NATION'S "SECOND CAPITAL"
Denver, because it is second only to Washington, D.C., in number of federal agencies in any one city, has long been referred to as the nation's "second Capital." All general divisions of the government except the Department of State with no less than 220 administrative offices employing approximately 12,000 persons are located here. Three-fourths of these offices are national or regional in character. This substantial federal payroll is another economic pillar among a diversified many which contributes to the permanent stability of the Denver Market.

THE DENVER MINT
most modern and efficient of the nation's three and second in total coinage output, is also the depository for one-fourth of all the gold bullion held by the government. One of the mint's 330 employees is shown at left pouring coin blanks into the hopper of one of the many automatic coin-stamping presses.

KLZ'S WASHINGTON REPORTER
News from Washington is of special interest in the nation's "second Capital" and Bill Folger, experienced newsman, is KLZ's capital reporter. Each week he transcribes interviews with congressmen, senators or government officials on topics of special interest and significance to the West, to be aired on KLZ each Wednesday evening. Folger is another first for KLZ's news service.
You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform—the BEST in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is there to cover them. With direct lines from three political hot spots—Washington, Philadelphia, and Cincinnati, plus three wire services, WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters, Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentaries, not capsule coverage.

The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

More and more advertisers prove that it's WINS! ... more than ever before.
As salesmen travel their New England routes, every important city visited either has a Yankee Network station or is within the primary coverage area of a Yankee station.

The strong local advertising support that commands wholehearted dealer cooperation and creates consumer desire to buy, can be placed with telling precision in the right spots through a single medium — The Yankee Network.

There are 23 Yankee stations reaching 89.4% of New England radio homes.

In short, you can go everywhere in New England with Yankee. No long range approach. No by-passing of important markets. You're in the market everywhere with forceful, direct appeal through the consumers' own hometown station.

It's the most highly organized means of aggressive selling any advertiser can employ in this area.

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System
Upcoming

July 12-15: Democratic National Convention, Philadelphia.


July 19: NAB Sales Managers Executive Committee, NAB Hqtrs., Washington.


(Other Upcomings on page 78)

Bulletins

ABC will televise lightweight championship bout, Beau Jack vs. Ike Williams, July 12 (tonight) from Philadelphia on seven eastern TV outlets. Sponsor is P. Ballantine & Sons, which also sponsors New York Yankee baseball telecasts. Stations carrying fight: WFLV-TV Philadelphia, WMAL-TV Washington, WNBC-TV Boston, WAAB New York, WMAR-TV Baltimore, WNHC New Haven. Bill Slater handles description. MBS is carrying sound broadcast of fight.


FCC ASKED TO RECONSIDER ABOLITION OF STAs

LICENSEES of nine AM daytimers petitioned FCC Friday to reconsider its decision to abolish special temporary authorizations for after-hours operations [Broadcasting, July 6]. As alternative, they asked effectiveness of order, now set for Aug. 16, be postponed two years.

Petition filed by Washington law firm of Baker & Thompson on behalf of KTBI Tacoma, Wash.; WEAS Decatur, Ga.; WPWA Chester, Pa.; WHIM Providence, R. I.; KXRN Renton, Wash.; WBIS Bristol, Conn.; WLAD Danbury, Conn.; WSFT Thomaston, Ga.; WAUX Waukesha, Wis.

WALKER, WEBSTER BACK


Business Briefly

FLOUR SHOWS • Pillsbury Mills, Minneapolis, last week bought two quarter-hours on ABC for 62 weeks, effective Sept. 18. Firm purchased first 18 minutes of "Breakfast in Hollywood" weekdays, 11-11:15 a.m. and "Galen Drake" weekdays, 3:30-3:45 p.m. Agency, McCann-Erickson.

POLAROID ON WBKB • Pioneer Scientific Corp. (Polaroid television filter), New York, has bought 10-minute comedy series for 13 weeks on WBKB Chicago, Fridays, 8:30 p.m. Series, launched July 9, marks firm's first step into Midwest video market. Agency, Clayton Inc., New York.


POWER FIRM SPONSOR • Commonwealth Edison Co., Chicago, has signed with WGN-TV Chicago for 13 weeks of WGN-TV Newsreel, 8-8:10 p.m. Monday through Sunday beginning today. J. R. Pershall Co., Chicago is agency. Peter Fox Brewing Co., Chicago will sponsor WGN Sportsmen's Corner, 8:10 a.m.-1:30 p.m. July 16, 19, 20, 21. Agency, H. W. Kaster and Son, Chicago.

PARAMOUNT THEATRE SIGNS CONVENTION PACT

PARAMOUNT Theatre, New York, reached agreement late Friday with Television Committee for pooled coverage of major political conventions, licensing it to show telecasts of Democratic convention beginning today (July 12). Agreement, for sum undisclosed, provides exhibitions must be made at approximately same times as broadcasts.

Paramount has separate arrangement with committee to make convention recordings for exhibition on KTAL Los Angeles and WBKB Chicago. Agreement eases earlier strained situation from theatre's pickup of Gov. Dewey acceptance speech [Broadcasting, July 5].

2 PET MILK SHOWS TO NBC

PET MILK Co., St. Louis, will switch Saturday Night Serenade and Mary Lee Taylor from CBS to NBC in October, NBC announced Friday in Chicago. Serenade, which will originate at WNBC New York, will replace Certain Time (Mars Candy) at 6:30 p.m. (CST) Saturdays on NBC network. Certain Time will be shifted to 9:30 p.m. Wednesdays. Mary Lee, to be aired from KSD St. Louis, will be on network 9-9:30 a.m. (CST) Saturdays instead of Frank Merrick, sustaining program. Place for Merrick program not yet found. Agency, Gardner Advertising, St. Louis.

Page 4 • July 12, 1948
WSIX selected again

ABC AFFILIATE
5000 W · 980 KC

WE can't say definitely that WSIX made this sale for one of Nashville's leading men's stores. . . . But it must have helped sell a whale of a lot of merchandise to be selected for 9 straight years. Dozens of local, regional and national advertisers have used time ranging from 1 to 4 hours weekly year in and year out. Their sales must have proved what engineers showed—WSIX gives adequate coverage in Nashville's 51 county retail trade area. Check with your nearest Katz representative for facts and figures.

National Representative
THE KATZ AGENCY, Inc.

AND WSIX-FM · 71,000 W · 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!
PROVE WE'RE FIBBING!

We claim central Indiana coverage (400,000 radio homes divide nicely into our single rate card) ... but look at the above "Quiz Club" membership map!

We didn’t expect folks in Gary, Hammond, South Bend, Fort Wayne, New Albany, Evansville and other remote places—more than 150 miles north and south of the WFBM transmitter—to respond to our invitation to join the "Quiz Club."

But, in they came! So, we tested them—made long distance calls for telephone-answer awards. Yep—they were listening!

We still claim only central Indiana coverage—but "Quiz Club" member-listeners prove our claim is modest. Okay, call it a BONUS.

Popularity at home? Yes—we’re still FIRST IN INDIANAPOLIS (Hooper’s April-May Index).

WFBM is “First in Indiana” any way you look at it!
KULA’S Hooperating up... DEC. THRU APRIL

Morning  22.4%  
Afternoon  88.3%  
Evening  38.3%  
Sunday Afternoon  44.4%  

There is a reason!

- all TOP ABC shows  
- 690 kc—the PERFECT spot on the dial  
- 10,000 watts—the STRONGEST signal in the Islands  
- more NETWORK hours per week than any other Hawaiian station

Ask your friend at Avery Knodel about adjacencies to these Hi-Hooper ABC shows:
ABBOTT & COSTELLO... AMERICA’S TOWN MEETING... BREAKFAST IN HOLLYWOOD... CANDID MIKE... DON MCNEIL... FAMOUS JURY TRIALS... FAT MAN... GANGBUSTERS... GREEN HORNET... JIMMY FIDLER... LINDA'S FIRST LOVE... MY TRUE STORY... ROSS DOLAN... STAR THEATRE... THEATRE GUILD OF THE AIR... TREASURY AGENT... WILLIE PIPER

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR “ONE STATION COVERAGE” OF HAWAII SEE ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
Sixty nights in a suitcase
Radio Sales Account Executives travel 750,000 miles a year to visit the stations they represent. As they live out of their suitcases, they work for you. For they get first-hand information which otherwise you would have to go out and get for yourself. They bring back to you face-to-face facts about the people, the programs and the selling power delivered by each station they represent. It means that without ever leaving home, you can get inside information on how you can make your sales curves hit new highs in your most important markets.
J. SCHWINN, former president and treasurer of his own agency, Booth, Vickery & Schwinn, Baltimore (recently sold to Wallace & Orr & Assoc.), rejoined Ruthrauff & Ryan, New York, as vice president and member of its plans board. Mr. Schwinn was originally associated with Ruthrauff & Ryan from 1932 until 1938. Before that he was with Marschalk & Pratt, J. Walter Thompson Co., and George Batten, now BBDO.


GEORGE G. DIETRICH, with Federal Advertising Agency, New York since 1918, retired on June 30 to take up permanent residence in California. Mr. Dietrich was formerly secretary and treasurer of agency.

TED H. FACTOR, Los Angeles absorbed key personnel and accounts of Jere Bayard & Assoc., that city. JERE BAYARD and CHARLES MURRAY go with agency as account executives on following accounts formerly serviced by Bayard (John-Hall-Marx, Los Angeles (West Coast Men’s Division); Mayfair Transcription Co., Los Angeles; Fish & Co., Los Angeles (men’s sportswear).

ELEANOR COMBS HALDERMAN appointed home service director of Olmsted & Foley Adv., Minneapolis.

JACK WILLIAMS, vice president and account supervisor of Brooke, Smith, French & Dorrance Inc., Detroit and New York, celebrated his 25th anniversary with agency on July 1.

J. EDWARD SCHIPPER, manager of Detroit office of Rudner Agency, elected a vice president of the agency. He will continue to head agency’s Detroit office.

FRED GARDNER Co., New York, moved to larger offices for third time in a year. Newest headquarters located at 299 Madison Ave. Move was made necessary, according to company, because of growing list of clients and need for more space.

MITHOFF Adv., El Paso, Tex., formed by Warren T. Mitchoff, former partner in Mitchoff and White Adv. Associated with him are his son, RICHARD MITHOFF and BARNEY LEWIS, art director. Agency’s temporary location is 301 San Francisco St., El Paso. Telephone: 3-4041.

AUSTIN A. THOMAS, director of traffic and production for Benton & Bowles, New York, has been named assistant to the president. BERNARD M. RYAN succeeds Mr. Thomas as traffic manager.

