distinguished for service to its community.”

The release added that WTOP-FM, when completed, will duplicate the AM schedule and broadcast “non-duplicated FM programs of local interest when and if circumstances arise which make the presentation of such programs desirable.”

CBS in the San Francisco market buys the remaining 1,575 shares (55%) in Pacific Agricultural Foundation Ltd., KQW licensee, from the Bruntons with the $425,000 purchase price, as adjusted, being split as follows: Dorothy Brunton, executrix of estate of Sherwood B. Brunton, deceased, $129,030; Mott Q. and Ralph R. Brunton, $147,965 each. KQW listed assets of $419,289.94 as of April 3 with plant replacement value set at $151,204.

The network pointed out that San Francisco is the second largest center on the Pacific Coast and is the terminal and relay point for all international broadcasting from the Pacific news area. Improvement of local station service and national network service was foreseen through complete ownership of a station there.

The network said, “In addition, if (CBS) is granted a construction permit for a San Francisco television station, ownership of both a television and a standard broadcast station in the same area will make it possible for (CBS) to operate both stations more efficiently to the benefit of both stations and their audiences.”

The network also has video requests pending for Chicago and Boston in addition to San Francisco and its Washington proposal. The network is licensee of WCBS-TV New York, where it also operates WCBS (AM) and WCBS-FM. Other CBS-owned outlets include: AM—WBBM Chicago, WCCO Minneapolis, WEAE Boston, KMOX St. Louis and KNX Los Angeles; FM — WBBM-AM, WEEI-FM and KNX-FM (latter two CFs).

The network indicated it would name its own manager for KQW but initially would retain and supplement other existing personnel.

CBS on May 1 reported assets of $39,432,890.02. Net income after federal taxes for the year ending Jan. 3, 1948, was $5,929,104, and for year ending Dec. 28, 1946, was $5,795,896.

Music Dealer Meet Holds Video Panel
A “TELEVISION PANEL” was held Thursday in Chicago in connection with the annual convention of the National Assn. of Music Merchants at the Palmer House.

Several hundred of the 6,000 convention delegates heard a discussion by TV dealers, manufacturers, station operators and the representative of a publishing concern.

Stanley H. Manson, public relations director of Stromberg-Carlson Co., disclosed that a recent company survey of all income groups in New York City and Philadelphia showed 59% of these owners TV sets: “would rather watch television than listen to radio.” Of 69% who previously listened to aural programs exclusively 31% now watch video 25 or more hours weekly and 32% from 20 to 25 hours, he said.

The Stromberg-Carlson poll also revealed that 75% of the owners have sets with 10-inch tubes, 49% had a tube name in mind when they bought sets, and 73% chose table models. Ninety-nine per cent said they were not disappointed in their sets.

Halpin Predicts
A prediction that coast-to-coast network television would be a reality by 1953 came from Dan Halpin, national sales manager for RCA Victor. He said that for each dollar volume on radio and phonograph sets, RCA Victor realizes $4 on video receivers.

J. W. Strickland of G. Shirmer Inc., national manager TV dealers, criticized manufacturers for not allowing dealers more than an average of 28% profit, and A. C. W. Saunders of the Howard W. Sands Co., Indianapolis publishers, called for a program to educate the public to the difference between faulty transmission and trouble in the receiver properly.
YOU MIGHT RUN THE 220 YD. HURDLES IN 22.5 SECONDS*—

BUT...

DON'T TRY TO HURDLE THE WALL AROUND WESTERN MICHIGAN WITHOUT WKZO-WJEF!

As far as outside radio is concerned, the "wall of fading" that surrounds Western Michigan is almost insurmountable and impenetrable—so much so, in fact, that hardly anyone in the area even tries to listen to an outside station!

If you want to reach the buying public of this important segment of the State (as who doesn’t!) the stations within the wall are your best bet. Of these, certainly WKZO, Kalamazoo, and WJEF, Grand Rapids, have by far the best combined listenership, as well as an exceedingly attractive combination rate!

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

The new Hooper is yours for the asking. Avery-Knodel, Inc., can supply you—or just write us direct.

* Harrison Dillard ran a 220 yd. hurdle race at Delaware, Ohio, June 8, 1948, in 22.5 seconds.

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
and KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
CELEBRATING seventh anniversary of Radio Programas de Mexico
11 to rl: Hucio Nino Medina, assistant manager; Adrian Lujan Martinez, manager; Clemente Serna Martinez, president and general manager; Bernardo Sancristobal, sales executive; Rafael Margain, auditor; Antonio Eufocio Ontiveros, assistant manager.

PICK and shovel work in breaking ground for Bamberger’s new Washington TV outlet, WOIC, last Tuesday. L to r: John A. Willoughby, FCC acting chief engineer; Theodore C. Streibert, Bamberger president; Comb. George E. Sterling; Jack Poppele, Bamberger vice president and chief engineer.

WHEN FCC Chairman Wayne Coy spoke at commencement exercises at Cincinnati College of Music, all Greater Cincinnati station heads gathered to greet him. Group includes (1 to r): C. H. Topmiller, WCKY; Robert M. Sampson, WSAI; Hubert Taft Jr., WKRC; James D. Shouse, WLW, host; Martiner C. Walters, WCPO; Mr. Coy; Arthur Eilerman, WZIP.

WINNER in WOV New York’s Time Buyers’ Quiz, Reggie Scheubel, radio director of Duane Jones, collects $10 in Italian lire from WOV Manager Ralph N. Weil.

INSPECTING Mt. Wilson transmitter of KNBH (NBC-TV) Hollywood are (1 to r): Ray Howard, v p of Austin, Co., builders; Raymond Guy, manager of NBC radio facilities and allocations group; G. B. Hanson, NBC engineering v p; John Selbert, engineer in charge of KNBH installation.

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EXPLORING THE UN... the fashions, food, dances, costumes and amusements of the UN nations... half hour weekly.

PIXIE PLAYTIME... Starring puppet Peter W. Pixie, in a bright three-times-a-week children's show.

AXELANDER KORDA FILMS... twenty-four full length features with internationally known stars... weekly.

THE DRAWING GAME... Pulitzer Prize cartoonist, Rube Goldberg, in a cartoon-charade quiz game... weekly.

All WPIX programs are pre-tested on closed circuits... adapted to the most exacting audience demands... With a wide range of every type of television presentation, drama, sports, celebrity interviews, night clubs, beauty, etiquette, homemaking, cooking, children's features—plus the best of News pictorial reporting—New York's most modern television station presents a unique opportunity for alert sponsors. Interested advertisers—write or phone for program costs and rates!

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

To assist the FCC in arriving at the best solution to the television allocations problem, Allen B. DuMont Laboratories is preparing an extensive series of exhibits dealing with the overall nationwide situation.

Chief of the DuMont exhibits is a 10 by 16 feet in size, showing the FCC's proposed allocations and the interference conditions which would result from carrying out this plan. Serious interference areas are marked by red "danger" flags. Supplementing this map, the other DuMont exhibits will show in detail the effects of the FCC proposal in a number of individual localities.

DuMont proposals for amending the allocations suggested by the Commission will include, first, correction of the more serious spacings in the FCC plan, according to Dr. Thomas T. Goldsmith Jr., head of the company's research division. He said that under the plan as now set up a number of smaller cities would actually receive much less video program service than is intended, due to lack of adequate separation of stations on adjoining frequencies, and that DuMont will propose a plan for correcting this situation.

DuMont will also propose the addition of six or eight further channels to the television spectrum beyond the 12 already allocated for black-and-white video service. Dr. Goldsmith announced. This, he said, would permit most cities to have two or three interference-free stations which would benefit the public by increasing the number of competitive situations and, through the competition, improving the quality of the program service.

Dr. Goldsmith will present the DuMont proposals at the television allocations hearings to start in Washington on June 29. He is presently supervising the preparation of the large map and the 30 or more supplementary exhibits which will illustrate his oral presentation.

Wallace to Use Radio

The National Wallace for President Committee, which has appointed Frederick-Clinton Co., New York, anticipates an extensive spot and network program campaign, to be set up after the New Party (Wallace's) convention in Philadelphia, July 23-25.

General Electric Co has shipped a 5-kw television transmitter to WNAC Boston, where it is expected to be placed in operation sometime this month.

**Modern Indians**

When Indians of Northern Alberta wanted to announce a meeting of all Indians from Northeastern Alberta for early June, they did not start smoke signals or tom-toms going to get the news across. Instead a letter came to CJCA Edmonton from the Cold Lake Reserve asking station to announce forthcoming meeting, and to request all chiefs and counselors to be on hand.

Waz- FM Increases Hours and Plans Power Boost

Expansion of operating schedule for Waz-FM Boston was announced last week by W. C. Swartzley, Waz manager. Plans call for duplication of NBC network and WBZ local programs from 5:30 a.m. to 10 p.m.

Mr. Swartzley also stated that station would increase power to 10 kw early in July. At that time Waz-FM will move to new location in Waz Radio and Television Center. A Westinghouse FM-10 transmitter will be used and antenna will be atop new 656-foot tower used by Waz-TV. Waz-FM is on Channel 225, 92.9 mc.

Radio Executives Club of Boston Being Formed

FORMATION of Radio Executives Club of Boston is now under way using as a model constitution and By-laws of Radio Executives Club of New York. Spearheaded by Nona Kirby, regional sales manager of WLAW Lawrence, Mass., initial steps call for preliminary meeting of Boston radio executives who have expressed interest in the undertaking.

Present plans are reported to include a "first call" nail invitation with actual start of the club set for early September. Headquarters already have been established in Hotel Touraine.

**Aids Plotkin**

David H. Deibler, chief of Transfer Section, FCC Law Dept. Broadcast Division, has been named assistant to the Commission's assistant general counsel in charge of Broadcast Division. He becomes aid to Harry M. Plotkin, presently acting as the Broadcast Division assistant general counsel, and not to Joseph M. Kittner, assistant to Commission's general counsel, as incorrectly reported in Broadcasting, June 14. Mr. Deibler takes post of Mrs. Hilda Shea who switches to chief of Broadcast Division's FM Section, now called FM Branch under Commission staff realignment and nomenclature change announced forthwith ago.
IN ATLANTA THEY START YOUNG—SEEING AND HEARING
WCON PROMOTION

David Sturgis, 3 year old member number 5,127 of the famous WCON "Rabbit Foot Club" is caught in the act of making his daily check of WCON INTERNATIONAL EVENTS NEWSPICTURES in neighborhood Drug Store Window. The picture shows Bing Crosby, ABC and Movie Star, playing Baseball.

This is just one phase of WCON's promotion program to deliver to its advertisers the best listening audience in Georgia! Other activities include Our Own Newspaper, The Atlanta Constitution, Our Own Air, Billboards, The Rabbit Foot Club, Audience Participation Programs, WCON Contest, Special Events Promotions and Transitads.

THE ATLANTA CONSTITUTION STATION
5000 WATTS 550 KC
Affiliated, American Broadcasting Company

National Representatives HEADLEY-REED COMPANY
**WSBT REMAINS THE OVERWHELMING CHOICE OF THE SOUTH BEND AUDIENCE**

Today, with two competing stations in South Bend, WSBT continues to hold by far the largest audience. Note, too, that no out-of-town station comes close to WSBT in listener loyalty. Throughout the nation very few stations can match the audience allegiance earned and maintained by WSBT. For the above December-January period—among all Hooper-rated Columbia stations—WSBT ranked 2nd in the morning, 4th in the afternoon, and 6th in the evening in share of audience.

**WSBT SOUTH BEND**

3000 WATTS
960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Page 44 • June 21, 1948
FOR SALE!

If you are looking for a kid show that's really different and can actually guarantee

- A PROVEN AUDIENCE
- PARENTAL SUPPORT
- UNLIMITED PROMOTION POSSIBILITIES

You'll want to know more about WFAA's "Daddy Ringtail"

FOR FULL INFORMATION WRITE WFAA DALLAS OR CALL YOUR NEAREST PETRY OFFICE.

"Daddy Ringtail"

The Most Sensational Kid Show on the Air Today!

... WITHOUT BLOOD-AND-THUNDER
... WITHOUT LOSING ANY JUVENILE APPEAL!

They said it couldn't be done... but with "Daddy Ringtail" WFAA-570 came up with an answer to the kid show critics that was an overnight success.

Here are just a few of the results of its first year on the air:

13,000 "Daddy Ringtail" color books sold on the air in less than 10 days!
Last Hooper topped all kid show competition in town.
An estimated half of the potential kid audience listens regularly in Dallas alone.

And the kid show critics are changing their tune. Parents, teachers, ministers have only praise for "Daddy Ringtail!"

NOW AVAILABLE FOR NETWORK OR LOCAL SPONSORSHIP

Station WFAA
DALLAS, TEXAS

820 NBC 570 ABC
TExAS QUALITY NETWORK
Radio Service of the Dallas Morning News

Represented Nationally by EDWARD PETRY and COMPANY
LOOKING FOR A RURAL AUDIENCE

OF OVER 2,000,000 RADIO HOMES?

WCKY Gives You a Responsive Rural Audience

IN 827 RURAL COUNTIES IN 12 STATES!

A Rural Audience Confirmed* by Mail Responses

OF OVER 1/2 MILLION LETTERS IN 5 MONTHS!

*Verified by BMB

INVEST YOUR AD DOLLAR WCKY'S-LY
MAKE YOUR RURAL CAMPAIGN A SUCCESS!
USE WCKY FOR PROVEN RURAL COVERAGE!

LOOK WHAT MR. HERBERT NACHMAN, OF NACHMAN-RHODES, INC.,
OF AUGUSTA, GEORGIA, SAYS:

“As you know, Lightner’s Chicks started using WCKY around
the last of January and terminated May 22nd. During that in-
terval our WCKY schedule resulted in the sale of pretty close
to ONE-HALF MILLION CHICKS.

“Naturally, we and our client both appreciate the actual sales
job which WCKY did. More than that, we appreciate just as
much the complete cooperation which you and your staff gave
us on this account.

“We certainly hope to be back on WCKY next season with a
sizeable schedule.”

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

FIFTY THOUSAND WATTS OF SELLING POWER
In GOP We Trust?

FOUR YEARS ago, the Republicans, in national convention assembled, adopted a "Free Press and Radio" plank in their party platform. A war was on. Dewey and Bricker had been nominated.

Said the plank in part:

it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to America for the most effective leadership except to the extent required by the war emergency. It is the responsibility of Congress to provide any tendency to regard the press or the radio as instruments of the administration. . . .

We need a new radio law which will define in clear and unmistakable language the role of the F.C.C.

Three weeks later, the Democrats met in national convention assembled. There was nary a mention of radio freedom. It was ignored in the platform.

So the GOP meets again to nominate and to draft a platform. Will there be a free radio plank? And if there is one, will anything be done about it?

The only manifestation of GOP policy on radio was one in the guise of the White Bill (S-1838)—the last reported to the Republican-controlled Senate on the eve of the Convention and under the perennial authorship of Majority Leader Wallace H. White Jr. of Maine.

The bill does not provide for radio's freedom on a parity with the press. It would hand to the F.C.C. on a silver platter the right to censor radio via regulation of program content upon license removal.

Democrats voted along with Republicans to report the White Bill, so the onus doesn't fall on the GOP alone. And remember, four years ago, there were not even weasel words about radio freedom in the Democratic platform.

We're not taking sides. We're neither Republican nor Democrat. Based on past performances there's little to choose between them.

We do venture, however, that the party which comes out resolutely and unequivocally for full-fledged freedom for radio will win the unstinted support of those legions who live for, and by, the microphone; who humbly recognize the responsibility they shoulder in their impending crusade for good will among men; who beseech the nation's law-makers to lift them above their half-free, half-slaive stigma.

PRESIDENT TRUMAN, on his "non-political" tour, now has lashed out against both newspapers and radio, alleging distortion. Thus he adds the fourth and fifth estates to his crusade against Congress.

Certainly this is no way to make influential and influential influential people. F.D.R., his predecessor, and a masterful phrase-turner, used a totally different technique. He attacked the newspapers (which he preferred) directly against them, and clutched radio (which had no political opinion) to his bosom. Radio, he once said, could "overtake the half-truths and nuances" of the newspapers. We hazard Mr. Truman wouldn't have gone overboard on these media if he had had advisors of the caliber of Paul A. Porter and J. Leonard Reinsch at his elbow.

Stop-Watch Politics

BEGINNING today, Philadelphia is the radio hub of the nation. It will remain so until the Republican national convention nominates its choice as the next President of the United States, and the Democrats follow suit next month.

There are 885 radio and television men covering the convention newswise and technically—the largest force assigned to a single event in radio annals.

The convention is radio streamlined. Unless there's an unforeseen change, the convention at its opening session today will adopt a resolution limiting nominating speeches to 15 minutes, and seconding speeches to five minutes, with a limit of four seconding speeches for each candidate. That is a far cry from the old-fashioned, swash-buckling harangues of other years, when speeches ran without limit.

The political gentry learned long ago that arm-waving and gesticulating didn't get votes via the "more" and "more" medium. So they've gone for mike-straddling "My friends" era. He won four elections—largely by dint of his radio campaigning. Since then, almost all politicians first cultivate the dulcet voice technique.

Now, with television, good looks along with the melodious voice will figure in the vote-swaying. The conventions this year will bring out the best-groomed crop of delegates of all time.

Radio can take a bow for delivering the radio and TV audiences from the ordeal of unrestricted speech-making and uncontrolled demonstrations.

Sell the Seller First

SHIRT-SLEEVE selling among the competitive advertising media is proceeding full-tilt. Newspapers and magazines are bellowing their greatness. Radio, competing within its own ranks because of the doubled AM station population, the introduction of FM and the presence of TV in the field, must battle the foot-selling and the grandiose presentations of the opposition media.

And the advertiser sits on the side-lines, enjoying the benefits of this first orgy of the sure-selling in many a year. He bemoans the high cost of all media. As a prudent businessman, he is out to get the maximum for his dollar and is visiting.

