Slippers are a symbol of comfort... part and parcel of the joys of “home, sweet home.”

Slippers, in a way, symbolize the manner in which Fort Industry Stations shape and adjust themselves to fill the needs and desires of the communities they serve!

Important to advertisers, their messages are attentively listened to on these stations which are a part of the everyday home life of their listeners. More, Fort Industry Stations are alert to trends and take the initiative in progressive programming. And it’s this progressiveness, plus the fact that they are an integral part of community life, that makes them extra valuable to advertisers.

THE FORT INDUSTRY COMPANY

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

"You can look on a Fort Industry Station"
NEWTON COUNTY, Indiana, is 100% rural—not a town in it over 2,500 population. Largest is Kentland, then Morocco with 1,608 population, home of the Morocco Electric Hatchery, complete with feeds and other poultry supplies.

It is operated by Mr. and Mrs. Clyde Yoder, with their son, Russell. The Yoders moved to Morocco 21 years ago after farming for 19 years near Pekin, Illinois. They started the hatchery in 1930. Farming is still in the Yoder blood, however; Russell lives on a small poultry farm at the edge of town, with his wife and four-year-old boy.

They are around farm people enough to know that WLS is the leading station in Newton county. BMB shows 92% listening day and night. And the Yoders have had opportunity to feel the impact of this listening. Several times, after a WLS feed advertiser has mentioned Morocco Electric Hatchery to be dealer in this particular brand, as reported by Russell, “Quite a number have come in to say they heard 'our' program on WLS.”

Mail, too, shows the high degree of listening to WLS. Last year from the 2,630 radio homes, we received 3,626 letters—138% response.

Here then is evidence of listening . . . and of response. Yet this is the story of only one county in the four-state Major Coverage Area of WLS. For complete details . . . on why they listen . . . where they live . . . specific stories of how and why they respond, ask your John Blair man.
Down to earth selling through the dealers' home-town station

Every field has to be planted. You don't reap much of a crop if you leave large areas idle.

Sometimes advertisers pick a couple of big markets in New England and expect the rest of New England to hear about it and queue-up at the counters. It doesn't work that way.

If you want to sell New England, you need local co-operation in every market. The way to get it is to give local dealers some local co-operation, too.

The effective medium is the dealer's own Yankee home-town station.

There are 23 of these Yankee stations — each providing direct access to a key market. This is the best one-package buy in New England, because it gives you the most complete coverage of city and suburban trading areas throughout the six states.

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.
Member of the Mutual Broadcasting System
BROADCASTING

Closed Circuit

BENTON & BOWLES, New York, planning to cut audit network show in two months to be submitted to Assn. of American Railroads, Washington.

STRONG move is developing among established radio stations to have FCC pipe down on high-band TV because of depressing effect on low-band set sales and because it's contended several years will elapse before feasible high-band operation can begin. NAB and RMA will be importuned to lead fight.

J. M. MATHES Inc., New York, auditioning program titled Elmer and Elsie (names of Borden cattle) for Borden Co. Designed to interest firm in show for Borden's instant coffee. Account currently handled by Kenyon & Eckhardt, New York. Coffee product not now using radio.

NBC will fight to finish against bootlegging of its TV programs by taverns or hotels which access cover charges or otherwise solicit trade on basis of TV reception. Importance of economic aspects may be gleaned from NBC's deal on Louis-Walcotte fight with Paramount Theatre in New York and Fox in Philadelphia for large-screen pickup (story page 28). Understood price runs between $2500 and $5000 for each pickup.

Giant radio promotion plan for Borden Co. believed to have been projected at closed luncheon meeting last week of top executives of Borden, Kenyon & Eckhardt, its agency, and William S. Paley, chairman of CBS board, and Frank Stanton, CBS president.

Networks privately fretting over some aspects of NAB Standards of Practice, including contest rules, due to long-term contract commitments with sponsors. Top-level network officials to meet very soon with NAB President Justin Miller to go over problem.

Video Campaign for RKO pictures using trailers for RKO movies in the works at Piute, Cone & Bolding, has not yet reached time-buying stage. 

ABC Western Division, seeking to bolster its sales position, has set aside 30 quarterly-weekly programs which may be offered to would-be sponsors with guarantee against pre-emption. Of 30, 10 are currently sponsored.

SO DETERMINED is FCC Chairman Wayne Coy to clean up so-called processing line of applications involving broadcast services that he has served notice he'll personally take over engineering task if work now about year behind, isn't expedited.

Warner Bros. officials see no difficulty in obtaining FCC approval of their bid for (Continued on page 94)

Page 4 • June 28, 1948

Upcoming

June 28-29: CBC Board of Governors, Windsor Hotel, Montreal.


July 12-15: Democratic National Convention, Philadelphia.

(Other Upcomings on page 28)

Bulletins

Complaint against Fort Industry Co. by IBEW charging unfair labor practices on ground employee was discharged for union activity was dismissed Friday by National Labor Relations Board. Board also denied union request for oral argument and rehearing.

Television Fund Inc., new Chicago investment firm, filed registration Friday with Securities & Exchange Commission covering proposed offering of 4,087,000 shares of common stock.

Benton & Bowles sends Steele to Hollywood

L. T. Steele, vice president of Benton & Bowles, who has been serving as radio director of agency's New York office, will transfer Aug. 1 to Hollywood as general manager of B&B operations there. Robert Buckley, account superintendent of Dancer-Fitzgerald-Sample, joins B&B in New York this week, preparatory to assuming Mr. Steele's duties in radio department. Albert Kay of B&B Hollywood office elected vice president of agency.

L. & M. Elevates Two

Lennen & Mitchell, New York, last Friday elected two vice presidents, Walter M. Swertfager and Hans Sauer, to board of directors, Philip W. Lennen, board chairman announced.

Business Briefly

Time Trial • General Time Instruments Corp., non-radio user, trying television 13 weeks with one minute movies, featuring Big Ben-Westclox or Seth Thomas clock, on WKBK Chicago starting June 30, Wednesdays 7:28 p.m. Experiment will determine use of video extensively. Agency, BBDO, New York.


More Lorillard • P. Lorillard Co. (Old Gold cigarettes) has bought additional 15-minute segment of Stop the Music on ABC, June 27, through Aug. 29. Firm already sponsored last quarter hour of show, heard Sundays, 8-9 p.m.

Tide Promotion • Proctor & Gamble expected to promote Tide on new Red Skelton Show starting Oct 1, Fri., 9-10 p.m. on NBC. Agency, Benton & Bowles, N. Y.

Stratocast of Fight Prevented by icing

Stratovision telecast of Louis-Walcotte fight from B-29 experimental plane called off at 9:45 p.m. Friday as ice formed on antenna (Stratovision story page 27).

Plane was to have picked up fight telecast from WNBW Washington, Channel 4, outlet, rebroadcasting at height of 25,000 feet over Pittsburgh on Channel 6.

Icing anticipated in Stratovision, Westinghouse officials explained, plans calling for heating device on antennas as well as plane itself. De-icers not used in tests, however.

WLWT Cincinnati, WWJ-TV and WBN-TV Detroit, Channel 4 outlets, had agreed to stay off air during fight to permit clear pickup from ground plane.

Goldsmith Plan Adds 8 TV Channels

Company has prepared 16-foot map of U.S. showing Commission's proposed allocations and potential interference which would result "in many areas," it was learned.

New and startling data promised on distances reached by television signals, designed to show fallacy in "horizon" theory. Actually, according to DuMont exhibit, interference between co-channel stations are becoming severe as more and more stations get into operation. DuMont's proposal for additional channels is bedrock of suggestions it will offer for solving "complications" which it foresees in FCC's 12-channel allocation proposal.

Broadcasting • Telecasting
goodman ace is in lower case, and JANE is capital as ever in the new half-hour version of the famous Easy Aces program. Writer, producer, director, and co-star of the program, mr. lower-case ace is as talented as WMT when it comes to holding a loyal audience. Sponsored by General Foods, the show is one of many CBS features reaching WMT's prosperous farm-and-industrial market. For ace-in-the-hole dominance of a potential audience of 1,131,782 (within the 2.5 MV line) use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for full details.
The Peter Paul Candy Company and its advertising agency, Platt-Forbes, are known for being smart time buyers. Back in November, 1940 they bought our 12:30 P.M. news across the board. That was almost eight years ago and the 12:30 news is still selling Peter Paul products. National sponsors and agencies—as well as local—buy WIP because they've proven that WIP produces.
WSIX paves the way

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

AND WSIX-FM · 71,000 W · 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!
For spectacular results, the kind you'd get by dropping a sparkler into a box of pin-wheels, join the Swing to WHB in Kansas City. Operating full time on an excellent, low frequency, WHB is loaded! And with 10,000 watts, we've got more power than a string of cannon crackers. Rates are unchanged. So skyrocket July sales by celebrating your personal independence from advertising worries. Join the Swing to WHB!

See your John Blair man for availabilities.

CHARLES CURTIN, former manager of WMTW Portland, Me., joins John C. Dowd Inc., Boston, as radio and television director. He formerly was with CBS and Yankee Network.

BETTY POWELL, timebuyer with BBDO, New York, for two years, resigns July 1 to join H. B. Humphrey Co., New York, as chief timebuyer.

NORMAN STROUSE, vice president of J. Walter Thompson Co., named manager of agency's Detroit office effective July 1, succeeding FRED FOY, who has joined Koppers Co., Pittsburgh, as vice president.

LEE M. BARNETT, former head of promotion and publicity for Goldring Inc., New York, joins Chernen Co., New York, as executive vice president, treasurer, and board member.

ROBERT L. PICKERING, Adv. formed at 251 Post St., San Francisco. With Mr. Pickering are: MARY LEWIS, former account executive for Brisacher, Van Norden & Staff, and RUTH LEE HARRINGTON, former freelance writer.

JOHN H. READ, former advertising and sales promotion manager of Williams Oil-O-Matic Corp., Bloomington, Ill., appointed manager of advertising agency division, Keller-Crescent Co., Evansville, Ind.


DAVE TITUS and DON ARVOLD join BBDO, Los Angeles, as account executives. Mr. Titus, who will head all Rexall Drug Co. radio operations, was formerly freelance writer-producer, previously with Young & Rubicam, Hollywood, and before that producer in Hollywood office, BBDO. Mr. Arvold was formerly with Field & Peacock, San Francisco, and previously with Los Angeles office, BBDO.

ROBERT M. CAMPBELL, vice president and director of J. Walter Thompson Co., Toronto, appointed radio director.

TOM CAREY, former purchasing director of Central Division, Atlantic and Pacific Tea Co., joins Powell Grant Adv., Detroit and Cleveland, as vice president and member of board of directors. He will serve as merchandising, sales promotion, research and marketing director for food and packaged product accounts.

CHARLES R. TANTON, former media and merchandising director of Norman A. Mack Inc., named to similar post with French & Preston Inc., both New York agencies.

WILLIAM J. DENMAN Inc., Detroit, moves its offices from 22d floor to 15th floor of Penobscot Bldg., Detroit.

ELLIS LIND, former chief announcer of KYA San Francisco, joins John M. Gallagher Agency, same city, as account executive.

JAMES E. RYAN appointed research director of Gray & Rogers, Philadelphia.


MAYERS Co., Los Angeles, announces following personnel additions: BEATRICE DAVIES, formerly with Hizon-O'Donnell Adv., that city, joins as office manager; ROBERT HOEHN joins media department; LUCILLE GIRONA, formerly with McCann-Erickson, Los Angeles, ROBERTA WINCHELL, from Morris F. Swaney, Hollywood, and CAROL HAMILTON join account service department.

JAMES R. LUNKE & Assoc., San Francisco, changes firm name to Lunke-Portman & Assoc., following merger with E. C. Portman & Co., same city. Seattle office of Lunke continues under former name.

DAVID S. HILLMAN, account executive with Mayers Co., Los Angeles, and formerly head of dissolved Hillman-Shane Adv., Los Angeles, re-

(Continued on page 46)
Three Beauties of the Deep South

1. **GREENWOOD**, near St. Francisville, Louisiana—one of many magnificent ante bellum mansions in the Deep South.

2. **EILLENMERE 260th**—International Senior Champion 1941 and Grand Champion Bull, 1940 American Royal—pride of Lloyd Cobb's Marydale Farm, near St. Francisville. Rapid advancement in beef and dairy cattle production is another reason why WWL—land tops national average in increased income, increased buying power, and general prosperity.

3. **WWL's COVERAGE OF THE DEEP SOUTH**

   50,000 watts—high-power, low-cost dominance of this new-rich market.

   The Greatest SELLING Power
   in the South's Greatest City

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**WWL PRIMARY NIGHT-TIME COVERAGE**

2,000,000 RADIO HOMES

50,000 WATTS  CLEAR CHANNEL

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
Feature of the Week

WCSH Portland, Me., launched its own Marshall Plan June 15 when it sent a shipload of food and clothing to the children of Calais, France. The French fishing trawler, "Lucien Marie," was filled with more than 30 tons of gift cargo contributed by WCSH listeners.

Departure ceremonies for the "Kiddie Relief Ship" were broadcast in French and English and filmed for television by WNBT New York. It was the first time an event in Maine had been televised, according to WCSH.

Decorated with huge pictures of Mother Goose characters and fest-

On All Accounts

"THE POWER behind the power companies," was the designation recently accorded Edward Dunning, vice president of N. W. Ayer & Son, by a trade executive. Like most catch-phrases the statement was an exaggeration, but it did serve to point up the unique status of the man behind one of the most unusual advertising campaigns in the industry.

Back in 1941, Ed Dunning, N. W. Ayer executive on such diverse accounts as Squibb toothpaste and Rolls Royce Motors, became impressed with the efficient and unheralded services performed by the unrelated power and light companies of America. The impression developed into an obsession, and Mr. Dunning prepared and presented an advertising schedule to 52 electric companies in the United States, urging that they bring their story of "bargain service" before the public in a campaign that was to spotlight radio as the principal medium of enlightenment.

The companies instantly seized on the idea, and after a preliminary period of regional exploitation they expanded their program in 1943 to include a network half hour show. The results of the radio operation were so convincing that the number of electric companies contributing to the advertising program leaped from the original 52 to double that amount, and the number has increased until now there are 165 light and power companies of America contributing to the same advertising program.

The remarkable nature of the enterprise derives from the fact that there are no officers in the association, no headquarters, no chairman or executive secretary or even any letterheads; and every dollar contributed by the companies is an advertising dollar. Meetings of the group are held somewhat like the town-hall meetings, with Ed Dunning officiating while the presidents, vice presidents and officers of contributing companies informally express their views.

As a result of these informal, effective sessions 60% of the advertising budget has been channelled into radio with the ringing concurrence of Administrator Ed Dunning. The companies currently are sponsoring "Frankie Carle Calling" on CBS Sundays, 5:30-6 p.m., and effective Oct. 3, 1948, they have signed (Continued on page 78)
GASOLINE . . SOAP . . TIMEPIECES. The products do not have much in common, but the producers do. Standard Oil, Colgate-Palmolive Peet, and Bulova—smart merchandisers, all three—use all six Westinghouse stations.

They reach the nation’s third market through KYW in Philadelphia. They cover the densely-populated New England area through WBZ and WBZA. They penetrate the vast tri-state Pittsburgh market through KDKA. They reach millions of urban and rural listeners with the signal of WOWO, Indiana’s most powerful station. And they tap the fast-growing Pacific Northwest through Portland’s KEX, now broadcasting with 50,000 watts.

Big markets, these. But easy to reach . . on Westinghouse stations. Ask our national representatives for costs and availabilities.
RCA De Luxe Video Console. Everything you need to monitor, control, and switch camera pictures. "Add-a-unit" design enables you to expand these facilities as your station grows.

RCA Camera Control Type TK-10A. Makes it practical to watch and control the picture quality of station camera. Same size and appearance as RCA's switching units, film camera control, and preview- and line-monitoring units. These units can be grouped in any combination to form a video console (shown above).

RCA Studio Consolette Type 76-C4. This flexible and easy-to-operate control unit performs all the audio amplifying, monitoring, and control functions of a TV station—large or small. Can be used for single- or two-studio operation, and for two transcription turntables.

THAT PICTURE you see over there is a studio control room for a medium-size television station—complete by RCA, from sight to sound.

This room virtually puts entire programming under "push-button" supervision. From here you control and monitor studio programs... sound and picture... switch between all cameras, switch to network or remote programs, control and monitor recorded sound, monitor the programs on the air.

In this room are large picture monitors for previewing signals from remotes or networks and from the studio cameras. In this room also is an audio console that controls all program sound lines—from the studio microphones, network audio line, studio and announce microphones, and from the turntables shown in the foreground. A program console... with its picture monitor for viewing the studio line and the on-the-air picture... co-ordinates the programming. Nothing included in this room that should not be there. Nothing omitted that should be included.

Why do most TV stations go RCA all the way on studio control-room equipment?

Because RCA control-room equipment has design flexibility to meet every station's need and budget. Because RCA control-room equipment is unit-built... permits easy and economical addition of extra units without a worry about discarding the original equipment. Because a single company makes the entire line... and backs it up!

For professional assistance in planning your television station, call in an RCA Specialist. Or write Dept. 19 FD, RCA Engineering Products, Camden, N.J.

The One Source for Everything in TV—Is RCA

RCA Program Directors Console Type TC-5A. Television's most up-to-date directors' control. Includes large-size picture monitors for the studio outgoing line, for previewing, and for "on-the-air" monitoring. All switching under finger-tip control. Low height for full studio visibility. Recessed monitors for maximum image brightness in a fully-lighted control room.
entire studio control rooms, for instance—

Typical RCA Control Room for a TV Station
— one of more than 20 possible layouts to meet any station requirement, large or small.

1 Audio Consolette—for separate channel
2 Audio Consolette
3 Program Directors' Console
4 Video Console
5 Transcription Turntables
6 Audio Operator Position
7 Program Director Position
8 Technical Director Position
9 Video Operator Position

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

In Canada: RCA VICTOR Company Limited, Montreal

ADAM HATS, New York, through Madison Adv., New York, planning spot announcement campaign using chain breaks, 30-second and one-minute E. T.'s on stations throughout country. Campaign scheduled to start Oct. 1 to run for three or four weeks. DAVID R. GIBSON will handle time buying.

GROVE LABS, St. Louis, appoints Gardner Adv., St. Louis, to handle advertising for its Bromo Quinine Cold Tablets. CHARLES E. CLAGGETT is account executive.

ROSEFIELD PACKING Co., Alameda, Calif. and GOOD FOODS Inc., Minneapolis, Minn. appoint Young & Rubicam, San Francisco, to handle advertising for Skippy Peanut Butter, effective Sept. 1.

REAL-TANG BEVERAGES, Los Angeles, through Russell M. Seeds Co., that city, using experimental six-week joint television and aural radio spot campaign in Los Angeles. Ten-minute weekly video show started June 23 on KTLA Los Angeles; spot announcements start today (June 28), four daily, on KLAC, KGFE, KWKW Los Angeles.

AMERICAN FEDERATION OF LABOR appoints Owne & Chappell Inc., New York, effective July 1 to handle $500,000 public relations campaign. Although definite plans not set, it is expected radio will be used.

HALL & RUCKEL, New York (X-Basin, depilatories), is using one-minute transcribed spots on KLAC Los Angeles, WFL, WXYZ, WKBK and WKMH all Detroit, effective last week. The 13-week contract placed through Redfield & Johnstone, New York.

THERMODYNE Corp., exclusive distributor of Carrier Air Conditioning in New York, appoints Van Diver & Carlyle, New York, as its advertising agency. Will use major spot campaign in television to run throughout summer, using different spots in different cities for various distributors. WAYNE WIRTH, agency's vice president and director of television, is handling campaign.

ILLINOIS CANNING Co., Hoopeston, Ill. (Joan of Arc canned goods), names Goodkind, Joice & Morgan, Chicago, as its agency. Firm plans to use radio.


CASCADE PRODUCTS, San Leandro, Calif. (automotive lubricants), appoints Ad Fried Adv., Oakland, Calif., to handle advertising. Initial test campaign includes spot announcements on KLX Oakland, to be extended to Utah, Oregon and Washington in July.

CRAIG of Calif. (Robella chenille products) appoints Anderson Adv., Los Angeles, to handle advertising. Radio may be used.

POWER'S BAKERY, Des Moines, appoints Meneough, Martin & Seymour, that city, to handle advertising. Radio will be used.

SOUTHGATE FOODS, Norfolk, Va. (Red Mill Peanut Butter), and CHALFONTE-HADDON HALL, Atlantic City, appoint W. Wallace Orr Inc., Philadelphia, to handle advertising. Southgate uses radio in (Continued on page 87)
There is an area served by WGY of which the Capital District of New York State is the hub. In this area, WGY is the station most people listen to most. But this is only one reason advertisers prefer WGY. No other single station can duplicate WGY's coverage, and no group of stations can do so at a price that is at all competitive. Figured on a cost-per-listener basis, popular, pioneer Station WGY is the economical buy.

At WRGB, the General Electric Television Station, a reputation for economical programming is in the making. Ask your nearest NBC Spot Sales office about "44 Practical Television Programs" now available for sponsorship.
Open Mike

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

SSC&B Says ‘Thanks’
EDITOR, Broadcasting:
On behalf of Messrs. Sullivan, Stauffer, Colwell, Bayles, myself and the other people here at the agency, I want to tell you how much we all appreciate the fine story in the current issue of Broadcasting.

We all enjoyed working with Florence Small on this story, and thought she did a wonderful job of digging out the facts and then putting them together in a very readable, informative article.
Again, many thanks to you.

John P. Cokane
Vice President & Secretary
Sullivan, Stauffer, Colwell & Bayles Inc.
New York

Want Network Schedule
EDITOR, Broadcasting:
What has happened to the comparative Network Program Sponsor Schedule? These have been extremely helpful and I hope you do not intend to discontinue them permanently.
Robert J. Roth Jr.
Advertising & Promotion Manager
Dyer-Rolnick Co.
Garland, Tex.

EDITOR, Broadcasting:
I would certainly appreciate any information you may give me concerning this Comparative Network Program Schedule that I am trying to locate. (Such as date of issue and page on which it appears.) Thank you very much for your cooperation in this matter.

L. Herschel Grasse
Comptroller
WTAL Tallahassee, Fla.

[E]EDITOR’S Note: We regret that due to space limitations the Comparative Network Program Schedule for June appeared in the May 31 issue. A deluge of letters, of which the two above are typical, convinced the Editors that there should be no variation in the scheduled appearance of this feature which is due to run in the first issue each month.

Uniform Time?
EDITOR, Broadcasting:
Well I’ll say! KMAG’s coverage on 630 had greater reach than we anticipated—hence the response from Savannah’s Harlen Daniel. We knew that KMAG would be big in Texas on 630—with TEXAS’ TALLEST TOWER, 520 feet high—and with a million and a quarter population in 0.5—with 39,000 square miles of primary coverage; but the national advertisers in New York, Chicago and Los Angeles will not give us credit for coverage in Savannah, Georgia—but will give us credit for coverage in Austin, Corpus Christi and other important South Texas markets.

You claim it’s 630 in Savannah, Mr. Daniel—but it’s always HALF PAST SIX IN TEXAS!

Howard W. Davis
Owner, General Manager
KMAG-KISS San Antonio

Giveaways Condemned
EDITOR, Broadcasting:
My heartiest congratulations on your editorial “Garish Giveaways.” It is a sad commentary on so-called Radio Showmen in networks and individual stations, that they can’t develop enough entertainment programs and have to resort to “buying” audiences. I believe the public will soon get wise to these bunko games where the odds are 100-1 million to one against any individual “winning” a prize.

Martin B. Campbell
General Manager
WFAA Dallas, Tex.

‘American Day’ Origin
EDITOR, Broadcasting:
I just thought that your readers might be interested in knowing a sidelight on the part that radio played in making “I Am an American Day” a national celebration.

This day was inspired by my brother, Arthur Pine, now head of the publicity-public relations organization bearing his name, at the time of the New York World’s Fair. The writers of a new song called “I Am an American” brought their manuscript to the attention of my brother who was handling publicity for the handle, Gray Gordon, and a music publisher...

He had the song introduced on NBC, Mutual and ABC by the orchestra leader, arranged for an “I Am an American Day” at the World’s Fair and had a local New York newspaper tie-in with “I Am an American” in this city. The promotion proved so successful that a newspaper chain promoted “I Am an American Day” on a nationwide basis and had President Roosevelt name it as an official day...

Martin Pine
Arthur Pine Assoc.
New York

New Format Praised
EDITOR, Broadcasting:
Recent issues of Broadcasting, along with its new format, have convinced me that bourbon and Jolson aren’t the only things that improve with age.

Howard M. Paul
Radio Director
W. D. Lyon Co.
Cedar Rapids, Iowa

Page 16 - June 28, 1948
Business is business and marbles is marbles!

It's good business to buy KFYR, where morning, noon and night you cover the largest area of any radio station in the U.S.A. -- and where the most recent survey* of local listening shows 65.6% of sets are tuned to KFYR (Bismarck, North Dakota). That ain't marbles. And neither is this: no quarter hour on KFYR gets less than an 8.8 rating. Only four get ratings below 11. Lots of them get well over 20, with a fat nighttime average of 24.9!

You can't help selling profitably with KFYR's skinny rates, muscular ratings and robust coverage, combined with the sixth record breaking farm crop in a row coming up out here.

* ASK ANY JOHN BLAIR MAN TO SHOW YOU THESE SURVEY FACTS.
Telestatus Report

April Operations Analysis

UNITED STATES television stations on the average in April broadcast 199 hours and 54 minutes of programs, 3 hours and 46 minutes of announcements and 89 hours and 27 minutes of test patterns, according to reports received from 13 stations in answer to BROADCASTING's TELESTATUS questionnaire for that month.

The average station operation shows an increase in the amount of time devoted to programs and announcements and a decrease in the hours of test patterns. This lowering of test pattern time is probably due to the opening of the baseball season in mid-April when telecasts of ball games eliminated the need for putting test patterns on the air, as demonstrators and service men can show or check sets as well with a program as with a test pattern.

Increase Over March
Average Is Noted

Comparing April with earlier months of the year we find the station average of 199 hours and 54 minutes of programs in that month topping the March average program total of 121 hours and 41 minutes and the 108 hours and 49 minutes devoted to video announcements in February by the average station. The average time given to video announcements rose from 2 hours and 19 minutes in February to 3 hours and 5 minutes in March and to 3 hours and 46 minutes in April. Concurrently the test pattern time, which averaged 96 hours and 26 minutes per station in February rose to an average of 111 hours and 3 minutes in March, to 96 hours and 3 minutes in April.

Commercially the month-to-month changes are about the same as those of the overall broadcast-hour.

The average time given by commercial programs per station was 43 hours 10 minutes in February, 41 hours 19 minutes in March and 44 hours 48 minutes in April. Sponsored announcements took an average of 1 hour 23 minutes per station in February, 1 hour and 32 minutes in March and 2 hours and 2 minutes in April. Sponsored test pattern time meanwhile dropped from an average of 6 hours per station in February to 2 hours and 2 minutes in March and to 3 minutes in April.

Sports Holds Top Spot

A breakdown of the television program broadcasts for April by types of program shows sports in first place, with an average of 27 hours and 4 minutes per TV station. Compared to February, last month for which similar data are available, this is an increase of only 7 minutes on the average, the midwinter video coverage of basketball, boxing, wrestling and indoor truck events accounting for almost as much television air time as baseball, boxing and wrestling did in February.

Children's programs ranked second in both months, with the per station average time rising from 12 hours and 29 minutes in February to 12 hours and 15 minutes in April. Variety shows ranked third both months, but dramatic programs rose from fifth place in February to fourth in April, for the change was due to the change in the average station operation.

Top Spot stations Reporting.

Rank of Video Program Categories in Use of Air Time

Average Time Devoted to Each Type of Video Program per TV Station

Service Analysis for April

*13 Stations Reporting.
Services that mean service

Sponsors and teleset owners alike have found there’s a lot more to WMAR-TV than a modern transmitter and an antenna 624 feet up in the air.

For one thing, WMAR-TV owns not one but two mobile television units. But on-the-spot facilities are just part of the WMAR-TV picture.

This station operates its own film department, for quick production and processing of local events. This special equipment includes:

- 8 Cameras
- 1 Houston Film Processor
- 1 Film Printer
- 2 Zoomar Lenses
- 2 RCA 16MM Projectors
- 1 custom-built Beloptican Projector
- 2 Slide Film Projectors
- 1 35MM Film Projector
- Studio & portable lights, camera dollys, etc.

With this equipment, WMAR-TV produces a twice-daily newsreel for television, a Maryland Magazine film feature, a sound-film quiz show, a Curious Camera man-in-the-street interview, and special event films. Since it began operation last October, this film unit has shot and processed 101.78 miles of film!

WMAR-TV captures both the sporting and cultural audiences of Baltimore with superior pickups of baseball, horse races, wrestling, lacrosse, motorboat racing, and other contests for the sports-minded viewers, plus a weekly series of varied programs from the Baltimore Museum of Art. The latter series, televised every Sunday night, makes the Museum Baltimore’s weekend “television center.”

WMAR-TV’s sister station, WMAR-FM, is just as well equipped for FM service.

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

With such equipment, WMAR-TV and WMAR-FM are giving Baltimore the finest of local service, in addition to TV network programs from ABC, CBS, DuMont, and off-the-air pickups from WMAL-TV, Washington.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVE. * NEW YORK 18
YOU NEED'NT BE A . . .

NATURE BOY TO MAKE THE
NATURAL BUY IN CLEVELAND!

A "NATURAL BUY" IS THE
STATION THAT SELLS . . . AND FAST!

For instance . . . The Ohio Fruit Products Company had
10,000 cases of canned grapefruit (that's a lot of grapefruit!)
. . . to sell. They selected (naturally) WHK and
contracted for 52 spots. After using only 21 announcements
at a cost of $338.10 . . . they were forced to cancel
the remaining spots due to results which achieved a fast
SELL-OUT! Good thing to remember when you're
having YOUR morning grapefruit!

IN CLEVELAND IT'S WHK

The Paul H. Raymer Co., National Representative
UNFETTERED RADIO--DEWEY

By SOL TAISHOFF

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I
S GOV. THOMAS E. DEWEY, the Republican Presidential nominee, for us or against us on radio? Is he for "freedom of radio on a parity with the press?" Is he opposed to the kind of regulation we've been getting? Does he favor "Blue Books" or bans on sponsorship of news and commentators?

Four years ago, when Gov. Dewey was the GOP standard-bearer, I interviewed him in New York--just before he left for his first nationwide campaign trip. I found him unusually well-informed on all aspects of radio. His answers were forthright and clear. All those in radio, irrespective of party feeling, applauded him.

Last Thursday, following his smashing third ballot victory at the Philadelphia Convention, I saw him again. He stood four-square behind his earlier pronouncements, implemented by an even stronger desire to see radio released from the bondage of excruciating controls over its program output.

I talked with the Presidential nominee at his headquarters suite at the Bellevue-Stratford.

"Everything I said four years ago stands today," he asserted in that clear baritone now so well known to the nation's listeners. "Radio in this country has made its greatest advance as an integral part of our American enterprise. The Government no more belongs in this field than in the field of the newspaper and the magazine."

Truman Stand

The views of President Truman, who will be the Democratic standard-bearer unless there's an unexpected upset in Philadelphia next month, are somewhat hazy. President Truman, early in his administration, opposed a free radio. In recent months, however, he has maintained silence on the whole subject. Just a fortnight ago, he craved both newspaper and radio commentators for "distortion."

Gov. Dewey is an accomplished radio speaker. He is telegenic. In the last four years, his radio delivery has perceptibly improved. He's not so precise in his enunciation as he was. And he will rely heavily upon radio, both network and spot, to carry his ticket in November.

Four years ago the Republican platform called for a "new radio which will define in clear and unmistakable language, the role of the FCC." This year, there's no radio plank, but that's another story. Gov. Dewey stands behind the 1944 plank. He said:

"I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window."

The thought of Government ownership or operation of stations is abhorrent to Gov. Dewey and to his party.

In 1944 former Sen. Burton K. Wheeler, Montana Democrat, then chairman of the Senate Interstate Commerce Committee, was pressing hard for legislation to bar sponsorship of news and comment.

(Continued on page 76)

GOP COVERAGE

By HERMAN BRANDSCHAIN

TELEVISION and radio last week turned the 24th Republican Convention proceedings in Philadelphia's Convention Hall into a gigantic goldfish bowl in which every significant development could be heard and seen in cities, hamlets and farms across the country. The coverage was hailed as a virtual revolution in electronics reporting.

The video medium especially, reaching an audience estimated at over 10,000,000, was regarded as having left its short-pants days for good. The mammoth political spectacle gave it the growing serum radio got by the Dempsey-Carpentier fight. The AM and FM media also stacked up records for themselves unprecedented in the history of convention coverage. Television, however, stole the show.

In brief this was the total picture:

- Eighteen TV stations, reaching

- Major networks, their affiliates and independents, with a total estimated at over 1,000 stations, carrying AM to first day audiences estimated at 62,000,000. Relays by shortwave sending the coverage to almost every corner of the globe.

- More than 800 working radio and television personnel, including technical men as well as commentators, operating the communications machinery.

- Total expenses to radio set at $200,000 for television and over $2,000,000 for radio, including cancellations, talent charges and losses, line charges, salaries, housing, meals.

The figures alone do not convey the revolutionary character of the electronics reporting. For not only did the public following the proceedings via air waves, but so did other media covering the convention, and so did the candidates themselves.

Almost every news service and many of the big newspapers and magazines headquartered temporarily on the Philadelphia front, used a television set or radio set in their offices as an important tool in covering the event.

Editors generally were agreed that such receivers were important adjuncts to newsroom equipment. It also was said that they were important checks against reportorial accuracy. The public which saw an event televised could recognize inaccuracies in later written accounts, and thus reporters in other media had to be on their toes as never before.