ROBERT ORR & Assoc., New York, moved its radio department to new quarters at 4 W. 58th St. Agency now located at 270 Park Ave., plans to move rest of departments to new address soon.


NEIL REAGAN, radio director of McCann-Erickson Inc., Hollywood, is in New York for two weeks’ conferences.


DON F. GARDNER, former radio copy supervisor of Knox Reeves Adv., Minneapolis, and Luther Weaver and Assoc., Saint Paul, rejoins Luther Weaver after absence of ten years, as associate and account executive in charge of new business.


BUXTON P. LOWRY and FORD C. McELLIGOTT joined John H. Riordan Co., Los Angeles, as copy chief and account executive, respectively. Mr. Lowry was former account executive with G. M. Baxford Co., New York, and Mr. McElligott, previously sales and advertising

(Continued on page 94)

BROADCASTING • Telescasting
ER—ah—harumph . . . we beg your pardon, but do you know that us hayseeds in the Red River Valley have an Effective Buying Income, per family, of $4491—as compared with $4009 for the “rich” state of Pennsylvania—$4119 for Illinois—$3890 for Wisconsin? (Sales Management, 1947.)

And WDAY just about set the U. S. record for popularity within its area, too. Proof: 90,128 people mailed an entry in our first 1948 rural contest sponsored by a livestock feed company. City folks love us, too. Average daytime city Hooperating 24.6. (C. E. Hooper—Fall, 1947.)

FARGO, N. D.
Only $1,375 Buys the 76-B5

DELIVERY NOW

Now sold! Over 1,000 consolets of this series

The Features

- Four pre-amplifiers.
- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call-in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feedback.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs, such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.
- Built-in isolation coils for remote lines and turntable booster amplifiers.
Broadcasting's favorite Consolette

for AM, FM and TV

NOTHING like the 76-B5 Consolette to keep studio programs and rehearsals in motion. Because there's nothing like it for flexibility and easy operation. It provides program quality that meets FM requirements. It has full facilities for simultaneous auditioning and broadcasting... for practically any combination of studios, turntables, or remote lines. It performs all the amplifying, monitoring, and control functions of most large and small stations—AM, FM, and TV sound.

Here's where you use it

- For two-studio operation, using two microphones in each—one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For single-studio operation... using four microphones, one announce booth microphone, and one control-room microphone.
- For remote lines—up to six! With independent control of each.

For complete technical information on the 76-B5, the consolette that's backed by more than 20 years of broadcast engineering experience in the field—call your RCA Broadcast Sales Engineer. Or write Dept. 19GB.

NOW... Switching Systems for RCA Consolettes

Type BCE-1—Handles the output of as many as five control consolettes. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type BCE-2—For the smaller station requiring only two RCA consolettes. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network line).

In Canada: RCA VICTOR Company Limited, Montreal
A TOTAL of 236 advertisers used television as an advertising medium on 20 stations in 11 markets during the week June 6-12, with retailers (stores and shops) and automotive advertisers topping the industry product classification, according to TV broadcasting figures disclosed last week.

Report is based on computations as compiled by N. C. Rorabaugh Co., New York, for the first of its series of detailed breakdowns on video's progress, embracing types of telecasting data, in addition to market and product information contained in this report. Reports of the research firm, herebefore and exclusively to AM spot analyses, will serve as the backbone for future BROADCASTING TELESTATUS reports as they become available.

Retail Advertisers

Head the list

Heading the industry class group, retail advertisers accounted for 42 video accounts, automotive for 26, and beverage for 23. Taken as a whole, these sponsors represented between 38% and 39% of the total advertisers, and approximated their identical ranking for February as indicated in BROADCASTING's TELESTATUS report No. 5 May 3.

Other groups in the two-figure column were radios, phonograph and musical instruments, foods & food products, apparel, consumer services and household equipment & supplies. Inasmuch as the basis for figures recorded in the May 3 issue is not the same as that for this report, only a comparative ranking (for industry classes) may be noted here. Food showed the sharpest upper-class drop—from third place tie to fifth—radio group the sharpest increase.

Various Categories

Are Explained

For purposes of this report, sellers of miscellaneous or unspecified brand merchandise, whether radio, automotive or apparel (in individual cases), were included in the retail store & shop group. Inverse-ly, items were listed in pertinent respective categories where they involved dealers or distributors (some of them retailers) for brand names, especially radio manufacturers, whose products they advertised on video. (Manufacturers normally incur part of the advertising expense, in buying their products in selective markets and it was felt such items properly belonged in those categories, irrespective of whether the merchandiser was a retailer or not.)

Once again dealers for various brands of radios and TV receivers—their complete stock, in fact—accounted for a not inconsiderable amount of the advertising in the retail store & shop group. Figure extended upwards of a dozen. Of those dealers who pushed particular type radio and TV merchandise—those in class 21—the figure was 9. Also included in that group were two record dealers who emphasized their wax wares on video.

Brand Names Featured

In Auto Field

Greatest number of dealers advertising brand name items appeared in the automotive field where upwards of 15 helped boost that category's number to 26. The report showed that 10 advertisers used network TV solely, with an additional half-dozen relying on a combination of both network programs and spots. All 16 clients were represented in the Philadelphia and New York markets, while all but one bought time on the two Baltimore stations-WBAL-TV and WMAR-TV—to reach televiewers. Seventy-six others were in the national and regional spot field and 144 were local advertisers.

Philadelphia Tops

For Accounts

Some 306 unit accounts blossomed from the combined expenditures of video-minded firms during the June 6-12 period. Breakdown comprises 80 network, 164 spot and 144 local. In recent weeks, Philadelphia, with the scene of prodigious TV activity, was foremost with 66 total accounts. New York, Washington, D. C., and Baltimore followed in that order. Each of the foregoing has three stations, excepting Baltimore with two. Philadelphia also took the lead in number of local sponsors with 31. In the spot category the New York market appeared far and away the busiest with 36 clients. Twenty-six station total is an increase over that queried in BROADCASTING's last report on sponsors and product classes (May 3, 10) when 16 TV outlets responded to BROADCASTING questionnaire. St. Louis and Detroit markets were not included in the Rorabaugh data for June 6-12.

Table 1

<table>
<thead>
<tr>
<th>TV Advertisers During Week of June 6-12 by Industry Classes</th>
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<tbody>
<tr>
<td>1. Agricultural &amp; Farming</td>
</tr>
<tr>
<td>2. Apparel, footwear, &amp; accessories</td>
</tr>
<tr>
<td>3. Automotive, automotive accessories &amp; equipment</td>
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<tr>
<td>4. Aviation, aviation accessories &amp; equipment</td>
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<tr>
<td>5. Beer, wine, &amp; liquor</td>
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<tr>
<td>6. Building materials, equipment &amp; fixtures</td>
</tr>
<tr>
<td>7. Confectionery &amp; soft drinks</td>
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<tr>
<td>8. Consumer services</td>
</tr>
<tr>
<td>9. Drugs &amp; remedies</td>
</tr>
<tr>
<td>10. Entertainment &amp; amusements</td>
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<tr>
<td>11. Food &amp; Food products</td>
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<tr>
<td>12. Gasoline, lubricants &amp; other fuels</td>
</tr>
<tr>
<td>13. Horticulture</td>
</tr>
<tr>
<td>14. Household equipment &amp; supplies</td>
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<tr>
<td>15. Household furnishings</td>
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<tr>
<td>TOTAL</td>
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</tbody>
</table>

SECOND RATE CARD ISSUED BY WMLA-TV

NEW rate card for WMLA-TV Washington went into effect July 1. Hourly rate on a one time basis is now $300 for Class A time, $225 for Class B time and $180 for Class C time. The usual frequency discounts are available.

Minute station breaks are $45 on a one to twelve time basis and are $33.75 for 260 or more. Minute announcements in participation periods run from $50 to $22.00 with frequency discounts.

Rates include transmitter, film facilities, studio equipment and staff but do not include rehearsal time, talent, art, scenery or remote equipment. Although rates are subject to change without notice, rate protection at existing rate is offered by placement of firm contract for period up to 62 weeks.

Letter accompanying new rate card states that number of video receivers in Washington area has grown from approximately 4,000 when WMLA-TV opened in October 1947 to more than 12,000.

Half of First Ten Pulse Ratings Taken by Sports

SPORTS EVENTS claimed five spots in the list of top 10 television shows surveyed by Pulse Inc. in New York last month. Also noted is the small degree of stability in the monthly reports, due partly to program shifts.

Top-rated video programs for June were:

- Yankees vs. Washington, WABD, Tuesday, 8:30
- Doorway to Fame, WABD, Monday, 3:30
- Corny Yve, St. Louis, WABD, Tuesday, 4:00
- Sunday Night, WABC, Tuesday, 10:30
- County Fair (Film), WCNH-TV, Monday, 5:30
- Yankee Alumnic, WABD, Tuesday, 8:30
- Boxing, WBRG, Friday, 10:30

We The People, WCCB-TV, Tuesday, 10:30
Television in Baltimore means WMAR-TV

100 Miles of Maryland!

As pioneers in the presentation of full 15-minute local daily newscasts, WMAR-TV has already shown more than 100 miles (101.78 miles on June 18) of its own film to its Chesapeake Basin televiwerers.

Eight cameras are used daily in covering the Maryland scene, from yacht races on the Chesapeake to politics in the City Hall. Experienced reporters write the news commentary or interview the news subjects on WMAR-TV's sound film camera.

In addition, WMAR-TV's film units contribute quiz shows, man-in-the-street interviews, and pictorial magazine subjects weekly—all on film. And they afford WMAR-TV's clients an unequalled service in the production of commercials—in films, slides and animations.

As Maryland's pioneer television station, WMAR-TV consistently covers an area from Washington to Wilmington (Del.) and from Pennsylvania to the Potomac.

The peerless propagation of Channel Two carries programs from THREE major networks via the television station of the famous Sunpapers of Baltimore to televiwerers in the Chesapeake Basin. WMAR-TV's own coverage of states and national political conventions and campaigns, sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVENUE • NEW YORK 18
WE KNEW

WALA

HAD HIGH HOOPERS

BUT GEE WHIZ!

LOOK AT THESE

Comparisons!

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>NAT'L HOOPER (Oct. '47-Feb. '48)</th>
<th>WALA HOOPER (Oct. '47-Feb. '48)</th>
<th>WALA BONUS</th>
</tr>
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<tbody>
<tr>
<td>Fibber McGee</td>
<td>26.1</td>
<td>47.2</td>
<td>21.1</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>24.7</td>
<td>40.5</td>
<td>15.7</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>23.5</td>
<td>38.3</td>
<td>14.8</td>
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<tr>
<td>Amos 'n' Andy</td>
<td>22.4</td>
<td>37.0</td>
<td>14.6</td>
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<tr>
<td>Red Skelton</td>
<td>20.6</td>
<td>29.0</td>
<td>8.3</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>20.5</td>
<td>34.2</td>
<td>13.7</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>23.9</td>
<td>32.6</td>
<td>8.7</td>
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Let HEADLEY-REED give you the complete WALA story and the amazing facts on the phenomenal growth of the Mobile market.