Some far-sighted broadcasters saw this situation coming. They devised the All-Radio Presentation Plan, unfolded at the NAB convention in Los Angeles last month. It was well received. Upwards of 100 stations had subscribed with nearly $100,000 of the $200,000 goal committed. The newspapers alone plan a $1,000,000 war chest, and the national magazines probably an amount in excess of that.

Since the Los Angeles presentation on the "Radio has been strangely silent" theme, we've heard disconcerting reports from the radio hinterland. Station owners are wondering whether a 25-40 minute color film designed to tell the story of radio's effectiveness isn't geared more for the larger markets and the national accounts.

The Plan, from where we sit, needs better selling. It is to broaden radio's advertising base; to add new customers locally, regionally and nationally. That job should be done at the upcoming NAB district meetings by the most formidable team that can be assembled. It is time to sell the new customer on radio's sales and merchandising prowess, let's make sure the broadcaster is not only sold but is also inspired.

THOMAS D'ARCY BROPHY

O N AUG. 23, 1933, in his 39th year, Thomas D'Arcy Brophy, now president of Kenyon & Eckhardt Inc., New York, and newly-elected chairman of the board of American Assn. of Advertising Agencies, was caught in a tragic automobile accident. He never saw daylight on his 40th birthday.

Blinded and seared, he suffered 13 major operations over a period of 18 months before he regained the use of his eyes. Yet, despite his months of groping in darkness, Mr. Brophy never faltered in the deeper sight that goes by the name of vision.

Putting his adherence to practical use, Mr. Brophy, then vice president of K & E, seized on his confinement to embark on a thorough and scientific study of radio. For two years he listened to every program on the air, charting for each quality and effectiveness, studying trends, forecasting developments, seeking meanings, and devising formulae, and generally saturating himself with radio.

When, in 1935, he returned to Kenyon & Eckhardt, he took with him from this sick-bed this heightened knowledge of the medium—a knowledge that helped win for him the presidency of the firm only three years later.

Mr. Brophy was born in Butte, Mont., on Oct. 18, 1893. He went to school in Butte, got an A.B. degree from Gonzaga College, Spokane, in 1912. While there he was editor-in-chief of the Gonzaga Magazine, a literary publication. He received his B.S. in architecture at Massachusetts Institute of Technology in 1916. Shortly before he graduated Mr. Brophy was chairman of the undergradu- ate committee in charge of the transfer of the then Boston Tech, which moved to Cambridge and became M.I.T.

Ralph Adams Cram and architect, was general chairman of the same committee. After graduation Mr. Brophy joined Mr. Cram's firm, Ralph, Adams & Cram, as a general architect. He remained in that capacity for a short time and then joined the Army during the first World War as a second lieutenant in the coast artillery.

At the end of his two-year war service he was discharged as a major, and returned to Butte. There he joined the Anaconda Copper Co. and was sent to the company's New York office to organize sales promotion and research and to develop new uses for copper and brass.

Two years later Anaconda bought American Brass Co., and Mr. Brophy became sales promotion director of all of Anaconda's manufacturing. In 1923 he was named vice president of the Anaconda Sales Co.

Six years later he switched firms and

(Continued on page 50)

BROADCASTING • Teletesting
WHO IS LISTENING? Facts in radio are as important as facts over radio.

WOV knows who is listening.
WOV knows where they live and shop.
WOV knows what they earn and spend and what they like and dislike.
WOV knows their age, sex and buying habits.
WOV knows how many have telephones and the average size of their families.
WOV knows how they live today and what they plan for tomorrow.

Say goodbye to costly guess-work and program experimenting.
Get the facts on 5 AUDITED AUDIENCES today. See how you too can take the guess out of buying. It pays to know...

WOV's 5 AUDITED AUDIENCES

WAKE UP NEW YORK with Bill Williams
1280 CLUB with Fred Robbins
BAND PARADE with Bill Gordon
PRAIRIE STARS with Rosalie Allen
ITALIAN MARKET OF 2,100,000 Italian-speaking Americans Larger than Pittsburgh.

WOV NEW YORK
LANDRY LEAVES CBS PROGRAM POST

CBS indicated last week that post of secretary to the network's program board, vacated by abrupt departure of Robert J. Landry on June 11, will not be filled. The network confirmed Mr. Landry's leaving with a terse statement that he is "no longer with CBS."

Mr. Landry himself was more informative. He said his exit from the network was "involuntary" and the climax of a "feud" of long standing, presumably over network program policies and planning.

Mr. Landry joined CBS in December 1942, as director of the division of program writing. Among the many shows he supervised were the full-hour Studio One dramatic series and Columbia Workshop. Before joining CBS Mr. Landry spent 12 years on the staff of Variety, becoming its first radio editor. He is the author of This Fascinating Radio Business, published in 1946 by Bobbs-Merrill.

Mr. Landry said his withdrawal from CBS was so sudden that his plans for the future were not yet solidified.

True Named Manager
At WMOH Hamilton, O.

appointment of Joseph E. True as general manager of WMOH Hamilton, Ohio, has been announced by The Fort Hamilton Broadcasting Co., owner and operator.

Mr. True joined Fort Hamilton Broadcasting in June of 1944 and two months later when WMOH went on the air became commercial and promotion manager. Before entering radio, Mr. True was assistant to the advertising manager of a local newspaper.

WMOH is on 1450 kc with 250 w. It is a Mutual affiliate and has an FM operation which is scheduled to go on the air the end of this month. Studios and offices are in the Second National Bank Bldg.

Respects

(Continued from page 48)

joined another copper and brass manufacturer, Revere Copper & Brass, as vice president.

He remained with Revere through the stock market crash of 1929. The company's agency was then young Kenyon & Eckhardt firm, and in 1931 Mr. Brophy joined the agency as a vice president. He has been associated with it ever since. In 1938 he was named K & E president. K & E has among its impressive list of clients such radio veterans as the Borden Co. (County Fair and Your Song & Mine, and Al Schacht on television); the Ford Motor Co. (Ford Theatre of the Air); the Kellogg Co. (Breakfast In Hollywood and Gales Drake); Wesson Oil & Snodgrass Sales Co. (Paul Whiteman and Noel Webster); Chesapeake & Ohio (Information Please); Richard Hudnut (spot campaign) and White Rock Corp. (spot announcements).

During the past 10 years Mr. Brophy has devoted himself to many civic and patriotic functions aside from being one of the driving forces within AAA. He is an active member of the Advertising Council and president of Americanism in Action, which is sponsoring the Freedom Train, a director of National Outdoor Adv. Bureau and a member of the Corp. of Mass. Institute of Technology. During World War II he was director and chairman of public information of the USO, and director and member of the executive committee and chairman of the public information committee of the National War Fund.

In 1947 Mr. Brophy was appointed an honorary commander of the Order of the British Empire. In 1948 he was awarded the Gold Medal for Americanism by the American Legion, Wall St. Foundation.

The Brophys—she is the former Jessie Stewart Milligan—will celebrate their 24th wedding anniversary on Oct. 9. They have two daughters, Cynthia Ann and Joan Suzanne. The only son, Thomas D'Arcy Jr., Ensign USNR, was killed a few weeks before V-J Day when the Japanese torpedoed the Cruiser Indianapolis on which he was serving.

Mr. Brophy is a member of the following clubs: University, New York, Technology of New York (of which he was president from 1925 to 1929). Phi Chi, Scarsdale Golf Club, Fox Meadow Tennis Club, American Yacht, Shenorock Shore. The Brophys live in Scarsdale, N. Y.
This Great 4-State Market in the Palm of Your Hand

Reach It With ONE Station
ONE Cost, ONE Billing

What makes it a great market? More than eight million people who live and work and listen in this primary steel-and-coal belt of the nation. More important, they spend Four and One-Half Billion Dollars Annually. You can have the bulk of this potent sales market with one station, one cost, one billing—with WWVA, the station with the friendly programming that reaches the hearts of these people who have the power to buy. Your Petry man has the details; ask him today!

WWVA has guaranteed bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
McFadden Named Manager of WNBC
THOMAS B. McFADDEN, who joined NBC as a page in 1934 and worked his way through the ranks until he became assistant manager of WNBC New York 5 years ago, has been named to succeed James M. Gaines as manager.

Mr. Gaines, who announced the appointment last week, has resigned to devote his full time to other network executive posts. He is director of NBC owned and operated stations, and assistant to Mr. C. Hope administrative vice president in charge of sales and station relations.

Mr. McFadden, after breaking in as a page, became a writer in the NBC New York newsroom in 1935. In 1938 and 1939 he served as news broadcaster for WGY Schenectady and WRC Washington, NBC outlets. Serving in the Army and Navy from Dec. 7, 1941 to 1945, Mr. McFadden returned to NBC following his discharge, and resumed his duties in the newsroom he named news and special events director of WNBC in 1946. He is 31 years old.


First thing in the morning?

Here's a sight that time buyers seldom see . . . the harried head of the conductor of an early program almost buried behind a mountain of morning mail. Don Gabriel, producer of By Dawn's Early Light . . . across the board at WJW . . . has proven so popular with listeners that his program has been extended another 15 minutes — from 7:45 to 8:00 A.M.

This new segment of By Dawn's Early Light also should prove popular with some aggressive manufacturer who wants added coverage in the great Cleveland market.

BILLY NEELE, President

McFadden Named Manager of WNBC

HENRY W. SLAVICK, general manager of WMC Memphis, Tenn., and Sixth District director of NAB, urged members of the Louisiana chapter of Broadcasters to extend into practice all provisions of the NAB Code. Mr. Slavick spoke at an LAB meeting June 12 in Alexandria during which he brought out highlights of the NAB convention in Los Angeles.

A detailed discussion of the NAB Code was given by Henry Clay, general manager of KKKH Shreveport, La., who pointed out industry-wide plans to "police" broadcasting by broadcasters themselves.

An appeal was presented by Brig. Gen. Raymond F. Hufft, adjutant general of Louisiana, for cooperation in boosting enlistment in the armed services.

Another speaker, J. D. Bloom Jr., chief engineer of WWL New Orleans, predicted that when television and FM are the "glamour girls" of today's radio picture, standard radio will have to "foot the bill" for their development.

Harold Wheelehan, general manager of WSMB New Orleans, covered highlights of the NAB convention and termed it "the best convention in 20 years." He praised NAB officials for their handling of convention details and stressed "the wonderful accommodations and services rendered broadcasters by Los Angeles hotels.

A survey of rural Louisiana radio listening habits and preferences, to cover some 125,000 homes, was discussed by Roy Dabade, general manager of WJOE New Orleans. Mr. Dabade said the poll would be made by Louisiana State U. graduate students later this year.

Fred Webber, general manager of WDSU New Orleans, discussed general problems facing broadcasters and James E. Gordon, general manager of WNOE New Orleans and president of LAB, presented a report on the current legislative session.

Mr. Gordon called another meeting for August in Baton Rouge to elect officers. Willard L. Cobb, general manager of KALB Alexandria was host to the meeting.

Code Adoption Urged By Slavick

'The singin' Sam'

HARRY (Singin' Sam) FRANKEL, 39, died June 12 of a heart attack at Richmond, Ind. Mr. Frankel started in radio at WLW Cincinnati where he was billed as 'Singin' Sam, the Lawnmower Man.' Real fame came a short time later when he was known to millions as the "Barbasol Man."

ATTENDING meeting of Louisiana Assn. of Broadcasters at Alexandria June 12 were (1 to r): Paul Goldman, manager of KSYL Alexandria; James E. Gordon, general manager, WNOE New Orleans and LAB president; Henry W. Slavick, general manager, WMGM Memphis, NAB district six director; Fred Ohl, station director, KALB and KALB-FM Alexandria, and William L. Cobb, general manager, KALB and KALB-FM.

2 LONDON AGENCIES FORMING N. Y. BRANCH

COMBINING of forces of S. H. Benson Ltd. and Mather & Crowther Ltd., both top London advertising agencies, to form Benson & Mather Inc. as a joint New York branch of the firms, was announced last week.

To be operated initially on Sept. 1, the branch is temporarily located at 17 E. 49th St., under the direction of David Ogilvy, director of research for Mather & Crowther. An American agency executive will be appointed president in the fall, Mr. Ogilvy said last week.

Accounts handled by the parent agencies include American Overseas Airlines, American Tobacco Co., Austin Motors, Bovril, Canadian National Railways, Colman S. Mustard, Guinness, Kodak, Kohl's, Lea & Perrins, Lever Brothers, Lloyds Bank, Ronson, Savoy Hotel, Shell, Johnnie Walker and Wrighleys.

"It is symptomatic of the spirit of the times in England that these two British agencies, which are keen competitors in the home market, should join forces to help increase the dollar earnings of British exporters," Mr. Ogilvy said.

Commercial

L E O HOWARD, member of sales department of WKBW Oklahoma City, has been appointed sales manager.

BERNIE FEKEMAN has been appointed sales manager of branch office in Barre, Vt., of WAKO Montpelier, Vt.

EDWIN FISHER, sales promotion manager of KMOX St. Louis, and BEN WILSON have joined station's sales staff.

GIL JOHNSTON, former salesman of KMOX, has joined CBS Radio Sales in Chicago.

CHARLES MANGANO, with NBC International, recently has joined station's sales staff.

ALFRED LARSON, formerly with George B. Hollenberg Co., New York, has joined WNBC Hartford, as time salesmen. He succeeds the late G. ARTHUR PETERSON.

F. M. Reps Inc., New York and Los Angeles, has been retained as national representative by Radio Diablo Inc., operator of KBBR Sun Bruto, Calif., according to O. W. Brown, president.

HAL LEVY, former advertising director of "Emerson's Product and General Sales Director of WFAS, White Plains, and TOM BLANK, former account executive of WHCM New York and WNYC New York, have joined sales staff of WMC New York.

FRANK SAMUELS, ABC western sales manager, is the father of a girl born June 11.

WGN-FM) New York has increased its staff to 6 p.m. to 10 p.m. weekdays and Sunday periods and 6 p.m. to midnight Saturday periods, effective July 15. Rates for one hour, 1/2 hour and 1/4 hour have been doubled, with spot announcements and special features going from $6 to $10.

CLARK-WANDLESS, Co., New York, has been appointed exclusive U. S. representative for the Clincher stations HJDP and HJDO Medellin, Colombia and for W 1955 Mayaguez, P. R.
"finger-tip" reach for all tubes!

... in the Westinghouse FM-3

Whether you are visually inspecting the tubes while in operation, test-checking them, or actually replacing them... you can do it quickly and easily in the Westinghouse FM-3 because they are all within "finger-tip reach" of the transmitter front. The tubes are all readily accessible through clear glass panels which are electrically interlocked for the safety of the operator. Furthermore, spare tube storage space... in the upper right-hand compartment... is also within "finger-tip" reach.

This is another of the many important elements... found in all Westinghouse FM transmitters that protects your investment... simplifies maintenance and inspection, and keeps you on the air.

Your Westinghouse salesman is anxious to show you more completely how this feature benefits you... or write us, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features...

- Only one control to adjust output power
- All key circuits contained in two drawer-type chassises
- FM-3 is complete driver cubicle for FM-10 and FM-50
- R.F. voltmeter indicates transmission-line volts
- Glass-insulated wire with a lead sheath*

This service... anywhere!

...on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

*A Westinghouse exclusive

Mr. M. Brassier can help you in the Midwestern area. It's his job to work with your Westinghouse transmitter salesman in helping you with all of your broadcast problems... from planning to operation. Mr. Brassier, one of several Westinghouse electronic sales engineers, has had wide experience with Westinghouse since 1923. The last twelve years he has specialized in broadcast and communications sales engineering... now supervising all Westinghouse broadcast sales activities in the Midwestern area.
GOOD LISTENIN’ MAKES GOOD READIN’!

Miami Hooper - December through April

It’s the Same Sweet Story - WIOD first…

Right down the line!

* * *

All WIOD programs are now duplicated on WIOD-FM
Sign On To Sign Off!

Page 54 June 21, 1948
if YOU HAVE THIS ON YOUR MASTER ACETATE

YOU GET THIS ON YOUR ALLIED PRESSING!

GET ALL OF IT—PROCESSED & PRESSED BY ALLIED

Allied for full fidelity reproduction
Silver nitrate processing of superior quality...
Genuine "Vinylite" brand plastic pressings...
Non-flexible phonograph records handled specially for speedy delivery
MOSCOVICS LAUDS TV AT BOSTON AD CLUB
GEORGE L. MOSCOVICS, commercial manager of CBS television, presented strong arguments for television sponsorship at a meeting of the Advertising Club of Boston Inc. One of the more salient points brought out in Mr. Moscovics' talk June 1 was the 800% increase in commercial sponsorship since the beginning of 1948.

Many records were cited during Mr. Moscovics' talk, including Hooper Telereadings that brought the effectiveness of TV commercials, the high number of viewers per set and the phenomenal growth in the number of sets installed. These facts, said all play their part in giving the advertiser his money's worth.

Mr. Moscovics pointed out that TV's greatest strength lies in its ability to cause viewers to identify themselves with the commercial message, and that only TV, among all other media of general circulation, can make possible demonstration of products such as RCA's, the former West Coast trading company. Harold E. Fellows, general manager of CBS in New England and WEEI Boston, president of the club presided. Among head table guests were W. C. Swartwout, WBZ Boston general manager, and Linus Travers, executive vice president, Yankee Network.

Friendly Group Meeting Held at Atlantic City
MEETING of Friendly Group stations was held June 19-20 at Atlantic City. Session was opened by John Laux, president of Friendly Group, and Irving F. Teetsell, general manager, WFPF Atlantic City, outlined the program.

Program, programming, engineering and management conferences were held. Group also was taken to site of new WFPF tower. Several recreation events were held, including a luncheon and beach party. Friendly Group stations include WFPF; WTV Steubenhi, Florence; WPIT Pittsburgh, and WKNY Kingston, N. Y.

Turntable
COLUMBIA RECORDS Inc. has established childrens' records and Repertoire Dept. under direction of BEN SELVIN, director of Artists and Repertoire Dept. Popular Records Div. Foreign Language Div. Artists and Repertoire Dept. has been transferred from Master Control to Popular Division under direction of MELVIN A. LEE, music director in Popular Division.

