Dear Sirs,

You ask, "Why should I use radio, particularly WOR?" You add, "Never mind statistics and ratings and stuff like that. I'll get around to it when we start talking specific times and programs. Just sort of—well, you must have some general reasons as to why you believe in WOR so much."

Well, here at WOR we, more than 300 of us, have above all things, a deep faith in WOR's ability to generate action. It never really occurred to us how this feeling is taken for granted until your question prompted us to putting it down on paper. The reason? We suppose it's a belief developed through years of consistent exposure to the speed and economy with which WOR makes people do things.

But this desire to create resultful action would be a futile thing if it were not backed by "know-how". WOR has the know-how—an accumulative, and constantly maturing, trio of skills which are the products of more than a quarter-century of specializing in the more effective use of sound.

They are...

INGENUITY—the brainpower, experience and technical equipment to fashion a program schedule that attracts more listeners for less—in fact, at the second lowest cost-per-thousand-homes-reached of any station in America!—thus reducing your cost and creating more action.

THOROUGHNESS—WOR's powerful penetration of 430 counties in 18 states containing 34,057,161 people, brings you the greatest single saturation of wealthy markets of any station in the nation.

IMAGINATION—WOR's constant desire to consider and effectively apply the new in both program thought and technique. This keeps the schedule elastic and exciting and makes it a more effective carrier for your message.

Sincerely,

WOR

heard by the most people where the most people are

mutual
THREE YEARS ago, two enterprising veterans, Ralph Phillips and Kenneth Smith, chose Monroe, Wisconsin, (population 6,182) as the site for their new appliance store. Ralph Phillips came from northwestern Iowa, Kenneth Smith from Black River Falls, Wisconsin. Both were strangers to Monroe, but were convinced of its business opportunities, after an extensive survey of business opportunities throughout Wisconsin.

Green County offered a prosperous market for the new Phillips-Smith appliance store. In 1946, the 23,146 population accounted for retail sales of $18.5 million dollars. The county is 73% rural, with a farm buying income of almost 21 million dollars.

The two partners value advertising highly and put it to work for themselves. Phillips-Smith advertises in the local newspaper, participates in county fairs, sponsors bowling, baseball and softball teams.

With their business 85% from surrounding farms, Ralph Phillips and Kenneth Smith know their customers are listening to WLS. Our mail figures bear this out, too. Last year, Green County’s 6,060 radio homes sent WLS 3,595 letters—59% response! BMB shows WLS penetration as 68% days, 69% nights.

Here’s a rich county, a good market, only one of 567 counties in the WLS-BMB area. Its people have been listening to WLS for almost 25 years, because they like the entertainment we offer, because they need and use the information we give them. Through this long friendship, they have developed a confidence in WLS—the kind of confidence that leads to sure advertising results.
One of a series. Facts on radio listening in the Intermountain West

It's the NUMBER of Listeners That Counts

58,163 Coincidental Telephone Calls Reveal

HOOPERATINGS of 6.1 to 12.7
for the INTERMOUNTAIN NETWORK

Hooper's Winter, 1947 survey composed of 58,163 coincidental telephone calls in 14 Intermountain Network cities measured the number of listeners at specific times of the day and night. (This survey should not be confused with other measurements which merely reveal where a station signal can be heard or how many people listen to a station one or more times a week.) The 58,163 telephone calls prove that the Intermountain Network has a huge audience all the time.

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

HOOPERATINGS
WINTER, 1947: Monday thru Friday—Daytime . . . Sunday thru Saturday—Nighttime

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN*</th>
<th>Ax</th>
<th>By</th>
<th>Cz</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>19.5</td>
<td>9.2</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
<td>0.5</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>23.2</td>
<td>7.1</td>
<td>6.1</td>
<td>1.7</td>
<td>8.0</td>
<td>0.3</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>23.7</td>
<td>8.1</td>
<td>2.7</td>
<td>7.7</td>
<td>4.2</td>
<td>1.0</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>22.0</td>
<td>8.8</td>
<td>1.9</td>
<td>5.6</td>
<td>4.5</td>
<td>1.2</td>
</tr>
<tr>
<td>12 noon</td>
<td>27.2</td>
<td>12.7</td>
<td>1.6</td>
<td>4.5</td>
<td>7.5</td>
<td>0.9</td>
</tr>
<tr>
<td>1 p.m.</td>
<td>27.0</td>
<td>11.0</td>
<td>2.1</td>
<td>1.8</td>
<td>9.5</td>
<td>2.6</td>
</tr>
<tr>
<td>2 p.m.</td>
<td>22.6</td>
<td>6.1</td>
<td>2.9</td>
<td>3.4</td>
<td>8.7</td>
<td>1.5</td>
</tr>
<tr>
<td>3 p.m.</td>
<td>22.9</td>
<td>7.9</td>
<td>3.0</td>
<td>2.3</td>
<td>9.1</td>
<td>0.6</td>
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<tr>
<td>4 p.m.</td>
<td>17.2</td>
<td>7.8</td>
<td>2.9</td>
<td>1.1</td>
<td>4.3</td>
<td>1.1</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>22.9</td>
<td>9.9</td>
<td>3.3</td>
<td>2.7</td>
<td>5.8</td>
<td>1.2</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>35.3</td>
<td>10.4</td>
<td>4.5</td>
<td>8.3</td>
<td>11.6</td>
<td>0.5</td>
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<td>7 p.m.</td>
<td>39.5</td>
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<td>9.1</td>
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<td>0.8</td>
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<tr>
<td>8 p.m.</td>
<td>43.5</td>
<td>9.5</td>
<td>4.7</td>
<td>11.0</td>
<td>17.4</td>
<td>0.9</td>
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<tr>
<td>9 p.m.</td>
<td>35.4</td>
<td>7.5</td>
<td>4.2</td>
<td>7.9</td>
<td>14.6</td>
<td>1.2</td>
</tr>
</tbody>
</table>

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

** Comprised of 15 A network stations.

x Comprised of 15 A network stations.

y Comprised of 10 B network stations.

z Comprised of 15 C network stations.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcast Publications, Inc., 870 National Press Building, Washington 4, D. C.


PROPERTY U.S. AIR FORCE
Closed Circuit

Upcoming


July 9: Special Industry Defense Committee, Pentagon, 9 a.m.

July 12-15: Democratic National Convention, Philadelphia.

(Other Upcomings on page 38)

Bulletins

PETER BALLANTINE & SONS (beer) to sponsor world lightweight boxing championship broadcast July 12 on full MBS network, originating at Shibe Park, Philadelphia. Sponsorship for match between Ike Williams and Beau Jack, placed by J. Walter Thompson Co., New York.

ASSOCIATE JUSTICE Henry A. Schweinhart, of U. S. District Court for District of Columbia, chosen to administer oath of office to Frieda B. Hennock, first woman member of FCC, it was announced late Friday. Ceremonies Tuesday (early story page 28). Cabinet members, Congressmen, other Government dignitaries slated to be on hand.

NAB BOARD INDORTRINATION

SEVEN new members of NAB board, elected last spring, due for Washington headquarters catechism July 22-23. Top-level officials and staff specialists will acquaint new board members with association operations. New directors already have participated in one board meeting—May 19—during convention week.

PHARMACO TO DUANE JONES


Business Briefly

SPOTS FOR ICE CREAM • Balian Ice Cream Co. South Gate, Calif., through Tullis Co., Hollywood, July 1 started six weekly spot announcement schedule on nine Los Angeles area stations for 13 weeks. Total 275 weekly spots will be on KFWB, KMPC, KLAC, KXLA, KRKD, KGJ, KFAC Los Angeles; KIEV Glendale; KXLA Pasadena.


AUTO PURCHASES • Kaiser Frazier Corp. last week invested estimated $75,000-$100,000 in 25 quarter-hours on KFI Los Angeles and KNX Hollywood in time periods vacated by top-ranking shows. Agency, William Weintraub & Co.

SWIFT RENEWAL • Swift & Co. renews Archie Andrews, Sat., 9:30-10 a.m. (CDT) for second 52-week period on full NBC network effective Aug. 7. Agency, J. Walter Thompson Co.

TWO FOR PILLSBURY • Pillsbury Mills signs for first 15 minutes of Breakfast in Hollywood and Galen Drake, ABC programs dropped by Kellogg Co. Agencies, McCann-Erickson and Leo Burnett.

BLOCK NEWS • Block Drug Co., Jersey City, has bought Morning News, 6:45-7 a.m. (CDT) Tues., Thurs., Sat., 26 weeks beginning Aug. 3 on WGN Chicago. Agency, Redfield Johnstone, New York.

AGENCY NAMED • Brown Brothers, Nashville, named agency for Ralston Purina Chow Division, formerly handled by Gardner Adv. Co. Account includes MBS Cheekerboard and spots.

TV GROUP WARNS THEATER ON CONVENTION TELECASTS

PARAMOUNT Theatre, New York, advised Friday by Television Committee for Coverage of National Political Conventions that committee would “take whatever steps may be necessary” to prevent repetition of theatre’s “unauthorized” use of convention telecasts.

Paramount showed telecast of Thomas E. Dewey’s acceptance speech during GOP convention, and Television Committee said it intended to prevent similar pickup during Democratic convention (early story page 32).

BUTCHER TO HOLLYWOOD

BLAYNE BUTCHER, radio director of Newell-Emmett Co., New York, moves to West Coast to represent agency on its recently acquired Electric Auto-Lite account sponsoring Suspense, originating in Hollywood on CBS.

G-LAYER' DISCOVERED

DISCOVERY of “g-layer” in ionosphere above F-2 reported by Dr. Donald H. Menzel, of Harvard U. Observatory. Currently known layers, whose reflections of shortwaves are responsible for long-range transmissions in high frequencies, are E, F-1, and F-2. Government radio authorities felt there’s only slim chance discovery will contribute materially toward new data on long-range transmissions. Thickness of G-layer not determined, but it was found to begin at point about 250 miles above earth.
WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION
Represented by
ROBERT MEEKER ASSOCIATES
New York  San Francisco  Chicago  Los Angeles
How’d you like a good big bite of a $200,000,000 pie?

☆ Here’s two hundred million bucks worth of dough—all in one pie... and luscious portions are being served daily to Flint retailers.

Radio advertising has a big voice in how this pie is "divvied" up... and if you don’t already know which Flint station is most-listened-to, just read these few facts extraordinary. (From the C. E. Hooper Station Listening Index—Winter, 1948.)

WFDF registered more listeners than the other FOUR local stations combined (two competing nets, two independents)—in every reported time period!

WFDF—ten till noon weekday audience—more than three times the other four stations combined!

WFDF—8:00 to 10:00 morning and evening—more than double the other four stations combined!

WFDF—in EVERY time period—three to six times as many listeners as the runner-up local station!

If you'd like a cut of that $200 million pie—sell your good goods and saleable services to Flint families by making yourself heard on WFDF.

910 Kilocycles

FLINT

WFDF MICH.

American Broadcasting Company

Now Represented by The Katz Agency
PUT Your Tag ON ANY OF THESE YANKEE NETWORK MARKETS

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

In New England you can synchronize your distribution and advertising to reach more markets more effectively by using Yankee home-town stations.

Every Yankee home-town station carries out one assignment for you. It delivers your message locally to a receptive audience. It does this effectively because it has local acceptance as the Yankee station in its community, bringing to the community the finest entertainment in local, regional and national programs.

Yankee's 23 home-town stations open up a wide sales territory. Take it one market at a time with individual stations, or group your markets, or cover all 23 Yankee markets. You can tag them "sold" if you follow the Yankee plan consistently.

"This is The Yankee Network"

Member Mutual Broadcasting System
"Give us WMT!"

That's the Declaration of Independence (IOWA)

... and the good people of Independence, county seat of Buchanan County, get WMT... loud, clear, and always. WMT reaches more families in Buchanan County than any other regularly scheduled advertising medium.

Independence is just another of the 1,059 communities on WMT's BMB map. Some are large, some are small, but the radio families add up to important coverage in one of the nation's richest farm and industrial areas.

Make your own declaration on WMT—Eastern Iowa's only CBS outlet—and celebrate more sales at less cost! Ask the Katz man for details.

WMT
CEDAR RAPIDS
5000 Watts 600 K. C., Day and Night
BASIC COLUMBIA NETWORK

New Business

WELCH GRAPE JUICE Co., Westfield, N. Y., July 1 renewed Meet the Missus two quarter-hours weekly on 31 Columbia Pacific Network stations, Tues. and Thurs. 3:15-3:30 p.m. (PDST). Agency: Buchanan & Co., Los Angeles.


GLEN HAVEN MEMORIAL PARK, San Fernando Valley, Calif., appoints Willard G. Gregory & Co., Los Angeles, to handle advertising campaign. Radio will be used.

BURNS & Co., Vancouver (meat packers) on Sept. 9 renews to March 5 Burns Chuckwagon program from CJOR Vancouver, on 27 Dominion Network stations, Thurs. 8-8:30 p.m., with repeat to Western Canada 10:30-11 p.m. Day of broadcast is changed from Tues. to Thurs. Agency: Stewart, Lovick & McPherson, Vancouver.


PARK LANE, New York (auto seat covers) starts $10,000 test radio campaign on 14 U. S. stations. It includes minimum of three one-minute spots on each station per week for 13 weeks.

GILLETTE SAFETY RAZOR Co., Boston, July 13 will sponsor 15th annual All-Star Baseball Game on full MBS network of approximately 500 stations (including Canadian), 2:15 p.m. (EDT). Game also will be shortwaved by Armed Forces Radio Service to occupation troops and Spanish broadcast will be beamed to Latin-American countries. Agency: Mason Inc.

TIP CORP. OF AMERICA, Marion, Va. (TIP soft drink), transferred account from Housch Agency, Roanoke, to Courtland D. Ferguson Inc., Washington, Baltimore and Richmond. Robert M. Gamble Jr. handles account and radio will be used.


JOHN W. SHAW Adv., Chicago, appointed to handle $250,000 recruiting campaign for Army and Air Forces by Fifth Army Area headquarters in Chicago. "Heavy" use of radio is contemplated.

LEWIS FOOD Co., Los Angeles (Dr. Ross Dog Food), July 7 starts eight week sponsorship of half-hour weekly Free for All on KNX Hollywood. Firm also planning sponsorship of unselected half-hour weekly program to start Sept. 1 on 13 Columbia Pacific Network stations. Agency: Lennen & Mitchell Inc., Beverly Hills, Calif.

SCOTT & TURNER of Newcastle-on-Tyne, England, appoints McCann-Erickson's Caracas office to handle Venezuelan advertising of its product, Andrews Liver A Salts, effective Aug. 1. Radio spots will be used.

ELECTRIC AUTO LITE Co., Toledo, appointed Newell Emmett Co. to handle advertising for Suspense show on CBS Thurs. beginning July 8. Rathrauff and Ryan continue to handle Gasoline Alley, cooperative Auto Lite show.

GUNTHER BREWING Co., Baltimore (beer and ale), sponsoring telecasting of Laurel Harness Racing Meet from June 29 to July 10 on WNBW Washington.
The new Portable Field-Intensity Meter, RCA Type WX-2—shown one-third actual size. A loop antenna is built right into the lid.

At Last—

a truly portable Field-Intensity Meter

- Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio . . . and operates almost as simply. You tune in a signal, adjust a built-in calibrating oscillator and receiver gain . . . and read signal intensity directly in microvolts-per-meter. No charts, curves, or correction factors to worry about. No computations to make.

- Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2A enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the-

*Subject to change without notice.

noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle. An r-f amplifier stage provides a very high order of image rejection.

- Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

- A lot easier now to get the facts on your coverage, service area, and antenna efficiency . . . with RCA's new portable WX-2A. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19GA, RCA Engineering Products, Camden, New Jersey.

RCA Type WX-2A
540-1600 kc.
Price $575*

*Subject to change without notice.

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*Subject to change without notice.
Spot Radio is a choice medium any way you look at it.

You get your choice of markets; your choice of stations; your choice of times; your choice of frequency.

You order what you want—when and where you want it. Most of the most successful spot advertisers make their choice of stations from this list.

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
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<td>CBS</td>
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<tr>
<td>KARM</td>
<td>Detroit</td>
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<td>WONS</td>
<td>Hartford</td>
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<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
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<td>Nashville</td>
<td>NBC</td>
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<td>NBC</td>
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<td>ABC</td>
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<td>Portland, Me.</td>
<td>NBC</td>
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<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
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<td>Providence</td>
<td>MBS</td>
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<td>ABC</td>
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<td>San Antonio</td>
<td>NBC</td>
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<td>San Francisco</td>
<td>CBS</td>
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<td>NBC</td>
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<td>NBC</td>
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<td>CBS</td>
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<td>Syracuse</td>
<td>ABC</td>
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<td>Tulsa</td>
<td>NBC</td>
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<td>Wausau, Wisc.</td>
<td>CBS</td>
</tr>
<tr>
<td>WVWA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

**THE YANKEE AND TEXAS QUALITY NETWORKS**

**TELEVISION**

<table>
<thead>
<tr>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE</td>
<td>WBAL-TV</td>
</tr>
<tr>
<td>BOSTON</td>
<td>WNAC-TV</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>WBEN-TV</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>KFI-TV</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>WTMJ-TV</td>
</tr>
<tr>
<td>M'P'L'S-PT. PAUL</td>
<td>KTSP-TV</td>
</tr>
</tbody>
</table>

Any advertiser can — and most advertisers should — use Spot Radio
'More Power to CCBS'

EDITOR, BROADCASTING:

May 1, as a harried radio listener, comment on the sentiments expressed in the June 21 issue of Broadcasting by Ed Galbreath, news editor of WSIC? Mr. Galbreath took pot-shots at the Clear Channel Broadcasting Service, and condemned the attempt to get authorization for 750 kw operation.

The point has been reached where virtually the only decent nighttime reception available, even to many listeners located quite close to regional stations, is from 50 kw stations on clear or Class II channels. The situation in remote rural areas must be absolutely impossible.

A radical improvement like super-power, if technically practicable, shouldn't be held up because of any alleged competitive effect upon smaller stations. If the latter aren't sturdy enough in their own right to survive on the strength of local services rendered, then they have no real claim to existence.

The public, besides being entitled to the widest possible choice of stations, should in a given instance have available at least one or two that can be heard with strong, clear, unobstructed signals. Retention of clear channels and use of higher power is the logical, reasonable approach within the existing AM allocations framework. To hold stations to a 50 kw limit is foolish. To eliminate clear channels would be utterly asinine.

Everybody has been getting consideration in this controversy except the listener.

It's time to call this inequity to a screeching halt. I'm for super-power... and more power to CCBS!

John V. McKinney
Clinton, N. Y.

AM-FM Divided Audience

EDITOR, BROADCASTING:

Permit me to reply to James L. Howe's letter on duplication in your issue of June 7th, 1948.

I happen to be a great believer in the future of FM... let Mr. Howe decide whether FM or AM is the best medium for the transmission of sound, keeping in mind that one has no static, no fading and no interference, and is more nearly a true reproduction of the original sound and the other represents a much greater capital investment which possibly must be protected, and which, particularly in the summer, loses a proportion of its faithful listeners because of unbearable crackling, popping, etc. When Mr. Howe finds out which his listeners prefer, let him serve his community accordingly. For I will repeat what I have said many times: listeners do not listen to FM, AM, watts or stations, they listen to programs.

The owner of an AM station who builds an FM station does one of two things: (1) He enters into competition with himself; (2) the owner who duplicates his programs proceeds to brutally murder FM by giving the FM receiving set owner nothing more than an AM program.

The FM station owner has to buy an audience just the same as in the old days the AM owner did with good programs; if the FM owner thinks he is going to successfully compete with other media without spending some money and fighting his competitors he'd better give up.

Now I think Mr. Howe has done a splendid job on AM, he can do the same thing on FM, but he's going to have his same total audience divided between the two.

R. E. (Joe) Messer
Rem Productions
Los Angeles

***

Sell Use of Radio

EDITOR, BROADCASTING:

Why must radio stations throughout the country be forced to pay tribute to newspapers? Almost every radio salesman, timebuyer, station manager, and advertiser feels the station isn't going to be successful, unless it is backed up with a newspaper campaign. Here is the question that bothers me: Why doesn't every advertiser and space buyer insist that his newspaper advertising be backed up with radio promotion?

How often do newspapers purchase air time to help increase circulation, or attract new advertisers? Surely, radio is now of age. Radio has a fine sales story to back up its claims. Why doesn't the radio industry stop acting like a small boy? Be a man, speak up, or to sum it up, the radio industry should sell itself on the use of radio.

I would appreciate hearing others' views on this subject.

Harry L. Becker
Program Director
KIMO Independence, Mo.
Eli Whitney

inventor of the cotton gin . . .
1793 . . . illustrious member of
the American Hall of Fame . . .
outstanding contributor to a better
American Way of Life.

first IN POWER AND RESULTS
MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR 50,000 WATTS AND WJR-FM

CBS THE GOODWILL STATION FISHER BLDG. DETROIT
FRANK E. MULLEN Harry Wismer
Pres. Asst. to the Pres.

Broadcasting • Telecasting
July 5, 1948 • Page 13
A NEW PLAN which observers conceded could go a long way toward clearing up the present congestion in the lower television band was offered to FCC last week, though it admittedly hangs by an "if" as big as the plan itself.

The "if" didn't deter video enthusiasts—particularly applicants who otherwise are afraid to fight it out in competitive hearings in areas where the channel supply doesn't meet demand—from speculating optimistically about what the plan could mean.

The proposal, advanced by Allen B. DuMont Labs., is based on the addition of eight channels to the existing, concededly inadequate, 12 which would (FCC) past allotments and permit what DuMont spokesmen consider enough for a competitive nation-wide television system to be maintained in the present [BROADCASTING, June 28].

Since the eight new channels would come, according to DuMont's plan, from frequencies allocated to government services, this "if" is two-pronged, dependent not alone upon FCC approval but also upon the consent of the government's Interdepartment Radio Advisory Committee, which must be obtained to get the government to give up spectrum space to broadcasting have been futile.

There was no assurance that FCC would accept the exhaustive data DuMont offered. The offer was made for purposes of FCC's channel allocations hearing (separate story, this issue), which the Commission is obviously trying to confine to the question of allocations for particular communities. One applicant's proposal for a partial reallocation of the spectrum in order to add one new television channel has already been excluded. But even though some or all of the DuMont data might be ruled out, it seemed certain that it would be offered again—possibly at FCC's high-band television hearing in September.

Question Co-channel Interference

Gathered under the direction of Dr. Thomas T. Goldsmith, DuMont director of research, the exhibits include a great deal of new data which tend to dispute, or at least put in question, the theory that co-channel interference caused by television propagation is limited more or less by the horizon.

This information on long-distance or tropospheric transmissions forms the foundation of DuMont's contention that many of the allocations proposed by FCC are inadequate and would lead to serious co-channel complications. DuMont lists some 300 channel allocations proposed by FCC—out of a total of slightly less than 1,000—which reveal "questionable spacings" that could lead to co- or adjacent-channel interference troubles as the channels fill up.

On the question of long-distance transmissions, attributed to the tropospheric factor, DuMont recognized that much more experimentation must be done, but nevertheless reported on the basis of tests already made by FCC, DuMont and others:

The field experience indicates that for 10% of the time a television station likely will provide a signal, at say 90 miles from the transmitter, of seven times the field strength that would be predicted on ground-wave theory alone.

As a result, the stations would require a separation at co-channel No. 1. Even in excess of those which appear to be safe in ground-wave theory alone, in some interference zones, terrain in some high mountains may make it possible to locate co-channel stations at separations of less than 100 miles and to make use of the frequency on which they operate also. This may be significantly related to the safe operation distances.

Greater Separation Cited

By comparison FCC's proposed allocations, based on groundwave propagation calculations alone, are spaced on an average of about 150 miles minimum separation for co-channel stations and 76 miles for stations on adjacent channels. DuMont feels that, in general, co-channel stations should be at least 180 miles apart, though in some cases terrain conditions may permit variations.

In working out the eight potential new television channels, DuMont proposed that part of them come from the band between existing TV Channels 4 and 6, and would push the FM's upper limit of 108 mc—while the rest be added immediately above the 216 mc boundary of present video Channel 13. Two methods of accomplishing this are suggested, as shown in the following table:

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Alternate No. 1</th>
<th>Alternate No. 2</th>
<th>Symbol</th>
<th>Me</th>
<th>Ne</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>152-188</td>
<td>172-198</td>
<td>A</td>
<td>113-123</td>
<td>107-117</td>
</tr>
<tr>
<td>B</td>
<td>132-148</td>
<td>152-168</td>
<td>B</td>
<td>121-131</td>
<td>118-128</td>
</tr>
<tr>
<td>C</td>
<td>112-128</td>
<td>132-150</td>
<td>C</td>
<td>113-123</td>
<td>117-128</td>
</tr>
<tr>
<td>D</td>
<td>222-238</td>
<td>242-258</td>
<td>D</td>
<td>212-228</td>
<td>214-230</td>
</tr>
<tr>
<td>E</td>
<td>222-238</td>
<td>242-258</td>
<td>E</td>
<td>212-228</td>
<td>214-230</td>
</tr>
<tr>
<td>F</td>
<td>222-238</td>
<td>242-258</td>
<td>F</td>
<td>212-228</td>
<td>214-230</td>
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<td>G</td>
<td>222-238</td>
<td>242-258</td>
<td>G</td>
<td>212-228</td>
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<td>H</td>
<td>222-238</td>
<td>242-258</td>
<td>H</td>
<td>212-228</td>
<td>214-230</td>
</tr>
</tbody>
</table>

In the case of Alternate No. 1, the amateur band in that area would be shifted from 235-240 mc to 234-239 mc; in Alternate No. 2, it would be 216-221 mc.

Of the fact that these new video channels would come from government frequencies, DuMont says:

The tremendous public demand for interference-free television service will only justify a transfer to the Government of a portion of the 473-890 mc region of the spectrum temporarily reserved for television in exchange for this group of frequencies. In the region of the spectrum around 200 mc adequate power is available and propagation characteristics as favorable for television broadcast service.

DuMont's exhibit lists some 175 areas which are described as "requiring more channels" than the number which would be provided under FCC's allocation proposal. The exhibits then show how the addition of eight new channels to the present 12 could be used to provide additional channels (see list below).

In calculating an area's television needs, the company went on by the basis of population which would lie within the 500 microvolt-meter contour of a station in the community under consideration. The following formula was used:

Population Within 500 mc contour Number of Stations

<table>
<thead>
<tr>
<th>Population</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-25,000</td>
<td>1</td>
</tr>
<tr>
<td>25,000-100,000</td>
<td>2</td>
</tr>
<tr>
<td>100,000-200,000</td>
<td>5</td>
</tr>
<tr>
<td>200,000-500,000</td>
<td>10</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>20</td>
</tr>
<tr>
<td>1,000,000-2,000,000</td>
<td>50</td>
</tr>
<tr>
<td>2,000,000-5,000,000</td>
<td>100</td>
</tr>
<tr>
<td>5,000,000-10,000,000</td>
<td>200</td>
</tr>
<tr>
<td>10,000,000+</td>
<td>500</td>
</tr>
</tbody>
</table>

DuMont's plan for adding new channels in these communities follows this population table "except in extremely crowded areas," officials pointed out. The list of cities needing more channels than FCC's plan would provide, showing also the channels that would be made by DuMont's proposal, is reprinted below.

Depending upon exactly which frequencies were set aside for the eight additional channels—signified in the list by A, B, C, etc.—some adjustments would have to be made with respect to new-channel allocations in particular areas. This plan has been termed "general policy" could be followed, and any necessary adjustments would be made. In the list "c" indicates community channel or station. The list follows.

(Continued on page 66)
WHIO-AM has long been the standout station in Dayton among both listeners and radio advertisers. BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Fine programs, originated both locally and by CBS, accurate newscasts, plus real public service keep WHIO first among Dayton stations.

WHIO-FM, Dayton's first FM station, has been winning friends (and customers, too) since March first of this year. As soon as new transmitter equipment is available, WHIO-FM will broadcast with an effective power of 20,000 watts. No program duplication here. WHIO-FM offers listeners an entirely separate program fare, including baseball games and other sports broadcasts, news, music, and many other outstanding programs.

WHIO-TV will be a reality before 1948 draws to a close. All the experience, knowledge of market and program know-how which go to make WHIO-AM and WHIO-FM first in the Dayton and Miami Valley market will be available for WHIO-TV. Then WHIO will offer you all three for your complete sales coverage of this valuable market... with AM, FM, and TV.

5000 WATTS AM
BASIC CBS

NEWS: UP, AP, INS
G. P. Hollingbery Company
Representatives
Harry E. Cummings
Southeastern Representative
You'll never sell St. Louis with WFLA

Part of the Greenville delegation boasts (l to r, rear row) R. Bradley, wholesale grocer; Ray Cline, newspaper advertising manager; C. Bradley, grocery partner. Second row starts with an unidentified character; Robert Edwall, postmaster; Dr. Robert Rice, Greeneville board chairman. Modern gentleman (lower left) is Dr. Dunbar, WKZO, interviewing Rev. Johnson, Greenville minister.

WKZO Kalamazoo, Mich., is promoting and offering prizes in a three-city whisker growing contest. The competing communities are Marshall, Vicksburg and Greenville, Mich., all of which are celebrating centennials this summer.

In each town a barber has agreed to conduct weekly measurements to a 16th of an inch, reporting the best beard length of the week to the WKZO newsroom. Information is included on WKZO’s What's Doing in Western Michigan program each Sunday and other programs.

The stunt originated following a challenge on the air from the men of Greenville to the men of Marshall. The men of Vicksburg later were invited to enter the beard competition. Contest will end in mid-August.

WKZO will award $50 as first prize to the winner. Second prize will be $15, and there will also be a consolation prize not yet announced.

On All Accounts

LONG before his association with radio, John Redmond Sheehan, newly appointed director of radio and television for Buchanan & Co., New York, already had more than a middling acquaintance with aerials, receivers and bands. But in his pre-wireless case the “aerial” was a sporting euphemism for the forward pass; the “receiver,” the squatting figure behind home plate on a baseball diamond; and the “band” was a musical group that played with less frequency than enthusiasm.

The Sheehan Story began in Schenectady, N. Y., where John was born on May 29, 1902. After graduation from the local high school he attended Union College in Schenectady where he majored in English. It was while at college that he led a dance band to help finance his way through school, supplementing his resources with flings at semi-pro baseball and football. Later he dropped these extra-curriculars to take over his father’s contract business, after the latter’s death, carrying on while he was still going to school.

After graduation he became an officer of the Rotary Club and helped organize boys’ clubs for about two years until Tom Lewis, formerly radio head of Y & R and a schoolmate of his, convinced him that radio was probably here to stay.

John Sheehan got his first broadcasting job as a staff vocalist on WGY Schenectady. There his executive ability soon became manifest and before long Mr. Sheehan was doing less vocalizing and more industrial harmonizing as assistant station manager, member of the program planning board and

(Continued on page 65)
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.
He Has a Barrel of Fun with Crabs, Crustacean and Bureaucratic

Whether crabbing at his Maryland farm on the Patuxent River or crusading as a protector of the public interest in Washington, D. C., he devotes his enormous vigor to the cause at hand. His campaigns against clumsy or inept bureaucrats are severe but conscientiously fair. And his showmanship is such that radio listeners are kept interested in the continuity of his broadcasts.

As a result his program consistently rates high with listeners and advertisers. Currently sponsored on 304 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

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

CLARK BROWN, media director of Harry B. Cohen Adv., New York, resigns to join Gardner Adv., St. Louis, as director of radio and television.