*From Fall-Winter "Comprehensive" Hooperatings Report

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**New Business**

GOLD SEAL Co., Bismarck, N. D. (Gold Seal Glass Wax) and NATIONAL BISCUIT Co., will share sponsorship of additional half hour period on CBS Arthur Godfrey morning show effective August 30. Gold Seal signed for 10:30-10:45 a.m. period, and National Biscuit, 10:45-11 a.m. time. Liggett & Myers Tobacco Co. currently sponsoring 11-11:30 period. Agency for Gold Seal: Campbell Mithun Inc., Chicago; and McCann-Erickson Inc., New York, for National Biscuit.

PEP BOYS, Los Angeles (auto accessories), started spot announcement schedule on four Fresno stations, KARM KFRE KMJ KYNO, for promotion of branch store opening soon in that city. Contract is for 62 weeks, with possibility of extension into regular program. Agency: Milton Weinberg Adv. Co., Los Angeles.


KOJEL Co., (gelatin dessert), appointed Alvin Epstein Adv., New York, and Washington, to handle advertising. Radio will be used. Jean Epstein, vice president of agency, is account executive.


ARABIAN AMERICAN OIL Co., announced sponsorship of quarter hour series featuring Earl Godwin on ABC, Sun., 6:30-6:45 p.m. Kudner Agency, New York, appointed to handle advertising.

EPISCOPAL CHURCH enters national network radio October 1 with weekly half-hour dramatic series Great Scenes From Great Plays on MBS Fri., 7:00-7:30 p.m. (PDST). Agency: H. B. Humphrey Co., Boston.

U. S. PROCESS Corp. ("Sanitized," bacteriostatic processes for shoe and textile industries), appointed Ewell & Thurber Associates, New York, to handle advertising. Radio will be used.

F. W. BOLTZ Corp., Los Angeles (Grid-L-Rich Pancake Batter), appointed J. Walter Thompson Co., that city, to handle advertising. Radio will be used.

FOREMAN and CLARK, Los Angeles (Pacific Coast retail clothing chain), appointed Dan B. Miner Co., that city, to handle advertising. Radio shots and experimental telemcasts are planned for fall.

STRINGER-DRIVER, San Francisco (moving and storage), appointed Gerth-Pacific, San Francisco, to handle advertising. Radio will be used.

L. DE MARTINI Co., San Francisco, begins spots participation in Art Baker's Notebook, Mon.-Fri., 3:30 to 4 p.m. (CDT) on WGN Chicago today for 52 weeks three times weekly. Agency: Garfield & Guild Adv., San Francisco.

**Network Accounts**

MILES LABS, Elkhart, Ind. (Aika-Seltzer), seeking replacement for Lum 'n' Abner show, CBS, Mon.-Fri. 5:30-5:45 p.m. (CDT), which was cancelled June 25 after 7 years of sponsorship. Cancellation becomes effective Sept. 25. Miles will retain CBS time period. Agency: Wade Adv., Chicago.

EMERSON DRUG Co. (Bromo-Seltzer), renewed sponsorship of Inner Sanctum, CBS Mon. 8:30-9:00 p.m., effective July 26. Contract is for 52 weeks. Agency: BBDO Inc.

RONSON ART METAL WORKS Inc., Newark (Ronson Lighters) renewed for 52 weeks Twenty Questions (Sunday, 8:00-8:30 p.m. PDTST) on 14 Don Lee stations. Agency: Cecil & Presbrey, New York.

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Page 16 • July 12, 1948
Louisville, yes.

But don't miss the rest!

Metropolitan Louisville is an important part of the WHAS Kentuckiana market...BUT in terms of buying income Metropolitan Louisville represents less than one-fifth of the complete Kentuckiana market served and sold in its entirety only through WHAS.

Effective Buying Income

<table>
<thead>
<tr>
<th>METROPOLITAN LOUISVILLE</th>
<th>$ 879,148,000</th>
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<tbody>
<tr>
<td>WHAS KENTUCKIANA MARKET*</td>
<td>$4,911,325,000</td>
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</table>

*If you are selling your wares in Kentuckiana, Mr. Advertiser, don't make the mistake of limiting your advertising to Louisville. Use the station that sells for you in all of the rich Kentuckiana market — the station that gives you the most for your money... and we do mean WHAS!

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

Represented nationally by Edward Petry and Company

WHAS
Louisville, Kentucky

Reaching MORE for LESS

Buying income reached per S1
spent for radio time (based on 1-minute daytime announcement)

WHAS... $130,968,866

Station B... $55,682,200

Ask Petry for PROOF

*The Kentuckiana Market is that market within the WHAS 50+/- mile contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Selling Power (Cap. 1948); further reproduction not licensed.
Feature of the Week

A THING is a well, you know, a Thing. And Things were buzzing in Des Moines when Don Bell, KRNT disc jockey, staged a three
week “Don Bell Thing Contest.” (See picture, page 38.)

The KRNT lobby was looking like a dead-end dumping ground when Things finally came to a halt. Counted in the contributed
debriefs were: Frogs, roosters and calves among breathing Things; a skull, cow’s tail and various stuffed animals among ex-breathing
Things; a woman’s dressing form, mannequin’s leg, some pseudo-Rube Goldberg inventions, a crate of perfumed egg shells, and what-nots among the
never-breathed-at-all Things.

The big laid an egg every morning, and the rooster crowed with great regularity daily at dawn. Things were tough at KRNT, and crowded.

The contest closed with a special three-hour audience participation broadcast of the Don Bell Show and studio breakfast party for an
estimated 600 guests. The station was jammed for three hours. Many arrived before the 6 a.m. opening, some having driven a great dis-
tance to attend the phenomenal Thing.

Winning Thing was a tired, beat-up old water-softener tank, be-ribboned, and accompanied by a poem lampooning Don Bell’s
“cookie-duster” mustache, and suggesting he soften it up with the water-softener before continuing his daily air practice of kissing the
wives goodbye when their husbands rush out and neglect the morning ritual.

Prizes to the winners, Mr. and Mrs. George Rutledge, were sum-
mer clothes for both, a season’s pass to a ballroom, and Don Bell
for a day.

He spent an entire day at their house doing Things around the
house, washing dishes, doing laundry, mowing the lawn, and also
doing his broadcasts from there. The Rutledges were his guests,
too, at some fancy afternoon en-

(Continued on page 48)

On All Accounts

WINNING station representatives and influencing sponsors was a
daily habit of William Bernard
Condon long before he took 20 con-
centrated doses of Dale Carnegie’s
personality prescription. He con-
fesses, though, that Mr. Carnegie’s
five-hour sessions, during which he
manipulated a gavel, impressed a
not-easily-impressed audience and
mastered the art of adding punch
to good story-telling, have given
spice to his job as media timebuyer
for Wade Advertising
Agency, Chicago.

A classmate at Northwestern’s
School of Commerce
failed to dub him
“Young Man with a Purse”
but agency
executives later
made up for this
oversight. Even before
Bill registered
at Northwestern he
had chosen advertis-
ing as the field in
which he wished to
specialize.

This continued to be his goal while working as a sales
representative for
Reliance Manufac-
turing Co. (work clothes) and V.
Mueller and Co. (surgical sup-
plies), both Chicago. In 1941, de-
spite no previous agency experi-
ence, he bounced into Wade’s media
division, landing plunk in the mid-
dle of his dream come true. “Be-
cause the firm at that time was
long on reputation but short on its
media department, I had a chance
to learn advertising literally from
the bottom up—and from all angles, too.”

Four years of inquisitive indus-
try led to his promotion as time-
buyer in 1945. Activities were hal-
ted temporarily, however, when the
tail, lean youth donned a Navy uni-
form and went to Great Lakes. In-
advertently, the Navy reinforced
Bill’s single-minded purpose of
learning “everything about media”
when it placed him in charge of media
relations.

Returning to Wade after the war, Bill
Condon began tak-
ing over some of the largest
accounts. Among those he cur-
rently handles are
Miles Labs. (Alka-
Seltzer, One-A-Day
vitamins), Murphy Prod-
ucts Co. (feeds), Shotwell
Manufacturing Co. (Hi-Mac and Big
Yank candy bars), Puritan marsh-
mallows), DeMets (can-
dy) and Wait-Cahill
Co. (cough syrup, liniment).

Bill is married to the former
Virginia Moore of Chicago. With
James Michael, 6, and Maureen,
15, they live in a recently-pur-
chased house in Jefferson Park
on Chicago’s far northwest side. He is
adept at contract bridge, which
shares him into long sessions at
least twice weekly. Golf and swim-

(Continued on page 48)
The One common denominator for measurement of radio is “How much do I get for my radio dollar?” Well, what does one dollar get for you in Chicago radio?

Between 6:00 and 8:00 A.M. Monday thru Saturday WGN delivers an average per quarter hour of 1,617 Homes per Dollar.* This is more than any other Chicago Station.

The next closest network station delivers 20% fewer homes and one station delivers only 55% as many homes as does WGN.

Review your Chicago radio and see how it stacks up with the above figures. Make sure you’re getting the most for what you’re spending.

*All data based on Nielsen ratings and published time rates only.
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 Salesman is WPTF NBC AFFILIATE
50,000 WATTS 680 Kc.
RALEIGH, North Carolina
National Representative FREE & PETERS INC.
TV CRISIS

A TELEVISION CRISIS comparable to that which preceded the "upstairs" reallocation of FM was precipitated last week in the wake of developments in which:

Industry's faith in the permanence of television Channels 2 through 6 was obviously shaken.

- Tentative U.S.-Canadian border channel allocations were revealed, challenged, and set for oral argument as to their validity; and
- The legality and wisdom of FCC's entire current channel-allocations hearing was slated for argument in the face of protests that the scheduled Sept. 29 hearing on the opening of the 475-890 mc video band should be decided first.

The fate of Channels 2 through 6—the low power services present video band—was a subject worried speculation following disclosure of the observation of John A. Willoughby, FCC's acting chief engineer, that in his personal opinion these frequencies might be taken from television within the next two years [Broadcasting, July 5].