Actually it was believed that many of the vacant seats often

(Continued on page 75)
TIME LOSSES

COVERAGE of the GOP Convention cost the four major networks at least half a million dollars in cancelled commercial time and facilities and production expenses by the time the first ballot was taken, according to incomplete but authoritative estimates.

CBS and NBC suffered most heavily in the loss of commercial revenue owing to cancellations to clear the way for Philadelphia coverage. As of 5 p.m. Thursday CBS estimated it had cancelled $595,000 worth of commercial time on its sound broadcasting network and $300,000 worth of television time. NBC, figures were not available through Wednesday when the total of commercial time cancelled amounted to $501,000 on its sound network alone. NBC television losses were not immediately available.

Mutual estimated its commercial time loss at $20,000 as of Thursday afternoon, and ABC said it had lost $6,831 by Wednesday night. Later figures were not on hand.

Commercial times, programs, sponsors affected on the networks were:

**ABC**—Monday, 11-11:30 a.m., Breakfast in Hollywood, Procter & Gamble and Kellogg Co.

**CBS**—Monday, 9-10 p.m., Luze Radio Theater, Lever Bros., 10-11:30 p.m., My Friend Irma, Lever Bros., 11:30-12 p.m., Adventures of Christopher Wells, DeSoto-Plymouth.

**Mutual**—Wednesday, 10-11:30 p.m., The Whistler, Household Finance Corp., and repeat broadcasts in the same period of Lowell Thomas, Procter & Gamble, Jack Smith, Procter & Gamble, and Dr. Christian, Chesapeake Mfg. Co.

**WOL**—Mutual’s chief of Washington news bureau, Albert Warner (1), and Alwin Heller, CBS commentator, describe the floor activity from their booth high above the Convention Hall platform.

**Philadelphia Sidelights**

A HOPPER Telecasting of 60.4 was scored by the GOP Convention in New York television homes on its opening night, June 21, between 9:30 and 10 p.m. According to C. E. Hooper Inc., 12.9% of the sets-in-use (both radio and television) in television homes were tuned to the convention, which was being carried by all TV stations.

CBS estimated the GOP Convention radio audience during the keynote session Monday night at 62 million, the largest ever to listen to any political Convention session, according to the network. On the basis of a special telegraphic report by C. E. Hooper Inc., CBS claimed 10% of the network audience. The second network, unidentified, was said to have 27%, the third had 17% and the fourth 16%, according to the CBS statement.

ABC’s George Hicks (1) arrives in Philadelphia with network’s “Mr. Delegate,” Dr. Hugh Hope, of Hunter, Kansas. ABC selected him as typical of average delegate for daily series of broadcasts (AM, TV) with Mr. Hicks.

TV, as expected, stole the show from the start. TVers, notably those with network, referred to AM as “that old stuff.”

ALL OVER the rostrum as the convention opened was Ben W. Gibel Jr., president of WIP Philadelphia. As a member of Mayor Samuel’s official welcoming committee, he greeted, and escorted, and appropriately introduced his party of Pennsylvania delegates.

**MUTUAL**, which is yet to develop any television network of its own, last week figured prominently in an NBC telecast from the GOP convention. When Bill Burns of KQV Pittsburgh, began an interview with Pennsylvania’s Gov. Duff, before a microphone unmissably labeled “Mutual,” an NBC video camera caught the scene. Mr. Burns shared the interview with Morgan Beatty, of NBC, but the microphone, when possible, took the show.

**BROWN & WILLIAMSON Tobacco** Co. used the opening and close of every WCAU-TV Philadelphia Convention originalization and local color programs to advertise Kool Cigarettes. Ted Bates Inc. placed the account, with CBS Radio Sales representing the stations.

ONE of the specials of WFIL-TV Philadelphia during the Republican gathering was Convention Sketch Book, which brought John Corcoran, news commentator, and "Mike" Angelo, cartoonist of "Emily and Mabel," together to cover the day’s happenings.

**MILT MARDER,** photographer for ABC at the convention, was ordered to take a picture during the Henry Morgan telecast of a long-range camera placed on the six-floor window of the Bellevue-Stratford Hotel. In the middle of the show, Mr. Marder, a former Army combat photographer, climbed out the window, balanced himself on a ledge with one hand and with the other made the shot.

**TED KOOP,** CBS Washington news director, bore an even heavier load.

(Continued on page 72)
TV'S COVERAGE

Televising of GOP
Makes History

TELEVISION undertook its toughest job to date in telecasting the 24th Republican National Convention and turned the gathering into the biggest video show in history.

- It was a show carried by wire or relay to eighteen television stations in nine major market areas.
- It was seen by an audience variously estimated as between 10,000,000 and 12,000,000.
- It was an intricate job performed by 250 television people from four networks.
- Its cost was estimated at $200,000.

And it was brought to virgin TV territory in the Midwest by Stratovision (see story page 27).

Facts and figures, however, do not convey the full impact this one week of telecasting had on the leaders of a nation and on the area containing 45,000,000 people which saw the live televisings.

For reports coming into Convention headquarters told of high interest manifested by street crowds, throughout the 13-state area in present Eastern Seaboard coverage facilities who were able to see receivers in operation in store windows, taprooms and other public places.

In Philadelphia itself, many of the GOP delegates saw the medium for the first time and will take back to their home towns reports that will do television no harm. Seen, too, for the first time by many people, were the faces of many famous voices of radio. This in itself was a tremendous boost for video.

Wherever television carried its gear in covering Philadelphia it was greeted with open arms unprecedented in the not always easy job of news-gathering. No personage felt himself too important to refuse an appearance before the cameras. Some of the maneuvering by politicians to get themselves televised provided some of the more amusing stories of the Convention.

Operation of the television facilities went off well, it was generally agreed. Operation of the pooled facilities, with ABC, CBS, DuMont and NBC nets forming the TV pool, was until June 21 an untried experiment with no real precedents to guide the Convention planners.

The mammoth technical job required (Continued on page 68)

It Was a Radio-TV Show

ONE OF THE POOL camera positions for television coverage of the convention is at left center. Camera was above the annoucer's booth. Network booths are also pictured at center and right.

AM-FM COVERAGE

Most Elaborate
Ever Done

SOUND RADIO, which has aired its biggest job in the coverage of reporting the 24th Republican Convention, is from all to cover the event. The networks wrapped up their news departments virtually intact and shipped them to the Quaker City. In all, about 600 radio personnel, including 250 commentators, technicians, program men and executives made Philadelphia temporarily the radio news and special events capital of the world.

When the closing gavel banged out adjournment, radio had demonstrated its ability to blanket a big continuing story with men, brains—and money. For estimates were that the big event would cost radio $2,000,000 in cancelled time, talent charges, salaries, line charges and other expenses.

Listenership zoomed during the Convention. Research department of CBS estimated the radio audience at 62,000,000 during the keynote address Monday evening, June 21. Doubtless, as the fight for the party's choice neared its climax, listenership climbed to even higher levels. The first night audience alone, however, was said to be the

Most Elaborate
Ever Done

political conventions since 1924, did such gatherings last week in its National Convention.

over the country sent personnel greatest ever to hear the proceedings of any political convention.

The big job of carrying the play-by-play developments of the Convention was largely handled by networks. Affiliates made arrangements for special programs to follow the activities of local delegations. Independents did much the same.

One of the big-scale coverage jobs by an independent, however, was the Warner Brothers KFWB Hollywood coverage. That station, with technical arrangements aided by WHAT Philadelphia, piped the whole proceedings, with minor misses, to its West Coast audience on an AT&T line leased at $205 an hour. Clete Roberts and George Lewin knocked themselves out sending back interpretations, interviews and sidelights.

Mobile Units Numerous

Mobile units of one kind or another became almost as common as taxicabs in the Quaker City. One which perhaps came farthest was the $25,000 specially-built truck-trailer unit of KTHT Houston, which provided both remote radio facilities and remote living quarters for its four-man staff headed by Roy Hofheinz, station owner.

Networks planned the Convention coverage as carefully as a master chess player plots his next moves. MBS, for example, was thinking several moves ahead when in the early days of Convention coverage it assigned Commentator Shirer to cover the relatively unimportant MacArthur headquarters. This left Mr. Shirer free for the bigger assignments later.

NBC used a new principle of pooled information for its more

(Continued on page 68)

TV COVERS the Convention—upstairs and down. Top photo shows the pooled camera battery just above the convention floor. Lower photo catches the intensity of the operation as producers watch the pooled telecast from their booth high above the stage. Ed Ingle, radio director of GOP Convention, is the man with the pipe.

June 28, 1948 • Page 23
BMB SURVEY

A TOTAL of 37,623,000 U.S. families owned one or more radios in working order as of January 1948, according to Broadcast Measurement Bureau. This represents 92.4% of all U.S. families, while BMB estimated as totaling 39,900,000 in January. In the same month of 1946, BMB calculated radio families as totaling 35,998,000, or 90.4% of the estimated total of 37,600,000 families in the country at that time.

BMB estimates of the total number of U.S. families were made from census data in accordance with a formula developed in cooperation with the U.S. Census Bureau and the American Radio Manufacturers Association. Personal interview surveys specially conducted for BMB throughout the country by Market Research Co. of America and Alfred Politz provided the radio ownership data.

New York had the most radio homes of any state numerically, with 4,001,700, while Massachusetts led percentagewise, with 98.9% radio ownership. New England ranked first in percent of radio ownership among the nine geographic divisions, with 98.3%, up from 96.9% two years before.

Slight Urban Rise

Radio ownership in urban districts rose slightly in the two-year period, from 95.2% to 95.7%, while rural non-farm (village) ownership climbed from 87.4% to 94.4% and rural farm ownership made the greatest increase of all, from 76.2% to 88.7%, although still ranking third percentagewise.

Massachusetts was top state in percent of urban radio ownership, with 99.1%, as it was in overall set ownership. Utah ranked highest in percent of radio ownership, with 98.6%, and Washington was first in percent ownership among farm families, with 97.9%. Every geographic area showed a gain in total radio sets and nine geographic areas.

Two Volumes Planned

BMB will publish "Radio Families USA—1948" in two volumes, now in preparation. The first will include automobile, radio, FM and television ownership, and will break down radio ownership by economic status with reporting on the extent of listening as disclosed by the field work. Tables in this volume will cover the country as a whole as well as breakdowns by city, village and farm family, and by four regions and nine geographic areas.

Volume Two will show total families and radio families by both number and percent of total for all U.S. counties and for approximate statistical regions and will include supplements. Volume One will be available without charge as a BMB contribution to radio and advertising industries; Volume Two will be mailed without charge to all BMB subscribers and all members of the AAAA and ANA and be available to others at a nominal charge.

Formula Cited

Commenting on the accuracy of figures in these volumes, John Churchill, BMB director of research, said: "The field work was very carefully planned and meticulously executed by Market Research Co. of America and Alfred Politz. The formula by which the base numbers of total families were estimated is the best that could be devised. We believe these figures to be an accurate reflection of radio ownership subject only to the usual statistical tolerances which apply to such extensive and intensive sampling. However, it should be borne in mind that no formula or sampling, however excellent, is an entirely satisfactory substitute for a complete census of every home. Such a U.S. census will be made in 1950. We hope that it will include a question on radio ownership to serve as a benchmark for these and future BMB estimates."
SPORTING new laurels after her spectacular battle for confirmation by a Republican-controlled Congress, Miss Frieda B. Hennock, New York attorney and Democratic party worker, tentatively plans to take the oath of office as FCC's first woman commissioner July 1.

Unanimous Senate confirmation, the last of the five acts of Congress before adjournment, came at 7:13 a.m., Sunday, June 20, following a month of weird political gyrations which left veteran observers groggy and confused.

Her confirmation for a seven-year term as the first woman to serve on the Federal regulatory agency since its creation in 1934, came when the previously side-tracked Executive Calendar was called [BROADCASTING, June 21].

Miss Hennock, presently confined to her Park Avenue apartment due to a tooth ailment, expects to take office July 1. The occasion, for which complete arrangements have not been made, will mark the first time that a woman has sat in judgment of issues in the 21 years of radio regulatory history. She will succeed Comr. Clifford J. Durr, Alabama left-wing Democrat, whose term expires June 30 (see story page 87). Comr. Durr earlier declined an offer of reappointment by President Truman.

The late George Henry Payne, a nominal Republican, was the last New Yorker to sit on the FCC bench. He served from 1934 until expiration of his term on June 30, 1943. Miss Hennock will become FCC's 23rd Commissioner. Eleven men in the seven years (1927-1934) served on the former Federal Radio Commission, predecessor to the FCC.

Solid majority opposition to President Truman's appointee had melted before the nomination was considered June 19. The Republican Policy Committee, headed by Sen. Robert Taft, had previously ruled informally that action would be withheld on appointments having terms which extended beyond the incumbency of President Truman.

Anticipated Opposition

In the 11th hour, anticipated opposition of strong party leaders had been mysterious dissipated.

There had been rumblings on Capitol Hill that Sen. Homer E. Capehart (R-Ind.) and two of his colleagues would block the nomination. Chivalry was considered as the motive for relaxation of the Taft long-term ban. Other considerations, however, remain shrouded in secrecy.

Regardless of behind-the-scenes manipulations, informed observers considered the accomplishment of Miss Hennock tantamount to a legislative miracle.

When the Executive Calendar, on which Miss Hennock's name appeared, was called during the last minutes of Congress, only token resistance was offered. This originated with Senators Joseph W. Bail (R-Minn.) and Milton R. Young (R-N. D.).

Earlier, Minority Leader Alben W. Barkley (D-Ky.) had reminded Sen. Kenneth S. Wherry (R-Neb.), majority leader, that the nomination had been passed over on an earlier date only after it had been indicated that the Executive Calendar would be brought up later.

As Congress drew toward its close, Sen. Wherry asked consideration of the nomination and was greeted by an immediate objection from Sen. Young, who failed to explain reasons for his opposition.

Parliamentary procedure was protested by Sen. Ball after the majority leader moved that her nomination be confirmed.

"I am opposed to it [the nomination]," shouted Sen. Ball. He said that the only investigations or hearings on the nomination had been a brief executive session of the Brewer Subcommittee.

(Continued on page 68)
I love $120,000 mission, House of users devoted to ADCASTING, to time, with the Republicans date. F. Lea was signed fall.
STRATOVISION'S DEBUT

By J. Frank Beatty

STRATOVISION made its formal debut last week.

The party was a decided success, in the opinion of two score technical observers at a private inspection of radio's most glamorous debutante.

It was a heart-warming triumph for a cluster of engineers from Westinghouse Electric Corp. and Glenn L. Martin Co., who have endured the tortures of the pioneer in bringing skyhook television transmission to its new stature.

All who sat around a half-dozen television receivers in the Zanesville (Ohio) Country Club last Wednesday knew without any prompting from Westinghouse and Martin that they were seeing electronic history in the making.

For television service with usable quality was being transmitted over the largest area that had ever received a video program.

Public Showing

Stratovision had demonstrated a fortnight before that it could be unveiled for public inspection (BROADCASTING, June 7, 14).

Even so, the new method of scattering visual signals over areas 400 miles in diameter had been tested in the air a total of only 12 hours.

Stratovision's coming-out party was a technical and social success — so much a success that it raised a question to Westinghouse or Martin engineer or executive yet dares to answer.

Where does Stratovision go from here?

Demonstrated last week was the ability of a high-flying plane to rebroadcast with suitable fidelity a visual and sound program over an area more than 300 miles in diameter.

Westinghouse stratovision a 1 kw visual signal from a plane flying 25,000 feet over the Pittsburgh area to Zanesville, over 100 airline miles away.

Reception Quality Varies

The signal viewed in Zanesville receiving sets was poor to satisfactory. That it wasn't excellent wasn't the fault of the experimental apparatus in a B-29 bomber where Stratovision's papa — Charles E. (Chili) Nobles — huddled with several others in the pressurized compartment.

The plane appeared to be relaying everything it could get its antenna on, but the very height that enabled it to spread visual service over such a broad area served also to enhance interference on the Channel 2, 609 kHz WMAR-TV, Butler Sun station.

True Stratovision will pick up banded relay signals instead of taking a program off-the-air from Westinghouse and Martin had pulled out all the stops in arranging the Zanesville debut. Washington and Baltimore writers and nights had flown to New York in the pride of the Martin fleet, its fast 202. After lunch with a group of New York newsmen, the combined party of 35 took off for Zanesville and arrived there two hours later.

Originally Chillicothe, Ohio, had been chosen for the demonstration, as a town beyond normal reception of a large city TV station. The only available locale had been found to have only a rural 19-part telephone.

The last-minute shift to Zanesville, with better telephone facilities, was justified during the broadcasts when BROADCASTING's reporter phoned around the East and Midwest to check reception.

First call, to a TV fan who had caught a Stratovision test, was to Frank Geoghegan, 38, Stratford Drive, Ann Arbor, Mich., over 200 miles from the plane said reception was "pretty terrible," but added that Detroit (38 miles away) wasn't much better and Cleveland wasn't coming in at all.

The area was getting a stiff working over from a thunderstorm at (Continued on page 68)

CHILI CHILLY

Nobles Wishes Test Had Been 100 %

THE eyes of the electronic world were on 30-year-old Chili Nobles last week.

This young scientist appeared to have come up with the Stratovision dream scarcely three years ago.

From the group of technical and newspaper writers flying over the Pennsylvania hills as these lines are being written to the haunts of hams and engineers — most seem to concede that a plane flying at 25,000 feet can deliver fidelity a television signal from a ground station to an area over 300, perhaps over 400 miles in diameter.

But was Chili satisfied? No — very definitely no.

He was delighted with performance of the special plane equipment, developed by Westinghouse and installed with the help of Martin plane engineers. It completely lived up to promise.

But Chili bemoaned the New York rains that had caused postponement of the Louis-Walcott fight, an unexpected hitch that found Chili forced to pick up the WMAF-TV Baltimore signal at a height of 25,000 feet from a distance of about 200 miles while other Channel 2 stations were operating — and interfering too. Also annoying was the fact that the B-29's receiving antenna, located atop the rudder, and pre-set on the ground for Channel 4 reception of WNBW Washington, did not pick up a good WMAR-TV signal. Moreover, he found WMAR-TV to the vice president; Dr. J. A. Hutcheson, director of research; Al Nims, Kent Mack, William Cryer, Everett Whatley, Coleman Miller, Henry Hayes, Camille Marie, John Sauser; Bert Wallace and James Gossey, all engineers.

Enthusiasm of Glenn L. Martin, president of the Baltimore plane company, has paced the airplane supported by M. M. Gouger, vice president in charge of personnel and press relations, and Ben Carroll, new development project engineer; Pat Tibbs, director of flight tests; W. R. Turner, manager of flying operations; Wilfred Smith and Frank Huffman, who have been piloting planes with Messrs. Tibbs, Turner; and William Duckworth, engineer.

Nerve Center of Stratovision is this monitor for airborne TV and FM received and retransmitted from a B-29 bomber during the GOP Convention last Wednesday evening. Monitoring Westinghouse signal in Stratovision plane is C. E. (Chilli) Nobles (11), 30-year-old engineer, at right, Ben Carroll, Glenn L. Martin Co. engineer.

The signal improved markedly in quality on the veranda of the little country club, chosen by Westinghouse because of its dining and telephone facilities rather than its antenna efficiency. The picture lost some of its herringbone, and the frequent venetian blind effect became less annoying to those accustomed to the primary signals of metropolitan stations.

Westinghouse's papa — Charles E. (Chili) Nobles — huddled with several others in the pressurized compartment.

In the air a total of only 12 hours.

Demonstrated last week was the ability of a high-flying plane to rebroadcast with suitable fidelity a visual and sound program over an area more than 300 miles in diameter.

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True Stratovision will pick up banded relay signals instead of taking a program off-the-air from

BROADCASTING • Telecasting

June 28, 1948 • Page 27
Car Card Merger?

Contract are Transit Radio Inc., the Wilkes-Barre Transit Corp. and Scranton-Wilkes-Barre Pittston Broadcasting Co., licensee of FM station WIZZ. Broadcasts by WIZZ will be on Channel 277, 103.3 mc, with 2.5 kw power.

Mr. Crisler said that permanent installation in 115 bus busses CNC line, operating in Ohio and Kentucky, will be completed by the July 10th premiere date.

Immediately upon completion of work on CNC lines, the latter will start installing 300 receiving units in buses of the Cincinnati Street Railway, serving the metropolitan area of Cincinnati. These installations will be completed about Aug. 1, Mr. Crisler declared.

In the Scranton-Wilkes-Barre area, installation will get under way on 100 vehicles by July 15 and will be completed by Aug. 15, Mr. Crisler said.

Initial programming on WCTS will consist of 15 minutes of music, 10 minutes of news and announcements of 20 seconds duration, according to Station Manager Taft.

Station officials report an enthusiastic response from advertisers. Seventeen accounts, two of them national, have been signed by WCTS. The local accounts, according to Mr. Crisler, are several department stores, food markets, a dry cleaning establishment, a sausage producer and soft drink firms.

The contracts become effective when the station can guarantee 400 radio-equipped vehicles. This will be accomplished by August 1, Mr. Crisler maintained.

Mr. Taft explained that the station has programmed itself especially for transit radio operations during the past 30 days even though receivers were not yet installed, to assure perfect programming operations from the offset since bus riders constitute a major portion of the audience.

Reaction of passengers to music.

(Continued on page 74)

TV PICK-UPS

3 Courts Uphold Rights Of Broadcasters

PROPERTY rights of television broadcasters in the material they broadcast were upheld three times last week when courts in New York, Boston and Philadelphia issued orders enjoining the first attempt to pick up for the entertainment of an audience the NBC video broadcast of the Louis-Walcott fight.

Plaintiffs in all cases were Joe Louis, Joe Walcott, Madison Square Garden Corp., Twentieth Century Sporting Club, Gillette Safety Razor Co. and NBC, the fighters' promoters, sponsor and broadcasting company joining hands to prevent unauthorized use of what they claimed was their property. In Philadelphia, Philo Television Broadcasting Co., operator of WWZ, which carries the fight telecast in that city, was also a plaintiff.

Defendants in Philadelphia were Willard I. Richman and the Lanbar Hotel Co., operating the Broadmoor Hotel in Philadelphia, and Flora and Henry Friedman, operators of the Lawndale Theatre in that city.

The theatre had advertised that NBC's fight telecast was shown by large screen pickup. The hotel advertised large screen reproduction in its ballroom where a minimum cover charge of $2.50 was set for the occasion, with pickups on home-type sets in other public rooms of the hotel.

President Justice Harry S. McDevitt of the Common Pleas Court enjoined the theatre pick-up completely and that of the hotel on the large screen set, but did not forbid the hotel from picking the fight up on smaller sets if no special admission or cover charge was made.

He pointed out that the latter prohibition would set a precedent which might be used against the reception of video programs in any bar or grill, stating that he did not want to make such a ruling when the parties who would be affected were not present in court to present their arguments.

Justice McDevitt, in a strongly worded statement, said that such unauthorized pickups were contemplated by the defendants, would be "theft of a property from the person who bought the television rights."

In the New York case, New York Supreme Court Justice Lloyd Church issued a temporary injunction against California Productions and Audubon Ballroom Inc., licensees of the Audubon Ballroom, (Continued on page 64)
BROADCASTING stations belonging to the NAB, and many non-members as well, start operating Thursday under a new NAB Standards of Practice.

The effect will be observed quietly and with no sudden impact on listeners, but in the opinion of NAB President Justin Miller it will mark "a long stride, but only the first step toward uniform and continuing improvement in American radio."

The paper work has been done. With addition of a new educational section last week, and the clipping of a couple of commas, the formal document was printed. (Text of code appeared in the May 24 BROADCASTING.) Three copies were mailed to members, and non-members, too.

Next comes the vastly more important industry-wide job of operating under the code's provisions. This involves adherence by stations, and development of the provisions in the form of technical standards. These precedents, like the common law, will evolve from trial and error in specific cases, according to Judge Miller.

Perhaps the key is the corollary problem of educating the public on the Standards of Practice.

Judge Miller and Harold Fair, NAB Program Dept. director, will carry the brunt of the first phase of the campaign. They will work under the code's provisions. Starting with the annual series of district-area meetings, opening July 26 (see separate story page 71), they will tour the nation. At each meeting they will explain the code, and confer with station executives. On this tour may depend much of the degree to which broadcasters live up to the commercial and program provisions of the standards.

Mr. Fair made a trial run in preparation for his tour at meetings of the Florida and South Carolina association stations. The Carolina group was formed last Monday; the Florida association met over the weekend (see story page 89).

**Superb Standards**

He reported station executives at both meetings substantially behind the standards, he said, and those figures he cited centered around fear of "enforcement," but the fears were dispelled by assurance that no club-swearing or disciplinary action was contemplated.

Discussing the standards on the eve of the July 1 enforcement date (its provisions apply to contracts in effect as of May 19, 1948, but in no case later than May 19, 1949), Judge Miller said:

"Lesteners should not expect a revolutionary change in programming and compliance practices on July 1. They will notice, however, on the hundreds of stations serving the standards, a more listenable balance of commercial copy against program material. They will be conscious of efforts toward higher goals of good taste in mystery and children's programs."

Continued endorsement of the standards by member stations of the rules against the conduct of American broadcasters to improve conditions in the industry by holding and strengthening the confidence and approval of the listener can American radio afford any effort to introduce a system of broadcasting out of line with the established ideals. I have heard and read that members of our four former representative protest against adoption of the standards. This resistance from the association attributed to this reason. As a matter of fact, applications for membership have increased steadily since the adopting convention. Indeed, in some cases, new members have stood in line waiting to join the association because the standards had been adopted. Broadcasting has a membership about 85% of the stations on the air. We will mail Standards of Practice to non-member stations as well and invite their cooperation.

None knows better than the listener himself the inadequacy of the American broadcaster in introducing new patterns of programming. Many stations that change in programming practices change in revisionary in station ad copy. This problem will be constantly before broadcasters. The future trends in new forms of the broadcast art—such as television—will affect the future development of standards.

**Education Section**

A new section covering educational broadcasting, which had been inserted prior to the convention by Judge Miller without specific language, appears in the revised version of the standards. It calls on broadcasters to work with educators in perfecting techniques and training personnel.

The code provides:

**EDUCATIONAL—**Every radio program performs an educational function. Ideally, it should be a recognition of responsibilities thus imposed, in plans for new programs, for adoption of new methods and new forms of the broadcast art—such as television—will affect the future development of standards.

The education of the listener, as well as the listener, is the primary function of broadcasting as well as of education. Without the listener, the subject of education is purposeless.

The ad states that in April the stations received notices from the papers that on May 1 publishing of program logs would be discontinued as news, but could be reinstated by official code if the stations thought it necessary. Since that date the logs have not been published by the papers, with the exception of one newspaper-owned FM station which had a second choice.

The five-point statement by the stations in the ad follows, in part:

1. Naturally, the radio stations recognize that the radio station is a completely independent business operation. True it is that the radio station is not a stoolmaker to the public. However, the station is not the public's agent, looking after the public's ennui or producing the public's taste in entertainment.

2. For many years public interest in radio has been so strong that the newspapers recognized such advertising as a service to the public. It is not entirely accurate.

3. We have never considered the

**LOG CHARGE**

IN ANSWER to a notice by daily newspapers in San Antonio, Tex., for running radio program logs, seven San Antonio stations purchased a three-quarter-page advertisement in this week's issue of Tel-Type, weekly, local radio newspaper, Mr. Stone, and the newspapers' obligation to promote radio stations. For messages which are aimed at promoting an individual program or feature, we have collectively spent thousands of dollars for advertising space. It should be recognized that it is in the newspapers, not the radio stations, that the feature (logs).

4. We feel that it is neither justifiable nor right... to expect radio stations to pay promoting service to the public without cost to the listener, and then to pay several thousand dollars a month to the newspapers for publishing daily logs to which the public is entitled as part of the newspaper for which it pays.

5. Samples are sent each month to every station operating in the United States with population over 200,000. Newspapers are running program logs as news.

The statement concluded by reminding readers that the program logs in Tel-Type, which carries a paid-for list, are printed as "not paid for or subsidized directly or indirectly by the radio stations."

The ad was purchased by RTSA KABC WOAI KMBC KITE KICG KRON.

At Atlantic City Sept. 16 and 18, the convention devoted two half-days to heated code discussion. The board promulgated standards Sept. 19, to go into effect Feb. 1, 1949, but this year's industry protest and the code was decided in November to start all over again.

At the board's Nov. 13-15 meeting covered the main convention. The 1948 rules, between that time and the Feb. 24-26, 1948, board meeting at Hot Springs, Va., a special board drafting committee went over the document and made changes. The board decided at that time to submit a new draft to the membership well ahead of the May 17-19 convention in Los Angeles.

The common session of the convention on May 17 was devoted to discussion of the standards, the convention voting overwhelmingly to endorse the document. The board handed down the code to the membership May 19 with orders to make a few refinements in language and to draft an educational section.

**Titus, Associates Enter Guilty Pleas**

PLEAS of guilty to charges of conspiracy to violate the California Corporate Securities Act were entered last week by Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, principals in the North American Broadcasting Co. The defendants withdrew their pleas of not guilty and entered pleas of "true" when they appeared in Superior Court in San Francisco, June 22.

Attorneys for the defendants made a motion for probation and Superior Judge Albert C. Willenberg set Aug. 9 as the date for hearing of the motion. Meanwhile, Messrs. Titus, Fjellstrom and Husband are out on bail.

North American Broadcasting Service Inc., Mr. Titus' first "Fifth Network" project, was indicted by a San Francisco County Grand Jury in January [BROADCASTING, Jan. 26], charged with allegedly selling stock in California without authority from the State Corporation Commission. The trial of Mr. Titus and his associates has been repeatedly postponed, the fifth postponement to June 22 being issued May 26 [BROADCASTING, May 31].

Radio America Inc., latest organization of Mr. Titus looking toward a fifth network, is still soliciting subscriptions [BROADCASTING, May 17].

June 28, 1948 • Page 29
CONGRESS

AS THE 80th Congress moved toward its place in the pages of history speculation in radio circles was centered on who would be the key legislative figures responsible for radio legislation in the next Congress.

The announced retirement of Sen. Wallace H. White Jr. (R-Me.) (also see other story this page) as chairman of the Select Senate Interstate and Foreign Commerce Committee, was perhaps the gloomiest trial during the closing days of the Senate, June 19, by a colleague who referred to him as the father of major communications legislation policy.

Sen. Ernest W. McFarland (D-Ariz.) reviewed the career of Sena
tor White from the time he served as secretary to his grandfather, the late Senator Frye, who was president pro tempore of the Senate and at one time also chairman of the Senate Interstate and Foreign Commerce Committee.

"White came from Maine," said Senator McFarland, "will not be with us next year but he has left a mark which will keep his memory green. He may well be called the father of two major legislative policies — communications and shipping. His interest in telecommunications, and particularly one of radio when it was regarded as a toy, has carried through to this day. He was the principal author of every communication law enacted in the statute book and he was worked indefatigably to the very end of this Congress in an effort to secure the enactment of new, more comprehensive and urgently needed revision of the present Communications Act."

Regrets Difficulties

In referring to Senator White's last bill—S.1335—Senator McFarland expressed regretful difficulties in reconciling diverse views in the industry had prevented earlier consideration of the measure which would have gone far to clarify and meet the most pressing problems in the broadcast industry today.

Senator McFarland, third ranking member of the Senate Commerce Committee, prophesied that "when communications matters are considered in succeeding Congresses, whether Republicans or Democrats are in control, the views and opinions of the Senator from Maine, as expressed in the bill authored and reported by him, will be reflected in whatever legislation is finally enacted."

The White bill, which among other provisions contained a ban on power above 50 kw, and granted program review powers to FCC [Broadcasting, June 21], was introduced in a late hour of Congress.

Senator White upon urging from colleagues, however, initiated an investigation of the communications industry to be conducted during the summer adjournment of Congress, with a view toward revising the Communications Act (see story page 26).

New Committee Lineup Seen Next Year

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C. E. Hooper, Inc. has just released a Winter, 1948 Listening-Area Coverage Index for the 116-county area which we call “Iowa Plus”.

The Index gives percentage of mentions for each station selected by more than 1% of the people polled. A scientifically-selected cross-section of listeners were asked “To what stations do you and your family listen most frequently or the most time?”

MORNINGS, WHO GETS 30%
NEXT STATION GETS 9%

For the period 6:00 AM-12:00 Noon, WHO was rated first by 30% of the respondents. Eight other Iowa commercial stations were selected by 1% or more of the people. The combined rating for all these eight stations totalled 31%.

Top-notch programming, outstanding public service means better values. Write for your copy of the 116-County Area Report—or ask Free & Peters.

WHO
*for Iowa PLUS*+

DES MOINES...50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
PARAMOUNT TV

By LARRY CHRISTOPHER

TELEVISION as a "great new medium" to help rather than hinder the motion picture business was envisioned last week by Paul Raibourn, Paramount Pictures Corp. vice president.

Appearing before FCC in Washington at a further comparative hearing on the multiple applications pending for the two remaining video channels at San Francisco, Mr. Raibourn testified Paramount has not seriously considered television a threat to the movie box office. He said Paramount has been working to keep ahead of all others in the development of television and indicated broader opportunities for TV to serve the public above broadcasts for home consumption alone.

Mr. Raibourn, who also is president of Paramount Television Productions Inc., operator of video outlet KTLA Los Angeles and one of the TV applicants at San Francisco, predicted the eventual use of feature films on television although some doubt exists whether the feature movie "is the ideal form for television in the home."

Competitive Requests
The San Francisco proceeding involves the competitive requests of KROW Inc., CBS, Television California and Twentieth Century-Fox of California Inc. in addition to Paramount. Considerable testimony already has been taken from all of the applicants through an earlier session held in San Francisco. [Broadcasting, June 7].

However, in view of the scope of direct presentation and cross examination, the present session is not expected to be completed until Wednesday or Thursday.