JULES KOPP, CHARLES SHAW, MIRIAM DRYZER and MARY O'BRIEN join David S. Hillman, Los Angeles—Mr. Kopp as art director; Mr. Shaw, production manager; Miss Dryzer, in copy department; Miss O'Brien in media.


EDWARD A. ALTSHULER, former radio director for Ross, Gardner & White, Los Angeles, joins Snowden Chemical Co., that city, as advertising director.

SCOTT-TELANDER Adv., Milwaukee, partnership dissolved and name changed to SCOTT Inc. Address still 411 E. Mason St.

NORTON JONATHAN, former account executive and radio consultant of Jos. W. Hicks Organization and director of special events of WJJD Chicago, joined C. C. Pogarty Co., Chicago.

FRANK W. O'BRIEN, former account executive of McCann-Erickson Inc., San Francisco, joined Buchanan & Co. Inc., Los Angeles, in same capacity.

VANCUKEN & RAGLAND, Chicago, changed name to VAN AUKEN, RAGLAND & STEVENS, with addition of BYRON F. STEVENS to firm.


JAMES B. LESTER, former head of his own agency, joins Smith, Bull & McCreaey Adv., Hollywood, as account executive.

GEORGE W. SPEYER, director of mechanical production of J. Walter Thompson Co., Chicago, for more than 25 years, retired July 1.


RICHARD BUSS, former account executive of Klingelsmith & Co., Los Angeles, joins Western Adv. Inc., that city, in same capacity.

KEITH H. EVANS, resigns as vice president and account executive of Western Adv., Los Angeles, to establish publishers' representatives' firm, same city.

WILLIAM E. MACE, 20-year radio veteran, appointed advertising manager of Zenith Radio Corp., Chicago, will be in charge of coordinating advertising and sales promotion activities.

CAL KUHL, vice-president of J. Walter Thompson Co., Hollywood, is in New York for one month producing Kraft Television Theater.

BOB DAVIS, radio director of Carl Byoir & Assocs., and former publicity director of WNBC New York, and Virginia Todahl, designer, were married June 25 in New York.

JOAN CARLSON joins writing staff of Morris & Cain, Hollywood.

HARRY HARKINS, salesman of Katz Agency, Atlanta office, is father of a girl, Cheron Anita.

CLAIRE CARI-CARI, director of station relations for Gardner Adv. Co., St. Louis, and William J. Bagley Jr., have announced their marriage.

WROL

YOUR BEST BUY . . . BY FAR IN KNOXVILLE

620 KC  5,000 WATTS

- Greater Coverage
- Greater Audience
- Lower Cost

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<thead>
<tr>
<th></th>
<th>WROL</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
<th>STATION &quot;D&quot;</th>
<th>STATION &quot;E&quot;</th>
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<tbody>
<tr>
<td>7 A.M.-7 P.M.*</td>
<td>37.5</td>
<td>30.7</td>
<td>17.9</td>
<td>7.3</td>
<td>6.3</td>
</tr>
<tr>
<td>Monday thru Friday</td>
<td>750</td>
<td>490</td>
<td>480</td>
<td>225</td>
<td>148</td>
</tr>
<tr>
<td>Delivered Radio Homes per Dollar Cost * *</td>
<td></td>
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</table>

*Based on the second quarter report of "The Knoxville Radio Research Study" sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor, Supervisor, and Dr. E. E. Garrison, Associate Professor Marketing, School of Business Administration, University of Tennessee, covering the months of April, May, and June 1948 with a total of 43,200 coincidental telephone calls.

**The cost per Knoxville listening home is approximated by assuming 40,000 radio homes in Knox county and using the single time 15 minutes published card rate.

John Blair & Company
National Advertising Representatives

Harry Cummings

NBC FOR EAST TENNESSEE

July 5, 1948 • Page 19
SOME national advertisers get little business in the South—and mistakenly assume that Southerners "just don't have the income". Actually, the reason usually is that the advertiser simply doesn't know the approach to the Southern mind and ear.

The people in KWKH's daytime area have an actual buying power of nearly $3,000,000,000. It's easy to get your share—if you know how . . .

KWKH has spent 22 years in learning what our Southern listeners want to hear on the radio—what makes them buy radio-advertised products. We know the answers. If you'd like to have them too, we'd be happy to tell you.
DENNY NBC'S EXECUTIVE V. P.

By SOL TAISHOFF

ELEVATION of Charles R. Denny, 36-year-old former FCC chairman to the executive vice presidency of NBC, after eight months as its vice president and general counsel, was announced last Friday by Niles Trammell, NBC president.

Mr. Denny's promotion to second-in-command is in succession to Frank E. Mullen, who resigned last May after 22 years with RCA-NBC to become president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles). The appointment was approved by the NBC board of directors at its regular meeting Friday upon motion of Mr. Trammell and of David Sarnoff, RCA chairman and president, who is also chairman of the NBC board.

Simultaneously the board announced promotion of 33-year-old Gustav B. Margraf, for the past six years Washington attorney for NBC, to the post of vice president and general counsel, succeeding Mr. Denny.

David C. Adams, assistant general counsel and former FCC attorney under Mr. Denny, was named vice president and general attorney of RCA Communications Inc. Mr. Adams, who was one of the FCC's top attorneys in the common carrier field, moved to NBC with Mr. Denny last fall. He was strongly urged to take the RCA post by top officials, including Gen. Sarnoff because of the importance of international communications in the world picture and the impending Senate inquiry in this field. Mr. Glen McDaniel who was elected vice president of RCA, parent company, and will serve, on Gen. Sarnoff's staff.

Mr. Denny's promotion is in tempo with his meteoric rise in law, government administration and industry since he left Harvard Law School in 1936. He joined the FCC in 1942 as an assistant general counsel; became general counsel eight months later; was elevated to a commission chairmanship in March 1945 and became chairman in December 1946 after having served as acting chairman the preceding nine months.

Started at $35,000

Mr. Denny joined NBC on Nov. 15 at a reported salary of $35,000, after he had served as chairman of the three International Telecommunications Conferences in Atlantic City last year, in addition to his FCC status. His stipend at the FCC was $10,000. While no announcement was made of his salary as executive vice president, it is believed to be in the neighborhood of $50,000.

At 36, Mr. Denny becomes the youngest senior executive in network radio. Robert Kintner, executive vice president of ABC, a former top-flight newspaper columnist is 39, while Joseph H. Ream, CBS executive vice president, is 44 and Robert D. Swezy, vice president and general manager of MBS, is 42.

When Mr. Mullen resigned last May, Mr. Trammell effected a reorganization of the top echelon of the network, with a battery of administrative vice presidents named to supervise day-to-day operations. Sidney N. Strotz, West Coast vice president, was elevated to an administrative vice presidency with primary duties in television. Because Mr. Strotz desired to return to his Hollywood duties, it was understood he was eliminated from consideration for the Mullen successorship for which he had been recommended.

Gen. Sarnoff, it was reliably understood, felt that President Trammell should not burden himself with a return to daily operational matters and should devote his primary energies to overall policy direction. Because of Mr. Denny's demonstrated executive and administrative abilities, it is understood the young attorney was Gen. Sarnoff's preference for the post.

In his new post, Mr. Denny will supervise all aspects of NBC's operations, reporting directly to Mr. Trammell. All other officers of the company will report to him as second in command. In addition to Mr. Strotz, the administrative vice presidents are John H. MacDonald, in charge of operations and finances; Harry C. Kofe in charge of sales, and Brig. Gen. Ken R. Dyke in charge of programs. From the day of his appointment, Mr. Denny also sat on the policy level.

(Continued on page 48)

TV UPEHAVAL?

By RUFUS CRATER

CONSTERNATION spread through broadcasting and telecasting circles last week in the wake of an off-the-cuff observation by John A. Willoughby, FCC's acting chief engineer, that the lower end of the present television band may be wiped out within two years.

Mr. Willoughby's forecast, voiced in an informal talk at the organization meeting of the South Carolina Broadcasters Assn. at Myrtle Beach [Broadcasting, June 17], provided fuel for the flame of official speculation that has centered on that very prospect in recent weeks [Closed Circuit, June 17].

Speaking before broadcasters in his home state—and he made plain that he was giving his personal opinion and was not speaking for the Commission—Mr. Willoughby cautioned them against financial and other hazards that he saw in television. He said it was his opinion that:

- Color television will be here commercially in perhaps two years.
- The lower end of the present band—Channels 2 through 6—will be or will have been deleted by about that time to make way for the fixed and mobile services.
- The upper end of the present band—Channels 7 through 13—will be used for television for a much longer time (perhaps 18 years or more), but they will be used for "low-definition" television while the upstairs area above 500 mc will be used for high-definition black-and-white and color.

The Commission, conceding that television's present 12 channels are inadequate, has called a hearing to start Sept. 20 on the feasibility of commercial use of the 475-890 mc area, now assigned to television on an experimental basis.

Mr. Willoughby was asked from the floor whether, according to his views, a television station beginning operation on one of the lower channels during the next two years would be faced with loss of its investment in transmitter and antenna equipment. He reportedly replied in the affirmative.

He said that if power half (Continued on page 50)

Mr. MARGRAF

Broadcasting • Telecasting

July 5, 1948 • Page 21
GOP PLANS

'MOBABILITY that within a fortnight the Republican National Committee would announce appointment of an agency to handle the GOP campaign and also that ad and publicity directors for Iowa, Dewey would be chosen apparently Thursday as the 'residential nominee returned to Albany from his Pawling, N. Y., arm for the first time since his nomination.

In the forefront of agency possibilities looked Albert Frank-Guenther Law Inc., New York firm, though a high agency spokes- man who declined to comment directly preferred to regard the appointment "hopeful" rather than as definitely assured. "We are attentively awaiting the decision," he said.

He said preliminary talks had been held but that further discussions between committee heads and the agency were temporarily put on hold pending discussion of the political climate from the "strenuous- ness" of the Convention. He indicated, however, decision would come within 10 days, possibly this week.

Announcements relative to both appointment of an agency and selection of radio and publicity directors were expected to coincide late Monday and an announcement in the Republican State Committee headquarters in New York, also within a fortnight, though the Republican State Committee headquarters in New York, also within a fortnight, also within a later date, possibly mid-August.

Three Under Consideration

Three personalities are being considered for the radio director post, it is understood, with the natural and likely choice being Mr. Bond, radio advisor to Gov. Dewey for several years.

Authoritative fear is that believe it is Hagerty, executive assistant to the Governor. He told BROADCASTING as of this week, not having been officially told, "It is my understanding that Bond will fill that capacity, and he has been his advisor these last years." He added that it was still too early to comment on Republican campaign plans, which could not be forthcoming until after the Democratic Convention.

Mr. Bond, who holds his own advertising firm in New York, is well known in radio. Prior to his being a top-flight network announcer. With respect to his ad- vance announcement, he said he is "in the loop, for at least the past year," and that "I am waiting to hear from the Governor's office on this matter."

May Name Campaign Agency Soon

He declined to comment on his availability for the post.

Remaining possibilities, it is understood, centered around two personalites with advertising agency backgrounds. Their identities could not be learned. It was believed that the official appointment of the radio director would follow that of a publicity director. Hal Keller, of the Dept. of Commerce in Albany, was considered a likely possibility for the latter position.

Selection of Albert Frank-Guenther Law as GOP agency would not come as a surprise. The firm has been handling activities for the GOP nominee since Oct. 17, 1947, when it drew the assignment from certain New York interests, "friends of Gov. Dewey not members of the Republican Na- tional Committee itself." The account lapsed with the recent convention, the spokesman said. GOP activities in the 1944 Presidential campaign were handled by Duane Jones, New York.

CODE ACCORD

TOP executives of the major net- works last week assured Justin Miller, NAB president, that their stations would be following the new NAB Standards of Practice in every detail by next Jan. 1.

The assurances were given at a Thursday night meeting in the Waldorf-Astoria, New York, and attended by Judge Miller, the pres- idents of the four networks and some of their top lieutenants.

A statement issued by Judge Miller after the conference said in part: "The Standards of Prac- tice for broadcasters of the United States adopted by the NAB at its Los Angeles convention in May are presently in effect on all four na- tional networks, subject only to certain required changes in pro- gram operations all of which will be completed by Jan. 1, 1949."

Although the "certain required changes" were not identified officially, it was learned the networks would make some revisions in commercial time practices, particularly during daylight hours, and in policing catch-catcher and hitch-hike announcements in or- der to conform to the code. An interpretation of whether certain giveaway shows now on the air constituted violations of code provisions against audience buying would also be necessary, it was said.

It was pointed out that the networks, in the main, would have to make less severe revisions of current policies than would many individual stations to meet code re- quirements. Such changes, how- ever, could not be made immediately owing to the long-term nature of many contracts between networks and sponsors. Deadline for adop- tion of the Standards of Practice, specified by the NAB board is May 19, 1949. The networks as- sured Judge Miller they would beat the deadline by five months.

It was understood that mutual discussions would be held among the networks looking toward unified interpretation and pursuit of the code. One network official pointed out that quadruplicate agreement was necessary to preclude use of the code as a competitive weapon.

One code provision—that con- cerning cow-catcher and hitch-hike announcements—will give some trouble to the networks since many sponsors have used this technique to advertise secondary products immediately before or after pro- grams reserved for primary products. The code specifies that such secondary advertising is to be in- cluded in the format of the pro- gram itself.

Those present at the Thursday meeting were: Judge Miller, vice president of ABC; Frank Stanton, president of CBS; Joseph H. Ream, executive vice president and secretary of CBS; Edgar Kobak, president of MBS; Robert Sandek, vice president of ABC; Harold Fair, director, NAB Promotions Dept.; Robert K. Richards, NAB director of public relations; Mark Woods, president of ABC; Howard C. Brown, executive vice president of ABC; Niles Trammell, president of MBC, and Ken Dyke, administrative vice president of NBC.

Networks Promise NAB Early Compliance

"Stop Music" Stops Fred Allen Hooper

FRED ALLEN, who has durable, whimsy has long been the top net- work audience attraction at the time of his show, this week re- ceived the shuddering news that listeners had tuned-in and demand in eager fervor to get in on loot offered by a give-away program on ABC.

Mr. Allen's program, until re- cently a consistent occupant of the top 10 Hooper shows, had dropped to 38th place. Stop the Music, opposite him on ABC, had soared to 5th place.

The comedian's rating for his Sunday show, 8:30-9 p.m., June 20, was 7.7, or less than some daytime soap operas earn. Stop the Music at the same time, Su., 6:30-7 p.m., got a Hooperization of 13.5 in one quarter hour, or enough to boost it into second place among all net- work programs.

Mr. Allen was resting at a com- fortable Hooper level—ninth place with a 16.3 rating—on his broad- cast of May 16, a week before spon- sorship of Stop the Music began, but a week later, plummeted to 36th place with an 8.7. Stop the Music, that same Sunday, got a 10.1 Hooperization and was in 19th place.

"The professor's tired of AM, FM, TV, facsimile, HIFAM and Stratovision, so he's working on static modulation. He calls it MAXI-HUM."

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BROADCASTING • Telecasting
FCC ADOPTED its highly controversial interpretation of the political-broadcast law last week, writing into effect its previously tentative “Port Huron” decision except for minor changes that had been predicted [Broadcasting, June 21].

The decision, coming on the eve of the national political campaigns, was designed to guide broadcasters in their handling of a perennially troublesome problem. But the first reaction of private radio attorneys, appraising the decision for their clients, was that it may prove more confusing than clarifying.

In its final version the interpretation was modified to note that stations are not “necessarily” powerless to prevent the broadcast of profane, indecent, and obscene language and any other material forbidden by federal law. Further, instead of holding flatly that stations will be relieved of liability in event of damage suits arising out of uncensored political broadcasts, the final decision says “it would appear” that they will be.

Otherwise there were no material changes from the views enunciated by the majority in the proposed decision [Broadcasting, Feb. 2].

1. Stations may not censor political broadcasts because of alleged libelous or slanderous material contained in them; 2. Because stations may not censor, “it would appear” that they will be relieved of responsibility for libelous or slanderous remarks thus broadcast in political speeches; 3. To cancel a scheduled political speech because of material which it contains is censorship, whether other speeches have been carried in that campaign or not.

Even Greater Split

The Commission was even more divided on the final decision than on the original proposal.

The only point of complete unanimity was on the grant of renewal to WHLS Port Huron, Mich., which experienced in a 1941 municipal campaign formed the peg on which FCC hung its interpretation of the law.

As in the proposed decision, the majority ruled that WHLS had erred but apparently had not deliberately done so, that there has been no clear guide for broadcasters in the past, and that therefore the station’s license should be renewed.

Comr. Robert F. Jones renewed his heated and lengthy condemnation of the majority views as “dicta” and “judicial legislation” which were unwarranted for in this case and for which the Commission had no legal authority in any circumstances. He contended WHLS violated no law in the first place and should have been given remedy by simple order.

Comr. George E. Sterling, who had subscribed to the proposed decision without reservation, held in the final version that WHLS was not in violation of censorship. He agreed with the majority that the law forbids censorship for libel or slander, but felt that “because of the confusion that exists, the intent of Congress on the subject should be spelled out in clear and unmistakable terms.”

Comr. Rosel H. Hyde clung to his original view that WHLS violated the political section of the Act (Sec. 318), and that censorship “for any reason whatsoever” is forbidden. But again he took no position on the question whether licensees will be held responsible for libelous or slanderous remarks, feeling that this “is a matter for decision by Congress or the courts and not the Commission.”

Chairman Wayne C. and retiring Comr. Clifford J. Durr subscribed fully to the majority views. Comrs. Paul A. Walker and E. M. Webster, on international assignments in Europe, did not partici- pate.

SEC. 315 Backdown

The majority’s one clear back- down from its original views followed a passage holding that “the prohibition against any censorship by licensees of political speeches by candidates for office is absolute, and no exception exists in the case of material which is either libelous or might tend to involve the station in an action for damages.” The following new pas- sage was added:

“...in reaching this conclusion, however, we hold merely that the censorship prohibition under Sec. 315 of the Communications Act includes the refusal to broadcast a candidate’s speech by a candidate for public office because of the alleged libelous or slanderous content of the speech.

Nothing in this opinion is intended to indicate that a licensee is necessarily without power to prevent the broadcast of political broadcasts which, to the best of his knowledge and belief, are violating the provisions of the Communications Act or any other federal law on obscenity, indecency, and other requirements of Sec. 315 of the Commission’s Rules and Regulations.”

Comr. Jones charged that the new language “serves only to create confusion and to hold forth the most palpable and the most indefensible of the facts he said, it is ‘without legal effect.’” He explained:

...it merely states that this decision is not intended to indicate that a licensee is necessarily without power to prevent the broadcast of political broadcasts which violate the Communications Act or other federal law. There is no finding that a licensee “does” possess such power and in the absence of such an affirmative interpretation of the word “censorship” which the Commission has adopted, it is totally indefinite as to the broadcast#endregion
WARREN REPORT

By DAVE GLICKMAN

RADIO has been a vital source of direct contact for Gov. Earl Warren, with the voters of California via his monthly Report to the People, originated through KFBK Sacramento and aired by ABC stations in the state.

Started in September 1945, the program has been very similar to the personal report quality made famous by the late FDR. In fact there are many Californians who believe that the Republican vice-presidential candidate is the best radio voice to come along since Roosevelt. [Editor's Note: The radio consensus in the East is that GOP Presidential nominee Dewey is the best radio voice since FDR. With Dewey and Warren it would appear the Republicans have an all-star radio battery.]

Sensitive to the pull of radio, he has always been an exponent of equal news rights for radio, affording radio reporters the same access to all his conferences as newspapermen. This was shown some months ago when, over protest of newspaper reporters, he permitted radio newsmen to tape record his reading of the full text of his letter announcing acceptance of his candidacy for the Presidency.

Quick to Speak

Further, he has never hesitated to participate in radio round-tables or other program formats when he felt that there was something to be said by the office of the top California executive.

Several months ago, Gov. Warren readily exposed himself to a grilling by the press via MBS Meet the Press program when it originated from Los Angeles. Straight-forward and direct, he left the press thoroughly convinced that he was a man big enough to meet national problems without ducking key issues.

Gov. Warren is at ease before the mike. He times himself out nicely and is familiar with all production cues, according to radio men who have worked with him.

Once oratorical, he has toned down with experience. Friendly, with a warm human voice, he doesn't go in for eloquence or flowery speeches. He speaks in a direct conversational sort of way. He is described by radio men as "cooperative" and "easy to work with."

As the hard-hitting District Attorney of Alameda County, he took to the air on many occasions in the early '30s to expose graft and corruption in Oakland. Using radio extensively in his campaign, he first came into national political prominence when he won the governorship of California in 1942 from Democrat Culbert L. Olson, in spite of the fact that three out of five of the state's voters were registered Democrats. His re-election, again with help of radio, in 1946, made state history. He won both Republican and Democratic nominations.

An advocate of free radio as well as free press, he has maintained that policy throughout his career.

At an informal session after "Meet the Press" broadcast, Gov. Warren (l) chats with (l to r) Manchester Boddy, "Los Angeles Daily News" publisher; Bill Payette, L.A. bureau chief of UP; Lawrence Spivak, "American Mercury" editor; Carl Greenberg, "Los Angeles Examiner" political editor.

MR. ALGER WAS WRONG

By JOHN OSBON

TO the archetypes of American success—the immigrant boy who by industry and ambition became a tycoon, the child of poverty who forged west to build an empire, the mannered youth who married the boss' daughter—someone new has been added. Future historians who can write of 1948 without gaging will mention another party to riches—the radio give-away show.

Last week a Manhattan cabbie's wife qualified as the involuntary heroine of such a triumph. Mrs. Milton Farber was struck with the hard, bright lightning of Stop the Music, ABC's munificent charity. She won $20,000 in cash and merchandise for correctly identifying a "mystery" tune as "Get Out of the Wilderness," advice which seems pertinent to radio program creators these days.

Mrs. Farber, who swears she likes to listen to all kinds of radio programs, even those which do not give anything away, was the first of several score listeners to call the tune. Stop the Music has telephoned a handful of them on each broadcast as the loot piled up, awaiting the discovery of one who knew the tune's name. When Bert Parks, m.c. of the show, phoned Mrs. Farber, she popped the $20,000 answer although "my knees were buckling all over."

The 42-year-old Manhattan woman is an avid nighttime radio listener, as is her husband, Milton, when he isn't cruising the streets for the Crystal Cab Corp. Quired by a BROADCASTING reporter as to their listening habits, Mrs. Farber replied: "We like mystery shows—we don't miss any of them." She ran down the list of Boston Blackie, Mr. District Attorney, Green Hornet, Famous Jury Trials and Inner Sanctum, to name a few. Lux Theater and My Friend Irma, in the drama field, are also high on their listening list. Mrs. Farber's particular favorite is Jack Smith ("who has all the personality in the world") and for comedy she'll take Eddie Cantor.

In Lower Manhattan

The Farbers have an apartment in Knickerbocker Village, lower Manhattan. Were it not for the towering apartment structure, the Brooklyn bridge—a prize somehow omitted in the galaxy of give-aways—would be plainly visible in the east.

As it was, the list was all-embracing: a $1,000 U. S. savings bond, trailer coach, two suites of bedroom furniture, a grandfather's clock, piano accordion, food freezer, clothes dryer, $500 worth of men's clothes, a piano, luggage and a $1,000 diamond ring. That wasn't all either. Also included were $600 worth of women's hats, a fur coat, complete home workshop, an automobile and a $2,500 television set with micro-lens projections. Thrown in was a 38-day South American luxury cruise.

Disposal of Prizes

Decision on disposal of the prizes rests with Mr. Farber, who thus far has decided only that the couple can do without the trailer and trip. But the TV set is a definite fixure on the list of items to be retained.

Mrs. Farber doesn't listen much to radio during the daytime. "There was a time I could tell you the name of every radio program on during the day," she explained. "But now between my new grandson and their television set, I can't. Seems I keep running over to their apartment all the time." The couple are dyed-in-the-wood Dodger fans, but frequently catch nighttime TV programming (such as boxing) too, in addition to their favorite AM shows.

They're Florida Bound

The Stop the Music windfall came at a happy time. The Farbers are intending to move to Florida in the fall, and $20,000 is a nest egg big enough to hatch their future in West Palm Beach. The prize added more than cross commercialism to their heretofore mundane lives. Mr. Farber got from it a name for the service station he intends to open down there. Of course, he's going to call it the "Stop the Music" station.

Even-Air Spot Drive

EVEN-AIR SALES Inc., New York, (distributor of Even-Air puncture resistant tire compound), which has appointed Schacter & Fain Inc, New York, is planning a spot announcement campaign in New York, New England and New Jersey markets. Further details and the starting date have not been set.
A TEDIOUS and for the most part unexciting battle between the “haves” and the “have-nots” of television channel assignments engrossed FCC last week as it waded through the last of 22 sessions of its two-month hearing on new nation-wide video channel allocations.

In one of the few developments that went beyond the scope of strictly local disputes, former FCC Comr. T. A. M. Craven, of the Cowles Stations, told the Commission its hearing “is virtually a waste of time” and that the real solution is a nationwide September’s high-band television hearing by announcing now that 22 channels above 480 mc will be made available along with the present 12 low-band channels.

Testimony encompassing the policy question of directional antennas in television was commenced Thursday and slated to continue Friday (see late story, page 82). The latest conclusion is that they resume Wednesday, and are expected to be completed this week — also are slated to be enlivened by testimony on Westinghouse’s Stratovision and on DirecTV’s bid for the addition of eight new video channels to the present band (see TELESTATUS, page 14).

Mr. Cullum Testifies

Craven Sees Remedy

Comdr. Craven, Cowles’ vice president in charge of engineering, observing on behalf of Cowles WCOP Boston, declared that “some of the immediate critical pressures” arising out of current allocations can be remedied in Boston and Washington, for example by giving each a new channel.

But, he added, “if we can accept the premise that additional channels will soon be available for commercial use, it is not illogical to assume that the communities which cannot easily support the costly early pioneering of television operation do not actually need television channels today.”

In a statement whose relevance and propriety were challenged by Commission counsel — with the Commission reserving its ruling on the question — Cowles then declared that “since the objective of the proposed [channel reallocation] is an attempt to distribute too few facilities to too many communities, the only accomplishment which can come out of this hearing is to continue to provide both inadequate competition and inequitable distribution ... to the only communities which can afford correspondingly the high cost of early pioneering in this new development.”

He continued:

“The Commission can start today toward the one solution of the problem which appears obvious. Reduced to the main elements, the Commission is required is an announcement today that the Commission will open September for commercial television at least 34

channels, 12 of which will be the present channels and the remaining 22 will be above 480 mc, and that in October 1948 the Commission will issue specifications for television channels above 480 mc in precise terms.

The connections should be noted that in the spectrum space now reserved for television between 480 and 530 mc, it is possible to provide 22 channels each 25 mc wide. It is sufficient flexibility on the Commission to take any detailed information which will provide for availability. It would be possible to provide channels with high-definition black-and-white or color television on the present standards. It would also be possible to build on the development of color television.

Claims Complaints Will Come

Comdr. Craven predicted that such a course would draw complaints from “vested interests who played a role in the allocation structure,” from scientists who prefer to await perfection, from others who want to wait for more information, and from others who would postpone action “until someone has equipment available for sale.” Yet, he said, some of these complaints may come from persons who urged the granting of light for television before the war, when, he said, there was less data on Channels 7-13 than there is on the 480-320 mc band today.

He contended the September high-band hearing “should not be a hearing to determine whether or not the Commission will increase the number of channels immediately available for commercial television. That is a decision which should be made now. The September hearing should be limited to the detailed technical specifications for the additional channels.”

Aside from the challenge laid down by Comdr. Craven, and late in-the-week testimony on the question of directionalized video operations, the week’s sessions were in effect a series of hearings on the proposed allocations to particular areas. They covered proposed allocations on about 20 geographical areas where FCC had been challenged.

A total of some 40 applicants from these areas participated. It was an engineers’ and lawyers’ event throughout.

Opening testimony on directional antennas was presented by Joseph Waldschmidt, consulting engineer representing Yankee Network in its bid for allocation of a channel — No. 3, 8, or 10, preferably 10—for Bridgeport, Conn. Under questioning by Thomas J. Craven, Yankee legal counsel, he outlined prospective directionalized co-channel operations for Bridgeport and Springfield, Mass. He estimated a directive antenna would cost about $14,000 or $15,000 (approximately the same cost, he noted, of present antennas).

Earlier, A. Earl Cullum Jr., engineering consultant representing WHDH Boston, had testified under cross-examination by Comr. George E. Sterling that actually it is “a very tough problem” to get a non-directional television antenna. But he felt it would not be safe to “jump” into directionalized operations on a “general basis,” and that even on a case-to-case basis it is necessary to consider such factors as tropospheric.

There were several instances of shortening tempers as the sessions progressed. At one point Mr. Dempsey protested that “I don’t know how this ever begins to be a fair hearing,” and Assistant Counsel Harry M. Plotkin declined to produce data on which FCC based its proposals. At another point Dwight Rorer, at- tended by Webb, President, testified vehemently when Mr. Plotkin attempted—in vain—to prevent acceptance of certain Cherry & Webb testimony on grounds that no adequate notice had not been given.

Orrin Brown Testifies

Orrin H. Brown, president of Eitel-McCullough’s affiliated Radio Diablo, outlined plans for an equipment development program which “would have as its goal the successful building of a high-power television transmitter [having] a peak power output of 50,000 w.” The development program, he said, “would bring new and revolutionary broadcast antennas for future application to the high-power television field.”

His statement was in support of Radio Diablo’s bid to have the proposed location of Channel 12 to Stockton, Calif. deleted so Diablo can proceed with its plans for a television station on Channel 13 operating with a radiated power of 250 kw. Radio Diablo is licensee of KSBR (FM) San Bruno, California, characterized as having “the only 50 kw FM transmitter in service in the regular FM broadcast band.” KSBR operates with an effective radiated power of 250 kw. Maurice Jansky appeared as legal counsel.

The hearing was held before FCC Commissioners Moy and Comrs. Rosel H. Hyde, Robert F. Jones and George E. Sterling, with Chairman Coy absenting himself from portions relating to directional antennas [BROADCASTING, July 28]. In his absence, Comr. Hyde presided. Hart Copenhavthwait, of the FCC Engineering Bureau’s television division, presented the

(Continued on page 56)

TV ALLOCATIONS

BROADCASTING • Televacasting

First Week of Hearings Concluded

CBS PACKAGE

EFFECTIVE immediately CBS network package programs will include advertising agency commission, William Gittinger, CBS vice president in charge of sales, informed advertising agencies in a letter last week.

Mr. Gittinger’s letter explained that “we have hitherto followed the traditional industry pattern of quoting prices on a net basis for CBS package programs. But this operation is now so well an established and important part of our service that we feel these properties should henceforward be made available for purchase on the same basis as for single Properties. Effective immediately, therefore, quoted prices will include advertising agency commission.”

Cites Economy

The letter also pointed out that “many CBS package programs are sponsored today and have won top network position. We should like to point out— at extremely economical cost per thousand families delivered. Some of the outstanding ones are Arthur Godfrey’s Talent Scouts for Lipton; Suspense for Auto-Lite [This goes on the air July 8 for Auto-Lite] and My Friend Irma for Swan.”

To Include Agency Commission

The letter concludes: “Columbia intends to continue to create package programs—to make available (in audition and on the air form) new radio properties which will deliver to sponsors large audiences at low costs.”

Add to Poll Fund

CONTRIBUTION of $1,000 has been voted by the NAB board toward the fund for investigation of the murder of George Polk, CBS news correspondent in Greece. The voluntary committee representing all media is investigating the incident. NAB President Justin Miller is a member of the finance committee. William J. Donovan, former chief of the Office of Strategic Services, is conducting the inquiry in Greece. He is donating his services.