Postponement Is Sought

Attorneys for many low-band television applicants had said they would ask that hearings on their applications, currently scheduled for this summer, be postponed until after the September high-band hearings. Attorneys as well as FCC experts were kept busy on the telephone by applicants concerned over the persistent reports that the lower channels would be among the first to go. Mr. Willoughby reportedly had said that pressures for additional space for the fixed and mobile (satellite) services could lead to a wiping out of Channels 2 through 6 within two years so far as television is concerned.

While FCC officially maintained silence on the subject and indicated that no formal statement would be forthcoming, Commission authorities were known to have named a committee of their own engineers to keep diligent watch on any developments which might relate either to the possibilities of early use of the 475-890 mc band or to the demands of the safety services for low-band channels in addition to No. 1 (44-50 mc), which already has been deleted from television.

Apparently a Commission official was prepared to stand on Chairman Wayne Coy's declaration, at the NAB Convention in Los Angeles in May, that despite the reallocation of Channel 1, FCC will soon be looking for more space for the vital safety services but has not decided where such additional space will come from [Broadcasting, May 24]. FCC sources unofficially had said repeated reassurances that the question has not been "pre-judged." Television applicants almost without exception expressed gratitude that the speculation about Channels 2 through 6 had been known to be broadcasters were disturbed, although many of them were personally disturbed by the feeling that these frequencies might soon be taken away in whole or in part. Generally, the situation was seen as a counterpart of the heated days just preceding FCC's highly controversial decision to move FM from the 60 mc area to its present 88-108 mc spot.

Stow Transition

When television similarly is moved upward—whether it is now or many years later—it seemed almost certain that the transition would be similar to FM's, with provision for continued low-band operation for a certain period while both the public and telecasters get ready for the change.

The U.S.-Canadian agreement on tentative border allocations listedings meanwhile was made public and became the hottest issue in last week's hearings on FCC's proposed nation-wide TV channel allocations [Closed Circuit, July 5]. Oral argument on the agreement's validity and on the entire channel allocation proceeding was slated for the near future before the final allocations are decided.

Agreement Explained

The international agreement was explained at Wednesday's session by Curtis Plummer, head of the TV section of FCC's Engineering Dept., who participated in the negotiations.

Mr. Plummer explained that under the agreement the U. S. gave up Channel 15 at Buffalo for Canadian use at St. Catherine's. In addition, Channel 9 is moved from Cleveland to Canton to reduce interference to Windsor, Ontario.

On the other side of the ledger, Toronto is reduced from four to three channels, Hamilton from two to one and Kitchener from one to none. Also, several assignments are reduced from metropolitan to community status.

The matter of protection, Mr. Plummer said, is not definite and will have to be worked out on a case-by-case basis. He added, however, in answer to a question by Chairman Wayne Coy, that protection of the FCC standards for a metropolitan outlet—50 kw at 500 ft.—would definitely be provided for within a 250 mile area.

Mr. Plummer said Canada realized the U. S. would develop television faster but needed to reserve some channels for later use in Canada.

Paul D. P. Spearman, counsel for WBEN-TV Buffalo, immediately attacked the agreement, charging that it gave Canada the right to veto actions by U.S. broadcasters.

Plummer Disagrees

Mr. Plummer replied that was not his conclusion and that the U. S. had equal power over Canadian assignments. He asserted that each case would be negotiated separately with Canada.

Mr. Spearman protested that an FCC release dated Jan. 20, 1948, promised only the loss of Channel 13 and nothing about protecting Canadian stations. He said no hint that the agreement contained anything else was given at any time and that the first knowledge he had of the agreement was at the hearing [Continued on page 67].

RADIO PLANK

By HERMAN BRANDSCHAIR

SUBJECT OF FREEDOM of radio and television on parity with the press was tossed into the laps of Democratic platform makers last week who met in the party's Convention to start the coming campaign.

At press time, there was no definite indication as to what action the Democratic plank writers would take, although they knew that broadcasters were disheartened by failure of the Republicans to take any stand on the subject in the GOP 1948 platform.

Specifically, the platform molders were urged to adopt a resolution favoring freedom of radio and television on parity with the press along the theme of the plank in the 1940 platform. The matter was brought to the attention of the platform makers by Broadcasting, which, in a telegram to Sen. Curtis Plummer explained that in his personal opinion these frequencies might be taken from television within the next two years. 

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Democrats Weigh Resolution

FREEDOM OF THE PRESS plank was introduced at the Democratic Convention opening today in Philadelphia in advance of the work of shaping policy for the November elections.

Francis J. Myers (D-Pa.), chairman of the Resolutions Committee, pointed out that the 1940 plank won the approval of broadcasters. The 1940 plank read:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is currently afforded the press under the Constitution of the United States."

On receipt of the telegrams, Sen. Myers referred it to the subcommittee of the Regulations and Platform Committee. He pointed out that the subcommittee has the job of hearing all witnesses and considering all subjects called to its attention, and then making a draft of a platform, which then will be considered by the 108-man Resolutions and Platform Committee. Sen. Myers is also chairman of the subcommittee.

It was expected that the subcommittee, which began hearing witnesses Tuesday, would not have finished such hearings until Friday or Saturday. Should no witness for or against a radio plank [Continued on page 68]
CBS AXE FALLS

APPROXIMATELY 40 CBS employees in New York, most of them in low salary brackets, were dismissed last week in what was described as a move to trim operating expenses. Other dismissals may follow, it was learned.

The staff reductions brought quick objections from the United Office and Professional Workers of America (CIO), which represents CBS office employees and which asserted that at least some of the personnel affected in the firings had been dismissed without two weeks notice. Negotiations on this subject were in effect between the network and the union at a late hour last week. CBS said, however, that it had paid severance pay to all those discharged.

Joseph H. Ream, executive vice president of CBS, said that the dismissals were occasioned by a general review of operating procedures looking toward the streamlining of some departments. The research department was most heavily hit in the action, although the dismissals were scattered through several other departments as well.

Mr. Ream said no recent economic development was responsible for the retrenchment. Broadcasting revenues generally were better than they were a year ago, he said. But periodic examination of operations was necessary, he said, to prevent the network from overburdening itself.

Last week's cut-down was not connected with the announced intention of CBS (and NBC) to eliminate their short-wave broadcasting activities. When the networks relinquish their overseas broadcasting to the State Dept. next October, 20 or 30 employees at each will be affected. It is expected, however, that many of them will be absorbed into the State Dept. radio staff.

Westinghouse Salaried Workers Given 8% Boost

SALARY INCREASES of more than 8% for upwards of 300 employees of Westinghouse Radio Stations, Inc. at the company's Philadelphia headquarters and at Westinghouse-owned stations, was announced by General Manager J. B. Conley July 12. Approximately 200 salaried workers and more than 100 supervisory employees and management personnel are affected.

The increase, Mr. Conley said, is the third these groups have received in a little more than two years.

 Stations operated by Westinghouse are WBZ and WBZ-TV Boston; KDKA Pittsburgh; WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, and KYW Philadelphia.

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Int'l. Silver Signs 'Ozzie' for NBC

INTERNATIONAL Silver Co., through Young & Rubicam, New York, signed a contract last week with NBC for the Sunday night 6:30 p.m. broadcast of its program, Adventures of Ozzie and Harriet, which was sponsored by the company last season on CBS, Fridays 9:30-10 p.m. The contract is effective Oct. 1.

The Hollywood Star Preview, sponsored by American Home Products Corp., through its agency, Sullivan, Stauffer, Colwell & Bayes, New York, and currently heard in the 6:30-7 p.m. period on NBC will move in October to Saturdays, 8:30-9 p.m. on the same network.

LINDQUIST SUCCEEDING PASSMAN IN WOL POST

SUCCESSION of Lansing Lindquist, formerly of WSYR Syracuse, as program director of WOL Washington, a vacancy created by the resignation of Roy Passman, was announced last Friday by Phil Hoffman, vice president of Combat Broadcasting Co., licensees of the Capital outlet, and general manager of WOL.

Mr. Passman, who succeeded Arthur J. Casey in June 1947, when the war service returned to St. Louis, has not announced his future plans. Mr. Passman joined WOL after resigning as director of program operations for WTOP Washington. He joined WTOP, CBS affiliate, in 1935 and was on the staff continuously until 1945 with the exception of a year's overseas service with OWI. From January 1944 to the following year he served as traffic manager of OWI's ABSE station in London.

Mr. Lindquist was previously associated with Mr. Hoffman at KRTN Des Moines and at WSYR, where he served as program director until World War II, when he joined the Army Air Forces. He replaced Col. Jack Harris, now manager of KFPC Houston as radio and communications officer on Gen. MacArthur's staff in Tokyo. After separation from military service, in 1946 he returned to duty with WSYR and its FM affiliate.
By BILL THOMPSON

A SPONSOR SHOULD never rely on the judgment of a mere company president or chairman of the board when selecting a radio show, in the opinion of Vernon Beatty, advertising manager of Swift & Company. "In fact, the top level is the last place we go for guidance when buying radio," he declared recently. When he said this, Mr. Beatty, who last year spent an advertising appropriation of "well over $100,000,000," was hardly indulging in personalities. He was only giving voice to an old Swift precept, which the company's white-haired president, John Holmes, himself underscored in a speech seven years ago.

Swift & Company takes its orders from its employees, the people from whom we buy, the people to whom we sell, and our shareholders—they are all equally important," Mr. Holmes said in an address before the National Assn. of Food Chains in October 1941. Entered Radio 21 Years Ago

Harking back to this statement, which is preserved in a book of Mr. Holmes' speeches, titled This Company of Ours, Mr. Beatty said it explains why the company formed the 62-year-old packing firm buys its radio and television shows.

Swift entered radio 21 years ago with a series of talks by company officials on the origin of product names. Costing "well into the hundreds," the programs were aired on WLS Chicago, then owned by Sears, Roebuck & Co.

Ollie E. Jones, vice president in charge of sales and advertising who then headed up the company's "fats and oils business," recalls, he once "dilated for 15 minutes on where the name Silverleaf came from." (Silverleaf Lard, named for a silvery-leaved African leaf of almost metallic appearance, has been one of the company's biggest by-products for many years.)

WHEN VARIETY radio shows were having a trial run in the early thirties, Swift climbed aboard in 1931 with the Stebbins Boys, a musical comedy act. The more sedate Swift officials soon were disgusted with these zanies, but, out in the field, Mr. Jones found the act was "catching on." "While making the rounds of our Southern refineries in my car, I got stranded near a general store in Arkansas," he relates. "When the storekeeper learned I was from Swift, he immediately inquired about the Stebbins Boys. He said many of his customers listened to them and often hummed their songs when they were in the store. At first I was a bit averse to toward the show, I found much to encourage me during the remainder of the tour. I developed a strong faith in radio in general, and the Stebbins Boys in particular, as a merchandising medium."