RCA VICTOR, Camden, N. J., has announced the new model 160-150 records, equipped with blacksmith MTW-150 playing 10-inch records, and new transcription arm, Type PA-15-1, for professional use.

PAUL E. LEAKE, former West Coast engineer, has been appointed head of department to handle technical operations and expansion of new studio facilities of KXOA-FM, Sacramento and KXOB Stockton, Calif.

LOUIS SUMNER BOOKWALTER, chief engineer at KOIN Portland, Ore., has received first grant of $50,000 in his new engineering position.

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 técnicas de televisión y radio, incluyendo la eficiencia de la transmisión mediante la televisión. Harold E. Fellows, director general de CBS en Nueva Inglaterra y WEEI Boston, presidente del club, presidió la reunión. Entre los invitados de primer plano estuvieron W. C. Swartwout, WBZ Boston, director general, y Linus Travers, vicepresidente ejecutivo, de la red Yankee Network.

Grupo amistoso de estaciones de radio en Atlantic City
REUNIÓN de estaciones de radio amistoso se realizó del 19 al 20 de junio en Atlantic City. La sesión fue inaugurada por John Laux, presidente del Grupo amistoso, y Irving F. Teetsell, director general, WFPF Atlantic City, que presentó el programa.

Programa, programación, ingeniería y conferencias de gestión se llevaron a cabo. El grupo también fue llevado al sitio del nuevo WFPF. Entre las actividades recreativas se realizaron un almuerzo y una excursión al mar. Las estaciones del Grupo amistoso incluyen WFPF; WTV Steubenhi, Florence; WPIT Pittsburgh, y WKNY Kingston, N. Y.

Turntable
COLUMBIA RECORDS Inc. ha establecido registros de niños y un Departamento de Repertorio bajo la dirección de BEN SELVIN, director de los Departamentos de Artistas y Repertorio. La División de Música Extranjera ha sido transferida del Departamento de Estudios Master al Departamento Popular, bajo la dirección de MELVIN A. LEE, director musical en la División Popular.

RCA VICTOR, Camden, N. J., anunció el nuevo modelo 160-150 registros, equipado con un discodisco MTW-150 para jugar registros de 10 pulgadas, y un nuevo brazo de transcripción, tipo PA-15-1, para uso profesional.
At the show, they know...

Lots of radio folks stopped in to see us at the NAB Convention in Los Angeles...we had a little display in one of the rooms—nothing elaborate, but some charts that gave some idea of the growth of Capitol Transcriptions in a few scant years, the top artists available on CT, and the quality of the recordings. We thought everybody knew about all this. But lots didn’t. They seemed surprised, and interested.

In fact a good batch of them signed on the dotted line!

If you didn’t attend the convention, or we missed you, the whole Capitol Transcriptions story is available in booklet form, yours for a postcard. We’d be mighty happy to send it. Maybe you’d be surprised too...and interested!
Sales Formula
(Continued from page 25)

sent to bring him up on a swaying freight elevator.

Into this physical welter the firm brought its two "meal ticket" accounts, Noxzema Chemical Co., and Smith Bros. Cough Drops, with total billing around $2,000,000.

Less than a month later, however, that total was swelled when Carter Products (Arrid) appointed the agency to conduct its advertising. The firm's handling of the account has become one of the radio success stories of the year. Embarking on its "Don't Be Half-Safe" campaign, S&C&B soon rocketed the sales of Arrid in a strongly competitive market, coupling a shrewdly placed spot campaign with intensified work on Carter's regular weekly presentations, Jimmie Fidler and Gabriel Heatter.

Increasing Returns
Two and a half months later Whitehall Pharmaceutical Co. named the agency to handle the advertising campaign for some of its products with an estimated billing of $900,000. The agency placed the promotional account for its client on NBC, where the program has continued to be sponsored with increasing returns to the advertiser.

Striking tribute to S&C&B's versatility came on April 1, 1947, when an association account, the American Petroleum Institute, placed its estimated $1,250,000 advertising budget with the agency.

Thirty days later J. H. Filbert Inc., Baltimore, named the agency to service its products, margarine, mayonnaise, salad dressing and relish spade. Billing is said to be $300,000. This account has consistently increased in sales since the agency has handled it. It is also expanding in distribution, and it is expected that it will be a national item in the not too distant future. The firm is currently using spots and participations on the East Coast in its present distribution area.

McCormick Account
On June 1, 1947, another client, McCormick & Co. (teas, spices and insecticides) became associated with S&C&B. Its billings, like those of the Filbert account, are estimated at approximately $300,000 a year.

Thus, in less than a year, the young firm had increased its billing from $900,000 to a figure approaching $6,000,000.

In October of the next year, radio-wise Lever Bros. acknowledged the ascending status of S&C&B by assigning first Silver Dust and later Lifebuoy Health Soap. With the Lever all-brand furor contest prepared by the agency, its billing is estimated at $2,700,000.

The agency is currently conducting a $750,000 spot radio announcement campaign in behalf of Tip Toe Iron.

But perhaps the most significant recognition for the agency occurred in April 1948, when the American Tobacco Co.—traditionally a client of agencies in the industry—cast about competitively for a successor to Foon, Cone & Belding, finally settling on the S&C&B team, estimated $1,500,000 Pall Mall portion of the business. The account is currently sponsoring a half-hour network show, The Big Story, on NBC.

Two weeks later, S&C&B added its 10th client when Yale & Towne Mfg. named the firm to service its estimated $300,000 advertising budget for Tip Toe Iron, bringing the total billing for the agency to its present figure of nearly $11,000,000.

Many theories have been advanced to explain the spectacular progress of the young organization, yet the broad answer is fairly obvious. The firm from which the S&C&B copy department might describe as "a perfect blending of tested personnel ingredients."

Sullivan Is Dean
Ray Sullivan, president of the agency and acknowledged dean of the partners, is at 50 one of the youngest chief executives of any of the major advertising firms. But for all his comparative youth he has been a factor in advertising for over 20 years. He began his career as a copy cub under Willbur Ruthrauff and eventually became one of the first vice presidents to be appointed at Ruthrauff & Ryan. He has been a representative or supervisor on 17 accounts, including Lever Bros. Spry, Bronto-Seltzer, American Home Products, and Blue Cross.

Mr. Sullivan has also had complete charge of the Noxema Chemical Co. operation for the past 24 years, dating from the time when that company operated offshore in a small boat with total sales of $80,000. In one recent year its gross profits alone ran more than a million.

Prior to the establishment of S&C&B Mr. Sullivan was wartime chairman of the R & R plans board and a member of the board of directors, the finance committee and the management committee.

Second to Mr. Sullivan on the company masthead but first in the field of radio is Don Stauffer. "Secret Weapon"
The president of a large company reflected the radio industry's estimate of Mr. Stauffer when he said a number of years ago, "Mr. Hill of American Tobacco got the Jack Benny show when we were bidding for it because he had a secret weapon in his arsenal which we could not match—he had Don Stauffer."

During Mr. Stauffer's 17 years in radio, he has played a decisive part in building and discovering more than 40 successful network shows.

While a vice president at R & R, and prior to that, head of radio at Young & Rubicam, Mr. Stauffer was the person perhaps chiefly responsible for the airing of such programs as the Eddie Cantor show, My, What the, Kate Smith, Burns and Allen, Screen Guild, Jack Benny, Mr. District Attorney, The Aldrich Family, Fred Allen and Amos 'n Andy.

During the war he received tacit acknowledgment of his status as principal figure in the radio industry when Elmer Davis appointed him domestic radio head of the OWI.

The Colwell Slogans
Another former official in the OWI and creative balance wheel of the agency is Bob Colwell. Mr. Colwell's brain children have become part of the language and culture of America. While at J. Walter Thompson, it was he who conceived the Old Gold slogan, "Something new has been added." When it was decided to change the name of Chase & Sanborn Tea, so that that product would not always live in the shadow of Chase & Sanborn Coffee, he devised the name, Tender Leaf Tea. He was active for 15 years in the copy and radio work on Chase & Sanborn Coffee.

Perhaps the classic of his slogans was coined (but unhappily never used) during the war when he served as radio head of 3rd Army Psychological Warfare in Europe operating out of Radio Luxembourg. Exhorting the German soldiers to give themselves up, he poured all the persuasion of his advertising experience into his copy and wistfully suggested that it would be nice to say, "in surrendering, please mention this station."

After returning from overseas Mr. Colwell was named chairman of the plans board for J. Walter Thompson, which position he held until the formation of the new agency.

Besides his commercial inventiveness Mr. Colwell also helped

THE MUTUAL STATION
SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION

THE CIRCUS
The Circus is always thrilling, educational, musical—everything packed with exciting action, acts and personalities!

THE MUTUAL STATION
SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION

There's a BIG SHOW EVERY DAY IN LAREDO

KPAB on the air 18 hours daily—your listening time—wherever you may be. KPAB is your key to the world.

You can see Laredo—and those 115,000 potential buyers—when you are listening on KPAB—Laredo's ONLY radio station!

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

BROADCASTING • Telecasting
TEXAS MERGER GETS APPROVAL FROM FCC
MERGER of the AM and FM outlets of Times Pub. Co. and Texoma Broadcasting Co., Wichita Falls, Tex., was approved last Thursday by FCC. Consent was given at the same time to assignment of license of KLOK San Jose, Calif., and transfer of control of WILX North Wilkesboro, N. C.

In the Wichita Falls case, the Times Pub. Co., publisher of the daily Times and Record-News, sells its FM outlet, KTRN, to Texoma, permittee of KTEM, for consideration of $50,000. The paper also acquires 49% interest in Texoma for $24,400, and Texoma surrenders its FM permit for KWFQ. KTEM is assigned 1 kw fulltime on 1290 kc, directional night.

Texoma has been owned 40% each by M. Bernard Hanks and Houston Harte with 15% held by William D. Cline and 5% by A. Boyd Reynolds. The remaining 25% is sold by Hanks & Harte. The 80% that Texoma does not own will be acquired by Misers. Hanks and Harte, M. Kelley is general manager of KZLT, Paris, Tex.

KLOK is granted assignment of license from Valley Broadcasting Co. to new partnership of same name and including same individuals except Charles M. O'Brien Jr. Mr. O'Brien for financial reasons retires from the partnership and sells his 15% interest for $15,961.68, slightly more than original cost.

Ownership now includes C. L. and Claribel Barker, general partners, 45%; D. S. Davidson, 15%, and John Field, 5%, limited partners. Permit for KLOK FM also is included in the agreement. KLOK facilities are 5 kw day on 1170 kc.

WILX, 250 w fulltime on 1450 kc, is granted transfer of control from Hadley and Carrie Brewer Hayes to Edney Ridge through sale to Mr. Ridge for 45% interest. Consideration includes cancellation of $10,000 promissory note and $3,000 cash. Mr. Ridge, president of the station, presently owns 51% interest.

Radio News 'Distortion' Charge Made by Truman
NO immediate industry reaction was evidenced to Pres. Truman's charge June 16 that it was almost impossible for him to get the facts across to the people through newspapers or radio because of "distortion." In a rear-platform talk at Dodge City, Kan., the President said, "It is almost impossible to get definitely the facts before the people for the simple reason that there are certain people in the newspaper business and in the radio business who have a disinterested view of what people ought to know and ought to think."

Several Washington radio newsmen felt that the overwhelming number of new broadcasts do not tell the complete story and that broadcasters who deviate from the facts are an exception. Although there are some extreme commentations and some extreme infringements in the business, most interpretations it was felt are based on fact.
AM-FM Mortality Rate

EDITOR, BROADCASTING:
Within the week I have read to my amazement in several newspapers that in 1948 AM-FM station mortality is at the rate of 6 AM and 8 FM stations per month.

These stories apparently trace back to Ken Baker’s recent speech to Los Angeles, reported in the May 24 issue of BROADCASTING as follows:

Referring demise of stations, he said “AM dropped out last year at the rate of 5 a month, FM 2 a month. This year, however, has been 6 AM outlets and 4 FM outlets a month.”

Except for an isolated case or two, I personally have no knowledge of any AM station in actual operation which turned in its license this year. There have been a few deletions of call letters, but in practically all cases, these were the results of mergers, etc.

Where are the eight FM stations that give up each month? I know of only two actually operating FM stations that ever turned in their permits: WPIK Alexandria, Va., and KTSJ Topeka, Kan. Neither had a license and both were operating under temporary permits. The Topeka station is now on the air under new ownership.

Can Mr. Baker furnish a list of the 36 AM and 48 FM stations that have signed off this year and turned in their licenses? I will venture to say that he was referring to CP’s turned back and applications withdrawn—not operating stations.

It is true that a few CP’s are turned in, as well as applications withdrawn, but neither have any substantial “going” business status. One merely a permit to go into business, the other an application for permission to do business. There is a vast difference between CP’s and applications as compared to already-operating stations.

I cannot help but feel that such statements, subject to misinterpretation, are harmful to the business of broadcasting, and that as a result thereof both AM and FM have received unwarranted and unfortunate publicity so far as the public is concerned. Let us not forget that aural broadcasting rang the cash register last year to the tune of $356,000,000—biggest in history.

There is always enough confusion in any business—let’s keep our own facts straight.

Everett L. Dillon,
General Manager
WASH-FM Washington

‘PI’ Warning Sounded

EDITOR, BROADCASTING:

Not long ago I read an article in BROADCASTING on the “PI” offer of Mr. A. S. Foster of LeBlanc Laboratories Inc.

Of course, we too received the “PI” offer and I wrote Mr. Foster explaining that like most other NAB members, we do not accept such advertising. I thought you would be interested in the reply (which I presume has come out to a large number of stations) designed to undermine the NAB.

Here it is:

I have been in the business 30 years. I always worked on the principle that when the sun went down I could not sell any more time. I never particularly noticed that the NAB rang my cash register, except the deducts for dues, I would appreciate your reconsideration of our offer.

BROADCASTING Magazine has been an energetic and effective crusader against “PI” deals, but the very fact that we receive new “PI” offers almost every day indicates that broadcasters themselves are not making a united effort to defeat this attempt to lose the full responsibility for producing profitable returns upon the medium carrying the advertising, without regard for the quality of the merchandise offered or for the effectiveness of the preparation and presentation of the advertising itself.

“PI” offers will continue to clutter up our mail as long as some broadcasters accept them. Each time a single deal is accepted the position of all broadcasters is weakened.

Tom Watson, Jr.
General Manager
WSWN
Belle Glade, Fla.

Condemns CCBS

EDITOR, BROADCASTING:

Senator Edwin C. Johnson of Colorado will live radio history as the hero of a dangerous crusade in the radio broadcasting industry. Personnel of independent and regional stations coming to his aid are legion.

It would be wise for the Clear Channel Broadcasting Service, composed of 16 of the clear-channel stations, to let well enough alone and keep the 50-kw clear channel privileges they already hold. By asking for 750 kw they are asking for a dictatorship in the radio industry.

Thanks to the staff of BROADCASTING Magazine for your excellent coverage of this vital issue.

Ed Gallenbrahth
News Editor
WSIC Statesville, N. C.

“Voice”

(Continued from page 32)

and the State Department, although not primarily caused, of be an important factor in the failure to exercise proper supervision over these broadcasts. Your committee feels that, if in the future, the private companies maintain their same high standards and safeguards followed in their domestic broadcasts, their contracts should be cancelled. However, the committee sees no reason why the facilities of the private companies cannot be used in this program, providing the proper supervision is exercised by the State Department.

An executive session of the special Senate joint committee was held on June 14. A report also will be issued by this committee at a later date.

William Rogers, chief counsel of the Senate Investigation Committee, told BROADCASTING last Wednesday that the Senate committee will “continue to investigate the matter.” Mr. Rogers said that the co-chairmen, Senators Smith and Ferguson, will make oral reports on the investigation in the near future from the Senate floor.

Meanwhile Script-Writer Rene Borgia proclaimed his innocence in a letter to the editor of the New York Times, which appeared June 14. Mr. Borgia was of the opinion that the only bad propaganda for the United States had been the Congressional investigations.

Allen “Not Happy”

With “Voice” broadcasts carrying an official government label, the State Department will minutely supervise program content, George V. Allen, Assistant Secretary of State for Public Affairs, told the American Marketing Assn. at its convention dinner last Monday.

“I’m not too happy about it,” he said, but explained that Congress insists the blue pencil be used.

Some of the material in the “Voice” programs which drew Congressional anger was lifted from the John Gunther book, Inside America. Mr. Allen said. Since the book is in State Dept. libraries in foreign countries, he posed this question “Should we blue pencil the book in all our libraries?”

Referring to pending legislation to provide funds to aid distribution of American newspapers and magazines abroad, he said, “I think it should be clearly understood that use of government funds for these publications implies no responsibility on any government agency to censor material in the publications. I wish somebody had made that clear in the ‘Voice of America’.

Asked after the dinner why he flatly opposed censorship of publications but didn’t take a similar stand on censorship of “Voice” broadcasts, Mr. Allen said, “That’s a good question.” He did not care to answer it directly, however, explaining that in the case of the “Voice” series he merely wanted to avoid special clarification by Congress of State Dept. responsibility.

YOUR NEW CHEVROLET OR BUICK

STARTS HERE

F L I N T . . . world’s 2nd automotive city

F L I N T , Bay City and Saginaw do most of the business for E. Central Michigan. Until WTCB, Flint and six surrounding counties had no adequate NBC coverage. Now, WTCB-NBC covers Michigan’s 2nd market, the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.

1000 Watts Day — 500 Night

Paul H. Roymer, Representative

DETROIT

600 KC

Page 60 • June 21, 1948

1948
...to bring both conventions to almost

30,000,000 listeners of the Mutual Broadcasting System

In order to provide complete coverage of the two national conventions for listeners throughout the nation, the Mutual Broadcasting System and Station WIP have installed a Western Electric 25B Speech Input Console and 639 Type Microphones at the Philadelphia Convention Hall. Through this console convention programs will be fed to the more than 500 Mutual stations.

Mutual chose the 25B because it has everything it takes to handle an assignment like this—highest quality performance; flexibility; ease of operation; ease and economy of installation (plug-in cables for all external leads).