One important phase of the hearing—concerning Paramount's interest in Allen B. DuMont Labs., TV station owner in three cities and applicant in two others—already has been completed [Broadcasting, May 17]. Any ruling FCC may make to limit or grant expansion of the movie firm's multiple video interests will have a direct bearing on the San Francisco competition as well as several other proceedings in which Paramount is involved.

Another overshadowing factor is the questioned effect on movie firm television interests of the recent Supreme Court ruling upholding antitrust charges against the major portion of the film producing industry [Broadcasting, June 21]. Paramount and Twentieth Century were among those named.

The major portion of the engineering presentation by the various applicants was completed on Monday before Jack P. Blume, hearing examiner for FCC in the entire proceeding. Of principal concern was the question of interference between the San Francisco stations with Stockton and Sacramento assignments.

The full session Tuesday was spent in investigation of the presentation by Klaus Landsberg, general manager of Paramount's KTLA. Mr. Landsberg explained the new construction cost figures introduced by Paramount which showed it would cost an initial $493,150 to build the proposed San Francisco outlet and another $600,000 to operate it for the first year.

Questions on Cost
Counsel for the other applicants questioned the KTLA manager at great length on the cost estimates, indicating they considered them too high, as well as on his proposal to operate the station 50 hours per week with only some 45 staff members at the first. Mr. Landsberg pointed out that people now in training at KTLA would be moved to San Francisco and within eight to ten months after commencing operation the staff would reach the total of some 75 persons.

 Asked by Samuel Rosenman, special CBS counsel in the hearing, what help Paramount might give in view of KTLA experience, Mr. Landsberg said, "We have had assistance from both Paramount studios in the way of obtaining props, sets, talent, story plots, and from Paramount News in the way of film clips and similar items."

To Judge Rosenman's query if Paramount stars have ever appeared on KTLA on a regular basis [Continued on page 70]
This'll fool you!

They call this a “screen backdrop” in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!
most husbands would like their wives to know

husbands in general like their wives to listen to WOR's Martha Deane in particular. The Kinsey report notwithstanding, it has been said that men whose wives are Deane fans, stick close to the family front porch. That's because Martha stirs women towards good conversation and good marital relations. Her influence on women's buying habits are equally happy-making for the 12 advertisers in her fold.

name or woman?

Martha Deane is a name; a WOR property. It is one of the oldest and best-known names in the history of women's shows. But it is more than a name; more than a few syllables. It is a name warmed with charm and friendship and understanding. The women who have worn the name Martha Deane like a corsage of roses, have been great ladies. Mary Margaret McBride, first. Then the late Bessie Beatty. And now, Marian Young.

Today's Martha Deane has so deep a hold on the affections of millions of women, that, given the choice of meeting her or a Hollywood star, most listeners would choose Martha Deane. She's lovely, she's fun, she's sponsored — by some of the shrewdest advertisers in America. That's because Martha Deane and WOR get results. Almost single-handed, she raised a coffee from 8th to 3rd place in the metropolitan area. When she made a sample offer for a fabric company, 32,000 women pelted the posts within 5 days, with requests. Her success stories would fill a dozen file cases!

continued
Former Governor Harold E. Stassen shares the microphone with Martha Deane. People in America's limelight enjoy the privilege of appearing on her WOR program. Press agents for America's most important writers, actors and artists say that few programs are as fruitful for their clients as Martha Deane's. For Martha influences thousands of women to buy books, to see plays, to visit art galleries!

Madame Nicole, the French milliner, adjusts a posy on Martha Deane's chapeau. Scores of fashion big-wigs have been guests on Martha's WOR show. They like the way she talks fashion in every woman's language. A one-time Women's Editor of the world's largest newspaper syndicate, Martha Deane has covered Paris openings, has interviewed every type of woman from Magda Goebbels to Dorothy Lamour.
Governor Dewey thanks Martha Deane for "an intelligent, searching interview." Women in 14 states will cling to Martha’s program during the coming months for her sound and intimate interpretation of political events from a woman’s angle.

Mrs. Franklin Delano Roosevelt was her most friendly, charming self on Martha Deane’s program. Many important men and women who resist the glare of publicity are willing guests on the WOR Deane show. They enjoy the sensitive, informal way Martha interviews. They respect the far-reaching good she accomplishes (listeners sent more than $20,000 to CARE in Martha Deane’s name).

WOR

—heard by the most people

where the most people are

mutual
TV CHANNELS

WITH A LINEUP of approximately 124 present and potential television broadcasters to be heard from, FCC tomorrow (Tuesday) opens hearings on its proposed revision and extension of its nation-wide video channel allocations plan [Broadcasting, May 10].

The hearing is expected to consume at least one full week and perhaps two, and will be held before the Commission en banc. This week's regular Thursday meeting of the Commission has been cancelled.

Announcing the hearing procedure last Wednesday, FCC served notice that evidence which does not come within the scope of the case may be rejected.

Two offers were specifically ruled out: (1) WHDH Boston's plan to create an additional television channel by reallocating frequencies among air navigation, non-commercial FM, and television [Broadcasting, June 7], (2) WTOP Inc.'s proposal that Channel 11 at Iowa City be used east of the city and that No. 16 at Springfield.

Government Seeks Bids on Equipment

State Dept. to Award Contracts For $1,600,000 This Week

CONTRACTS totaling $1,600,000 for transmitters, antenna systems, power plants and auxiliary equipment will be let by the State Dept.'s International Broadcasting Division this week, it has been learned.

The $1,600,000 figure is the division's deficiency appropriation for the remainder of the 1948 fiscal year which ends June 30. It must be spent before the expiration date or it cannot be used. For that reason the department has requested bids on equipment it expects to need in the future and will issue contracts to the winning bidders, probably this week.

The exact number and type of transmitters and antennas which will be needed has not been definitely determined yet, since some of the desired frequencies have yet to be cleared by the nations involved.

Several bid openings have already been held and several more are scheduled this week before awards are made. Two things will be considered, according to the State Dept., in making the awards. First will be the amount of money, but second and equally important in many cases will be the estimated delivery time. The department expects delivery to be somewhat slow in many instances since the equipment is for export and requires special design.

Bids which have been received so far are running close to government estimates, the department reported. Design of a medium frequency directional antenna system to be used on 50-kw transmitter, for example, reportedly drew bids ranging from about $1,400 to $7,500, with delivery time from 90 to 60 days.

KXA Appointment

APPOINTMENT of Lincoln W. Miller, former associate chief of the State Department's International Broadcast Division, as executive vice president of KXA Seattle was announced June 22 by Wesley I. Dumm, president of KXA, Inc. The appointee was previously associated with Mr. Dumm at KSFO and short wave stations KWID and KWIX San Francisco.

National Representative: John Blair & Co.

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Service Expansion Plans Told by Dunton of CBC

TWO MORE 50 kw stations and a new 10 kw station are to be added to CBC's local broadcasting arm, according to Mr. W. Dunton, CBC manager. These are additions to the 12 kw station at Montreal and the 5 kw station at Winnipeg, which were added last year. The new stations will be located in the north and east of the country. When all the expansions are in operation, CBC will have a total of 24 stations.

Krueger Seeks to Unify Independents in Texas

CULP KRUEDER, KULP El Campo, Tex., is taking the lead in seeking to form a Texas Independent Broadcasters Assn. He is sending letters of invitation to join such an organization to some 70 Texas stations.

Non-ABC Outlets Offered Public Service Programs

IN ANNOUNCING a new policy in public service broadcasting, ABC last week said it will offer these special programs to non-ABC stations in areas not covered by network affiliates. Programs will be available on a simultaneous broadcast basis, and stations will pay the wire, line, and incidental costs, plus a "nominal" program fee. ABC's previous policy of offering public interest programs covered only Presidential addresses.

Henry W. Sandberg

HENRY W. SANDBERG, 52, general manager of the Post Cereals Division of the General Foods Corp., died suddenly June 18 at his home, Battle Creek, Mich. Mr. Sandberg joined General Foods in 1921 when he was assistant to the vice president of the Postum Cereal Co., predecessor company of General Foods.

Blaine-Thompson Co. Forms TV Department

FORMATION of a television department of Blaine-Thompson Co., Inc., New York, to service the agency's present clients was announced last week by Mario Lewis, executive vice president of the agency.

The appointment of Charles Stark, formerly vice president and general manager of WMCA New York, to head the television division for the agency was announced simultaneously. Mr. Stark, prior to his affiliation with WMCA, was associated with J. Walter Thompson, Lenneil and Mitchell and was the original director of Radio Sales, CBS division.

Concurrent with Mr. Stark's appointment, Moulton H. Farnham, who was a copy supervisor for the Colotex Corp. account, was named copy chief of the agency and Richard Ash was elevated to head of television department.

Knoxville Winter-Spring Hoopertating Is Issued

C. E. HOOPER Inc. has issued Winter-Spring City Hoopertations. The Wkel of reversed the earlier decision [BROADCASTING, May 24]. Original plan was to withhold report because of alleged distortion owing to special promotion campaign of WROL Knoxville.

WROL had used telephone promotion campaign of "Don't say hello, say WROL." Report contains footnote stating that Hooper regards sets-in-use figures and WROL ratings as possibly inflated and continues that Hooper raises question about promotion but only as to "validity of responses obtained during interviews in a market where listeners are subjected to money reward temptations."

KQV Off Four Hours

KQV Pittsburgh was knocked off the air from 5:15 p.m. to 9:15 p.m. June 22 when an electrical storm disrupted power lines and telephone service in area of transmitter. FM service, which duplicates AM, was undisturbed, however, since transmitter is in different location. Power was resumed, FM broadcasts were picked up at AM transmitter and rebroadcast until telephone lines were returned to service.

American Tobacco Begins Defense

WITH THE GHOST of George Washington Hill presumably hovering overhead, and a little baffled, the American Tobacco Co. last week began its defense against Federal Trade Commission charges of misleading advertising and promotion of cigarettes. The FTC has just concluded its summary of the case, stemming from the original complaint filed almost six years ago.

Attorneys for American Tobacco launched their side of the controversy at a hearing in New York on June 22 with expert testimony by which the firm will seek to prove that its radio, newspaper and magazine advertising claims are accurate and justified.

First expert witness for the firm was Dr. Harvey Haagen, professor of medicine at the Virginia College of Medicine. By way of accreditation Dr. Haagen was identified as the author or co-author of 36 articles and papers dealing with the physical effects of tobacco smoking.

Much of the early testimony, which was highly technical, concerned experiments conducted by Dr. Haagen as a consultant for American Tobacco. One of these experiments, a description of which the FTC attorney sought unsuccessfully to have stricken from the record as irrelevant, involved blowing smoke from Luckies, Chesterfield, Camels, and Philip Morris cigarettes into the eyes of laboratory rabbits to determine the relative toxicity of each. The government lawyer admitted this was an interesting procedure, but insisted it was not pertinent because the FTC is not concerned with the effect of cigarettes on rabbits. He was overruled, however, when the witness explained that laboratory animals are customarily used in such experiments because of their sensitive mucous membranes, and that there was no intention of establishing brand preferences among rabbits.

The FTC complaint lists 14 separate examples of alleged misstatements in Lucky Strike advertising, which the American Tobacco Co. attorneys presumably are prepared to refute in late going testimony. These include the familiar claims that Luckies are "toasted," that they are less irritating to the throat than other brands, that "among independent tobacco experts it's Luckies 2 to 1," and other bulwarks of Lucky Strike advertising in recent years.

American Tobacco's side of the story will take at least "months" to present, according to a legal spokesman for the firm. The New York hearings continued through Friday of last week. Future hearings will be held at locations chosen by the firm. The FTC trial examiner is J. L. Horner.

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LS/FTC
A MODIFICATION of the Storevision technique, with live presentations of product commercials replacing the movie or slide film commercials used in the recent test demonstration at Thalhimers department store in Richmond, Va., will be utilized in the next Storevision * which proved successful in the RCA-Allied stores television caravan tour last year will be adapted for Storevision use before any further store showings are scheduled, he said.

Mr. Cuff explained that the demonstration had answered many questions that had arisen about Storevision's practicality:

1. The caravan had demonstrated the success of intra-store television on a short-stay promotional basis, but did it have continuing value? In Richmond the answer was yes. The crowds continued to watch the presentations without appreciable change from week to week.

2. Would Storevision tie up store traffic? At Thalhimers it did not.

3. Would Storevision adversely affect the movie or slide film's dignity? It did not appear to do so. Many shoppers commented favorably on the idea. Only one in the four-week test period registered an objection.

Question on Sales

The pay-off question, of course, concerned sales. Would brief commercials on movie or slide film duplicate the sales success of the caravan [BROADCASTING, Feb. 19] with its live demonstrations? The Richmond results were "only fair," Mr. Cuff reported.

Thalhimers felt that the cost of the slides—averaging $5, plus $50 for adding sound—was too expensive for the results obtained, Mr. Cuff reported. The store also felt that the 40 slides a week used during the test period were not enough and that all commercials, both movie and slide, should be changed at least twice a week.

"On slides this would have been too costly, on film it would have been impossible," he said.

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**NEwLY-ELECTED** vice presidents of the Assn. of National Advertisers (BROADCASTING, June 21) are (1 to r.): Edward T. Batchelder, present ANA secretary who will retain that post; John F. Kurie, head of ANA advertising research; and Cy Norton, in charge of ANA member relations and annual conventions.

**STOREVISION**

**Live Commercials Favored In Richmond Store**

**McCarthy COMPLETES PURCHASE OF KXYZ COMPLETION of negotiations for purchase of Harris County Broadcast Co., owners of KXYZ Houston, Tex., by Glenn H. McCarthy interests, Shamrock Broadcast Co., was announced June 17 by Mr. McCarthy. Purchase was approved May 13 by FCC [BROADCASTING, May 17].

Simultaneous with announcement of purchase, Mr. McCarthy said no changes in station personnel were contemplated at present, however, he did announce new officers. Mr. McCarthy said he would be president; Fred Nahas, radio producer, newscaster and Houston civic leader, executive vice president; Reese Reinecker, present station manager, vice president and general manager; Terry Lee, program director and sales manager, vice president, and Earl R. Scholton, secretary-treasurer. Gerald R. Chinski is technical supervisor.

New studios for KXYZ will be built in McCarthy Center, new hotel and business property project being built by Mr. McCarthy, in Houston. Studios of Shamrock television interests [BROADCASTING, Feb. 28] will also be housed in new building, Mr. McCarthy announced.

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Survey of AFRA Held Confidential

SURVEY of the economic status of radio artists, now under way by the Dept. of Labor as part of the Veterans Administration program to aid ex servicemen in their employment problems, is strictly confidential, according to Seymour L. Wolfbein, chief of the department's Occupational Outlook Division.

Only information to be given the public, Mr. Wolfbein said, will be totals based on card tabulations.

Charge was made in industry sources that AFRA had persuaded the department to undertake a talent survey for the union at government expense, thus providing the union with information to be used in negotiations with broadcasters.

Mr. Wolfbein said AFRA had proposed that the department conduct a survey, but the questions were entirely the work of his division and were drafted in the Washington office. They are in no way related to the original AFRA queries, and were drawn up after consultation with industry sources, he added. The survey is the 20th conducted by the G I Bill of Rights, he said.

Selection of the week of May 9 for a series of employment questions would not present a typical employment picture, Mr. Wolfbein was told. In such case, he said, suitable explanation of seasonal factors will be made when results are divulged. He explained that other questions provide data on annual earnings.

Mr. Wolfbein said the questionnaire had been approved by the U. S. Budget Bureau (No. 44-4800).

NAB took no official stand on the department's project other than to suggest that the questions could have been revised to produce a more accurate employment picture. Mr. Wolfbein said NAB had been contacted in advance but the association said it had not been given a chance to suggest specific changes which would have eliminated obvious technical weakness.

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**Twenty Years Service**

HENRY HULICK Jr., chief engineer of WPTF Raleigh, N. C., who completed 20 years of service with the station, June 10, has founded station's Twenty Year Club. In honor of occasion, engineering staff and members of Ten Year Club, entertained at barbecue at WPTF transmitter site. Richard H. Mason, general manager, presented Mr. Hulick with gold pen and pencil set as gift from employees, and leather traveling bag from engineers. Mr. Hulick joined WPTF in 1928.
Motorists know that "THERE ARE HUNDREDS OF GASOLINES . . . BUT ONLY ONE D-X."

Time buyers know there are dozens of radio stations in Iowa . . . but only one KXEL, for the greatest selling impact in Iowa's richest rural area.

Get complete facts. Send for the newest Conlan Radio Survey. Write Josh Higgins Broadcasting Company or ask any Avery-Knode man.

KXEL
50,000 WATTS
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by AVERY-KNODEL, Inc.
COVERING THE GREAT "KXEL RURAL CITY"

KXEL
50,000 WATTS
TWENTY YEARS ago William Kussell, Boston furrier, took a flyer into a new medium—radio—and bought participating spots on the Caroline Cabot Shopping Service on WEEI Boston. Today’s profits hit the $3,000,000 mark, all due to radio, as he used no other medium, says Mr. Kussell. Celebrating are (1 to r): Richard Salinger, advertising agency executive; Mr. Kussell; Mrs. Cabot; Harold Fellows, WEEI general manager.

SALES MEETING, Minnesota-style, is held by (1 to r): Merle S. Jones, WCCO Minneapolis general manager; John Trent, of WCCO’s Housewives Protective League; Mrs. Norma Dowson, wife of WCCO sales manager; Carl Burkland, general manager of CBS Radio Sales.

NO TRICK picture this. Stan Levey, WBBM Chicago account executive, caught this 35-pound muskie on a recent Wisconsin fishing trip. The proof, stuffed and mounted, can be seen on the wall of Mr. Levey’s den in Chicago.

PRIOR to broadcast of CBS “Strike It Rich” from AFA convention an amused group included (1 to r): John Bates, radio director, J. W. Mathis Agency; Karl Finn, Cincinnati Ad Club and promotion executive of “Times-Star”; U. A. “Jake” Latham, WKRC sales manager; Todd Russell, m.c. of show; Dan Baker, announcer.
ALREADY credited with having the most comprehensive news coverage and presenting a wide range of studio productions and remote pick-ups that include help for the homemaker, drama, sports, interviews with prominent personalities, night clubs, beauty, etiquette... a variety to match the most varied interests of viewers... WPIX offers an unusual opportunity to advertisers concerned with creating customer comment and conversation — making more sales, promoting prestige.

And anyone who's interested in the WPIX programs currently available for sponsorship and syndication should get all the facts!... write or phone for program rates and costs!

WPIX • 220 E. 42nd St., New York City or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.
A can of BEANS.....

WSM
BEANS
...with a WSM label?

When our 7½ million walk into a store, there's an invisible label on some of the beans . . . the brand they’ve been hearing about on WSM. That’s the brand in their minds. That’s the brand they ask for and buy. Because our people listen to WSM commercials with special confidence, born of 22 years of sincere broadcasting . . . 22 years in which their radio station has never once let them down.

This invisible label — this hard-earned stamp of approval — can mean more business for you in the South.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM NASHVILLE
PERSONNEL CHANGES ANNOUNCED BY CBS

A NUMBER of personnel changes were announced last week by CBS for its Radio Sales division, radio stations representative.

George Klayer, former account executive in the network's Chicago office, has joined New York office. Gordon Hayes, former Chicago account executive, and previously assistant sales manager of WTOP, CBS-owned Washington station, has been named assistant Western sales manager of the Radio Sales division. He will be located in Chicago, as will Harvey Struthers and Gil Johnston, newly named account executives. Mr. Struthers is former acting sales manager of WCCO, CBS-owned Minneapolis-St. Paul station, and Mr. Johnston was account executive with KMNO, CBS-owned St. Louis station.

IBEW COMPLAINT

National Labor Relations Board has ordered dismissal of a complaint filed by the International Brotherhood of Electrical Workers, Local 1360 (AFL) against the Fort Industry Co. Decision on the charge, which alleged unfair labor practices, was announced June 25 by NLRB Trial Examining Division in Washington.

In its amended complaint, filed Dec. 27, 1946, IBEW charged that Fort Industry's Miami outlet, WGBS, had discharged and "failed to refuse to reinstate" Madeline Foerster, station employee, because she "join and assisted the union and engaged in concerted activities... for the purposes of collective bargaining..." The union also charged the company with refusal thereafter to bargain collectively and consequently engaged in unfair labor practices within the meaning of Section 8 (1), (3)

1948! and it's bigger audiences*

1948! and it's bigger audiences*

than ever for Buffalo's first station

That's what Hooper says

Thats what Hooper says

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsbery

WGR BROADCASTING CORPORATION
RAND BUILDING BUFFALO 3, N. Y.
National Representatives: Fox & Pearson, Inc.

Ticklish Problem

When the power failed at WBFR Baltimore after a recent June thunder storm, Harry Boone, engineer, was notified by a stranger that "two hot wires" lay "steam ing" in the street. Mr. Boone promptly notified the power company and police department. A policeman arrived in a few minutes and edged over to the line, wet stick in hand, as Mr. Boone waved frantically for him to backtrack. Finally the cop did. Later he explained, "I just felt a little funny when I got close-sort of tickly all over."

Protest Law Revision

Proposed revision of Maryland's legal code to impose a "gag" rule on court news sources was protested last week by the Montgomery and Prince Georges County press associations. The proposed rule of the code would have the effect of controlling contempt of court proceedings for broadcasting as well as publishing or photographing matter on pending cases. The rule was submitted by the Standing Order Committee on Rules and Practices and Procedure for the Maryland Court of Appeals.
You can't cover California's Bonanza Beeline without on-the-spot radio

Two billion in buying power, plus more retail sales than San Francisco's and Seattle's combined... equals a market you can't afford to miss. But don't rely on outside radio to cover this part of California and Nevada. Mountain barriers virtually surround the Bonanza Beeline... turn away outside radio signals.

That's why the five BEELINE stations belong on your California schedule. With all five you blanket the whole Beeline... because these are the stations located right in the five major selling centers.

Typical of such coverage is KERN, the Beeline station in Bakersfield. BMB audience reports for the city show KERN daytime 81%, at night 94%. Get the full Beeline story from Raymer.

**McCLATCHY BROADCASTING COMPANY**

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

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1290 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
You can hear our cotton growing...

Cotton covers the Piedmont. From our vast white acreage, a $6,000,000 crop was picked and baled last year. And you could hear it growing... with the steady, whirring sound of a million-dollar raw material making its way to market.

Spartanburg cotton whirls on the spindles and lengthens on the looms of the Spartan textile plants—the world's largest producer of cotton fabrics... Spartanburg County's leading industry.

Two such companion enterprises typify the rural-urban wealth that unites in the WSPA Piedmont and balances our billion-dollar economy.

It's not surprising then, that when the Piedmont people go to market, they roll up $627,505,000 in retail sales.

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

CUFF, ARONS STRESS TV AT NRDGA MEETING

A PREDICTION that national sponsors will not be able to carry the load of television network programs, because of the high cost of operations, was made by Sam Cuff, New York television consultant, when he addressed the National Retail Dry Goods Assn. convention in New York's Hotel Pennsylvania.

Mr. Cuff, speaking during the radio and television session, said local television stations, who "must carry the load" will turn to local advertisers. And to them, particularly retail stores, the speaker recommended the use of the pool system. A pool of stores, he said, would have the advantage of mass buying of programs, and could purchase top television programs for local broadcast.

David Arons, publicity director of Gimbel Brothers, Philadelphia, traced the background of his company's use of television advertising and named cost and programming as the two major planning problems. He maintained that "television will sell—even hard-to-sell items."

"How to Coordinate Sales Promotion with Your Radio Schedule" was discussed by Thomas D. Connelly, assistant manager of CBS Program Sales. He listed promotion methods and summarized their effectiveness.

Julian N. Trivers, sales promotion director of William Hengen and Co., Buffalo, introduced the speakers.

Quick Correction

WHEN Pin Hollinger, manager of KIST Santa Barbara, Calif., was erroneously introduced as manager of another station to members of Ad Club there, he quickly corrected the mistake. Without commenting, Mr. Hollinger strode over to film star Barbara Scott, the guest speaker, and planted a resounding kiss. Amid raised eyebrows he announced: "Correction. I'm Hollinger of KIST. Everybody in Santa Barbara gets KIST, and it couldn't happen to anyone nicer than you, Miss Scott!"

Agencies

(Continued from page 8)


ROGER COMBS, former account executive with N. W. Ayer & Son, New York, joins Davis & Co., Los Angeles, in same capacity.

SHORT & BAUM Adv., Portland, Ore., announces resignation of C. L. BAUM as vice president and purchase of firm's entire capital stock by H. E. SHORT, president. Agency continues to operate under same name.

WAYNE TISS, Hollywood vice president in charge of radio for BBDO, is in New York for 10-day conference.

CLAY E. FORKER, former production manager of Reuben H. Donnelley Corp., and previously with BBDO and Campbell-Ewald Co., New York, and Chicago, respectively, joins Victor A. Bennett Co., New York, as account executive.

SIDNEY SLON, radio writer and former station manager of WJOR Bangor, Me., joins Rithrauff & Ryan, New York, as script editor.


AD FRIED Adv., Oakland, Calif., moves to new and larger quarters at 318 Fifteenth St., Oakland, and adds following to staff: DON SANTO, former radio and stage actor, named director of new television department; MRS. GERALDINE HOLDRIDGE, timebuyer.

GEYER, NEWELL & GANGER, New York, adds following new copy writers: WHITING HALL, former copy chief in advertising department at Plymouth Div., Chrysler Corp., Detroit; DICK GREEN, previously with Continental Oil Co. for 20 years, and WILLIAM T. TODD, formerly with Lennem & Mitchell as vice president in charge of copy.


KENYON & ECKHARDT Ltd. opens office in Toronto at 304 Bay St. W. J. FROST appointed manager.

HOEFEER, DIETRICH & BROWN, San Francisco, announces that agency will be incorporated as of July 1. JAMES W. DIETRICH, comptroller, leaves firm; to become assistant general manager of Clearprint Paper Co., same city. Agency name remains same.
EFFECTIVE JULY 1, 1948

KFJZ FORT WORTH and WRR DALLAS

Announce the Appointment of

JOHN BLAIR & COMPANY

as National Representatives!

Each advertising dollar goes farther when KFJZ and WRR carry your sales message in the rich Dallas-Fort Worth market. You use both stations in both cities... with separate or simultaneous schedules... yet you pay only a single price for the double coverage! And KFJZ and WRR have big, loyal audiences in a big market of nearly two million Texans, with money a-plenty jingling in their jeans. ($1,890,148,000 a year to be exact!)

KFJZ and WRR join John Blair's list of fine radio stations July 1st. Your John Blair man has all the facts and figures on the rich Dallas-Fort Worth market, and the best way to reach it. Ask him!

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco
"OPEN HOUSE" with AL ROSS, GLORIA HALLIDAY and guests is one of the WBAL radio programs that has been adapted to television. "Open House" is broadcast twice weekly over WBAL-TV. Gloria has appeared on the NBC radio as well as NBC television network.

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

WBAL'S MOLLIE MARTIN is now a talk show host to women on WBAL-TV. She is also a frequent evening host. She is shown explaining how co-hosts assisted by announcer Bonnel.

THEODORE R. MCKELDIN, former WBAL-TV commentator. His program 'This Town of Ours' is heard each Friday on WBAL-TV. Other programs include "This Town of Ours."
ine on...

WBAL TALENT began rehearsals before the television cameras in August, 1944.

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

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

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

Radio did the biggest and best job in history in Philadelphia last week.

Radio fell flat on its face in Philadelphia last week.

Both statements are true.

Radio and television turned all-out in their coverage at a GOP convention that was geared for radio. Many newsmen found it easier to report by getting it over TV than through foraging for themselves. All agreed that radio’s job was superb.

It was in the self-help department that radio was an abysmal flop. There’s no free radio plank in the GOP platform. There was eight years ago, and again four years ago. The Dewey-Bricker platform of 1944 plumped for a new radio law which would define “in clear and unmistakable language, the role of the FCC.” This was implemented by a Dewey hands-off policy on program regulation.

What happened this time? Exactly nothing. The NAB didn’t turn a wheel. Nor the networks. The New Dealers and the lobbyists for “free radio and television on a parity with the press” plank. Sen. Lodge did refer the wire to his Government Affairs Subcommittee. But no preliminary work had been done.

That’s one ray of sunshine. Chairman Lodge told Broadcasting that he thought there was no issue since, as he understood the First Amendment it covered freedom of all media and that certainly radio is included.

Houses Divided

THE WAYS of Congress, as well as of the FCC, are sometimes devious.

At the Senate, all session long, Chairman White was agitated by the passage of his bill to rewrite the antiquated Communications Act of 1934. It was largely a good bill save for one provision which would hand to the FCC uncontrolled local radio program control; ownership questions, and the inevitable quest for information on commentators. Where have you been?

He allowed that the anomaly of a Senate bill stripping it of a provision of the House action to determine if the FCC is abusing the power the White Bill would give it.

A quick look back brings it all into clearer focus. NAB President Justin Miller a year ago pulled no punches in his testimony before the White Committee. His blunt statements aroused indignation among members. He laid out against the FCC’s arrogation of powers. So embittered is the Committee that Sen. White talked of it being “electroplating” of the Senate. To determine whether Judge Miller speaks for all of its members. Perhaps the subcommittee named by Sen. White plans that course.

Our chairman, on the other hand, has ever batted 1000 in the radio league. The fight is bigger than one man or one committee. Radio would still be a voice in the legislative wilderness if the issue hadn’t been joined. And the FCC would, by default, have regulated everything in radio.

We look with deep misgiving upon the Harriman Resolution. It calls for a Select Committee investigation. We saw one in 1940-44 under the White Committee. It will be an in-and-out of all involved got splattered. It served no legislative purpose. Chairman Wayne Coy, since he assumed office only six months ago, has had a hundred and one outbursts in Congress. Why not give him a chance? Since the 1944 inquiry, the FCC has, to all intents, changed hands. Only Vice Chairman Walker remains of the original seven now that Cliff Durr happily departs from Washington this week.

The House was goaded into action, we assume, because the standing committee headed by Rep. Wolcott (R.N.J.) has set on its hands all session because of House agitation over the Edward Lamb grants, and because the Senate has stolen the radio legislative show.

We need a new law. The present 14-year-old statute doesn’t fit. The way to get one is via affirmative legislation, not by witch-hunt. The White Bill is a starting point. Root out Section 326 which would “limit” the FCC’s authority to review programs, and spell out the bounds within which the FCC should operate and you’ll have the ideal law.

Justin Miller has the formula. His technique ruffled Sentatorial feathers, but it produced one real result. We do not have a law that makes radio “soft medium.” And we do have the open road. Head-work and foot-work can do it.
SWEET MUSIC FILLS THE AIR From early morn till late at night ... sweet music fills the air for over half a million loyal WQXR and WQXR-FM families ... families that keep tuned to their favorite station so constantly, no other station can reach them so compellingly. Here is a pre-selected audience ... above-average in income ... discriminating in taste ... responsive to advertising that accompanies the music it loves. That's why more and more advertisers are finding these families their most valuable and profitable customers. For greater sales ... more easily made ... in the world's greatest market ... use WQXR and WQXR-FM ... the stations distinguished for good music and the news bulletins of The New York Times.
that in his department.

Father-in-law Katz, meanwhile, had been wanting to get his new son-in-law interested in coming in with him in the agency. He recognized a good business man when he saw one. Shying away from the apparent nepotism, Ben Strouse always said no.

Finally, though, the day arrived when Mr. Strouse could no longer say no. It came in 1941 when Mr. Katz and Mr. Larson bought WWDC Washington and asked Ben Strouse to join the station as sales manager. "It was too good to pass up," he said.

He went to the position with a passkey in his pocket—a thorough knowledge of merchandising. On top of this Mr. Larson taught him what he knew about radio.

Ben Strouse found that being green is an asset at times. "I didn't know what can't be done," he says, "so sometimes I did it." He used to ride around town on streetcars "discovering" streets. He covered the bargain-lined 7th Street of Washington in this way, tapped its advertising resources and turned them into a gold mine.

Direct Selling Pays Dividends

Ben Strouse's method of selling radio time wasn't unorthodox, but it was unusual—and direct. His favorite plan was to talk into a store with a portable radio under his arm. He would give the manager of the store a short talk on what radio could do for him. When the manager would protest that he was too busy or had no radio, Ben Strouse would pull out his radio with a "well, it just so happens..." Holding the manager with one hand he would call the station with the other and tell the announcer to "go ahead" with the previously arranged announcement.

Then to the astonishment of the store manager, the next station break would feature a nicely-worded free spot announcement for his store. "It was an amazing effect," says the ingenious ex-salesman.

Retail business soon crowded the books of WWDC.

As a man who knows his merchandising, Ben Strouse is a firm believer in getting radio to retailers "more in terms of dresses or suits than in watts and coverage.

In 1945 Mr. Larson sold his interest in WWDC and Mr. Strouse became general manager. The gross volume of the WWDC business has increased 700% since 1942, and has doubled since 1944. Mr. Strouse quotes these figures as a point in claiming the important part he has played in achieving such a record. In fact he is a very unpretentious, fair-minded man—the type who is referred to by both competitors and supporters.

The independent WWDC was the first station in Washington to have a full-power FM station in operation. To usher in WWDC-FM, Mr. Strouse and the station held a "FM Contest," which drew a volume of response that made the whole industry sit up and take notice. Entries totaled 25,000.

The station promotes heavily through contests—the annual "Miss Washington" contest, WWDC fishing contest, to name a few.

Ben Strouse is extremely conscious of the public service responsibilities inherent in the job of manager—especially of a Washington station. "You never know who's listening," he says. "One day the White House called to say President Roosevelt had enjoyed a program that had just gone off the air. It gave me a big thrill—and a pretty terrific sense of responsibility."