The act remained with Swift 16 months as a late afternoon five-a-week strip on NBC's Red Network.

In 1933, the company deserted its one-a-day policy for a half-hour Friday night show on CBS featuring Olsen & Johnson. The famous vaudeville team lasted six months.

When Swift officials sensed in 1934 that their listeners were tiring of comedy, they signed Sigmund Romberg's orchestra for an hour a week on NBC's Red Network. This popular show was on the air nearly two years, after which a shift was made to a 15-minute Monday-through-Friday strip called Junior Nurse Corps.

This change from the program-a-week schedule was motivated chiefly by a desire to put a greater number of product names on the air. (In addition to its fresh meats, Swift widely advertised its ham, bacon, sausage, frankfurters, shortening, margarine, ice cream, cleansers, baby foods, dairy products and canned meats.)

Junior Nurse Corps, directed at little girls who some day would be doing the housekeeping, was on CBS for more than three years. It was "so successful we had to quit it," Mr. Beatty recalls. "We got involved in too much detail work over giving away premiums... So we switched to Ransom Sherman and his Sunbrite Smile Parade—a half-hour matinee."

IN CASTING about for a program that would satisfy young and old alike and at the same time give each of Swift's many products an equal break, Mr. Beatty cooed a willing ear to the line of reasoning of Edwin R. Borroff, former vice president of ABC's Central Division but, at the time, Midwest sales manager of NBC's Blue Network, predecessor of ABC.

Mr. Borroff contended that ABC's Breakfast Club, the original program of this type, which had been sustaining for eight years with the same m.c., was the "answer to Swift's prayer."

"Don McNeill will not only make folks run out and buy your ham and eggs, your shortening to fry them in, your butter to spread on the morning toast," said Mr. Borroff, "he'll draw up a chair at the breakfast table, too. He's that kind of a guy."

Mr. Beatty started tuning in on Breakfast Club's "towering toastmaster" (6 ft. 2 in.). He liked the McNeill voice—"easy and informal, casual and relaxed." He liked the way Don McNeill laughed.

Out went feelers to Swift's 75,000 employees (5,000 salesmen and the wholesale manufacturing units); also the 350,000 retailers who handled its goods, the farmers who produced its raw materials, its customers and shareholders. A "surprising number" already had listened to Breakfast Club and liked the McNeill manner, too.

In January 1941, Messrs. Beatty and Borroff contracted for that inaugurated one of the most successful radio sponsorships of all time. Five years later, when the contract was renewed, Mr. Beatty, Swift's President Holmes and Vice President Jones thought so highly of Breakfast Club that they posed with Mr. McNeill and Mr. Borroff in a picture showing the Swift advertising manager holding a 1946 calendar with a bold "1951" printed across its face.

The caption explained that although Swift early in the year decided to run on a yearly basis, company officials had a gentlemen's agreement with the network that their sponsorship of Breakfast Club was good for another five years.

Growth of Breakfast Club Here is the chronology of how Breakfast Club grew in the esteem of Swift & Company:

Feb. 1941—24 stations; Mon., Fri., Sat., 8:30-8:45; 75 stations.
Nov. 3, 1942—Tues.-Sat.; same time; 154 stations.
May 1, 1944—Mon.-Sat.; same time; 191 stations.
Oct. 29, 1945—Mon.-Fri.; same time; 192 stations (one day was dropped from the weekly schedule after Mr. McNeill convinced network officials he needed a five-day week).
June 3, 1946—Mon.-Fri.; 8:30-8:45; 192 stations.
A tribute to the salesmanship of Mr. Borroff, who resigned his ABC vice presidency early last month, is the fact that while Swift & Company was Breakfast Club's first sponsor, the company had an "exclusive" only 37 weeks. Believing that the program would become a foundation stone of ABC's Central Division from a commercial standpoint, as it already had program-wise, Mr. Borroff convinced Swift officials that the Breakfast Club door should be left open to other non-competing sponsors.

CONSEQUENTLY, Cream O' Wheat on Nov. 14, 1941, took 20 weeks of the 8:45-9 segment, Friday and Saturday on 70 stations, then returned on Oct. 3, 1942, for 32 weeks more. In the interim, Acme White Lead & Color Works had the same period Tuesday and Friday for 5 weeks beginning Feb. 17, 1942. The "baby cereal" took the 8:45 to 9 piece, Monday (Continued on page 66)

THE FIRST "Breakfast Club" contract is signed (top photo) in January 1941. Trio including Borroff (bearded) and McNeill (left) in 1946 Mr. Beatty (back to camera) holds a calendar which puts Swift & Company on record as favoring another five years of McNeill sponsorship. Others, clockwise, Vice President Jones, President Holmes, Mr. McNeill and Mr. Borroff.
Smythe Quits FCC For Post in Illinois

RESIGNATION of Dallas W. Smythe as head of the FCC Accounting Bureau's Economics & Statistics Division, to join the staff of the U. of Illinois [CLOSED CIRCUIT, July 5], was announced last week.

Mr. Smythe will be professor of economics and also will serve as a research professor in the university's Communications Research Institute. He will assume his new duties in September. Others on the university's Institute staff will include Dr. Paul F. Lazarsfeld, radio research analyst and director of the Columbia U. Office of Applied Social Research, who will be at Illinois U. for a portion of the coming year on a visiting basis.

Mr. Smythe left FCC last week. His successor has not been named.

He has been with the Commission for the past five years, participating in economic analyses, particularly the detailed "National Income Book" survey of AM broadcasting which was released last fall. A graduate of the U. of California, he served on the staff from 1930 to 1933, then became an economist for the U. S. Dept. of Labor. In 1940 he was research economist for the Toledo Committee of Congress, and in 1941-42 was a principal economist in the U. S. Budget Bureau's Division of Statistic Standards.

"By order of higher authority, there will be no night sessions henceforth."

BROADCASTING • Tel ecasting

Uniformity Is Goal

Uniform radio legislation designed to assure freedom of expression in the American republics was approved by the Legal Committee of the Inter-American Assn. of Broadcasters Congress, meeting last week at Buenos Aires.

Due to heated debates during attempts to agree on this legislation the Congress was unable to wind up its work prior to the July 9 holiday, when Argentina celebrated the 132nd anniversary of its independence. Saturday sessions were scheduled, at which a number of controversial topics, including uniform legislation, were expected to stir more controversy.

The 12-point legislative plan of the Legal Committee was developed from a report prepared by Dr. Justino J. Teneg de Areaza, general director of the association [Broadcasting, June 21].

Argentina's contention that broadcasting should be regarded as a public utility subject to full governmental control, instead of a public-interest operation conducted by private enterprise, provoked exchanges so heated that Uruguay finally suggested that names of specific countries be removed.

Argentina stood alone in the dispute and the majority decli

ned only with reservations.

Differences regarding the entire question of freedom of speech provided a running sideshow during the week. Argentina reiterated officially that freedom of expression prevails in the country only to be met repeatedly by documented briefs proving the contrary. These included reports showing that the Democratic, Radical and Socialist parties were unable to obtain radio time at any price while the government is able to commandeer as much as it needs.

Major hurdle was surmounted Wednesday when Guatemala almost succeeded in dragging the conference off the track and into questions of territorial aggression.

Working late at night, delegates prepared the 12-point committee draft of uniform legislation for submission to American legislatures, with most of the preliminary aspirations achieved. The legislative code is subject to approval by the individual governments.

Nunn Wins 3 Points

Gilmore N. Nunn, head of the Nunn stations and U. S. delegate, carrying out NAB instructions, succeeded in putting over three major points. First, he won inclusion of a "freedom to listen" resolution; secondly, he persuaded the conference to agree not to act on copyrights until UNESCO completes its studies and reports; third, he won a recommendation in favor of requesting registration of copyrights in the future, paving the way for solution of a vexatious broadcast problem. Mr. Nunn was first vice president of the conference.

The Friday holiday kept delegates busy at parades, public functions, opera, winding up with a post-midnight social program.

On the Saturday agenda were the report of the Legal Committee, including uniform legislation. This committee handled most of the controversial matters.

Election of new permanent officers was scheduled, along with selection of a site for the 1949 assembly. The presidency was believed to lie between Goar Mestre of Cuba, and Jaime Yankelevich, of Argentina, president of the week's conference as well as the association itself. Mr. Mestre was considered a slight favorite just prior to the election.

'S4 Site Considered

Venezuela was thought to be the probable site of the 1949 conference, the United States having turned down the offer and having asked another chance in 1950. Mr. Nunn said it would be difficult to arrange the 1949 meeting and the NAB Chicago convention simultaneously.

John Royal, NBC vice president, who participated as an observer, left for the United States before the end of the conference. He was consulted frequently by delegates and committees because of his extensive international experience.

Also active as an observer was Edmund Chester, CBS director of shortwave broadcasts and Latin American relations.

Greeting from Argentina's Congress was received after that body had debated the matter and the government had deleted an opposition suggestion. This suggestion had voiced hope the convention would take notice of the status of radio freedom in Argentina.

Peron Assurance

Though President General Juan Peron of Argentina had assured the conference that full freedom of expression exists in the country [Broadcasting, July 5], political opponents content stations are forced to make present of air time to the government and foreign correspondents are forced to submit scripts for censorship.

Inaugural ceremonies in the National Postal Savings Bank Bldg. attracted Madame Evita Peron, wife of the President, members of the cabinet and diplomats. President General Peron was presented a gold microphone, Mrs. Peron a brooch of diamonds and sapphires. Oscar Nicollini and Pedro Gaglia- ri, post office officials, received gold medals.

Ceremonies were broadcast over what was announced as a network of 2,500 stations. List of officers elected by the conference, including the first vice presidency for Mr. Nunn, specified a secretariat composed of Jose Ramon Mayo, Argentina; R. a m o n Bonachea, Cuba, and Felix Muguerza, of the Inter-American association.

Freedom Main Objective

The agenda included such subjects as international program interchange and payment for commercials, and establishment of a hemisphere network performing goodwill cultural functions. Freedom, however, was the principal objective. Suggestions ranged from permanent licensing of stations to desire for a code of ethics. Licenses in many Latin countries are subject to cancellation without notice.

Nine More Cancel New Outlet Grants

Six FM and Three AM Stations Are Included

FCC's list of station deletions continued to grow last week with the announcement of six new FM and three AM station grants which had been cancelled.

The FM deletions were those which had been issued to the following:

Boise Valley Broadcasters Inc. (KDSH-FM), Boise, Idaho—96.1 mc with 1.9 kw.