July 3, 1948 • Page 25
**Decision of NBC and CBS to Withdraw from Program Activities**

NBC and CBS have announced that they will withdraw from program activities, effective immediately. This decision is due to the ongoing disagreement between the networks and the State Department over the management of the Voice of America, which is supported by the United States government.

**Bond Drive**

The Voice of America has launched a bond drive to raise funds for its operations. The drive is supported by the U.S. government and is aimed at raising $12,500,000. The bond drive is expected to last for several months, and the network is urging all its listeners to participate.

**Radio Contributes Half of Total Advertising**

Radio has been identified as a key contributor to total advertising revenue. With the increasing popularity of radio, advertisers are looking to increase their investment in this medium. The trend is expected to continue in the coming months.

**St. Louis is Picked for NARND Meet**

St. Louis has been selected to host the National Assn. of Radio News Directors. The meeting will take place in November, and it is expected to attract a large number of attendees.

**Broadcasting**

Broadcasting, Vol. 41, No. 12, published in July 1948, contains articles on various aspects of the radio industry, including regulatory issues, advertising, and programming. The magazine also features news and updates on the latest developments in the industry.
General rate increases for the NBC television network of interconnected stations and for the NBC key video outlet in New York, WNBT, were announced last week in New York.

The increase, effective next Oct. 1, was said to have been based on an increase in sales of television receivers in cities where NBC television is available. George H. Frey, director of network sales, and James V. McConnell, director of WNBT sales, made the announcement.

A base hourly evening time gross rate of $1,000 was established for WNBT, as compared with the present rate of $750. This is for Class A time (6:30 p.m.-10:00 p.m.). Class B time (5:00 p.m.-6:00 p.m. Mon.-Fri., 6:00 p.m.-7:00 p.m. Sat.-Sun.; 10:30-11 p.m.) rate will be three quarters of the Class A rate. One half of the base hour rate will apply at all other times. Studio facilities charges will remain at the present level, $1,000 an hour.

A base rate for one-minute announcements and 20-second service announcements (time signals and weather reports) was also established for WNBT at $175, including time and film studio facilities. Hourly network rates on stations in the East Coast television network, where interconnection prevails, were increased as follows: WCCO for WBZ-TV Boston of $250; WBAL-TV Baltimore, from $150 to $200. WNBT Washington, from $225 to $250, WBNB New York, from $200 to $250. The base rate for WBZ-TV Boston of $200 and for WTVR Richmond of $100 will remain the same.

Orders for television facilities on the network accepted before next Oct. 1 will be given protection against the rate increases until Dec. 31, 1948. Mr. Frey said. Orders accepted after Oct. 1 will be given the higher rate. Although not officially announced by the network, it was learned that NBC policy had been established to exclude the sale of network time on parts of the network. Any advertiser seeking to buy network time must buy all stations, including those not yet interconnected, it was learned. This procedure differs from common sound broadcasting policies which in most instances permit sponsors to buy only those stations of one network, or a group of them.

Rates on those stations beyond interconnection were not changed in the announcement last week. However, in a letter to advertisers, NBC said that a revised rate schedule would be issued for such stations after the economics of programming by film had been worked out.

July 5, 1948 • Page 27
CONGRESS was mustering its forces last week for a siege of FCC as a House Select Committee prepared to launch a full-scale probe into Commission operations and a Senate Interstate Commerce Subcommittee readied plans for a fall campaign to complete the pinema movement.

The House investigation was put in motion last Tuesday when Speaker of the House Joseph W. Martin Jr. (R-Mass.) appointed a five-man Select Committee authorized during the closing hours of the 80th Congress [BROADCASTING, June 28]. Spadework, officials said, will start immediately.

Although Senate hearings this summer appeared doubtful, a member of the special Senate subcommittee named to investigate the Commission has already commenced work on the agenda.

Even though the lawmaker commanding the House investigation has pledged himself to an objective analysis of the situation, the appointment of a hard-driving general counsel held promise of a brilliant display of Congressional pyrotechnics.

Rep. Forest A. Harness (R-Ind.), who was appointed Select Committee chairman, on June 30 selected fiery Frank T. Bow of Canton, Ohio, as general counsel.

Mr. Bow, during his short period of service on Congressional committees, has gained a reputation for aggressive, searching investigations and an apparent reticence to pull his punches.

Experienced Counsel

Since May 1947 he has been the field marshal for the House Committee on Expenditures in Executive Departments during its five probes into alleged propaganda activities in the Army, Federal Security Administration, housing, agriculture and reclamation.

Although an attorney, Mr. Bow, is a result of "his avocation" served for a period in the South Pacific during World War II as radio correspondent for Brush-Moor newspaper and radio interests, which operate the Ohio Broadcasting Co., licensee of WHBC Canton and WPAY Portsmouth.

The general counsel is a member of the Canton law firm of Bow, Ake & Thomas and is a member of the state bar's executive committee. His service in legal circles also includes the Ohio State Bar Association from 1940 to 1947. He was Assistant Attorney General of Ohio from 1929 to 1933. For four years between 1946, he was an assistant prosecutor and commentator on WHBC. A member of the Ohio Republican State Committee, he is author of a plan conceived in the early thirties for the reorganization of the state bank of Ohio.

Mr. Bow told Broadcasting last Wednesday that his experience with Rep. Harness during previous investigations convinces him that "this will be no witch hunt."

Rep. Harness was author of H. Res. 819 which provided for the full-dress probe of the Commission, its personnel and general operations, its licensing and renewal policies, and its treatment of applications filed by alleged subversive parties or Communist-front groups.

Other House appointees are Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.) and Oren Harris (D-Ark.).

The appointment of three members of the House Interstate and Foreign Commerce Committee, which ordinarily considers radio legislation, was recognized as an appeasement gesture toward Rep. Charles A. Wolverton (R-N.J.), Commerce Committee chairman, who supported the Harness resolution despite floor protests that the measure encroached on jurisdiction of his committee.

Congressman Wolverton's approval for similar Senate hearing brought an appearance with one bearing his own name which was gathering dust in "File 13," furnished a surprise to even members of the Commerce Committee, who once pledged before it had voted to oppose it on jurisdictional grounds [BROADCASTING, June 28].

Chairman Harness revealed June 26 that the investigation would be launched "immediately."

"I am going into it cold, with a view to making a searching investigation of the FCC to determine if the public interest is being served," Rep. Harness declared.

The Indiana legislator said that the Select Committee intends to "determine first if there is justification for the complaints and charges against the Commission."

The committee, Chairman Harness explained, will follow up the appointment of counsel and a staff of investigators by "taking the complaints and looking into them."

Additional administrative funds to supplement the original grant of $25,000 will be secured if evidence warrants projection of the investigation on a larger scale, Congressman Harness asserted.

Preliminary spadework will get underway immediately with formation of the investigative staff but hearings will probably not be conducted during the next four to six weeks, Chairman Harness told BROADCASTING.

Will Study Complaints

Files of the FCC will be explored and complaints and charges assembled for study during the earlier work of the committee.

Speaking on completion, the lawmaker said that "charges and complaints have been flying thick and fast." He declared any personal knowledge of any irregularities.

He further stated, "We intend to make a thorough, full and complete investigation of the FCC. On the basis of this investigation we will make a complete report and recommendations to the House."

Dates of public hearings will be decided following the preliminary staff investigation, he said.

Sen. Ernest W. McFarland (D-Ariz.), a member of the Senate Commerce Subcommittee investigating FCC operations, told BROADCASTING that he held serious doubts as to whether the hearings would be conducted by the Senate group during the summer months.

"We are, however," added Sen. McFarland, "preparing an agenda. He acknowledged that it was the committee's intention to assemble the bulk of its agenda (Continued on page 58)
DEMO CONVENTION Coverage May Top GOP’s

By HERMAN BRANDSCHAIN

RADIO and television coverage of the Democratic National Convention made some advance coverage for the Republican Convention, according to reports coming to William Neale Roach, managing director of the Democratic Convention, at his office in the Bellevue-Stratford Hotel, Philadelphia.

Up to Thursday, July 1, radio requests totaled 787 and television requests totaled 45, with more requests coming in. Mr. Roach said every effort will be made to get every radio and television reporter into the hall, although he could not promise any but basement working space to late-comers.

Mr. Roach also promised that the Democrats would attempt to iron out most of the bugs which developed during the Republican gathering. He and other Democratic Convention attaches spent part of each day during the Republican radio scouting the hall.

As a result, engineers will be put to the task of providing better amplification for the radio commentators’ section. This space, on the stage and directly behind the speakers’ rostrum, proved to be a dud acoustically, in spite of the installation of one of the world’s finest P.A. systems. The working space, occupying the last rows of these seats, will also be given the benefit of some sort of direct ventilation, Mr. Roach said. During the Republican gathering, the part of that area, directly beneath the networks’ booths, developed Turkish bath temperatures.

He said that particular attention will be paid to the plugging of the independent shelters’ booths beneath the stage, which were poorly lighted and stuffy. Lighting will be adequate and air-conditioning, if possible, the necessary equipment will be installed; if air-conditioning proves impossible, fans will be used.

As for the gigantic hall itself, every effort will be made to keep its temperature down. During the Republican gathering, the effort to work the air-conditioning system failed because of the inability to get the scores of tons of ice to the roof, an operation necessary to operate the system. The Democrats have decided to make every possible effort to get either an outside elevator, such as a contractor uses on a construction job, or a pulley system to make the ice lift. Up to press time, no definite move had yet been decided upon, but it was understood that if nothing else were worked out, the Democrats planned to sort the large array of electric fans ever seen in any hall to keep the air moving.

Antics Protested

Radio stations throughout the country, particularly in television areas, have been receiving letters from citizens protesting the circus-like and sportive antics of the Republicans, which were revealed so glaringly by the TV cameras. The tenor of such letters was to the effect that the serious business of choosing the party’s ticket for the highest office in the nation should not be accompanied by such shenanigans.

Such letters also have come into the office of Mr. Roach, and he said that the Democrats intend to profit by them. He said every effort will be made to keep the Democratic Convention business-like and moving. In addition, such small details as getting entertainers off the rostrum expeditiously and finding places for them, will be taken care of, instead of allowing them to remain stuck on the rostrum with no place to go except to bask in the limelight to the further detriment of business.

Meanwhile, in Philadelphia, the radio industry was still talking about the Republican shindig. Some of the topics of conversation:

Congratulatory messages coming to many locals from independents and networks which benefited by aid of Philadelphia stations. For example, Harry Maitziah, general manager of KFWB Hollywood, sent a recording to William Banks, president of WHAT, praising the latter’s work in piping programs to the West Coast.

The way networks moved in and took over local arrangements and credits. Press sections of some affiliates were definitely happy in failure to see their own call letters in publicity.

While Philadelphia locals were happy over the number of friends they made among visiting broadcasters, there was talk of a few instances where visitors took advantage of local hospitality. Equipment lent to visitors was not always carefully handled and some did not come back at all.

105 Independents to Use Pre-Convention Platters

DEMOCRATIC party leaders will be featured in a half-hour transcribed pre-convention roundtable to be heard on 105 independent stations before the party opens its Convention July 12.

The transcription was offered to 100 independent stations on a non-commercial basis and has been accepted by 105 thus far. Participants in the roundtable are Sen. J. Howard McGrath (D-R.I.) chairman of the Democratic National Committee; Sen. Francis J. Myers (D-Pa.) and William Neale Roach, Democratic Convention manager.

Final plans are shaping up for coverage of the Convention with about 1,100 radio men (AM and TV) expected to be on hand (see story this page). Considerable emphasis will be given to women’s activities, according to Ken Fry, radio director of the committee.

Industry Proud of Good Job

TELEVISION did itself proud in covering the Republican National Convention. All who labored in Philadelphia, all who watched the pooled telecasts from any of the East Coast video stations, agree on that.

Television itself is more critical and more responsible in covering the GOP sessions. Those in charge of the video pickups from Convention Hall view the performance as satisfactory for a start but a long way from perfect. They plan to do better when the Democrats assemble next week and do still better when they have more experience in this type of operation and more flexible equipment to work with.

They also hope for the time when there will be sufficient network facilities available so that each network, or each independent station, for that matter, can do its own independent convention coverage job as it desires, without having to pool the programming as was necessary this year. The individual comments of these men on the GOP Convention telecasts, made last week to BROADCASTING, follow:

NBC

Television was the Republican National Convention’s “favorite son,” according to Carleton D. Smith, director of NBC television operation.

“At the Bellevue-Stratford, Gov. Thomas E. Dewey eyed the first and second ballots whichaugured his nomination on a television receiver,” Mr. Smith pointed out.

“The Warwick, the Barclay, the Sheraton, the Bellevue, in Convention Hall, in New York, Washington, Philadelphia, Baltimor, Boston, Richmond and Sche-nectady, in Detroit, Cincinnati, Los Angeles, Chicago, etc.—in all these places, delegates, candidates, spectators, and the American public sat in on the proceedings through television.

President Is Viewer

“In Washington, President Truman watched the proceedings of the opposition party on his television screen.

“This was television’s coming-of-age. Enhancing NBC’s coverage of the Convention was its arrangement with Life Magazine—an arrangement that brought to television screens exclusively and far in advance of other media, major statements by the five leading candidates for the Presidential nomination. For the first time television covered a new conference that of Gov. Thomas E. Dewey at the Bellevue-Stratford, seen exclu- sively over NBC, if it’s not immodest to say so.

“We learned many lessons at the Convention. We learned how to bring five distinguished persons into a 14-foot studio above the stage without having them stumble over each other’s feet. We learned how to apply quick makeup telecasts. We also learned the necessity of brevity in interviews.

“We learned that dull moments can be brightened by such interviews as that Alex Dreier conducted in the Bellevue-Stratford barbershop while being shaved; we learned that viewers like a sprinkling of humor with their Convention.

“All of these—in addition to other experience gained in the coverage of the Republican National Convention—will be incorporated into NBC television coverage of the forthcoming Democratic National Convention July 12.”

ABC

“ON THE WHOLE, I think we have come through our first great test satisfactorily,” Burke Crofty, executive television producer of ABC, stated following the conclusion of the GOP National Convention.

(Continued on page 60)
ADOPTION of FCC's plan to forbid any future station sales contracts in which the seller reserves the use of time on the station as part of the sale price [Broadcasting, Feb. 9] appears likely following oral arguments before the Commission last Monday.

The ultimate form of the proposed rule with respect to contracts already entered into, however, seemed in doubt, in view of the persistent opposition raised by a church, a minister, and a businessman protesting some of the modifications which present contracts would have to undergo. The stations involved, however, were generally receptive to the modifications which FCC proposed to impose.

There was no opposition to the portion of the proposed rule which would ban any new time-reservation contracts by forbidding the seller a right of reversion of the license or reassignment of the license in the future also would be forbidden.

The controversy in oral argument, held before the Commission on June 1, centered on the proposed section which would require modification of existing time-reservation contracts so as to provide:

1. A definite termination date not later than June 1, 1963.
2. A special right of termination of the contract to the licensee's discretion under payment of a percentage of the open periodic payments, with the added provision that "the amount initially set shall thereafter decrease as the amount of time reserved is decreased by performance of the contract."

William C. Fitts, attorney for Berachah Church of Philadelphia, which has a time-reservation contract arising out of its sale of WPEN in 1930, and for Rev. J. Frank Norris, who had a similar contract with KFJZ Fort Worth, argued that it would put the stations in the driver's seat and "completely destroy" the contractual rights of those holding such contracts.

Toned Private Matter

He insisted it is not FCC's concern whether stations have a right to cancel such contracts. The terms, he declared, are a matter for private negotiation. He argued that the Commission's only proper concern is to see that licensees do not delude the public, via the contracts, and that this is amply provided without any requirement that a termination date be set or that cancellation privileges be provided.

Mr. Fitts suggested that rule-making be abandoned and each case decided independently, or at least that the two challenged provisions be removed, or, as another alternative, that more adequate protection be given the rights of those who have time-reservation contracts.

Samuel E. Hirsch, attorney for A. J. Felmans, businessman who reserved 5 ½ hours a week in perpetuity when he sold WJOL Joliet, Ill., largely endorsed Mr. Fitts' arguments. In the WJOL-Felman case, he said, the station does all the preparation and the Felman furnishes only the spot announcements. Both Mr. Fitts and Mr. Hirsch reiterated that the stations have control over program, exclusive power to reject, or substitute for, material submitted by their clients.

Chairman Wayne Coy at one point observed that Jack Benny and Walter Winchell have been granted rights to the time at which they appear on the respective networks, and asked Mr. Hirsch to compare or contrast this with Mr. Felmans arrangement with WJOL. Mr. Hirsch reiterated details of Mr. Felmans agreement but said he did not know the details with respect to the network talent.

Rights Challenge

Comr. Robert E. Fitts repeatedly questioned the "rights" of the holder of a time of reservation to be a broadcaster without being a licensee, the effect of a block of reserved time on the licensee's control over his station, and the effect of contracts which run beyond the three-year license term of stations.

Eugene L. Burke, representing KFJZ, which has negotiated a modification of its original contract with Mr. Norris, suggested that the proposed rules be allowed to stand but that cases be considered on their individual merits, particularly as to the licensees' right of termination and payment of a lump sum.

Seymour Kreiger, attorney for WPEN, regarded FCC's proposal as "a fair compromise of conflicting interests, but the time would be too long to let existing contracts run, particularly since radio is a very dynamic field." He explained that a provision which would deprive Berachah Church of its bargaining power.

Controversy Studied

The controversy between Berachah and WPEN, he reported, is now in the process of negotiation. Berachah sold the station in 1930 for $15,000 and perpetual rights to broadcast religious programs and services, totaling 4½ hours weekly. Early this year WPEN notified the church that the time would not be made available after Feb. 1.

FCC May Ban Time Practice

ABC Decides on Its Campaign Rules

ABC has established a political sales unit under Thomas P. Robinson, ABC's director of political affairs, to handle sale of all ABC for transcontinental and regional network broadcasts, as well as local political airings on WJZ New York, network key station.

Other ABC owned and operated stations will handle local orders in accordance with policy. They will accept orders for spot announcements which may be used only to remind the public to vote on election day, draw attention to an ABC political broadcast, or to publicize a rally to be held by a group. Provisions pertain to recognized candidates and parties or groups.

ABC also stated it will not make time available for a rebroadcast of a program carried earlier on ABC or another network. Rates charged by all stations will be in accordance with current ABC rates, with allowance for a 15% discount for national network agencies ordering time for political broadcasts.

ABC's acceptance terms and conditions of cancellation provide that no order for network or local political broadcast will be accepted more than 30 days in advance of the broadcast date. In case of a series, the 30-days-in-advance requirement applies to the first broadcast. The network has reserved the right to cancel a broadcast in order to present a special one deemed by ABC to hold greater public interest.

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Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.
THE MUCH-DISCUSSSED question of the rights of television broadcasters to prevent or restrict the reproduction of their broadcast programs in motion picture theatres and other ways in which admission is charged seemed destined for a court test last week. The owners of Philadelphia’s Lawndale Theatre appealed to the Pennsylvania Supreme Court for a reversal of the lower court’s action in enjoining them from picking up NBC’s telecast of the Louis-Walcott title bout and showing it to the theatre’s patrons via large-screen television [BROADCASTING, June 28].

“It is our intention,” said Henry Friedman, operator of the theatre and a defendant in the action, “to use this as a test case to determine the rights of a theatre owner with regard to television programs. We intend to fight this case all the way to the Supreme Court of the United States, if necessary. We do not, however, intend to sue anyone for damages.”

A hearing date for the appeal has not yet been set.

When the Lawndale Theatre was restrained from showing the pictures, Mr. Friedman explained to the theatre audience why he did not present the fight as promised. Instead, he was able to give them the Dewey acceptance speech at Convention Hall. He used a 7 by 9 television set and reported excellent reception.

He told BROADCASTING he regarded it as simply an effort to keep his own business going to present television on fight nights and other such occasions. He explained that taprooms and other amusement places in the neighborhood were picking up such programs and that something he had to do, too, to compete with them. He said he felt he had as much right, until the matter is decided by the highest court, to such programs as anyone else who owns a television set.

New Case Appears

Meanwhile, another case has arisen which concerns not NBC alone but all the Eastern television broadcasters who cooperated in the pooled viewing of the coverage of the GOP Convention. Paramount Pictures Inc. picked up the pool telecast from Philadelphia of Gov. Thomas E. Dewey’s speech accepting the Republican nomination for the Presidency and reproduced it on the screen of the Paramount Theatre in New York.

Paramount, when the video Convention pool was set up, had offered to participate at the regular station rate, picking up the pooled coverage of the Convention sessions, photographing them from the receiver and mixing the film for showing in the theatre. The pool members had unanimously rejected this offer, agreeing that these telecasts be denied wherever admission was charged.

The places which had planned such use of the Louis-Walcott fight broadcast had announced their intention in advance advertising which gave NBC and the other plaintiffs a chance to block them through court action. But the Paramount group was not announced in advance.

What action would be taken against the picture company by the telecasters was to be discussed Friday at a meeting at WOR New York of the Convention pool committee, originally called to review the details of telecasting the GOP sessions and to plan for the TV coverage of the impending Democratic Convention.

Explanation Sought

Since Paramount Pictures had paid a “sizeable sum” to reproduce the Louis-Walcott fight on the screen of New York’s Paramount Theatre and simultaneously refrained from using equipment set up to reproduce the Zele-Graziano bout when that fight’s promoters refused permission, BROADCASTING asked Paul Raibourn, Paramount vice president in charge of television, for an explanation of the unauthorized pickup of the Dewey speech telecast, particularly in view of the pool’s express resolution against such use of the Convention broadcasts.

“It made no fundamental difference to the world whether Louis or Walcott won the heavyweight title fight,” Mr. Raibourn replied. “But it made a lot of difference to the world that the Republican party had nominated for the Presidency of the United States and the world was concerned with what he had to say in accepting that nomination.”

Program Difference

Mr. Raibourn declined to amplify that statement, which appears to sum up the views expressed formally by other Paramount executives that there is a basic difference between a prize fight promoted by private individuals for profit and an event such as a national political convention which, they feel, belongs to the public at large.

Defendants in the New York and Boston injunction suits, who were similarly restrained from reproducing the NBC telecasts of the fight, failed to appear in court on the dates set for argument, indicating that there will be no contests in those cities at this time.

STA

SPECIAL temporary authorizations in connection with standard station operation on special occasion by stations assigned daytime facilities. FCC indicated the reason for refusing STAs principally was degradation of the night service of fulltime outlets.

Proposed last February, the elections caused considerable objection from many daytime only stations, both commercial and educational. In the oral argument on the proposal in May [BROADCASTING, May 10], these objectors pointed out that they have carried many worthwhile community programs which otherwise would not have been able to be heard and that not one bit of evidence had been presented to support the night interference contentions. They further held that new PAs would not solve the problem as suggested by FCC since few sets were actually in the hands of the public, or were stations operating in those areas where STAs have been of most service.

FCC held that “diligent efforts toward the establishment of FM service in individual communities will take care of such future need.” The Commission continued that since the programs broadcast under STAs have been of the type

AM Temporary Authorization Rule Changed

The order prohibits future nighttime operation on special occasion by stations assigned daytime facilities. FCC indicated the reason for refusing STAs principally was degradation of the night service of fulltime outlets.

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THEATRE TV

Court Test Due on Reproduction

Winds Cause Damage To Transmitter Tower

DURING recent Ohio Valley wind-storm, half of 350-foot west tower of WCKY Cincinnati was blown over and the cable to the transmitter was cut by a falling tree. Transmitter remained in operation, however, and engineers played musical interludes until a staff of announcers and technicians could be taken the 15 miles by auto from Hotel Gibson studios to Crescent Springs, Ky., transmitter.

WCKY has requested emergency authorization from FCC to operate without damaged tower, the principal directional shield for KFBK Sacramento, Calif.

WNGI Wilmington Sale

Given Approval of FCC

ASSIGNMENT of license of WNGI Wilmington, N. C., from General Newspapers Inc. to New Hanover Broadcasting Co., new firm, for consideration of $5,000, was approved last Tuesday by FCC.

Charles E. Marsh, Southern newspaper publisher, earlier had disposed of his interest in General Newspapers, publisher of the Wilmington Post, hence reason for sale of the station interest, FCC reported.

New Hanover is composed of J. S. Brody, 20% owner of WFIG Sumter, S. C., president and 50% owner; Charlotte Brody, vice president and 24.66%, and Leo Brody, 20% owner WKCZ Norfolk, Va., and holder of 10% interest in WKNS Kinston, N. C. WNGI is 250 w fulltime on 1340 kc.
TONY MATTES
Standard Oil Company of California
SAN FRANCISCO

A transplanted New Yorker, M. Anthony (Tony) Mattes, advertising manager of Standard Oil of California, first came to the Pacific Coast at the age of six. He went East to earn his diploma at Columbia, and then entered upon a brilliant advertising career in the agency and department store fields. During the war the OWI pressed him into service as Regional Director. “Then”—and now we quote Tony himself: “the gods were with me, making it possible to come back to my first love, the Pacific Coast, where I hope to spend the rest of my life.” To which we can only say glad to have you with us, Tony!” The Pacific Coast is becoming an increasingly fertile field for advertising men and advertisers. An oil company advertising manager should be interested, for example, in the fact that Oregon’s 1947 tourist income was $105 million; an increase of 25% over 1946. And if you don’t mind a parting pun, Tony, we might say that in the Pacific Northwest KGW continues to be the “standard” by which radio stations are judged!
Faraghan Named Acting WGN-TV Program Head

JAY E. FARAGHAN, traffic manager of WGN-TV, the Chicago Tribune video station, was appointed following the resignation of Edwin S. (Ted) Mills, program coordinator since the station took the air in April. Mr. Faraghan will continue to handle his duties as traffic manager.

Rumors that Buckingham Gunn, program director of WGN, the Tribune's AM outlet, soon would resign were confirmed unofficially by station sources. Officials said that in the event Mr. Gunn does leave WGN, he will be replaced by Walter Preston, now commercial manager of the station.

Mr. Faraghan, 30, was formerly production manager at KSD-TV St. Louis and had previous experience with WTEL, WFIL and XWY in Philadelphia.

A NEW metallic device, which may have far-reaching significance in electronics, especially the fields of radio and television, was demonstrated last Wednesday by Bell Telephone Laboratories in New York. Known as the "Transistor," the device is said to be capable of serving as both an amplifier and oscillator and of performing the functions of an ordinary vacuum tube without the latter's limitations.

The device, brought to reality by Drs. John Bardeen and Walter H. Brattain, is still in the laboratory stage, but the two primary inventors feel that, carried to its fullest development, its very simplicity will augur for mass production economies in many related fields through widespread use.

Fully developed, it is expected to find new applications where vacuum tubes proved unsuitable.

In one demonstration the audience heard a radio broadcast from a set constructed entirely without vacuum tubes and using instead several Transistors — not much larger than shoe-lace tips — to provide amplification. In another, the device was used to amplify electrical speech waves between two telephones, a function now performed by vacuum tubes. A Transistor also was used to generate a standard frequency tone, thus demonstrating its role as an oscillator.

In radio sets the device, which amplifies 100 times over but consumes power less than one-tenth of an ordinary flashlight bulb, enables the radio to work immediately without warming up.

Queried by Broadcasting with respect to its potential role in television, Ralph Bown, Bell research director, said Bell scientists and engineers could make no specific commitments. He emphasized the device was still in the laboratory stage; but potentially held great promise in that it would serve where the vacuum tube was impracticable. Result would be to point up and make feasible frequency amplification to a greater degree and television network connections by ordinary telephone lines, instead of the more expensive coaxial cables.

STATE DEPT. CONTRACT AWARDED A. D. RING

CONTRACT for design of a directional antenna system to be used on a 50-kw transmitter was awarded last week by the State Dept. to A. D. Ring & Co., Washington engineering firm, for $1,484.50 with a delivery time of 15 days. The award was the first to be announced by the State Dept. which is letting a total of $1,600,000 in contracts at this time for transmitters, antenna systems, power plants and auxiliary equipment [Broadcasting, June 28].

Current phase of the bidding ended June 30 at the end of the 1949 fiscal year during which the appropriation was to be spent. Other contract awards will be announced in the next week or two, the department said.

In addition to the $1,600,000 figure, the department's International Broadcasting Division has been allocated $3,000,000 to be spent on relay bases, equipment, etc. during the 1949 fiscal year. With this increased activity in view, the department is putting on a drive to enlarge its engineering staff.

"FLYNN HIGH FIVE," program over KENT Des Moines, has received the 1947-48 Award of Excellence for local radio programs made by National Advertising Agency Network.

**WSIX gives you all three: Market, Coverage, Economy**
Here's the book that tells you
...how to spark "sustaining"

and snare sponsors...

24 pages of easy-to-scan facts about the Capitol
Transcription Library...including pictures of artists,
descriptions of programs, technical data, comments
by stations using the Capitol Library...and other
helpful information. "Cap-Trans" is paying off for many
leading stations in terms of sponsors sold; we'll mail
the booklet promptly upon request, along with
a sample transcription, if you desire.

Capitol Transcriptions
Sunset and Vine, Dept. 75
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name______________________________
Station__________________Position____
Street__________________________
City______________________State____
**VIDEO BIDS**

TEN NEW applications for commercial television stations were filed last week with FCC. Seven of the applicants presently are identified with broadcast stations now in operation.

Also reported last week was plan of Meredith Pub. Co., Des Moines Better Homes and Gardens publisher and television applicant in several cities, to merge its Albany request with Champlain Valley Broadcasting Corp., owner WXSW, when the Mutual network, of which CBS terminates if similar to those made p.m. last week, is to be filed soon. Channel 9 (186-192 mc) with effective radiated power of 12 kw visual and 6 kw aural is sought. Four channels are still open in the Albany-Troy-Schenectady area and seven applications are pending.

Edward Lasker, movie producer and onetime vice president in charge of radio for former Lord Thomas, advertising agency, filed requests for Channel 2 (54-60 mc) in Denver and Channel 7 (174-180 mc) in Salt Lake City.

Second bid for Salt Lake was tendered by Salt Lake City Broadcasting Co., Inc., operator of KALL there. Channel 7 is sought.

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**NEW! 706A GUARD**

Simple, positive protection for 9 Type Reproducers

...Inexpensive...Easy to Install

Here's how the new Western Electric 706A Guard eliminates the three major causes of damage to 9 Type Reproducers and greatly facilitates their handling.

First, it serves as an automatic latch-type support for the reproducer arm when not in use-taking the place of the armrest from which the arm may be accidentally jarred with damage to the reproducer.

Second, the 706A Guard positively prevents any contact between the reproducer stylus and the felt surface of the turntable and prevents the stylus from riding into the label and drives hole area of the transcription.

Third, with the 706A Guard it is impossible for the stylus to hit the edge of a 16-inch transcription.

To place your order, call your local Graybar office or write Graybar Electric, 420 Lexington Ave., New York 17, N.Y.

---

**Western Electric**

**QUALITY COUNTS**

**DISTRIBUTORS:** IN THE U.S.A.—Graybar Electric Company, IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

**BROADCASTING • Telecasting**
There's a lot more to it than this...

Close cooperation between the salesman and his client is perhaps more important in Spot Radio than in any other form of advertising. For that's how the vital decisions of this highly profitable and highly complex medium are made... and made correctly.