Indicative of the success of WWDC's traffic safety program, "Death on Wheels," was the remark by the D. C. traffic inspector made to Mr. Strouse one day when he heard the show was going off the air for the summer. "If that program goes off for the summer," he said, "it will mean ten extra traffic deaths this year."

Mr. Strouse is justly proud of WWDC's inter-racial programs, in which no races are singled out as "problems" or "preferred."

The 38-year old manager's most recent outdoor sport is commuting. Three hours of each day are taken up in traveling to and from his Baltimore home. His two attractive youngers, Pat and Mike, account for much of his week-end time. Michael is seven, Patricia two and a half. Mr. Strouse also plays a pretty sharp game of tennis—usually doubles.

In addition to his Ad Club presidency, he is a director of FM Assn., past director of the Better Business Bureau, member of Washington Board of Trade, chairman of Broadcast Industry Committee of the Federal Reports Council (replacing the now FCC Chairman Wayne Coy), the committee which simplifies federal forms pertaining to the industry.

On the social side, he belongs to the Variety Club and Suburban Club of Baltimore.

Mr. Hogg was the third in the Phoenix firm, as the result of executive reorganization of the operating company occasioned by the death of Burridge D. Butler, former president and chairman of the board.

In addition, Mr. Johnson was elected vice president and KOY station manager. Other officers named include Glenn Snyder, general manager of WLS Chicago, vice president; John R. Brink, program director of KOY, secretary, and George R. Cook, of Chicago, treasurer. Mr. Hogg retains his position as commercial manager. Name of the late Mr. Butler was retained, as a tribute, in the post of board chairman.

KEY FIGURES in census planning of convention of American Marketing Assn. [BROADCASTING, June 21] were (1 to 10): William C. Trumper, chief, Business Division, and A. Ross Eckler, assistant director, Census Bureau, and Gordon A. Hughes, General Mills, chairman of AMA Census Advisory Committee.

HOGG NAMED TO HEAD REVAMPED KOY SETUP

ELEVATION of John L. Hogg, commercial manager of KOY Phoenix, to the presidency of the Salt River Valley Broadcasting Co., station licensee, has been announced by Albert D. Johnson, KOY manager.

The action, which took place June 9 at a special meeting of the company's board of directors in Phoenix, came as the result of executive reorganization of the operating company occasioned by the death of Burridge D. Butler, former president and chairman of the board.

In addition, Mr. Johnson was elected vice president and KOY station manager. Other officers named include Glenn Snyder, general manager of WLS Chicago, vice president; John R. Brink, program director of KOY, secretary, and George R. Cook, of Chicago, treasurer. Mr. Hogg retains his position as commercial manager. Name of the late Mr. Butler was retained, as a tribute, in the post of board chairman.

Mr. Hogg takes up the job of running KOY from his position as manager of the station. "You never know who's listening," he says. "One day the White House called to say President Roosevelt had enjoyed a program that had just gone off the air. It gave me a big thrill—and a pretty terrific sense of responsibility."

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On the social side, he belongs to the Variety Club and Suburban Club of Baltimore.

Mr. Hogg named to head revamped KOY setup
Bill Macdonald, KFAB's Farm Service Director, supplies farmers with a wealth of factual, interesting information daily.

In this BIG area, Farming is BIG business. And every day this BIG business is covered by the BIG radio station, KFAB. For the BIGGEST results in this BIG market, use the BIG radio station, KFAB.

50,000 WATTS
KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
L. BERRY LONG Jr., account executive of KDAV Denver, has been appointed sales manager, succeeding JAMES R. MACPHerson, retired (see below). Appointment is effective July 1. Mr. Long joined KDAV in 1927, coming from Sperry Flour Div., General Mills. He was associated with Buick Div., General Motors and Goodyear Tire & Rubber Co.

JOHN J. KARABIN, former commercial manager of WEDO McKeestown, Pa., has joined WSEP Cleveland, Ohio, as commercial manager.

ROBERT F. BENDER, formerly with Personal Products Corp., has been appointed sales manager of WCFS(FM) Cincinnati. He will have charge of selling advertising messages in the 600 buses and trolley cars now being wired FM reception by WCFS. Mr. Bender's first association with radio was in 1927 when he sang with Maple City Four over WLS Chicago.

Mr. Bender GARRY BENNETT has joined sales department of WLQ, New Orleans.

JAMES R. MACPHERSON, assistant manager in charge of commercial activities, has been named to the newly established executive post of sales manager at WALA. Mr. MacPherson, who had been with the station since its inception in 1930, had been in charge of sales and promotions activities.

L. A. Advertising Women Hold Officer Elections

HELEN MURRAY HALL, N.Y., assistant advertising and promotion manager, was appointed to the board of directors of the Los Angeles Advertising Women, while Venis Taylor, program director of KKNK Los Angeles, was named recording secretary during elections at a meeting of the group.

Other officers elected include: Mary Elizabeth Lee, men's advertising manager, Desmonl, president; Doris Allen, advertising department, Southern California Gas Co., vice president; Helen Edwards, president of Helen Edwards & Staff Inc., second vice president; Bea Budge, secretary; and Mayes Co., assistant to president.

Also appointed to board of directors were:
- Glad Hall Jones (executive), KKKD (assistant executive, A. M. Rosenfield, coo); Zeppa Samoloff Bogier, partner, The Bogier & Associates; Mary Buchim, assistant public relations, Union Pacific Railroad, and Kay C. Jones, West Coast fashion editor, "Ladies' Home Journal."
Western Electric 3 KW FM transmitter—ready for delivery now. So are the 1 KW and 10 KW models.

“We like to live in glass houses!”

"At last we components can live wherever our jobs say we should—instead of all of us being pushed around to let a few tubes sit behind windows. That's why we like this TRANSVIEW design as much as you do!"

That's right! In the Western Electric line of FM transmitters, the position of each component is determined solely by the requirements of good circuit design. There's no need to stretch leads and extend controls to provide visibility for a few major components, because with TRANSVIEW design, you see the whole works.

This straightforward functional design results naturally in a clean-cut equipment layout—and, with full-length glass doors to show it off, provides an unusually attractive over-all appearance.

A further result of this unique TRANSVIEW design is maximum visibility during operation, accessibility for speedy inspection, maintenance and replacement.

For the full story on TRANSVIEW design, as well as the other unique features of Western Electric FM Transmitters, call your Graybar Broadcast Representative or write Graybar Electric, 420 Lexington Ave., New York 17, N. Y.

Distinctive features of Western Electric FM

Low intermodulation and harmonic distortion.

• Frequency Watchman, Power and Impedance Monitor, Arc-Back Indicator.

• TRANSVIEW design for maximum visibility and accessibility.

Western Electric

— QUALITY COUNTS —


BROADCASTING • Te lecasting

June 28, 1948 • Page 55
San Francisco's Carriage Trade is Practically EVERYBODY*

*Sales Management's latest Survey of Buying Power shows that San Francisco has the biggest per capita net effective buying income of the nation's 200 largest cities!

AND ONE COLUMBIA STATION SERVES THEM ALL

Reproduced Nationally by Edward Petry & Co. Ltd. San Jose, California
RADIO DIABLO OPENS 250 KW FM STATION

WITH power of 250 kw KSBR (FM) San Bruno, Calif., has inaugurated regular program service on Channel 263, 100.5 mc. Taking part in the program were California Governor Earl Warren, Louis Hayward, Mrs. Lou Gehrig, Gail Page, Keenan Wynn, and other local and Hollywood celebrities.

Station is licensed to Radio Diablo Inc., affiliated in ownership with Eitel-McCullough Inc., tube manufacturer. Officers of Radio Diablo are O. H. Brown, president; J. A. McWhorter, vice president; Edmund D. Buckley, secretary, and W. W. Eitel, treasurer. Transmitter is located on Mt. Diablo, 3849 feet above sea level, and a studio-transmitter link is used in the 940 mc band.

Station personnel include Franklin Evans, program director; Vic Ueberroth, commercial manager; Arthur Arrigo, chief engineer; David Atkins and Tom Curtiss, operators, and Richard Scudder, Mel Fritzke, Phil Walker and George Randall, announcers.

WVEC to Begin Thursday

As 250 w Daytime Outlet

WVEC Hampton, Va., new 250 w daytime on 1050 kc, is slated to begin broadcasting operations Thursday (July 1). Station is owned by the Peninsula Broadcasting Corp., headed by Thomas P. Chisman, president and general manager; James E. Swafford, vice president and chief engineer, and J. W. Whitaker, Chisman, secretary-treasurer.

Other station personnel are Vernon Carter, formerly with WRRF Washington, N. C., assistant manager; Ethel Zavatsky, formerly with WHYU Newport News, Va., women's director; Gordon Walsh, Peter Edman, and Dan Burnette, announcers; Billy Esco, music librarian, and Pay Kilpatrick, receptionist.

Equipment is Raytheon throughout. Standard transcription service and AP news will be used.

WPAY’s New FM Station

Officially Inaugurated

FM broadcasts, including duplication of its regular standard AM programs, were officially inaugurated by WPAY-FM Stations at Ohio, June 29th. New station, representing a $50,000 investment of the Sciole Broadcasting Co., will be on the air from 3 to 9 p.m. daily for the first few months, duplicating several programs of CBS, of which WPAY is an affiliate.

Gerald F. Boyd is manager of WPAY and WPAY-FM. WPAY-FM is on Channel 281 (104.1 mc). T transmitter is located in Kentuck, atop the highest hill point along the Ohio River between Pittsburgh and Louisville. Transmitter building is 32 feet high and guarded by Maurice Myers, WPAY chief engineer, who also installed equipment.

WOKZ-AM, 99.9 mc

Is Now in Operation

WOKZ-AM, Alton, Ill., is now broadcasting on channel 99.9 mc, with a radiated power of 9.1 kw. It is powered by a 3-kw transmitter with a 269-ft. tower.

The station operates from sign-on till 10 p.m. as a dual operation of WOKZ, owned and operated by the Illinois-Alton Broadcasting Co. R. L. Rose and R. C. Goshorn are co-owners and Al Riel is program director. Thomas F. Patton Jr. is chief engineer. WOKZ has been on the air since Feb. 4.

WFAS-WFAS-FM Finish

New Studios and Offices

WFAS and WFAS-FM White Plains, N. Y., have just completed postwar construction with the inauguration of new studios and offices of WFAS and WFAS-FM at 270-274 Eleventh Ave. Dispatch. New transmitter plant went into operation last fall.

Station is located in Westchester County and has been in operation for 15 years. Frank Seitz, managing director, reports that programming will continue to stress the music, civic details, local news, and a complete slate of forums and discussions on local topics.

MISSION ACCOMPLISHED

WFMJ Broadcasts Girl’s Last

Big Thrill

YOUNGSTOWN was listening in full force when WFMJ broadcast one of its most touching programs. The station and the Youngstown (Ohio) Vindicator went out to work making plans as soon as they heard Gene Autry, cowboy radio-screen star, was coming to town. It seems that a 14-year-old girl in Youngstown who had been in an invalid for four years, and her big ambitions were to ride horseback again and to see Gene Autry.

As soon as Mr. Autry arrived, the young girl, Sally Sue Bartholomy, was taken to see him. WFMJ broadcast the interview she had with the cowboy star, and the station told her story on the air. Soon afterwards, Sally Sue grew worse. And a few days later, she died, one of her ambitions, at least, fulfilled.

June 28, 1948  Page 56A
TV'S TROUBLE

By AL BUFFINGTON

IF you're an agency radio man, chances are you've either put on a television show already or will have to do one in the near future. When the stars start coming bounding along with you advice don't lose heart. Some day you may be called upon to run the horned toad concession on the river Styx—a totally new experience in ber-coining: your contacts with bull frogs as a boy and using your imagination plus a knowledge of your customer's likes in horned toads (most of them will be radio men anyhow—the customers, not the horned toads) you'll probably do a very creditable job.

And just one television show, mind you, and you too, are an overnight expert. All you need now is an impressive looking pipe and a carefully rehearsed sentence, "you gotta have action on that television screen—that's what it's all about!"

The guys who've been in it for years will solemnly nod their heads, adopt a very knowing look and talk of all kinds things as 16-mm film clips, fades, dissolves, camera angles, etc. But don't be too impressed, my friend, keep puffing away at that pipe and throwing in that sentence of yours because nobody, and we mean literally nobody, is an expert at this stage of television.

It's true that any dope who's been exposed to the image orthicon hasn't learned certain fundamental techniques of television. He can give you a fast line or two that reads something like this—"Remember to deal chiefly with close-ups because our camera is small and long shots lose detail. Use lots of demonstration—it is a great "show-how" medium. Don't ever show a commercial announcer reading a script—news telecasts are bad enough using the "reading" technique. Use a direct eye-to-eye sell from a representative looking salesman from time to time—nothing beats the persuasiveness of a personal sales pitch except a combination of this and showing the product. Have frequent close-ups of the package which fill the entire screen—the televiewer must learn to recognize your product at a glance.

Tactics 'An Insult'!

Well, you see what we mean—this is enough to make it perfectly obvious that the television expert is out to insult your intelligence. He's full of startling revelations about the medium that you can learn from one show or already realized from the plain and simple use of common sense.

Just so we'll recognize them, let's have a look at some of the overnight experts you meet in television today. First, there's the guy who's had his set installed for 24 hours and has just spent the evening fairly drunk. Intently that his wife could set fire to his shot of bourbon and he'd drink it, flame and all.

This chap, not having ever seen television before, has nothing with which to familiarize himself except the man's entertainment. He decides it's something like radio only more like the movies and he'll tell you that by his own "expert" standards it's lousy. That singer he saw "just stood there and sang. The guy on the interview talked too much. Yeah, maybe if you liked sports the boxing and basketball were all right," he grudgingly admits.

Deep Down He Likes It

So, boom, he's an overnight expert and doesn't hesitate to let you know about it! And incidentally, he may criticize but he'll watch and watch and watch because deep down he likes it!

Then there's the poorest of experts is the fellow who really has been around television for a good long while, maybe eight or ten years. But the longer he's been in it the more he thinks the medium is too big for him. So he covers his feeling of inadequacy by constantly berating the upstarts out of radio advertisers who are coming into TV. Now if he were just smart enough to keep his mouth buttoned, chances are people would say this boy has been around a long time. He must know all the answers.

But no, Mr. TV is afraid somebody might forget the fact that he had more experience in this business than DuMont himself. He'll probably sound off about something like this. "You tell that blankety-blank m. c. that this isn't radio. He's in television now! In all my 14 years in TV I never saw a radio m. c. yet you didn't have to draw pictures for to get him to look at the person he's interviewing instead at the camera."

So the 14 years in TV have taught our man the obvious truth that one should give the person speaking a chance to make his own decision not to distract the audience viewing. It seems to me the nice old lady who coached our third grade play made the same thing clear.

Then we come to the nicest of all overnight experts—nirst because he is footing the bill while we're getting familiar with television. He's the local sponsor who takes one look at the classy slides or the $20 colossal film production you made for his commercials and promptly is sorry he hired you. "Look at those Camel commercials," he'll say, "that's the matter, haven't you been watching those film commercials for Lucky Strike and Kools? Why can't ours look like those?" Well indeed—there's a little matter of around $2,500-a-minute spot difference in cost that may have something to do with it.

So you beat your brains out trying to come up with a gimmick that'll take the place of lavish production and costly film optical effects and he tells you what you already know. (Author's note: In case one of our sponsors recognizes himself, we'd like to repeat he's a really a nice guy with expert trouble" of his own since both his small children don't hesitate to tell him how bad each of his television shows is.)

There you have a quick run down on a few of the experts you'll meet in television today. From graying veteran to a sponsor's precocious kids, you'll recognize and live with each type. Did you get used to it and if you have any really tough television problems, don't hesitate to get in touch with me because—well you see, I'm an expert, too!

NEW TV MODELS

Wide Variety of Sets—Introduced

NEW MODELS of television sets were announced last week by several manufacturers. Magnavox Co., Chicago, entered the video field by introducing twelve models in a wide variety of furniture styles ranging in price from $299.50 to $1,750. The company has converted its Fort Wayne, Ind., facilities for television set production and expects to reach a daily output of 10,000 units per month by fall.

Stromberg-Carlson announced a new television-FM model with a twelve-inch picture tube. The tuning range takes in the 13 television channels and the 80 through 108 mc FM band. Price is to be announced later.

Belmont Radio Corp., Chicago, subsidiary of Raytheon Manufacturing Co., has a new model which operates on AC of any frequency as well as DC, thus eliminating the need for converters in DC areas. The TV tube, seven-inch screen receiver will retail for $179.50. Company plans to place all 150,000 shares on sale (to the public) at $20 a share. The stock will be offered to the public by a group of underwriters through a contract to be made with Van Alstyne Noel Corp. and Gearhart & Co., representing the underwriters. David Van Alstyne Jr., president of the Van Alstyne Noel Corp., is a DuMont director.

The contract provides for the underwriters to purchase the stock for $20 a share, receiving payment of $2 a share for putting it on public subscription. Belmont states that approximately $2,700,000 before deduction of legal fees and other expenses involved.

Pointing out that the DuMont stock (Continued on page 52)

Dumont Stock

Proposal to Increase Capitalization

ALLEN B. DuMONT LABS, has called a special stockholders meeting to vote on a proposal that the company's capital stock be increased from the present $500,000 to $3,300,000. Meeting, called for July 22 at 2 p.m., in the firm's offices at 2 Main Ave., Passaic, N. J., is in lieu of the annual meeting which was made common by the recent change in management.

Stockholders will be asked to vote on a provision that not more than one-fifth of the capital stock shall be owned by foreign governments or aliens. This is to comply with the requirements of the Federal Communications Act to that effect for station licensees, as DuMont owns two television stations, WABD New York and WTTG Washington, and is currently constructing another, WDTV Pittsburgh. Officers and directors for the coming year will be elected at the special meeting.

As set forth in the announcement to stockholders, the proposal is "to increase the authorized capital stock 6.5 times, from $500,000 to $3,000,000, the amount now authorized (which is divided into 2,440,000 shares of class A common stock and stock of the par value of $0.10 per share) and 650,000 shares of class B common stock of the par value of $0.10 per share) to $3,000,000, to be divided into 150,000 shares of stock."

AL Buffington, head of Al Buffington Co., Baltimore radio and television production firm, combines humor with a few well chosen facts to present the low-down on television's overnight experts. "And just one television show," Mr. Buffington tells us, "and you too, are an overnight expert."

PROPRIETOR, BROADCASTING • TELECASTING
DURR HONORED

D. C. Lawyers Guild
Gives Luncheon

HIGH REGARD for retiring FCC Comr. Clifford J. Durr as a selfless and courageous public servant was expressed by FCC Chairman Wayne Coy on June 19 at an honorary luncheon tendered by the National Lawyers Guild, Washington, D. C. chapter. Some 300 government and industry representatives and Guild members were present.

Heid at the capital's Washington Hotel with former Assistant Attorney General Thurman Arnold as toastmaster, luncheon also included Sen. Claude Pepper (D-Fla.) as a feature speaker. Among other guests at the speakers' table were Supreme Court Justice Hugo L. Black, brother-in-law of Comr. Durr; Justice Harry W. Edgerton of U. S. Court of Appeals for D. C.; former FCC Chairman Paul A. Porter, now law partner of Mr. Arnold; FCC Comrs. George E. Sterling and Rosel H. Hyde; Joseph J. O'Connell Jr., chairman, and Josh Lee, member, Civil Aeronautics Board. Mrs. Virginia Durr, wife of the commissioner whose term at FCC expires June 30, was seated by Chairman Coy.

The present FCC chairman stated that Comr. Durr "is an exulant believer in democracy" and if he is capable of wrath, "all his wrath would fall upon those reckless sons of America who would sell our souls for liberty for restraints to be imposed by a few." Mr. Coy continued: "Today, the name of Clifford J. Durr stands high on the roll of those who have contributed to American broadcasting in the public interest. He has always had before him the vision of broadcasting as a palladium of the people's liberties."

Comr. Durr "has envisioned goals of achievement," Mr. Coy related, "that much of American radio has not yet attained—goals toward which it must move or mock the bright hopes that arise with each new technical advance in this electrical miracle." He added that Mr. Durr has been "one of the most diligent and one of the most discerning architects of the house of radio" and has been a "consistent rebel against 19th century thinking in 20th century electrical communications."

"Because of his shining integrity, his keen intellect and his disarming charm," commented Chairman Coy, "most people who have differed with him have not been able to find it in their hearts to resent him. The few real enemies he has made are of such a stripe that their enmity is a badge of honor."

Donald Martha, president of the Washington chapter of the Guild and assistant solicitor for the Dept. of Labor, said Mr. Durr was a man not to "compromise with his own conscience."

Mr. Arnold, in light vein, mused that after Comr. Durr left FCC we would have 45 minute commercials and television by Minsky. Seriously he asserted Comr. Durr has been the "conscience of the broadcasting business."

Senator Pepper, viewing the present political trend as that of retrogression, stated the country will be "vastly impoverished" as Comr. Durr leaves public service. The Congressman then read excerpts from a number of published articles and news stories commending Comr. Durr and his work. A number of these stories were inserted by Senator Pepper in the Congressional Record for June 22.

Group Honors Durr

A TESTIMONIAL luncheon to Clifford J. Durr, retiring FCC commissioner, will be given July 1 at the Hotel Astor in New York by a group of his friends among top broadcasting executives. Arrangements are being made by the Radio Committee of the American Civil Liberties Union.

ENJOYING good one note of National Lawyers Guild luncheon, Washington chapter, is the guest of honor himself, Comr. Durr (1l), and B to r: Thurman Arnold, former Assistant Attorney General of U. S.; now Washington attorney; Supreme Court Justice Hugo L. Black, brother-in-law of Comr. Durr, and Josh Lee, member, Civil Aeronautics Board.

FCC Probes

(Continued from page 26)

appropriation but authorities noted that additional funds will be available after Jan. 1 if needed.

It was opposed on the floor principally by Rep. Adolph J. Sabath (R-Ill.), the only dissenter in the Rules Committee's favorable action on it, and to a lesser extent by Minority Leader Sam Rayburn (D-Tex.) and Rep. Mike Monroney (D-Okl.).

Majority Leader Charles A. Hallick (R-Ind.) actively supported it in the floor debate, along with Reps. Harold, Weldon, Wexler, Cox, and F. Edward Hebert (D-La.), an outspoken critic of FCC's grants.

(Continued on page 60)

VA Series Being Carried

By Over 1,500 Stations

VETERANS Administration series, Here's to Veterans, is now carried by 1,505 AM and FM stations, according to Charles E. Dillon, assistant director of information for VA radio and television. Figures apply to the seventh series of 13-quarter-hour platters. The eighth series has just been distributed to stations; the ninth is in production.

A total of 24 television stations are currently carrying the VA film spot series, Your VA Visitor. Production is also beginning on a series of five-minute films. On June 10 VA held a television conference in Washington for the Eastern Seaboard to study the development of local TV shows conveying current information to veterans and their families.

Paging Service

TELANSERPHONE Inc., New York, was granted construction permit last week by FCC for a Class 1 experimental radio station to test feasibility of a radio paging service for doctors. Use of 72-76 mc band for test is allowed provided that no interference to television Channels 4 (66-72 mc) and 5 (76-82 mc) results. Doctors are to carry small portable receivers and a fixed transmitter would send code signals until doctor called responded by telephone.

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DuMont
(Continued from page 56-B)

"business has greatly expanded and larger inventories are being carried and greater amounts of working capital used," the announcement states, "it is contemplated that part of the proceeds from the new financing and from current profits will be devoted to these and other general business purposes.

"The facilities for the production of television receivers, transmitting equipment and cathode-ray tubes are not extensive enough to meet present demands and it is contemplated that some of the funds becoming available will be used to enlarge and improve those facilities," the announcement continues. "To that end the corporation is negotiating for the purchase of a large plant in which, it is hoped, to center the production facilities. Part of these funds may also be used to finance the construction and equipment of the corporation's television broadcast station WDTV Pittsburgh."

Holders of the preferred stock, if authorized, will receive preferential dividends at the fixed rate of 5% a year, payable quarterly, before dividends are paid to any other stockholders. In event of liquidation of the corporation, preferred stockholders are to receive $22 a share if the dissolution is voluntary, or $20 if it is involuntary, with the entire assets of the corporation to be divided among the holders of preferred stock on a pro rata basis if the assets are not sufficient to meet the $20-a-share figure.

The company reserves the right to redeem the preferred stock at any time for $22 a share, in lots of not less than 10% of the outstanding shares at any one time. Starting June 30, 1949, the company will set aside at the end of each quarter a sum which would be equal to 2 1/2% of the consolidated net income for the preceding fiscal year for the retirement of the preferred stock. An amount equal to each of these retirement installments shall also be applied from time to time to the purchase of preferred stock on the open market, as available, at not more than $22 a share. If the fund required to be set aside for retiring preferred stock equals or exceeds $150,000, the company is required to put into the fund only enough to bring it up to $150,000 on the fund retirement date, with no retirement installment called for if the bid price of the stock on the day before the installment date is $24 or more.

The preferred stock may also be converted into class A common at a sum to be fixed by the board, but with the initial price to be not less than $18.18 per share. The company is required at all times to keep available out of its authorized and unissued class A common stock enough shares for the complete conversion of the outstanding preferred stock.

'Miss America'
PLAN which would make every television set owner in Atlantic City area a judge in "Miss America" beauty contest was proposed by A. F. Wild, General Electric commercial engineer. Proposal was made during a speech before Atlantic City Kiwanis Club on what television will mean to the average person.

Mr. Wild recommended that for future beauty parades the usual judges be supplemented by set owners who would vote by mail or wire for most attractive beauty. Prizes were also suggested for those whose choice came closest to that of the judges.

Franco and Pat Fennell
Were Married in March

Mr. Franco and Mrs. Franco CARLOS FRANCO, manager of station relations and associate director for Young & Rubicam, New York, and Patricia Fennell, time buyer with Daner-Fitzgerald Sample, New York, were married on March 4 in New York City. The couple delayed public announcement of their marriage until last week because of the recent death of Miss Fennell's father.

Mr. Franco, who has been associated with Y & R for the past 15 years, is currently celebrating his 25th anniversary in radio. Miss Fennell has recently joined D F & S and was formerly associated with the Biow Co. for five years.

CFIL London, Ont., is expected to change to 990 kc from 1570 kc this autumn.

WBT HAS A GOOD TIME

Page 58 • June 28, 1948
Florida, South Carolina Ask Census Set Question

RESOLUTIONS calling on the U. S. Census Bureau to include a radio set ownership question in the 1950 decennial census were passed at hearings of the Florida and South Carolina broadcasters' associations (see story Florida meeting page 89).

The South Carolina group elected G. Richard Shafto, WIS Columbia, as president. Mr. Shafto is an NAB director-at-large representing medium stations.

Eight stations were represented by 28 broadcasters at the one-day meeting in South Carolina. Other officers elected were John M. Rivers, WCSC Charleston, vice president; Melvin Purvis, WOLS Florence, secretary-treasurer. Elected directors for two years were Robert E. Braddom, WTMA Charleston, and T. Douglas Youngblood, WFIG Sumter; for one-year terms, B. T. Whitmire, WFBC Greenville, and James W. Hicks, WCOS Columbia.

Speakers included Frank Silverman, BBDO New York, who also had addressed the Florida meeting; John Willoughby, FGC acting chief engineer; Harold Pair, NAB, and J. Allen Brown, NAB.

Routine business rounded out the session of the meeting.

TELEVISION'S first "personal" receiving set, offering direct-view reception on a three-inch tube and priced to retail at $99.50, has now had its debut. Pilot Radio Corp. spokesmen said it would be on sale in retail stores by the end of July.

Weighing less than 15 pounds, about the same as a portable radio, the "Candid T-V," as it is named can be carried easily from room to room or place to place, freeing television of the "fixed location" requirements of larger sets, Pilot officials said. They also pointed out that the simple inside doublet wire furnished with the set will give perfect reception in most locations, eliminating the need for a complicated outside antenna system.

The "Candid T-V" chassis contains 21 tubes, including the picture tube and three rectifiers, and covers the complete TV band from Channel 1 to 13. It is contained in a modern cabinet with a "Velva-Wrinkle" finish and has only four controls, for tuning, brilliance, contrast and volume. It was stated that all component parts except the viewing tube are standard radio units so that the set can be mass-produced. The tube is an RCA model 3KP4.

Dr. Werner Auerbach, engineer-designer for Pilot, explained that in designing the "Candid T-V" he had tried to eliminate the two major faults with seven-inch video sets he had seen: that the pictures were too small and that their selectivity was not good enough. The first point is not a contradiction, he stated, as the proper size depends on the viewing distance, and where most people sit back and look at the seven-inch screens from too far away for that size of picture, the three-inch set will be treated as a book and viewed from close-up, with not more than two or three viewers at a time.

On the second point, Dr. Auerbach said that the Pilot set has five IF stages, giving full band width and full definition, affording a picture as clear as that of the largest sets.

AACA FACES CONTEMPT CHARGES IN WILF CASE

THE American Communications Assn. (CIO) and 15 members were ordered last week to show cause why they should not be held in contempt of court for allegedly violating an injunction restricting picketing at WFIL Philadelphia.

The union must file an answer by tomorrow (June 29). The station claimed the union violated a temporary injunction limiting the number of pickets and barring coercion, intimidation and other unlawful tactics. Meanwhile, in an NLRB election to determine whether the AACA or International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators (AFL) represented the station's TV engineers, IATSE got seven votes while 35 others by ACAA members were contested. The AACA was denied a place on the ballot because its national officers have failed to file non-Communist affidavits.

...and makes the most of it

WBT averages an 8.0 Charlotte Hooperating from 9:00 to 10:00 a.m.* .57% better than the nearest competitor (one of network radio's top shows)! That's good in any league.

But on WBT—the average of all daytime rated periods all week long is a 12.8 rating—beating the best the competition has to offer by only .57% isn't good enough. So we built a new 9:00-10:00 a.m. audience participation show for housewives. Called "What's Cookin'?" With guests, giveaways and gimmicks. Starring Kurt Webster, whose solo feat of reviving "Heartaches" created a national sensation and sold more than 3,000,000 records.

And look what you have now: a nationally-known, locally-idolized personality ... with a top notch show ... in a period where WBT already is head-and-shoulders above all competition. On 50,000-watt WBT, serving 3,500,000 people in 95 Carolina counties. So ... if you're looking for a good time ... and want to make the most of it—grab a share of "What's Cookin'?" before it's all gone.

*See TIME, March 10 and 24, 1947

JEFFERSON STANDARD

WBT BROADCASTING COMPANY

CHARLOTTE, N. C. 50,000 WATTS • Represented by RADIO SALES

JUNE 28, 1948 • PAGE 59
FCC Probes (Continued from page 57) to Edward Lamb, whom he accuses of Communist association.

The House voted 174 to 50 to consider the measure and passed it by voice vote without a count after Rep. Sabath was over-ruled on his demand for "the Boys in the Box." A motion to reconsider was tabled.

The decision to put the investigation into the hands of a select committee was regarded generally as a slap at Rep. Wolverson and the Commerce Committee, despite the New Jersey legislator's insistence, in floor debate, that "I do not consider that this resolution will diminish the jurisdiction of the Committee on Interstate & Foreign Commerce."

Rep. Wolverson, whose committee had fought to get the resolution on grounds that it has jurisdiction over radio legislation [Broadcasting, June 21], conceded that it would have been "pleased" if the Rules Committee had chosen to report out his own long-pending investigation resolution instead. But he said the Senate resolution was "unnecessary unless his own version is rejected because, it does provide the authority which the regular committee does not have."

He said he was "of the opinion that in the formation of a special committee—and maybe the wish is father of the thought—the Speaker will take into consideration the high caliber of the men on the Committee on Interstate & Foreign Commerce and recognize that fact in connection with whomever he will appoint to this committee."

He refused to be drawn into opposition to the Harness measure on jurisdictional grounds, although Rep. Rayburn and other opponents repeatedly raised the issue.

Says Not Aware

Rep. Harness told the House he was not aware that the Wolverson resolution or any other measure to investigate the FCC was pending.

Rep. Sabath, protesting the speed with which the Harness resolution was pushed through the Rules Committee, said the only testimony was a statement by Rep. Cox, and that "from the brief statement that was made—the country would be made to believe that the membership of the Committee was composed of Reds or with men affiliated with Communist fronts."

Rep. Cox interjected that the members of FCC "are not all Reds, of course."

He referred to Rep. Hebert's protest of FCC's issuance of five grants to Mr. Lamb, Toledo attorney and Ohio and Pennsylvania broadcaster and publisher, within two weeks: "Think of it—five licenses to one man in two weeks and he a man with Communist connections."

Rep. Sabath wondered whether Mr. Lamb's filing of the first portal-to-portal pay suit wasn't "the underlying reason for the attack being made against him." He said both FCC and FBI had investigated, and that "personally I feel there is no evidence that either of his operating stations has been or will be used by left-wingers or Communist-front organizations because it is a known fact that he has been supporting Republican candidates for Congress in his radio broadcasts in Ohio and, if I am not mistaken, in broadcasts in one of his stations in Pennsylvania."

Mr. Sabath said he was "confident that when the (loyalty) investigations have been completed, the record of personnel loyalty of the Commission will rank with the top governmental agencies."

Mr. Lamb, who is associated with WTOD Toledo and several grantee companies, meanwhile issued a statement saying he was "highly pleased" with the prospects that the grants to him would be investigated. He said the probe would give him his first opportunity to present his side and that Congress would be interested in "learn the connection between the attacks made upon him, and his business competitors."

He said an Eastern publicity firm is engaged solely in "attempting to smear Lamb."

Lamb Rival

One of Mr. Lamb's rivals, the Mansfield (Ohio) News-Journal, also lauded news of the investigation, declaring: "The facts behind Lamb and his communist writings, and his associations and affiliations with communist-connected groups and 'front' organizations was a big factor in bringing the situation to a head."