Lone Star Broadcasting Co. (KFTG), Handley, Texas—103.7 mc with 15 kw.

E. Ogden Driggs (KIOB), Berkeley, California—99.3 mc with 10 kw.

Eugene Broadcast Station (KORE-FM), Eugene, Oregon—104.7 mc.

Shroyer Radio Corp. (WJUS), Shamokin, Pennsylvania—100 mc with 1 kw.

Dublin Broadcasting Co. (WMLT-AM), Dublin, Ohio—15 kw.

AM authorizations announced as deleted were:

G. Stanley Brewer trading as Southern Wyoming Broadcasting Co. (KSWR), Rawlins—1360 kc with 250 kw full-time.

Superior Enterprises (WIHL), Hammond, Louisiana—720 kc with 250 kw, daylight only.

William Edwin Richardson (KUKH), Ukiah, California—1460 kc with 250 kw full-time.
FMA EXPANSION

Full Trade Association Functions Started

FM ASSN., formed Jan. 10, 1947 as a promotion operation, has started full trade association functions, according to announcement Thursday by Beth Bailey, FMA executive director. Mr. Bailey said: "FM will replace AM in virtually every community of the country" within "a five-year period."

FMA will invite retail dealers to become associate members. Manufacturers at present are eligible for membership.

In the works at FMA is a revision of the by-laws contemplating expansion of activities. A special committee studying this revision will report to the FMA board Aug. 24, according to Everett L. Dillard, WASH, WASHINGTON, FMA president.

No FMA official would be quoted on extent of the expansion—possibly into direct competition with the NAB trade association serving FM stations.

Should the board approve by-laws changes, they will be submitted to the membership for action at the second annual convention, slated Sept. 27-29 at the Sheraton Hotel, Chicago. Present by-laws permit a fairly broad operation.

Stating that "we have in radio two major associations—the NAB and the FMA," Mr. Bailey reviewed events leading to formation of the Committee of the Senate, sent a telegram offering best wishes and remarks that he could not attend the ceremonies.

Miss Hennoch told the group that "I hope and pray that I may find the strength and the ability to justify" the faith implied in her appointment and welcome to the Commission.

Radio "True Democracy"

Radio, she said, is "the mechanism for true democracy—to make knowledge and information available to all. When radio has had its full growth, the minds of men will no longer be earthbound." Though "we have only scratched the surface of this field," she said, "it is one real hope for peace and happiness in a world where today the instruments of destruction surpass the tools of peace."

She continued:

It is a signal honor to be the first woman chosen to join in the administration of these tremendous forces. Their reality and growth must come from the public and industry itself—firms of radio, communications, and all who perform increasingly useful functions and are good of a constantly increasing number of people.

Various forms of radio enter our homes for the education of adults and children, for their entertainment, and to give them information on the widest range of topics. Though we are far from the end of our educational work, in our purchasing in our thinking, in the lives of our children, we seem to hear about the point of their sex should be represented.

Women in government are not in any traumatic stage, but, as a fact has been there is in our history that all seats given to women. Each woman undertaking a new and challenging administrative office must feel she carries the trust of her sex as well as our ability of the system. I shall feel to myself this trust and endeavor to discharge it in the interest of all the people.

KDKA and KWFM BEGIN COAST FM NETWORKING

NETWORKING of programs between FM stations KDKA Los Angeles and KWFM San Diego has been undertaken as part of a permanent California FM network.

Officials of the Western FM network include: Maurice D. Buchen, general manager of KDKA; David S. Ballou, vice president and general manager of FM Reps. Inc., exclusive FM representatives; John Gordon, president, KWFM, and Fred Rabell, general manager of latter station.

At present network feeds only north to south; but two-way programming is expected with construction of new antenna by KWFM. Arch D. Scott, formerly with NBC in Chicago and Los Angeles, and recently producer of Carnival Hour, is program director.

Plans call for stations from San Diego to San Francisco with additional secondary markets to be added. Rate cards are to be issued about Sept. 1. Network is to operate as a cooperative.

MISS FRIEDA B. HENNOCK

Miss Hennoch and Chairman Coy examined her new commission last Tuesday.

MISS FRIEDA B. HENNOCK is slated to plunge into the routine of FCC activities this week, after taking the oath of office last Tuesday in elaborate ceremonies greeting her as the first woman member of a federal radio regulatory body.

The plunge was delayed to permit the 43-year-old New York attorney, a Democratic party worker who won the approval of a Republican Senate, to wind up her business affairs in the law offices of Chaote, Mitchell & Ely, where she broke the all-male precedent several years ago by becoming the first woman partner in the firm's 140 years of existence. She is expected to return to FCC today (Monday).

Some 150 guests including Cabinet members and other government officials, FCC members and staff executives, and friends of the new Commission were on hand as Associate Justice Henry A. Scheinbaum, of the U. S. District Court for the District of Columbia, gave her the oath of office in the Postmaster General's reception room in the New Post Office Bldg. where FCC is quartered.

She pledged "unfailing devotion to the work of the Commission and the important policies which it must develop and administer."

FCC Chairman Wayne Coy welcomed her to a Commission which, he quipped, has always had "restitute, fortitude and solemnity—but never before a platitude." She is the 24th member of the FCC and the 33rd commissioner since establishment of FCC's predecessor Federal Radio Commission. Her term is for seven years from July 1.

Attorney General Tom Clark complimented Miss Hennoch and lauded her appointment as "emblematic of the renewed and active interest women are taking in public life." Federal Security Administrator Oscar R. Ewing, praising her professional competence and personal qualities, told the witnesses that "I look forward to her service here as making a great contribution to the radio industry." And he added, "to the Democratic party."

Among Those Present

The witnesses included Treasury Secretary John W. Snyder, Postmaster General Jesse M. Donaldson, Commerce Secretary Charles Sawyer, Presidential Assistant John R. Steelman, Treasury Undersecretary Edward H. Foley Jr., Deputy Commissioner of Internal Revenue Carroll E. Mealey, former Ambassador William D. Pauley, and Mrs. India Edwards, chief of the Women's Division of the Democratic National Committee, who was singled out by Miss Hennoch for praise for her "untiring and unrelenting campaign to obtain fair recognition for her sex"; Clifford J. Durr, Alabama Democrat who Miss Hennoch succeeds on the Commission; Mrs. Grace Stewart, secretary to the Attorney General; Mrs. Pauline Moore, formerly with the Democratic National Committee, and Miss Betty Kraus, secretary to Leslie L. Bifflie, staff director of the Senate Minority Policy Committee.

Sen. Robert A. Taft (R-Ohio), chairman of the GOP Policy

BROADCASTING • Telecasting

July 12, 1948 • Page 25
**RTPB SUCCESSOR**

**By J. Frank Beatty**

NEW joint technical group to advise the FCC and other U. S. and industry agencies on AM, FM, television and other electronic problems-technical and economic-has been appointed to replace the war-inspired Radio Technical Planning Board.

Name of the new agency is Joint Technical Advisory Committee. It was set up by Radio Mfrs. Asn. and Institute of Radio Engineers whereas the predecessor RTPB officially included NAB and nearly a dozen other organizations.

The urgency of the new national defense program, JTAC first tackles the peacetime job of rounding up data on equipment and propagation traits of the upper frequencies for submission to the FCC's television hearings slated to start Sept. 20.

RTPB was officially interred last Thursday at a New York meeting of its approving FCC. The lament was some $7,000 in its kitty was split among the participating organizations.

**Jett Named**

Though NAB is not represented on the executive board of the new group, sources close to JTAC point out that a broadcast executive—E. K. Jett, former FCC commissioner and director of the Baltimore radio and television activities—is a member. They add that JTAC will be a central policy advisory agency working through official joint committee membership whose membership will include spokesmen familiar with the topics under study.

For JTAC came out of the IRE's annual meeting in New York March 24 when FCC Chairman Wayne Coy called on the radio industry for more rapid development of the upper bands. He called on 650 and 890 m to meet the TV spec-

**KSDJ and KTIM Sales Negotiated**

OWNERSHIP of two West Coast stations will shift as result of two deals closed last week.

KSDJ San Diego will shift from ownership of Clinton D. McKinnon to David Salik, San Antonio manufacturer and his son, Charles, for reported price of $272,000 subject to FCC approval. The latter will serve as president and general manager.

Pre-war he was on staff of WOAI San Antonio and during war was a captain with American Forces Network in Europe. Earlier the FCC had approved sale of station to McKinnon Publications but the sale was never completed.

The second deal involves the sale of 25% of the stock of KTIM San Rafael, Calif. to Hugh E. Turner by the Marin County Broadcasting Co. for $500. Mr. Turner will also become vice president and general manager.

Blackburn - Hamilton, station brokers, handled both deals.

**THE EUROPEAN situation was doubtsless the subject being discussed by (1 to r) Lloyd Lehrbach, acting director of international information, State Dept.; George Allen, Assistant Secretary of State for Public Affairs; and Howard K. Smith, chief of CBS' European news staff. The occasion was a party given at Washington's Hotel Carlton by Earl Gammons, CBS Washington vice president, in honor of Mr. and Mrs. Smith.**

**New Technical Group Named**

Thursday on the JTAC advisory committee's membership, pointing out they had not been officially notified of the details.

No official view could be obtained on lack of NAB representation on the main committee.

JTAC will deal with all phases of electronics, the RCA announcement covering the new project clearly emphasized, and best available talent will be drawn from the industry as project committees are set up.

RMA noted that the RMA and IRE boards selected committee membership "on the basis of professional standing" irrespective of the organizations to which they belong or the companies by which they are employed. Dr. Baker and Dr. Shackelford will report directly to their respective boards on JTAC activities.

Silling Is Chairman

Chairman of the committee is Philip F. Silling, chief engineer of the RCA Frequency Bureau, Washington, representing IRE. Vice chairman is Donald G. Fink, editor of the New York, representing RMA.

Other members are Dr. Ralph Bown, Bell Telephone Labs.; Melville Easby, General Radio Co.; John V. L. Hogan, Interstate Broadcasting Co., New York; Mr. Jett; Haraden Pratt, Mackay Radio & Telegraph Corp., New York, president of the expanded RTPB; David B. Smith, Philco Corp.; Laurence G. Cumming, IRE technical secretary, non-member of the committee.

Under the charter, JTAC operates as a central and authoritative policy advisory group in the technical field. It will "obtain and evaluate information of a technical or engineering nature relating to the radio art for the purpose of advising government bodies and other professional and industrial groups.

"In obtaining and evaluating such information, the JTAC shall maintain an objective point of view. It is recognized that the advice given may involve integrated professional judgments on many inter-related factors, including economic forces and public policy." The duties of the JTAC are specified in the charter as follows:

(a) To consult with government and with other professional and industrial groups to determine what technical information is required to insure the wise use and regulation of radio facilities.