But there's more to the story than this... a lot more. For instance — there are things like the skill and experience of the Spot Radio representative. Without them even the closest cooperation has no value. But if the representative has the advantage of 250 years of combined experience behind him... if he has the energy and persistence to learn about your business before he talks about his own... if he knows markets and market coverage as well as his own name... and if he can show you how to get maximum results from every penny you spend for radio advertising — he's the kind of man you'll always want to do business with.

In short, if he's a Weed and Company representative he can guarantee you the same expert service that has proved so valuable to so many successful advertisers.

Weed and Company  
radio station representatives
  new york  •  boston  •  chicago  •  detroit
  san francisco  •  atlanta  •  hollywood
AVCO CHALLENGE

Jones Questions FCC Ruling

THE GENESIS of FCC's Avco challenge last week by Comr. Robert F. Jones, who charged that the decision from which the rule stemmed was filled with "dicta." Comr. Jones aired his views colorfully in a dissent from a Commission majority opinion which refused to set aside the action denying transfer of KMED Medford, Ore., from Mrs. W. J. Virgin to Gibson Broadcasting and approving it, instead, to the competing bidder, Medford Radio Corp. [BROADCASTING, Nov. 5, 1947]. The petition was filed by Gibson and Mrs. Virgin.

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Announcing...

the formation of

The GEORGIA TRIO

Effective July 1, 1948

The TRIO, consisting of the C.B.S. affiliates in Georgia's first three markets is available to national advertisers at special group rates.

WAGA • ATLANTA — 5,000 w., 590 kc., C.B.S.*
WMAZ • MACON — 10,000 w., 940 kc., C.B.S.
WTOC • SAVANNAH—5,000 w., 1290 kc., C.B.S.

*WAGA joins C.B.S. on Sept. 26, 1948

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta
Kansas City • San Francisco • Los Angeles • Dallas
PART OF THE CROWD of 6,000 who gathered near Wilkes-Barre to see the Louis-Walcott fight on the WBRE 7 x 9 ft. television screen. WBRE's experimental television station picked up the TV signal from WNBT New York. The station's TV application is now pending, but TV promotion is very much in operation.

HONOR graduates Mr. and Mrs. Albert Gillen smile proudly after graduation from Syracuse U. Mr. Gillen, an account executive with WSYR Syracuse, graduated magna cum laude; his wife, cum laude.

FRYING into television are Howard Lutgens III, chief engineer of NBC Central Division and I. E. Shawerman, vice president. Boxes contain equipment for the network's new TV station in Chicago, WNBQ.

FOR THIRD year Wilbur-Suchard Chocolate Co. will sponsor broadcasts of Lancaster High School football and "High School Variety Hour" on WLAN Lancaster, Pa. L to r, Stanley Baker, WLAN salesman; John Boyd, sponsor's advertising manager; John D. Hymes, sales manager.

WNEW New York and Associated Radio Servicemen of New York sign agreement naming WNEW official station for the servicemen's organization. Seated l to r: Jack Sullivan, WNEW promotion director; Max Liebowitz, ARS president. Standing, Max Weiner, WNEW chief engineer; Arthur Silverberg, member of ARS board of directors.

THE MAYOR breaks ground for new WHJB Greensburg, Pa. transmitter, going to 1 kw fulltime. L to r (foreground): George J. Podeyn, manager; H. K. Brennen, vice president; Mayor Henry Coshey; Lyle Allen, engineer; Harry Stehman, secretary; Walter McCoy, chief engineer.

MEXICAN DELEGATES to the Second Interamerican Radio Conference in Buenos Aires as they left the Mexico City airport are (l to r): Adrian R. Lajas, Dr. Luis de la Rosa, Jose Luis Fernandes, Capt. Charles W. Horn, Clemente Sarra Martinez, Arnold Bozza. Emilio Ascarrunz, president of XEW Mexico City, left the airport before this picture was taken.
Grauman Amphibian, completely equipped flying darkroom...

TELEPIX NEWSREELS NOW AVAILABLE!

DAILY NEWSREEL... news while it's new, plus prompt coverage of sports, special events, fashions, human interest... 10 minutes—daily.

SUNDAY ROUNDPUP... picked clips of the week from the WPIX daily newsreel, and coverage of current news... 20 minutes—every week.

To television stations in the market for more informative, interesting and entertaining news and news features... WPIX offers Telepix—a complete and comprehensive newsreel.

With a total staff of twenty-four... ten cameramen covering New York, Washington and the Eastern Seaboard... two planes, station wagon for fast on-spot work... AP and News wires... foreign footage from French Gaumont, British contacts, many other exclusive WPIX sources... most modern movie production facilities and newest equipment... Telepix will attract additional audience... promote prestige, create comment, increase stature for any television station!

For all the facts on the Telepix... phone, write or wire—WPIX, 220 E. 42nd St., New York 17, N. Y.

WPIX NEW YORK CITY • CHANNEL 11

Broadcasting • Telecasting July 5, 1948 • Page 4
most effective promotion

another reason why

CPN is the West’s complete Regional Network
Most effective because: The Columbia Pacific Network backs its advertisers with every kind of radio promotion from audience building to dealer merchandising. That's why CPN sponsors volunteer statements like these:

“Once again we want to tell you that the promotion you are giving our program is the best we have seen in our long experience as a radio advertiser.”

“We very much appreciate your remarks at the meeting . . . selling our group on our program . . . I am sure our men have a much better understanding of the potency of radio.”

Largest and best: CPN's Promotion Department is the largest in radio west of the Rockies. And the most complete. With press information, art, photographic, copy, research, audience promotion and merchandising staffs to give each advertiser's program full support among listeners, salesmen and dealers.

It's Important: Fine programs plus well directed promotion mean better results for radio advertisers. Columbia Pacific supplies both . . . another reason why your campaign will be most effective on CPN.

Columbia Pacific Network
The West's Complete Regional Network
Editorial

Dewey Did—Do Dems?

LAST WEEK this journal was privileged to publish an interview with Gov. Dewey, fresh from his triumph at the GOP Convention in Philadelphia. He calls for an un fettered system of American radio. He is opposed to FCC incursions into fields beyond regulation of technical facilities. He opposes Government ownership with a zeal and an ardor that must tickle the coo kies of every radio heart. He de mons unwar ranted demands for free radio time from rump groups. He wants expansion and FM developed by private enterprise.

Irrespective of party lines, broadcasters cannot help but view Gov. Dewey’s comments as approaching radio Utopia. Four years ago, when he was the Republican standard-bearer, he was of the same mind. But he had no opportunity to do anything about it.

Mr. Dewey’s expressions put the Republican party on record, even though there was no free radio plank in the GOP platform, as was the case four years ago.

On July 12, the Democratic Party meets in Philadelphia. The incumbent, the now elderly Franklin Roosevelt, is President Truman. Early in his administration, he came out four-square for radio “on a parity with the press.” In a letter to this journal on July 8, 1944, he said:

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.

More recently, however, the President has evidenced some discomfort when confronted with the problem of radio’s freedom. He rapped both the press and radio for “distortion” in his rear platform appearance on his recent transcontinental trip.

Four years ago the Democratic platform ignored radio. Will the Democrats follow suit this year, or will they take advantage of the GOP oversights?

As radio newsmen, broadcasters, stations, till now, have carried no political labels. They do not pledge themselves to this party or that. Imminent lifting of the Mayflower editorialising ban (Rich Lorch has been expected to resign) may change that, though we fervently hope that stations do not affiliate themselves with any political cause.

At all events, the facts now are that GOP Nominee Dewey has taken an unequivocal position on a free radio. The Democrats, in the image of President Truman, have not—recently.

Broadcasters want to know.

MORE THAN one radio newswoman got a chuckle out of a statement on the editorial page of the June 26 Editor and Publisher. Titled “Importance of Newspapers” the editorial minimized the fact that radio and television stole the show at the GOP Convention. One part was, “...more, most of the news that comes over the radio is gathered by newsmen anyway.” We submit that the word “newsmen” should be changed to “newswomen.” Newswoman work on newspapers. But newsmen gather news, whatever the medium. Certainly reporters whose principal job is gathering news for radio and TV are not newsmen, although many of them have graduated from newspaper ranks into the newer, more facile art.

RETIRING Comm. Clifford J. Durr’s conclusion that FCC erred in its grant for rabble-rousing Preacher J. Harold Smith’s WIBK Knoxville (see story this issue), lifted him at last—and at least temporarily—at least out of this journal’s debit column. It took him a seven-year term, minus a day, to make the grade. But he made it. Welcome to the black side of the ledger, Mr. Ex-Commissioner!

Full House or Stacked?

MOST of our misgivings over the House Select Committee investigation of the FCC are alloyed with the naming by Speaker Martin of the Committee personnel. At first blush, it looks like a good committee—not a rabble-rousing fire-brand among them.

Three of the five members are also members of the House Interstate & Foreign Commerce Committee, in which radio legislation originates. Four of the five are attorneys. Chairman Harness of Indiana, author of the resolution which authorizes the inquiry, has no conceived notions about FCC wrongdoing.

With such a committee, it is logical to expect an objective quest for facts upon which remedial legislation could be founded. It has been 21 years since the present organic law applying to radio was written. It was in 1927 that the radio provisions of the existing law were fashioned and then bodily incorporated in the Communications Act of 1934.

The Senate in recent years has made several efforts to write new law. All have proved ill-conceived. All sought to achieve too much and became enmeshed in controversies stemming from the predilections of individual senators. The courts have gone off in all directions in interpreting the existing statute, so that any case usually can be argued from any angle, with court precedent somewhere to back it up.

We doubt whether the Select Committee inquiry will produce any evidence of malfeasance or skullduggery. Probably five will be found eyes left-wingers on the FCC (at both the Commission and the staff level) have favored left-wingers or worse among the applicants; that facts will enable the fair-minded to fit the fair-minded. The Committee also might well find that there is or has been a philosophy on the legal staff, abetted by a commissioner or two now departed, to sock the “ins,” and to make radio so shrill as to shock the label’s order that the trend toward the BBC type of “nationalized” operation would be speeded.

The Blue Book and its foreign antecedents should prove enticing. So will the half-dozen different “judicial law-making” decisions, like the equal time for atheists, and the multi-pronged Port Huron case on political broadcasting, the economic studies which should be new to the FCC, the Commission’s business, and other mischief decisions which have sprung from the fecund minds of the FCC’s legal gentry.

The Committee has a golden opportunity to make a public contribution of incalculable value. The FCC now sitting is practically a new agency, with a turnover of six of its seven members during the last two years. There have been some staff changes, but there remain the roots of infection. The Committee would do well to avoid the mistakes of its predecessor of 1943-44.

If the Committee can brush aside the fast-talking government gobbledegook, and can keep before the bright light of the Bill of Rights as it should apply to radio, its task in producing a statute to fit the mass radio arts will be as simple as is right from wrong.

Our Respects To—

LIONEL CECIL PLACE

WHEN Lou Place flunked his physical for Annapolis in 1929, he was hardly concerned, because he had other things on his mind. He wanted to be an actor. To reach that goal, he put to sea.

Since those days when he started his career as a ship’s cadet, he has run the radio gamut from technician-operator, through announcer and actor to producer and writer. Today you will find this personable young chap holding down as West Coast manager of Russell M. Seeds Co. with his headquarters in Hollywood.

Besides handling administrative details of the agency’s West Coast offices, he has been executive producer of NBC Red Skelton Show and People Are Funny and he now directs the weekly CBS Padded Cells (Schutter Candy Co. for Old Nick candy bar). In addition he is responsible for several local shows. Born Lionel Cecil Place on Feb. 13, 1912, in Portland, Ore., he received his grade and high school education in that city. It was during those school days that he was initiated into radio. He did character bits on the weekly Hoot Owl program on KGW. And this gave Lou Place the idea that he wanted to follow the footlights for a career.

With high school over in spring of 1936, he joined the Merchant Marine, taking a three month trip as cadet to the Orient.

Going to sea was a means to an end. And this policy Mr. Place maintained for many years, he will tell you. With enough money in his jeans from this first trip, young Place enrolled in the American Institute of Technology for Radio in his home town. Eight months later he was qualified as a 2nd class radio operator. Armed with a rating, he put to sea again—but this time for 18 months.

With money accumulated from this cruise, he enrolled in the U. of California at Los Angeles in fall of 1931, majoring in dramatics. Campus productions took a great deal of his attention during the next couple of years.

These were depression years too. Sailors were in greater demand than aspiring young actors in June 1933, when Lou Place left college. So he found himself going to sea again. He sailed as quartermaster and third mate on a round-the-world cruise.

During these two years of travel, Third Mate Place managed to save enough money to insure a try at professional acting. So he went (Continued on page 48)

BROADCASTING • Telexcasting
Food sales in WOAI's daytime primary area* amount to $247,370,000+ ... more food sales than in the city of Boston, "home of the bean and the cod."

Texans are hearty eaters ... also hardy workers. Texas, for instance, leads the nation in the production of wool. WOAI's primary area is largely responsible for this leadership. According to the 1945 census of the Department of Agriculture, 37,838,409 pounds of wool were shorn in WOAI's 67 daytime primary counties during 1944.

Production such as this helps to make up a net effective buying income of $1,282,729,000+ ... and food sales such as this help to build your business.

See your Petry man for further details showing how WOAI can help you sell this tremendous market.

* BMB 10% to 100% counties
† Sales Management 1948 Survey of Buying Power

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

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston
Ad Council Radio Data Is Available

THE ADVERTISING Council, commenting on its Radio Allocation Plan in its sixth annual report issued last Thursday, said that total radio coverage from March 1947 to March 1948 amounted to 14,500,000,000 listener-impressions (messages heard once by one listener). The messages were carried regularly through the Council’s Plan on practically every commercial, sustaining and cooperative program of the four major networks.

The report, titled “What Helps People Help Business,” reviews in detail contributions made to public interest projects by advertisers, advertising agencies and media groups, and lists a number of “success stories” achieved with the assistance of Council campaigns. Mention of awards received during the year is also made. Report also citizes as a highlight formation of the Industries Advisory Committee under the chairmanship of Charles E. Wilson, president of General Electric Co.

A brief comments by Charles G. Mortimer Jr., Council chairman and vice president of General Foods, accompanied the official summary of sixth-year operation of the plan, Mr. Mortimer reported, “The coming 12 months will continue the domestic dislocations inherited from the war, plus the new ones of the world recovery progaram.” More than 30,000 copies are being distributed to all allied industries.

Management

JOHN SINCLAIR, former manager of WDBW Welch, W. Va., has been named manager of WGBI and WQCB (FM) Madison, Wis. He also has been associated with WCOI Denver, KUTTA Atlanta, WCIK Greensboro, WIBU Idaho Falls, Idaho.

JAMES C. VOCALIS, president and general manager of WLBB Carrollton, Ga., resigned July 1, 1948, to enter Father’s business in Atlanta. He plans to reenter radio at future date. He was the station manager of WLBB which has been named station manager.

CHARLES McNAMARA, former instructor in radio arts department of U. of Colorado, has been named management chairman of Green Tree, Ala., as general manager.

Mr. Mason has been named manager of WWBO Springfield, Ohio, has been named general manager of WPPN Pittsburgh.

ROBERT E. KINTNER, executive vice president of ABC, has been honored for his outstanding work in recent Greater New York Fund campaign. He was presented with citation “for meritorious service” to Fund’s 1948 appeal.

NAIHN MORGRET has been appointed manager of CBW Winnipeg, and O. E. W. Scott, who joined CBW and CBK was supervisor of program clearance and station programs.

Mr. Mason has been associated with WKBK Cairo.

C. L. WALLIN, former general manager of KIFJ Denver, was named general manager of KIFJ Denver, has been honored for his outstanding work in recent Greater New York Fund campaign. He was presented with citation “for meritorious service” to Fund’s 1948 appeal.

E. L. HAMM, general manager of KICU San Antonio, has been named chairman of KVIC San Antonio.

LLOYD E. YODER, general manager of WTVN Cleveland, has been named managing chairman of WTVN Cincinnati.

The official receiver of the station.

CONLAN SURVEY PROVES

40.4% MORNING—49.4% AFTERNOON—28.8% EVENING

Write for your Complete copy of Conlan Survey

MUTUAL BROADCASTING SYSTEM

WJZM TENN. CLARKSVILLE,
What's New in Television?

Take a Look at WPTZ!

In the Merry, Merry Month of May...

52 Advertisers on WPTZ!

When 52 experienced, “show-me” advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ’s new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation’s fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps... WPTZ’s well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco’s sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, professional staff and crews in the business!

Or maybe it’s the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone—

Philco Television Broadcasting Corporation
Architects’ Building, Philadelphia 3, Pa.
Telephone: Locust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
DENNY
(Continued from page 21)
with the administrative vice presi-
dent.
When Mr. Denny resigned from the FCC he received a "Dear Charlie" letter from President Tru-
mam, who lauded him for the "high quality of public service" which he had rendered in his decade of government tenure. In that span, he rose from junior attorney at the Dept. of Justice to the youngest commissioner and youngest
chairman in radio regulatory annals.
Charles Ruthven Denny was born in Baltimore on April 11, 1938, and graduated from Amherst in 1963 and from Harvard Law School in 1936. He practiced for two years with the Covington law firm in Washington and from 1938 until 1942, when he joined the FCC in 1942, he served in the Lands Division of the Department of Justice. He subsequently was made assistant to the Attorney General and chief of the Appellate Section of the Lands Division.
Mr. Denny's first major assignment with the FCC had to do with litigation surrounding the so-called chain-monopoly regulations which were vigorously opposed by NBC as well as CBS. ABC at that time was the Blue Network and was owned by NBC, while Mutual, as a cooperative network, maintained a relatively neutral position. Mr. Denny argued and won that case.
Aide to Fly
He also served as the right-hand
bowski in the hot House Select
Committee inquiry into the FCC, which wind up in FCC in 1942, and
in the Philadelphia Inquirer, broad-
cast over WFIJ-FX Philadelphia, will go commercial.
Roger W. Clipp, general man-
ger of the Inquirer stations, re-
vealed that seven firms already have purchased advertising space in the eight-page weekly news review.
Advertising rates are not being published, but it is understood that the charges are nominal. It is pos-
sible that the station will arrange to have facsimile receivers placed in advertisers' establishments.
Copy and layout of the ads will be prepared by advertising depart-
ments and agencies of the firms in the same manner newspaper advertising is prepared. WFIJ facsimile art staff will prepare the advertisements for broadcast, in-
serting them on news pages as specified by the advertisers.
Sales for the editions are handled under supervision of John E. Surrick, sales director for In-
quirer stations.

BEST GETS LIFE
A LIFE prison sentence was im-
posed last Thursday in Boston on Robert H. Best, 52-year-old Amer-
ican newspaperman, who was con-
victed the previous day of treason for serving as Nazi radio propa-
gandist during World War II. The
Sumter, S. C., native, who was sentenced by Federal Judge Francis
York in 1936 and was assigned in charge of the Washington office in 1942, serving as Washington representative of NBC during the entire time. He has been admitted to practice in New York, Missouri and Washington and is a member of the bar of the Supreme Court, Court of Appeals, Court of Claims, Tax Court, FCC and Treasury.
Mr. Margraf married Grace Houck of Shelbina, Mo., in 1939. They have three children, James, Houck 15%, and John William 5 months.

WFIJ-FX PHILADELPHIA IS GOING COMMERCIAL
WHEN commercial facsimile by FCC authorization is permitted July 15, the facsimile edition of the Philadelphia Inquirer, broadcast over WFIJ-FX Philadelphia, will go commercial.
Roger W. Clipp, general manager of the Inquirer stations, revealed that seven firms already have purchased advertising space in the eight-page weekly news review.
Advertising rates are not being published, but it is understood that the charges are nominal. It is possible that the station will arrange to have facsimile receivers placed in advertisers' establishments.
Copy and layout of the ads will be prepared by advertising departments and agencies of the firms in the same manner newspaper advertising is prepared. WFIJ facsimile art staff will prepare the advertisements for broadcast, inserting them on news pages as specified by the advertisers.
Sales for the editions are handled under supervision of John E. Surrick, sales director for Inquirer stations.

NAB GIVES LIST OF SUBCOMMITTEES
MEMBERS of five standing subcommittees of the NAB board were appointed last week, along with board liaison members of 10 permanent standing committees of the association.
Members of the subcommittees follow:
By-Laws: G. Richard Shafte, WIS
Columbia, S. C., chairman; Campbell Arnone, WTAR Norfolk, Va.; William B. Quarton, WMT Cedar Rapids, Iowa.
Convention Sites and Policy: Howard Lane, WJJD Chicago, chairman; Harry Bannister, WWJ Detroit; Paul W. Mor-
er, WTIC Hartford; Calvin J. Smith, KFAC Los Angeles.
Constitution Protocol: Hugh B. Terry, KLZ Denver, chairman; Paul W. Mor-
er, WTIC Hartford; H. W. Stovall, WMC Memphis.
Sales and Equipment: Charles C. Caley, WMBC Peoria, Ill., chairman; Edward Breen, KVFD Fort Dodge, Iowa; Gilmore Nun, WLAB Lexington, Ky.
Board liaison members named to the permanent standing committees of NAB were as follows:
Employer-Employer Relations: Executive Committee: Henry F. Johnston, WGON Birmingham; Calvin J. Smith, KFAC Los Angeles.
FM Executive Committee: Everett Dil-
lard, KOUY Kansas City; Willard D. Ego1, WRCC-FM Beltside, Md.
Legislative: Clair R. McCollough, WGAL Lancaster, Pa.; Harry Bannister, WWJ Detroit.
Music Advisory: Campbell Arnone, WTAR Norfolk, Va.; H. W. Stovall, WMC Memphis.
Program Executive: Harold E. Fellows, WBEI Boston; Robert E. Eno, KTON Oklahoma City.
Public Relations Executive: Michael K. Harris, WHRC Ithaca, N. Y.; William B. Quarton, WMT Cedar Rapids, Iowa.
Sales Managers Executive: Clyde W. Roberts, WREI Chicago; Harry R. Spence, KXRO Aberdeen, Wash.

J. W. Ford, was also fined $10,000. Assistant Attorney General T. Vincent Quinn, in charge of crimi-
nal prosecutions, had demanded the death penalty.

5000 WATTS
SOON!
CBS
EL PASO
KEY STATION-
SOUTHWEST NETWORK
FOR YOUR INFORMATION:

Gasoline pinch this summer? Oil men don't think so...figure they can handle normal increase over 1947 gasoline demands. Abnormal increase, however, could cause "spot" shortages in gasoline East of the Rockies. At worst, these would be only temporary. Public is being urged to use oil products efficiently...conserve gasoline and fuel oil wherever possible.

General outlook for oil supplies is good. Main reason: Oil industry is now supplying more oil products than at any time in history. Current output is nearly 246 million gallons daily -- surpassing even peak wartime production.

Tremendous increase in oil supplied U.S. stems from today's greater-than-ever demand for oil products. 37 million motor vehicles, over a million new farm tractors, double the number of oil burners since '38...heavy demands of planes, diesel trains and industry are main reasons why America now uses more oil than ever before.

Expenditures of over 4 billion dollars for expanding facilities plus round-the-clock work schedule of over 34,000 individual oil companies is enabling competitive oil industry to keep pace with ever-rising demand.

Refiners have stepped up pace to handle record crude oil output. Transportation of oil is really rolling (new pipelines, tankers, barges, trucks and tank cars). Oil distributors are working night and day to deliver oil products when and where needed. Long range outlook for the future is good.

Underground proved reserves hit new high of trillion gallons in 1947. Approximately 18,000 new wells were "brought in" last year by production companies which helped build up largest amount of reserves in nation's history.

What's ahead in 1948? Oil industry will continue to step up production to keep pace with nation's increasing demand for petroleum products. Oil industry's objective: all the oil products you want... when and where you want them.
for more
than five
consecutive
years

PETER PAUL
CANDY CO.
has been
advertising*
on station
WMC
MEMPHIS

* A "spot" advertiser with 912 continuous quarter hour programs during this period.

AFFILIATE
5,000 watts day and night, 790 kilocycles. National representatives, the Branham Company. Owned and operated by the Commercial Appeal.

WMCF
First FM station in the Mid-South

WMCT
Television coming soon

TV Upheaval

(Continued from page 21)
dozens are not "gone" in two or three years then, in his view, broadcasters using these frequencies will be operating two transmitters—one in that region and another in the high band above 500 mc.

Mr. Willoughby was understood to be motivated by a desire to make clear to his listeners that television cannot be expected to make money overnight but, on the contrary, is an expensive undertaking which will become even more expensive if the pressure from fixed and mobile interests succeeds in prying away additional video space.

Space Demands Grow

Channel 1 already has been reallocated away from television, and Mr. Willoughby reported that the pressure for additional space for these services is growing. He pointed out that television and channels 2 through 6 is subject to a wide variety of interferences, and that true high-definition television will come only in the higher frequencies. He said he did not know whether television would lose Channels 2 through 6 one at a time, as in the case of Channel 1, or in larger segments.

He estimated that at least a quarter of a million dollars was needed to get into the television broadcasting field and that programming alone would take $100,000 annually—particularly during the period until networking facilities are available.

Inquiries among other television authorities—including some at FCC—while brought the reaction that there was considerable basis for Mr. Willoughby’s beliefs. This appeared to be even more true of his view on the fate of Channels 2 through 6 than on the early imminence of color.

Hearings Important

Pressure for the use of the lower channels for mobile services—such as aviation, police, fire, taxi, etc.—has been building up over a long period and is considered sure to increase rather than diminish because of the safety of life factor.

The success of these demands is seen as the immediate future is concerned, according to informed observers, depends to a great extent upon the outcome of the high-band hearing in September. If FCC decides that the art is not ready to operate upstairs commercially, it was felt the lower channels—or most of them—would remain intact. If television broadcasters have less time or space, they have been pleading for additional space.

Channel 6, ending at 88 mc, is the dividing point between the high and low portions of the existing commercial band. Channel 7 starts at 174 mc, and Channel 13, the top of the present band, ends at 216 mc.

Because of the public’s invest-

ment in television receivers built for the present bands, it was felt that any change in allocations would be accomplished gradually—as in FM—with no sudden upheaval shutting off the lower channels overnight. Thus stations operating on the channels being vacated would be allowed to continue operations there during the transition upward.

The filling up of the lower end of the present band and the pressure for use of these frequencies by the mobile services became apparent early this year [BROADCASTING, Feb. 16].

FCC Chairman Wayne Coy, addressing the NAB convention in Los Angeles in May, said that the reallocation of Channel 1 to fixed and mobile operations still leaves these services without adequate space. He said FCC had not decided where additional space could be found, but warned the broadcasters that “I now know, and you may well know, that the Commission will be looking for more space for these important services very shortly” [BROADCASTING, May 24].

NBC Would Suffer

NBC, which long ago urged its affiliates to apply for Channels 4 and 6, and which has pioneered network television, would be particularly hard hit if these lower channels were deleted in the near future, observers noted.

The network now is making plans for new high-definition TV experimentation in Washington, where it has a grant for a 500-mc experimental outlet which will duplicate the experimental programming of its WNW in Washington [BROADCASTING, June 28]. NBC- RCA plans to distribute “converters” to engineers and other owners of high-band stations in the high band in low- and high-band transmissions. Data on the tests are to be submitted to FCC during the September high-band hearing.

Independent broadcasters now assigned to the lower-band facilities—Channels 2 through 6—were openly disturbed over the new speculation on the fate of these channels, which appeared to hit them with resounding impact. Similarly disturbed were prospective applicants for these channels. It was pointed out that few independent operators could stand a quarter of a million dollar amortization in a two-or three-year span.

Predictions were that many television applicants would be hanging at FCC’s doors from now on in the hope of establishing some allocations order out of what they now regard as impending chaos.

Port Huron

(Continued from page 22)

"it relieved" from financial responsibility for libelous material broadcast by candidates. The final decision states that "it would appear" that this is true. Thus it is clear that there is some doubt in this respect.

This being so, it is more than unreasonable to decide this case in a manner which compels all stations to broadcast libelous material which subjects them to damage suits. If what now "would appear" to the Commission is otherwise decided by the courts, severe and unnecessary damages will be sustained throughout the radio industry.

The Commission still is saying that individual citizens of our country will be denied redress against broadcast stations which are forced by the Commission to be joint libelers for libelous and slanderous broadcasts by candidates which result in personal injury to them ... Aside from damages to individuals and public institutions, who will suffer monetary damages of undeterminable amounts if the view of the Commission majority in this case is wrong?

Final Decision

The final decision was handed down last Wednesday. It followed oral argument in which most of the industry participants opposed the majority views and, in particular, asked that any interpretation of Sec. 315 be divorced from the WILS renewal proceedings [BROADCASTING, May 10]. At that time the Texas attorney-general served notice that Texas stations will be held responsible under the state’s libel laws, regardless of FCC’s views.

DON McNEILL, m.c. of ABC’s “Breakfast Club,” has received first annual Community Award by B’nai B’rith Organization for his program’s "outstanding service in fostering the principles of brotherly love and harmony in persons of all creeds."

RISING FARM INCOMES

mean SALES—thru

Serving—
Kansas, Nebraska
and Colorado

Represented Nationally
by RURAL RADIO CO.

5000 Watts
790 Kc.

Colby, Kansas
WHY PAY MORE TO REACH THE WORCESTER MARKET . . .

WHAT'S THE PERCENTAGE?

In the rich responsive Worcester area, in competition with 4 network stations, independent

WNEB GIVES YOU GREATER-THAN-AVERAGE AUDIENCE . . . AT MUCH LOWER-THAN-AVERAGE COST!

<table>
<thead>
<tr>
<th>HOOPER REPORT</th>
<th>WEEKDAY MORNINGS 8:00 A.M.-12 Noon</th>
<th>WEEKDAY AFTERNOONS 12 Noon-6:00 P.M.</th>
<th>EVENINGS 6:00 P.M.-10:00 P.M.</th>
<th>SUNDAY AFTERNOONS 12 Noon-6:00 P.M.</th>
<th>SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE WORCESTER AVERAGE RATING OF FIVE REPORTED STATIONS</td>
<td>5.0</td>
<td>5.7</td>
<td>8.6</td>
<td>5.6</td>
<td>4.5</td>
</tr>
<tr>
<td>WNEB RATING</td>
<td>5.4</td>
<td>8.4</td>
<td>7.2</td>
<td>10.4</td>
<td>8.8</td>
</tr>
</tbody>
</table>

Get the new picture, the true picture of what's going on in Worcester. Call in our representative today . . . check the latest Hooper facts and figures . . . see for yourself that

WNEB GIVES YOU MORE LISTENERS FOR YOUR RADIO DOLLAR!

WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
A real job of developing air cargo has been done by the Established Airlines

**1945**
30,914,463 ton-miles of Air Freight and Air Express were carried by the Established Airlines

**Estimated 1948**
103,000,000 ton-miles of Air Freight and Air Express will be carried by the Established Airlines

The Established Airlines have invested millions to bring the benefits of air cargo to the people of the United States.

They have done it through the development of a complete, integrated air transport system, which today gives direct cargo service between more than 400* U.S. cities, thus offering frequent and direct air freight service to 85 per cent of the urban population of the U.S.A.

The Established Airlines gave up half their planes and thousands of their personnel for an outstanding military job. After the war the Established Airlines were compelled under their franchises, pending the reacquisition of their original fleets, to provide not only cargo but passenger, mail and express service. This retarded the air cargo development program of the Established Airlines.

But today, within the last year alone, 50 all-cargo planes, including 30 four-engined transports, have been added to the Established Airlines' fleets. Approximately 1000 Established Airline cargo-passenger and all-cargo planes now give air freight service to 400 U.S. cities—a service adequate to their needs, competitive, constructive, economic.