Rep. Rayburn, who reportedly was miffed when FCC refused last year to grant an application of his nephew, Robert Bartley, told the House that he is "not in love with this Commission," but that "I do not believe in persecuting anybody." He continued:

"I think it is a better Commission now than it was a year or two ago. I think then we had on that Commission some men, not a majority of them, who were cowards and weaklings. I do not know what kind of a chairman Wayne Coy was in going to make. I think he is a very good and a very able man. But whatever he is, he is a better man and a better chairman than the man he succeeded was capable of being."

Majority Leader Hallick, agreeing with Rep. Cox in his opposition to some of the tactics employed against the 1943-44 FCC investigation, maintained that the new probe "is something that needs to be done... I take it that this resolution is not intended to go back into matters of that day but, rather, is to inquire into some of the things that are presently alleged to be going on."

Rep. Hébert protested at one point that Chairman Wolverson of the Interstate Commerce Committee had received a reply from FCC on his inquiry about the grants to Mr. Lamb but had not informed him of the FCC answer. Mr. Wolverson asserted that "the committee... has not closed the matter."

Upcoming

July 12-15: Democratic National Convention, Philadelphia.

July 20-21: Georgia Assn. of Broadcasters, summer meeting, Henry Grady Hotel, Atlanta, Ga.


Sept. 18-26: National Television and Electrical Lighting Show, Chicago Coliseum, Chicago.


Eight AFL Unions Discussing Merger

THE ASSOCIATED Actors and Artists of America concluded a week-long series of conferences in New York on Friday, aimed at physical merger of the eight AFL entertainment unions of which it is the parent.

George Heller, national executive secretary of AFRA, who is vice president of the 4-A's and a strong contender for the presidency of the parent body, said after Thursday's meeting in the Hotel Roosevelt that a draft of their merger plan will be presented for consideration of the 4-A affiliates. These are: AFRA (American Federation of Radio Artists), Actors Equity Assn., Chorus Equity Assn., Screen Actors Guild, American Guild of Musical Artists, American Guild of Variety Artists, Screen Extras Guild, and Photographer's Union.

There are many factors supporting the proposed merger—which has been in the talking stage for some years — union spokesmen pointed out. Foremost among these are reduction in individual overhead and operating expenses through unified administration, the long-sought unified membership card for members of all AFL talent unions, and the advantages of presenting a solidified labor front, deemed especially vital since passage of the Taft-Hartley Law.

The complex matter of television talent fees and working conditions also is understood to be playing a vital role in the current 4-A talks. The 4-A video committee, with Mr. Heller as chairman, has been working for some months on a video code for AFL talent unions.

Heller Asserts AFRA Choice in NLRB Vote

AFRA "unequally" got the nod as bargaining agent for radio actors in this month's NLRB national referendum, the union's national executive secretary, George Heller, declared last week.

Official results of the balloting will not be made public until July 1, however. Members of AFRA's New York, Los Angeles, Chicago, and San Francisco locals voted in the referendum, which was held under requirements of the Taft-Hartley Law.
Names that are making music history
are yours to sell sponsors
on CAPITOL TRANSCRIPTIONS

Not just band leaders, singers, musicians...but artists that are
the talk of the musical world!

Peggy Lee made history with "Golden Earrings" and "Manana"
Always in great demand, her popularity zoomed to SRO
proportions. You've got her, on Capitol Transcriptions...
along with special voice introductions by Peggy.

The King Cole Trio, tops in the country, are Cap-Trans artists.
Nat Cole recently hit the jackpot with the amazing "Nature Boy"
scoop. It makes Nat NEWS. And he makes good music.

Frank DeVol, radio and recording star, did the magnificent
musical arrangement on "Nature Boy". His orchestra
and delightful arrangements are on Cap-Trans., with his
vocal introductions.

These, and many more like them, help you build listeners
and sell sponsors. The coupon below will bring you full recorded,
printed and illustrated details.

Capitol Transcriptions
Sunset and Vine
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Please send me without cost...
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Position__________________________
Street and No._____________________ Station__________________________
City and State_____________________ ________________________________

FREE!

Capitol TRANSCRIPTIONS

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BROADCASTING • Telecasting

June 28, 1948 • Page 61
Hennock
(Continued from page 85)

committee of the Senate Interstate and Foreign Commerce Committee.

"For several weeks," Sen. Ball declared, "the reports were that the nomination would never get out of committee. Then all of a sudden it was reported, with, I may say, somewhat suspicious haste... I do not know the wisdom of the nomination one way or the other."

Sen. Ball told the Senate he had observed some "rather disturbing things" about the FCC and had heard additional disturbing reports since the nomination was given committee approval.

A report which he had heard from "a reliable authority" was to the effect that "certain interest groups, who are greatly interested in this nomination, have a direct pipe line to the Federal Communications Commission, which we would certainly not want to have occur." The report, Sen. Ball acknowledged, had not been investigated nor did he purport to know the measure of truth it contained.

"So far as I can determine," Sen. Ball explained, "Miss Hennock is a lawyer from New York, and I might point out that the late President Roosevelt never appointed a member of the FCC from New York City, for the simple reason that New York City is the center of the radio industry, and he wanted to avoid any possibility of the industry itself having too much influence on the Commission."

Sen. Owen Brewster (R-Me.), who headed the subcommittee which favorably reported the nomination, acknowledged that Miss Hennock had no experience in radio. He described the absence of experience as "most fortunate, because one who had been active in radio work, representing radio clients, would be that very fact come in under somewhat of a cloud."

Cites Record

It was pointed out by Senator Brewster that Miss Hennock had "a brilliant record at the bar. She is a member now, which is somewhat unusual for a woman, of the third largest law firm in New York city, one of the most highly respected and distinguished, one composed almost exclusively of Republicans."

Many quarters had offered testimonial to the character and competency of Miss Hennock, the Maine Senator said. He explained that "the committee took into consideration her breadth of experience and training and recognized abilities."

"Obviously only the future can tell how well she can fulfill these responsibilities," Sen. Brewster admitted. "I can say that we in our committee share the concern that the Senator from Minnesota has experienced considerable interference from the FCC. We think it needs new blood, and it was the consensus of those of us who became familiar with this matter through contact with Miss Hennock to become acquainted with her and through various representations, that she would be well qualified to fit into this position, and we believe her nomination was warranted and wise."

Miss Hennock's stock began to rise in Congress after a surprise two and one half hour appearance before the Senate. She was in the office of the Senate Sergeant-at-Arms, rather than in the regular committee room on the gallery floor. Confirmation hearings normally are held by committees at open sessions.

The full Senate Interstate and Foreign Commerce Committee, in another unheralded meeting June 14, favorably reported her nomination by a 6-5 vote. Sen. Capehart then voted "present," a move to reserve the right to oppose the nomination from the floor [BROADCASTING, July 14, 1948].

Sen. Capehart was conspicuous by his silence when the nomination was mentioned on the floor. This led observers to believe that headstrong majority leaders had been persuaded to alter their policy on at least this long-term appointment.

Miss Hennock, who is in her forties, had substantial Republican support along with the anticipated Democratic backing. Both New York Senators—Robert F. Wagner (D) and Irving M. Ives (R)—were ready supporters of her candidacy.

Unique Position

An ardent worker for both New York State and national Democratic slates, specializing in campaign activities, Miss Hennock presently holds the unique position of serving as a corporation attorney and partner in the Republican law firm of Choate, Mitchell & Ely of Broad Street in New York City. Friends regard her as a middle-of-the-road Democrat.

Washington observers advanced two major reasons for the nomination of Republican opposition to the nomination:

1. Unfavorable action by the majority party in consideration of a woman for an important government post threatened serious repercussions during balloting by feminine voters in November.

2. Republican criticism of the Truman Administration for failure to appoint women to important Federal office might backfire. Confirmation of Miss Hennock leaves the political balance of the FCC undisturbed. The Commission will be divided with three Democrats—Chairman Coey, Vice-Chairman Walker and Miss Hennock; three Republicans—Comrs. Hyde, Jones and Sterling, and an independent, Comr. Webster. The next vacancy occurs June 30, 1949 when the term of Comr. Webster expires. A fourth Republican could be named at that time if the GOP wins the November elections.

LARGE INDEPENDENTS PLAN EXCHANGE UNIT

PLANS for setting up an active cooperative exchange between large city independent stations on matters of management, programs, sales, promotion, and any topics except legislation were announced last week in St. Louis.

A meeting of leading Midwest and Southern independent stations, to be held in St. Louis at KSTL on July 7, has been called by a committee composed of Frank E. Pellegrin, president of KSTL; Pat McDonald, general manager, WHHM Memphis and Steve Cisler, vice-president, WKYW Louisville and WXLW Indianapolis. Invitations were sent to a limited number of metropolitan independents.

By limiting the participating stations to non-network, large city operations only, it is believed that detailed attention can be given simultaneously to the group of stations with similar problems, the announcement stated. Among topics set for discussion are cooperative exchange programs, group purchasing of syndicated transcription shows and group market packaging.

Name of Assn. of Metropolitan Independents (AIM) is being used temporarily by the group, which plans no officers, dues, or formal organization. Invitations to attend the first meeting were sent to stations in Milwaukee, Kansas City, Dallas, Cleveland, Cincinnati, Tulsa, New Orleans, Houston, Birmingham, Atlanta, Des Moines, Los Angeles, San Francisco and Fort Wayne.

Seek Permit

PARTTIME outlet at Montclair, N. J., on 1300 kc with 40 w night and 50 w day is sought in application filed with FCC last week by Montclair Broadcast Co. Firm is co-partnership of four students: Stan Jones, Bayonne; C. Frasier, Hackensack; Ralph W. Walton Jr. and George J. Helmer 3d. Proposed outlet would broadcast 7-9 p.m. weekdays and longer periods Saturday and Sunday. Technical details were not given.

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

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

Sales from manufacturing average over 33 million of dollars per year... retail sales, over 35 millions. Effective buying power is at 58 millions per year. Bank deposits are over $100 million... a great market... it's all yours through KFSA... Fort Smith.

In the heart of the rich farm belt of Arkansas, the farm-gate is a source of revenue. Fort Smith is the major shipping point for the surrounding area. The city's population is 45,000, about two-thirds of which is made up of persons engaged in the agricultural, industrial and commercial enterprises.

KFSA delivers a market that can't be covered from outside Fort Smith. The market is served by KFSA, American Broadcasting Company Affiliate.

KFSA/FM -- 107.7 MEGACYCLES, CHANNEL 299

REPRESENTED NATIONALLY BY

TAYLOR * HOWE * SNOWDEN Radio Sales, INC.
Stratovision
(Continued from page 27)
the moment, he said.

The next call was a beauty.
"Are you receiving television from the Westinghouse airplane station W10XWB?" Mrs. Birdie Jackson, 108 Tennessee Ave., Martinsburg, W. Va., was asked.
"Yes. It's very good. I am getting a wonderful signal. It's better than WMAR-TV." Martinsburg was 80 to 90 miles from the plane at the moment.

Other calls were being placed by Westinghouse and Martin officials at the same time. Their faces beamed as good reports began to come in from distant points:
Buffalo; Johnstown, Lewisburg and Carlisle in Central Pennsylvania; Cleveland and dozens of other Ohio towns; Olean, N. Y.; Zanesville itself, which had a virtual Stratovision holiday; Baltimore, where a party of 75 was viewing the WMAR-TV signal as rebroadcast from the B-29 cruising in a 10-mile circle over Mt. Pleasant, 20 miles southeast of Pittsburgh.

Pin-pointed on a map, the reception area was revealed at the exhibition of the test as a circle with a general diameter of 400 miles.


The Stratovision hosts appeared quite cozy as they opened a half-hour briefing session at 8:50 p.m., after dinner on the country club veranda. And no wonder! A sneak peek at two engineers at 7:55 p.m. had revealed a fair picture from the plane though it was flying over Pittsburgh at only 20,000 feet, 5,000 feet under the demonstration level and 10,000 feet under the normal Stratovision service level.
Edward T. Morris, assistant to the vice-president of Westinghouse, opened the briefing period with a resume of Stratovision progress, recalling that it was "little more than a dream in 1845."

Dr. Hutcheson recalled another historic Westinghouse broadcast-the Harding-Cox election in November 1920. He termed Stratovision "a new form of communication of intelligence by sound and pictures," adding that it is technically possible to provide a large share of the U. S. population with television. He predicted Stratovision would cover an area within a radius of 250 miles instead of the predicted 200.

"Stratovision has been successful beyond our highest hopes," he said.

Ben Carroll, in charge of new development and project engineering for Martin, explained disadvantages of the B-29, only high-altitude aircraft available at the time the current series of tests was planned. Martin will modify the 202 passenger plane to carry an 8,000-pound load at 30,000 feet for four hours of stratovisioning.

Mr. Carroll gave Martin's answers to weather and reliability challenges that constantly are hurled at Stratovision developers. He said 100% standby facilities would be available, with four planes at one base. Two would be on the ground, he said, with two in the air. One of the two craft in flight would be doing a four-hour stretch as the other did a standby role.

"It is inconceivable that both planes will be forced down at the same time," he said, explaining how aeronautical engineers have progressed in conquering weather.

Describes Problems
He described plane characteristics and special problems of serving as carriers for Stratovision gear.
M. M. Gouger, Martin vice president in charge of personnel and public relations, and M. W. Smith, Westinghouse vice president in charge of engineering, briefly detailed the steps taken in solving other phases of Stratovision's development.

The formal debut of Stratovision at 8:50 p.m. presented a fair but obviously encouraging signal. On the screen was the familiar physiognomy of Bryson Rash, WMAL Washington, ABC's Presidential announcer. He was speaking from the GOP convention in Philadelphia. The signal came from WMAR-TV.

The big moment had arrived. History was being made, just as the Westinghouse-Martin engineers had promised. There in easy view was the fabulous electronic innovation that had been promised, but it all looked so simple—nothing but another television picture.

The hovering citizenry of Zanesville, watching the biggest show that has hit the town in ages, sensed the impact of the moment as they gape-crashed to see the picture.

Even in the twilight of the Zanesville veranda the signal was bright, though marked by herringbone and some venetian blind interference. This varied in marked degree depending on the receiver, and some of the trouble was thought to be due to inter-receiver interference.

The DuMont network Meet the Press program came through with about the same quality. At 9:55 the visual signal went off for a minute or so pending plane adjustments, returning to the air with slightly better quality.

The big event of the evening—stratovisioning of the Louis-Walcott fight—was spoiled by postpone ment of the match, an eventuality

members of the party had anticipated when they left New York in a mid-afternoon downpour.

Fight or no fight, the debut of Stratovision was a success. Thursday morning as the party inspected the B-29 gear at a Columbus (O.) airport, consensus was that Stratovision had been technically proved.

How about the economies, Will Westinghouse and Martin now try to outstrip coaxial cable and radio relay in the race to network television and serve the rest of the nation? Will several video-sound programs some day be broadcast to 80% of the population via 12 planes drone- ing at 30,000 feet? Will someone else undertake the communications job, with Westinghouse and Martin supplying the planes and gear?

The answers aren't available simply because nobody knows them—not even Westinghouse and Martin people.

Whiteman in Accident
PAUL WHITEMAN, ABC music director and vice president, sustained superficial injuries June 23 when his car collided with a telephone pole near Blackwood, N. J.
Mr. Whiteman was en route to Philadelphia, where his orchestra is appearing.

WSCR Scranton, Pa., has received certificate from Veterans Administration in recognition of outstanding service to G. & W veterans through radio. Certificate was presented on "Veterans News Review," weekly program over WSCR.

In the Detroit Market...Put Your Radio Dollars WHERE THEY'LL PAY OFF BEST!

THE LOWEST RATE of ANY MAJOR STATION in the AREA Reduces Your Cost of Selling!

CKLW


5,000 WATTS • MUTUAL SYSTEM

PHILADELPHIA'S No. 1 Independent

BROADCASTING • Telecasting

June 28, 1948 • Page 63
and J. Nelson, E. Covace and Richard Stricklin, officers and employes of the defendant company, prohibiting them from picking up the fights for patrons of an advertised "Victory Dance and Television" to be held in the ballroom. The fight pickup by large screen television was prominently featured in the newspaper advertising and the affair was postponed from Wednesday evening all the way along with the fight.

In Boston, the restraining order was issued against the Massachusetts Charitable Mechanics Assn., owner of Mechanics Hall, and Jacob Ford, doing business as the Ford Theatre Agency, which had scheduled a vaudeville program, culminating with the fight reproduction in the hall, with an admission charge to be made. The court denied the defendant's motion to quash the restraining order.

Papers of the plaintiffs in the New York and Philadelphia cases stated that Paramount, Inc., in return for a "substantial payment," had been given exclusive rights for theater reproduction of the fight in the New York area, and that Twentieth Century Fox Film Corp., on the same basis, had similar rights for its theatre in Philadelphia. These deals were not put into effect for more than half an hour in advance of the fight, in accordance with the terms of the contracts between the theatre owners and fight promoters and broadcasters, nor were the TV and AM broadcasts advertised.

Robert P. Myers, assistant general counsel of NBC, hailed the unanimous action of three courts in four cases in upholding the rights of the program owners and broadcasters to prevent pickups in admission-charging places without permission of the important defendant in the new field of video broadcasting. He said that it followed the same line of legal logic that had been established in a number of cases in the sound broadcasting field.

Probably the closest parallel to the present situation occurred when Mutual and Gillette were given an injunction preventing Muzak from picking up the MBS-Gillette broadcasts of a World's Series and reproducing them in restaurants and other public places subscribing to Muzak's wired-radio service, Mr. Myers said.

Portland Hooper

FIGURES in the C. E. Hooper pocket piece program report for June 16 did not include interviewing in Portland, Oreg., owing to the disruption of some program schedules during flood there, the research company announced last week. Hooper city report subscribers were notified that "makeup" interviewing in the flood area was scheduled.

STATION SALES

SALE of WBHB Fitzgerald, Ga., a change in control of KCOL Fort Collins, Colo., and sales of minority interests in KSON and KWFM (FM) San Diego were approved by FCC last Wednesday. The sales prices totaled $84,004.

The Commission meanwhile refused to permit an amendment reflecting a local group's acquisition of ownership of KFBF Inc., which is seeking consent to its purchase of KFBF Wichita. Refusal was on grounds that the amendment was submitted after expiration of the time limit under the Avco open-bidding rule governing station sales.

KFBF Inc., seeking the station at a $350,000 sale price, is principally owned by R. J. Lauben gayer, president and part owner of KSAL Salina, Kans.; John P. Harris, part owner of KSAL; Clem Randau, former vice president of the Marshall Field radio and newspaper interests and of UP; Howard Lane, Marshall Field director of radio, and Horace L. Lohnes, Washington radio attorney. The amendment which FCC rejected would add six new Wichita stockholders. A competing bid for acquisition of KFBF, filed by John D. Griffith and Evart Mills, attorney, also is pending before FCC.

All Established Recently

The four stations which won approval of stock transfers were all established within the past two to three years.

WBHB, 250-w Mutual affiliate on 1240 kc, was sold by J. Paul Stone and General Manager R. M. Ware Jr. to Bonn Hill Broadcasting Corp., principally owned by Arthur Carpenter Jr., part owner of a milling company at Eatonton, Ga. Sales price: $42,000. Mr. Carpenter, president and treasurer of Bonn Hill, owns 76.2% while Thomas R. Hansen, engineer-announcer of WWGS Tifton, Ga., and Herbert Wolin, WWGS program director, own 11.9% each. Mr. Wolin will be general manager.

In the KCOL transfer, J. Herbert Hollier, 20% owner, acquires control by purchase of Wil-
FM GRANTS

CONSTRUCTION PERMITS for five commercial FM applicants were announced by FCC Thursday, while five others received permits in lieu of previous conditions and expired permits.

The new permitees are Chronicle Publishing Co.'s WMRI Marion, Ind., Northern Allegheny Broadcasting Co.'s WNAE-FM and WMT-FM in Columbus, Ohio; and Marion Broadcasting Co., Munn, S. C.

Meanwhile a second New York FM case looked with FCC's action setting for hearing five applications for the four New York area channels which were in reserved status at the time of the highly controversial first proceeding.

The new case, however, seemed unlikely to approach the fireworks of the first, when 17 applicants were battling over five channels. Two of the present applicants were in the first proceeding - WEVD and the Radio Corp. of the Board of Missions and Church Extension of the Methodist Church. Others are WINS and WHOM, and the Brooklyn Dodgers (Ebetts-McKeever Exhibition Co.).

Along with the permits for new commercial stations FCC granted the U. of Minnesota's application for a non-commercial educational FM outlet on Channel 219 (91.7 mc) with 4.4 kw power and antenna height 210 feet above average terrain. Construction cost was estimated at $22,669.

KDFL Salt Lake City received a construction permit to replace its expired grant for Channel 254, and KVSO Ardmore, Okla. was given a similar replacement for its grant for No. 299. Both replacements were conditioned on completion of construction by Sept. 1.

Southern Broadcasting Co., Sylacauga, Ala., was given authority for interim operation on Channel 270 for 90 days. McPherson Broadcasting Co., McPherson, Kans., was given a six-month extension of time in which to file an application showing new transmitter site, on condition it commits to current operation within that period.

Red Wing, new Minneapolis permittee, is headed by Fred C. Clarke, stockholder and chief engineer of KROC and KROC-FM Rochester, who has 15% of common stock and 5.8% of preferred. Other stockholders: L. C. Miller, businessman, 24% of common and 5.8% preferred; Glenn S. Withers, principal owner of the Rochester Post-Bulletin, 26% of common and 8.6% of preferred. The grant is for a Class A station on Channel 204 (102.7 mc) with 580 w and 290-foot antenna height. Estimated cost: $8,663.

Mullins & Marion Principals Mullins & Marion Broadcasting, permittee for Mullin, is owned in equal shares by W. H. Daniel Jr., in the tobacco business; W. L. Harrelson, attorney, and W. G. Smyth, bookkeeper. The station, a Class A outlet expected to cost $44,000, will use Channel 240 (95.0 mc) with 600 w and 240-foot antenna height.

Other new permits and their assignments:

WMRI Marion, Ind., Class B on Channel 228 (106.9 mc) with 4.2 kw, and antenna height of 345 feet; WNAE-FM Warren, Pa., Class A on Channel 225 (92.3 mc) with 520 w and antenna height minus 370 feet, and WLN Munn, Wis., Class B on Channel 264 (100.7 mc) with 21 kw and 210-foot antenna height.

The following received construction permits in lieu of previous conditions:

WBBW-FM New York, N. Y., Class B; Channel 179 (100.7 mc); 2 kw; 330 feet.

WBBW Albany, N. Y., Class B; No. 238 (89.5 mc); 9 kw; 315 feet.

WWO-FM Buffalo, N. Y., Class B; No. 281 (104.1 mc); 1 kw; 255 feet.

KRFK-FM Pittsburgh, Class B; No. 225 (92.6 mc); 9 kw; 676 feet.

WJAB-FM Fort Wayne, Ind., Class B; No. 259 (99.7 mc); 2 kw; 470 feet.

‘Voice’ Report

THE SENATE granted permission to its Committee on Expenditures in the Executive Department June 21 to make a report on investigations and findings to the Senate during recess. This committee teamed up with the Senate Foreign Affairs Committee recently in conducting investigations of allegedly ‘slanderous’ scripts about the various states of the nation in State Department “Voice of America” programs broadcast on shortwave to Latin America by NBC.
AM-FM Coverage
(Continued from page 22)

than 40 radio and television reporters who worked the Philadelphia beats. The new system, based on the news desk idea, made all information gathered by each commentator instantly available for the full staff. Previously, reporters and commentators gathered news primarily for airing their own programs. Actually, operation of the system was simple—requiring the phoning of all items to one of the two main news desks in Convention Hall and the Bellevue-Stratford.

ABC strategy included much explanatory material on the whys and wherefores of procedure before the convention, on the theory that the public was not apt to know the significance of steps in the quadrennial meeting.

CBS, with its big names headed by Edward R. Murrow and Lowell Thomas, plowed around town in its new torpedo-shaped, plexiglass-top mobile unit and disgorged reporters in streets and Convention Hall with the 12-pound walkie-talkie developed by John Denham Gilbert, the CBS supervisor of FM and shortwave. The walkie-talkie is said to be the first of its weight of broadcast quality.

Thus each of the networks came armed with a weapon or an idea to give them an advantage.

Many stations duplicated their AM programs on FM stations. The

Continental FM network made available the entire proceedings piped with the aid of WPEN Philadelphia. Twenty-five stations of the group took the entire proceedings, including commentary by Joe McCaffrey, Paul R. Green and John Conover. About 15 other stations came in for partial picks (see separate story page 67).

Engineering preparations for the coverage ranged from the work of WBC, which claimed to have marshalled the greatest technical setup for the coverage of a single event, to the relatively simple plan of MBS. MBS, without having television to worry about cut the Gordian knot that tied up the engineering problem by using as far as possible the facilities and men of its local affiliate, WIP. MBS executives said the system worked smoothly. NBC on the other hand, moved in no less than 15 tons of equipment and made use of the master control board of the local KYW as the over-all control point for Philadelphia operations.

And while the engineering aspects of the convention coverage were largely anonymous undertakings, it can be said credit lines for the technical men might well be written in boldface type. The engineering side of the coverage worked smoother than that of any of the nine Conventions he has worked since 1932.

All equipment, except readily movable gear, will be left intact for the Democratic Convention in July. With the Republican hurdle cleared, broadcasters were looking forward to the job of cleaning that one up—then going on vacation.

WIL, now on 1230 kc with 250 w, was authorized to move to 1430 kc and increase power to 5 kw full-time, using a directional antenna. The grant came after the application, formerly set for hearing, was amended to show changes in the proposed nighttime directional pattern.

KGW won authority to boost power on 1350 kc from its present 1 kw day and 500 w night, to 5 kw day and 1 kw night.

The Leaf-Chronicle, forerunner of Clarksville's second station, is controlled (50.10%) by M. S. Foster, part owner of the Nashville Record, a law publication. The remaining stock is held (24.95% each) by James E. Charlet, who will be general manager, and E. F. Charlet, who is associated with WNYF (FM) Nashville.

Construction costs for the new station were estimated at $9,650.

Gen. Harrison Replaces Brehm as IT&T President

GEN. WILLIAM H. HARRISON (U. S. A. Ret.), AT&T vice president in charge of operations and engineering, has been elected president of International Telephone and Telegraph Co., effective Sept. 1.

Gen. Harrison was named to succeed Col. Sosthene Brehm at a special IT&T directors meeting in New York on June 13. Col. Brehm continues as chairman and chief executive officer of IT&T. Gen. Harrison is to retain his AT&T vice presidency until he assumes his new post in the fall.

Gen. Harrison joined AT&T in 1902, and resigned in 1943 to enter the Army. He rejoined the firm in 1945 and was elected a vice president.

FCC AUTHORIZES NEW OUTLET IN TENNESSEE

REGIONAL OPERATIONS for WIL St. Louis, a new daytime regional for Clarksville, Tenn., and a power boost for KGWH Pueblo, Co., were authorized by FCC in grants announced last Thursday.

The new-station grant went to Leaf Chronicle Co., publisher of Clarksville's daily Leaf-Chronicle, for daytime use of 500 kc with 1 kw power.

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CONTESTANT COVERS CONVENTION
FM Network Services 35 Stations, FM and AM;
Uges 16-Hour Daily Schedule

GPO CONVENTION coverage last week by the Continental FM Network was served to upwards of 35 stations, both FM and AM, largely through the cooperation of affiliated stations, newspapers and a radio press service, all of whom made available to Continental portions of their respective staffs. Contributing personnel or staff assistance were the Baltimore Sun and Providence Journal, WFMZ Allentown, Pa., WDBN NewBrunswick, N. J., WPJF Providence, FM stations, and Trans-Radio Press. Continental's service hours on the network line (for wire-convention stations) ran from through a 16-hour period, beginning at 6:30 a.m. and ending at 2:30 a.m. the following morning. The network aired daily periodic newscasts (at convention times) and WNBC New York, and WPJF Providence, FM stations, and Trans-Radio Press.

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Nine Grants for FM Are Deleted by FCC

CONDITIONAL GRANTS of two FM stations were deleted by FCC last week “for failure of prosecution,” while Continental canceled six others were deleted with no reasons assigned. One of the deletions opened up Class B channel availability for Chicago.

Baibo Radio Corp., San Diego, meanwhile received authority for deletion of its grant for 5 kw daytime on 740 kc (KCLI) and its FM construction permit for Channel 229 (KCLI) and said it would withdraw its television application. Apparently, however, the firm intends to prosecute its application for 250 w on 1450 kc.

The Commission ruled that withdrawal of Balboa's television application must be handled by formal petition to dismiss, since it already has been set for hearing with seven others in the fight over San Diego's three available channels. Balboa is headed by Emil Klicka, president of the San Diego Harbor Commission.

FM conditional grants dismissed “for failure of prosecution” were those of Elmer A. Benson, St. Paul, Minn. (Channel 282), and Springtime City Broadcasting Co., Clearwater, Fla. (No. 261).

The seven grants deleted without explanation—but presumably at the request of the grantees, according to FCC spokesmen—were as follows:

WGRS-FM Chicago, Channel 229, A. M. College of Texas, College Station, Tex., No. 232; Tribune Publishing Co., KTRK Pratt, Kansas, No. 261; WJKM-FM Pittsfield, Mass., and Hudson Broadcasting System, WHLB Lebanon, N. H., No. 297; WSNW-PM Dulles, Fla., No. 229;
TV's Coverage
(Continued from page 23)

relays budget television films of the Convention which were flown to them for quick presentation. NBC also used the Philco micro-wave relay to New York.

This was the set-up when every television station set to carry the pool was ready to go on the air Monday, June 21. But the gathering was almost half an hour late getting started. This caused some energetic extemporizing by commentators who had a half-hour fill-in during this time. Quincy Howe, for example, CBS commentator, was one of the unlucky commentators caught out on the television limb. While TV cameras chased done images around the hall he had the job of supplying the commentary. After the Convention started, of course, the pooled voice took over the sound.

‘Like Caption Writing’

“That job of filling in,” he said, “was very much like caption writing. Taking that point of view I had little trouble supplying the commentary.” Mr. Howe, like many other nationally known radio names, had little TV experience prior to the Convention.

When the Convention got under way, several minor accidents occurred—with the opening day’s shakedown in the hands of ABC people. The giant floodlights beamed on the crowded floor shot directly into the monitor booth, killing the images. This was quickly remedied by drawing a screen across the plate glass window looking out on the hall.

A few minutes later a monitor blew out with a bang, like an electric iron blowing a fuse. Three minutes later a substitute monitor was in its place, and viewers never knew there was a mishap. All during the first day, however, there were reports of trouble on the AT&T lines. These mechanical difficulties were pretty well straightened out after the first day and operations were regarded as having reached routine.

There then followed a series of television programs which showed the flexibility of TV, despite its cumbersome equipment. Studios were set up by the networks not only in Convention Hall but in the Bellevue-Stratford Hotel, hub of Convention activity, while pick-ups were made from various Philadelphia hotels and even one from the sacrosanct Union League.

On these programs, the networks had the best known names of radio newscasting to draw upon. A sample of some of the names served up to the television audience indicates what kind of fare the television audience heard; for NBC—assigned exclusively to TV were Ben Grauer, Bob Stanton and John Batchelder; with Alan Cameron Swayne, Alex Dreier and Nancy Osgood also appearing frequently.

For DuMont—Fulton Lewis, Mrs. Raymond Clapper, Ernest Lindley, Raymond Moley, Kenneth Crawford.

For CBS—Edward R. Murrow, Lowell Thomas, Eric Sevareid, Quincy Howe, John Daly and Joseph C. Harash.

For ABC—Elmer Davis, Harrison Wood, Bahkauge, Martin Agronsky.

These lists are by no means complete, but indicate that the television public were given a super all-star coverage—biggest news boost in the medium’s history.

Every TV network, WPIX New York and Philadelphia’s local stations, WFTL-TV, WCAU-TV and WPIT, all had other pickups to add to their day’s programming, all of which served to bring almost everyone who was anybody, from captain of bellhops to the ultimate Presidential candidate, to the television camera.

Pool Success

It was generally agreed that the pool functioned well.

F. A. Wanke, assistant director of television engineering operation for NBC, called the cooperative arrangement the first real pool in television’s history. He pointed out that in previous so-called pools the pool had been in the distribution of a program and not in the making of it. The Convention had the networks participating in the production and in the use of equipment
for the first time, he said.

"It is amazing that it went off as well as it did," he said, "considering the fact that the equipment was by no means standardized or readily interchangeable."

Mr. Wanke, however, much as he praised the operation of the pool, said he preferred to see individual operation of facilities rather than a pooled setup, if that were possible. Under the circumstances, he acknowledged, the pool was a good alternative.

Paul Wittlig, manager of technical operations for WCBS-TV, said there were many lessons to be learned from the pooled operation. Brightest lesson, he believed, was the need for more time in making preliminary preparations, he felt that routine installations like air conditioning, communications and the like should be completed before moving in the television equipment. He also felt more work space and large control room facilities would be desirable, if it were possible to obtain them.

It can be said, however, that despite some changes that telecasters would like to see made, the present facilities will be little changed for the Democratic Convention next month.

TV and Electrical Show Set for Chicago in Sept.

DAILY TELECASTS will be produced and shown in a special video theatre at the National Television and Electrical Living Show of the Electric Ass'n. in Chicago's Coliseum Sept. 18 through 26. Directors of the association, meeting last week with representatives of WBKB, WGN-TV, and ABC and NBC in Chicago, laid plans for a variety of shows.

Live programs will be produced in the video theatre, which seats more than 3,600 persons. Stations will present established programs as well as new special features. In another hall of the Coliseum, where 500 can be seated, life-size reproductions of live shows from the large theatre will be projected on a screen.

BIDS for six new commercial television stations, including two by Central Pennsylvania Corp., State College, Pa., for outlets in that state, were filed last week with the FCC.