The same advantages have led to more than 225 installations of the 25B in AM, FM and TV stations.

You can get immediate delivery on a 25B. Call your Graybar Broadcast Representative about it, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
QUALITY COUNTS

FOUR REQUESTS for new commercial television stations, all from present operators of standard stations, were filed last week with the FCC.

New experimental television station on 480-500 mc band is sought in application also presented the Commission last week by Eugene O'Fallon, Inc., licensee of KFEL Denver. Radiation investigation would include pulse transmissions with peak power up to 200 kw used. Surplus military radar equipment is to be employed.

Farnsworth Television and Radio Corp., licensee of WGL Fort Wayne, seeks Channel 4 (66-72 mc) in that city with effective radiated power of 16 kw visual and 10 kw aural. Antenna height above average terrain of 280.5 ft. is specified. Farnsworth has operated experimental video output W9XPT since 1936 on 66-72 mc, firm indicated. Commercial TV outlet would cost an estimated initial $194,500 with first year's operating cost totaling $97,000. First year revenue is set at $30,000.

Plough Inc., owner of WMPS Memphis, seeks Channel 9 (186-192 mc) in Memphis with power of 25.8 kw visual and 12.9 kw aural. Television station is to be housed on fourth floor of new WMPS Bldg. under construction there, with studios and studio equipment costing about $200,000. Overall initial cost will be $459,500. First year operation cost estimated at $100,000; revenue $25,000. WMPS will occupy the third floor of the building.

Mr. Maloney said the date for hooking up the Chicago-Philadelphia cable with the Eastern network co-axial stands at "late this year." Microwave relay stations will not be erected between Chicago and New York until 1950, he explained.

Mr. Maloney said Wednesday telephone service is blocked for every five miles, whereas television boosters are needed every five miles, he explained.

MIDWEST NETWORK TV BY FALL IS DOUBTFUL MIDWEST network video by fall is doubtful, despite efforts of AT&T to meet a self-imposed deadline, according to John A. Maloney, Illinois Bell Telephone Co.'s news supervisor.

Long-distance telephone service began on the 383-mile Chicago-St. Louis co-axial cable April 18, but transmission is blocked by lack of booster equipment, not available at the present time, Mr. Maloney said Wednesday. Telephone service precedes video on the co-axials because it requires booster units only every 50 miles, whereas television boosters are needed every five miles, he explained.

Mr. Maloney said the date for hooking up the Chicago-Philadelphia cable with the Eastern network co-axial stands at "late this year." Microwave relay stations will not be erected between Chicago and New York until 1950, he added.

Telefilm Signs 

TELEFILM Inc., Hollywood, last week announced the signing of its fifth television station, KSTP-TV Minneapolis-St. Paul, for release of 10-minute Snapshots film series. Other stations which have already contracted for it are KSD-TV St. Louis, WGN-TV Chicago, WWJ-TV Detroit and WSPD-TV Toledo, Ohio.

80th Congress

(Continued from page 29)

two consecutive hours to network programs.

The House Rules Committee has failed to grant the House Commerce Committee authority to conduct an investigatory committee. The Commercial Telecasting Corporation, Walter Winchell. The resolution, introduced by Rep. William J. Miller (R-Conn.), sought to bring Mr. Winchell before a Congressionally created committee to explain the sources of his statements.

A plan embodying a "token revenue" from stations and jube box owners to provide a musicians' welfare fund was suggested by Rep. Carroll E. Kearns (R-Minn.), chairman of the House Labor Subcommittee which conducted an investigation of AFM and its president, James C. Petrillo [Broadcasting, Jan. 12]. According to Rep. Kearns' office the Congressmen is still investigating the matter and may, at a subsequent Congress, reduce a bill advocating such a plan.

Rep. F. Edward Hefert (D-La.), who had promised an "exposé" of FCC and its reason for granting five permits to Edward Lamb, Toledo lawyer [Broadcasting, May 10], was at continuing his investigations.

Congressman Hefert said the bills of the House Un-American Activities Committee, of which he is a member, lists Mr. Lamb's record as "one of the most expansive records of association with the Communist Party in America."

Confirmation of Miss Frieda B. Hennock to the FCC post being vacated June 30 by Comr. Clifford Durr, was a spiny problem during the final days of the session (see story page 22).

With the bulk of radio legislation disposed of, attention was being directed to radio lineup in Congress next year. Drastic changes were expected. Sen. White, chairman of the Senate Interstate and Foreign Commerce Committee, plans to restructure the Commerce Committee's TV and FM sections in the Senate Banking and Currency Committee. Senators Albert H. Hawkes (R-N.J.) and Edwin C. Johnson (D-Col.), both members of the Commerce Committee, do not intend to seek re-election. Sen. Clyde M. Reed (R-Kans.) ranks next to Sen. Tobey on the committee.

VOCA LIST

DULUTH, MINN.—Auditioned by KDAL for a singing spot, Otto Mattick flubbed but good. His voice sounded like a rusty fingernail on a rough blackboard.

But Otto sounds better singing about KDAL's solid dominance of the Duluth-Superior audience. Then he has the Fall-Winter Hooper playing a convincing accompaniment. Check it and see.

Or better still, contact Avery-Knodel Inc. and let them give you the new KDAL story form the 5000 watt 3-state coverage right through the last Hooper. It's sweet music for any time-buyer's ears.

WATG Ashland Surveys Area FM Set Ownership WATG-FM Ashland, Ohio, has completed a survey of FM set ownership in the area showing that between 20 and 25% of the population own FM sets. The survey, supervised by Ashland College, used telephone and postcard questionnaires. The results of the telephone survey of 300 calls showed 19.5% FM ownership. A 500-postcard study revealed 29.35% FM ownership to date. Figure is computed from a 92-card return.

Last January Ashland College, under the direction of Rev. W. H. Miley, made a 5,000-call telephone survey which indicated an FM ownership of 11.5%. The community includes a city of 14,000 and a county of 35,000.

BROADCASTING • Telecasting
"GAVER TO GAVER" COVERAGE

OF THE REPUBLICAN AND
DEMOCRATIC NAT'L CONVENTIONS

WARNER BROS.

KFWB 980 KILOCYCLES
HOLLYWOOD, CALIFORNIA

"PUBLIC SERVICE IS A PUBLIC TRUST"

DIRECT WIRE FROM PHILADELPHIA TO CALIFORNIA

Clete Roberts, noted national commentator, assisted by his Warner Bros. KFWB staff, will "take the people of Southern California to Convention Hall" for a full on-the-spot account of Democracy in Action!
Inter-American Radio

(Continued from page 25)

casting legislation are election of directors; operating program and budget; relations with United Nations Org., UNESCO; International Telecommunications Union and Pan-American Union; membership quotas; freedom of information; BBC activities in the Western Hemisphere; selection of site for 1949 meeting.

Report on uniform legislation was prepared by Dr. Justino Jiménez de Arechaga, IAR general director. The principles take into account actual development of radio legislation in American nations.

A standard definition of broadcasting includes FM, TV and facsimile, with statement that these activities are “of public interest as well as an instrument of culture and recreation.”

The proposal specifies that broadcasting “is a private activity... and does not constitute a public utility, nor can it be monopolized by the state or by any legal entities recognized by either public or private law.”

Free Within Limits

This proposal, of course, includes a provision that broadcasting is free “within the limits established by national laws and international regulations.” It is made clear, however, that restrictions on freedom can only be legally enacted by formal laws and not by administrative decisions.

The proposed uniform legislation specifies that principles protecting freedom of thought expressed through the press also apply to broadcasting. This matter should be regulated through rules of international law and not by domestic regulations, it is proposed.

Government control over broadcasting should be designed to avoid interference, control abuse of freedom and check use of assigned frequencies, according to the suggested rules, with regulation by military authorities opposed.

The proposal includes the remark that “the period of assignment will have no limit other than that determined by the fact that the assignee may eventually use the frequency in a manner inconvenient to the public interest.”

Broadcasters’ Work Cited

The statement adds, “It is the work of broadcasters that make a frequency in the spectrum worth its public value.”

Rights of broadcasters in keeping offensive material off the air are recognized.

Levy of tax on ownership of radio receivers is opposed, along with taxes on importation of equipment.

Final provision specifies that no government-owned station should handle commercial advertising or in any other way compete with private stations. “Any form of competition, whether direct or indirect, between the state and the assigned in the field of commercial advertising must necessarily be condoned,” it is stated.

Evelyn Lebhar

MRS. EVELYN LEBHAR, 39, wife of Bertram Lebhar, vice president and director of WHN in Buffalo, died last Wednesday at the Rochelle Hospital in New York after a brief illness. Mrs. Lebhar was one of the foremost contract bridge players in the country as is her husband. Surviving are her husband and five children.

Groundwork Progresses For Chicago Video City

FINANCING and negotiation of leases for the proposed Chicago Television City, being promoted by Walter Butler Co., St. Paul contractor, will be handled by L. J. Sheridan & Co., Chicago real estate firm, it was revealed last week. Frank C. Wells, vice president of Sheridan Co., said he met with officials of Illinois Central Railroad Wednesday regarding acquisition of “air rights” over I.C. tracks at the lakeline site for the proposed TV center. He described the conference as “preliminary and exploratory.”

The Sheridan Co. decided to handle preliminary details of the proposed Television City after being convinced that the idea is sound and that financial support is available,” Mr. Wells said.

L. A. Abstracts

ABSTRACTS of papers presented at the NAB Broadcast Engineering Conference, held May 20-21 in Los Angeles, are available at the association headquarters, according to Neal McNaughten, NAB assistant director of engineering.

FCC Rules and Regulations


HARRY C. RAND CO.

1507 M ST., N. W.

WASHINGTON, D. C.
HERE ARE THE ANSWERS TO
Your Questions About TELEVISION!

These and many more vital questions get a quick and complete answer in a set of four informative bulletins just produced by Raytheon. First released at the recent N. A. B. Convention, their practical, factual approach to the basic problems of television was hailed alike by executives, engineers and countless others interested in the tremendous possibilities of this new industry.

Write for your copies today. They are yours for the asking — with the compliments of Raytheon, makers of complete equipment for AM, FM and TV stations.

RAYTHEON MANUFACTURING COMPANY
Waltham 54, Massachusetts

Please send me your Bulletins DL-T-804, 805, 806 and 807 on equipment required for new television stations.

Name
Title
Affiliation
Address
City Zone State
You Can't Complete This Picture Without

LUBBOCK LEADS THE STATE IN COTTON GINNINGS

Lubbock County topped all the Counties in the State of Texas in cotton ginning this year... In terms of money this has brought to Lubbock County farmers an estimated $31,000,000.00... and to the 15 counties on the South Plains of Texas $165,000,000.00. This is the market dom- inated by KFWO—the station with a consistent clear signal... affiliated with AMERICAN BROADCASTING CO., Inc. LONE STAR CHAIN 

REPRESENTED BY TAYLOR-HOWE-SNOWDEN 'Radio Sales Inc.'
consumed all of Monday morning and included the report of Mr. Hughes on the Census Advisory Committee's work.

Robert E. Freer, chairman of the Federal Trade Commission, described how the FTC deals with false and misleading advertising, and described the trade practice conference procedure by which industries adopt rules of self-regulation.

In the question period, he said 95% of formal FTC cases originate in sources outside the Commission through a sample survey of broadcasts and periodicals which is maintained throughout the year. Asked about complaints from listeners, Chairman Freer cited an example of a complaint that a shampoo "stinks" instead of smelling like the announcer said. Inquiring as to whether the FTC would consider a proposal that "this cigarette is 42% cooler" with no basis cited for such a comparison he said each particular case is considered on the facts.

Registration benefits for broadcasters under the Lanham Act, revising trade-mark laws, were explained by Lawrence C. Kingsland, Commissioner of Patents.

"Distinguishing features of radio advertising which may now be registered," he said, "are obviously limited to marks and emblems used by those who are in the business of offering services rather than selling merchandise.

May Register

"In other words, a radio station may perhaps register the name of one of its programs as a service mark but a tune with songs or slogans used by commercial manufacturers in order to advertise their products would not qualify even under this broad definition.

In discussing the impact of government policy on marketing, Leon H. Keyserling, vice chairman of the President's Council of Economic Advisers, said that in general private action is preferable where other things are equal. When public action is necessary, he added, "we should strive to make that action so consistent and so sound that it clearly contributes to the long-run growth of the economy as a whole.

Television's effect on marketing drew only one or two references during the conference. In a forum on the psychological approach to market research, Wallace Wulfeck, vice president and research director of Federal Ad. Agency, New York, observed that TV provides another medium for consumer attention. "Without doubt there will be an terrific effect on buying habits," he declared.

Discussing the music market, Russell H. Colley, president of A. S. Bennett Assoc., said persons who listen frequently to radio music and who own larger record libraries provide one of the best markets for music. He added that a nationwide survey shows that radio and records, or "sophisticated sports" in music, stimulate the desire to play an instrument, termed "active sports."

Continuous showing of industrial movies was a convention feature. Piecemeal included "Sightseeing at Home—Television Arrives," a General Electric Co. film, and "Bell Telephone Hour." Conference plans were arranged by a committee headed by Dr. A. E. Johnson, assistant director of the Office of Foreign Agricultural Relations, Dept. of Agriculture. Dr. Johnson is president of the AMA Washington chapter.

SET CENSUS

AMA Unit to Reconsider Stand

Census is taken in 1950. Although we have no basis for checking the accuracy of this forecast, we feel that there will be a sufficiently significant number in it to warrant the inclusion of a question on the schedule with respect to it.

I trust that you will look with favor upon adding these questions to the Census Population and Housing Schedule to be asked of all households and that you will not feel that it will be too much of a burden on the respondent.

ONE-YEAR TV RIGHTS

FOR USC, UCLA OKAYED

FOR ONE YEAR only, the U. of Southern California and the U. of California at Los Angeles have been allowed by the Pacific Coast Conference to negotiate individual television contracts with stations and sponsors, according to Al Masters, television committee chairman of the western group.

Los Angeles is the only city where conference members are located which will have television stations on the air when the football season starts.

In aural radio the conference sells its sponsorship rights as a package to Tidewater Associated Co. of Norfolk, Va., and other cities have TV stations operating, Mr. Masters said, the same pattern will apply as has been the case in radio. Whether Tidewater Associated would step into television sponsorship of USC and UCLA games was not known last week.

Commercial sponsorship of the Rose Bowl game via television also became a possibility. There was evidence last week that agencies were being approached concerning possible sponsors. Approval of any such agreement rests with the Coast Conference, the Big Nine Conference and Tournament of Roses Assn. NBC has always broadcast the annual classic as a public service, never making it available for sponsorship.

EFFECTIVE July 20 Frank and Ann Hümmer will produce "Mystery Theatre" Twice, 8-4:30 p.m. on CBS for Sterling Drug Co., which is now handled by Denier - Fitzgerald - Sample (BROADCASTING, June 7).
LUBBOCK, the number one dressed poultry market of Texas. Annual shipments of dressed poultry total more than 3,000,000 pounds.

Lubbock ... the third largest inland cotton market in the nation. A $100,000,000 crop produced in 1947.

Oil ... 5,000 oil wells. producing annually $100,000,000, make oil the area's #2 "cash crop." South Plains have the largest known oil reserves in the world.

Over 170,000 head of cattle, 200,000 sheep and 250,000 hogs marketed annually in the KCBD trade territory.

A $30 million grain sorghum crop—over 1/4 the nation's output. Plus $60 million wheat crop and $10 million in Sudan, milo, millet and other grains.

Within the 30 counties of KCBD's coverage farm, ranch and oil income will top a half-billion. Per capita retail sales: $652.79—more than double the national average. Population: 396,000 consumers.

More local merchants use KCBD than use the other two stations combined.

TV Line Rates
(Continued from page 27)

Lubbock ... number one dress poultry market of Texas. Annual shipments of dressed poultry total more than 3,000,000 pounds.

Lubbock ... the third largest inland cotton market in the nation. A $100,000,000 crop produced in 1947.

Oil ... 5,000 oil wells. producing annually $100,000,000, make oil the area's #2 "cash crop." South Plains have the largest known oil reserves in the world.

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More local merchants use KCBD than use the other two stations combined.


SIX television stations, including all three in New York City, have joined civic, business and religious leaders last week in welcoming WPIX, television station of the New York News, to the air. Each of the six provided a special segment of program to WPIX for broadcasting during station's four-hour inaugural broadcast the evening of June 15.

WMAL-TV Washington brought Wayne Coy, FCC chairman, to its studios to broadcast greetings to the new video station, and also gave the WPIX audience a cartoon-and-music review of the news highlights since the New York News started its own career in June 1919. WFIL-TV Philadelphia put on a special studio program for WPIX, and WMAR-TV Baltimore gave New York viewers a look at wrestling matches.

In New York, WNB T led its regular television Screen Magazine show to WPIX for simul- taneous broadcast; WCBS-TV produced a special musical salute in its studios and piped it to WPIX for broadcast by the latter alone. WABD utilized its Tele- transcription services to arrange for sending WPIX a salute show which opened and closed with a live duplicate of the camera-man symbols of the News

WPIX's achievement of getting...
KTTV's Transmitter Building Started

CBS Hollywood has started construction of building to house KTTV Los Angeles television transmitter atop Mt. Wilson. Work is reported to be under direction of Barnes Compton, member of network's construction and building operations department.

Building, which is to be completed within approximately 60 days, will contain 1,900 square feet of floor space to accommodate main transmitter room, terminal room, shop, generator room, storage room and two bedrooms for engineers.

William Simpson Construction Co., Los Angeles, is general contractor. Shift to CBS Mt. Wilson site from originally projected location of Los Angeles Times was approved by FCC two weeks ago. Station is jointly owned by network and Times-Mirror Co.

FCC Issues Ruling on Educational FM

RULES CHANGES to permit the operation of noncommercial educational FM stations with powers of 10 w or less were proposed by FCC last Thursday, bringing from educational radio officials a prediction that school broadcasting is "on the verge of a big boom."

Dr. Franklin Dunham, radio chief of the U.S. Office of Education, which has advocated the use of low-power FM for school systems, greeted FCC's announcement with a forecast that the next five years will see 1,000 educational FM stations on the air.