The 35 Established Airlines want sound development of a national cargo pattern

The Established Airlines, which lost $22,000,000 in 1947, are at present fighting for the right of all the presently served 400 towns and cities to have adequate air transportation of every kind, including air cargo. Now, five Applicant Freight Lines have petitioned the Civil Aeronautics Board for certification to duplicate air freight service to major areas only, and by-passing smaller communities. In contrast, the Established Airlines must depend on the relatively large volume of air cargo from these big centers to help defray the cost of serving smaller communities.

This petition is a threat to the air transportation rights of all the 400 towns and cities now served, and to the economic stability of the airline systems serving the United States.

**WHO ARE THE ESTABLISHED AIRLINES?**

They are those 35 airlines certificated by the Civil Aeronautics Board for regular scheduled passenger and cargo service to large and small communities throughout the U.S., providing a service based on public convenience and necessity, and the needs of the national defense.
The real test which must be applied to any applicant's petition is how the public will best be served. "Public convenience and necessity" is the basic aim. It has long been established that the public's transportation needs are met through application to government regulatory bodies, on the principle of limited, regulated competition. If competition between carriers is unbridled and runs wild, an economically sound air transportation system is impossible. The public will not be served and the airlines, vital to national defense, will be seriously weakened.

This philosophy of Governmental regulation of competition for the good of the public was first applied to the railroads in 1920, to the motor carriers in 1935 and finally, through the Civil Aeronautics Act, to the air carriers in 1938. It is a sound system which has proved itself to be in the interest of the public and should not be jeopardized.

The Established Airlines today offer substantially more air freight space than is being used. They stand ready to expand freight facilities as rapidly as required.

**The ESTABLISHED AIRLINES of the United States**

- Alaska Airlines
- All American Aviation, Inc.
- American Airlines, Inc.
- American Overseas Airlines, Inc.
- Braniff International Airways
- Canadian Pacific Air Lines, Ltd.
- Capital Airlines
- Caribbean-Atlantic Airlines, Inc.
- Challenger Airlines, Inc.
- Chicago and Southern Air Lines, Inc.
- Colonial Airlines, Inc.
- E. W. Wiggins Airways, Inc.
- Continental Air Lines, Inc.
- Delta Air Lines, Inc.
- Eastern Air Lines, Inc.
- Empire Air Lines, Inc.
- Florida Airways, Inc.
- Hawaiian Airlines, Ltd.
- Inland Air Lines, Inc.
- Mid-Continent Airlines, Inc.
- Monarch Air Lines, Inc.
- National Airlines, Inc.
- Northeast Airlines, Inc.
- Northwest Airlines, Inc.
- Pan American Airlines, Inc.
- Pan American-Graze Airways, Inc.
- Pan American World Airways System
- Piedmont Airlines
- Pioneer Air Lines, Inc.
- Southwest Airways Co.
- Trans-Canada Air Lines
- Trans World Airlines
- United Air Lines, Inc.
- Western Air Lines, Inc.

These cities now have air cargo service by the Established Airlines.

These dots represent more than 400 communities being given frequent and excellent air freight service by the Established Airlines. Between many of these points there are now as many as three or four competing Established Airlines carrying freight.
project is long-range and involves no cause for alarm.

Broadcasting fits into the picture along with other means of quick communication, including telephone and telegraph, amateurs and other facilities. An advisory group representing the telephone and telegraph industries met at the Pentagon last month to submit its ideas to the Office of Civil Defense Planning.

Other phases of the planning cover medical, transportation, engineering, chemical defense, fire fighting, radiological (atomic), police, and logistics.

All will report this month to Russell J. Hopley, director of OCDP. Mr. Hopley is president of Northwestern Bell Telephone Co. on leave. Directing communications phases of the planning is Herbert J. Schroll, assistant to the vice president, New York Telephone Co.

No attempt is made by OCDP officials to minimize the seriousness of a possible attack. OCDP is expected to take over the civilian phase, issuing warnings, planning evacuation and hospitalization, preventing hysteria, and minimizing damage and casualties.

OCDP does not have any military function, but actually has a passive role in case of attack.

Members of the broadcasting committee, serving on an advisory basis, will submit their ideas of radio’s defense role at the Friday Pentagon meeting. They will take part in an all day meeting at which Mr. Schroll will preside. All arms of the Dept. of Defense will be represented. Mr. Schroll will submit a report to Mr. Hopley, who in turn will present the whole civil defense blueprint to Secretary Forrestdal.

The industry committee is to review all angles and provide expert advice covering such policy matters as possible silencing of all stations in case of attack, and fast transition into a nationwide communications system that would reach the vast majority of citizens in a matter of minutes, or even seconds.

Setting up of a permanent operating civil defense organization may require passage of legislation. This would operate on an interim basis unless the nation were attacked, in which case it would be enlarged immediately into a wartime agency.

The civil defense agency has no direct relation to other defense agencies now in operation. These include the Munitions Board, which is in charge of government-industry manufacturing program. Military aspects of national mobilization still are in the early planning stage [Broadcasting, April 19].

Kentucky Broadcasters Form State News Agency

A KENTUCKY AP Radio Assn. was organized by state radio members of AP following mid-year session of Kentucky Broadcasters Assn. June 26.

Nathan Lord, WAVE Louisville, was elected president of the news association. Other officers are Hecht Lackey, WSON Henderson, first vice president; Ted Gizzard, WLX Lexington, second vice president, and Wilber Crawford, AP chief of bureau at Louisville, secretary. A committee was also set up to cooperate with AP in filing state news stories.

Wolf Retires From FCC

BENJAMIN E. WOLF, engineer-in-charge of FCC’s Grand Island, Neb. monitoring station, retired last week after more than 24 years of government service. Mr. Wolf, who is widely known in radio circles, has been in charge of the monitoring station throughout its 18 years of operation. A dinner to honor the retiring engineer was held Tuesday night at the Yancey Hotel in Grand Island and letters were read from the Governor of Nebraska and FCC officials.

First 15 Program Hoopers—June 30th Report

<table>
<thead>
<tr>
<th>Program</th>
<th>Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper (+or- Pct.)</th>
<th>Year Ago</th>
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<tr>
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<td>Jergins (Or.</td>
<td>16.4</td>
<td>14.0</td>
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<tr>
<td>Stepp the Music</td>
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<td>LeRoi (LS)</td>
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<td>Horace Heidt</td>
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<td>Philip Morris (Blow)</td>
<td>12.75</td>
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<tr>
<td>Take It Or Leave It</td>
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<tr>
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<td>Eddie Canter</td>
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<tr>
<td>Red Benny</td>
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<td>American Tobacco (BBDO)</td>
<td>11.3</td>
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<tr>
<td>Jimmy Durante</td>
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<td>Russell (Ayer)</td>
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<td>Truth or Consequences</td>
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<td>Packer &amp; Gumbale (Conompton)</td>
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<tr>
<td>Life of Riley</td>
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<td>Packer &amp; Gumbale (C)</td>
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<tr>
<td>Mr. District Attorney</td>
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<td>Bristol-Maya (OCAS)</td>
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<tr>
<td>Big Story</td>
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<td>American Cig. &amp; Cigar (SSC)</td>
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<td>9.2</td>
</tr>
<tr>
<td>Break the Bank</td>
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<td>Bristol-Maya (OCAS)</td>
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<td>10.8</td>
</tr>
<tr>
<td>Your Hit Parade</td>
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<td>American Tobacco (BBDO)</td>
<td>10.3</td>
<td>9.4</td>
</tr>
</tbody>
</table>

† Includes first and second broadcasts

Here's a program that pleases a lot of people who want a cohesive summary of all the news fragments they’ve been bombarded with throughout the week.

It’s Marvin Code’s Saturday afternoon news rundown, a one- p.m. quarter hour, 6:00 to 6:15 p.m. on Cleveland’s Chief Station. It’s a program that may be the answer for some alert advertiser whose sales need a little added push to meet established quotas.

Ask Headley-Reed!
Meet the RFDeacon — Robert F. Doubleday, Central New York's great farm personality — "the only hired man in the great northeast wired for sound."

The Deacon starts speakin' at 5:00 A.M. six days a week and hundreds of letters a week prove people are up and listening to his friendly voice. When he needed a cowbell, the mail brought him 500 in ten days.

And his listeners know Deacon Doubleday. They see him at fairs, livestock shows, auctions ... as a licensed starter of the U. S. Trotter Association ... as secretary of the N. Y. State Beef and Dairy Cattle Association ... as a member of 55 volunteer fire departments ... Future Farmers of America ... Central N. Y. Dairy and Goat Society ... N. Y. State Horsemen's Association. He made 217 personal appearances last year, 55 so far this year.

Listeners trust the Deacon's information about a lot of things — including his sponsors' products.

WSYR is happy to welcome Deacon Doubleday to its family of outstanding Central New York radio personalities.

WSYR
SYRACUSE
570 Ke - 5000 watts
NBC Affiliate in Central New York
Headley-Reed, National Representatives
testimony supporting FCC’s proposed allocations in all cases where the plan was challenged. WKIP Poughkeepsie, N. Y., asked that Channel 6 at New Haven be reduced to a community channel and also be assigned as a community channel to Poughkeepsie, which has no channels allocated to it and does not receive service from any other outlets under the proposed plan.

WNHC-TV New Haven supported this FCC plan and maintained it was “utterly impossible” to put a station on the same channel only 50 miles away. Testimony was presented by G. W. Ray, consulting engineer, who was questioned by the company’s counsel, John P. Southmayd.

Miami’s four network stations joined forces to request that Channels 11 and 13 be added to the five channels currently allocated to the city (2, 4, 5, 7, & 9). For Channels 11 and 13, which were assigned to the Palm Beach-Lake Worth area, the Miami petitioners proposed allocation of Channels 3, 10 and FCC plan channel 12 to Lake Worth. Commission witnesses, however, maintained that the adjacent channel operation would cause interference to both Miami and Palm Beach, while the FCC plan would not.

George C. Davis, consulting engineer, testifying for WJNO West Palm Beach, agreed to go along with the Miami proposal except that he felt no adjacent allocation should be made in Fort Lauderdale, which is considered in the Miami metropolitan area.

Lawyers participating in this phase were Robert L. Irwin for WKAT, WGBS and WIOD; Phil Loucks for WQAM and Corwin Lockwood for WNJR. WIND Chicago proposed that Channel 13 be deleted from Racine, Wis., and added to the six currently assigned to Chicago. Channel 13 is the only assignment to the Racine-Kenosha area, which FCC figures will be served approximately 50% by the four stations allocated to Milwaukee. George C. Davis, consulting engineer, appeared as witness for WIND and Thomas Dowd appeared as counsel. WJOB Hammond, Ind., which is considered in the Chicago metropolitan district, presented a slightly different plan from that of WIND. South Shore suggested assignment of Channel 13 to Hammond as a community station and retention of Channel 13 by Racine, but on a community level also. Testimony was presented by representatives of the engineering firm of John Bailey. WJOB Program Director L. B. Weller stressed the local programming job WJOB would do if it received the channel.

The Baltimore proceeding turned into a maze of disagreement among petitioners. WCAO Baltimore would add Channel 6 to Baltimore’s current three (2, 11 & 13), with assignment of Channel 12 to Hagerstown to replace Channel 6 there. Under the plan of WIT Baltimore, Channel 6 would go to Baltimore for a community station and would also be used in Hagerstown as such.

WJEJ Hagerstown and Allen B. DuMont Labs, licensee of WTTG (TV) Washington, supported FCC’s proposal that Channels 3 and 6 be assigned to Hagerstown as community outlets. Dr. Thomas T. Goldsmith, DuMont vice president and director of research, felt operation of Channel 6 in Baltimore would cause adjacent channel interference to WTTG on Channel 6. WPTF-TV Philadelphia is a key station opposed the Baltimore plans for the same reason.

Engineering data was presented by John Bailey of the Davis firm for WCAO and by Stuart L. Bailey for WIT. Legal counsel included T. W. Wilson for WCAO, Paul A. Porter for WIT, Morton H. Wilder for WPTL, Thad H. Brown Jr. for DuMont and Corwin Lockwood for WJEJ.

In another Maryland proceeding, WFMJ Frederick proposed that Channel 3 be deleted from Hagerstown and assigned to Frederick, which has no channels allocated under the FCC plan. NBC opposed the switch, maintaining that operation on Channel 3 at Frederick would interfere with its Washington outlet, WNBW, which uses Channel 4.

Other applicants and prospective applicants who made affirmative appearances during the first week included:

- Mrs. Pearl Lembert, Bakersfield, Calif., represented by Philip Bergson, attorney; Andrew Hayes, Sunshines Television, Stockton, Calif., and Rolo; WNDW Dayton Gillis, by Robert L. Irwin; WYBT South Bend, by Morris M. Garson; KCRG Cedar Rapids, by Reed T. Rollie; WPAM Lafayette, Ind., and Sunshines Television Corp., Orlando, Fla.; BONN Programmings, Inc., represented by James A. McKenna Jr.; WTAG Worchester by Corwin Lockwood, attorney, and Stuart L. Bailey, consulting engineer.

Forming Arizona Net

RADIO Network of America, of which KOL Phoenix is a member, will make its debut July 15 as the newest regional network of the state, according to station officials. KOLY Corduff has signed as an affiliate and other cities including Nogales, are planned as links in the new network.

Everett George Opie

EVERETT GEORGE OPIE, 44, who wrote and produced more than 8,000 radio programs, died suddenly June 25 at his home in Evanston, Ill. Opie had been a writer and producer for KYW, WIBO and WQJ, early Chicago stations, and is credited with having discovered Don Ameche and Bing Crosby. In World War II he was chief of broadcasting and recording for the War Finance Division of the Treasury Dept. He produced Treasury Star Parade during the war and The Treasury Song Parade. He leaves his wife, Ollene, and a son, Everett Jr., 18.

Bond Drive

Treasury John W. Snyder stated the American people’s ownership of $65,000,000,000 in bonds—more than the national income in 1933—is a tribute to the work of the Council’s task forces and the thousands of business institutions and individuals who participated through all media.

Purpose of the meeting was to reappraise the Treasury’s bond advertising program and to consider the various promotion forces which will help maintain the continued high level of bond sales. It was reported by Vernon L. Clark, national director of Treasury’s Savings Bond Division, that the self-interest theme still is the No. 1 advertising appeal.

Leon J. Markham, national director of sales for the Savings Bond Division, told the session that in line with efforts to enlist the support of all the advertising industry, Treasury set up a new advertising section within the division which will be headed by Elihu E. Harris, associated with Treasury advertising activities since 1943. Radio, newspaper, magazine, and other media fall under the new section.

From other quarters it was reported the Treasury plan to realign its promotion forces include appointment of Louis J. Carow Jr., director of advertising, press and radio, as director of a new promotion and publicity section. This will be companion unit to the advertising section.

Nathan P. Colwell, radio unit chief, last week said that 2,151 local AM and FM stations, representing 92% of all operating outlets, now carry the weekly quarter-hour Treasury Guest Star program, transcribed programs. He reported also two new network bond programs scheduled to begin last week. NBC on Tuesday, 11:30-12 midnight, started name bands from the Hotel Astor in New York, and CBS on Saturday, 4:30-5 p.m., began name band show. Treasury with these additions now has 21 half-hour programs per week on the four networks. 115 affiliate outlets carry each show.

Uncle Wiggily

(Howard R. Garis)

NOW ON THE AIR WITH HIS FAMOUS 'UNCLE WIGGILY' STORIES—NATIONALLY POPULAR FOR 38 YEARS

AVAILABLE

6:00 - 6:15 P. M.
Monday through Friday

This show pulls more than 6000 pieces of mail in 6 weeks.

An exclusive availability on

WNJR

the radio station of the Newark News

Page 56 • July 5, 1948

WRIN

It takes results to prove a point, and our listeners every day help us show our advertisers that the buying power in this billion-dollar farm area is tops!
You think roosters get started early?
Not any earlier than KDKA listeners!
Just look what’s happened recently on a few of KDKA’s early-morning programs:

5:45 AM—A 15-minute transcribed show, offering no give-aways or other mail inducements, received in 2 months letters from 64 communities in Pennsylvania, and from 9 other states.

6:00 to 7:00 AM—A distributor of specialized building equipment, using radio for the first time, purchased less than $500 worth of time on KDKA’s famed Farm Hour. Result: more than $20,000 worth of business.

7:00 to 8:00 AM—A 15-minute kid show sponsored by a food company offered a succession of premiums, each requiring a box top plus from 10c to 25c. In 11 weeks, the show pulled more than 25,000 letters.

And so it goes, right through the morning hours. Another sponsor received 32,000 dimes in a 3-week period. Still another, in response to two announcements offering a calendar, got 3,375 pieces of mail from 86 counties. All this is typical of audience action...morning, noon, and night...throughout the rich market-area* covered by KDKA, Pittsburgh’s 50,000 watt NBC affiliate.

*According to BMI, KDKA’s daytime area includes 1,139,900 listener families in 111 counties. At night, 1,369,500 listener families in 194 counties.
FCC Probe

(Continued from page 28)

from testimony already presented in hearings before the Senate Interstate and Foreign Commerce Committee on related studies.

Sen. McFarland indicated that he was his understanding that witnesses would be called to testify at a later date—probably in the fall.

The investigation, which will be on a broader scope but more in the character of a study, was ordered by Sen. Wallace H. White Jr. (R-Me.), chairman of the full Senate Commerce Committee, a few hours before the House action. Sen. Charles W. Tobey (R-N.H.) is the third member of the committee.

Although the Senate subcommittee has subpoena power and funds are available, observers were of the opinion that activities are designed to keep alive, for presentation to the next Congress, the principles contained in Sen. White's committee-approved bill (S-1333) to amend the Communications Act.

Inquiries by the Senate group will overlap with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and programming activities so far as broadcasting is concerned.

Although both bodies are keeping the Commission in a legislative crossfire, their views on remedial legislative action are widely divergent.

One phase of the House resolution is aimed at investigation of the FCC's Blue Book to determine if censorship is being invoked. Sen. White and colleagues on his committee have insisted FCC has the right to review program performance of stations. Provisions to guarantee FCC this right are contained in the White Bill.

1943 Probe Similar

A similar situation existed during the last Congressional investigation of the FCC in 1943-44, which caused a split along party lines and resulted in vindication of the Commission and recommendations for review and possible remodeling of the Communications Act.

The earlier probe by a House committee, headed by Rep. E. E. Cox (D-Ga.) lasted two years and cost an estimated quarter of a million dollars in money and manpower. Cox charging "washed up"

Chairmanship after an exchange of charges and counter-charges between himself and FCC officials. The Georgia legislator was reportedly one of the driving forces behind the Harness resolution, but he refused to serve on the investigating committee.

Still other opinions on reorganization of FCC operations may be offered about Jan. 10 when Congress receives reports of the Herbert Hoover Commission on reorganization of the government.

For several weeks William W. Golub, New York attorney, has been attending FCC meetings and interviewing Commission members, staff executives and personnel in compiling material for the report [Broadcasting, June 21]. Mr. Golub gained experience on FCC operations from an earlier survey in which he offered his services.

Certain to command heavy attention in the House probe is the FCC's issuance of five licenses on June 29. Edward Lamb, Toledo attorney and Ohio and Pennsylvania broadcaster and publisher, within two weeks. Mr. Lamb had been severely criticized on the House floor by Rep. F. Edward Hebert (D-La.) another supporter of the Harness resolution. Congressman Hebert's running battle during the 80th Congress sought to link Mr. Lamb with Communist associations and activities.

In a letter to Chairman Harness June 29, Mr. Lamb expressed the hope that he would be permitted to testify before the House committee. "You may know," Mr. Lamb wrote, that Samuel A. Horvitz, owner of the Mount Vernon Journal, has been particularly active in carrying on a smear campaign against me and that he is motivated largely by the fact that the FCC, after taking a great deal of testimony, determined that he [Horvitz] was 'entirely unfit' to operate a radio station in the public interest."

Would Expose Competitors

Offering to testify at any time and place, Mr. Lamb said he hoped to be able to 'offer evidence concerning the motives of my business competitors for these attacks on me.'

Mr. Lamb said that Mr. Horvitz, "through a dummy," had sought to obtain stock in his newspaper, "the Erie Dispatch-Herald at Erie, Penn. and that a jury and a reviewing court had determined his action in a stockswapping gauntlet against the Dispatch-Herald was "fraudulent and ... instigated solely for the purpose of smearing me."

"I am not now and I have never been in the past a member of the Communist Party or any organization, group or association advocating violent overthrow of the U.S. government," Mr. Lamb told the Republican Congressman. "I believe affirmatively in a democratic society under a progressive system of free enterprise. I am an independent in politics. I have not yet decided whether I will support the Democratic or Republican tickets in November, although two years ago my newspaper supported a majority of the candidates who were Republican. Our radio stations, as you know, are not permitted to editorialize.

"It is true that I was once a candidate for the U. S. Senate on the Republican ticket and that I was a candidate for Attorney General of Ohio on the Democratic ticket. It is equally true and sad that I got licked both times."

Speed AM Replacement, Bailey Urges FM Outlets

SPEED with which FM "is designed to replace AM" depends on how quickly those in FM join "in establishing FM on a sound, nationwide basis so that everyone may enjoy its full benefits," Bill Bailey, FMA executive director, wrote FM Association members last week.

FMA's services are not duplicated by other trade associations or organizations, Mr. Bailey wrote. He added that FMA "is not fighting any other segment of radio. We are, however, fighting your battles and will continue to do so in the interest of FM."

TV Space in Hollywood Sought by CBS, KTTV

KTTV Los Angeles video station jointly owned by the Los Angeles Times and CBS is expected to close an agreement this week enabling the lease of approximately 5,000 square feet of floor space for studio purposes.

Although no official announcement was made last week it is understood that the terms have already been settled upon with the Bekins Van & Storage Co. for space in one of its warehouses at Santa Monica and Highland Ave. in Hollywood, not too far from the CBS headquarters.

... 1948 ...

New—Original

SPECIAL FEATURE PROGRAM CAMPAIGNS

Producing more new accounts . . .

and station revenue . . .

Than Ever!

In hundreds of cities and towns . . .

IN OVER 18 STATES!

Inquiries invited anywhere!

GALLUCCI & ASSOCIATES

(Joe—Nick—Lou)

727 Meriden Rd.

Waterbury 65, Conn.  
SINCE 1936

P. O. Box 1224

Denver, Colorado

Page 58 • July 5, 1948
KGO

Explodes a Myth — Reveals the Best Spot Radio Buy in San Francisco!

On the Pacific Coast, network schedules end at 10 p.m.—instead of at 11 p.m. as they do in the East. For years, everyone has accepted the myth that in the West listeners want to hear news at 10—and go to bed at 10:15!

Nothing could be farther from the truth! With the other three Bay Area network stations battling each other with news programs, KGO has stepped in from 10 to 10:30 with half-hour variety and dramatic shows.

The result? Two special Hoopers and thousands of letters prove beyond a doubt that KGO can get more audience at less cost in this half hour than any other station. Best of all, this is guaranteed time, at daytime rates. And right now, two established shows—Philo Vance and Bulldog Drummond—are available! Get complete details today from the ABC Spot Sales representative in your city.

KGO's 50,000 watts draw listener-response from every corner of California—from Alaska, Canada, and seven western states. Look over these availabilities on the new, more powerful KGO...

1. Baukhage Talking, 11:30 a.m. weekdays. Available for the first time in five years! Remember: KGO now has a larger audience every weekday morning than any other Northern California station!

2. Abbott & Costello, 8:00 p.m. Wednesday. An ABC co-operative program, available for local sponsorship right in the middle of the Bingday-night lineup! A 7.6 Hooperating and new, low-talent cost.

3. Bay Area News, 1:30 p.m. weekdays. A chance to be on "the home team" with this news program which, through correspondents in key news centers, is the only program giving local coverage to the dozen Bay Area cities.

4. Ira Blue's Sports, 11:15 p.m. weeknights. The West is a sports world of its own—and to thousands of listeners, Ira Blue is a top expert. Factual, complete—with that touch of human interest which attracts both men and women.

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

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Power</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJZ</td>
<td>New York</td>
<td>50,000</td>
<td>770 kc</td>
</tr>
<tr>
<td>WENR</td>
<td>Chicago</td>
<td>50,000</td>
<td>890 kc</td>
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<tr>
<td>KGO</td>
<td>San Francisco</td>
<td>50,000</td>
<td>810 kc</td>
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<tr>
<td>KECA</td>
<td>Los Angeles</td>
<td>5,000</td>
<td>790 kc</td>
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<tr>
<td>WXYZ</td>
<td>Detroit</td>
<td>5,000</td>
<td>1270 kc</td>
</tr>
<tr>
<td>WMAL</td>
<td>Washington</td>
<td>5,000</td>
<td>630 kc</td>
</tr>
</tbody>
</table>

ABC Pacific Network

ABC American Broadcasting Company
GOP TV
(Continued from page 29)

convention. "Television's shortcomings at this great Convention, such as they are, can be traced to cumbersome equipment and to the lack of opportunity we have had to train our people in the handling of certain involved assignments.

"We now have convincing evidence," Mr. Crotty said, "that the cameras and studio control equipment now in use do not permit the flexibility of movement that we should have to adequately cover such an event. We must remember that this gear was developed during the war and fashioned to meet wartime exigencies. However, the new equipment must be designed to satisfy the demands of adroit programming. As such, it must be lighter, smaller, and more portable, and it must require less power supply than the bulky gear with which we had to work both in the Convention studio and on the Convention floor.

In addition, Mr. Crotty said, "properly trained cameramen in the future need not be so fully qualified as engineers, for the perfection of modern equipment has obviated that necessity. On the other hand, they must have a more thorough understanding of picture composition, story theme and human interest values. This means that we will have to offer television cameramen more versatile training than day-to-day operations, so that they are not camera pointers but instead all-around photography artists who instinctively appreciate the ingredients of the ideal program pattern.

"Television news commentators," he said, "will gradually improve their video technique. This is a delicate problem for cameramen who are essentially news experts and not primarily shownmen. We have found that each commentator must accentuate the individual characteristics that have made him recognizable to radio audiences, so that these mannerisms become even more pronounced when he faces the cameras."

CBS
ROBERT L. BENDICK, director of news and special events for CBS television, felt that industry-wise, the video coverage of the GOP sessions was good. "The pool," he said, "except for a few minor flaws, worked as a solo flight of camera and unit and camera positions were ideal."

One of those "minor flaws," Mr. Bendick said, "had to do with the platform location of number two and three, a position shared with the still photographers. Runners for the still men kept crossing in front of the TV cameras and the heavy traffic on the platform made it unsteady, causing an occasional bounce in the TV picture. It is hoped to correct this fault by tiering the platform more effectively before the Democrats convene."

Next Friday's meeting of the pool participants to review the Republican Convention problems and to plan for the upcoming Democratic sessions, Mr. Bendick said that "with the mechanics of convention operation in hand, the next one should be easier on all concerned. Then, too, the individual networks will be able to pre-plan special shows more carefully and be in a better position for spot coverage."

"Television coverage of future conventions (after 1948) will be on a much larger scale. They'll be handled independently rather than as a pool operation. Space limitations necessitated pooling the 1948 conventions, which proved a very efficient and smooth coverage, but to a certain degree prevented individual stations from any original programming, use of own commentators, walkie-talkie correspondents, etc."

"Technical advancements in the next few years, too, should insure smaller and more mobile units for individual television effort inside and outside convention halls. More space will be required for these independent efforts also."

Du MONT
"Television networks covering the Philadelphia Republican Convention learned something of primary importance—that they can cooperate technically and on program coverage to produce a smooth and integrated telecast of a huge spectacle," declared Leslie G. Arries, director of special events for the DuMont Television Network. "So, let's make one too large for any one of them, in view of limited equipment and present commercial commitments."

"We learned that the A.T&T. can only handle at any one time the difficult problems of hookups among stations and switches from one network to another and from one cable to another without interruption of program schedules."

"The advantage of having more than one coaxial cable in use was demonstrated early in the Convention. The two cables available enabled us to send out two programs from Convention Hall at the same time."

"We found that a different view-point from the usual radio-television commentary as supplied by newspaper and magazine reporters added greatly to the color and character of commentary through the long periods when there was no action on the floor. The multiplicity of microphones supplied to the television pool gave us an excellent audio coverage for the varied and different individual shows occurring in various sections of Convention Hall."

"We also learned that it is necessary to lay out a definite time schedule for special events with interesting and unusual people to break the monotony of routine Convention video, and that the humorous side of the Convention, pointed out when desirable by running commentary, is equally as important as the serious aspect."

"Occasionally an interview with a chief usher or a lady campaign worker can be more entertaining to an audience than one with a Senator or Congressman."

"In general, the sidelines of the Convention, we learned early, are of as much interest to the video audience as the Convention proceedings themselves."

WPX
WPX, TV station of the New York News, "leans heavily on its newspaper experience in covering

For solid proof that buying KDAL makes sales soar, contact Avery-Knodel Inc. and check the Fall-Winter Hooper.
the Republican Convention." Carl
Warren, manager of news and
special events, commented. He
added: "We intend to follow the
same pattern in bringing the
Democratic conclave to the New
York video audience.

"The GOP Convention was our
first experience as a television
station," Mr. Warren pointed out.
"We did many unorthodox things,
but we found that they were
good programming.

"Someone at the Convention
said we were covering it like a
tabloid. In some ways that was
true. People hear too much talk
around convention time—too many
high-sounding phrases about lib-
erty, democracy and the abundant
life. If we learned one thing it
was that the television audience
wants less talk and more of the
on-the-scene feel of a national po-
litical convention.

"We programmed the Conven-
tion in the News pattern. We
brought the color, the music, the
human interest, and the spirit of
the Convention into the home. We
intend to do more of that in July.

"We shall hold the four-pronged
program format that we used be-
fore. This will include Ben Gross's
political analysis with the WPIX
convention meter; Jenall inter-
views with convention celebrities;
the WPIX newsroom; and the en-
tertainment segment with Rex
Marshall. If anything, we shall
build up this last segment. We are
confident that this pattern has
worked. WPIX was the only in-
depeendent station which took over
the job of feeding the pool. It was
a tough assignment. We couldn't
have done it without the hard-
working WPIX staff in Phila-
delphia."

TV SETS

Total is 354,000, Say
ARI Figures

AS OF JUNE 15, the 18 U. S. cities with video program services
included a total of approximately 314,000 homes with television receivers,
according to a survey conducted by ARI. Audience Research Inc. ARI also
other public places, bringing the
cities by June of 1949. The recent
increase, ARI points out, is due
part to the inauguration of
commercial video program services
which added three more metropol-
tan areas to the interviewing
schedule. The total TV service
areas now include more than 11,
000,000 families.

Answers to questions concerning
the various retail price levels which
would induce people without TV
sets now to purchase them revealed
that at an average price of $200
per set, an additional 5,400,000
families would be brought into the
market, ARI reported, adding, "Obvi-
ously, installment buying will
further this growth." At the pres-
et average price of $400 per set,
according to industry estimates,
there is a potential market of about
2,000,000 additional homes to those
now video-equipped. Increased pro-
duction, however, has produced a
downward price trend, with $150
estimated as the average price that
will prevail in 1961, ARI said.

With 68% of the adults in the
video-serve areas reporting that
they have seen television in oper-
ation and 19% stating they had
watched at least one video program
during the preceding week, ARI
concluded that the present viewing
audience is probably many times
the set ownership figure.

Audience Research Inc., headed
by Dr. George Gallup, is at present
measuring the size of the audience
which saw all or part of the GOP
Convention proceedings in Phila-
delphia.
New Orleans Grant Proposed by FCC

GRANT for a new station at New Orleans operating with 50 kw day and 25 kw night on 1540 kc was proposed by FCC last week in a tentative decision anticipating a grant of the application of Roy Hofheinz and W. N. Hooper, owners of KTHT and KOPY (FM) Houston and of a new AM station at Harlingen, Tex.