The Pennsylvania corporation filed separately with Altoona and Williamsport, Pa., listing Paul J. Newton as president and director of, and 70% stockholder in, Central Pennsylvania Broadcasting Co. In addition, 13 other principals are listed with interests ranging from 5% to 15%. Mr. Newton has 10%, while Claude A. Kunkel Jr., a director in the corporation, holds 15%, largest single share. Six of the principals are officials of Shoemaker Bros. Inc., of State College, Pa. Applicant seeks Channels 8 (186-192 mc) at Altoona and 13 (210-216 mc) at Williamsport.

Seeks Fort Wayne Video

Northeastern Indiana Broadcasting Co., Inc., is seeking Channel 4 (66-72 mc) for its proposed TV station in Fort Wayne, where it operates WKJG. William A. Kunkel Jr., president of the company and chief owner of the Journal-Gazette Co., publisher of the Fort Wayne Journal-Gazette, holds 17.5% ownership in the company. Others include Robert H. Hinckley and Frank E. McKinney, whose holdings in WKJG and WKJG-FM are being sold to Mr. Kunkel, subject to FCC approval [Broadcasting, June 7].

Greensboro Broadcasting Co., licensee of WGBG and WGBG-FM Greensboro, N. C., filed for Channel 10 (192-198 mc). President and general manager is Ralph M. Lameth.


Congress Square Hotel Co., Portland, Me., licensee of WCHS Portland, seeks Channel 11 (198-204 mc) in that city. Adeline B. Rines, who owns and operates WRDO Augusta, Me., Inc., and WLBZ Bangor, Maine Broadcasting Co., and Kenneth M. Peterson are president and vice president, respectively, of the applicant.

New applicants, facilities requested and ownership include:

Altoona, Pa. -- Central Pennsylvania Corp., State College, Pa., Channel 9 (186-192 mc), effective range 5,11 kw visual, 1.35 kw aural, antenna height above average terrain 376 ft. Initial cost $97,000, first year $35,000, income $25,000. Principal: Paul J. Newton (president, Central Pennsylvania Broadcasting Co., State College, Pa.), director, WCHS Portland, Maine; Clive D. Craig, Jr. (v-p and director, Titan Metal Mfg. Co., Beloit, Pa.), president, $10%; Chester D. Dahle, president, American Broadcasting Co.; director 5%; George H. Lamade, president and director, Williamsport School board, no office; Howard H. Lamade (v-p, Ort Publishing Co., Williamsport, Pa.) director 5%; Ralph E. Beadman, president, State Bank and Trust Co., Williamsport, Pa., director 5%; Mr. Lamade is also the president of the State College, no office; Martin C. Loth, president (director, Centre Tech, State College), and member of the Board of Directors.

Williamsport, Pa. -- Universal Broadcasting Co., Inc., Channel 12 (3.64 kw visual, 1.25 kw aural, antenna 1291 ft. Initial cost $94,000, first year $20,000, income $45,000. Principals: see Altoona above.

Six More Apply To FCC

WOC-WFM, $5,000 Wets, 1420 Ke.

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Paramount TV
(Continued from page 28)

since the start of commercial operation in January 1947, Mr. Landsberg said there have been none but recalled several series earlier while operating experimentally. No Paramount feature film, of either old or new vintage, has been telecast, he added.

Mr. Raibourn, on the stand most of Wednesday, testified that Paramount through subsidiary firms operates some 1,560 theatres in the U.S. While movies are in the majority, some have legitimate shows and vaudeville and at least one shows television, he said.

To a question by Judge Rosenman, Mr. Raibourn indicated he did not see any conflict between the ownership of these theatres and the ownership of television stations. Although recognizing that both movies and television take up the leisure time of the public, Mr. Raibourn said he still did not consider this a conflict since the movies compete against a great many things.

Mr. Raibourn, when asked if Paramount planned to use television to exploit its movies, said "We work on television as a great new medium to help our business." He explained that television can be used most effectively to induce people to go to the movies but such exploitation was only a minor part of the firm's purposes in entering video. Stations other than those of Paramount would be used.

He said TV also can be "in the theatre to portray things which are not shown in the theatre now and which have an interest from the standpoint of speed of portrayal." Mr. Raibourn related plans to use station telecasts in theatres as well as special television shows.

For Home Telecasting

The Paramount official pointed out the San Francisco channel would be used for telecasting to the homes of viewers and that other channels or coaxial cable facilities would be secured for other video purposes.

Regarding the use of feature films on television Mr. Raibourn explained Paramount would use them after their use in the theatre. He said such use would be determined by the factor rather than competition with the theatre.

Concerning his talks with Barney Balaban, Paramount president, on video competition with the movie box office, Mr. Raibourn said, "The result of the discussions has invariably been that television is with us, it is a useful instrument in the portrayal of entertainment and information to the public, and that we should use it for that purpose to all extents that we can."

He commented that when President Roosevelt gave his first fire-side chat that the movie box office that night "was a complete bust" because the people were home listening to their radios. In such special events television could do a better portrayal job than radio, Mr. Raibourn indicated.

Questioned if feature films would not help to develop television, Mr. Raibourn said, "Certainly we are quite certain that if we took all our feature pictures and put them on television, the television set manufacturers would sell a lot more sets than they have sold at the present time, and I must say they are doing wonderfully well."

In reply to Joseph Brenner, FCC counsel in the hearing, as to why movie talent has not been used at KTLA to help boost video, Mr. Raibourn explained the talent cost is still too high for the medium to meet. When Mr. Brenner asked if that "has not been a payment that you felt you were willing to make in order to contribute to the development of television?" Mr. Raibourn replied, "We are losing enough there right now."

Eddy Testifies

Capt. William C. Eddy, general manager of WBKB Chicago, licensed to Paramount's Balaban & Katz, testified on television operation experience at WBKB. He presented an exhibit which summed up the activities since 1940.

Capt. Eddy related the Navy radio technician training program in which Balaban & Katz participated and gave considerable detail on the WBKB microwave relay operations. He said 9990 relays have been used successfully up to 47 miles from Chicago with consistent use at 25 miles.

Asked what investment had been made to date since inception as W9XBK, Capt. Eddy related as of the previous week $1,988,780-88 had been invested, disregarding a recent $500,000 appropriation for modernization yet to be effected. He said no income was received for the years 1940-1946. In 1946 $30,000 was received and $337,000 in 1947. In 1947 income was $1,254 and outlay was $1,055,000. The first quarter of 1948 saw income of $14,195 and expenses of $187,606. Capt. Eddy stated this results in a net loss to date of $1,175,411.

Under questioning by Mr. Brenner, Capt. Eddy indicated that Paramount exhibitors have acted as counsel in the selection of film subjects for TV and on television.

The entire session Thursday was devoted to testimony of Wilton Gunsendorf, general manager of KROW Oakland, who related plans for KROW's proposed video outfit. Most of the time was spent in cross-examination on proposed staff and other details. KROW emphasized plans for a special local television service to meet the needs of Oakland.

Sheldon F. Sackett, KROW president, and Richard C. D. Bell, assistant general manager of the station, were to testify Friday.
NAB DISTRICTS

OPERATION under the new NAB code, sales problems, labor relations, research, music and legal angles of broadcasting will head agendas at the annual series of NAB district-area meetings to open July 26 and run into October. (See code story page 29.)

NAB Secretary-Treasurer C. E. Arney Jr. last week was polishing off details of the intricate series of industry conventions. Working with district directors, he is lining up hotel facilities and working out the agendas.

Only a few, or at most a half-dozen officials from NAB headquarters will attend the meetings, though the original theory behind the new national Management Conferences had been to make these specialists available to the smaller regional sessions where personnel below the top management level could benefit from their experience.

President Miller will attend many of the meetings, to speak on “NAB, Your Association.” A. D. Willard Jr., executive vice president, and Mr. Arney will attend some of the sessions.

Staff Attending

Staff officials who will take part include: Executive Vice-President Dept. director and code specialist; Richard P. Doherty, director, Employee-Employer Relations Dept.; Don Petty, general counsel; Dr. Kenneth H. Baker, Research Dept. director; Hugh M. P. Higgins, assistant director, Dept. of Broadcast Advertising.

Details of several meetings were clearing up last week (first eight meetings listed in March 22 BROADCASTING):

District 1 (Ark., La., Miss., Tenn.) will meet Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss.

District 5 (Ala., Fla., Ga., P. E.) will meet Oct. 14-15 at the Biltmore Hotel, Atlanta.

Previously announced meetings, with names of staff members who will take part, follow:


FCC Plans Engineering Conference on Aug. 10

AN INFORMAL engineering conference was called by FCC last week for Aug. 10 to gather information on harmonic and spurious emissions from all types of radio transmitters operating between 10 and 30,000,000 kc.

The Commission’s announcement stressed that “an important measure of the conservation of the radio spectrum is the degree of freedom” from such emissions, and that “many radio services are being accomplished with field strengths on the order of one-half microvolt per meter.” FCC’s Bureau of Engineering, the announcement said, has found that often “no greater degree of suppression is necessary than is found in present-day practice,” and is “attempting to develop a table of harmonic and spurious limitations which could be used as a basis for regulation throughout the radio spectrum.”

EVER IN THE LEAD

WAIR stands ready always to back up its claim that more people listen to its programs than listen to any other station in or out of its market. Listeners in this area like the way we play up their interests . . . and they respond easily to WAIR commercials.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

Dates Set for Series Of Meetings

the St. Francis Hotel, San Francisco, with same staff members.

District 16 (S. Calif., and parts of Southwest) will meet Sept. 20-21 at Los Angeles, with same staff members.

After the NBC affiliate meeting during the week of Sept. 26 at Sun Valley, Idaho, the schedule resumes Oct. 4-5 in District 13 (Texas).

Site is the Blackstone Hotel, Fort Worth. Personnel not named.

District 6 (Ark., La., Miss., Tenn.) will meet Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss.

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ABOUY TEXAS RADIO

It takes a powerful signal to reach the big South Texas Audience, and we’ve got it—50,000 watts on 680 kilocycles. It takes the home folks to touch backed by a top flight network to keep them listening, and we’ve got it-American Broadcasting Company shows plus local productions of the type we know Texans like. That’s why we’re pulling mail from 205 counties in this big state of ours. Can we tell you more? Check your John Blair man for details.

WMCT

First FM station in the Mid-South

WMCF

Television coming soon
LEE NAMED PRESIDENT AT AIEE CONVENTION

EVERETT S. LEE, engineer in the general engineering and consulting laboratory, General Electric Co., was elected president of the American Institute of Electrical Engineers at the annual meeting June 23 in Mexico City.

Other officers elected were: Vice presidents, Victor Seifried, Electrical Cable Works, American Steel and Wire Co.; John L. Callahan, RCA; Ira A. Terry, GE; George N. Morris, GE; Richard Marley, Washington Water Power Co.

Directors: Clarence W. Fick, GE; Morris D. Hooven, Public Service Electric and Gas Co.; F. O. McMillan, electrical engineering department, Oregon State College. W. I. Slichter, engineering, Columbia U., was reelected treasurer.

These officers, together with the following holdover officers, constitute the board.


Lever Bros. Purchasing Jelke Margarine Firm

ACQUISITION of the John F. Jelke Co., Chicago, was announced last week by Charles Luckman, president of Lever Bros. Co.

Annual sales of Jelke, manufacturers of Good Luck Margarine, are said to be nearly $25,000,000. Advertising plans for the firm have not been announced by the new parent firm. Young & Rubicam, Chicago, currently handles the Jelke account.

Other firms acquired by Lever in its expansion program during the past year include Harriet Hubbard Ayer Inc. and Luxor, both cosmetics; Rayve, hair preparations; and Hedy Home Wave Permanent.

Appoints Gardner

DEPT. of the Army announced June 23 the appointment of the Gardner Advertising Agency, St. Louis, to handle recruiting advertising account for the Army and Air Force. The appointment is effective Oct. 1. N. W. Ayer & Son, Philadelphia, formerly handled the account. Seven agencies, each with a billing of $10,000,000 or more for 1947, made presentations, the department said.

RAYVE, HEDY BUDGET STILL UNSETTLED

ALTHOUGH LEVER BROS. executives are still analyzing the firm’s Rayve and Hedy accounts with agencies, no radio plans have yet been made, it was learned in Chicago Thursday.

Melvin J. Brorby, vice president of Needham, Louis and Brorby, and Kenneth Ward of J. Walter Thompson, Chicago account executives for Rayve Creme Shampoo and Hedy Home Wave Products, are studying the accounts and advertising potentials.

Mr. Brorby feels that any Rayve campaign should be highly diversified. He plans to replace the Henry Morgan Show “principally” with commercial spots. Morgan’s program was dropped Thursday after seven weeks on the ABC network, “and we do not plan to renew it,” Mr. Brorby said.

Mr. Ward, Hedy account executive, said “radio will undoubtedly be used, but what form we will use has not been decided.”

Pepsonid division of Lever Bros. transferred the accounts in mid-may from Roes, Williams and Cleary Inc., New York.

Rules Proposed Revision is Issued by Commission

FCC’s proposed revision of Part 2 of its Rules and Regulations to bring it in line with “existing treaties, conventions and the Atlantic City radio regulations” [BROADCASTING, June 14] was released last week. Under the proposal, Part 2 would be limited to frequency allocation and radio treaty matters, and portions of the present Part 2 which deal with other subjects would be incorporated elsewhere in the rules.

This and other recently proposed regulations relating to public radio services, public safety radio services and land transportation radio services were published together in the Federal Register last Wednesday—June 12—and copies of the Register may be secured at 25¢ each from the Superintendent of Documents, Government Printing Office. Copies are not available at FCC.
burden than did his harassed associates during the Convention. Mr. Koop looks like Sen. Taft. An eager Republican, trappimg Mr. Koop in a restaurant Tuesday evening, promised him the votes of his whole family before the CBS man could persuade him he was not the candidate.

HOUSING and meals were no problem to KHTH Houston, which sent its brand new mobile unit to the Convention. This made-to-order truck and trailer unit, built in KHTH shops, was parked right on the pavement in front of Convention Hall and it housed Roy Hofheinz, station owner; John Stephen and Ed Yuhl, commentators, and O. B. Johnson, engineer. They made their own meals in the vehicle's galley. Mr. Hofheinz claimed the longest leased wire—from Philadelphia to Houston—un-shared and operated by any single station. After the convention, he planned to take the $25,000 mobile unit to New York to call on agency time-buyers and other executives, returning to Philadelphia in time for the Democratic Convention.

ANOTHER mobile unit which attracted much attention in Philadelphia was the new CBS torpedoshaped, plexiglass-top vehicle which looked like an interplanetary spaceship. Lowell Thomas interviewed Gov. Earl Warren of California in the vehicle while on a tour of the city. The program was routed as follows: By FM shortwave to special receiver atop PSF Building; then by land line to CBS control booth in Convention Hall; then by line to WCAU Philadelphia, which fed it to the network. The broadcast went off flawlessly.

WILL BALTIN, secretary of the Television Broadcasters Assn. and secretary of the General Committee for Pooled Television Coverage of the Convention, became indignant at repeated newspaper digs that Convention Hall was so hot because of the lights needed for TV cameras. In fact, Mr. Baltin became so hot about the digs he sat down and typed out a release to the effect the bright lights served the newsroom and not the TV cameras. While he was busy hustling around from news desk to news desk with the release, a West Coast announcer for an independent ad-libbed about the heat—and before Mr. Baltin could reach him, blamed it on the lights for the TV cameras.

INTENSIVE planning went into the TV preparations of Convention Hall. But at the start of Convention, a real bug developed—no image on any of the monitor screens in the control room. Reason was that the giant floodlights of the hall knocked out the pictures. Remedy was quickly found—screening the control booth.

ONE of the most ambitious projects undertaken by an independent at the GOP Convention was the coverage of the Warner Brothers’ KFWB Los Angeles. Line charges alone were $265 an hour. Station sent Clete Roberts, who was the “pooled voice” of the first Bikini test, and George Leiw, staff commentator. They programmed most of the agenda and added many hours of commentary. At very start of the convention, their platform line went dead. Until the line could be fixed, Messrs. Roberts and Lewin spent a hectic 2 hours and 5 minutes ad-libbing, bringing a parade of delegates and others to the mike for interviews for the entire 126 minutes. For their pains, they received high praise over the teletype from their home office.

FIRST sight to greet Convention-goers as they approached Convention Hall at the start of the gathering was a radio pickup line—engineer members of the American Communications Association, who struck the WFIL stations of Philadelphia on May 1. The pickup lines did not dismay many from entering the hall—and, indeed, many of the union members went in themselves and went to work for radio organizations needing extra technicians for the Convention.

ON HAND, to keep an eye on his video operations was Sid Strotz, recently promoted to administrative vice-president of NBC in charge of television. He returns to his Hollywood headquarters on July 7 for “about two months,” thence back to New York for an indeterminate stay, but eventually to Hollywood permanently, he says.

THE NEW TV technique of Convention coverage had newsmen agog. For example, when Clare Booth Luce referred to Sen. Vandenberg in her Monday night address, the Michigan senator immediately set up a demonstration. Television cameras swung into action. Within minutes, many newsmen were queried by home offices for leads on the big “Vandenberg demonstration.” They had seen it on TV and figured the whole Convention was in an uproar.

WHEN EX-PRESIDENT Hoover arrived at the Bellevue-Stratford Monday, he wanted a television receiver placed in his suite so he could observe Convention activities prior to his grand entry at Convention Hall for his Tuesday night speech. Hotel management, however, couldn’t follow-through because wiring in Mr. Hoover’s quarters was not satisfactory for installation.

CLARE BOOTH LUCE didn’t go for television makeup including purple lipstick. Result was that while she looked good to Convention Hall audience, her TV image was ashen grey.

THERE were plenty of accidents during the Convention, but one of the most unusual was the storm damage day before the convention started. The TV link receiver of CBS atop Convention Hall blew (Continued on page 76)
Disc jockey, grocer, farmer— all find speed pays

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

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

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

Speed pays in your business, too!

Air Express is the fastest possible way to ship or receive. Goes on all flights of Scheduled Airlines. Door-to-door service, no extra cost. And rates are low: 35 lbs. goes $6.00 for only $8.60, 15 lbs. for $3.80. Use it regularly. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

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

Make Every Month "Perfect Shipping Month"—Use Air Express.

AIR EXPRESS
GETS THERE FIRST

RATES INCLUDE PICK-UP AND DELIVERY DOOR TO DOOR IN ALL PRINCIPAL TOWNS AND CITIES.

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

SYMPHONY ON ONE RECORD

New Disc That Plays 22 1/2 Minutes on Each Side Shown
By Columbia Records in New York—

THE PLAYING of entire symphonies from a single record was demonstrated in New York June 18 by Columbia Records Inc., wholly-owned CBS subsidiary.

By use of a new record known as the Columbia LP (long playing) Microgroove, up to 22 1/2 minutes of music or other material can be reproduced on each side of the disc. The record speed is 33% rpm instead of the usual 78 rpm. The records must be played, however, on a new record player to be produced by the Philco Corp. and marketed by Philco and Columbia Records.

The average 12-inch double-faced record now in use plays about eight minutes, it was pointed out. The new Columbia Microgroove, made of nonbreakable vinylite, is to retail for $4.85 for a 12-inch and $3.85 for a 10-inch Masterworks. Popular 10-inch records will cost $2.85. These prices are said to be substantially lower than those of similar works on conventional records. The Philco M-15 record player, adapted to play the new records, will retail for $29.95 plus tax. It may be attached to present radio and radio-phonograph models, firm officials said.

Columbia Records has been developing its Microgroove disc since 1939, according to Edward Wallerstein, president. The technical details were worked out under the supervision of Dr. Peter Goldmark, CBS research director, Rene Snepvangers, a recording engineer for the network, and William Bachman, Columbia Records research director.

TV Receiver Output Up 38% Over First Quarter

TELEVISION receiver output in May ran 38% above the average weekly rate in the first quarter of the year, Radio Mfrs. Assn. announced last week. May TV set production was 50,177, or an average of more than 12,500 units per week.

The production last month brought output of RMA member companies to 214,513 TV sets for the first five months of 1948 and over 400,000 since the war.

A seasonal decline in May affected all types of set production except TV models. Total output, including AM-FM and TV, amounted to 1,096,780 units compared to 1,182,473 in April. AM-FM output totaled 67,455 compared to 90,635 in April.

BMB Sub-Units to Handle Net Tabulations, Forms

TWO sub-committees to handle report forms and network tabulations, have been formed by Broadcast Measurement Bureau as subsidiaries to the Technical Committee. Members are:

Network Tabulation: Edward Evans, ABC, chairman, and Harper Currane, CBS. Kenneth Greene of NBC and Richard Puff of MBS will serve as guest members.


Canada's Fourth Market

WINNIPEG A "MUST" BUY

OKRC

630 KC NOW 5000 WATTS
REPORTATIVE: WEDE & CO.
seen in the sections given to 1200 news experts from 450 newspapers and news services were the result of television and radio coverage. A reporter for several assignments, including the Hall itself could well be writing one story while following the proceedings on a television set in his office. Convention goers for many years standing said never had they seen so many empty places in press sections.

Radio also made it possible for Western Union to handle what might be the greatest volume of press rate messages in its history. Radio beam carried an enormous amount of the 300,000-an-hour rate from Convention Hall.

The candidates, too, sat in their hotel headquarters and kept their fingers on the pulse of the Convention by television. It must be said that AM radio wouldn't be following proceedings just as avidly. The MBS headquarters at the Bellevue-Stratford for example, the only one of the four major networks not in TV, provided a receiver for its commentators who admitted it was a great help.

Coverage Effects Plans

The significance of radio and TV were on every tongue at the Convention. Many believed the media were drastically changing the character of the convention institution.

The thinking along such lines was the effect that speakers and Convention planners were taking the spontaneity from such gatherings. Delegates had to chart their courses with the thought in mind that they were being checked on minutely. Others felt that the machinery of coverage, with 50 to 60 floor miles, television positions. Booths, similar for coverage and the like, were destroying the meeting hall aspect of the Conventions.

There was considerable talk that the future of radio and television coverage develops and becomes even more important, provision will have to be made in the design of convention halls to allow for hidden facilities—so that meetings can retain their character without the obvious radio and TV equipment, yet still making it possible for full coverage for the media.

While all that was in the future, the 800 radio and television people with the immediate job at hand of covering the Convention were struggling with the present. Despite the size of the job, it was generally agreed that after initial problems, boxers and accidents were over—one, and there were many, the whole machinery began to work in almost a routine manner.

It seems certain that when the Democrats meet in July, coverage will be even smoother. F. A. Wankel, assistant director of television engineering operations for NBC, who was one of the key-pins in the television pool setup, and George McLerrath, NBC director of engineering operations in charge of the pooled AM setup, each sees the Democratic Convention handling will be better.

The whole idea of a pooled setup was another matter given considerable thought by radio executives. Wankel expressed the view that he would prefer to see each network on its own in TV, rather than each taking a turn (see television story, page 28) at the same operation.

It may be conceded that coverage might be better if circumstances made it possible to do without the pool. The job done, however, both in AM and in TV, was regarded as having exceeded the expectations of all the Convention planners, in both political and radio fields.

Even tireless engineer, hoarse commentator and radio writer could go home after the gavel fell for adjournment sure that radio and television people had done an unce- dently fine job in which listener interest was high. They could go home feeling that the 24th Republican National Convention was a "broadcasters" political convention.

DEWEY'S VOICE

Newsmen Say He Is Effective — Campaigner Via Radio

NEWSCASTERS and radio people who have heard the Dewey voice on the radio claim he will make an effective campaigner via the medium.

Helen Sioussat, director of talks department, CBS, who helped Mr. Dewey years ago in mike technique, called him a perfectionist. "I was afraid he might become too perfect—and sound like an announcer reading a commercial," she said. She praised his ability to think himself to the second. She said that at one time Mr. Dewey had a tendency to weave back away from and toward the mike, giving engineers a hard time, but that much practice has cured him of this. She also said he makes an attractive tele-image.

Bill Hillman of MBS and President's announcer for PDR and Pres. Truman, said of Mr. Dewey: "Most improved voice of any political in years.

Other commentators' remarks—Cedric Foster: "Dewey as a radio personality possesses a strong, rich, resonant voice with depth and carrying impact." Martha Deane: "Good and getting better all the time." Bob Harleigh: "He carries sincerity." Bob Wilson, MBS publicity, who polled the man-on-the-street: "They like his voice."

FCC Grants 500 mc TV Outlet to NBC

FIRST GRANT for a 500 mc television station which will duplicate commercial video programs was issued by FCC last Thursday to NBC.

The network filed for the station, to be operated in conjunction with its WNBW Washington, in late May [Broadcasting, May 31] for the purpose of compiling data on "upstairs" video transmission. RCA-NBC said the station would be ready to begin operations about Sept. 1 and that information gathered in the tests would be presented to the FCC in the course of its high-band television hearings, now slated to start Sept. 20.

The station will operate on 504-510 mc with an effective radiated power up to 25 kw, according to preliminary plans.

To permit comparisons of 500 mc performance with present low-band commercial operation, converters for reception of the high-band transmissions on regular television sets will be distributed to "engineers and other observers."

The high-band station, using WNBW's antenna tower, will duplicate the commercial station's programming on a regular basis.

RMA COMMITTEE

CREATION of an eight-man government-industry committee to coordinate the purchase of radio and electronic items for defense purposes will be sought by the Industry Mobilization Policy Committee formed last week by Radio Mfrs. Assn.

The RMA committee was authorized by the RMA board during the association's Chicago convention [Broadcasting, June 17]. Members of the RMA group, named by RMA President Max F. Balcom, Sylvania Electric Products, are Fred R. Lack, Western Electric Co., chairman; Paul V. Galvin, Motorola Inc., vice chairman; Frank M. Polson, RCA Victor Division; Harry A. Ehle, International Re- sonance Co.; George R. Haase, Operadio Mfg. Co.; H. L. Hoff- man, Hoffman Radio Corp.; W. A. McDonald, Hazelite Electronics Corp.; R. C. Sprague, Sprague Electric Co.

The RMA board took its action after being convinced that existing military needs for radio and electronics items may reach a billion dollars annually.

First objective of the RMA committee will be to induce government officials to set up the coordinating group. This would centralize procurement of radio and electronic equipment and components starting July 1. It would consist of a high-ranking officer from Army, Navy and Air Force, along with a civilian to represent industry.

Long-range objectives will be sought by the RMA committee, including spreading of military work among all segments of the industry, including large and small manufacturers, and equally throughout major producing areas.

The radio manufacturing industry is the first major segment of the American economy to develop its own plan for industry mobilization as a counter-proposal to several plans announced by government agencies.

MOBILIZATION was theme of Radio Mfrs. Assn. convention in Chicago, where committee to study defense measures was authorized (see committee story this page).

Key address was given by RMA Pres- ident Max F. Balcom (top photo, right), who received traveling cases from board. RMA president is Leslie F. Muter, Muter Co., made presentation.

New chairman of RMA Set Division is G. M. Gardner (center photo, left), who is being congratulated by Paul V. Gal- vin, Motorola Inc., who presents T. A. Smith (right, bottom photo), RCA Victor Division, succeeded S. P. Tow- ler, Western Electric Co., as chairman of the RMA Transmitter Division.

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Sidelights
(Continued from page 78)

Bill Henry (r), CBS Washington, whose floor seat closely adjoins the speakers' stand, discusses network coverage plans with CBS newsmen (l to r) Griffith Bancroft, Washington; Davidson Taylor, vice president and public affairs director, and Edward R. Murrow, news commentator.

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CBS claimed a nation-wide two-minute beat on the dramatic switch of the California delegation to Dewey, Ted Church, director of news, noticed from his booth that the California delegation was caus- cusing in its seats. He ordered Larry Lesueur with a walkie-talkie to mosey around. Mr. Lesueur got there just in time to get a copy of a note from Sen. William S. Knowland written by Gov. Earl Warren, who released the California delegation in favor of Dewey. Mr. Lesueur had it on the air, both ABC and NBC Delegate Knowland on AM before the latter made the announcement to the entire Convention.

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A SPECIAL delegation from the Transparent Film Network, signed papers for the first time into Alaska through arrangements completed between CBS and the Alaska Broadcasting System, the Pan American Broadcasting Co., New York office of the Alaskan stations, said last week. Army Communication System lines in Seattle transmitted at stations in Juneau, Ketchikan, Fair- banks and Anchorage. A similar arrangement is planned for the Democratic Convention.

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Unfettered Radio-Dewey
(Continued from page 21)
tor. I asked Gov. Dewey about that.

"It is as bad for Congress to legis- late in the field as it is for the FCC to regulate program content," was his response.

Gov. Dewey took cognizance of the activities of the CIO Political Action Committee in seeking to force radio into giving it free radio time—and which is destined to play a part in the upcoming cam- paign. He said the party should present to all points of view and that it should "guard free speech zealously." But he added:

"No one nomination that is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party."

Talking about television and FM, Gov. Dewey feels they offer "great potentials for service to the public and the stimulation of business."

He commented:

"The role of the Government in assisting industry to advance should be one of cooperation and encouragement rather than at- tempts to apply new social con- cepts that would hamstring those developments.

"The development of these new media is up to private enterprise. The role of the Government is one of reasonable regulation. But when Government steps in to decide who is going to develop what, and how, it is outside the province of Gov- ernment."

Gov. Dewey had no set ideas on FCC operations. He said his views on "efficient government" are well known. "I think it is highly im- portant," he added, "that the per- sonnel of all government commis- sions should be of the highest calibre and these are the kinds of appointees I would make."

As for international broad- casting, Gov. Dewey felt there was an important job ahead, and one to be done on a mutual agreement among nations.

"The dissemination of news, in- formation, knowledge and culture among the nations of the world is one of the most important tasks ahead of us. International broadcasting should play an important role in this field.

"I believe every nation should try to impose its ideologies on any- one against the wishes of its neighbors. Consequently international broadcasting should be on a high plane to ensure understanding and peaceful relations.

"I would be in favor of friendly arrangements being made among all nations, to permit international broadcasting to achieve real use- fulness."

Wash. settl went three types of programs: MBS pickup of Conven- tion proceedings; the commentary and color wired by KFWB Los Angeles, and special shots on Hawaiian delegates.

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CONVENIENCE WHERE IT COUNTS

THIS SA-50 DUAL CHANNEL CONSOLE
GIVES YOU More Flexibility Better
Identification of Control Functions
VU Meter in Each Program
Circuit Easier Maintenance

"Well styled, easy to use," - that's always the first comment about the SA-50 Console, - you can see it's well stated from the above illustration.

The SA-50 Console is your answer to good program handling, - because more and better control facilities are at your operator's fingertips.

High fidelity amplifiers housed in the "tip-back" cast aluminum cabinet and matched in the best manner assure the highest quality, low noise and distortion and long life.

Words say so little, - get the complete picture on the SA-50 Console, write today and get complete information on this better way of studio control.

Gates Radio Company

This Year is G-Year ----
The Swing's to GATES ---- in '48
D. C. SUMMERFORD has resigned as assistant technical director of WHAS, Louisville, Ky., to act as technical director of Mid-America Broadcasting Corp., of Louisville, which is now installing new 30-kw station on 1010 kc. He has served as technical em- ployee of AFB and also president of Shawnee Broadcasting Co., operating WEAF, Chillicothe, Ohio. Mr. Summer- ford was instrumental in establishment of Louisville section of Institute of Ra- dio Engineers and was recently re- elected secretary-treasurer.

DOES HUNNICUTT, former chief engi- neer of WHCC Wayneville, N. C., has re- sided to assign position of chief en- gineer of WKBS Waukegan, effective July 5.

J. D. BLOOM Jr., chief engineer of WNIC Cleveland, has been appointed technical-in-charge of station's tele- vision programs, and FRANCIS JACO- B has been appointed studio supervi- sor.

JIM FERGUSON, engineer of WZIP Covington, Ky., has been named studio supervisor.

BILL TRAVERS, formerly of CUBQ Belleville, has joined technical staff of CKWS Kingston, Ont.

HERMON HOSMER SCOTT Inc., Cam- bridge, Mass., has announced new sound level meter, Type 410-A. Instru- ment meets American Standards Assn. requirements and is small and light enough to be carried in a coat pocket.

**WAIF TECHNICAL**

I I

J. R. DUNCAN, acting director of tele- vision operations of Crosley Broadcast- ing Corp., has been appointed director of television engineering of WLWT Cin- cinnati. Mr. Duncan began his work in television with RCA at Camden, N. J. He is a block tube oscillator that is covered by patents in some 15 foreign countries and used extensively in electronic circuits, particularly those of television. From 1934 to 1938 he was employed by Philco Radio and Television Corp. of Philadelphia, and in

Mr. Duncan

late 1938 moved to Wabash Television Co. of Kansas City, Mo., as chief tele-

vision engineer. He then joined Crosley Broadcasting Corp., but left shortly to work with War Dept. during war, returning to WLWT as chief television en-

engineer.

RCA TUBE Dept., Camden, N. J., has announced new electronic voltmeter called "Master Voltohmyst," featuring circuit innovations providing for capac-
tance and current measurements over an extremely wide range. It weighs only 15 pounds and is housed in cobalt gray hammeroid cabinet with satin alumi-

nite panel and is available from RCA test equipment distributors.

VASSILIOS LIAPPAS, studio control en-

engineer at WBOS Miami, and Joannas Argrosi have announced their mar-

riage.

TONY MAGGIOR, engineer of WLW New Orleans, has been admitted into the WWL Ten Year Club.

**WSAV Truscon Radio Tower STANDS UP!**

IN 100 MILE-AN-HOUR HURRICANE!

On October 15, 1946, a tropical hurricane struck with tremendous force on Whitemarsh Island, Savannah, Ga., location of WSAF's FM installa-

tion. Wind velocities were estimated in excess of 100 miles per hour. Inspection of the Truscon Radio Tower immediately after the storm showed there was no damage to the antenna or tower.