The Commission, announcing its proposal, said it felt this "will give a further impetus to development of non-profit educational FM." For "a few thousand dollars," FCC said, a low-powered station could get on the air and in general provide service over distances of from two to five miles. The power minimum hereofore has been 250 w.

Syracuse U., which has operated an experimental station of this type for the past year, and DePauw U. are both applicants for a 2½-w noncommercial educational FM station, and "other institutions have expressed interest," FCC reported.

Such stations would operate in the 88-92 mc portion of the FM band set aside for noncommercial educational systems. Normally 88.1 mc would be used by those with 10 w or less. If operation on 88.1 would cause objectionable interference, "the next higher frequency that would not cause objectionable interference" would be used, according to the proposal.

The Commission proposed appropriate changes in its rules to accommodate the operation of low-power stations. Statements on the proposed changes will be accepted until July 26, after which oral argument will be called if the statements appear to warrant it.

Dr. Dunham, who hailed FCC's action as "a worthy thing," is leaving today (Monday) for an extended tour which will encompass 30 schools representing the many institutions in which he said some 3,000 teachers and students are being trained this summer in broadcasting techniques and procedures.

Under FCC's proposals, applications for low-power educational stations will be considered in the light of the area served by the applicant's existing educational facilities, and the provisions of any statewide plan which may be on file with the Commission.

Reinsch (Continued from page 22)

with the limited ownership of video receivers "it costs only three and one-half cents per person per demonstration" in New York.

Mr. Reinsch said that he was a "confirmed television zealot" and then continued by presenting facts on the growth of the number of television stations and the prediction of FCC Chairman Coy that "all channels in the 140 top markets will be gone by the end of this year."

The fact that when television stations are in operation the top rating evening shows in radio homes drop sharply in their audience pull was presented to show that it "is foolhardy for standard broadcasters to cling smugly to the notion that their mode of service will reign supreme and inviolate forever." However, he did point out it was foolish for standard broadcasting to die next month or next year since the public has more than a billion dollars in standard broadcast receivers.

Effect of Set Prices

"Standard broadcasting did not hit its stride until there was a low price set on the market," he said, and then it made radio "the most potent advertising medium with mass circulation and the public's confidence." Video set cost figures were then cited and the trend toward lower prices pointed up.

"We in radio recognize that there are evolutionary changes ahead that readjustments are in the offing," he said, "but that various radio media will find a leveling off point." Readjustments in other media were also mentioned as the noted the growing tendency to listen rather than read and "now they look and listen. It will be a gradual transition and may never be a complete one."

With the decline of the percentage of national income being spent for advertising, Mr. Reinsch said, "there is ample opportunity to secure additional advertising" for the new medium.

In closing Mr. Reinsch stated: "Television? Certainly, it will set the world on fire. It will put every man- Jack of you in the advertising business on the alert. You'll come up with the answer."
SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

with WDBJ alone

YOU CAN OPEN WIDE THE DOOR to the rich market of Roanoke and Southwest Virginia...

where 23.7% of Virginia's Buying Power is Centered

Surveys prove WDBJ is by far the most popular station throughout its coverage area of nearly 1,000,000 population. Buy WDBJ and you get not only this loyal listenership but an effective combination of wide coverage, prestige and service that sells.

Ask Free & Peters!

WDBJ CBS - 5000 WATTS, 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.

FREE & PETERS, INC., National Representatives
Candidate Review

THE TELEVISION audience will be able to see and hear the 19 possible candidates included in every major son candidate in an exclusive telecast from 4 to 5 today (Monday) originated in the Republican stronghold of the Lincoln Room of the League of Philadelphia by WCAU-TV. The telecast is being looked on by a test tube in the convention city as a test tube to tell which candidates are telegenic.

attention. A representative of BROADCASTING called attention of the committee to the freedom of radio and television issue, thus giving the matter its second step toward becoming a platform plank.

Next step was expected at press time, when the subcommittee, an 11-man group, was scheduled to go into executive session to discuss the issue along with the other matters submitted for its consideration.

Members of this committee, all of whom are voting members of the 104-man Resolutions Committee, were drawn from all parts of the United States. In addition to Chairman Davis, its members are: H.C. Blanes, Puerto Rico; Mrs. Mary Cramer, Fla.; Judge G. R. Dollar, Ala.; Mrs. Helen Eby, Wis.; Renald Espinosa, N. M.; Mrs. Mabel S. Frazer, Ind.; Mrs. C. H. Kelly, Mo.; Miss S. E. Thompkins, Me.; Kenneth Tuggle, Ky.; Melvin Hiness, Mont.

Should the General Governmental Affairs Subcommittee act favorably, it would send a report on the issue to the Drafting Subcommittee as well as the Resolutions Committee. The Drafting Subcommittee was expected to complete its work Sunday or today. Its report will be considered by the entire Resolutions Committee. Late today or tomorrow it is expected that Sen. Lodge, acting for the whole committee, will present the platform to the entire convention.

Meanwhile, as matters of high policy in radio and television were up for reconsideration, radio and television personnel had moved into the convention city in a force outnumbering the delegates themselves. They made Philadelphia the communications hub of the country as the big networks switched controls from home offices to the Quaker City.

By week's end, the complicated task of wiring Convention Hall, setting up engineering equipment and other facilities for the radio and television reporters was virtually completed according to plans. Readers of trade paper reports of microphone, television, studio and other positions would reach understand the set-up on entering the hall. Moreover an inspection of radio positions reveals them as ideal from the standpoint of ob-

serving all action—superior, perhaps, to the positions of delegates themselves.

Not previously detailed, however, was the new sound system installed on radio principles in Convention Hall. This installation, by Raymond Rosen Co., RCA distributor in the Philadelphia area, provides loudspeaker facilities to every portion of the convention site, including restaurant, banquet hall, exhibition hall below the main arena and to the adjacent Commercial Museum. Thus a radio reporter will be able to follow the agenda as he takes off for corridors to interview subjects.

The sound system, which included a three-band radio tuner (FM, AM, shortwave) and numerous advances in such installations, will remain a permanent feature of Convention Hall.

Also set up were the latest television receivers of Farnsworth, General Electric, Philco, RCA Victor and Westinghouse in the exhibition hall of Commercial Museum, adjacent to Convention Hall.

Philadelphia stations, meanwhile, were making the most of their convention opportunities. Several were planning to boost the city as "The Convention City," with WIBG and WCAU already carrying such announcements on station breaks. Famous commentators were scheduled to use the microphones of local stations to originate their programs.

Out In Amarillo, Texas

KFDA's

"Voice will soon Be Changing"

• Yes—changing to a more powerful, for reaching voice, KFDA will tell your message to the thousands of buyers in the Amarillo market most effectively . . . and at an economical cost.

NOTE: Ask a John E. Pearson representative—or write Howard Roberson, KFDA Manager, for the facts.

DEMOCRACY JINGLES TAKE FIFTH AWARD

WNEW New York collected its fifth citation last week for "Little Songs on Big Subjects," stations transcribed tolerance jingles. The much-honored series received one of six "democracy awards" for advertising campaigns presented by New York Advertising Chapter, American Veterans Committee, at an dinner Wednesday June 16, in New York's Hotel Plaza.

WNEW's citation, for "... effective use of a familiar technique of radio advertising—musical spots—to educate its audience on good citizenship, tolerance and world understanding, and for successfully merchandising these spots campaigns throughout the country in other stations and through education brochures," was accepted for the station by Ted Cott, vice president and program director.

Other citations went to the Advertising Council, General Mills Inc., Royal Metal Mfg. Co.; Sachs Quality Stores, and the city of New York. Entries were judged by Eldridge Peterson, editor of Printer's Ink; Mary McClung, general manager, New York Post; George B. Hotchkiss, head of New York U. Marketing Department, and Herbert Bayard Swope, publicist. The awards are first in an annual series to be given by the AVC Advertising Chapter.

In Amarillo, Texas

KFDA's

"Voice will soon Be Changing"

• Yes—changing to a more powerful, for reaching voice, KFDA will tell your message to the thousands of buyers in the Amarillo market most effectively . . . and at an economical cost.

NOTE: Ask a John E. Pearson representative—or write Howard Roberson, KFDA Manager, for the facts.
Hennock In Balance

(Continued from page 28)

position by Democrats, who is opposed to the nomination?"

Sen. Wherry parried the thrust and threatened a Senate recess if the body failed to grant consent to carry over the nomination. He asked that consent be given "without any further ado about this matter, and let us take a recess and get it done and when we return we probably will not have any argument over this nomination."

New York Sen. Ives asked that it be definitely understood that there was no opposition on the part of his state.

As an open challenge was offered by Sonny and partner in the law firm was opposed to the nomination to "stand up and say so."

After consent to pass the nomination over without prejudice the Senate heard Sen. Hawkes pay tribute to the very feminine nominee.

"The nomination," declared Sen. Hawkes, "is a clean application of the distinguished Senator from New York (Mr. Ives). It has the approval of many prominent Republicans in New York State. It has the approval of the most distinguished members of the Bar who have been friends of mine for many years . . . they all give this appointment their wholehearted endorsement, and recommend her very highly. The Committee on Interstate & Foreign Commerce voted eight to nothing in favor of her confirmation. It is my earnest hope that, regardless of the party with which she is associated, her nomination may have the approval of the Senate at a subsequent executive session."

Reported 8-0

Miss Hennock's nomination had been reported by a 5-4 vote of the Senate Interstate Commerce Committee the preceding Monday. Sen. Caperhart then voted "present," a sort of velare contendere position wherein he could reserve his right to oppose the nomination on the floor.

Miss Hennock, a corporation attorney, in the law firm of Chase, Mitchell & Ely, of Broad Street, is regarded as a middle-of-the-road Democrat, but one who has worked avidly for both the New York State Senate and the Democratic slates. Her forte has been campaign contributions.

In her forties, Miss Hennock was nominated for the Commission post by the administration of Governor W. Averell Harriman on May 24. Shortly thereafter, the Republican Policy Committee, headed by Sen. Taft of Ohio, decried that no "controversial" appointments to independent agencies would be approved in view of the upcoming presidential elections, and the prospects of a Republican administration in January. Miss Hennock appeared before the subcommittee of the Senate Interstate Commerce Committee named to consider her nomination on June 9, but Sen. Caperhart, a committee member was absent, and left his proxy with Chairman Brewster (R-Me.). Both Sen. Brewster and (D-Colo.) favored her nomination, and the 8-0 action of the full committee came last Monday.

During the subcommittee hearing, held in the office of the senator-at-arm's of the Senate—an unusual procedure—Miss Hennock was introduced to more than a dozen members of the Senate. [BROADCASTING, June 29, 1948, there was no indication of opposition at that time, and subsequently the policy committee is believed to have withdrawn its objection to her confirmation.]

Miss Hennock had conferred with Sen. Taft last week, as well as with other senators.

In a telephone conversation in Washington officialdom that the appointment of Miss Hennock to the seven-man FCC probably will mean that henceforth there will be at least one woman member of the commission. The importance of the woman's viewpoint in radio affairs has been stressed. Republican opposition to the appointment was mitigated because the Republicans are currently discussing and have recently criticized the Truman administration for failure to appoint women to important Federal offices.

Miss Hennock, an attorney since 1926, is not of the "club" set. She describes herself as a professional woman (See "Our Respects To" May 31 issue).

Ewing Intercession

It was learned authoritatively that Oscar R. Ewing, Federal Security Administrator, spearheaded Miss Hennock's appointment. This was contrary to earlier reports that Mayor William O'Dwyer of New York had first recommended the appointment.

Miss Hennock had been consulted by other federal appointments in recent years but she said the FCC post "intrigues me" because of the many opportunities presented for public service in a field in which experience already has provided her "the most vitally interested.

She said she felt that stewardship on the FCC would "round out my career" of more than 20 years in legal work. Some 15 years ago she was on the Washington legal staff of Judge Ferdinand Peoria, Senate prosecutor in the Albert Fall trial.

Mr. Ewing, an old political associate, dating back to the early New Deal, arranged for Miss Hennock to FCC chairman Coy in early May. She saw President Truman afterward with Mrs. Indira Edwards, chairman of the women's division of the Democratic National Committee.

Subsequently Miss Hennock conferred with Sen. Harold D. McGrath, chairman of the Democratic Committee, who, it is understood, advised her that the appointment probably would go to someone in Alabama or in the south, since the outgoing Mr. Durr is an Alabamian. Miss Hennock, however, pointed out that New York, the nation's radio hub, had no representation on the FCC. Her candidacy was actively supported within the committee by Paul Fitzpatrick, chairman of the New York State committee and identified with the ownership of WEZR Buffalo and the Buffalo Courier-Express.

Stratovision

(Continued from page 29)

side of the 200-mile radius it is designed to cover. The B-29 will pick up TV signals off-the-air from a commercial television station, it is understood, and relay them on Channel 6 while cruising at a height of 25,000 to 50,000 feet over Pittsburgh.

In recent tests Westinghouse has been getting signals from WMAR-TV Baltimore and rebroadcasting them on Channel 6.

The radio-press party will open with a luncheon at the Hotel Biltmore, New York. In the afternoon a Martin 202 will fly the party to Chillicothe, located roughly between Columbus and Cincinnati. The town was selected as typical of an area beyond the normal range of any metropolitan TV station. The convention and fight TV programs stratovisioned from the B-29 will be viewed at Chillicothe, following a dinner at which Westinghouse officials will explain the whole Stratovision project.

That night the party will be taken to Columbus and Thursday morning will inspect the Stratovision plane at Columbus airport. The group will be flown back to New York Thursday.

NBC is mailing audience promotion kits that week of "NFL Game of the Week" convention coverage to seven East Coast video affiliates.

Three New AM's Granted by FCC

THREE NEW AM stations were authorized last Thursday by FCC including 1 kw daytime outlet on 730 kHz at Merrill, Wis., to Rep. Alvin E. O'Konski (R-Wis.), Wisconsin broadcaster.

Powers granted were given WTOM Bloomington, Ind., and WLDY Ladysmith, Wis., from 100 w to 250 w. WTOM frequency is 1490 kHz, WLDY 1480 kHz.

Inland Broadcasting Corp., Charles City, Iowa, received construction permit for 250 w daytime on 1580 kHz. Principals are: Dean W. Hollingsworth, salesman of Rex Mfg. Co., Cedar Rapids, president and 60% owner; Robert J. Holland, salesman for Raytheon Mfg. Co. and Collins Radio Co, vice president and 22%; Lee K. Beznor, Milwaukee attorney and 19.6% owner of WEXT that city, secretary-treasurer 0.6%; John B. Heffelfinger, director of Midwest Engineering and Development Co., Kansas City, 0.2%; Lorraine A. Croomer, WEXT, 17.2% owner. Estimated cost of new station is $11,450.

Highland Broadcasting Corp., Peeksill, N. Y., was granted 500 w daytime on 1420 kHz. Firm includes five individuals each owning 20%. They are: Peter C. Housekeeper, physics teacher and 50% owner Focus Antenna Co., maker of amateur antennas, president; Howard E. Stoller, manager of W𝚠性和WEXT, corporate treasurer; and Mae H. Levine of New York. Estimated cost is $14,056.

Congressman O'Konski is permittee of WLIN-FM Merrill and is publisher of the weekly Montreal Sentinel. New AM outlet will cost an estimated $18,750.

Time Sponsors TV Films From Philby Conventions

TIME INC., New York, will sponsor 16 of the 20 TV programs covering the Republican and Democratic national conventions for Life magazine on stations outside the East Coast video network zone in addition to its sponsorship of NBC's off-the-floor convention coverage.

Daily 15-minute newreels of convention highlights and daily kinescopic recordings of interviews with convention celebrities by Time and Life reporters will be processed in Philadelphia and flown to stations following conventions. Daily ten-minute documentary films plus two special documentaries of 15- and 20-minute duration, will be shipped to the stations in advance for broadcast on the same day as on NBC in the East.
Ten years ago the first AUDIODISC was manufactured...manufactured by a patented precision-machine process, which produced the finest recording disc known.

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

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

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.
Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

they speak for themselves audiodiscs
OPENING in early fall is planned by WOR-TV New York from building at North Bergen, N. J. The one story glass-enclosed structure will house TV, FM and relay transmitters, kitchen, work shop, machine shop and garage for mobile broadcasting units. Station will be on Channel 9 (116-192 mc).

WOIC, WOR-TV

(See other picture page 40)

PLANS for linking WOIC, Washington's newest television station, with WOR-TV New York and other key eastern cities, and subsequent program exchange within Mutual's proposed eastern regional TV network were outlined last Tuesday by Theodore C. Streibert, WOR president.

Mr. Streibert revealed the plans at ground breaking ceremonies for the transmitter building of WOIC, which is scheduled to start operation Oct. 1 on Channel 9. George Sterling, FCC commissioner, and other officials of WOR, which owns and will operate the Washington station, also took part in the ceremonies.

Mr. Streibert said WOR will open its New York studio, WOR-TV, "soon after WOIC's debut."

MBS-TV Nucleus

"These stations," he said, "will become the nucleus of the Mutual regional eastern television network. The programs originated by the two stations will be furnished as Mutual program service to the members and affiliates of Mutual which operate television stations. Also film recordings of these programs will be offered to affiliates not connected by the coaxial cable or microwave relay." Plans call for the two New York stations to make presentations, on a delayed schedule, enabling WOIC audiences to see morning events at night. Congressional committee hearings are among the events to be televised.

J. R. Poppele, WOR vice president in charge of engineering, who attended the ceremonies, said provision had been made for shortwave, microwave and relay equipment and terminals for coaxial television cables. Other facilities include, in addition to its RCA transmitter, a projection room for advance film viewing, an editing and cutting room, a video control desk and a "scope" for checking programs from other stations and images received during remote. A 300-ft. TV tower and antenna already have been erected.

Plans for WOIC transmitter were prepared by Berla & Abel, Washington architects. The building will be constructed by Davis, Wick & Rosengarten, also of D. C. WOIC's site, approximately 30,000 square feet, was acquired by WOR two years ago.