The Commission, by a 3-to-2 vote, proposed to deny the rival applications of Bayou Broadcasting Co. for 1540 kc with 50 kw day and 10 kw night and of KGBG Galveston for authority to increase hours on 1540 kc from 1 kw, daytime only, to 1 kw day and 250 w night.


The majority eliminated Bayou's application on grounds that its proposed operation would not meet North American Regional Broadcasting Agreement requirements for protection to stations in the Bahamas and Mexico. Between Louisiana Broadcasting and KGBG, they preferred the former on grounds that its proposed 50 kw day and 25 kw nighttime operations would quarter, has not a maximum offering price of $49,927,375 on its proposed sale of 4,967,500 shares of common stock registered with Securities & Exchange Commission a fortnight ago [BROADCASTING, June 28].

The firm, incorporated under Delaware law on May 27, to obtain its initial capital made a private sale of 12,500 shares at nine dollars per share in May. Total assets of the company reflect a cash balance of $112,500.

Purpose of the foundation is to accept private capital for investment under the guidance of an experienced staff, in securities in the field of radio, television and electronics.

If sanctioned by SEC the stock will be offered starting August 15.

President of the new company is Walter D. Price, president of the Grip Nut Co., Consolidated Copper Mines Co., director of the Fiduciary Trust Co. and chairman or official of several mining and mineral firms. Mr. Tripp holds 1,000 shares, or 8%, of existing stock.

Other officers and stockholders, their identities and their major holdings are as follows:

William Hayssen, vice president, also president of Manufacturing Co., 500 shares, or 4%; Russell H. Matthis, secretary and treasurer, agent for Television Food Inc. and partner in a law firm, 1,000 shares, or 8%, and Vernon A. Forberg, assistant secretary and treasurer. Directors include Charles D. James, an insurance executive, and Herbert H. Taylor Jr., president of a construction company.

Offices are located at 1 La Salle Street, Chicago.

connection with WDSU New Orleans, it was filed to block the rival application of Louisiana Broadcasting. Also by proposing to deny Bayou's application, the majority permitted it to amend its power request to 50 kw day and 10 kw nighttime for an earlier request for 250 w full-time.

KKEL Waterloo, Iowa, which operates on 1540 kc with 60 kw, had asked FCC to give it 1-A protection, or protection to the extent of its interference-free service areas. Later, however, according to FCC's report, the station reported that its purposes has been accomplished through "voluntary cooperation of the parties" involved, and that it did not object to dismissal of its petition except as to the 250-w application of Bayou.

Grant Is Conditioned

Louisiana Broadcasting's proposed grant would be conditioned on its use of directional antenna fulltime and protection of ZNS Nassau, Bahamas, and XKEL.

Ownership of the applicants given proposed denials:

Broadcasting—John Fred Odum, Baton Rouge attorney, is president and owns 1%. Similar interests are held by Mr. Weber, stockholder and general manager of WDSU; Raymond T. Huff, of James A. Noe's WNOE New Orleans and KNOE Monroe, La., and W. H. Talbot, New Orleans attorney and part owner of XKEL Houston. Mr. Odum and Talbot are prominent in Louisiana political affairs, as is former Congressman J. B. Starrett, Jr., one-time member of the House Interstate Commerce Committee, who has 10%. Herman Moye, also a Baton Rouge attorney, owns 15%; W. R. Hatcher, president emeritus of Louisi-ana State U., owns 5%, and Absolom W. Daspit, head of Louisiana's Dept. of Fish and Game Animals, owns 25%. It was further reported that KGBG Galveston—James W. Bradner, trading as Galveston Broadcasting Co., is licensee of the station, a new outlet which was on program tests at the time of the hearing in March and April 1947. A corporation may be set up with offices in Galveston along with Mr. Bradner, or W. G. Hall may exercise an option to buy 25% for $11,250 within one year, according to FCC's report. Mr. Bradner, now devoting his time to KGBG, formerly was a construction engineer and administrator, and at one time was city manager of Waco, Tex.

For Complete

RADIO and TELEVISION SERVICE in the RICHMOND, VIRGINIA, AREA Use

WMBG

AM Station

VM

Capital Old Dominion

FM Station

WTel Vision R

Richmond's ONLY Television Station

OPERATING 24 HOURS A WEEK

Is Now Affiliated with

NBC Television Network

WMBG

The Station of Progress

5,000 Watts

NBC Affiliate

Represented by JOHN BLAIR & COMPANY

Loser in KERO Bid

Contests Decision

CHARGING that FCC's approval of the $25,000 sale of KERO Bakersfield, Calif. by J. E. Rod- man to Station Manager Paul R. Bartlett [BROADCASTING, June 7] was contrary to public interest, Kern County Broadcasters petitioned the Commission last week to withdraw its consent.

Kern County Broadcasters, an unsuccessful second bidder for the station under the Avco Rule governing applications, requested that the question of transfer to Mr. Bartlett or to itself be set for hearing by the Commission. The Kern County group, found finan- cially unqualified by the Commission, is controlled (90%) by Thomas B. Reese, associated with agricultural business interests, and Peter K. Ommegan, engineer-salesman (10%).

The petition contended Mr. Bartlett "is not financially qualified to purchase KERO for $25,000 in the light of his commitment to construct a television station for $91,000," and that Mr. Bartlett "will not be in a position to bring the benefits of his alleged acquaintance with the needs of Bakersfield since the record shows that he will derive his main earnings as manager of KFRE Fresno, 108 miles from Bakersfield, and presumably will spend most of his time there."

Claims FCC Erred

Filed by Seymour Krieger of the Washington law firm of Court- ney, Krieger & Jorgensen, attorneys for Kern County, the petition claimed FCC erred, under its duplopy rule, in approving a transfer to "one individual who will also be the general manager of another station serving substantially the entire service area of the station he will own." The petition also raised questions as to whether the sale to Mr. Bartlett "will in fact accomplish a complete divestment by Mr. Rodman of his interest in KERO" as required by FCC as a condition to its approval of the transfer. KERO is a 250-w outlet on 1230 kc.

FCC RULES AND REGULATIONS

... Parts 1 to 64 now avail- able. Complete set in binder, $21.00. Amendment service. 1 yr., $15.00; 2-3 yr., $25. 3-12 Standards of Good Engineer- ing A-M-FM-Television $15.00 in binder. Amendment service, 1 yr., $15.00.

HARRY C. RAND CO.

1507 M ST., N. W.

WASH. 5, D. C.

Page 62 • July 5, 1948
REV. SMITH HELD UNFIT

TIAT decision looking toward
ial of Rev. J. Harold Smith's
 income application for WIBK
xxville, Tenn., on grounds that
evangelist minister lacks "the
uitable qualifications of a li-
 was issued last Tuesday.

n effect, previewing deletion of
ion, the ruling is that of re-
 Clifford J. Durr, FCC hearing
 officer in the proceeding. Comr.
r was instructed last week by
rate of the Commission issue
 initial decision in the e.
It is comparable to the pre-
ended decision of a hearing
iner under the provisions of
ministerial rule.

Newspaper, the demonstra-
Smith was also subjudice to the remaining
shares. However the hearing
losed the last block of 50 shares
ot taken in whole by Mr. 
ompson but instead divided the
away, leaving Rev. and Mrs. 
smith two-thirds owner and Mr. Thomp-
one-third owner.

Although this was considered a
clearly constituted triple of con-
 without FCC consent or noti-
. Comr. Durr indicated
over the FM ap-
lication, executed on the day of the
stock shift, which represented
the original ownership.

The finding also showed that the
preferred stock, represented in the
original AM application among
FM request as to be offered on the
"open market," was purchased
ly by Rev. Smith on the
same day as the FM request was
executed. According to testimony
of Mr. Thompson, the finding said,
Rev. Smith had borrowed the
money to buy the preferred stock
more than a month before the
FM application was filed.

Regarding concealment of business
interests, the report said that
neither applicant nor Smith re-
ported to the Commission with
and interest in either the
Radio Bible Hour, the
Southern Bible Institute of
the Carolina Watchman, a
published, described as personal ventures.

As to Rev. Smith's dealings with
XERF Villa Acuna, Mexico, over
which he has been broadcasting
"religious" programs, the report
finds that contrary to the lack of
information in the WIBK appli-
cations, Rev. Smith has a "sub-
stantial" interest above mere con-
tract for time. Comr. Durr
declared the "testimony is conclusive
that XERF could not have been con-
structed without Smith's money."

The order also disclosed that
Rev. Smith's financial report to the
Committee was declared to have
misrepresented regarding maj-
or liabilities in both the
AM and FM applications.

TBA Group to Prepare
Video Production Code

A COMMITTEE established by the
Television Broadcasters Assn. to
draw up a production code for the
televisers and radio stations was
scheduled to submit a draft of the code at the
TBA annual meeting in December.

With Lawrence W. Lowman as
chairman, the committee is to study
the problem during the next sev-
eral months and prepare an offi-
cial guide for video programming on
an industry-wide basis.

Committee members are Noran
E. Keita, executive assistant to
the administrative vice president
in charge of NBC television; Rob-
et L. Cee, general manager of
WPXI, and Neil Swan, a
son, executive vice president of
WMAR-TV Baltimore.

German Radio Set Drive
Of NAB Gets Under Way

CAMPAIGN to raise $100,000 to
buy radio sets for German school-
s was approved at Los Angeles
May 19 by the NAB board, was
opened Saturday with an MBS
broadcast by Gen. Lucas D. Clay,
commander - in-chief, European
Command, and Military Governor
for Germany, and NAB President
John Miller.

Program was scheduled at 6:30
p.m. on MBS. All NAB member
stations are taking part in the
 drive for funds, which runs
through July 14.

Listeners are asked to donate their
pocket change to stations, or
to send donations to Silver Shower,
Post Office Box 7810, Washington.

WJAR-TV Affiliates

WJAR-TV Providence, R. I.
was signed last week as a
new affiliate of the NBC tele-
vision network. The station,
now under construction, is
expected to begin operations
on Channel 11 by Sept. 15.
WJAR-TV is owned by The
Outlet Co., owners of WJAR,
NBC's AM affiliate in Prov-
dence. Mortimer L. Burbank
is president.

Herndon Named

LANDON C. HERNDON, formerly
in charge of the Central States
Region for the FCC Bureau
of Engineering at Chicago, was
appointed last week as assistant
chief of the Commission's Field
Engineering and Monitoring Divi-
ision at Washington. Mr. Herndon
has been in the radio engineering
supervision field since 1921.

WBKB Appointment

APPOINTMENT of John H.
Mitchell, manager of the central
Illinois district of Public Great
States Theaters, as business
manager of WBKB Chicago,
was announced Thursday by Capt.
Bill Eddy, director of the Bialahan
and Katz television station. Mr. Mitchell,
a native of Indianapolis, will as-
sume many of the operational
duties, leaving Capt. Eddy more
time for program and network
development.

QUESTION:

What in Washington, D. C. tops
the elevation of the Washing-
ton Monument.

ANSWER:

The new WASH-FM antenna—
more than 200 feet higher than
the top of the Washington
Monument.

RESULT:

That's why WASH-FM covers
lots of people and produces

Sales RESULTS in the Nation's
Capital.

National Reps:

FM REPS, INC.

"A Diller Station"
Hudson Eldridge, Mgr.

July 5, 1948 • Page 63
San Francisco (Continued from page 27)  

In San Francisco, Mr. Murphy stated,  

Upon request Mr. Murphy cited in some detail the reasons why CBS wants television in San Francisco: To maintain competitive position with other networks through revenue aspects of owned-station operation, new network development and operation; program origination, and because of advantages of economy and efficiency which integrated aural and TV operation would provide.  

To the query why CBS wanted to get into television networking, Mr. Murphy stated, “Because we think ultimately it is the form that television will take. We are in the network business, and we believe that television network ultimately will be profitable.”  

Extensive Competition  

Asked by Carl Smith, Paramount counsel, if CBS recognized any economic conflict between sound broadcasting as engaged in today and television, which could occur in the future, Mr. Murphy stated he did to “the extent that there will be competition ... for the advertisers and in some cases for the advertisers.”  

He indicated it is the opinion of CBS that television has a “very marked impact on radio, and other forms of aural which could confer the leisure time of people when television comes into the home. What we do not know is whether the high impact will be maintaineable.”  

Details of the CBS plan for commercial color television operations were then reviewed and the witness indicated of CBS moves to enter commercial black and white video after FCC denied the network’s color proposals in March 1947. Mr. Murphy said the new application would call for two stations. One of them would provide the leisure time of people when television comes into the home. We do not know whether the high impact will be maintained.”  

Regard the order CBS would have with the management and control of KTTV. Mr. Murphy replied that a board of directors would select the manager and supervise the operation. He related that “Columbia has agreed to make available its experience and its counsel in the operation.” He added KTTV will have basically separate studios and equipment but that CBS as a network would maintain in television staff and some equipment in Los Angeles once the video network operations began.  

To lengthy inquiry of the KQW acquisition and sale of 56% of WTOP Washington, of which the sale of the six markets CBS would relinquish should FCC refuse that number of television interests, Mr. Murphy opined that citi.

instance. He said the network would not give up New York; however. He indicated CBS may have to take its chances on one of the “iffy” situations, those in which it’s involved because of hearings or court decisions.  

Regarding typical income and expenses of television operation, Mr. Murphy related that for when they are available, it would become operator of five TV stations with average operating loss of $850,000 per station, Mr. Murphy said he did not know how long the network would be willing to absorb that sum.  

Mr. Murphy testified CBS had spent some $2,000,000 in television to date and of this amount about $2,000,000 went into color TV.  

Regarding necessary income to meet the yearly $860,000 operating cost for the San Francisco station, Mr. Murphy said no rate card has yet been planned but that if 100% of the time were commercial, based on a 30-hour week, it would be $440 an hour to operate. This would include all the costs borne by the station, he explained.  

To Use Coax  

Regarding network plans, Mr. Murphy testified CBS would use coaxial facilities of AT&T between Los Angeles and San Francisco. He said if the order were to be planned as soon as the television permit is granted.  

During a lengthy discussion of program plans and methods of operation, Mr. Brenner asked what would be the CBS policy on television duplication of AM programs. Mr. Murphy replied, “I think, where suitable, we would encourage it.”  

On Wednesday CBS presented Harry W. Witt, its proposed television manager for San Francisco, who related details of program investigation in the Bay Area and plans for staffing the outlet.  

Television California then proceeded with further testimony by C. L. McCarthy, minority owner and general manager. He explained an exhibit concerning his firm’s proposed experimental project and training program, including a proposed commercial interim operation.  

The exhibit showed Television California would operate its recent TV last year in a license station W6XJD for a period of two years at least, whether or not a commercial station permit were received. If the commercial permit were granted, the technical staff being trained on the experimental work would be integrated into the commercial operation. W6XJD operates on Channel 9 (186-192 mc) with 850 w effective radiated power.  

Thomas H. Hutchinson, retained by Television California as program consultant, related details of program plans while George P. Adair, consulting engineer, was re-called to relate technical details of the experimental station operation. W6XJD has been on the air since May 21, he said.  

In one of the Television California exhibits it was shown that the organization so far has spent about $27,000 in the preparation and processing of its investigations. Some $25,000 represents legal and engineering fees.  

On Thursday Twentieth Century-Fox began the principal portion of its trademark dance. John Vadeboncoeur, director, returned related corporation and capitalization details. He said Twentieth Century-Fox Film Corp. has subscribed to $500,000 interest and will lose its actual expenditures to support the venture. A like interest has been acquired by Fox West Coast Theatres Inc, movie chain operator and subsidiary firm, which also would loan $500,000. He discussed at length the relation of television and movies to available audience and concluded that video would have an effect on radio and television, although any other new medium would, but that both TV and motion pictures would continue to prosper.  

$350,000 Studios  

Russell McCullough, director of construction and maintenance for Fox West Coast, related building plans and construction details. The San Francisco studios, if constructed by subsidiary Fox Deluxe Theatres Inc. at a cost of $355,900 and leased to the video station. The Oakland studio would cost $45,000.  

Charles P. Scoulas, president of the applicant, was cross-examined on overall policies. He testified he has more important movies and television as video represented a field in which new techniques of entertainment will be worked out. He indicated it was his own opinion that radio news films do not lend themselves to video, although no research has been conducted in this matter.  

Robin D. Compton of the Frank N. Magruder consulting engineering organization concluded Thursday’s session with relation of equipment and cost details.  

Radio Protection Need Is Stressed  

Vadeboncoeur Says N. Y. Bill Should Include Radio  

DISCRIMINATION against legal protection for news sources of radio news men was condemned June 28 by E. R. Vadeboncoeur, vice president of WSYR Syracuse, and New York-Northeast Committee of NAB. Mr. Vadeboncoeur testified before the Law Revisions Committee of the State of New York [Broadcasting, June 21]. He said New York’s current unrealistic and unreasonable law which would protect the news sources of the newspaper man ... and would deny that protection to the sources of the radio news man.”  

Testimony was also given by a number of other witnesses including Michael Hanna, WHCU Ithaca, N. Y.  

Mr. Vadeboncoeur reviewed the growth of radio news gathering on a state and national basis and pointed out the ever increasing need for protection of radio news men’s interest and subsequent growth in the number of radio news men. He said there are 15 radio reporters and editors coming from daily news in Albany and at morning radio-free conferences in City Hall in Syracuse, there are often four radio reporters and one newspaper reporter. He said the conference places in radio news by the public, Mr. Vadeboncoeur quoted several paragraphs from the Second Study of Public Opinion conducted by the U of Michigan.  

The increase in radio reporters employed by national news services was cited as were several important new beats made by radio men.  

“Radio’s place in the news field was not arrived at accidentally or by any coincidence,” Mr. Vadeboncoeur emphasized. He told of the work done by NAB to promote high standards of radio news. He also read the section on news radio in the U of Michigan’s study and told how it had been adopted by the radio industry.  

As an example of the ever present work being done to bring better news to radio listeners, Mr. Vadeboncoeur told of the radio training now given to journalism teachers by the Council on Radio Journalism.  

Mr. Vadeboncoeur on the new developments in the industry, TV and facsimile, Mr. Vadeboncoeur said, “It is inevitable that radio news will become more and more important, that the already large army of radio news men will increase far beyond what we have today.”  

In summing up his request for protection for radio news men, Mr. Vadeboncoeur asked the committee “to specifically include in any such bill, radio news men, as well as newspaper men, and to specifically include any radio broadcasting station, including AM, FM, television or facsimile, as well as newspapers.”
Yeah, but can he lift a sales curve?

(for a bigger catch, see back page of insert)
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<tr>
<th>Time</th>
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<td>8:15</td>
<td>News/Weather/CBS</td>
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<td>Police News/CBS</td>
<td>nutshell of police</td>
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<td>9:00</td>
<td>Theatre Hour/CBS</td>
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<td>The Vault/CBS</td>
<td>i. w. milton's home</td>
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**FOR JULY 1949**

### SUNDAY

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<tr>
<td><strong>Music</strong></td>
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<td>TM and JG</td>
<td>NTV</td>
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<td>Wilt and Zane</td>
<td>D. E. America</td>
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<td><strong>Air Force Show</strong></td>
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<td><strong>2nd Hour</strong></td>
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<td><strong>Daily</strong></td>
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<td><strong>Mon-Fri</strong></td>
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<td><strong>Life Begins At 10</strong></td>
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<td><strong>General Foods House Mystery</strong></td>
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<td><strong>Misses Lab Quilt Kids</strong></td>
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<td><strong>Mike Muse</strong></td>
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<td><strong>Withe Bird</strong></td>
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<td><strong>Swing</strong></td>
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### SATURDAY

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### *EXPLANATORY NOTES*

**LISTINGS IN FOLLOWING ORDER:**
- **SPONSOR**
- **NAME OF PROGRAM**
- **NUMBER OF STATIONS AND IN KENSE INSTANCES**
- **STARTING DATE**
- **END DATE**
- **INDICTORS SUSTAINING**

**WBBR BROADCAST ON WEST COAST**

**ABC**

4:00-5:00 PM - Air Force Show.

**CBS**

8:30-9:00 PM - All-Star Revue.

**MBS**

7:00-7:30 PM - News Summary.

**NBC**

9:00-9:30 PM - The Big Party.

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**CBS**

6:00-6:30 PM - The Big Party.

**MBS**

7:00-7:30 PM - The Big Party.

**NBC**

8:00-8:30 PM - The Big Party.

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**CBS**

6:30-7:00 PM - News Summary.

**MBS**

7:30-8:00 PM - News Summary.

**NBC**

8:30-9:00 PM - News Summary.

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**CBS**

7:00-7:30 PM - The Big Party.

**MBS**

8:00-8:30 PM - The Big Party.

**NBC**

9:00-9:30 PM - The Big Party.
There are plenty of tall stories in circulation. But one that definitely is not tall is the fact that an advertiser's dollar spent on CBS delivers from 6 to 48% more listeners than on any other network in Radio. And as advertisers discover this story, they turn to CBS to lift their sales curves.*

*For details, write CBS, New York.

CBS – where 99 million people gather every week!
Per-Inquiry Pacts Hit by Pellegrin

BRISK protest against a per-inquiry contract submitted by Northwest Radio, Seattle, was made last week by Frank E. Pellegrin, president of the new KSTL St. Louis.

Mr. Pellegrin sparked the NAB's campaign against this type of business from the time he joined the association early in the decade. Now, in the operating end of the business, he sees a commitment that is stronger than any he framed while NAB director of broadcast advertising.

The per-inquiry proposition, he wrote R. E. Barring, Northwest official, does not conform to the standard radio advertising contract widely used by stations. Moreover it would require a violation of every other KSTL contract, through extra time devoted to plugging the offers and basing of billing on direct sales rather than on broadcast time.

Mr. Pellegrin wrote, the quantity of commercial copy clearly violates the NAB Standards of Practice.

Text of Mr. Pellegrin's letter to Mr. Barring follows:

... this is to inform you that KSTL does not wish to accept any of your advertising on a "guaranteed return" basis. To do so would, in our opinion, detract from the ethics of good advertising practices.

The standard radio advertising contract is ideally in use by advertising agencies and radio stations throughout the country specifically states that "the same schedule that gives the lowest rate made by the station for like broadcasts, and that is the rate made by the station during the life of this contract the station makes a lower rate than this date... There shall be no secret rate, rebate, or agreement affecting rates..."

In my opinion, every station that accepts your type of deal on a "guaranteed return" basis, is devoting extra time to plugging your offers, or bases its billing on direct sales rather than on broadcast time. This is a violation of every other contract it has.

It will seem strange to you, after all the time you have been an advertiser on those stations has cause for action. At the very least you should justifiably complain on the grounds of questionable ethics.

Furthermore, the quantity of commercial copy you ask stations to run is clearly in Violation of the radio industry Standards of Practice.

I think it is extremely regrettable that you should have to resort to an advertising agency business in this manner. I am under no illusion that a letter such as mine will cause you to change your method of operation, so all I can say is that if this particular radio station is concerned, we want no part of it.

Canadian WAB Meet

AGENDA FOR annual meeting of Western (Canada) Assn. of Broadcasters, to be held at Saskatoon, Aug. 23-25, includes discussion and ratification of the above mentioned formula being developed by Canadian Assn. of Broadcasters and to go into effect Sept. 1; discussion of possible revision of WAB constitution; and presentation of a proposal for a Canadian representative on CAB board; report from CAB, and progress report from Small Markets Committee of CAB.

Convention will be under chairmanship of M. Cairns, CFAC Calgary, presiden
t of WAB.

WASHINGTON Broadcasters Hold Meeting at Olympia

MEMBERS of Washington State Assn. of Broadcasters reelected present officers and gave formal approval to Washington State Radio News Bureau during meeting in Olympia. They also had a brief meeting with President Truman who was in town during his western trip.

Reelected officers are H. J. Quilliam, KITB Tacoma, president; Oliver Runchey, KOL Seattle, vice president; Robert Pribe, KRSC Seattle, secretary-treasurer; R. O. Dunning, KIHK Spokane, and James Wallace, KPQ Wenatchee, directors.

WELL-FM Opens

WELL-FM Battle Creek, Mich., started broadcasting June 30. Owned and operated by Federated Publications Inc., station is on 1450 kw. with 45 kw. Over 2,000 people attended an hour and a half opening program, station reports.

EDUCATED RADIO

Denver U. Students Fill Station Staffs

DENVER station managers could hold daily roll call for the U. of Denver students working full or part time for them. Twenty-six students—not counting Denver U. alumni—are on the staffs of the six commercial stations in Denver. The majority are experienced radio men and women who are studying such subjects as law, journalism and accounting in their off-duty hours.

Many, however, are studying radio at Denver U., which now offers a stepped-up program of radio and television education. Director R. Russell Porter and Professors Albert Williamson and Burton Harrison coordinate class work with the needs of Denver radio. Studies are patterned after that and operating procedure in local stations.

NEW AM-FM STATION DEDICATED IN MOBILE

WABB and WABB-FM Mobile, Ala., began broadcasting operations June 19. Stations are owned and operated by Special WABB and WABB-FM Corporation with WABB on 1490 kc with 5 kw and WABB-FM on Channel 300, 107.9 mc, with 50 kw. Both operations are full time and affiliated with MBS.

Participants on the opening program included Mayor Charles Baumhauer; the Most Reverend T. J. Toolen, Catholic Bishop of the Mobile diocese, and labor and civic leaders.

Studios are located in the Press Register Building and the transmitter and four-tower array are at Eight Mile, Ala. Western Electric equipment is in use throughout.

Station personnel includes R. C. Mandler, publisher of The Mobile Press Register, president; William J. Hearin Jr., executive vice president and general manager; Anthony Leighton, program director; William Murphree, chief engineer; Carroll Gardner, sales director; Starr Smith, news director; Jack Bitterman, sports director, and Helen Leighton, women's director.

Special WABB and WABB-FM section was printed day before opening in The Mobile Press Register.

MISSOURI RADIO MANNERS SET UP ASSOCIATION

MISSOURI Broadcasters Assn. was formed June 25 at Columbia, Mo., by some 25 station representatives. Officers were elected by the group, with all but one of the 40 stations in the state expected to join prior to the first annual meeting. This session will be held Aug. 5. In June, the Assn. was loaned Great Plains Electric's mobile diocese, and labor at the Muehlebach Hotel, Kansas City.

E. K. Hartenbower, KCMS Kansas City, was elected president of the association president. Other officers are: Wayne W. Cribb, KHMO Hannibal, vice president; Guy Rummon, KXXL St. Louis, secretary-treasurer. Serving as board members, in addition to the officers, are Lloyd C. McKenney, KDMC Carbondale, chairman of the board; KFUR Columbia; Robert M. Nearin, KWPW West Plains; Sam Burk, KIRK Kirksville.

Articles of incorporation and by-laws were adopted by the association.

Announce Opening

PLANS for opening of WXYZ-AM and WXYZ-FM Detroit were announced by station executives last week. WXYZ-AM is owned and operated by ABC and will be city's second AM outlet. Station will be on Channel 5 (714-180 mc). WXYZ-FM will be on Channel 9 (174-180 mc). WXYZ-

Talented Cheeta

SOME TALENTS come in handy at times. Take Cheeta, the little white Norwegian terrier belonging to Allan Dale, general manager of KURV Edinburg, Tex. Cheeta's talent is harmonizing on "You Are My Sunshine." Well, the other day Cheeta got lost. The next morning Stuart Graymount, who does the KURV week end show with his wife, did a description of the dog and then went into the song. In a few hours the man who found Cheeta had heard him locally, on the radio and through the program and her beautiful harmonizing on the song.

On All Counts

(Continued from page 16)

finally head of production.

Mr. Sheehan subsequently left WGY to become station manager of General Electric's shortwave stations WGEA and WGEW, to develop their international broadcasting activities. He was then rated and managed GE's WFGM Schenectady, the first full-sta

The GE motion picture division, he participated in planning, writing and editing of films.

During the war, Mr. Sheehan was loaned by GE to the OWI, where he was responsible for the planning, design, installation and operation of all radio and communications facilities necessary to the functioning of OWI, Armed Forces Radio Service and the Office of Inter-American Affairs.

In his present capacity with the United Press, Mr. Sheehan supervises such radio accounts as Teetimers (sponsors of a half hour show on MBS) Paramount Pictures, Welch's Products, Eskimo Pie and a major television account, Du Mont.

The Sheehans—he is the former Grace Meehan—have been married since January 1946. They have one son, John Jr., 8 months old. The family lives in Manhattan.

Mr. Sheehan's hobbies are all sentimental touchstones to his earlier days and include an expert interest in baseball and football. He still sings and plays the violin, the latter, he confesses, with less acknowledgment to Jascha Heifitz than to Jack Benny.

WEAS Decatur, Ga., has received a plaque "for meritorious public service" from youthful members of "Magnolia Matinee Club of the Air." All colored group who present their own program over WEAS Saturday afternoon.

July 5, 1948 • Page 65
T. C. FRY, Eastern sales manager, has been promoted to director of CBS Radio Sales. Mr. Fry has appointed CHARLES AYRES, ABC account executive, as Eastern Radio Sales manager.

PAUL M. ELLIOTT, member of sales staff of KNRT Des Moines for eight years, has been named local sales manager. Veteran of 20 years sales experience, he is a retiring president of Des Moines Advertising Club, CARTER REYNOLDS, continuity director and former sales staff announcer of KNRT and WMT Cedar Rapids, will succeed Mr. Elliott on sales staff.

EDWARD W. WOOD, Jr., has been named sales representative in New York and along Eastern seaboard for Housewives Protective League Division of CBS, effective July 1. He is a former director and general sales manager of MBS and more recently was vice president and general sales manager of American Institute of Food Products, New York.

Mr. Wood WILFRED G. CARPENTER, manager of Winnipeg office of H. N. Stone & Co., station representative, has been appointed commercial sales representative for Canadian Broadcasting Corp. He was formerly associated with CKX Brandon, and CKY Winnipeg.

TOM GRAMAN, member of promotion department of WHK Cleveland, has joined sales department of Station, succeeding EVERET T. JABBONS, resigned.

FRED A. DABNEY, former part-time employee of WCJF Charlotte Va., has joined sales staff of WBEN Richmond.

ALLEN R. ROEBER, former classified advertising manager of "Minneapolis Journal" and "Chicago Tribune," and member of advertising staff of WTMJ Milwaukee for six years, has joined KSTP St. Paul, as account executive.

RANDOLPH SWIFT, former account executive of Miss Chase Co., radio agency, has joined sales staff of WBEN and WBEN-TV same city.

TOM DAWSON, former sales manager of WCCO St. Paul, has joined the New York staff of CBS Radio Sales as an account executive.

YANKER NETWORK has announced renewal of its affiliation contract with WNBC New London Conn., as of June 14.

TOM CLARK, former ABC account executive in Chicago for five years, has been named western division manager, of "Popular Science Monthly." JOHN BLAIR & Co., has been named exclusive representatives for KFIS Fort Worth and WBB Dallas, effective July 1. Stations, both MBS outlets, are sold in combination at single price for coverage of Dallas-Fort Worth market.

LAWRENCE KRAUS, general manager of West Coast office of Forjoe & Co. and Adoile Claire Filbinis planned to be married today, July 5.

Argosy Television
ARGOSY Television Corp. has been organized by John Ford and Merian C. Cooper, veteran Hollywood motion picture producers. As in their Argosy Pictures firm, Mr. Ford is chairman of the board and Mr. Cooper is president. Corporation has no fixed capitalization, but is to have 20,000 shares of stock, all privately held. Company is currently shooting a picture which is reported to be radical in its technique but has not indicated when it will be shown.