The surrounding area suffered great damage. The ability of this structure to STAND UP under such severe punish- ments is a fitting tribute to the balanced design, quality materials and skilled workmanship built into Truscon Ra- dio Towers. Truscon experience engineers even when radio tower need. There are hundreds of Truscon Radio Towers in America's radio and television areas, operating in a wide range of wind, temperature and hu-

midity conditions. The knowledge gained from such a diversity of in-

stallations assures you highly competent engineering service.

**TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUED TOW**

- Truscon Radio Towers are available in gored or self-sup-

porting types, either rapped or uniform cross section, for AM and FM broadcasting.

- Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

**FCC Mulls Claim Raised by WLOW**

FCC last week was pondering the argument of WLOW Norfolk, Va. that NARBA's point on which the Commission proposed to deny WLOW's 1010-ke application had been raised earlier in the same pro-
ceeding and that FCC at that time had failed to rule that the point was applicable.

The contention was contained in a petition for reconsideration and oral argument on the Commission's decision proposing to grant WLTI's application of Baltimore's application for a new Baltimore daytime station on 1010 kc with 1 kw and to delay WLOW's request to switch from 1 kw daytime on 1010 kc to 3 kw fulltime on 1010 kc.

FCC's decision held that the WLOW application should be de-

nied because the station's separa-

tion from the Canadian border is less than the 650 miles required by the North American Regional Broadcasting Agreement with re-

spect to use of 1010 kc.

WLOW's petition argued that the 650-mile mission was raised shortly after the application was filed but that the Commission nevertheless "accepted the applica-

tion and specifically granted" WLOW's request that it be set for hearing with the Baltimore ap-

lication.

Further, the petition claimed, Canada "has already authorized the use of 1010 kc in such a way as to render inapplicable the 650-

mile rule" by changing, in effect, the channel's classification from 1-A to 1-B. Nor did the 650-mile rule prevent FCC from granting WINS use of 1010 kc in New York City, the petition added.

**Feature of Week**

(Continued from page 10)

Anchored by Maury, the boat was in- tooderned the ceremonies by the Portland state pier. John F. Hogan, WCBS news director and origi-

nator of the project, reviewed the three-week drive to fill the ship, and William H. Rines, station manager, formally turned over the cargo to the vessel's skipper, Capt. Albert Grissielt of St. Malo, France.

Staff Announcer Ellis O'Brien broadcast the ceremonies in both French and English. The French broadcast was recorded and used by the State Dept.'s "Voice of America" and by Radiodiffusion Francaise.

The 20-day promotion, accompli-

shed exclusively by radio spots and program plugs on the station, brought in $3,300 in cash and more than ten tons of clothing and toys. Cash contributions were used to purchase non-perishable food in wholesale quantities. American Aid to France Inc. is distributing the gift cargo to the needy children of Calais.

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BROADCASTING • Telecasting
Institute Cooperative Broadcasting Council that have medical schools. They are Los Angeles Medical School, Harvard and Boston U.

"Dollars for Drivers" has been issued on record programs on various stations, resulting in increased interest in telecasting. The program has been presented on WJZ in New York, WSB in Atlanta, WMAL in Washington, and WIBC in Indianapolis. The program features a weekly drawing for a prize of $50,000, with additional smaller prizes to be awarded each week.

"Dollars for Drivers" is available on record programs in a variety of formats, including 10-inch and 12-inch discs. The program is also available in a cassette format.

Children's Contest on TV

Children's Contest on TV, titled "Help Your Neighbor," is a new television program that features children's stories and entertainment. The program is sponsored by the National Conference of Christian Workers and the American Legion.

The contest is open to children of all ages and is designed to encourage young people to participate in the program. Children are invited to submit letters and drawings to the program, and winners will be announced each week.

WBW Welcome Prizes

Wben Prince of Sweden and Swedish delegation visited Rochester, Mich., recently, on hand to greet them at airport was large welcoming group including crew from WDBC Esabana. Tony Flynn of WDBC interviewed the Prince and gave commentary on program of welcoming by city and county officials.

"Cuckoo Clock House"

Because program is entitled to stay up later in the evening with school season over. WBCD TV produce Saturday evening "Cuckoo Clock House" half-hour program, a children's audience show for summer months. Shows send from the radio audience will be acted by children during group singing by youngsters in the audience also will be featured on summer show.

One Highlight of Bedford (Ind.) Limestone Centennial, which was covered by WBCD Bloomington, and presentation of limestone statue of Joe Palooka, well-known comic strip charac- ter. When completed statute will be placed on hillside overlooking Bedford, Ham Fisher, creator of Joe Palooka, was present for the ceremony.

Regal Television Signs With WPIX for Films

AGUINING its contract with Alexander Korda for exclusive rights to televise 24 feature films, WPIX New York, Dec. 1, is to televise four video stations, last week concluded arrangements with Regal Television for several movie short features, and feature comedies. The contract calls for five-year rights in New York to 15 full-length United Artist films, 16 feature shorts, seven Laurel and Hardy comedies, and 44 shorts.
Ted Hudes Radio Productions has been organized with studios at 17 E. 42nd St., New York to produce public service packages for radio and television. Head of new group is Ted Hudes, who has produced several programs for Citizens Committee on Displaced Persons, Lillian Baral, vice president in charge of publicity, was formerly with Information Branch of State Dept.

Leroi Keller, former assistant business manager and director of foreign features division, United Press, has been appointed general sales manager. He succeeds Jack Bisco, who has been named U-P general manager.

In addition to newspaper and radio sales, Mr. Keller will continue direction of television activities.

Warren-Harwood Productions, Philadelphia (radio/television/publicity), is cooperating on musical stage show with Canada Lee Productions, New York.

Powell Enterprises (Dick Powell) has opened offices at 1068 Hollywood. Firm handles Mr. Powell's interests in all phases of commercial films and his distributorship of Beechcroft series.

Armed Forces Radio Service, Los Angeles, is now located at 1106 North McCadden Place. Telephone: Hudson 2-3050.

Larry Finley Productions, Hollywood, announces nation-wide release of six-film series, "Musical Miniatures," to be produced in Los Angeles and can be licensed on either exclusive or non-exclusive basis.

Denny O'Neill, former voice artist of NBC Eddie Cantor Show, has been signed by the firm for 13-minute video film series to be produced in July.

James Whipple, former producer manager of WJZ New York, has been engaged by National Academy of Broadcasting in Washington, D.C. to give intensive summer course in radio script writing and production technique.

Harri Huey, research consultant for Lowell Institute Cooperative Broadcasting, New York, has been appointed field director of voting study being conducted by International Communications Research Corp. of New York.

Elbert (Bert) Haling, formerly with WJZ, WPPT, Kelso Dallas, has been transferred from Veteran Administration's information division to Dallas office, U. S. Dept. of Agriculture's Production Marketing Administration.

James Parks, Hollywood vice president, Broadcasters' Guild, is the father of a girl, Tandy Shaw, born June 11.

Equipment

Hartford, Conn., branch of Bell Television Inc., New York, to specialize in sales and rentals of video units to public places and hotels, has been opened at 190 Trumbull St. Hartford. Service is expected to be opened by Bell, with Boston and New York City offices already operating.

Philadelphia Associated Display Industries, Philadelphia, has appointed special committee to do research work on development and application of new display materials for television. Those appointed to serve on committee include JOSPEH E. Podgor, of Joseph E. Podgor Co.; IRVING SEGALL, of Segall & Sons; MARC BEILER, of Bonwit Teller; and HERMAN HEDLIEBERG, of Gimbel Brothers, Philadelphia.

WBKB Set to Boost Rates: $300 Per Hour This Week

WBKB Chicago, Balaban & Katz video station, is expected to boost advertisers' rates from $500 to $800 an hour this week. Late count of Chicago TV sets, on which station bases rates, totaled nearly 25,000. When 35,000 is reached, hourly figure will be boosted to $1,000, station officials say. Last increase was in March (Broadcasting, March 8).
Peanuts ain’t “peanuts”!

TO PEOPLE who know the peanut business the use of the word “peanuts” to mean something trifling or picayune makes no sense at all. For peanuts are the basis of a business which literally makes use of everything but the crunch! Peanuts rank tenth among all crops of the nation . . . and VIRGINIA’s 1946 crop value of $19,688,000 placed it fifth among the thirteen states in which the entire money crop is grown! Home of the Jumbo, the largest of all peanuts, Virginia has a Jumbo voice reaching its billion-dollar market . . . WRVA . . . 50,000 watts . . . represented by Radio Sales.

50,000 WATTS . . . NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK

WRVA
June 18 Decisions  
DOCKET CASE ACTION  
AM—950 kc  
Announced proposed decision looking towards denial of application of Drovers Journal Pub. Co. to change facility of WQAQ Colorado from 1 kw D to unlit on same frequency with 5 kw change in transmitting site.  
June 18 Applications  
ACCEPTED FOR FILING  
Modification of CP  
WLOF Orlando, Fla.—Mod. CP change frequency, increase power, etc. for extension of completion date.  
AM—1560 kc  
Southeastern Broadcast System, East Point, Ga.—CP new standard station 1200 kc 1 kw D.  
AM—1240 kc  
Mark Perkins, San Antonio, Tex.—CP new standard station 1200 kw 1 kw D. (Receivers facilities relinquished by KMAC.)  
WXJD Television California, San Francisco—License to cover CP new ex. television station.  
APPLICATION DISMISSED  
Assignment of CP  
KERT Kerrville, Texas—Voluntary assignment of CP from Leonard B. Brown to Kerr Best Co. DISMISSED June 14.  

SERVICE DIRECTORY  

TOWER SALES & ERECTING CO.  
Radio Towers  
Erection, lighting, painting & Ground Systems  
4100 N. E. Columbia Blvd. Portland, 11, Oregon  
C. H. Fisher, Agent Phone TR 7303  

TOWERS  

Radio Towers  
Ground Systems & FM Antennas  
Erected, Painted & Serviced  
ADVANCE RADIO TOWER CONSTRUCTION CO.  
4614 S. Compton Ave. Adams 3-4197  
Los Angeles 11, Calif.  

RADIO TOWERS  

Radio Towers Erected  
Painted and Serviced  
Ground Systems and Transmission Lines  
CLAY FLYMATE COMPANY, INC.  
1814 Ave. B, WICHITA, KANSAS  

L. E. BAKER  
CONSULTING RADIO ENGINEER  
FRITZ BAUER, Associate  
826-28 Landers Bldg.—Ph. 3621  
SPRINGFIELD, MISSOURI  

ARCHER S. TAYLOR  
Consulting Radio Engineer  
BOX 1479  
MISSOULA, MONTANA  
PHONE 8562  

Electrical Tower Service Corp  
AM—FM—TV  
Ground Systems—transmission lines, painting, erection, dismantling  
5425 N. 3000 East Ave., Greet. Coeur, Ill.  
Phone 9-8446—Perey, Ill.  

Radio Towers Erected  
Any type, anywhere, anytime  
Crees Always Available  
WEATHERBY TOWERS  
Greeen COUER, Ill.  

H. K. RHODES  
Painting & Decorating Co.  
Specializing in Painting Radio Antenna Towers from Coast to Coast  
Roaring Spring, Pa. Phone 27-J  

TENDERED FOR FILING  
TV—204-210 kc  
PFOJ, Portland, Ore.—CP new FM station 1200 kc 1 kw D.  
AM—960 kc  
WELI New Haven, Conn.—CP increase power from 1 kw unlit to 1 kw 5 kw D.  
AM—1240 kc  
L. C. Harrison d/b/a Lawrence Best. Co., Lawrence, Kan.—CP new standard station 1200 kw 600 w D.  
AM—990 kc  
WSTN Southern Pines, N. C.—CP increase power from 250 w to 1 kw D.  
AM—1240 kc  
Visita Best Co., partnership of Anthony Thomas, James Deas, and Buzzard, Visita, Oreg.—CP new standard station 1240 C 250 w D.  

ANTENNA  

antenna  
day  
NIGHT  
aural  
vis-visual  
cond.-conditional  
L-S-local sunset  
mod.-modulator  
trans.-transmitter  
un.-unlimited hours  

AM—1240 kc  
Visita Best Co., partnership of Anthony Thomas, James Deas, and Buzzard, Visita, Oreg.—CP new standard station 1240 C 250 w D.  

June 21 Decisions  
ACTION ON MOTIONS  
(By the Commission)  

Manfield Journal Co., Manfield, Ohio—Granted application for renewal of license covering changes in frequency to 1470 kc. Increase power to 5 kw D. Install new trans. and change trans. location.  

KMCX Texarkana, Tex.—Granted license covering changes in vertical antenna, mounting of FM ant. on top of AM tower, change in type of trans. and ground system and change of trans. location.  

KBON Omaha— Granted mod. CP to move FM ant. on tower.  

KOLO Tucson, Ariz.—Granted involuntary transfer of control of license to Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased.  

WLS Chicago—Same except for AM station WLS and remote pickup station WLOD.  

KMYF Milwaukee—Granted CP in-stall aux. trans. at present location of main trans., to operate with 1 kw D.  

WHO Dayton—Granted CP install aux trans. at present site of main trans., to operate with 1 kw D.  

WEFS-FM Cleveland—Granted license for new FM station.  

WKNM-FM New Britain, Conn.—Same.  

WMCK-FM McKeesport, Pa.—Same.  

WEXF Easton, Pa.—Same.  

American Best. Co., Inc.—Granted CP for new portable exp. television relay stations: two each area Chicago, Los Angeles, San Francisco.  

Following were granted mod. Cps for existing trans. to states as shown:  
WOWO-FM Ft. Wayne to 7-28-48;  

(Continued on page 90)  

Beastra Radio Inc., Baltimore—Granted petition to modify application for FM station to change proposed antenna system, to permit coordinations with facilities of TRL & TV and add engineering exhibit. Record was reopened for sole purpose of receiving such exhibits and thereafter closed.  

WITW Newark, N. J.— Granted petition for postponement of oral argument scheduled for change in its application and same was continued to July 13 at Washington.  

WPNK Peoria—Granted petition for indefinite continuance of hearing scheduled June 12, 1948 and grant on oral argument and for leave to present additional evidence.  

KGB San Diego, Calif.—Passed over item requesting leave to amend and strike inapplicable part of Docket 7497.  

June 22 Decisions  
BY THE SECRETARY  

WHE Enterprise, Ala.—Granted license for new station 1250 kc 250 w.  

WDVD Dawson, Ga.—Granted license for new station 990 kc 1 kw D.  

WRGA Rome, Ga.—Granted license covering changes in frequency to 1440 kc. Increase power to 5 kw, install new trans. and change trans. location.  

KCMC Texarkana, Tex.— Granted license covering changes in vertical antenna, mounting of FM ant. on top of AM tower, change in type of trans. and ground system and change of trans. location.  

KBON Omaha—Granted mod. CP to move FM ant. on tower.  

KJIC Tucson, Ariz.—Granted involuntary transfer of control of license to Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased.  

WLS Chicago—Same except for AM station WLS and remote pickup station WLOD.  

KMYF Milwaukee— Granted CP in-stall aux. trans. at present location of main trans., to operate with 1 kw D.  

WHO Dayton—Granted CP install aux trans. at present site of main trans., to operate with 1 kw D.  

WEFS-FM Cleveland—Granted license for new FM station.  

WKNM-FM New Britain, Conn.—Same.  

WMCK-FM McKeesport, Pa.—Same.  

WEXF Easton, Pa.—Same.  

American Best. Co., Inc.—Granted CP for new portable exp. television relay stations: two each area Chicago, Los Angeles, San Francisco.  

Following were granted mod. Cps for existing trans. to states as shown:  
WOWO-FM Ft. Wayne to 7-28-48;  

(Continued on page 90)  

Page 82 • June 28, 1948  

BROADCASTING • Telecasting
Help Wanted

Salesmen

Wanted—Salesman-manager. Unusual opportunity for a young, aggressive, soundulent radio broadcasting man to establish successful small station in large city remote of livewire, independent station, just granted 5 kw. Salary and commissions—small interest to right man. Give full details first letter. Box 861, BROADCASTING.

Wanted—Experienced time salesman with proven selling ability capable of producing results. Willing pay top salary. WAND, Canton, Ohio.

Wanted: Salesman, college background, sales ability and experience on local and national scale. Good pay commission. Box 916, BROADCASTING.

Wanted—selling salesman. Regional network station. All details first letter, Box 883, BROADCASTING.

WANTED
Experience time salesman 250 000 weekly independent located New England: big market. Salary and commission. Box 853, BROADCASTING.

SALESMAN
Bilateral, established, successful network sales position, Manhattan. $2,500 rich market, complete station operation. Must have college degree in sales or equivalent. Need substantial commissions. $100.00 week, plus end of year bonus. Prefer with radio experience. Tell all in first letter. No phone. Box 908, BROADCASTING.

Announcers
Immediate opening good all-round experienced announce position. Must be able to handle both announcements and news production, disk photo business and character references and salary requirements. Box 880, BROADCASTING.

Announcer: An opportunity to grow with aggressive station in excellent Illinois market. Prefer man with some college education. Send photo and disc with application. Box 900, BROADCASTING.


Announcer, Program manager by ABC affiliate between Detroit and Chicago. Must be able to handle both announcements and news production, disk photo business and character references and salary requirements. Box 913, BROADCASTING.

Announcer, Program manager for WHOB, Gardner, Mass., 25,000 watt, independent station. Must have college degree. Send photo for interview. Box 901, BROADCASTING.

SALARIES
Salesmen, $12.00 to $15.00 a week. Broadcasters, $6000 a year. Station manager, $8000 a year. Station manager and program director, $10,000 a year.

COPYWRITER
An experienced commercial copywriter wanted by network station in New England. BOX 796, BROADCASTING.

PRODUCTION, Programming, others

Help Wanted (Con't)

Help Wanted
Wanted woman continuity writer capable of doing male work. Write complete details including character references and salary requirements. Box 884, BROADCASTING.

Wanted: Program director with production experience and well educated. References will speak or manager who needs help. Box 887, BROADCASTING.

Situations Wanted
Managerial
Ten years practical experience in all phases of broadcasting. Willing to go anywhere. Write Box 890, BROADCASTING.

Announcer—Over four years in broadcasting, seeks position in midwest. Familiar with network affiliation. Requires excellent voice, experience in commercials, etc. Box 905, BROADCASTING.

Continuity Director
Locate midwest job in midwest opening for experienced continuity director. Child's voice a plus. Good pay, beautiful location. Box 903, BROADCASTING.

Wanted: Friendly human announcer who can build urban-rural following, handling commercials and shows and origination. Write background facts and requirements. Box 904, BROADCASTING.

Wanted: Experienced traffic director, medium size-midwest ABC affiliate. Must take dictation. Complete details first letter. Box 927, BROADCASTING.

ANNOUNCER
Wanted experienced continuity announcer to work on following stations. Pacific coast: KSL, Salt Lake City, and KCOP, Los Angeles. Write Box 907, BROADCASTING.

Product Manager
Product manager wanted by network station. Must have had at least three years experience. Must be id man. Write Box 832, BROADCASTING.

Situations Wanted
Managerial
Ten years practical experience in all phases of broadcasting. Willing to go anywhere. Write Box 890, BROADCASTING.

BROADCASTING

Employer's recipe: One announcer that can handle all phases of announcing. Better than a floater. Box 900, BROADCASTING.

Announces
Columbus took a chance, why don't you? Columbus affiliated all phase of broadcasting. Interested only in producers who aren't afraid to try. Box 888, BROADCASTING.

Emerging announcer. College trained, 3 years experience, college and field experience. Needs opportunity. Box 912, BROADCASTING.

Vere, an experienced copywriter. Small city, college talent. Box 916, BROADCASTING.

Announcer-engineer, 9 years valuable experience in television. Will go to Chicago. Brunes, 815 Union St., The Dales, Orland Park, Ill.

Announcer, graduate School of Radio Technique, Chicago. Free lance sports announcer, eager to find full time job. Prefer moderate city. Box 913, BROADCASTING.

Announcer, college and field experience. Needs opportunity. Box 914, BROADCASTING.

Announce, volunteer, student, college and field experience (prefer college) wishes to try. Box 915, BROADCASTING.
Situations Wanted (Cont'd)

For qualified technicians, write or phone: Employment Department, Midwest Radio Institute, 15 West 46th St., N.Y.C., Luxembourg 2-9440.

Chiefs engineer—Four years experience—First class license. Excellent ability—national network experience as well as regional. See grade school, or local. Box 925, BROADCASTING.

Chiefs engineer and combination man. First phone and nine years experience. Maintenance control and construction from 250 to 18 kw including FM. Box 909, BROADCASTING.

Engineer—Operator. Thoroughly experienced RCA graduate. East or west coast. Available immediately. Box 997, BROADCASTING.

Engineer—First phone license. Single. Go anywhere. Box 913, BROADCASTING.

Transmitter engineers—Five years experience, A.M., two years transmitter, three years studio; remote. First class telephone, telephone transmitter licenses. Married. South preferred. Box 884, BROADCASTING.

Engineer, 1st, six years experience. 30 kw. Can handle all associated equipment, also FM. Write or wire C. Fletcher, 718 E. Longfellow, Spokane, Washington.

Chief engineer wants position as chief engineer of Canadian broadcasting station. Experienced in every phase including construction from ground up. Wife experienced operator. Presently employed as chief engineer, but desires change. Box 843, BROADCASTING.

Chief engineer or assistant AM, FM, TV, FAX topflight technical. 20 years experience. Age 39. Specialties installation and maintenance. Excellent health, character and references. Box 865, BROADCASTING.

Transmitter engineer—Eight years experience. Experienced in five kilowatt station with directional antenna. University graduate in physics, also graduate of recent television study at RCA. Has car and will travel anywhere for immediate permanent position. Box 911, BROADCASTING.

Chiefs engineer—ten years varied radio experience. Recently built four tower 1500 watt directional operation. College education, single, references from present employers. Prefer vicinity of Washington or San Francisco. Box 811, BROADCASTING.

Transmitter engineer or chief or engineer of local. Experienced. Married. Prefer northeast or southwest. Box 777, BROADCASTING.


First phone man desires combination position. Has completed announces course and three months announcer’s experience at KFWB, anywhere considered. 541 S. 26 Ave., San Francisco.


Chiefs engineer—five years experience construction operation, best references, presently employed local five years, wage open, prefer midwest location. Available two weeks. Box 882, BROADCASTING.

Production-Programming, others

Writer—announcer, program director—sports, news, disc shows—non-net-non-net. Cell phone. Several years experience. Box 875, BROADCASTING.

Continuity writer—Capable gal with experience, versatility, ideas, seeks permanent place with live wire metropolitan station. Box 737, BROADCASTING.

Ventriloquist-producer. Seeking opportunity in special events or telecasting division alert station. Former foreign correspondent, has handled own personal foreign program, produced network discussion program. Excellent background news, special events, dramatic scripts, publicity. Female. Write Box 691, BROADCASTING.

Program director, experienced. Real idea. Address Box 511, BROADCASTING. News editor of 5 kw station now available. Five years experience, including three years on newspapers. Am United Press correspondent. Am sober, reliable, single. Best references. Write Box 856, BROADCASTING.

Graduate School of Journalism. University of Missouri wants opportunity to work in any or all phases of radio. Advertising major with background in continuity, promotion, scriptwriting. News and sales. Excellent ability. Age 23. Married. Excellent references. Box 863, BROADCASTING.

Competent writer-producer. Young veteran with 2 years experience in writing and producing programs for large N. E. network. Have handled all types of programs from popular music continuity to large-cast dramatic shows. Single, industrious, will travel anywhere. Photo and sample scripts on request. Box 881, BROADCASTING.

Two years radio news, scriptwriter. 3 years newspaper reporter, copyreader. 3 years in advertising department of commission house. Journalism degree. Single. WANT radio news, continuity job. Box 909, BROADCASTING.

Continuity director of 1000 watt regional station in west coast. A.M. experience in continuity department of large program service. Available immediately. Box 914, BROADCASTING.

Script-continuity writer, 25, single, versatility, experience. Writes first class telecasting. Wishes organization to grow with. Box 918, BROADCASTING.

Attention 1000 or higher kilowatts. Program director-announcer, experienced in all types of programming. Proven ability by radio and television. Good salary. Prefer west coast. Box 986, BROADCASTING.

Promotion—program—copy. Award winner billboard University town. Prefer new, progressive station, 1000-5000 watts. Box 905, BROADCASTING.

Writer, continuity, drama. College graduate. Air credits on large New York station. Will travel. Box 889, BROADCASTING.

Writer, NYU radio grad, can also announce. Need a start. Good knowledge of pop music. Go anywhere. Sample scripts available. Box 901, BROADCASTING.

Top promotion, publicist man in class at NBC-Columbia University. Prefer station experience, availability immediately. Box 836, BROADCASTING.

Don’t fret—contact Betty! Experienced copywriter, woman commentator and university graduate desires permanent position with progressive station in south, southwest. Box 823, BROADCASTING.

Imaginative, responsible man with 15 years experience directing, setting design, programming, stagemanaging in radio and theater schools; experienced TV director, program assistant, or stage manager. Successful in dealing with technical crews. Write Box 817, BROADCASTING.
STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

WANT A REFRESHER COURSE?

BEGINNERS!

WANT TO BE A BROADCASTER?

The National Academy of Broadcasting, Inc.

3338 16th Street, N.W.

Washington, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th St., N.W.

Washington 10, D. C.

Please send Information concerning:

Correspondence 

Residence Courses

Name__________________________

Address________________________

City__________________________State________________________

Employment Services

Training personnel for all types of radio work. Prompt service from our convenient central location. Tell us your needs. Wilson Employment Service, 1510 Commerce Building, Cleveland, Ohio.

NOW IS THE HOUR

For information now—write:

NATIONAL ACADEMY OF BROADCASTING

111 S. Michigan Ave.

Chicago 3, Ill.

Selling the radio industry since 1924.

For Sale

Two Gates 'Dynamic' remote amplifiers, 4 channel, 50 or 250 ohms in, 600 ohms out. Complete with carrying cases and power supplies. These units are in new condition. DePree & Co., 1909 Huntington Ave., Phila., Pa.

RCA type RAQ and Gates Model 20 consoles. In good condition. J. D. Bloom Jr., Engineer, Station WWL, New Orleans, La.

For sale—Field intensity meter, RCA Type T-758 complete. WDMC, Hartford 4, Conn.

100 watt Western Electric Type 35281 transmitter. In excellent condition. Available immediately. Radio Station EDAL, Duluth, Minnesota.

Radio Towers, AM and FM erected, painted and serviced coast to coast.

Towers for Sale—AM, supporting FM and TV.

Write, wire or phone 5063

John Greene

GREENE TOWER CO.

Southern Pines, N. C.

Complete 206' gabled tower and lighting. Composite 500 watt broadcast transmitter. All cost considered. Byram Broadcasting Corporation, 2813 Hillside Avenue, Dayton, Ohio.

For sale—Complete equipment for a 1000 watt installation Collins 20G transmitter, 180 foot Tower antenna tuning unit; concentric line; limiting, and monitor amplifiers; complete oscilloscope, tubes and accessories; no frequency or modulation monitors. Installation new, now installed, in perfect reliable and trouble-free. Will be available about August 1st. Write Radio Station WHIS, Bluefield, West Virginia, Attention T. F. Flanagan, Manager.

19 kw transmitter. Unusual bargain. National Multiple Components. Complete design. Wire or phone Mark Ballock, Chief Engineer, KRAT, Lincoln, Nebraska.

For sale—Lehigh 204 ft. tower, designed for four section pylons, not insulated. $500.00 FOB Harrisburg, Penna. Box 7613, Philadelphia 42, Pa.

New RCA equipment for sale at RIA list. Available: One 4 section pylon, ten LC 1A speakers, forty turntables, one 7 by 75 cassette. Shorty's, amplifiers. Purchased for FM now abandoned. Box 787, BROADCASTING.

For sale—250 wattcomposite transmitter and panel. 1 set of tubes. FCC approved. First check for $500 gets it. WSPL, Preston, Maryland.

Limiting amplifier, frequency monitor and equalizer for console and 250 watt transmitter, all not installed. Write Box 1123, Stamford, Conn.

GE (8) increasing power to 36 kw. Have available 250 watt GE Power Unit. One 4 bay antenna, both tuned to 96.7, best Collins A channel; 10 rectifiers tuned to other channel. Write WEAW, Springfield, Illinios.

Presto model K, electro voice 950 microphone. Both, new. $300 or best offer. Box 210, WEAW, Springfield.

H. H. Scott Dynamic Noise Suppressor including latest type 910-C control circuits. $50. J. M. McDonald, WIL, Cincinnati.

Station in good midwest market. Showing profit. Owner selling because of other business interests. Box 891, BROADCASTING.

Complete 1 kw transmitter house equipment available immediately. We will accept 42A-1, 1 W/110-A program amplifier, 1 WE 94-A amplifier; 1 WE 112-A recorder; 1 WE 63-5 frequency monitor; 1 General Radio 661-A frequency monitor; 1 General Radio 475-B frequency monitor; 1 Collins 118-B calibrated standard signal generator; 1 Collins tuned signal generator; 2 450 ma lamps; 2 25 watt tubes; 4 2' pitch cords; all in excellent condition. Write Box 107, Andale, Kansas. Price pre-war, never off reel; 1 steel phasing cabinet with miscellaneous parts. WIGIC, Ashbtoba, Utah.

Due to duplication sacrifices new transmission unit. Rec-O-Eut GE turntable in RCA console, Sweeney arm, GE changer, and equalizer cost $325, sale $175. 25% deposit, Box 924, BROADCASTING.

Wanted to Buy

Voltage regulator, 220 volt, 60 cycle, 3 phases, 25 to 50 kw output. Used. Simply the best. Write Chief Engineer, WYWB, Paducah, Kentucky.

Wanted, Urgently needed. 3 pairs type 1420. Name your price. WFTL, Ft. Lauderdale, Florida.

Experienced radio man interested in local station in southeast. Oahu, every reply confidential and answered. Box 744, BROADCASTING.

Wanted—Complete equipment for kilo- watt station. If you have any or all, write today. Box 743, BROADCASTING.

Wanted—Two 9-A Western Electric transformers with filters. Write, wire or phone 6854, 6th Avenue North, St. Petersburg, Fla. Individual broadcaster wants to buy static or CW equipment. Box 922, BROADCASTING.

Station in CP or GP in good market. Not afraid of competition. Box 882, BROADCASTING.

STATION DEDICATED AT ORANGEBURG, S. C.

DEDICATION was held June 13 at WTND Orangeburg, S. C. The 1 kw daytime station is on 1270 kc and is owned by the Publishers, 70 News, Inc. of Orangeburg, S. C. G. H. Sims, president, and George B. Smith, vice president.

Participating on the opening program were Gov. J. Strom Thurmond; Mayor Robert H. Jennings, Jr. of Orangeburg; G. H. Strange, president of Chamber of Commerce; and Henry C. Nellis, President of the Publishers, 70 News, Inc. of Orangeburg, S. C.

For Mr. Royster, who has been in radio for 12 years and was with WAYS Charlotte, N. C., before joining WTND, the staff includes: Perry Herrington, chief engineer; Wallace Styles, assistant chief engineer; W. R. Jones Jr., sales department; Sam E. Gunn, continuity director; Eric Fields, program director; Hugh Coburn, Bob Brown and Larry Hord, announcers; Grae Thompson, special features, and sales, and Barbara Cantwell, traffic.

Miscellaneous

Complete tower erection and maintenance service for your station. Radio Tower Construction Co., 121 Broad St., Rome, Ge.

RADIO BROADCAST STATIONS

BUYERS—SELLERS

List With Us

Prompt Confidential Service

NATIONAL RADIO STATION BROKERS

805 Sunset Blvd., Normandy, 7848

Los Angeles 27, California.

Construction permit holders attention! A complete service for the broadcaster from construction permit to license! We will build your building, erect your antenna and install, test and run, transmit and monitor system and transmission line, install all your radio audio, video, and microphone and test run and test of the completed installation for you, will assist in planning for your entire installation which will conform to your specifications or your consultants specifications. Let us show you how we can save you headaches. Let one contractor do your entire job—C. F. A. to license; free estimates—personal supervision. Broadcasting Distributors, Industrial Machinery and Erector Co., RPD 3, Jeffersonville, Indiana. Tel. Jeffersonville, Ind., 2568, Louisville, Ky., Atwood 2562.

WANTED TO BUY

$250,000 to $300,000 RADIO STATION

Qualified buyer interested in purchasing a regional station—network affiliation—good earning record—medium-sized market located in any area other than New England or vicinity New York City, TV and FM development or possibilities unimportant. Confidential negotiations. Contact the nearest office of BLACKBURN-HAMILTON COMPANY, INC.

BANK VIDEO MINDED

Launches TV Programs, Set-Buying Plan

ACTIVE support of television as "another fledging industry" is currently being extended by the National Shumway Bank, which pioneered in automobile installment financing. The 112-year-old institution is not only putting its financial muscle behind the experiment, but it is even assisting with full-page ads for a week in Boston newspapers stressing the "hear and see" appeal of film and news shows "right in your own home." It sponsors a five-minute segment of news pictures, Wednesday through Sunday; a 10-minute period of newspaper highlights, Sundays, and an hour and half motion picture feature in the Alexander Korda "classies" series, also Sundays.

Firm, which also pioneered in use of radio, devotes remainder of funds to a "set buying" plan and to various projects and its plan for financing TV set purchases.

Walter Lemmon favors foreign advertising use

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, last week told members of the Advertising Men's Post 209, American Legion, New York, that advertisers should identify themselves abroad, as a factor in promoting international goodwill.

International radio will eventually move into its proper place as a media of expressing American ideals, he added. Mr. Lemmon spoke on "How to Achieve International Good Will through the Luncheon meeting held June 21 in New York's Hotel Lexington.