(b) To establish a program of activity and determine priority among the problems proposed for study. This will be to look in view of the needs of the professional groups.

(c) To establish outlines of the information required in the form of specific questions or problems and to make them available to the professional and public.

(d) To draft and evaluate information such as results of research, technical facts, and other pertinent data, which relate the detailed findings to the problems initially submitted to the committee.

(e) To present its findings in a clear and understandable manner to the agencies originating the assistance of the committee.

(f) To publish its findings available to the profession and the public.

(g) To report as necessary before government or other parties to interpret the committee's findings in the light of other information presented to it.

Members of JTAC are appointed for two years, and the chairman will be alternated each year between RMA and IRE representatives.

**Father of Idea**

The original idea for RFP came from ex-FCX Chairman James Lawrence Fly during the 1942 IRE fall meeting. Chairman Fly urged industry and government representatives to try to lay peace-time plans. Necessarily RPP, after formation of over a dozen panels, went deep into wartime electronics, including television and radar. Dr. Baker was first RFP head, followed by Mr. Pratt.

By the time of the FCC wartime allocation hearings RFP had submitted vast stacks of technical reports in which industry-wide developments were brought together and analyzed. This material provided the basis for FCC postwar allocations put into effect in July 1946.

In recommending revival of the cooperation last March, FCC Chairman Coy had pointed to White House recommendations for an extensive defense program, adding, "Any effort we make today toward broad-bauge planning will pay rich dividends tomorrow in accelerated progress for the radio industry as a whole and in terms of national security."

With R FP idle for many months, one phase of its activity was revived last month with pro-

(Continued on page 75)

**BROADCASTING • Telecasting**
TENTATIVE U.S.-CANADA ALLOCATIONS PLAN

TEXT of the report on the U. S.-Canadian agreement showing tentative television allocations along both sides of the border, which quickly became a storm center when it was revealed in the course of FCC's channel allocations hearing last week (story page 21), is as follows:

Tentative Canadian-U.S.A. Television Allocation Plans

It is recognized that a bilateral arrangement between Canada and the U.S.A. for the use of the 64 to 88 mc and 174 to 216 mc frequency bands for television broadcasting is necessary to prevent undue interference between stations in the respective countries.

Informal discussions between representatives of Canada and the U.S. were held in Washington, D.C., the week of Dec. 7, 1947, resulting in a tentative allocation structure for the assignment of channels with particular reference to assignments in those areas adjacent to the Canada-U.S. border.

It is recognized that directional antennas may advantageously be used in certain instances to reduce interference between stations. It is expected, however, that assignments will normally be made on the basis of omnidirectional antennas.

It is recognized that assignments made at points which are more than 250 miles from the nearest point on the Canada-U.S. border would normally have no international significance and need not be notified as hereinafter specified except in cases of unusual powers and unusual antenna heights.

Where distances less than 250 miles are involved all assignments shall be notified in the following manner:

(1) Notification shall be made by an exchange of written agreements between the FCC and the Dept. of Transport.

(2) Notifications shall include full information on transmitting antenna locations by geographical coordinates, antenna height above average terrain, antenna height above mean sea level, and effective radiated power. In the event an antenna, directional in the horizontal plane is proposed, the directional pattern and other pertinent information shall be submitted.

(3) Each country shall have 15 days from the date of notification in which to protest the proposed assignment.

(4) If, within the 15 day period prescribed in (3) above, no objection is raised, a notified assignment shall be considered final.

It is recognized that, wherever possible, assignments made within 250 miles of the border should be in accordance with these tentative allocation plans.

TABLE OF CHANNEL NUMBERING

Channel No. Megacycles

<table>
<thead>
<tr>
<th>Location</th>
<th>TV Channels</th>
<th>Antigonish</th>
<th>Varnaveau</th>
<th>Vieuxport</th>
<th>Northumberland</th>
<th>Prince Edward Island</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>0</td>
<td>5</td>
<td>7</td>
<td>9</td>
<td>3</td>
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<td>12</td>
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</tbody>
</table>

Quebec

New Carlisle 3
Rimouski 8

Ontario

Cornwall 12
Ottawa 3

Tentative Canadian Television Allocation Plan (Within 250 miles of Canada-U.S. border)

Nova Scotia

Location TV Channels

Antigonish 5, 7, 9
Varnaveau 3
Vieuxport 6
Northumberland 4, 5
Prince Edward Island 2, 4

New Brunswick

Sackville 5
Moncton 3
St. John 2
Fredericton 4
Campbellton 6
Edmundston 5
Quebec

New Carlisle 3
Rimouski 8

Ontario

Cornwall 12
Ottawa 3

For television personnel changes, programs, etc., see various notes departments in this issue.

BROADCASTING • Telecasting

July 12, 1948 • Page 27
RETAILER AID

SHOWING how retailers are learning to use radio, the NAB Dept. of Broadcast Advertising last week published a 123-page book titled "Operation Traffic Flow.

Entries in the second annual retail radio contest for member stores * * * It is a powerful public relations tool.

"No. 2, we might say that radio helps to make direct selling messages in printed media more believable. You get a greater 'yes, you can' when you drive for business, by right of having a confirmation factor of radio in your program.

"No. 3, through voice, radio lends more authority to the selling message. It gains more emphasis through conversation than perhaps the printed word.

Elevates Buyers Importance

"No. 4, radio furnishes the opportunity to make store buyers more important in the eyes of the customers, because they can be used for personal interviews many times. And I cannot help but think that it does help your buyers in relation to vendors.

"No. 5, radio sells the store as a friendly neighborhood place in what you sell.

Mr. Tully attaches man-sized identification labels to the lapels of Rhode Island's Senator McGrath (I) and D. Harold McGrath, superintendent of the Senate radio gallery.

GENERAL FILM LIBRARY IS PURCHASED BY ZIV

FREDERIC W. ZIV Co., New York producer of transcribed programs, announced last week it has purchased the General Film Library of California for $100,000, boosting its existing collection to the number of film libraries it now owns.

The acquisition adds 3,500,000 feet of film to the current 10,000,000 feet of film footage, with the new portion including stock shots, production shorts, etc. Other film libraries owned by Ziv are Miles, Kinogram and Forster libraries.

In line with the expansion of its television sections, the department's headquarters have been moved to 630 9th Ave., New York from 146th St.

STATION SALES totaling almost $300,000 and changing the control of six AM or FM operations were given FCC approval last Wednesday.

The transactions included the $120,000 sale of KFNF Shenandoah, Iow, to a group headed by C. J. Abbott, banker, and the acquisition of full ownership of WYKQ Wea., II, by former Oklahoma Gov. Robert S. Kerr and associates, who already had a 50% interest.

Other stations affected by the transfer approvals were KORC Wheeling, W. Va.; WBT Laurel, Miss.; WLOB (FM) Claremont, N. H.; and WLXW LaCrosse, Wis. In addition, FCC approved the assignment of licenses of WJLS and WJLS-FM Buckeye, W. Va. and WKNA and WKNA-FM Charleston, and transfer of control of WKWK and WKWK-FM Wheeling, from Joe L. Smith Jr. to a corporation, Joe L. Smith Jr. Inc.

Approval of the WEEK transfer— involving the Kerr group's purchase of the half interest held by E. K. Gaylord and his Oklahoma Assn., by leasing to a company associated for $37,600 plus half of net quick assets—came almost simultaneously with the Oklahoma Democratic primary election in which the future of your program. It should also know exactly the importance of planning it properly, and I mean long range as well as close to the gun, and also

man the station. Mark W. Bullock, KFAB Chief engineer, and William P. Dietz, formerly of KFAB, also have 12.5% each. The sales agreement includes contracts by which Henry Field Seed Co. owned by Messrs. Nicholas and Reed, will have one hour of time on the station during Thursday and Friday, at 8:33.15 per minute, and will be sold to the station for $166.67 per month.

KORC Mineral Wells (190.15, 254 w., Dallas) is selling 100% interest to Raymond W. River. KFAB is buying general business at Clovis, N. M., and Herman S. Boles, sales manager of KICA Clovis, for $45,000. Mr. River will have two-thirds interest and Mr. Boles may be general manager, while Mr. Boles will have two-thirds interest in the program director, chief announcer and sales manager.

"WEEK Peoria (1150 kw., 1 km)—The E. K. Gaylord group, all identified with the Oklahoma Broadcasting Co. (WKY Oklahoma City, KLZ Denver, KXOR Colorado Springs, the "Daily Oklahoman," the "Tulsa World" and "Farmer-Stockman"), is withdrawing from the field and is selling its combined half interest to former Gov. Robert S. Kerr and associates, who

(Continued on page 72)
PHILLY COVERAGE

(Also see story, page 51) BY THE PAST WEEKEND, more than 1,100 broadcasters had converged on Philadelphia to cover proceedings of the Democratic National Convention—approximately 300 more than attended the Republican gathering in June.

Many requests from stations came in late, particularly from Southern independents, according to Kenneth D. Fry, radio and television director for the Democratic National Convention. One station in Pennsylvania, however, applied for accreditation as a Wednesday, and Mr. Fry said that every effort would be made to give its representatives a place on the floor if not in the seats set aside for radio reporters.

Programs on the Democratic Convention preliminaries, however, have been aired from the Quaker City all week, on pre-convention matters such as arrangements, platform and the like. Broadcasters admitted that such pre-convention broadcasts were more difficult to make lively than during the GOP preliminaries because of the lack of contenders for the nomination and the lack of big names among the very early arrivals.

Some relief was felt when J. Howard McGrath, Democratic National Chairman arrived in Philadelphia Wednesday, becoming fair game for program men beating the palms around the Bellevue-Stratford for a subject.

Duplicate GOP Coverage

There could be no doubt that radio would make every effort to give the Democrats the same kind of coverage that the Republicans got in June, although Democrats freely admitted that broadcasters might have a more difficult job because of the lack of the numerous fights that enlivened early GOP programs. Typical, however, of the attempt of broadcasters to give the two parties equal coverage could be found in the attitude of KYW Philadelphia, which decided to devote the same space to the Democrats in publicity releases that it did to the Republicans.

Several stations and the networks, with their recent Republican experience behind them, will be able to render better service. Although many such plans were not being announced in advance, WFIL-TV Philadelphia did make public its plan to open a television make-up and rehearsal room as a special public service after station executives noticed “five o’clock shadow” and other telegenic aspects of video subjects during the Republican Convention. The station took rooms in the Bellevue-Stratford, invited Max Factor Inc., of Hollywood, to participate, and began installing equipment for the test rooms.