Telestatus
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KFMB sells SAN DIEGO ...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRAMHAM CO

Page 66 • July 5, 1948

ARGOSY Television Corp. has been organized by John Ford and Merian C. Cooper, veteran Hollywood motion picture producers. As in their Argosy Pictures firm, Mr. Ford is chairman of the board and Mr. Cooper is president. Corporation has no fixed capitalization, but is to have 20,000 shares of stock, all privately held. Company is currently shooting a picture which is reported to be radical in its technique but has not indicated when it will be shown.

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-station chain, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.
John Studebaker Quits Government

Dr. John W. STUDEBAKER, U. S. Commissioner of Education, resigned July 1 to become vice president and chairman of the editorial board of Scholastic Magazines. In notifying President Truman of his resignation, he said he was leaving the federal post after 14 years because "along with many other men, the time has now come when I can no longer afford to remain in the government."

Dr. Studebaker was radio-minded throughout his 14 years of service in the office. He was a sponsor of the Joint Voice of Democracy contest and was active in the three annual National Radio Week celebrations.

Recently he has been moving a factor in the Joint Committee on Standards for School Audio Equipment, sponsored by Radio Mfrs. Assn.

Before entering the federal post he was superintendent of schools in Des Moines, having served 14 years. During the war he organized the national defense training program in engineering colleges and vocational schools as well as in rural areas. He was responsible for many advance techniques in education.

Dr. Studebaker is president and 65% owner of KSON and KWFM (FM) San Diego. His son, John Gordon Studebaker, is 19% owner of the stations and serves as executive director. They recently sold a 12 1/2% interest to C. Frederick Rabell, general manager [BROADCASTING, June 28].

Starting in 1936, Dr. Studebaker directed development of a series of educational programs for which special funds were granted. They included Let Freedom Ring, The World Is Yours, Americans All-Immigrants All and Brave New World. He spearheaded the effort to provide 20 FM channels in the 88-92 mc band for educational stations.

RCA Sees 100,000 TV Sets

In Conn. by Mid-1949

A PREDICTION that Connecticut will have 106,000 television receivers by mid-1949 was made by RCA Victor distributors following an intense sales campaign in New Haven, Hartford, Waterbury and Bridgeport, Conn.

L. K. Roth, president of Radio and Appliance Distributors Inc., RCA Victor distributors serving Southern New England, also predicted that Connecticut will eventually have the highest number of sets per capita, due to the state's proximity to a large number of video stations.

MEMO to CARLOS FRANCO—Young & Rubicam

WCKY's local production, "The Fountain Speaks," won the Billboard 1st Honorable Mention for 1948 local program competition. "The Fountain Speaks" is available for a discriminating advertiser desiring a program close to the heart of Cincinnati.

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

CINCINNATI

BROADCASTING * TELECASTING

Cowboy Hymns

"Cowboy Hymns," by The Texas Rangers, is the first album of its kind! This exciting new album by Biddlemore features six outstanding cowboy hymn selections.

Just one more accomplishment of The Texas Rangers, America's largest and finest group, playing and singing Western tunes! They've built a national reputation that can be put to work for your client, through their top quality transcribed tunes. It's appropriate that The Texas Rangers music is transcribed vertically for high fidelity... America's only vertical cut transcriptions of Western music. You'll find them ideal for either FM or AM. They are priced right for your market, and your station.

Wire, Write or Phone for Complete Details

THE TEXAS RANGERS

ARThUR B. CHURCH PRODUCTION

KANSAS CITY, MO.

July 5, 1948 • Page 67
June 25 Decisions . . . 

ACTIONS ON MOTIONS . . . (By Commissioner Sterling)

KWTO Springfield, Mo.—Granted petition for indefinite continuance of TV hearing scheduled July 12, pending termination of proceedings in Docket 8909 and 8765.

Chante Best Co., Chanute, Kan.—Granted petition to accept late appearance in re its application in Docket 8209.

Allennifer Best Co., Pittsburgh—Granted petition for leave to amend TV application to show increase in estimated construction cost, to show addition of Earl F. Reed as president, etc.

Hanover Best Co., Inc., Hanover, Pa.—Passed over petition to dismiss application.

Pacific States Radio Engineering, Pittsburg, Calif.—Granted petition for leave to amend application to show change in equipment with respect to proposed use of composite transistors.

United Best Co., Pittsburgh—Granted petition for leave to amend TV application to show changes in estimated construction cost, etc.

United Detroit Theatres Corporation, Detroit—Granted petition to amend TV application to add amendments.

Kapital City Best Co., Milwaukee—Granted petition for leave to amend TV application to change call name of applicant to Majestic Best Co., and in lieu of total number of anticipated shares of stock.

North Shore Best Co., Inc., Evanston, Ill.—Granted petition for leave to amend FM application to submit revised construction costs and make changes in equipment.

Lake Shore Best Co., et al, Chicago—Continued to Dept. 7 at Chicago hearing presently scheduled for July 6 for FM applicants for Chicago and Evanston.

United Nations Best Co., San Fernando, Calif.—Granted petition to accept its late appearance in re its application.

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition for continuance of hearing scheduled for June 30 in re Docket 8362, and hearing was continued indefinitely.

June 25 Applications . . . 

ACCEPTED FOR FILING

WFUN Huntsville, Ala.—Voluntary assignment of license from Laurent Miclee, John Galliant, and Joe S. Forrest Jr., d/b/a as Huntsville Best Co. to Huntsville Best Co.

Assignment of CP

KSTN Stockton, Calif.—Voluntary assignment of CP from A. H. Wright, Thomas H. Wood, N. John Anton, and Charles V. Green, to partnership of San Joaquin Best Co. to Dr. Harry Morgan, Knox Labrie, N. John Anton, and Arthur Wright, partnership d/b/a as San Joaquin Best Co.,

AM—1200 kc.

L. C. Harrison, tr/a Lawrence Best Co., 250 w uncl. amendment was accepted and application removed from hearing calendar.

Transfer of Control

WMOA Marietta, Ohio—Voluntary transfer of control of licensee corporation from Howard A. Chernew and Mildred Chernew to William O. Walls.

AM—1200 kc.

Vinita Best Co., Vinita, Okla.—CP now standard station 1240 kc 250 w uncl. Amendment was accepted.

James Madison Best Co., Orange, Va.—CP now standard station 1340 kc 250 w uncl. Modification of CP

KERN-FM Bakersfield, Calif.—Mod. CP at this station to change ERP from 5.5 kw to 9.8 kw, increase antenna height above terrain average terrain 242 ft.

AM—1041 mc.

Mohawk Best Co., Mason City, Iowa—CP at this station to increase ERP 191.4 mc for 1.5 kw and height above average terrain 314 ft.

Modification of CP

WGR-AM Boston—Mod. CP at this station to change ERP 216.3 mc from 3 kw to 73.8 kw.

License for CP

WPAY-FM Port Fornelh, Ohio—License to cover new FM station.

Modification of CP

WKJF Pittsburgh—Mod. CP at this station to change frequency.

License for CP

KPRC-FM Houston, Texas.—License to cover new FM station.

AM—1340 mc.

Gifford Phillips, Denver, Co.—CP new commercial television station on Channel 18.

Licenses for CP

TV—176.8 mc


TENDERED FOR FILING

TV—186.192 mc


TV—210-216 mc


KWSD Morrisville, Pa.—Consent to assignment of license to Morrisville Best Co.

June 28 Decisions . . . 

BY THE COMMISSION

Adopted order to abrogate special temporary authorizations in connection with standard station operations effective Aug. 18. (See story this issue.)

June 28 Applications . . . 

ACCEPTED FOR FILING

License for CP

WABB Mobile, Ala.—License to cover new standard station.

Modification of CP

KCKY Coolidge, Ariz.—Mod. CP increase power etc. for extension of completion date.

KFSD San Diego, Calif.—Mod. CP increase power etc. for extension of completion date.

Assignment of License

WTOP Washington, D. C.—Voluntary assignment of license from Columbia Best System, Inc. to WTQ Best System, Inc.

Transfer of Control

WMIX Mt. Vernon, Ill.—Voluntary transfer of license from licensee corporation to John D. Cottingham to Eleanor R. Mitchell.

License for CP

XXIC Iowa City, Iowa.—License to cover new standard station.

Modification of CP

KTHS Shreveport, La.—Mod. CP change frequency, increase power etc. for extension of completion date.

License for CP

WRMS Ware, Mass.—License to cover new standard station.

Assignment of License

WKOZ Kosciusko, Miss.—Voluntary assignment of license from James W. Arendale Sr. and John I. Schakel, partnership d/b/a Kosciusko Best Co. to John D. Cottingham to Kosciusko Best Co.

License for CP

WONO Oneonta, N. Y.—Mod. CP new station at change frequency from 1110 to 900 kw, change trans. and antenna from station to Harlem Springs, N. Y., and change name of licensee from John Nashak and Joanne May Levko, partnership d/b/a as Oneonta Best Co. to Baragons Best Co., partnership composed of John Nashak and Joanne May Levko.

License for CP

WNNC Newton, N. C.—License to cover new standard station.

Modification of CP

WGMT Wadsworth, Ohio.—Mod. CP change frequency increase power etc. for extension of completion date.

AM—1420 kc.

Chester County Best Co., Coatesville, Pa.—License to cover new standard station 1260 kc 1 kw DA-N uncl. assignment of License

WNON Norristown, Pa.—Voluntary assignment of license from Rahall Best Co. Inc. to Norristown Best Co. Inc.

License for CP

WYOU York, Pa.—License to cover new station.

(Continued on page 70)
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Washington, D.C. Adams 2414</td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W., Suite, Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E., Atlanta, Ga. ATwood 3328</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1420 F St., N.W., Kellogg Bldg., Washington, D.C.</td>
<td></td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>88 Years Experience in Radio Engineering, Munsey Bldg., Republic 2347, Washington, D.C.</td>
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</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>Suite 604, 1737 K St., N.W., National 0196, Washington 6, D.C.</td>
<td></td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers, 363 B. 37th St., Chicago 19, Illinois</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue, Washington 6, D.C.</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>319 Bond Bldg., Republic 2151, Washington, D.C.</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST., Phone 1218, Arlington, Texas</td>
<td></td>
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<tr>
<td>Merl Saxon</td>
<td>203 W. Hutchison Street, Telephone 828 or 211, San Marcos, Texas</td>
<td></td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>Labs: Great Notch, N.J., Little Falls 4-1000</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>201-314 Munsey Bldg., District 8456, Washington 4, D.C.</td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
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<tr>
<td>A. K. BITTER</td>
<td>Consulting Radio Engineers, 4125 Monroe St., Toledo 6, Ohio</td>
<td></td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>AM-Allocations &amp; Field Engineering, Phone 246, Wisc., Phone Blackhawk 22, DIXIE ENGINEERING CO., Columbia 1, S.C., Phone 2-2742, Arlington, Texas</td>
<td></td>
</tr>
<tr>
<td>M. WILMOTTE</td>
<td>1469 Church St., N.W., Suite, Washington, D.C.</td>
<td></td>
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FCC Actions (Continued from page 68)

Applications Cont. :
CP new standard station. WXRF Guayama, P. R.—Same.
KWKC Abilene, Tex.—Same.
Modification of CP
KMAC in Antelope, Tex.—Mod. CP change frequency, increase power, etc., for extension of coverage.
Modification of License
WBEJ Beloit, Wis.—mod. license to increase power from 500 w to 1 kw.
License for CP
KVLS Rock Springs, Wyo.—License to increase power from 1,000 w to 1,500 w.
License for CP
WABB-FM Mobile, Ala.—Mod. CP new FM station, to change frequency from 107.1 to 107.7 mc.
KFMY Los Angeles—Mod. CP new FM station to specify studio location, increase ERP from 10,000 w to 100,000 w.
KJBS-FM San Francisco—Mod. CP new FM station for extension of completion date.
WOL-FM Washington, D. C.—Same.
Assignment of CP
WTOP-FM Washington, D. C.—Voluntary assignment of CP to WTOP Inc.
Modification of CP
WASH-FM Atlanta, Ga.—Mod. CP new FM station to change ERP from 50 kw to 100 kw and to specify antenna location from terrain 530 feet to 492 feet.
WBAB-FM Atlantic City, N. J.—Mod. CP new FM station from 13 kw to 14,335 kw, increase ERP from 44 ft. to 578 ft., decrease antenna height above average terrain from 2,035 ft.
Assignment of CP
WNOH-FM Portland, Ore.—Mod. CP new FM station to change name from KALX Inc. to KPOM Inc.
WGST-FM Bethlehem, Pa.—Mod. CP new FM station for extension of completion date.
WOR—FM New York—106.5 mc
Bloom Radio Inc., Bloomburg, Pa.—CP new FM station on Channel 201, 106.5 mc ERP 14.6 kw and ant. height above average terrain from 530 feet to 492 feet. AMENDED to change ERP to 20.2 kw.
Assignment of CP
WNAR-FM Norristown, Pa.—Assignment of voluntary CP of CP from Rahall Bestg., Co. to Norristown Bestg., Co.
WMIL Milwaukee—Voluntary assignment of CP from Myres H. Johnson to Majestic Bestg. Co.

APPLICATION DISMISSED
FM—Unassigned
Liberty Bestg. Inc., Grand Rapids, Mich.—CP new FM station (Class B) on Channel 201, 106.5 mc ERP 14.6 kw and ant. height above average terrain from 530 feet to 492 feet. AMENDED to change ERP to 20.2 kw.
Assignment of CP
WNOH-FM Portland, Ore.—Assignment of voluntary CP of CP from Rahall Bestg., Co. to Norristown Bestg., Co.
WMLW Milwaukee—Voluntary assignment of CP from Myres H. Johnson to Majestic Bestg. Co.

TENDERED FOR FILING
FM—106.7 mc
KVFC The Voice of Ventura County, Ventura, Calif.—CP new FM station on Channel 201, 106.7 mc, ERP 12.5 kw.
TV—210-216 mc
WRARK Inc., Williamsport, Pa.—CP new FM station on Channel 11, 210-216 mc, ERP 1 v. 1.37 kw.
Assignment of License
KCMC Palm Springs, Calif.—Consent to assignment of license to Palm Springs Bestg. Co.
AM—1450 kc
Assignment of License
June 29 Decisions
DOCKET CASE ACTIONS
Petition Denied
The Commission announced memorandum opinion and order denying dis- tinction of Oilson Bestg. and Mrs. W. J. Virgil for reconsideration or rehearing against Commission’s order of Oct. 10, 1947, denying petitioners’ application for assignment of license and transfer of ownership of KMKD

Medford, Ore., and of CP for FM station at Medford, and granting compet- ing application of Medford Radio Corp. Commissioner Jones issued dis- senting opinion.

AM—1540 kc
Announced proposed decision looking towards following:
1. To accept for filing and to grant petition of Bayou Bestg. Co. Inc. to amend application to specify 50 kw-D 10 kw-N DA-N on 1,540 kc at Baton Rouge.
2. To grant request of Joseph Higgins Bestg. Co., Waterloo, Iowa, to dismiss their prejudiced petition for extension of continuous of nighttime assignment on 1,540 kc for KXEL Waterloo.
3. To grant application of Louisiana Bestg. Co. for new station at New Orleans, on 1,540 kc 50 kw-D 25 kw-N DA-DR.
4. To deny conflicting application of Bayou Bestg. Co. Inc. for station at Baton Rouge, La., on 1,540 kc 50 kw-D 25 kw-N DA-DR.
5. To cease and desist from directional and transfer of program to change power, etc.

-WHUM-FM Mobile, Ala.—Mod. CP new FM station to change frequency from 107.1 mc to 107.7 mc.
-KFMY Los Angeles—Mod. CP new FM station to specify studio location, increase ERP from 10,000 w to 100,000 w.
-KJBS-FM San Francisco—Mod. CP new FM station for extension of completion date.
-WOL-FM Washington, D. C.—Same.
Assignment of CP
-WTOP-FM Washington, D. C.—Voluntary assignment of CP to WTOP Inc.
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-WBAB-FM Atlantic City, N. J.—Mod. CP new FM station from 13 kw to 14,335 kw, increase ERP from 44 ft. to 578 ft., decrease antenna height above average terrain from 2,035 ft.
-KFMY Los Angeles—Mod. CP new FM station to specify studio location, increase ERP from 10,000 w to 100,000 w.
-KJBS-FM San Francisco—Mod. CP new FM station for extension of completion date.
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-KJBS-FM San Francisco—Mod. CP new FM station for extension of completion date.
-WOL-FM Washington, D. C.—Same.
WBIG Commended

LARGEST Negro paper in South, Journal and Guide, featured article written June 23 commending WBIG Greensboro, N. C., on work done to help Negroes. Regularly publishing programs from Negro schools were pointed out, and also helped give three students at A and T College (N. C.) through work on WBIG truck farm.

Modification of CP
WNAY-FM Annapolis, Md.,—Mod. CP new FM station for extension of completion date.
WPFO Elizabeth, N. J.,—Same.
WBWA Schenectady, N. Y.,—Same.
WCOD-FM Columbus, Ohio—Same.
WIMA-FM Lima, Ohio—Same.
WUCD-FM Dubuque, Iowa—Same.
WCAL-FM Philadelphia—Mod. CP changes in FM station to change ERP from 10 kw to 11 kw, height above average terrain to 507 ft. WTCO Chattanooga, Tenn.—Mod. CP new FM station for extension of completion date.
WAPO-FM Chattanooga, Tenn.—Same.
TV—66-72 mc
Tampa Times Co., Riverside, Calif.—CP new commercial television station Channel 7, 76-122 mc, ERP vis. 28.8 kw, aur. 13.4 kw, un un AMENDED to change frequency to Channel 4, 60-72 mc, change ERP from 22.3 kw, aur. 11.25 kw.
TV—180-186 mc
Press-Union Pub. Co., Atlantic City, N. J.—CP new commercial television station Channel 18, 190-186 mc, ERP vis. 1.0 kw, aur. 0.5 kw un.
TV—186-192 mc
Corning Leader Inc., Corning, N. Y.—CP new commercial television station Channel 19, 192-246 mc, ERP vis. 0.65 kw, aur. 0.66 kw un.
Modification of CP
WBT-TV Charlotte, N. C.—Mod. CP new commercial television station Channel 6, 180-270 mc, ERP vis. 1.2 kw, aur. 0.5 kw un.
TV—186-192 mc
Twentieth Century-Fox of Missouri Inc., Kansas City, Mo.—CP new commercial television station Channel 9, 186-232 mc, ERP vis. 27.5 kw, aur. 13.7 kw.
TV—210-216 mc
Meadville Bextr. Services Inc., Meadville, Pa.—CP new commercial television station Channel 13, 210-216 mc, ERP vis. 2.5 kw, aur. 1.23 kw.
TV—174-180 mc
Salt Lake City Bext Inc., Salt Lake City—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 50 kw, aur. 25.4 kw.
Modification of CP
KGEW Orovilie, Calif.—Mod. CP new station for extension of completion date.
AM—1450 mc
Mother Lode Bext Inc., Sonora, Calif.—CP new standard station 1450 mc.
AM—870 mc
DeKalb Bext Inc., Decatur, Ga.—CP new standard station 1050 mc.
KWHI DA-N un. AMENDED to change frequency to 970 kc, power to 1 kw D with non-DX, hours to 24 D.
Modification of CP
KXNC Carson City, Nev.—Mod. CP new station for extension of completion date.
Modification of License
KPOJ Portland, Ore.—Mod. license to correct name of city of license from RALE Inc. to KPOJ Inc.
Modification of CP
KXRA-FM Sacramento, Calif.—Mod. CP new FM station for extension of completion date.
BROADWAY pedestrians heard an unfamiliar sound on June 30, for New York moral en- Acted carrying portable radios tuned to a Broadway broadcast on WBN "New Year's, "Broadway" saluted Merbl Advertising Men which is featured in "Easter Parade," opening same day at Loew's State The- ter.

Up in the Air STATION which is something to get up in the air about is a new kind of promotion that WJZ, New York, according to Irving L. Straus, a director of WMCA, which is owned by his father, Nathan Straus. Portfoli- ng the young-day, Straus took off for Westchester County airport in a blimp, carrying trailer signs which read in four-foot-high letters, "I'm Tuned to WMCA. 39—Are You?" During the war he piloted a carrier fighter plane as a Navy lieutenant. Mr. Straus plans to continue fights each weekend over beaches, adorning the green and gold papier-mache popularized recreational spots in New York, Connecticut, and New Jersey. And is there a radio in WMCA plane? Natch.

Fight Tickets

Choice Tickets, with section, row, and seat labeled "Your Favorite..." went to local listeners from WNBC for its ABC's exclusive broadcast of the Louis-Walcoff fight June 17. Radio ringside ducats, pat- terned after the real thing, included a large autographed score card and a spot for predictions.

Letters in Hungarian

Promotional letters to agents and advertisers from Budapest, addressed in Hungarian, were mailed recently by WQXR, New York, to promote its new music director, Dr. Samuel Barish. Series begins May 31 on WQXR, Mon., Wed., and Fri., 9:45-10 p.m.

Joint Record Plan

Radio-Jukebox promotion plan has been worked out between Joel Stovall, president of Telatronic, and, Automatic Phonograph Owners, which claims that city's "Two number of the month" is picked by A.J. and put in first place on jukebox. Selection card is different color from rest and says, "Hear this on WQXR also." Station plug number on record shows and audience to hear it on neighbor- hood jukeboxes. Three-color display sheet, furnished by WQXR, and placed in Jukebox locations, also promotes the number selling cards, gives it on the record machine and WQXR.

RCA Television

REPRINT of full-page ad run in spe- cial television section, "New York Times" June 13 is being distributed by RCA's public relations. "RCA Achieves Bring Television to the American Home," and shows pictures and text, many RCA contributions to the research and development of tele- vision.

KLZ Facts

Basic information on KLZ Denver is being distributed by station in four color folder. Included in the brochu- re contents are facts on station facilities and services, audience, advertising, and daytime and nighttime BMB maps.

WCSI Announces Sports

TO ANNOUNCE its big sports campaign for coming season, WCH leaks Colum- bus, Ind., has ordered several hundred 11x17-inch posters to be used in department store windows in southern Indiana. Announcing small spots will be broadcast by station. Small place-Articulated Sports sections' cov- erage, also have been ordered to be placed on all W.C.M.N. now on display in dealer show windows.

"KSTP's Mad Maestro"

"Mad Maestro" is title given to Robert Beaulieu, musical director and organist at KSTP St. Paul- Minneapolis, in station's latest mailing piece. Two photographs of Mr. Beaulieu are pre- sented in folder, accompanied by sketch on his life's activities, written in his own hand. One picture shows Mr. Beaulieu in serious pose seated at piano. Other photo is of "Mad Maestro," as he lounges on stage with a mohican of red hair, dust off his props and gets ready to send the audience into histrionics.

Nortio Welcomes

"Welcome Advertising Men" is head- ing of letter being sent to station managers, radio representatives, newspapers by Northco, Chicago. Let- ter states that this headline is one that home- made in Norito office, which has always been welcomed advertising men, but wants to do something new. "Perhaps your par- dons are worth it," signed by Dick Spiegel. Norito president, letter recites past few years when shortages have affected ad- vertising media. "But those days are past," letter continues, "and it seems to me that we are all working for business... Remember, I'm always ready to listen to you and don't forget, you're always welcome at Norito."
RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting... tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section GP 36, Harrison, N.J.

The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA
On The Nose

IN ABC's rating contest based on picking the Hooper-sting of the June 25 Louis Walcott fight, the first five winners called the Hooper right on the nose (93.3). They were: Douglas S. Parker, Ward Donnelley Co., Philadelphia; Charles T. Lynch, WGFR Kalamazoo, Mich.; Harold M. Schmuck, BBD New York; D. F. Parman, Ted Bates Inc., and Margaret Graham, ABC assistant con-

tractor supervisor in the New York sales service department. All were awarded Gruen Curves wristwatches.

MARYLAND RADIO MEN FIGHT PROPOSED LAW
STATEWIDE committee to fight proposed Maryland restrictions on reporting of crime news by radio stations and newspapers was formed last week by the Maryland State, Prince Georges and Montgomery County Press Associations.

A formal resolution of protest will be drawn up by a committee of which Joseph L. Brechner, general manager of WGAY Silver Spring, Md., is a member. The restrictions are contained in a preliminary draft of constitutional procedure rules as drawn up by a committee of the Maryland Court of Appeals [BROADCASTING, June 29].

The broadest and strongest groups fighting the proposed rules contend the restrictions violate rights of free speech, free press and rights of defendants. A protest was sent to convention of the Mary-

land Bar Assn.

Florida FM Relay

THE FLORIDA Assn. of Broadcasters, meeting in Orlando June 19-20, witnessed the first FM radio relay network originated in the state. Stations involved in the 100-

mile relay path were WHOO-FM Orlando and WNB-D-FM Daytona. Radio Engineering Laboratory FM relay receiving equipment was used.

Fight Hooperating Hits Highest Peak

THE HIGHEST Hooperating ever recorded for either radio or television was scored by Joe Louis, with the considerably assistance of Jersey Joe Walcott, in the NBC television broadcast of the champion's last fight, it was announced last week.

C. E. Hooper Inc. in a special survey of the New York television audience the night of the fight, June 25, turned up a rating of 86.3 or 7.7 higher than the previous record, a 79 earned by the late President Roosevelt in his war message broadcast Dec. 9, 1941, on all major networks and most inde-

pendent radio stations.

The Messrs. Louis and Walcott also scored heavily in their radio audience June 25. The fight broad-
cast carried by ABC got a 47.9 Hooperating. Mr. Louis, an old hand at battering records as well as opponents, set the highest Hoo-

perating for a commercial radio broadcast June 14, 1946, when he knocked out Billy Conn. That night his Hooperating was 67.8.

The latest Louis performance on television set other records in ad-

dition to his 86.6 rating, which ac-

cording to C. E. Hooper Inc. meant that 86.6% of New York television homes were looking, 89.3% of the New York television sets were in use. No other figure ever recorded for radio or television. Of the "combination of those looking and listening," 99.7% were tuned to WNB New York, NBC station which carried the fight, although three television and all radio stations were operating in New York at that time, and an average of 12 persons per set were looking at WNB. Seven of every 12 men, 4 women and one was a child.

NBC estimated that the television audience in the seven cities where the fight was telecast totaled 6,000,000. ABC guessed its nation-

wide AM audience at 66,000,000.

Both radio and television broad-
cast of the fight were sponsored by Gillette Safety Razor Co., through Maxon Inc., New York.
Covcrag€ of Republican National Convention was aired by WGST Atlanta, from the convention Department Store, which sponsored the broadcast.
Help Wanted

Managerial

Experienced time salesman who has sold in competitive market, prefer to be manager of established network. Experienced salesman with demonstrable record of success. Salary plus commission. Write Box 265, BROADCASTING.

WANTED


Box 853, BROADCASTING

Salesman—Desire an experienced salesman who has sold in competitive market, preferably with a radio station in the midwest. Experience displays "sound" and "salesmanship" abilities. Excellent opportunity for the right man. Salary plus commission. Write Box 289, BROADCASTING.

WANTED

Experienced salesman or sales manager for aggressive proven station in excellent midwest market. $75.00 weekly starting salary and 10%. Opportunity for promotion. Write Box 926, BROADCASTING.

Salesmen—Learn all phases radio—indispensable. Ideal for ambitious by day sales manager. Sale and operating account. Write Box 829, BROADCASTING.

WANTED

Salesman—Has sold for 5000 watt station, 5000 watt station in drawing account for the right man. Must be a graduate of the field. Salary and commission. Write Box 940, BROADCASTING.

Help Wanted (Cont'd)

We have an opening for a combination engineer, first class ticket, with some on air experience. Here is a chance for a man who wants to make a name for himself. Write Box 922, BROADCASTING.

Production-Programming, others

Wanted: Woman programmer to work with morning show. Must have had previous experience. Write Box 953, BROADCASTING.

Wanted—Combination program director and sales manager for midwest station. Must have had previous experience. Write Box 922, BROADCASTING.

New morning show station on air August; needs station personnel. Box 764, BROADCASTING.

Telephone program director-producer for proposed TV station. Box 943, BROADCASTING.

PROGRAM DIRECTOR WANTED

Opportunity knocks but one. One of radio's outstanding opportunities is knocking at somebody's door. It may be at your door, if you have these qualifications: 

1. Salesman with established mail roll-pup. If you can roll mail roll and send disc (preferably air-check), photo, and feet to BOX 943, BROADCASTING.

DIRECT SELLER!

Direct Sales announcer needed by 5 kw station in Great Lakes. Established mail roll-pup. If you can roll mail roll and send disc (preferably air-check), photo, and feet. Box 928, BROADCASTING.

Wanted immediately .... Early morning news man. Must have personality and be bright. Time station. Drunks or dirty drunks need not apply. Must be available to start immediately. Box 832, BROADCASTING.

80,000 watt Southern station needs news-caster, baritone voice, authoritative and pleasing personality. Ability to originate and prepare all written copy for station. Must have news experience. Send audition disc, picture and full information in first letter. Box 983, BROADCASTING.

Wanted .... Two combination men, Rush disc and recent photo to W. E. Johnson, Manager, WABC, America, Georgia, F. C. N.

Wanted — Combination operator-an- nouncer with good voice, also time salesman. Must have reputation and be sober and stable, for northern California independent station. Reply Box 992, BROADCASTING.

Technical

Wanted—Immediately, chief engineer of good character, bright, and reliable, with some experience and technical ability and experience in both AM and FM installation and operation for new Class A FM station. Application in 250 kw AM station. Minimum starting salary $5000 per year. WUSJ, Lockport, New York.

Chief Engineers for the American Forces Network in Germany. Salaries average $4000 to $6000 yearly on a year's contract with transportation paid. Must have definite ability as supervisor. Studio engineer, and technical personnel necessary. Write Chief Engineer Technical Supervising, 7706 AFN Co., 1140 E. 35th St., Chicago, Ill. Qualified and capable engineers only. Box 725, C/O FM, New York, N. Y.

Engineer. Experience unnecessary. Will be given complete sales training. Must have car, 1 kw daytime station. Box 990, BROADCASTING.

Engineer—Announcer and one man to call on clients for announcing services. Write copy. Box 974, BROADCASTING.

Opportunity for young ambitious engi- neer about 23 or 24, to get into the stations. Write Box 923, BROADCASTING.

Situations Wanted

Managerial

Commercial Radio—have an outstanding record both as a salesman and as sales manager in markets from 100,000 to 400,000. Character, integrity and business ability. Write Box 937, BROADCASTING.

Commercial manager with twelve years experience, including sales programming, promotion and sales management position in progressive market. Desires part time work in large market. Box 303, BROADCASTING.

Commercial general manager 100 kw network affiliate desires change due to sale of station. Write Box 988, BROADCASTING.

Situations Wanted (Cont'd)

Owners, managers, dept. heads, ... I'd like to become your salesman and am anxious to get a job at the first possible, present corporation, with a satisfactory record of sales, opening, and closing accounts. Write Box 960, BROADCASTING.

Announcer-engineer, 8 years valuable experience. Live in Chicago area. Box 285, BROADCASTING.

Announcer-engineer, 6 years valuable experience. Live in Los Angeles area. Box 252, BROADCASTING.

Announcer-engineer, 6 years valuable experience. Live in New York area. Box 252, BROADCASTING.
Situation Wanted (Cont'd)

Staff announcer, experienced, reliable. Good voice personally, all phases. Disc. Available immediately. Box 996, BROADCASTING.