"DAVID HARUM," currently heard Mon.-Fri. 10:45-11 a.m. on CBS, starting June 18, moves to 3:15-5 p.m. Program is sponsored by B. E. "Babbit Inc., through Duane Jones Co. On same program as "Secret Life of a Housewife," also broadcast from WABC, radio, and "Wanda the Librarian" (switches from 10:30-10:45 a.m. Mon.-Fri. to 3:15-3:30 p.m.)
New Business
(Continued from page 14)

Virginia and North Carolina; Chalfonte-Haddon Hall plans use of television spots.

STANDARD Oil Co. of Indiana, for second straight year, will sponsor all Colorado U. football games over KOA Denver, starting Sept. 25.

THEATRE GUILD enters video spot announcement field with purchase of 20-second spot on Wednesdays, WPIX New York, starting June 30, to promote “Allegro,” Guild-sponsored play. Believed to be first time spots bought to promote theatrical production. Contract, length of which not disclosed, placed through Blaine Thompson, New York.

CHASE & CAPRA PIPE FACTORY, Berkeley, Calif. (imported briar pipes), appoints Ad Fried Adv, Oakland, Calif., to handle advertising. Initial campaign includes announcements on KRE Berkeley, with additional stations to be added later.

Mr. Wallace

E. FOUGERA, New York. (Cal-Rinex, medicine for hay fever). Aug. 8 starts six-weeks spot campaign on KMA Shenandoah, Iowa, WDBJ Roanoke, Va., and other stations not yet determined. Contract calls for at least 10 one-minute spots a week; was placed through Redfield & Johnstone, New York.

Network Accounts • • •

COLGATE-PALMOLIVE-PEET, New York, not renewing Kay Kyser Show, Sat. 10:10-10:30 p.m. on NBC, beyond current season. Retaining sponsorship of Judy Canova Sat. 9:30-10 p.m. on NBC, and Can You Top This? Fri. on NBC. Canova shows change to Kyser time and Top This to Sat. 9:30-10 p.m.

DENALAN Co., San Francisco (Dental Plate Cleanser), renews Fulton Levits, jr., syndication of show on eight Don Lee stations, Tues. and Thurs., 4:00-4:15 p.m. (PDST) for 13 weeks. Agency: Rhoads & Davis Adv., San Francisco.

CHARLES Hires Co. July 18 cancels Here's to You Sun., 5:15-5:30 p.m. on CBS. N. W. Ayer & Son, New York, is agency. Reason for cancellation said to be curtailment in advertising budget.


Adpeople • • •

SAMUEL H. CUFF, television consultant for Adam J. Young Jr., Inc., appointed to similar position at Allied Stores Corp., department store chain. Former manager of WABD New York, he last summer organized and supervised television caravan which visited 22 department stores throughout country under joint sponsorship of Allied Stores and RCA.

HERBERT H. HYMAN joins International Latex Corp., New York, as director of radio advertising and promotion, following his resignation as director of advertising for New Haven Clock & Watch Co.

HUGH W. HITCHCOCK, director of advertising and public relations, Packard Motor Car Co., elected chairman of Public Relations Committee, Automobile Manufacturers Assn., succeeding PAUL GARRETT, vice president and public relations director, General Motors Corp.

Turntable

William Wallace, former mid-western sales manager for John E. Pearson Co., Chicago, now a representa-tive, has been appointed to represent Frederic W. Elv Co., Cincinnati, in Minnesota. Mr. Wallace has been associated with WLOL Minneapolis as account executive, and with Wadd & Co., Chicago. He also was national sales manager of KFBB Great Falls, Mont. manager of KOVC Valley City, N. D. He will make his headquarters in Minneapolis.

Bruce Ells, president of Bruce Bells & Assn., Hollywood packaging firm, is currently on three-months tour of sta-tions throughout the country, in connection with transcribed “Layman’s Call To Prayer” and other program properties.


Volunte Sponsors

VOLUPE Compacts, New York, through its agency, Hirshon-Gar-field, is planning to sponsor a quiz program on MBS, Thursdays, 8:30-9 p.m., starting about Sept. 16. Contract will be for $200 per week, with specific program has not been decided upon as yet.

On All Accounts
(Continued from page 10)

Helen Hayes to appear regularly on The Electric Theatre, taking over the Sunday, 9-9:30 p.m. period on CBS. The network show, incidentally, is signed off locally in each area so that the company in that region will have the opportunity of establishing its sponsor-ship of the program in its community.

Rich in background experience, Ed Dunning’s career includes a 22 year tenure at N. W. Ayer & Son, preceded by a seven year stint as Eastern advertising man-ager of Crowell-Collier’s Woman’s Home Companion. Prior to that he was “Guy Lombardo’s” advertising representative for 13 years with the sales and advertising function of the F. W. Dodge Co. Construction Reports.

The Dunngs have four chil-dren and four grandchildren; W. Dunning lives with pregnant grandson, Johnny, 7, in their own home in Greenwich, Conn.

Hobby-less—for a hobby suggests a passing adeptness—Ed Dunning is a master at the piano and the clarinet at any social function. “He can make some ‘sing,’” said one of his co-workers, “and he can do the same with people.”

Practical Shop Training in
RADIO, TELEVISION or ELECTRICITY
in the Great Shops of COYNE in CHICAGO

Oldest, Largest, Best Equipped
School of Its Kind in U.S.

COYNE trains you for steady, well-paid jobs in Radio, Manufacturing, Servicing, Sound Systems, P.M. and Television. Hundreds of Graduates in the Industry. Also shop courses in Electricity, including Motors, Power Pipes, Wiring, Receivere. Mail co-op for FREE BOOK on field you prefer.

NOT “HOME-STUDY” COURSES!
All Coyne training is given in our shops. You work on actual full-size equipment under friendly instructors, Quick, Easy, Practical. GI Approved—finance plan for non-veterans.

FREE BOOK Check coupon below for big radio-television book showing views of famous Coyne Shops and full details of training. No obligation. No salesman will call.

36 E. COOKE, Pres.
AMERICAN RADIO & ELECTRIC SCHOOL
Dept. 15-3117
590 S. Paulina Street, Chicago 12, Illinois
Some FREE BOOK and details on course checked:
□ RADIO-TELEVISION □ ELECTRICITY
NAME ____________________________
ADDRESS _________________________
CITY ________________________________
STATE _____________________________

WJZM

WORLD and CAPITAL LIBRARIES

RADIO HOMES SERVED 27,400
CLARKSVILLE POPULATION 18,200
POPULATION IN AREA COVERED 175,766
ANNUAL RETAIL SALES $55,262,000
EFFECTIVE BUYING INCOME $84,571,250

CONLANY SURVEY PROVES
40.4% MORNING—49.4% AFTERNOON—28.8% EVENING
Write for your Complete copy of Conlan Survey

WJZM

CLARKSVILLE, TENN.

BROADCASTING • TELECASTING

World and Capital Libraries

RADIO HOMES SERVED - 27,400
CLARKSVILLE POPULATION - 18,200
POPULATION IN AREA COVERED - 175,766
ANNUAL RETAIL SALES - $55,262,000
EFFECTIVE BUYING INCOME - $84,571,250

CONLANY SURVEY PROVES
40.4% MORNING - 49.4% AFTERNOON - 28.8% EVENING
Write for your Complete copy of Conlany Survey

WJZM

CLARKSVILLE, TENN.
News

HENRY DUPRE has been appointed special events director and consultant for television plans of WWL, New Orleans.

ROGER S. BRYNER, formerly with WBGB Schenectady, has been appointed director of social affairs and promotion director for WBOC, Schenectady, and station WFBY-TV. All three stations are operated by Patron Broadcasting Co.

CLIFFORD PORTER, formerly with WEMP, New York, and presently director of WDDA Indiana, Pa., has joined WSSA Charleroi, Pa., as news editor.

FRANK SILVA, former baseball manager of Topeka Baseball Club, and news editor of WICO Bridgeport, Conn., has been appointed news director of KTOP Topeka, Kan.

JOHN WOOLVERTON has been appointed assistant news director and director of social events of WNLK Norwalk, Conn.

GLENN ELLISON, football coach at Middletown High School, Middletown, Ohio, has been named summer sports announcer and newsmaster of WPFD that city.

ROBERT W. BROWN, ABC news editor, has been named editor of "Columbus Ledger, & Columbus, Ga., Appointed effective July 1.

BOB FERRIS, newscaster for KJZ Seattle, was to leave Saturday, June 26, aboard S.S. Bremen for a six-week cruise, with Naval reservists, as guest of Secretary of the Navy.

ROBERT MECKERNAN, news editor of WYTB, Haven, Kan., is the father of a boy.

INDIANA FM NETWORK PLANS FALL SERVICE INCORPORATION papers for Hoosier Network, new FM hookup, were filed with Henry County auditor June 18 following filing of articles of incorporation with Indiana secretary of state.

Incorporators of the network are Gardner J. Thomas, publisher of The Marion Chronicle, and holder of construction permit for WMRT Marion; president; Paul R. Bauman, editor and publisher of Washington Herald and owner of WMFL Washington, vice president; Ed Golub, managing director of WCTW New Castle, The Courier-Times station, secretary-treasurer, and Theodore Williams of the Warsaw Times-Union, holder of a construction permit in Warsaw; George S. Tatman, publisher of Connersville News-Examiner and head of WCNB Connersville; W. A. Vance of Oxfordford TV Journal-Review and WFMU Crawfordsville; John C. DePrez of Shelbyville News and WSRK Shelbyville.

Network announces it expects to begin tests this summer with regular service available by fall. Plans now call for broadcasting of features of particular interest to Indiana listeners, including athletic events, musical presentations and special features.

Membership of the network will not necessarily be confined to outlets affiliated with newspapers, Mr. Ogborne said, and a number of other FM stations probably will be added later.

Wyoming Mayor Agrees To Waive Call Letters MINNEAPOLIS' new 5-kw daytime station will be known as KEYD when it starts operation about Oct. 1—thanks to Mayor H. W. Noyes of Casper, Wyo. The mayor waived use of those call letters by the Casper police department after a request for their release from Minneapolis' Mayor Hubert H. Humphrey.

Family Broadcasting Corp., Minneapolis licensee, wanted KEYD call letters for promotion reasons, according to Lee Whitling, manager and part owner, and former general manager of WDGY Minneapolis. Mr. Whitling is now associated with the Lloyd William Nelson advertising agency. Promotion will stress theme that station "will be keyed to family listening."

W6XIS Is Considering Operating Commercially INTERMOUNTAIN Broadcasting Corp., Salt Lake City, operator of KBYL and W6XIS (TV) is contemplating commercial operations beginning July 1 for its television station, according to Harry Golub, TV director.

The rate card has just been issued, with basic one-hour rates based on: One time, $100; 13 times, $95; 26 times, $90; 52 times, $85.

WJZ-TV Tower TOWER of WJZ-TV New York, due to start in August as key station of the ABC TV network, was erected atop New York's Pierre Hotel last week after postponement due to technical difficulties. The 8,000-pound, 80-foot antenna was delivered by truck from the RCA factory in Camden, N.J., in three sections, two for the understructure and one for the six-bay turnstile. The WJZ-TV transmitter with its special antenna delivers a video signal of 30 kw on Channel 7.

UNION SEEKING 'FDR' CALL FOR FM OUTLET AUTHORITY to use the famed initials of the late president Roosevelt as part of the call letters of its new FM station in New York was requested by the International Ladies Garment Workers Union last week in a letter to FCC.

Along with its request for assignment of WFDW as the call, ILGWU submitted a letter from Mrs. Eleanor Roosevelt reporting that members of her family have no objection to the union's use of her late husband's initials in identifying "some" of its FM stations. It was thought the union might also seek "KFRD" as call for its Los Angeles FM outlet.

FCC has had previous requests from broadcasters seeking "FDR" calls but has consistently refused to assign them. This policy was first adopted by the Commission during Mr. Roosevelt's administration and has been reaffirmed in the only instances that have arisen since his death. It appeared likely that the full Commission would be called upon to decide whether the policy should be waived in ILGWU's case, in view of the Roosevelt family approval.

The union's request was submitted through Unity Broadcasting Corp. of New York, its wholly owned radio subsidiary, and was handled by the Washington law firm of Cohn & Marks, Unity Washington counsel.

WEC-UE Agreement AGREEMENT on modifications of existing Westinghouse-UE contract has been jointly announced by W. O. Lippman, WEC vice president, and James J. Matles, UE director for organization. Agreement provides for 8% wage increase for hourly employees, with minimum of $c an hour. Salaried employees also receive 8% increase and additional benefits. Contract, retroactive to June 11 this year, is subject to approval of UE-Westinghouse Conference Board and union locals' ratification by July 1.

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET WFMJ & WFMJ-FM ASK HEADLEY REED
TO HERALD arrival of 1949 Ford in Pacific Northwest, Ford Motor Co., through J. Walter Thompson, placed schedule of spots on 64 stations in Washington, Oregon and Idaho. When transcription was in arriving as deadline approached, Richard E. Green, manager of national sales and sales services for KOMO Seattle, called Seattle office of agency to find it had only one master copy of transcription. KOMO was asked by agency to dub off spots and within three hours all 64 discs were ready.

GAB'S SUMMER MEET SET FOR JULY 20-21
Georgia Assn. of Broadcasters has scheduled its summer meeting for July 20-21 in Atlanta, according to Ed Mullinax, WSAC Columbus, secretary-treasurer of the GAB. Headquarters will be at the Henry Grady Hotel.

The two-day meeting includes addresses by J. Leonard Reinsch, managing director of Cox Radio Stations; Neville Miller, former NAB president, now a Washington attorney; Cy Langlois, president of Lang Worth Feature Programs; Lew Avery, Avery-Kindel Agency; Ben Akerman, consulting engineer; Warren Foster, Coca Cola Co.

Installation of new officers will take place at the July 21 meeting. They are: John Fulton, WGST Atlanta, president; Dean Covington, WHOM Rome, vice president; Tom Carr, WIBB Macon, secretary-treasurer.

Gaith Wins Award
Arthur Gaith, ABC commentator sponsored by United Electrical, Radio and Machine Workers, has won the 1948 Radio Award of the Voice of Freedom Committee. The presentation will be made tonight (June 28) at the Hotel McAlpin in New York. Mr. Gaith’s commentaries for UE are the first to be sponsored by a labor union on a year-round network basis.

FAB PROTEST

PROTEST to the State Dept., FCC interference from Cuban stations was directed at the Feb. 19 meeting of the Florida Assn. of Broadcasters, held at Orange Court Hotel, Orlando.

Interference is “growing worse as a result of loud signals emanating from Cuban stations,” it is stated, on local regional, semi-clear and Canadian shared channels.

Cuban stations are putting directional antennas into operation, “some of which are defective and do not maintain their approved patterns as reported by NARBA,” according to the resolution.

The resolution was proposed by W. Walter Tison, WALT Tampa.

New officers elected by the association were: William G. McBride, WDFO Orlando, president; W. Wright Esch, WMFJ Daytona Beach, first vice president; Garland Powell, WRUF Gainesville, second vice president; Jack Batbun, WORZ Orlando, secretary-treasurer; Reggie Martin, WFTL Fort Lauderdale, and Tom Cullough, WMBM Miami Beach were elected directors.

Next semi-annual will be held in December at Tampa. The invitation was extended by Mr. Tison.

Glenn Marshall, WMFB Jacksonville, retiring president of FAB, was awarded a plaque for outstanding service.

Importance of radio’s audience in the “possibly more competitive future” was brought out at a session addressed by Harold Fair, NAB.

Interference Charged To Cuba

Program Department director, and J. Allen Brown, assistant director, Dept. of Broadcast Advertising.

Mr. Fair described the Standards of Practice, which become effective July 1, explaining they were designed to protect listeners. The standards are “neither soft nor tough,” he said, declaring they should be applied with “enlightened self-interest.”

Mr. Brown reviewed trends in the sales field and described activities and services of the Dept. of Broadcast Advertising.

Television and FM were discussed by the association with J. Woodrow Magnuson, WBEN Buffalo, leading a session on video and Frank Gunther, Radio Engineering Labs., speaking on FM networks. WNOB Daytona Beach and WHOO Orlando demonstrated FM off-the-air networking and its possible use for special events and during hurricanes. Warren O. Johnson, Weather Bureau forecaster, discussed dissemination of weather information.

Jack Prosser, WKAT Miami Beach, said Florida broadcasters expect to install a 1 kw shortwave transmitter to transmit hurricane warnings. These would be picked up by standard stations and rebroadcast as public information. FAB approved a summer program of in-service training for radio students at the U. of Florida.

Students who finish their junior year would be selected to work in stations without pay.

S. DAKOTA STATION ASSOCIATION FORMED

ELECTION of officers, adoption of a constitution and discussion of a state-wide network were chief items of business at meeting of newly formed South Dakota Broadcasters Assn. held June 13 at Vermillion.

Constitution was adopted by the group which elected A. A. Fahy, manager KABR Aberdeen, president; Robert Tichner, manager WNX Yankton, vice president, and Irving R. Merrill, director of KUSD, the U. of South Dakota station at Vermillion, secretary-treasurer.

The possibility of establishing a state-wide network for special South Dakota events was discussed and may become a reality pending further developments, Mr. Merrill said.

Headquarters of the organization will be the president’s office and all records and reports will be at KUSD in custody of the secretary, it was reported.
BOWERY VIDEO
Alcohol Won't Reign
In SA Borroon

WORLD-WEARY residents of New York's Bowery, who have a little too much of everything, haven't really seen anything yet. Any day now they may see a sign in the window of the Salvation Army's Red Shield Club reading thus: "Report Ye and Be Saved—Wrestling Matches on Television Every Wednesday Night."

The Army, continually at odds with Demon Rum, last week announced plans to fight the Devil with his own weapons by installing a video receiver in the Bowery Club—out of public donations. Strict rule of the Club is that no one who has been drinking anything more potent than ginger beer may enter—thus eliminating attendant alcoholic hazards.

"The Corpse Reporter," official newsletter of the New York Salvation Army, reasoned: "...many a sincere man, determined not to drink, has been lured into the bar scene to watch the television—and has ended up, days later, seeing . . . snakes."

WZXPO WPXJ Inc., New York—Lic. to cover CP new television relay station and to add A-5 emission.

AM-550 kW
KAFY Bakersfield, Calif.—CP change frequency from 1400 to 550 kW, increase power from 250 kW-D to 1 kW-D, install DA-N.

AM-1490 kW
KTKR Taft, Calif.—CP change frequency from 1310 to 1490 kW and change power and hours of operation from 500 kW-D to 250 kW-D. (Contingent upon RAY being added change of facilities.

AM-1240 kW
Parish Best, Corp., Minden, La.—CP new standard station 1240 kW, 250 w unal. AMENDED to re-locate, hours and power.

WCRB Watham, Mass.—Mod. license to increase power from 500 w to 1 kW (1330 kW).

SFA-770 kW
KOB Albuquerque, N. Mex.—Extension of special service authorization to operate on 1770 kW-D, 184 kw, wtr. 1 kW unal. for period beginning 3 a.m. (EST). Aug. 24.

AM-1410 kW
WJOC Jamestown, N. Y.—CP change power from 1470 kW to 1410 kW, change power

GERMAN SCHOOL SET DRIVE STARTS JULY 4
NAB's "Shower of Silver" campaign to raise funds for the purchase of radio sets for German schools in U. S.-occupied areas will begin July 4. The project was authorized by the association's board at the request of occupation authorities.

Package of one-minute and five-minute scripts has been sent to stations. The scripts urge listeners to contribute silver coins, and to wrap them in a dollar bill if a piece of paper doesn't happen to be handy. Money is to be sent to stations.

Endorsement of the NAB fundraising campaign has been given by Kenneth C. Royal, Secretary of the Army, and Gen. Lucius Clay, in charge of occupation forces. Radio Mfrs. Asn. will cooperate in making available receiver models capable of handling desired New German radio. The whole campaign is, "A shower of silver now may prevent a hail of lead later."

and hours from 1 kW-D to 1 kW-D to install DA-N.

AM-1600 kW
Payne County Bстр., Cushing, Okla.—New standard station 1500 kW 500 w-D.

Modification of CP
KTEN Wichita Falls, Texas—Mod. CP new standard station to increase power from 1 kW-D to 5 kW-D. Power to 1 kW-N (1290 kW).

Modification of CP
WTIC-FM Hartford, Conn.—Mod. changes in CP station for extension of completion date.

WPGA-FM Rome, Ga.—Mod. CP new FM station for extension of completion date.

WPAM Lafayette, Ind.—Same.

KCKN-FM Kansas City, Kan.—Same.

WBET-FM Brockton, Mass.—Same.

WSAR-FM Fall River, Mass.—Same.

WHYN-FM Holyoke, Mass.—Same.

WCMW-FM Canton, Ohio—Same.

KONO-FM San Antonio, Tex.—Same.

TV-82-88 kHz
Jacksonville Best, Corp., Jacksonville, Fla.—CP new commercial television station Channel 6, 82-88 kHz. ERP viz. 8.8 kw, aur. 10.2 kw unal. AMENDED to change ERP to 10.4 kw, aur. 10 kw.

Modification of CP
WFIL-TY Philadelphia—Mod. CP new commercial television station to make ERP changes from viz. 17.2 kw, aur. 8.3 kw to viz. 27 kw, aur. 13.4 kw.

TV-82-88 kHz
Corpus Christi Television Co., Corpus Christi, Tex.—CP new commercial television station Channel 6, 82-88 kHz. ERP viz. 10.2 kw, aur. 14.6 kw unal. AMENDED to change ERP to 10.7 and 9.8 kw.

APPLICATION RETURNED
Assignment of License
KVOW Littlefield, Texas—Voluntary assignment of license from J. C. Rotwell to Southwestern Bстр. License composition of J. C. Rotwell and J. B. MchSmore RETURNED June 29.

TENDERED FOR FILING
Assignment of License
KSMA Santa Maria, California—Consent to assignment of license to John H. Poole.

AM-1300 kW
Montclair Bстр., Montclair, N. J.—CP new standard station 1300 kW 50-50 kW-D and limited time.

Modification of CP
WBEI, Mpls.—CP Increase power from 500 w to 1 kW-D (1380 kW).

Revision of FMA By-Laws
To Be Voted on in Sept.

REVISION of FM Assn. by-laws under terms of a board resolution will be undertaken by a five-man committee which will report to the board by July 27, since amendments must be circulated to the membership 30 days in advance. The membership will vote on proposed changes at the Sept. 27-29 FMA convention in Chicago.

Members of the committee are George Arnold Jr., WTAD-FM Quincy, Ill.; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Thomas F. McNulty, WMCP Baltimore; Ray E. Dady, KWK-FM St. Louis; Frank A. Gunther. Radio Engineering Labs. Resolutions calling for by-laws revision were adopted at two regional meetings earlier in the year.

FM—104.1 mc
Monaw Best, Co., Mason City, Iowa—CP new FM station on 104.1 mc Channel 281, and ERP 1.15 kw.

TV—66-72 mc
Northeastern Indiana Bстр., Co., Inc., Fort Wayne, Ind.—CP new commercial television station Channel 3, 66-72 mc, ERP viz. 16 kw, aur. 8 kw.

TV—180-186 mc
Tulsa Bстр., Co., Tulsa, Okla.—CP new commercial television station on Channel 3, 180-186 mc. ERP viz. 35.5 kw, aur. 25 kw.

Acquisition of Control
WGEM Quincy, Ill.—Acquisition of control of one-third interest of permittee corporation by Quincy Newspapers Inc. and one-third interest by Illmo Bстр., Corp.

(Continued on page 92)
Promotion

AWARDING of duplicate trophies to house visitors who purchase the back and linemen has been established by WQSB,Richmond. These WQSB trophies will be given to back and linemen, the number of votes over full season of play. Winner's name will be engraved on each trophy, and each holder will be presented with a permanent reminder of the award.

Television Fare

ADVANTAGES and possibilities of television medium for food preparation and sale were demonstrated in special booth designed by General Mills Inc. and engineers of Twin City Television Lab., at National Grocery Ad Club, Chicago. Convention was held at Minneapolis Auditorium. Features of the "live" demonstration were: 1) test kitchen by radio; 2) food demonstrations lifted from GE home called "Eyen to Eyen" by presentations and merchandising picture-story, using stills; demonstrations ran from four hours to seven days. In Miami, DuMont two-camera field set.

Convention "Reserved Seats"

HALL OF ENTRANCE was run in Baltimore "Sun" prior to last week's Republican Convention to inform readers of "three reserved seats at the convention." These are:
1) To Hear the Chairman: (2) To See-WMBV-TV; (3) To Hear-WMAR-AM.
An energetic campaign was mounted by persons covering the convention for the paper, and their adver- tising was diagram of how TV would cover Convention.

KWTO Float Requested

PRESIDENT FLOAT prepared by KWTO Springfield, Mo., for use in local Free- dom Parade, layouts for BROADCASTING, June 51, has been requested for General Simon Bolivar parade at Biller, Mo., July 5, KWTO reports. This parade will be sponsored by Simmon Bolivar, and will be reviewed by President Tru- man and National Guard. Bolivar is in Venezuela. Occasion is presentation of statue of South American liberator, Bolivar, to its native city by Republic of Venezuela.

Official Snag

FIVE-LETTER phrase to be awarded by WEPD-TV Toledo, Ohio, as its official slogan. "Science, The World, Man's Future." Four "Stars" will appear on station's call letters, which are used on air for visual identification. Full color promotional copy, slogan was picked because of "the circulation and advertising effect of television: "It will deliver more colorful pictures, more permanent impressions in the eyes of the audience than any other advertising vehicle." Young Script Writers

BOYS AND GIRLS in Kansas City have entered the "Young Script Writers" competition to be announced on KCKN that city, to try their hand at script writing in latest mailing piece. Four decentralized youngsters are asked to write a 30-page letter introducing their talent on "Why I Like Franklin XX Ice Cream Bar, or how they would make it more exciting to eat." Prize is bicycle, billfold and reads "This certifies that.... is a member of '49 Club" with privileges to submit requests, offer suggestions, and participating in all functions planned by the Club director. Chairman is Charles R. Petrie, Club's director.

"Knit Hole Club"

TO KEEP UP the pace in sports, Fred Haney, KLAC Hollywood baseball announcer, has formed "Knit Hole Club" for boys under 12. Club will be divided to clubs, 20-1000 contests throughout the year, attendance to be counted elsewhere, and baseball "clinics" coached by Mr. Haney, a former professional player.

WBMB Results

RESULTS obtained by WBMB, Chicago department store, through advertising in WBMB Chicago have been distributed to listeners of that station. Pocket- book cards fit into billfold and reads "This certifies that... is a member of "Knot Hole Club" with privileges to submit requests, offer suggestions, and participating in all functions planned by the Club director. Chairman is Charles R. Petrie, Club's director.

CBS Analyses Costs

ILLUSTRATED "CBS Cost of a Hit," consisting of 38 pages in which CBS analyses costs per listener, has been distributed to over 500 advertisers by John P. Tyler, president of the network. "The Second Most Important Thing in Radio Advertising," according to the colorful folio, "is the fact that broadcasting remains an important factor in the market." CBS is scheduled to come on the air for first time of the year.

Larry Lowenstein, WINS New York public relations man, is the father of a girl named Ann, born February 12.

DANNY WEBB, radio-video comedian, will read the funnies each Sunday afternoon (4:30-5:30 p.m.) on WFXR, New York News television, in a series titled "Comics on Parade."
June 24 Decisions . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
BAR GROUP WOULD UPSET FCC TV ALLOCATION TABLE

KROW QUESTIONED ON PROMISES VS. PERFORMANCE

NAVY INCREASES PAY FOR DEPENDENTS

At Deadline...

Two FCC officials to get higher pay than Commissioners under new pay increase of $350 per year for federal employees. William J. Norcross, chief accountant, and Benedict P. Cottone, general counsel, to get $10,305 compared to $10,000 specified by law for Commissioners. Post of FCC executive officer, specially created after war, also pays $10,305 but post is vacant. It formerly was held by Charles S. Heineman, once director of Foreign Broadcast Intelligence Service and now at Northwestern U.

GIANTS NIGHT GAMES MOVED

GIANTS NIGHT GAMES MOVED

TRUMAN WATCHING

FOUR FCC OFFICIALS TO GET HIGHER PAY

Broadcasting & Telecasting
Mrs. Ruth Lyons
Morning Matinee
Station WLW
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners of the scissors offered by Robin Hood Flour for 25¢ and proof of purchase. I am sure you will be interested in knowing that your one program directed approximately 25% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the northern section of the country and over 100 stations in the southern section, "Queen For A Day" radio show, it makes your response all the more outstanding.

I don’t know to what we can attribute such success unless we say it is just smart programming and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Yours very truly,

INTERNATIONAL MILLING COMPANY

By William King, Jr.
Advertising Manager
So—It's the World's Largest Network

With its 500th station, added this month, Mutual's coverage is now greater than it has ever been. Our May 1 daytime Listenability figure, including dual affiliates, is 29,895,000, and our nighttime Listenability (groundwave-plus-skywave) coverage, including duals, is 30,370,000 radio homes. This means that more people than ever before can hear Mutual programs—and they are better programs than ever before. Several thousand men and women (at headquarters and at the offices of our stations) contributing ideas, common sense and hard work and supported by ample financing, have built a successful network service for the people of the nation. And these men and women are filled with a desire to serve—they are putting their hearts into the daily task of entertaining, informing, developing a sounder nation.

So—Values and Advantages

Because of the 500 stations, the listener benefits. To the advertiser, too, 500 stations mean values and advantages. We have on the presses a new booklet which tells the “500 Station” story in maps and charts and not too many words. You will find it interesting and you will be surprised at the progress made. (It surprised even me.) Write for your copy—it answers the “So What?” with facts and figures.

So—The Lowest Cost for Coverage

Increased coverage, we said, means advantages to the advertiser. Add increased listening and the result is that advertisers get, on Mutual, the lowest cost for coverage (overall cost as well as cost-per-1000 homes) of any network. Here are two examples:

- HALF HOUR evening, Full Network, full discounts, 52-week basis...32 cents per 1000 homes covered per broadcast.
- QUARTER HOUR daytime strip, full network, full discounts, 52-week basis...50 cents per 1000 homes for 5 broadcasts.

Mutual remains the best buy among networks...the one which gives the advertiser the most value for his radio dollar.

So—Mutual-Don Lee's $3,000,000 Studios

An outstanding example of men, women, ideas and money building a network is the modern and beautifully-equipped Hollywood studio building into which Don Lee has just poured a cool three million dollars. No description could do justice to these studios and offices—but everyone who has seen them (and that includes many Mutual station people) knows what we mean when we say they are the finest, most up-to-date, best-equipped studios in the world. And they are part of what “500 Stations” mean—better program facilities for the advertiser and better programs for the listener.

So—Top-Drawer Coverage of the Conventions

To bring to the American people a running and dramatic picture of events at the political conventions, all four networks have put a great deal of time, thought, effort and money into arrangements for their broadcasting. Here are some highlights of what Mutual is doing:

We are assigning a total of 55 commentators, correspondents, newscasters and technicians to the job of reporting the conventions: among these top-rank men are Fulton Lewis, Jr., Albert Warner, Cecil Brown, William Hillman, William Shriver, Cedric Foster, Bill Cunningham, Bob Hurleigh and Henry La Cossitt; we are setting up two newswomen at Convention Hall and the Bellevue Stratford under the direction of Mild Burgh, our News Chief, and Jack Paige, our Special Events Chief. We have placed batters of miles on the floor of the convention and in candidates' headquarters.

And the result? From Mutual, the nation's listeners will get a completely detailed story of democracy at work—of our way of life functioning for the greatest good of the greatest number. Another major contribution which the 500-station network is making is its support of and co-operation with the Advertising Council. As you know, the Council has been fighting the battle of our way of life on many fronts—for instance, against disease and intolerance, for education and understanding—and the way in which all radio has co-operated has been nothing short of inspiring.

So—Leading Sports Programs

Over the 500-Station network is broadcast a long and never-ending parade of outstanding sports events. To mention just a few: a few minutes before a short period of events: there was the 500-mile Indianapolis Speedway Race; there will be the All-Star Baseball and Football Games; the Williams-Beau Jack lightweight championship fight; and the most dynamic of all, there will be the World Series. All are Mutual exclusives—and from them listeners get countless hours of excitement and entertainment.

So—Toward a New Approach to Network Rates

We believe there is real need for a new approach to rates and rate-making. Consequently, we have started a basic rate study which will be made available to all networks and stations. Radio, when it was much younger, established certain rate standards, methods of arranging discounts and combinations of certain time periods to develop volume business. Undoubtedly, this rate structure had much to do with the industry's progress and growth. Perhaps our methods of charging for time are sound, but after 25 years, we should take a new look. I have no hesitation in doing this since I had a hand in the early development of the rate structure.

So—The Broadcasting Code

At the NAB Convention held last month in Hollywood, the industry adopted a new Code of Standards. As a result, listeners are bound to get there was a Graziano-Zale battle for the championship; there will be the All-Star Baseball and Football Games; the Williams-Beau Jack lightweight championship fight; and the most dynamic of all, there will be the World Series. All are Mutual exclusives—and from them listeners get countless hours of excitement and entertainment.

So—Progress in Television

In past advertisements we told some thing of the station progress in Mutual's TV picture—what stations are already in operation, where we have stations building. We have a total of some 35 TV affiliates—operating, under construction and with CP's.

Now here is the regional network picture: our Don Lee station in Hollywood is already in operation, applications are in for San Francisco and San Diego; around these three will be built our West Coast regional network; our Mid-West Regional will center around WGN-TV (Chicago) which is in operation; and we will have an Eastern Regional Network built around our Yankee station in Boston and WOR's stations in New York and Washington. The ultimate objective is to co-ordinate these regional operations into a nationwide network—which will put Mutual in the vanguard of this great new medium.

We will gladly answer any questions pertaining to any of the subjects discussed on this page.