A BASEBALL guide and record book, edited by Red Barber and Connie Desmond, has been distributed throughout the industry by WNY New York.
WPAT 90% Stock Sold to Newspaper
Flamm, Cosman to Relinquish
For $464,400
NEGOTIATIONS for the sale of 90% of WPAT, Paterson, N. J., by Donald Flamm and James V. Cosman to the Passaic Daily News for a stripped price of $464,400 were completed last week, subject to the customary FCC approval.

The Daily News is controlled by the Dow H. Drukker family and operates WWDX (FM) Paterson, a community outlet which presumably will be sold since the WPAT transaction includes a Class B FM grant.

The Drukkers were known to have been negotiating, prior to reaching the agreement on WPAT, for the purchase of WLIB New York from Mrs. Dorothy Thackrey, with plans to move it to Paterson. Mr. Flamm, former owner of WMCA New York, is selling his half interest in North Jersey Broadcasting Co., WPAT licensee, and Mr. Cosman, president, is selling 40% and retaining 10% (one share of which is held by his wife). Mr. Cosman will remain with the station.

For purposes of the negotiations, 100% interest in the station was given: a stripped value of $225,000. The station is an independent daytimer on 930 kc, with 1 kw.

The sales price for the 90% was set at $327,000, which includes $45,000 in net quick assets. Mr. Flamm is to receive $295,000 and Mr. Cosman $324,400. A $50,000 deposit was made with the signing of the contract and the remainder, up to 95% of the total purchase price, is to be paid on the day of closing. The remaining 5% is to be paid within six months.

Appropriate applications for FCC consent are being prepared by the Washington law firms of Dempsey & Koplovitz representing the Drukker interests and Wheeler & Wheeler for the present owners of WPAT. The contract provides for termination of the agreement if FCC fails to act within two years, unless extended by mutual consent.

CUTS NETWORKS
Earth Moving Machine Breaks
Transcontinental Cables

ANONYMOUS operator of an earth moving machine at work on a construction project in the hamlet of Chappell, Neb., last week became the man least likely ever to get a job in radio. In a spasm of unbridled digging, he ripped up the transcontinental cables of all four networks, silencing in part more than a dozen shows.

At 2:19 p.m. last Monday each of the four networks was suddenly cut in two. Shows originating in the West could not travel East past Chappell and shows from the East could not reach the West. The situation prevailed until approximately 3:45 p.m. by which time the A T & T had managed to reroute all network lines around the break.

A total of 15 programs on all four networks were affected in some parts of the country.

Agency's Dallas Branch Bought By Ad Executive
DALLAS office of Glenn Advertising Inc. has been purchased by Ted A. Workman, vice president and for the past 11 years its manager. New firm will operate under the name of Ted Workman Advertising and remain at 1342 Liberty Bank Bldg.

Mr. Workman's accounts include Taylor-Howe-Snowden, Dallas, radio representative; T-H-S stations, Lone Star Chain, Oklahoma Network and other individual stations. Ray K. Glenn, president, will continue to operate Glen Advertising offices in Fort Worth and Hollywood. He takes the Frito corn chip account with him.

FM Slogan Contest
CONTEST among FM Assn. member station personnel to devise a slogan describing superiority of FM as a medium will be conducted by FMA, with prize winners to be announced Sept. 29 at the FMA convention in Chicago. Five Stromberg-Carlson radios will be awarded winners.

WNBQ SET TO INSTALL ITS VIDEO FACILITIES
PLANs for the Sept. 1 video debut of WNBQ, NBC's Chicago outlet, were advanced last week by arrival of the television transmitter and preparation for erection of the antenna soon after July 1.

Although a shortage of steel caused delay in shipment of the antenna and its base, Chicago network officials last Wednesday expected delivery before the end of the month. The antenna, 70 feet high and 631 feet above ground level, will serve both TV and FM stations from the roof of the Civic Opera Bldg.

NBC's original plan to convert space into one huge two-floor room has been altered to include two rooms of one story each. Television and FM transmitters, now in storage until construction work is completed, will be housed in one room. Headquarters for both operations will be located on the 42nd and 43rd floors of the building.

Meanwhile, electrical contracts have been let, and installation of power cables and other lines will begin soon. A special video cable from the transmitter site to Illinois Bell Telephone Co. headquarters nearby will be laid to connect with existing cable between the Merchandise Mart, NBC AM studio site, and the phone company office.

A. H. Green Appointed
KHON General Manager
APPOINTMENT of A. H. Green, general manager and co-owner of KIPA Hilo, Hawaii, as general manager of KHON Honolulu was announced last week by Ralph M. Fitkin, president of the Honolulu MBS outlet.

Mr. Green succeeds Webley Edwards, veteran Islands station executive, who resigned recently to devote his entire time to programming operations.

Mr. Edwards is the producer of Hawaii Calls, a weekly sustaining program originating in Honolulu and relayed to MBS. The program has been on the air since 1935 except for a break during a portion of the war period. Mr. Edwards was CBS correspondent in the Pacific area during World War II.

Mr. Fitkin and Mr. Green are in the United States on station and Alasaka Network business and plan to return to Hawaii by July 1.

New KDKA-FM Tower
NEW FM-TV tower of KDKA Pittsburgh has been completed and is now being used by KDKA-FM, station announces. All KDKA programs from 10 a.m. to midnight are being duplicated on KDKA-FM. New Westinghouse transmitter was put in use at the same time. Station is on Channel 225, 92.9 mc, and will also continue to use low band frequency of 47.5 mc.

MEMBER TQN
Represented by Edward Petry & Co., Inc.

The Most Powerful Advertising Influence in the Southwest

WOAI
San Antonio

50,000 WATTS
CLEAR CHANNEL

NBC Affiliate * Member TQN

BROADCASTING * Telecasting

It's 630 in Savannah
—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

WSAV
830KC • 5000 WATTS • FULL TIME

QUESTION:
What in Washington, D. C. tops the elevation of the Washington Monument.

ANSWER:
The new WASH-FM antenna—more than 200 feet higher than the top of the Washington Monument.

RESULT:
That's why WASH-FM covers lots of people and produces Sales RESULTS in the Nation's Capital.
Promotion

WMPS MEMPHIS

10,000 W Day Time 5,000 3,000 W Night Time

10,000 W Day Time 5,000 3,000 W Night Time

WMPS MEMPHIS

10,000 W Day Time 5,000 3,000 W Night Time

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WMPS MEMPHIS

10,000 W Day Time 5,000 3,000 W Night Time

10,000 W Day Time 5,000 3,000 W Night Time
America's most get-at-able
250 watt AM transmitter

The vertical chassis design of the Collins 300G transmitter provides complete accessibility for servicing.

The front door opens to all tubes, and to the two separate and complete plug-in oscillators which are standard equipment. Either oscillator may be selected instantly by means of a convenient switch, after which the other can be unplugged and lifted out with a single motion, for adjustment or repair. Readily removable tube spar covers give complete access to front compartment components and wiring.

All of the transmitter's other components are exposed by opening the rear doors. Removal and replacement, if ever necessary, are quick, one-man jobs.

The 300G is soundly engineered throughout, featuring high fidelity, low noise and distortion, high safety factors, low power consumption, and thoroughly reliable operation.

Only 8 tube types are used, thus minimizing replacement spares. Your staff will find this fine transmitter easy to live with, and will take pride in its performance. Ask us for complete details.
Feature

(Continued from page 14)

plain folks," it invented "cyclical" programming to "subtly educate Pullman's 4,000 booted and flannel-shirted inhabitants."

Cyclical programming is merely progressive programming devoid of the sudden or sharp transitions which sometimes send listeners scurrying for other frequencies. With KWSC it works this way: First, either popular music or news is aired for two hours as a "warm-up." Then the musical cycle progresses through familiar, novelty, semi-popular concert, semi-classical and classical veins. Cycles usually take two hours to complete.

On Tuesdays, Fridays and Saturdays cyclical programming ends with the 6 to 7 p.m. period when the station switches to the back-to-back block technique. But on Mondays and Wednesdays it is carried into the evening hours. In any event, from 6 to 7, KWSC plugs its nighttime programs, which include sports remotes, public interest events (by means of tape corders) and popular comedy and educational dramatic shows.

Combatting Competition

Because it must compete with the networks, the station slots its best entertainment offerings in what it considers the chinks of collective network armor—the 9:30-10 p.m. and 6:30-7 p.m. stanzas. Immediately before and after those periods program emphasis is slanted to educational fare.

KWSC draws on State College student personnel for station operation at all levels. The system augurs for a constant influx of new programming ideas, according to Mr. Hayward. Nor does it end there. Early this month KWSC extended awards sponsored by Edward R. Murrow, CBS commentator, to two of State College's radio students at a banquet of the National College Radio Guild (an honorary society of students). Winner was Robert Concic (see cut).

The station plans to place 15 of its crack radio specialists in commercial stations this month.

Canada RMA Officers

F. R. DEAKINS, president of RCA Victor Co. Ltd., Montreal, was elected president of Radio Manufacturers Assn. of Canada at 19th annual meeting held at Toronto June 15. R. A. Hackbusch, vice president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was elected vice president. S. D. Brownlee was re-elected treasurer. Prior to going to Canada in 1944 as president of RCA-Victor, Mr. Deakins was manager of apparatus division of RCA, Camden, N. J. Mr. Hackbusch is chairman of RMAC tariff committee and FM and TV committee.

Sponsors of Co-ops
On ABC Rise 21.5%

ABC last week announced that it has sold remaining unsponsored segments of Stop the Music and the Breakfast Club, and that the number of its co-operative program sponsors has increased 21.5% since a year ago.

The network's leading advertiser, General Mills, has signed to sponsor the first quarter-hour segment on the Breakfast Club for 41 weeks, effective Aug. 16, on behalf of Kix. Tatham Laird, Chicago, is the agency. The weekday series is heard from 9-10 a.m.

Eversharp renews ABC's sponsor roster Sept. 19 when it will begin sponsorship of the second 15-minute portion of Stop the Music; Sunday night series heard from 8:40 p.m. The 52-week contract was placed through Biow Co., New York.

Other General Mills-sponsored programs are Lone Ranger, Green Hornet, Famous Jury Trials, Betty Crocker Magazine of the Air and Jack Armstrong.

Other Stop the Music sponsors, in addition to Eversharp, are Smith Bros. (cough drops and cough syrup); Speidel Corp. (wrist-watch bands) and P. Lorillard Co. (Old Gold cigarettes). Swift & Co. and the Philadelphia are other sponsors on the Breakfast Club.

ABC pointed out that automobile dealers jumped from second to first place during the past year with a gain of 74.1% in sponsors for 14 co-op programs. ABC now has a total of 784 sponsors for 14 co-op programs, as compared with 645 advertisers on 12 such programs, a sponsor increase of 21.5%.

Reflecting the increase, the network's billings for the talent on such programs are running at the rate of $1,000,000 a year, and co-op time sales on ABC affiliates are expected to exceed $2,000,000.

Martin Agronsky, with 133 advertisers, tops the list of ABC co-op programs. He had 96 sponsors last year.

Lightning Troubles

LIGHTNING caused double trouble at WLAW Lawrence, Mass., when it silenced both the AM and FM transmitters. First bolt scored by knocking both operations off the air, power lines failing in both instances. A 5-kw emergency AM transmitter was put in service but a defective circuit breaker halted that operation. Trouble there was repaired just in time for a second bolt to cause another power failure.

On All Accounts

(Continued from page 14)

in the Adams' Family (on WLS). She also did assorted commercials on WBBM Chicago and NBC, as well as a Spanish by Radio series on WEDC Chicago.

A year before the war Fran was asked to join a special government service, an emergency setup which antedated all USO activity. Its purpose was to organize service men's recreation centers in Illinois. When USO took over in 1942, Fran switched exclusively and permanently to television. (Actually her interest was kindled as far back as 1934 at a TV demonstration at Chicago's World Fair.)

Fran was with WBBK Chicago from 1942 to 1945. She accepted several free-lance assignments from WBBK and later was appointed to her present position. This month marks her third year with the agency.

Fran is unmarried and lives on Chicago's north side. Her hobbies are Paul Bunyan folk lore, collecting material for children's programs—and the theatre, of course. One of the prime movers behind the Chicago Television Council, she recently was elected secretary of the newly-formed organization.

REGISTRATION for the seventh annual NBC and Northwestern U. Summer Radio Institute will take place on the university campus in Evanston, Ill., June 25. Classes will begin Monday, June 28.
**Mystery sound effect device is now available from WWJ Cleveland.** Three telephone numbers are called during fifteen minute show (10:00-10:15 p.m.) titled "You Name It." Sound effect is for radio and television use. The show identifies sound effects recorded by Pullman Traveling Bag, and those who fail to identify it, receive consolation prize of $5.00. A winner is announced weekly.

**PEOPLE—live, living people are the giveaway on new "Dick Randall Comedy Show" heard Sunday over WJW, New York, through cooperation of National League Foundation. Mr. Randall, publisher of "Humor Business," is m.d. of the show and is assisted by members of Theatre of Comedy and Daggers Institute. Housewives are invited to participate in contests and win people—Daggers Institute members— who are at their beck and call to do odd jobs, baby-sitting, dishwashing, etc.

**WCLT Program Awards**

In less than one year on the air, WCLT (FM) New York has received the highest recognition for its efforts in the promotion of radio and television. The show, "Mr. Randall," is heard on WCLT (FM) and is a part of the National League Foundation's "Humor Business." The program recently received a special award from the Program Directors of the National League Foundation, in recognition of the creative work done by Mr. Randall and his staff.

**Energy-Saving Device for the winter months is demonstrated by Hal Woodard, announcer on WLWT Cincinnati.** The show is titled "Energy and You" and it features interviews with local experts on energy conservation. The program is produced and directed by Hal Woodard and is heard on WLWT (AM) and WLWT (FM) in the Greater Cincinnati area.

**GREETINGS to Norway**

SHIPMENT of transcriptions of "Greetings to Norway," produced by WJMJ Milwaukee, is on route to the Scandinavian country aboard first of Wisconsin Centennial Fleet ships as goodwill mission gesture. Transcriptions will be shipped to their home in Norway on Christmas Day.

**Aired From Blimp**

WONDER BLIMP 1500 feet up in the air was origination point early this month for "Musical Grab-Bag" program aired over WACE and WACE-FM Chicago. Miss Lue Smith and Kris Martin, who conduct the show, took the blimp ride and chatted in usual fashion. The show was originated at station WACE and was transmitted via satellite to the blimp. The blimp, operating from Springfield, Ohio, and the two disc jockeys suggested that those who were listening to the show should turn off their sets and listen to the blimp. The station reports that the scene was quite unusual as people all over town heard the blimp's transmissions.

**Mystery Microphone**

"Mystery Microphone" is a new title of the program aired daily over WCOA Peoria, Ill. Show is heard on telephone give-away, with mystery microphone placed in secluded spot of one of sponsors' stores. Sounds that are usually associated with sponsors' type of business are picked up by the microphone and broadcast on the program. Listeners are invited to write in to help identify sound and sponsor. One telephone call is answered each day, and if listener fails to identify correct sound, he is invited to send in another guess. Winners are invited to contest at WCOA.

**Sponsors Interviewed**

SPONSORS are stars of new program over WLWM Wilmington, Del., heard every Wednesday night. Titled "Meet The Sponsor," program presents the sponsor to radio audience each night. Sponsors are interviewed on general policies of their business. They are invited to air commercials as such. Idea of show is to acquaint listeners with sponsors and to acquaint sponsors with WLWM.

**Instructions to TV Viewers**

PURCHASERS of television sets in Toledo, Ohio, will soon receive instructions on how to tune their receivers properly. Instructions are being made available by WSPD-TV Toledo, to present regular programs of television. Local stations will be able to tune their receivers properly, to ensure that the station's transmission constitutes good television picture. By means of special programs, instructions will be given. Stations plan to take up different make sets at each location. Information station to go on air soon.

**Family Trip**

ADVENTURES of a family in taking trailer trip across Canada are to be broadcast weekly on Tratta-Canada Network, originating from various cities. Frank Fleming of Chatham, Ont., is taking his wife and two young daughters on a trip to Calgary, and carrying recording equipment in his trailer. Broadcasts will tell what happens on the road, sounds of family trip captured on tape, and other items included in weekly hour-long broadcasts.

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**RCA Victor Records**

SWEET NEW RECORDS FOR YOUR SHOWS

from RCA Victor's latest releases!
U. OF DENVER OFFERS SUMMER RADIO CLINIC
SECOND annual Radio Clinic on Small Market Station Operation will be held July 26 to Aug. 27 at U. of Denver. The five one-week clinics will cover radio law, radio and public relations, radio advertising, radio and retailers and radio journalism.

Neville Miller, former president of NAB, will be director of the week on radio law. Problems of FCC regulations, laws of libel, invasion of privacy, F TC regulations, etc., will be covered.

Radio and public relations will be directed by Rex Howell, KFKJ Grand Junction, Col. Acceptance of the station by a community and how to bring it about, will be main theme.

The experience of J. Allen Brown, assistant director of Broadcast Advertising, NAB, will be brought to U. of Denver for the week on radio advertising.

Howard Abrahams, manager, sales promotion division, National Retail Dry Goods Assn., will present the retailers point of view concerning radio advertising Aug. 16-20 during week on radio and retailers.

Last week of clinic will cover radio journalism. Arthur Stringer, director of FM for NAB and consultant on radio news problems, will cover local news and related subjects.

Remarks on Pearson
IN REVIEWING the Senate investigation of Plane Builder Howard Hughes, Sen. Owen Brewster (R-Me) June 12 on the Senate floor introduced into the Congressional Record statements of authors, legislators and government officials questioning the authenticity of many of Radio Commentator Drew Pearson's public charges.

CJOY Guelph, Ont., new 1550 kc to officially go on the air on June 14 with special programs.

INDIANA U. OPENING RADIO MEET JULY 29
WAYNE COY, Sterling Fisher, Ben H. Watten and Ben Park are slated to be principal speakers at Second Annual Conference on Radio in Education at Indiana U. July 29 and 30. In making the announcement, George C. Johnson, director of educational programs at the university and chairman of the conference, said each would address one of the four general meeting programs.