Announcer-experienced. Two years midwest 250 watt station. Married, 23. Box 885, BROADCASTING.


Technical


Announcer: Single, willing to travel. No commercial experience, plenty of little theater and radio dramatics. Write for more information. Box 980, BROADCASTING.

Are there any stations willing to install in an inexperienced announcer, 27 of collegiate training and adaptable, with no ambition, positive. Box 968, BROADCASTING.

Announcer. Now employed 50 kw clear channel, married, desires change of location. Box 981, BROADCASTING.

WANTED

J o b s for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO

8800 Wilshire Blvd.

Los Angeles

BROADCASTING

NOTE: Station owners interested in announcers from coast to coast are satisfied with personal we furnish.

Young woman from Minnesota, director of fifteen shows. Desires position in independent Southern station. Graduated from University of Minnesota. Excellent voice, easy. sincere radio de- grees. Desires permanent position with station background. Send two weeks. Box 944, BROADCASTING.

Foreign and domestic correspondent, type South America, Pacific, se- ened for radio by two years newseditor, own sponsored program. Ex- perienced interviewer national person- alities, impressive promotional back- ground. Excellent war correspondent and marine corps combat correspondent having com- pleted radio education outgrown limited service. Desires position with major or first class station. Box 954, BROADCASTING.

WANTED

J o b s for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO

8800 Wilshire Blvd.

Los Angeles

BROADCASTING

NOTE: Station owners interested in announcers from coast to coast are satisfied with personal we furnish.

Young woman from Minnesota, director of fifteen shows. Desires position in independent Southern station. Graduated from University of Minnesota. Excellent voice, easy. sincere radio de- grees. Desires permanent position with station background. Send two weeks. Box 944, BROADCASTING.

Foreign and domestic correspondent, type South America, Pacific, se- ened for radio by two years newseditor, own sponsored program. Ex- perienced interviewer national person- alities, impressive promotional back- ground. Excellent war correspondent and marine corps combat correspondent having com- pleted radio education outgrown limited service. Desires position with major or first class station. Box 954, BROADCASTING.

Employment Service

Trained personnel available for all types of radio work. Prompt service from our office. Write for information to suit your needs. Wilson Employment Serv- ice. Commerce Building, Cleveland, Ohio.

For Sale

Complete - Equipment for a 1900-300 watt installation Collins 20-C, new tower antenna turning unit; concert line; receiver, transmitter, plates, control console, spare tubes and parts. Will make low offer. Box 966, BROADCASTING.

Complete equipment now in use and extremely well maintained. This equipment is suitable about August 1, 1948. Make offer. Box 962, BROADCASTING.

Complete '30' guyed tower and lighting. Will deliver anywhere. Will sell or trade. All offers considered. Skyland Radio Sales, 2102 Hilborne Avenue, Dayton, Ohio.


WANTED

For sale—Field position in western coast, preferably southern California. Will work anywhere. Write WEW, 111-A, 250 West 46th St., New York.


H. J. Scott Dynamic Mikes Suppressor including latest type 910-C control cir- cuit. $45. J. M. McDonald, WLU, Cin- cinnati.

For sale—Field position in western coast, preferably southern California. Will work anywhere. Write WEW, 111-A, 250 West 46th St., New York.


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For sale—Field position in western coast, preferably southern California. Will work anywhere. Write WEW, 111-A, 250 West 46th St., New York.
FACTORIAL strife within New York Local 802 of the American Federation of Musicians flared to the surface at a New York meeting June 28. Trouble was developing among the membership, described by a union administrative spokesman as "leftist," provoked a walkout by the local's officers and threatened impeachment proceedings against them unless they change their executive turnover.

Substance of the charges, leveled against Richard McCann, president of Local 802, and Charles Iucci, secretary, was that the two officers had ignored and refused to adopt decisions reached at a previous meeting. Opposition group, in turn, asked restoration to the board of four of its officers who were removed "without reason." It added, furthermore, it would carry its fight for "democracy" as against "dictatorial" methods to James C. Petriello, overall AFM head.

Mr. Iucci said the four members had not been taken off the executive board, but merely removed from supervisory positions "for incompetency." Furthermore, all had attended a Tuesday board meeting he pointed out. Controversy stemmed from a resolution concerned the meeting place on the exchange floor of union headquarters. It was shifted to Palm Gardens because the former was "too small" and the decision didn't conflict with bylaws, he said, despite objections raised by the group.

Meeting Suddenly Erupts

The storm arose out of a regular membership meeting Monday when officers of the local and supporters pulled a walkout following a disorderly discussion. A motion had been placed before members which bitterly denounced the executive board for alleged "undemocratic" methods.

After a voice vote failed to prove satisfactory, a second vote, which stirred tumult and confusion, Mr. McCann asked for adjournment. When that was not forthcoming by vote, he told members the meeting was off, then stalked out of the Palm Garden auditorium amid jeers of the opposition.

Members of the minority group later asserted that (1) they had carried the hand vote, (punishing the administration) by better than four-to-one: (2) they objected to officers' insistence on holding the meeting at Palm Gardens rather than union headquarters at 50th St. and Avenue of the Americas: (3) while officers had maintained the session to be "illegal" to "get out" under their refusal to recognize decisions reached at the June 14 meeting, they had ruled it legal "in view of the fact that all members of your local had been rebuked by Mr. Petriello, with knowledge this meeting was to take place."

Members of the opposition appointed a committee to investigate charges of impeachment, emphasizing charges would be made again

LOCAL 802

Charges Thrown At Officers

KDAL Firefighters

WHEN forest fire threatened part of primary coverage area of KDAL Duluth, Minn., station attempted to bring it under control with rain-making activities. In KDAL's Beechcraft, piloted by Dalton LeMasurier, station manager, 50 pounds of dry ice was dropped in clouds near the fire area. A short time later rain did fall—but not on the fire area. Fire was soon brought under control, however, with help of some 600 firefighters and much fire-fighting equipment.

Copies of Johnson Bill Hearings Going Rapidly

COPIES of the 1,597-page report of the Senate Interstate Commerce Committee's hearings on the Johnson Bill (S-2231) to break down TV channels and limit power to 50 kw (Box 9234, April 12, 19, 26) were already in short supply last week, only a few days after publication by the Government Printing Office.

Approximately 1,000 copies were turned over to the committee for distribution to committee members, officials, and the long list of witnesses who appeared during the hearings. A limited number was retained by GPO for sale, as long as supply lasts, at $3.50 per copy. The report covers both testimony and exhibits.

Roy Peterson

ROY Peterson, 55, assistant music director and staff announcer for WTMJ Milwaukee since 1929, died June 25 in his Milwaukee home. Mr. Peterson suffered a heart attack while listening to the Grandes radio program, which he directed frequently. Before joining the station staff, he spent several years in vaudeville. He is survived by his wife, Blanche, and 10 children.

FOR SALE

PROFITABLE REGIONAL

Located in a

BOOMING TEXAS MARKET

$100,000

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C. Clarence Blackburn and Philip D. Jackson 1011 New Hampshire Avenue National 7485

DALLAS Clarence Blackburn and Philip D. Jackson 225 Montgomery Street Central 1177

SAN FRANCISCO Edmund E. Hamilton 3525 Indiana Street Exkob 5-5672

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The SCHOOL OF RADIO TECHNIQUE

NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting; full wages to short course professionals. Moderate rates.

Send for free booklet B. Approved for G.I. Training.

Title to Buy

Wanted. Urgently needed. 3 pairs type radiation with all necessary equipment. Will deliver and erect anywhere in the United States. 3-150 ft. towers. 2-250 ft. towers. 1-350 ft. tower. For information write, wire or phone Hoke Radiator Company, Petersburg, Virginia.

Wanted—Complete equipment for kilowatt station. Interested or can be ready to write today. Box 743, BROADCASTING.

LATE CLASSIFIEDS

Help Wanted

Program director for independent station located middle Atlantic state. Must have ideas, techniques etc. Salary commensurate with ability. Good working conditions. What are you waiting for? BROADCASTING.

75 to $90 weekly. Combination engineer-animator. Audition detail sheet and photo with full details first letter. Immediate opening. Network affiliate. Box 824, BROADCASTING.
Cincinnati Meeting Held For Crosley Distributors

DURING 1948, the radio industry will produce around 14 million radios and radio-phonograph combinations at a retail value of some $750,000,000, N. C. Macdonald, general sales manager, Crosley Division, Avco Manufacturing Corp., reported at a distributors meeting in Cincinnati June 28-30. Mr. Macdonald said a study of the radio industry showed that these figures would have been protected for this year even if television had not existed. "In other words, television production and sales have supplemented, but have not supplanted, radio," Mr. Macdonald stated.

Unveiled at the meeting were 25 new radio models and a television receiver with a 12-inch picture tube, all made by Crosley. The new line consists of 16 table models, six consoles, two console and a portable. All consoles and some desks are radio-phonograph combinations and eight have FM service.

Subcommittee Formed

THREATENED dispute between the Screen Actors Guild and the major motion picture studios on the question of actors' rights over television has been disissated with the setting up of a subcommittee by each side to iron out the issue. The TV issue led to breaking off of negotiations in April and is regarded as a key point in the evolution of a new contract to replace the pact which expired Saturday (July 3).

KDFC Installation

INSTALLATION of transmitter and antenna of KDFC (FM) San

salti, Calif., is expected to be completed by August 1, station reports. Licensed to Sunland Broadcasting Corp., station will have 35 kw on Channel 9, 102.1 mc. Operation is expected to be from 3:00 to 10:00 p.m. from transmitter building until studios are located in San Francisco.

TROY KRABER, former executive as-
named chief of operations of CBS shortwave division, has been named program manager of WARD New York, it was announced by CBS television staff as actor, director, master of cere-

monies and announcer before transferring to shortwave division.

HARRIET NETT, former manager of station relations for Du Mont Tele-

vision Network, has been appointed head of newly created sales service department. New York, NETT, LEPFEE, has joined WABD staff as Mr. Bennett's assistant.

THREATENED dispute over the radio and television industry, the major combinations, and a public service, has been announced by the Screen Actors Guild. N. C. Macdonald, general sales manager, Crosley Division, Avco Manufacturing Corp., reported at a distributors meeting in Cincinnati June 28-30. Mr. Macdonald said a study of the radio industry showed that these figures would have been protected for this year even if television had not existed. "In other words, television production and sales have supplemented, but have not supplanted, radio," Mr. Macdonald stated.

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NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1967 over 1940...43% WMC customers, 61% of more new households to supply, says Bureau of Census. And...WTAR keeps right on delivering the BIG share of this healthy market.

WMGW Meadville, Pa.

Dear Advertiser:
As per your request, it gives me great pleasure to republish our confirmed data on the rich Crawford County market.

Regards,
Vic Diehm

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales volumes jumped to more than $2,000,000, for a 17% advance.
4. Employment up 27% over 1946 and general payrolls increased.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45% to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

E. W. G.

CAB STUDIES CONTROL OF PRICE MENTIONS

A CODE for controlling price-mention on Canadian stations is being formulated by the management committees of the Canadian Assn. of Broadcasters, following regional meetings in each province. Recommendation of Ontario regional meeting at London, Ont., June 21, was considered representative of other resolutions before the CAB management committee meeting at London, June 22.

The Ontario regional meeting recommended that a "call" should be cautious in accepting business from transients; misrepresentation of prices relative to the local merchant or manufacturer should be carefully avoided. In markets where the Better Business Bureaus are located, careful checking with its office is suggested...That whenever possible, all accepted or desired business should be in the hands of the station by 3 p.m. local time the day preceding broadcast.

Regarding the frequency of price-mention announcements, the CAB Group decided that participating programs there should be no more than three price-mention per quarter-hour, and not more than one repeat of the price in each announcement. In sponsored programs there should be a limit of one announcement in a five minute period, two in a 10 minute period, three in a 15 minute period, and five in an hour.

Canadian broadcasters are said to feel that the use of price-mention should not be abused, either during the six months trial period starting Sept. 1, or if adopted, at a later date.

Attending the Ontario meeting, under chairmanship of Ralph Snellgrove, CFOS Owen Sound, and a CAB director, were T. J. Allard, general manager of CAB, and W. E. Johnson, general manager of Toronto, who attended the semi-annual meeting.

KRLD Programs Receive Mention in Padre's Book

THE BELL RINGERS by Vern Swartsfanger, published by The Week 45% Co., 60 Fifth Ave. New York, $3 per copy.

AUTHOR, Father Swartsfanger, in 42 chapters treats of ace radio pioneers, their rise and fall, and girls who came across the path of the famous curate, and his "Gremilins" of "Kids World." In three of those chapters the Padre relates in third person style how his group drew attention of KRLD Dallas, through its managing director, Clyde Rembert, to "become drama of the night" on Monday evenings and Sunday afternoon from 840 to 1000, as well as during "Radio Hill" on Channel 7.

Completion of WCPO-TV Slated for Next January

COMPLETION of WCPO-TV Cincinnati, which will operate on Channel 7 (174-180 Mc) with an effective radiated power of 20.8 kw visual, 10.4 kw aural, is expected by next January, according to M. C. Watters, vice president and general manager of the station.

All transmitter equipment is on order with the General Electric Co. and erection of the tower is expected to be underway within six months at a newly-purchased location one block south of McMillan Street between Symmes and Dover streets. Mr. Watters said. Ground elevation of "Radio Hill" is 840 ft. WCPO-TV will erect a 560 ft. Blaw-Knox tower, raising the overall height above sea level to 1,400 ft. The effective height above surrounding terrain will be 659 ft.

Up in 13 Days

THE TRANSMITTER for Yankee Network's WNAC-TV Boston was installed in 13 days, and the General Electric engineers who installed it under the short time of something of a record. Shipped from Electronics Park June 7, the unit was provided in a test pattern thirteen days later [Broadcasting, June 28]. The following day the transmitter was on the air. Irving B. Robinson, WNAC-TV's technical director and H. B. Fancher, GE television engineer, coordinated the engineering activity.

Technical

ROBERT L. PETERSON, formerly with WITI. MILWAUKEE, as field service engineer specializing in broadcast and television, has joined WVEC, San Juan, P. R., as chief engineer. He previously had been with Consolidated Edison Co. of New York for 13 years, and with U. S. Navy for six years as civil defense electric engineer.

GEORGE A. BLAKE has joined engineering staff of KXKQ St. Louis.

KENNETH ROGERS, former office boy of CBR Vancouver, has joined transmitter staff at KCVR in Calgary.

HAROLD ROST, studio engineer at KQV Pittsburgh, and Arlene Hite were married June 29.

It Won't Work

CRYSTAL SET just won't produce maximum volume if it's re-moved from the antenna, says the radio-frequency field produced by 50-Mc. transmitting station. That is what a resident of Victor, N. Y., near Rochester, moved its 10-kw transmitter from Victor to a distant township of Chili, N. Y. Punters who had it at all volume for many years of faithful and extremely loud service.
**FCC Box Score**

**FCC BOX SCORES**

**as of last Thursday stands as follows:** Standard stations—1,688 licensed, 341 construction permits, 139 original and 250 in pending file, 301 applications in hearing; FM—141 licensed, 108 conditional grants, 774 CPs (of which 425 on air under special temporary authority) 50 applications pending, 45 applications in hearing; television—950 (applications—licensed to 23 CPs of which 23 are on air), 299 applications pending of which 184 are in hearing.

Radio Television of Baltimore Inc., Baltimore—CP new experimental television relay station on 7075-7100 mc, power of 0.1 w, emission special for FM and hours in accordance with sec. 4.133(b) and 4.186.

Joe L. McCray, Beckley, W. Va.—CP new ST link station on 940.5 mc, 15 w, emission Class C.

Tendered for Filing

**TV—60-66 mc**

Presque Isle Best Co., Erie, Pa.—CP new commercial television channel 3, 60-66 mc, ERP v. 1 kw, aur. 0.5 kw.

**TV—76-82 mc**

Jack M. Draughon and Louis R. Signorino, Shreveport, La.—CP new commercial television station Channel 5, 76-82 mc, ERP v. 1 kw, aut. 1 kw.

**AM—1230 kc**

Radio Fitbit, Inc., Fort Wayne, Ind.—CP new commercial radio station Channel 5, 1230 kc 500 w.

**AM—1170 kc**

WNYT Trenton, N. J.—CP change frequency from 1150 to 1170 kc, power from 500 w to 1 kw, hours from S-WACAM & WCAP to D.

**Hearings Before FCC**

**JULY 6**

Beacon Best Co., Inc., Boston—Yor FM facilities.

The Northern Echo, Boston—Baltimore—CP new commercial television station Channel 5, 1170 mc 2 kw.

**JULY 7**

AM—Further Hearing

WLUJ Erie, Pa.—CP 1280 kc 1 kw N 5-2-12 un —DA-N.

WERC Erie, Pa.—Order to show cause. The City Bests, Inc., Cleveland—CP 1250 kc 2 kw—2 un.

Intervenor: The Yankee Network Inc.

**JULY 9**

AM—Further Hearing

Orange Empire Best Co., Redlands, Calif.—CP 990 kc 1 kw D.

**AM—Heating**

IKSA Salinas, Calif.—CP 1150 kc 5 kw DA-N un.

IKRD Los Angeles—Mod. License 1150 kc 5 kw D—WN-72 un—KPGS.

KFJH Klamath Falls, Ore.—CP 1150 kc 1 kw DA-N un.

Gila Best Co., Coolidge, Ariz.—Same.

Mossby’s Inc., Great Falls, Mont.—CP 1150 kc 5 kw DA-N un.

Public respondent: KCRK Seattle, Wash.

**“INSIDE TELEVISION” a six-week course covering programming, production, sales and management, is offered by department of speech of Wayne U. and WWJ-TV Detroit, for summer session which began July 1.**

**CONFESION**

"I LIKE BROADCASTERS," Clifford Durr told those at a testimonial luncheon given him in New York last Thursday, day after he announced his resignation as a member of the FCC, that it is time for a few confessions," he stated, looking around at the network vice presidents who flanked him at the head table, "but if that is so it was only that my mind was just as much hungry to see you all up.

Pointing out that people can disagree and still like each other, Mr. Durr confessed that his liking of broadcasters individually did not carry over to them collectively. He warned them against the hazards of combining under a single leadership, declaring that a one-man show can be just as dangerous in industry as in politics.

The former commissioner confessed that if he had to run a radio station he’d probably do a lousy job." But he averred that radio can do a better job than it is doing and that it has the individuals within its ranks who can do the better job if only the decision that it could be done.

Citing the dangers to free speech and thought evident today in the trend toward greater governmental control of the thoughts and expressions of the individual the public, Durr urged the broadcasters to continue to present all points of view, to keep the public "listening and thinking ... talking and voting."

**Attack on Movies**

The recent attack on the movies, "whose defense was not one to inspire great confidence," will in evolution. It is the duty of radio to express the hope that radio will be able to stand up against it. Submission may be "smart public relations" at the time, he said, but "rational men will ask the people if it should or not take the easy course."

Charles R. Denny Jr., new NBC executive vice president, a former FCC chairman, lauded Mr. Dunn as "one of the finest public servants the government of the United States has ever had." Another former Commission chairman, James Lawrence Fy, who acted as toastmaster, praised Mr. Dunn’s courage in defending his beliefs against all and any opposition.

Thomas Carkaskan, chairman of the Radio Committee of the American Civil Liberties Union, writing under whose auspices the luncheon was held, invited Mr. Dunn to continue his career in radio, stating that the committee, Morris Novik, radio public service consultant, said that Mr. Dunn and his Blue Book had made public service broadcasting a matter of public industry concern, to the point where today “some stations even have vice presidents in charge of public service.” Paul Denis, radio commentator of the New York Post, and Sol Carson, radio critic of The Nation, spoke for the New York Radio and Television Critics’ Circle, which last month unanimously voted a special award to Commissioner Durr.

**Start of KLAC-TV* Now Set for Fall**

IN SURPRISE move last week, Don Fedderson vice president and general manager of KLAC Hollywood and KYA San Francisco, announced that a former station site would be on the air by the latter part of September.

Previously the station was not considered likely to be on the air before early 1949.

Summing up the spirit of the push he pointed out that the station’s transmitter sight was underway and that construction costing $65,700 would bring it up to meet the new scheduled opening. This, he said, would be finished in 12-14 weeks as against the usual six to nine months required.

Ground was broken last week for an additional studio on the property of KLAC which will provide an additional 15,000 square feet of space at an estimated cost of $15,000.

To make certain that the step-up schedule is met, Mr. Fedderson is headquartered in Los Angeles for several weeks. Engineers of KLAC are expected to go into video methods by Paul C. Schulz, chief engineer of KYA-KLAC who recently returned from the RCA television school for engineers.

Decision was made not to quibble on the fact that a contract for purchase of the Thackery stations had been filed with the FCC by Warner Bros., he offered “no comment” pointing out that his only responsibility was getting the station on the air. In August he said the sales staff would begin to seek business but that a formal staff existed that advertisers would be offered an AM-television package rate.

As far as preparation he said that January McNamara, news director, and Fred Henry, assistant manager, both of KLAC would spend the month of July looking in on other station operations in the East and Midwest.

*KLAC-TV was ultimately not built*
At Deadline...

FCC TV HEARING TO RESUME WEDNESDAY

ANTENNA EXPERT Andrew Alford’s testimony on controversial question of television directional antennas was cut short in Friday afternoon FCC channel allocations hearing (early story page 25), to give participants opportunity to study his exhibits. He’ll be called back on as yet unset date—at least two weeks hence—but is not sure completion of rest of hearing this week.

Mr. Alford, Boston engineering consultant, appeared for CBS-Washington Post’s WTOP Inc., which is seeking allocation of Channel 12 to Washington for use with directional antenna. Before his testimony was interrupted, he displayed working model of one element of directional array, which he said would have three elements each 5 feet high and 5 feet wide and stacked one on another. Stuart L. Bailey, Washington consulting engineer, also appeared for WTOP Inc., which was represented by Philip G. Loucks, Washington attorney.

Representatives of Baltimore’s three TV stations—WBAL-TV, WMAR-TV and WAAM-TV (opposed WTOP Inc. bid, which involves move of Channel 12 to Washington from Frederick, Va. and substitution there of Channel 2. WBAL represented by William J. Dempsey, attorney; WMAR by Director Patrick, attorney, and Worthington C. Lent, consulting engineer; and WAAM by Henry G. Fischer, attorney.

This week’s sessions start Wednesday. Not more than two days expected to be devoted to hearings this week.

DALLAS TV SITE REJECTED

DALLAS City Council denied permission to Lacy-Potter Television Co. to put 500-foot television tower in residential area east of downtown Dallas, R. E. Prescott, lawyer for company, pleaded, “You’re being voted against 96,000 school children and the citizens who want television if you vote against this tower.” Mayor Jimmie Temple retorted, “It’s not a question of whether we have television. We are talking about a zoning problem. I wouldn’t want a 500-foot tower jammed up against my home and you wouldn’t either.” Council vote was unanimous.

ENDERS PHILADELPHIA BRANCH

ROBERT J. ENDERS, ADV. Agency, Washington, has opened branch office in Philadelphia in IBM building. 228 S. 15th St. Manager is Howard Enders, phone Kingly 6-1858. Enders agency recently bought television rights of Philadelphia Eagles professional football team and has placed schedule on WFIL-TV for Pierce-Phelps, distributors for Admiral Corp. Other TV accounts handled are Lit Brothers and Snellenberg’s Department Store.

IAAB NAMES NUNN V-P

GILMORE N. NUNN, head of Nunn station group, U. S. delegate to Congress of Inter-American Broadcasting, has elected first vice president at Buenos Aires meeting (early story page 58). Congress elected Jaime Yankelevich, of Argentina, as president; Washington Delgado Cepeda, of Ecuador, second vice president.

SKOURAS SAYS VIDEO AND MOVIES NOT TO CONFLICT

SPYROS P. SKOURAS, president of Twentieth Century Fox Film Corp., testifying Friday at San Francisco television hearing in Washington before FCC, reaffirmed view that television and movies will augment one another rather than conflict. Mr. Skouras appeared in behalf subsidiary Twentieth Century-Fox of California Inc., one of five applicants for two available channels in Bay area (early story page 27).

Mr. Skouras said he never had been approached on use of feature films for video but was ready to consider matter with anyone. He indicated cost would be high due to production expense and saw development of more adaptable films instead.

Although planned earlier to carry hearing over to this week, it was proposed Friday to have night session and Saturday meeting to complete case of Twentieth Century-Fox, last of applicants to be heard.

Other witnesses during Friday session for Twentieth included Frank McIntosh, consulting engineer, who explained technical costs and details; Eric Haight, head of Films Inc., procurer of low cost films for educational purposes, who related his firm had best cooperation from Twentieth Century-Fox Film, and Irving Kahn, radio director of firm, who conducted program survey and is to consult with station on program and operation matters.

NAM RADIO DEPARTMENT EXPANDED FOR TV

NATIONAL Assn. of Manufacturers recognized television’s imminent role by creation of new unit, radio and television department, in public relations division.

G. W. (Johnny) Johnstone, NAM’s radio director since February, 1946, heads new department and will be assisted by two writer-producers, Lawrence E. Witte and William S. Rainey.

MORRIS HEADS ‘DRY’ CAMPAIGN

RADIO campaigns for Dr. Claude A. Watson, Los Angeles attorney, and Dale H. Learn, East Stroudsburg, Pa., realtor, Presidential and Vice-Presidential nominees, respectively, of Prohibition Party, will be managed by Dr. Sam Morris, known to listeners as “The Voice of Temperance.” Bible Broadcasting Agency, Hammond, Ind., will handle time contracts. Rev. Morris once sued networks for large sum.

ABC APPOINTS SALESMEN

HARRY WOODWORTH, formerly of Erwin, Wasey, Morse International and producer for Compton and Benton & Bowles, and Edward Barrow, former of Avery-Knodel, New York, appointed account executives in eastern sales division of ABC.

EDWIN S. (Ted) MILLS, who resigned last week as program coordinator of WGN-TV, will be on payroll of WBNQ Chicago, NBC television outlet scheduled to take air in September, “within fortnight.” He was in charge of newsreel programs for WNB1 New York before joining WGN-TV.

WGN TO DUPLICATE ENTIRE SCHEDULE ON FM OUTLET

WGNB, Chicago Tribune FM station, will duplicate regular WGN and MBS programs beginning Aug. 25, WGN announced Friday. Indications that Marion Claire, WGNB director, may sever relations with FM station as a result of the policy change, despite official denials. She assumed FM outlet at its debut three years ago. In recent letters to officers of FM Assn., she announced her intention to retire from FMA’s Board of Directors from chairmanship of Region 3 and as head of association’s 1948 Convention Committee.

Yet WGN’s general manager, Frank F. Schreiber, and Miss Claire insist she will continue to direct WGNB operations.

Change of policy in bringing about complete duplication of WGN’s programs on FM was reached after survey of listeners, said Mr. Schreiber. “It is the management’s desire to offer the quality programs now being carried by the AM station and the network over its FM facilities,” he added.

About 16 advertisers buying time on WGNF exclusively will be dropped, spokesman for station’s commercial department said. Only “two or three” sponsors previously had been signed by WGN and were carried over to the affiliate, he said.

Rumors persist at Tribune Tower that annual WGNF budget of $110,000 was considered too high by Col. Robert R. McCormick, owner of the Times, particularly in view of fact that WGNF will have 350,000 in current year.

Miss Claire has been asked to continue to produce WGN’s Chicago Theatre of the Air, it was reported. Suggestion that she would become program coordinator at WGN-TV could not be confirmed.

CHESTER GETS CBS POST

EDMOUND CHESTER, director of shortwave broadcasting and Latin American affairs for CBS since 1940, appointed director of news, special events and sports for CBS Television Network. First major assignment will be covering Democratic Convention in Philadelphia. Network announced it would abandon foreign broadcasting (see story page 26).

WGN-TV NAMES HARVEY

GEORGE W. HARVEY, eastern sales manager for WGN Chicago, named sales manager for WGN-TV. Ben Berenson named eastern sales manager.

Closed Circuit

(Continued from page 4)

ren ticket take over next January. Aside from obvious appointment of Republican chairman there’s speculation about possible return of Ray C. Wakefield, now in Geneva as chairman of Provisional Frequency Board. He’s close friend of Vice President candidate Warren

ROUND of festivities during last fortnight for Clifford J. Durr upon his retirement at FCC member June 30, is generally described in Washington political circles as last big blowout of erstwhile left-wing New Dealers.

EVANGELIST J. Harold Smith of Knoxville termed by retiring Comr. Clifford J. Durr as unfit to be licensee (story page 63), reportedly planning to run for Congress this fall or independent ticket.
James R. Reese Advertising Co.

KANSAS CITY 6, MO.
May 28, 1948

Mr. Arthur B. Church, President
Radio Stations KMBC-KFRM
Kansas City 6, Missouri

Dear Arthur:

I believe you will be pleased to know of the very quick and continued response we have received on the Peters Serum Company program on the KMBC-KFRM Team, Monday through Friday, at 6:25 a.m., featuring Bob Riley and livestock market reports.

First of all...our returns in actual sales took an immediate jump...Furthermore, we have had continued sales on the items offered, and results have been more than gratifying—in fact, amazing!

I would say that the KMBC-KFRM Team has proved itself beyond any need of qualifying this strong statement in any way...not all sales increase has come from your primary market coverage area, but from as far away as Nebraska, Oklahoma and Arkansas markets which we did not expect to cover with KMBC-KFRM.

Mr. W. G. Peters, president of Peters Serum Company, has told me "We can only credit the KMBC-KFRM Team with these sales, for they could not have originated from any other source. For this reason we have extended our contract for this five-day week series indefinitely." Very truly yours,

James R. Reese Advertising Co.

The KMBC-KFRM Team Serves 3,659,828 People

Here's but one of a number of advertisers who are finding satisfaction in utilizing the KMBC-KFRM Team. The Team completely covers the enormous Kansas City Trade area. This exclusive, custom-built coverage offers simultaneous, complete and economical coverage of this great Middlewestern area.

This extended coverage, made possible by the addition of KFRM, is unique in broadcasting. It's important to YOU as an advertiser! With programming from KMBC of Kansas City, capital of the area the KMBC-KFRM Team permits ONE broadcaster to blanket the trade territory. The proved 0.5 mv/m contour, as illustrated, boosts the potential audience of The Team to 3,659,828 people...and, they are all important consumers in this rich Heart of America market.

KMBC 5,000 on 980

KFRM 5,000 on 550

7th Oldest CBS Affiliate
Represented Nationally by FREE & PETERS, INC.
OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Verified anew by 1948 Listener Diary Study!

WKY LEADS IN AUDIENCE 97.1% of the time in competition with 20 other stations in Oklahoma City and the 41-county area, plus dozens more which can be heard from outside.

WKY LEADS DAYTIME during 326½ out of 332 quarter-hours.

WKY LEADS NIGHTTIME during 159 out of 168 quarter-hours.

WKY LOCAL PROGRAMS achieve larger shares of audience, on the average, than either NBC or transcribed shows.

WKY PROGRAMS consistently build larger net weekly audiences than the competition.

WKY IS FIRST CHOICE of Oklahoma listeners, clearly and unmistakably... and the BEST BUY for advertisers!

WKY dominates all competition...

in Central and Western Oklahoma

*TWENTY other stations in Oklahoma City and immediate 41-county area, dozens more outside.

1948 LISTENER DIARY STUDY was conducted by Audience Surveys, Inc., in the 41 Oklahoma counties in which WKY has 50% or more BMB coverage day and night, during the week beginning January 26. Findings include sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and composition by quarter-hours. Complete details available from WKY or Katz Agency representatives.