Mr. Coy, chairman of FCC, will speak at an all-university convocation July 29. Mr. Fisher, an advisor in Public Affairs and Education Dept. of NBC, will talk on "Radio and the Democratic Way of Life" the same day.

On July 30, Mr. Park, former producer of Report Uncensored and recent winner of several awards for public service broadcasts, will discuss "Radio in a World of Tension." Mr. Watten, superintendent of public instruction in Indiana, will have "The Role of Radio in the Schools of Democracy" as his topic at the final meeting.

Discussions at the conference will be conducted by panels made up of broadcasters, practicing educators and representatives of organized service groups.

How radio can serve the needs and interests of each age group, how radio can serve the needs of adolescents, and how radio can serve the needs of adults, will be discussed.

NAB, NORTHEASTERN U. PLAN RADIO INSTITUTE
MEN AND WOMEN broadcasters comprise the largest group of registrants for the NBC-Northeastern U. Summer Radio Institute which opens Monday, June 26. Registrations are expected to total 100.

Other groups enrolling for the six-week session, which offers professional level radio training, include students to be trained for broadcasting jobs and faculty members from colleges and universities.

Registration begins Friday at the Evanston, Ill., campus of the school. Courses covering all non-technical phases of broadcasting and six symposiums will be offered in NBC's Merchandise Mart studies in Chicago.

ASCAP Appeals Board
ALL six members of ASCAP's Board of Appeals have been re-elected for another year, according to an announcement last week by the society. They are: Peter DeRose, Abel Baer and Douglas Moore, writer members; Max Mayer, John Sengstack and Sam Stept, publisher members.

TV Set Sales Up
LESS than two weeks after formal opening of WBEN-TV Buf falo, N. Y., there were more than 3,000 video sets in city, station reports. As of May 30 Buffalo's largest].

MESSAGES.

SELZNICK TELEVISION Corp. has been formed by David O. and Belle Selznick to produce motion films. No details disclosed but plans understood to contain production for networks and national sponsor.

WORLD VIDEO Inc., New York, has announced new European cooking show on film. Featuring well-known restaurants and chefs on the continent, it is to be produced by firm's Paris office, to be shown as second video package of World Glacier.

LONG & HUGHES, former financial editors of San Francisco Examiner, and Farrow Barber, formerly public relations director of American Tobacco Co., have established public relations firm in Hobart Blodgett, San Francisco.

ROBERT McDEVITT, former manager of publicity at Westinghouse Household Appliances Div., has been elected to membership in public relations firm of Pendray & Leibert, New York.

MRS. FLORENCE WARNER, former Midwest education director for CBS in Chicago, is working in Radio Division of Republican National Committee at national convention in Philadelphia. She assists in direction of women's radio and television activities.

Equipment
ZENITH RADIO Corp., Chicago, completed negotiations last week with FARNsworth TELEVISION AND RADIO CORP., for acquisition of paid-up rights to build solid images video receivers under all Farnsworth patents and patenting applications for life of patents involved.

E. H. VOGEL, who recently joined executive staff of General Electric Co. in Chicago, has been appointed to newly-created position of manager of marketing on staff of Vice President W. R. G. Baker. Baker also announced establishment of General Sales Div. as one of seven operating divisions of company.

A. BRANDT will continue as general sales manager of that division.

ZENITH RADIO Corp., Chicago, has announced non-directional FM antenna, designed to provide reception from all directions in areas of secondary signal strength. Suggested price is $96.25.

JUST TEAR OUT AND MAIL

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Sure, send BROADCASTING and the 1949 Yearbook when published. Add the free Convention Issue, too, with its heretofore unpublished figures on radio expenditures.

1 YEAR $7 2 YEARS $12

Add $1 a year for Canadian or foreign postage

NAME
COMPANY
ADDRESS
CITY ZONE STATE

FREE with your subscription—copy of 246-page
NAB Convention Issue while supply lasts

- 52 WEEKLY ISSUES AND 1949 YEARBOOK -

Page 80 • June 21, 1948

Allied Arts

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TV Set Sales Up

LESS than two weeks after formal

opening of WBEN-TV Buffalo, N. Y., there

were more than 3,000 video sets in city, station

reports. As of May 30 Buffalo's largest.

Center Your Attention on

Center of the Dial

The National

Telecasting

860kc

MILWAUKEE
June 11 Applications 

ACCEPTE FOR FILING
License for CP
KQYR Anchorage, Alaska—License to cover CP new standard station.
KOWL Santa Monica, Calif.—License to cover CP new standard station.
AMENDMENT to change name of appli-
cant from Internal Revenue Service to KOWL, Inc.
AM—1280 kc
KAY Waterloo, Iowa—CP change frequency.
KWLO West Des Moines, Iowa—CP change hours from D to un, change power from .1 kw D to .2 kw in, change in trans. equipment, install DA-DN.
MODIFICATION of CP
WKJX Lansing, Mich.—Mod. CP change frequency, increase power etc., for extension of commencement and completion dates.
License for CP
WLOI East Liverpool, Ohio—License to cover CP new standard station.
MODIFICATION of CP
WBOI Elkhart, Ind.—Mod. CP new standard station for extension of completion date.
AM—190 kc
WCAC Charleston, W. Va.—CP change frequency from 1460 to 1500 kc, increase 250 w to 1 kw, install DA-DN.
MODIFICATION of CP
WABB-FM Mobile, Ala.—Mod. CP new FM station for extension of completion date.
KWIM Newnan, Ga.—Mod. CP new FM station to change ERP from .8 kw to 4.2 kw, decrease ant. height above average ground to 244 ft.
WBRL-FM Muskogee, Okla.—Mod. CP new FM station for extension of completion date.
License for CP
KYSM-FM Mankato, Minn.—License to cover CP new FM station.
MODIFICATION of CP
WARF New York—Mod. CP changes in FM station to increase ERP from 15 kw to 18 kw, decrease ant. height above average ground to 588 ft.
WJLX-Spartanburg, S. C.—Mod. CP new FM station for extension of completion date.
WHBL-FM Sheboygan, Wisc.—License for CP new FM station.
KOAK Clinton, Okla.—Mod. CP new FM station to decrease ERP from 2 kw to 9.55 kw, decrease ant. height above average ground to 588 ft.
WWJZ-FM Richmond, Va.—Mod. CP new FM station for extension of completion date.
License for CP
WAJZ-FM Montgomery, Wisc.—License to cover CP new FM station.
MODIFICATION of CP
WHSF Medford, Wis.—Mod. CP new noncommercial educational FM station to change frequency from 88.9 mc to 91.3 mc.
TV—54-60 mc
WJJW Inc., Cleveland—CP new commercial television station to Channel 2, ERP 54-60 mc, EIRP via 14.3 kw, 1.25 kw EIRP AMENDMENT to increase ERP to 15.3 kw EIRP.
TV—186-192 mc
Southwestern Oklahoma City—CP new commercial television station to Channel 2, ERP 29.52 kw, 14.9 kw un.
TV—192-198 mc
Westinghouse Broadcasting Stations Inc., Portland, Ore.—CP new commercial television station to Channel 3, ERP via 8.5 kw, 4.25 kw un.
License for CP
WTFF Pittsburgh, Pa.—License to change CP to change ERP from 19.37 kw to 8.84 kw, 10.7 kw to 4.84 kw.
APPLICATION for a commercial television broadcast station license filed by: KAPY Hackettston, N. Y.—License for CP new commercial television station.
KTOP Toledo, Ohio—License for CP new television station.
KWWA Walla Walla, Wash.—License for CP new television station.
KWKA Sacramento, Calif.—License for CP new television station.
WBNY Buffalo, N. Y.—License for CP new television station.
WEOV Concord, N. H.—License for CP new television station.
WJW Columbus, Ohio—License for CP new television station.
WJZ Baltimore, Md.—License for CP new television station.
WOR New York—License for CP new television station.
WTAE Pittsburgh, Pa.—License for CP new television station.
June 14 Decisions
BY THE SECRETARY
WDBM-FM Milwaukee, Wis.—Granted voluntary assignment of license to WDBM Inc., Inc., to change type of CP, change frequency, and change ERP.
KWNW Minot, Minn.—Granted CP new station to change frequency and change ERP.
KDRO Rapid City, S. D.—Granted CP new station to install new vertical ant. and mount FM ant. on AM tower, and change ERP.
KDKO Sedalia, Mo.—Granted CP new station to install new vertical ant. and mount FM ant. on AM tower.
WHOI Dayton, Ohio—Granted modification of CP extend completion date to 6-22-48.
WVPH Albuquerque, N. M.—Granted CP new station to install new vertical ant. and mount FM ant. on AM tower.
WVOX New York—Granted CP new station to change type of CP, change frequency, and change ERP.
KSYJ San Juan, P. R.—Granted CP new station to change type of CP, change frequency, and change ERP.
KSYT Stockton, Calif.—Same except to 12-31-48.
KEML Fairbanks, Minn.— Granted new license station 920 kc 1 kw DA un.
The Yankee Network Inc., Inc., to change type of CP, change ERP, license for new relay station.
WXRF Guatemala, P. R.—Granted CP new station to change type, change ERP, and change station location.
WLBT Leesburg, Fl.—Granted CP new station to change frequency.
KXIC Iowa City, Iowa—Granted new station for extension of CP.
KAJQ Cedar Rapids, Iowa—Granted new station for extension of CP.
KEZE Terre Haute, Ind., to 12-31-48.
June 14 Decisions
BY THE SECRETARY
WDBM-FM Milwaukee, Wis.—Granted voluntary assignment of license to WDBM Inc., Inc., to change type of CP, change frequency, and change ERP.
KWNW Minot, Minn.—Granted CP new station to change frequency and change ERP.
KDRO Rapid City, S. D.—Granted CP new station to install new vertical ant. and mount FM ant. on AM tower, and change ERP.
KDKO Sedalia, Mo.—Granted CP new station to install new vertical ant. and mount FM ant. on AM tower.
WHOI Dayton, Ohio—Granted modification of CP extend completion date to 6-22-48.
WVPH Albuquerque, N. M.—Granted CP new station to install new vertical ant. and mount FM ant. on AM tower.
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WLBT Leesburg, Fl.—Granted CP new station to change frequency.
KXIC Iowa City, Iowa—Granted new station for extension of CP.
KAJQ Cedar Rapids, Iowa—Granted new station for extension of CP.
KEZE Terre Haute, Ind., to 12-31-48.
June 14 Applications

ACCEPTED FOR FILING

Extension of SSA

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc 50 kw, non-DA, during hours of local sunrise at Corpus Christi, for longest period of time from August 1 to July 1 following.

Modification of CP

KWRL Riverton, Wyo.—Modification of CP for new FM station for extension of completion date.

License for CP

KDON-FM Monterey, Calif.—License to cover CP new FM station.

June 15 Applications

ACCEPTED FOR FILING

KFXD Nampa, Ida.—CP increase to 10 kw. DA AMENDED to use DA only.

WBCK Battle Creek, Mich.—Mod. CP new standard station, for extension of completion date.

AM—1540 kc.

Good Neighbor Broadcasting, Inc., San Antonio, Tex.—CP new standard station 1550 kc, 1 kw, frequency from 1240 to 1540 kc and rates.

Modification of CP

KFOG—Mod. CP new FM station, change ERP from 1.6 to 50 kw, change ant. height above average terrain.

KHUR—Burlington, Iowa.—Mod. CP new FM station for extension of completion date.

KCMK—Des Moines—Mod. CP new FM station, change ERP from 1.6 to 50 kw, change ant. height above average terrain.

Modification of CP

KWIR—Boston—Mod. CP new station, to change overall ant. height above ground.

KFXM—Springfield, Mo.—Mod. CP new FM station, for extension of completion date.

WSNJ—Bridgeport, N. J.—Mod. CP new FM station, change ERP from 1.6 to 50 kw, change ant. height above average terrain.

WHKY—Hickory, N. C.—Mod. CP new FM station, change ERP from 1.6 to 50 kw, change ant. height above average terrain.

KLIT—Longview, Tex.—Mod. CP new FM station, for extension of completion date.

KWRC—New York—Same.

TV—180-186 mc.

Treat Broadcast Corp., Trenton, N. J.—Applications for new television station on Channel 1, 44-50 mc, ERP in AD 250 kw, 150 kw, AMENDED to change frequency to Channel 6, 180-186 mc, 1 kw, 1 kw and 0.5 kw, with DA or DA only.

Modification of CP

WJZ—New York—Mod. CP new television station on Channel 1, 44-50 mc, ERP in AD 250 kw, 150 kw, AMENDED to change frequency to Channel 6, 180-186 mc, 1 kw, 1 kw and 0.5 kw, with DA or DA only.

KCOI Inc., Portland, Ore.—CP new commercial television station on Channel 2, 180-186 mc, with ERP in AD 250 kw, 117 kw.

KNX—Los Angeles—License Renewal.

Applications for renewal of standard broadcast license and for Class B CP to KRUS Radio Co., Inc., Port Washington, Wis., and KVOG-Odessa, Tex.

AM—550 kc.

KAFY Bakersfield, Calif.—CP change frequency from 1370 mc to 1375 mc, ERP from 550 kw to 250 kw.

Modification of CP

KKXR Taft, Calif.—CP change ERP from 1200 kw to 250 kw, make changes in DA, change ant. height from 2500 ft to 6000 ft, change ant., 150 kw.

Modification of CP

KFWC Dallas—CP change hours of 1200 kw to 250 kw, increase by 2 kw to 1 kw at 1330 kc.

KOQ Albuquerque, N. Mex.—Request for permission to operate on 770 kc 25 kw, 50 kw D and 3 kw D for period beginning immediately after license expires.

(Continued on page 89)
Help Wanted

Managerial

Commercial manager for major market station midtown. Earnings of $7000. Must have experience and proven ability. Please don't answer unless you can qualify. Box 855, BROADCASTING.

Commercial manager for network affiliate southwestern. Must have successful sales record, plenty of experience, and understanding of the affiliate's business. Salary and commission. Must have experience and proven ability. Please don't answer unless you can qualify. Box 937, BROADCASTING.

Salesmen

Aggressive salesmen needed for local station. Job requires drive and sales ability. Salary and commission. Box 851, BROADCASTING.

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Aggressive salesmen needed for local station. Job requires drive and sales ability. Salary and commission. Box 851, BROADCASTING.
Southern Independent

$70,000 COVERS A MAJOR MARKET

Here is an opportunity for good radio management to take advantage of a situation with an unusual potential. Station is making some money now, but a capable operator can double the business. Physical properties are excellent and should appeal to large building and land. Covers one of the South's most attractive and important markets.

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
WALTER E. BLACKBURN, Jr., President

DALLAS
Clarence E. Wilson

SAN FRANCISCO
Ray Hamilton

JUNE 21, 1948 • Page 85
PolicY CHange

Code Influences WWJ

- To Buy

WWJ DETROIT announced June 12 that it had amended its policy against the use of transmitted announcements, a move attributed to the industry's action in strengthening its standards in this area.

In November 1944 the station discontinued the broadcasting of transmitted announcements but stated that during the intervening three and one-half years a great improvement in American radio has been achieved. Therefore, WWJ will now accept for broadcast all transmitted announcements which, "within its judgment, are not offensively to good taste or uncomplimentary to good radio.

Adoption of the Standards of Practice at the NAB Los Angeles convention "now insures for the future a maintenance of good radio and good listening," the station said in claiming an important role in industry-wide evolution.

The station said that advertisers, agencies and broadcasters have become much more aware of their basic responsibility to the public. The station continued: "WWJ takes justifiable pride in the fact that its summary action of late 1944 played a vital part in causing the broadcasting industry to re-evaluate itself. WWJ also feels no further need to continue its self-imposed ban on all transmitted announcements."

For Sale (Cont'd)

For sale—Complete equipment for a 1000 kw, AM broadcast station. Includes: 180 ft. Blaw-Knox Tower antenna; 28 kw transmitter; hamunicating line; limiting, line and monitor amplifiers; antenna tuner, spare tubes and parts. No frequency or modulator monitors. Equipment now in use and extremely reliable and trouble-free. Will be available about August 1, 1948. Make offer. Write: Ralph B. Simpson, 1107 W. Main St., Virginia, Minn.

Wanted to Buy

Wanted—Complete equipment for kilowatt station. If you have any, write today. Box 743, BROADCASTING.

Radio station or CP. Preferably in west or southwest, but will buy in other markets. Box 772, BROADCASTING.


Wanted, urgently needed, 3 pairs type 29 tubes. Name your price. WPTL, Ft. Lauderdale, Florida.

Miscellaneous

TRANSCRIPTION FIRMS
Are you looking for sales results in high volume? Our salesmen bring results! They will represent your firm.

Charles Productions
79 Eastland Avenue
Rochester 7, New York

Radio Broadcasting Station Buyers' Sellers
List With Us
Prompt Service.
NATIONAL RADIO STATION BROKERS
3051 Sunset Blvd., N. Hollywood 7, California

Radio Broadcasting

Radio stations vary in size and location. Some are large, with multiple transmitters and studios, while others are small with a single broadcast. A station's size will affect its programming options.

Radio stations are either AM or FM. AM stations use frequencies between 535 kHz and 1600 kHz, while FM stations use frequencies between 87.5 MHz and 108 MHz. AM stations have a longer range than FM stations but are more susceptible to interference from other radio stations.

Radio stations are licensed by the Federal Communications Commission (FCC) and must adhere to specific regulations. They must also provide programming that is consistent with their license. This can include local news, traffic reports, and music.

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New Business
(Continued from page 12)

FINAL arrangements were completed last week for sponsorship of Charade Quiz on WABD New York, by WHelan Drug Stores Inc. [BROADCASTING, June 14]. Series is heard Thurs., 8-8:30 p.m. Contract for 52 weeks placed direct, is effective in July, exact date still unannounced.

AMERICAN DRUGGIST SYNDICATE Inc., DRUG PRODUCTS Co. and PURITY DRUG Co., which have appointed Wesley Assoc., New York, anticipate spot radio test campaign. Starting date not set.

Network Accounts... ...

MANHATTAN SOAP Co. (Sweetheart Soap) June 28 starts We Love and Learn on NBC as replacement for Katie's Daughter, same time period, 11:15-11:30 a.m. Mon.-Fri. Agency: Duane Jones Co., New York.

BORDEN Co. last week signed 52-week renewals with CBS, for Your Song and Mine, effective July 1, and County Fair, effective July 3. County Fair is heard Sat., 1:30-2 p.m., and Your Song and Mine on Wed. 9-9:30 p.m. Agency: Kenyon & Eckhardt, New York.

MINNESOTA VALLEY CANNING Co. (canned vegetables) July 16 renews for 52 weeks The Frewing Show on Fridays on NBC. Program aired 9:00-9:30 a.m. (CDT) Mon.-Fri. Leo Burnett Co. is agency. GENE HOG is NBC account executive.

WHITE KING SOAP Co., Los Angeles, June 28 renews for 52 weeks Frank Hemingway's Breakfast News three weekly (7:00-7:15 a.m. PDST) on full Don Lee Network and 17 stations of Mutual Intermountain group, and KRAM Las Vegas, Nev. Agency: Raymond R. Morgan, Los Angeles.

STERLING DRUG Inc., Windsor Ont. (Phillips Milk of Magnesia toothpaste and Bayers Aspirin), June 29 starts Mystery Theatre on 25 Trans-Canada Network stations, Tues. 8-8:30 p.m., with repeat to West Coast 11:30-12 midnight. Program replaces Big Town, aired for Canadian Imerized Yeast Co., Sterling's subsidiary which was cancelled June 22. Agency: Dancer-Fitzgerald-Sample, Chicago.

NOXEMA CHEMICAL Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, July 9 renews Gabriel Heathner newscasts (6:00-6:15 p.m. PDST) on 13 Don Lee stations for 52 weeks.

PAHST BLUE RIBBON (beer) announces effective in October, NBC Eddie Cantor Show moves from Thursday to Friday evening 9-9:30 p.m. Agency: Warwick & Legler, New York.

Adpeople... ...

HERBERT WARD named advertising manager of Bireley's Division, General Foods Corp., Hollywood. He was recently with Walgreen Co., Chicago, and before that with Sears, Roebuck & Co., Chicago, and Erwin, Wasey Co., Los Angeles.

JOHN BORR, with American Tobacco Co., New York, for past ten years, named assistant advertising manager of the company.

KENNETH W. SICKINGER appointed assistant advertising manager of Zenith Radio Corp., Chicago. He was formerly with Western Adv., Racine, Wis., and Belmont Radio Corp., Chicago.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Campbell-Porgie

SOMEONE CARES

On Transcriptions: NBC Thesaurus-Novatime Trio; Standard—David LeWinter; Associated—Art Mooney.

On Records: Vaughn Monroe—Vic. 20-2671; Art Lund—MCM 10170; Frankie Carle—Col. 38130; Mills Brothers—Dec. 24409; John Laurence—Mer. 5144.

TV DRAMA PROGAMS HIGH IN MAY PULSE

DRAMATIC programs were the most popular video fare with New York audiences in May, according to The Pulse Teleresport for that month, which covered 292 quarter-hours of telecasts. Although dramas checked on account for only 12 quarter-hours, or 4.1% of the total video time, their average rating was 36.2. Sample included broadcasts of Kraft Television Theatre, Theatre Guild, Tonight on Broadway and Barney Blake, Crime Reporter.

Sports telecasts, which led in the amount of air time, 88 quarter-hours or 30.1% of the total, ranked second from the standpoint of ratings, with an average of 24.4. Evening sports programs, including 38 quarter-hours of boxing and wrestling, achieved an average rating of 28.6; daytime sports telecasts, including 46 quarter-hours of baseball and four of racing, averaged 22.6. No night baseball games were telecast during the checking period but they would undoubtedly get high ratings, Pulse opines, pointing out that the 22 quarter-hours of Saturday and Sunday baseball on television got an average rating of 37.5.

Breakdown of The Pulse Teleresport for May follows:

Quad—Average hours rating
Visual sports (baseball, boxing, wrestling) 88 24.4
Pilots 62 15.6
Game shows 32 24.2
News 27 15.5
Comedy—variety 19.5
Drama 12 36.2
Sports news 11 12.8
Quiz shows 8 21.5
Food & Cookery 6 12.5
Music 5 13.8
Misc. (including hobby shows, fashion, special events, etc.) 26 12.6

In OMAHA

Wise advertisers choose the station the people choose...

WOW... nationally represented for 15 years by

JOHN BLAIR & COMPANY

offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

June 21, 1948 • Page 87
UPHOLDS TV

REFUTING arguments in an article citing the detrimental effect video is having upon aural broadcasting, George B. Storer, The Fort Industry Co. president, May 31 advised The Wall Street Journal that compensating features outweighed any temporary impairment.

In letters to Bernard Kligore and William H. Grimes, president and editor, respectively, of the Wall Street Journal, Mr. Storer described an article by Joseph W. Taylor which appeared in the Journal's May 21 editions as being "very interesting but somewhat overdrawn.

Providing coverage of the NAB convention in Los Angeles, the Journal's staff correspondent wrote:

'The promising problem child of the amusement world, television, is being thoroughly examined by its worried big brothers, the radio and motion picture industries.

For one thing, this popular infant already is luring fans away from living room radio sets and the neighborhood motion picture house. Where the listeners are kids fair to put a much bigger dent in the live radio business which is nursing it along—through a huge bill—until it can manage alone.

'It is apparent," Mr. Taylor wrote, that Mr. Taylor has been exposed to a great deal of conversation at the National Assn. of Broadcasters' meeting in Los Angeles. Evidently a gloomy picture of the future of radio broadcasting has been painted for his benefit.

Mr. Storer said it was also apparent that "any temporary disadvantage of radio broadcasting is more than offset by the enhanced opportunities offered by television." The author quoted several stations as being aided by bemoaning the high earnings and operating costs. Those quoted were James D. McLean of WPTZ Philadelphia, Capt. William C. Eddy, WBKB Chicago and Harry Bannister, WWJ Detroit.

Anticipated Complaints

Complaints were to be expected from "certain broadcasters who have enjoyed substantial earnings and, in many cases, not too much competition in the past," Mr. Storer said.

"Being a so-called old-timer (21 years)," Mr. Storer continued, "I can well remember the early vicissitudes of our present radio broadcasting system, and I am much more enthusiastic over the potential opportunities for service and profit in the field of television than I was in the early days of radio. This is largely due to the present day acceptance which radio has developed with advertisers. Many late comers in the radio broadcasting business do not know the uphill road we have traveled as early licensees of radio stations.

Mr. Storer also pointed out that not only radio would have its advertising funds siphoned from it by video. He said that the combination of the elements of sight, sound and motion into a single means of mass communication has already demonstrated its "tremendous..."
June 16 Decisions

BY COMMISSION ENE BANC

CPS Vacated
Unily Corp., Inc., Springfield, Ohio—Grant special temporary call letters to re-activate station during market testing and to continue pending applications, vacated as of July 16, 1949.

CPS Approved
Hampshire Corporation, Springfield, Ohio—Grant special temporary call letters to re-activate station during market testing and to continue pending applications, vacated as of July 16, 1949.

CPS Reopen
Unily Corp., Inc., Springfield, Ohio—Grant special temporary call letters to re-activate station during market testing and to continue pending applications, vacated as of July 16, 1949.

HARMCO In Series
Tri-City Telecasters Inc., Farmington, Mich., and Penn-Alien, Inc., Allentown, Pa.—Designated for consolidated hearings with Allentown-Eastern TV applications, application of HARMCO.

Tri-City Telecasters Inc., Farmington, Mich., and Penn-Alien, Inc., Allentown, Pa.—Designated for consolidated hearings with Allentown-Eastern TV applications, application of HARMCO.

FCC Actions
(Continued from page 88)

Applications Cont.:

AM—1410 kc

WGAC, Jamison, N.C.—CP change hours from D to unl. from 740 to 1700.

Assignment of License

WPTA-WNRT-FM Nortlax, Pa.—Consent to assignment of standard and CP of WNRT to Norlax Broadcasting Corp., consent to assignment of station to Norlax Broadcasting Corp., consent to assignment of standard and CP of WNRT to Norlax Broadcasting Corp.

Mark Perkins, Allentown, Pa.—CP new standard station 1260 kc 250 w unl. (applicant on KMAC vacated 1410 kc.)

APPLICATION RETURNED

AM—1410 kc


STATION DELETED

AM—1410 kc

KDUB Texarkana, Co., Duran, Ark.—Standard station 1540 kc 250 w unl. (N).
CHANGES IN APPLICATION FORMS MADE FINAL

FCC MADE FINAL its proposed changes in broadcast application forms [BROADCASTING, May 17], effective Aug. 1, but spokesman said Friday that final order and new forms won’t be available until after customary approval by Budget Bureau.

Changes will result in “considerable” savings of time for applicants but will not materially affect nature of information to be supplied, officials reported. As in May proposal, major changes will include:

1. Elimination of commercial-sustaining percentage breakdowns on program types (but similar information would still be required in program log analysis); (2) deletion of requirement that network affiliates list network sustained they are doing during “composite week”; (3) stations would no longer be required to report performance characteristics in renewal applications (but would still have to make measurements and keep records); (4) any qualified engineer could make determinations of precise geographical locations of antenna sites (now limited to engineers) for land, (5) blue book definition of “non-commercial spot announcement” would be amended (an engineer and application forms for sustaining programs out of direct spot-announcem-ents only).

Otherwise, changes were described as “largely editorial and clarifying in nature.”

PLANS TO BE COMPLETED FOR DISTRICT 4 SESSION

Plans for NAB District 4 convention to be held July 26-27 at Greenbrier Hotel, White Sulphur Springs, W. Va., to be completed Friday May 27, when WGN, Norfolk, director, after conference with NAB President Justin Miller in Washington.

Mr. Arnoux met with last week with John S. Phillips, owner of WOR, WNY, and William E. Blake, WNDR, Ronceverte, W. Va., on plans, Virginia Assn. of Broadcasters to meet at Greenbrier July 25, 3 p.m., prior to district session. W. Va. Assn. of Broadcasters will have Monday evening cocktail party and Sunday golf tournament.

HEADLINER AWARDS

NATIONAL Headliners Club, at its annual awards dinner Saturday in Atlantic City’s Twin Crowns, will present gold medals to Edward F. Murrow of CBS, Al Warner of MBS and Morgan Beatty of NBC, with special TV award, first in history of club, going to WFIL-TV Philadelphia, for its daily televised newswig [BROADCASTING, March 22].

HEADS SALES GROUP

ROBERT A. WHITNEY, executive director of National Federation of Sales Executives, elected president Friday at convention in Waldorf-Astoria, New York. Alfred Schindler, St. Louis, elected board chairman; Arthur H. Motley named first vice chairman; James J. Nace, named second vice chairman; John W. Evans, reelection treasurer.

KELLOGG CANCELS

KELLOGG Co., Battle Creek, Mich., will cancel entire radio budget including Breakfast in Hollywood and Galen Drake programs. On ABC, effective July 23. Cancellation made in interests of greater advertising flexibility and billings will be shifted to other media, said an executive at Kenyon & Eckhardt, agency for Kellogg.

LIT BROS. AIMS SERIES AT MORNING TV AUDIENCE

LIT BROS. large Philadelphia department store, backed by Admiral, Philco and RCA, making first major bid for morning TV audi-ence on regularly scheduled basis. Show June 22 starts Lit’s Have Fun, hour-long audience panel, to air on WCAU-TV Tuesday at 10 a.m., with three radio firms rotating sponsor-ship on tri-weekly basis. (Lit retails sets of each firm.)

Program is video version of store’s daily 15-minute radio feature on WCAU and awards merchandise prizes to studio contestants and chance at jackpot. WCAU-TV officials hopeful show will mushroom daylight television, plan to use it as springboard for increased morning programming.

STATE DEPT., NBC CHIDED FOR ‘VOICE’ BROADCASTS

IN ORAL REPORTS to Senate (June 17) Sens. H. Alexander Smith (R-N.J.) and Homer Ferguson (R-Mich.), co-chairman of Senate committee which investigated “Voice of America” broadcasts, both placed blame for controversial passages on State Dept.; claimed NBC had not met its responsibility; and pledged continuation of investigations (see story page 32).

Lloyd A. Lehrbas, recently executive editor of World Report, named director of State Dept’s Office of Information late Friday. Mr. Lehrbas will be in charge of Department’s “Voice of America” broadcasts, international press and publications, and movies. He succeeds William T. Stone, assigned as special assistant to Assistant Secretary of State George V. Al-len.

LUCKIES TO USE TV

AMERICAN TOBACCO Co. planning extensive video football schedule for Lucky Strikes in fall, following successful gridiron telecasts last year on east coast and in Chicago, N. W. Ayer & Son, New York, in charge of company’s television advertising, now working out de-tails.

ANTHONY OUT OF BOSTON TV

E. ANTHONY & SONS withdrawal of Boston television application approved by FCC Friday, leaving seven applicants for one channel which would be available there under FCC’s pro-posed new allocation plan. Withdrawal was without prejudice to filing new application later.

WAFF DENIAL PROPOSED

MORE THAN “expectation” of technical per-formance is needed in tight interference cases, FCC indicated Friday in decision proposing to deny WAFF Chicago switch on 950 kc from 1 kw day to 5 kw fulltime using four element directional day and six element array night. Protection of WWJ Detroit involved.

KHTH MOBILE STUDIO SHOWN

MOBILE STUDIO of KHTH Houston given private showings to FCC members and staff and other radio authorities in Washington Fri-day, en route to Philadelphia for direct broad-casting under republican national convention this week and Democratic Convention next month.

FOUR NEW VIDEO APPLICATIONS FILED

FOUR NEW commercial television station appli-cations filed [BROADCASTING, June 7], in Raleigh, N. C.—WPPT Radio Co., Channel 5 (762-82 mc), effective radiated power 16.6 kw visual, 8.8 kw audio, and $209,250 Initial fee; Channel 21 (678 mc), high power visual, average terrain 621 ft. Initial cost $248,450, first year operating cost $550,000, return on investment unknown. Applicant listee WPFF Raleigh.

Atlantic City—Press-Union Pub. Co., Channel 8 (198 mc), high power visual, 9 kw audio, initial fee $950,000, return on investment unknown. Applicant listee WBRG Atlantic City.

Denver—Gilford Phillips, Channel 9 (166-192 mc), 27.5 kw visual, 13.9 kw audio, 15 kw visual, 9 kw audio, initial fee $700,000, return on investment unknown. Mr. Phillips is majority stockholder KGHF Pueblo, Colo., AM permittee at Denver, 1 kw day on 1430 kc.

Corning, N. Y.—Corning Leader Inc., Channel 9 (166-192 mc), 13 kw visual, 8 kw audio, initial fee $595 ft. Initial cost $100,522, first year cost $50,000, revenue unknown. Firm is licensee WKNP (FM) Corning.

Closed Circuit

(Continued from page 4)

House to be appointed by the Speaker one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized, empowered, and di-rected to conduct a study and investigation of the operation, personnel and activities of the FCC with a view to determining whether or not such Commission is exercising its functions, the selection and appointment of personnel, and in the conduct of its operations, in the public interest, and whether its determinations and actions are in accordance with law and the public interest, in cluding but not limited to (a) a study and investigation of the Commission’s lic-ensure process and procedures.

The Commission’s power and authority, if any, to promulgate and issue its so-called “Blue Book,” and to the extent to which, if any, the same has been, or is being, used as the basis or excuse for regulation by the Commission, directly or indirectly, of radio program content at licensed radio stations: whether the Commission has licensed or proposes to license, any radio station or stations owned or controlled by such radio stations, or affiliated with, subversive or Communist front organizations or who might permit the facilities of such radio sta-tions to be used contrary to the public interest: and whether there has been, or is, any concerted move-ment or effort to procure or to promote concentration of radio station licenses, including FM, AM, and television, in the hands of a limited class of persons or concerns rather than a distribution of such licenses on a geographic basis provided for by the Communications Act of 1934 as amended.

The committee shall report to the House (or to the Senate if in session) at the earliest practicable date after the first session of the 81st Congress affecting the result of its investigation, together with such recommendations as it deems desirable.

For the purposes of this resolution the committee is authorized to sit and act during the present Con-gress and to continue to sit and act in the States, whether or not House is sitting, has re-curred to the Senate or Congress of the United States, or whether or not House is sitting, has re-curred to the Senate or Congress. In the last hearing of any subcommittee or member of congress, require the attendance of such witnesses and the production of such books, records, and papers, as to any such subcommittee or member of Congress, or other designated by him, and may be served by any person designated by such chairman or member.
No guesswork here! Dr. W. D. Bryant, former Director of the Department of Research and Information for the city of Kansas City, spent many months investigating and classifying all the factors which determine the limits of primary interest. From the findings of this nationally recognized expert, Kansas City's trading area has been clearly set down as encompassing all of the State of Kansas, the western half of Missouri, and small parts of Iowa, Nebraska, Oklahoma and Arkansas*.

Before the institution of the KMBC-KFRM Team, no one Kansas City broadcaster could provide blanket coverage of the entire area.

*The Study is Available on request

KMBC
7th Oldest CBS Affiliate
Represented Nationally by FREE & PETERS, INC.

KFRM
for KANSAS FARM COVERAGE
5,000 on 550

Owned by MIDLAND BROADCASTING COMPANY
Month after Month... WKY Leads

ALL OKLAHOMA CITY STATIONS
IN SHARE OF AUDIENCE
DAY and NIGHT

WKY OKLAHOMA CITY

930 KC. — NBC AFFILIATE

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING Co.: THE OKLAHOMAN AND TIMES — THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS — KLZ, DENVER (Affil. Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

See Oklahoma City Hooper Station Listening Indexes from November-December, 1947, through March-April, 1948. During this period, W KY topped all Oklahoma City stations in Share of Audience during EVERY day-part on week-days, Saturdays and Sundays.