Subjects made up by Mr. King will actually become television subjects immediately. Their images will be studied on video receivers set up by RCA in an adjoining room, so that the results of the make-up can be determined and adjusted if necessary. These make-up tests will be carried to the video receivers by cable and will not be telescoped to the television audience. At the same time, tape recorders will record the audio technique of the speaker, and adjustments there can be made and criticism offered on the basis of examples taken from the recording.

It is believed that these facilities will ease appearance of national figures before the TV cameras and will provide the video neophyte with a valuable “ice-breaking” experience in addition to making subjects using the service more telegenic.

It also is expected that more newspaper headquarters will be using radio and television to follow the proceedings. Word spread rapidly among newspapermen during the GOP Convention that video was an invaluable tool to the writer who had to leave the floor. In addition, radio scored beats of its own which were being lost to newspapers or services not monitoring the airwaves, too, The New York Times, for example, will now be among papers to set up a video receiver in its Philadelphia headquarters, according to William G. Weart, Times Philadelphia representative.

Philadelphia stations again will find themselves as funnels through which will pass the radio outpourings to networks and stations around the country. KYW will again turn its master control over to NBC for programs originated in Philadelphia WCAU-TV and WCAU-TV have big programs for originating and feeding to CBS. WIP engineers will again carry MBS’ roster of big-name commentators through specially installed equipment, as during the GOP Convention. Similarly, other stations will, with some variations, follow the pattern they set during the GOP gathering.

Reports from individual stations and regional networks preparing their coverage plans were as follows:

Connecticut State Network

Coverage of the activities of delegates from Connecticut will be brought to listeners in that state by the seven-station Connecticut State Network. The network, which performed a similar public service during the Republican Convention, includes: WTHY Hartford, WATS Waterbury, WNLC New London, WSTC Stamford, WNHC New Haven, WTOR Torrington and WNAB Bridgeport.

Rural Radio Network (FM)

Rural Radio Network will tailor its coverage to fit its regular news programs. In charge of the coverage will be Whitney Tharin, chief of the Washington bureau of Agricultural News Service. Each newcast will carry a pickup from Philadelphia, but there will be no break-ins. Emphasis will be on bringing delegates from the farm areas to the microphone and on evaluating and interpreting the farm angles and slants of the various candidates.

KIRO Seattle; KHQ Spokane

Through arrangements made by officials of KIRO (CBS) Seattle and KHQ (NBC) Spokane, 15-

Final Plans Readied

MBS COMMENTATORS and special events broadcasters get instructions for coverage of the Democratic National Convention starting today, as “quarterback” A. A. Schechter, MBS vice president, calls final signals in pre-convention huddle. Around

Mr. Schechter (1 to r) are Les Nichols, Bill Burns (kneeling), Bob Woods, Al Helfer, Bill Hillman, Jack Paige, William L. Shirer, Cecil Brown, Cedric Foster, Robert Hurliegh and Albert Warner.

DEMO SEATS

A TOTAL of 463 radio newsmen and women have been accredited to represent the national and regional networks, AM and FM independents, radio news services, BBC and the State Department’s “Voice of America” department and television networks during the Democratic National Convention opening today (July 12) in Philadelphia.

Assignment of seats, studios and accreditation of radio newsmen and women for the Convention was announced last Thursday by the Executive Committee of the Radio Correspondents’ Assn. in Washington, D. C.

Prior to the Republican National Convention, approximately 400 had been accredited for coverage of the political event [BROADCASTING, June 14].

Members of the Executive Committee of the Radio Correspondents’ Assn. are Albert L. Warner, MBS, chairman; Elmer Davis, ABC, vice chairman; William McAndrew, NBC, secretary; Francis W. Tully, Washington Reporters Inc., treasurer; Gil Kingsbury, WLW Cincinnati, WINS New York, chairman of the Facilities Committee; Howard L. Kany, AP Radio, and Bill Henly, MBS, chairman of the Convention Committee.

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

Accredited by the Executive Committee of the Radio Correspondents’ Assn. for the Democratic National (Continued on page 74)
Silver Show Drive Aided by Networks

ACTIVE network promotion of the NAB Silver Shower campaign to raise funds for German school radio sets got under way last week as the drive gathered momentum. Plans for a "spectacular" promotion to cover "every nook and cranny" proportions were in the making late last week to speed the flow of funds to stations.

Liners in all communities are being urged to dig into their pockets and send what change they have to their stations. Theme of the broadcasters' campaign, requested by American occupation authorities and approved by the NAB board, is, "A shower of silver now may prevent a hail of lead later."

Assistant Secretary of State Charles E. Saltzman supported the drive in a letter sent to NAB last week. He said the project "will provide effective means to meet a very real need and should contribute significantly to the realization of our objective of German and Austrian, as well as increased American understanding of the nature and importance of our occupation responsibilities in this field."

Gaylord

Speaking from Germany over MBS, Gen. Lucius D. Clay, commander of American forces in Europe, stressed the vital need for expanded cooperation and effective efforts in making known to the youth of Germany and Austria the true role of the United States in world affairs. He pointed out that other countries are getting their message across in the "schoolroom" of Germany and Austria, but that "our side of the story" is not being told because the schools in the American zone are not equipped with radio receivers.

NAB President Justin Miller reminded that "the people of Middle Europe are thoroughly confused because they have been subjected to a cleverly planned siege of propaganda," and "are looking for someone to make them believe that their salvation lies in obeying the master-minds of Communism."

He observed that America could not expect any other country to tell the youth of Germany and Austria about our efforts in their behalf, adding, "We must offset the inaccuracies—the lies—which are being spread, constantly, concerning the United States."

KDYL Names Miller

RALPH MILLER has been named director of national radio sales for KDYL, Oklahoma City. It was announced last week by S. S. Fox, president and general manager of The Intermountain Broadcasting Corp. Mr. Miller succeeds A. Provol, who becomes administrative assistant to Mr. Fox. Mr. Miller for six years was sales manager of KDYL in Oklahoma City. He joined the KDYL staff in 1942, prior to that for 14 years was advertising manager of the Farmer-Stockman, Oklahoma City.

EDMUND CHESTER (second from 1), former director of shortwave broadcasting and Latin American affairs for CBS, and newly appointed to the post of CBS director of news, special events and sports for the CBS television network, gets ready to help cover the Democratic Convention in Philadelphia. With him (l to r) are: Davidson Taylor, CBS vice president and director of public affairs, Robert Bendick, CBS television special events director, and Wells Church, CBS director of news broadcasts.

LISTENING ALTERED By Summer Hiatus

RADIO LISTENING during evening hours decreased generally in New York, Philadelphia, Boston, Chicago and Cincinnati, according to the weekly report by Pulse Inc. A considerable change in the listing of top 10 shows resulted from the summer hiatus taken by Charlie McCarthy, Red Skelton, and Amos 'n Andy.

The report follows:

Top 10 Evening & Daytime Shows Highest Percentage Change

<table>
<thead>
<tr>
<th>Station</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>+26.1</td>
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<tr>
<td>NBC</td>
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<tr>
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<tr>
<td>WNEW</td>
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FARM LISTENING Survey Covers 3,000 In Indiana

INDIANA's farmers like radio with their meals—except during supper, a Purdue U. survey discloses. Questionnaires sent to 3,000 Hoosier agriculturists reveal that during supper only 10% listen to the radio, and call to breakfast 28% tune in. From 9 to 11:30, none of the farmers polled find time for radio, but by noon more than 51% have switched on their sets.

A hull between 2 and 6 p.m. is followed by a gradual return to listening ranging from 10% at 6 to 18% at 7:30 p.m. Not until 8 o'clock is the evening peak reached, when 22% gather 'round. An hour later finds only 5% listening. During winter, the breakfast peak lasts an hour and a half, as compared with a half-hour in summer, but the noon period remains about the same. Evening listening, however, reaches a high at 7 instead of at 8 o'clock.

Harold J. Schmitz, farm editor of WBAA Lafayette, the university's AM station, made the study by asking each of the state's county agents to send in 50 names picked at random from their mail lists. Fifty-five agents sent in 2,987 names. The remaining 13 were selected from mail received at the university from farmers.

The report termed market information "one of the most important items in farm broadcasting." Over half or 53% of the farmers said

INTERNATIONAL TELEVISION Rights For All-Star Baseball Game

GILLETTE HAS VIDEO AT ALL-STAR CONTEST

TELEVISION rights to the 15th Annual All-Star Baseball Game July 13 have been granted to the Mutual Broadcasting System and the Gillette Safety Razor Co. Announcement of the rights, first to be granted for a baseball classic, was made last Wednesday by Baseball Commissioner A. B. Chandler and Joseph P. Spang Jr., president of Mutual.

Mutual, which already enjoys broadcasts rights, has passed the TV coverage along to KSD-TV St. Louis which will televise the game in that city. The network has no TV affiliate there. Amount paid by MBS for video privileges was not revealed by the commissioner or the network.

Broadcast will be carried on the coast-to-coast MBS hookup and Canadian stations at 2:16 p.m. EDT, with Mel Allen and Jim Britt handling the description. Game, which also will be beamed overseas by Armed Forces Radio Service, is presented regularly as part of Gillette's "Calvacades of Sports" series.

Bond Bread Campaign

GENERAL Baking (Bond Bread), New York, on July 6 and 7 started a spot announcement campaign on 25 stations in 16 cities. Announcements for the spot will be broadcast from five to ten times weekly on each station. Contracts for 13 weeks were placed by BBDO, New York.
Looks very much as if he killed himself. He got all tangled up in a piece of string he was carrying to his nest, and hanged himself before anyone noticed his troubles.

There's no need for time-buyers to get all snarled up trying to pick the best radio buy in Baltimore. It's simple—it's W-I-T-H, the BIG independent with the BIG audience.

And here's why: dollar for dollar, W-I-T-H delivers more listeners than any station in town. It covers 92.3% of all the radio homes in the Baltimore area.

Sure there are some larger stations in town. But in this rich market—6th largest in the U.S.—W-I-T-H produces more results at a lower cost than any other station.

Smart time-buyers know this. They put—and keep—W-I-T-H at the top of their schedules. Do you know the W-I-T-H story? If not, call in your Headley-Reed man and get it today!
But
Howdy Doody pulls the strings

NBC’s small television star owes his winning personality to the alter ego voice of Bob Smith, and to eleven strings. But Howdy Doody can pull strings himself. About 60,000 for example—at last count of requests for his presidential campaign button. And 20,468 requests followed the first announcement of the button, with only five additional announcements made in the next ten days.

The Research Director says that a telephone coincidental survey, conducted by NBC in the New York area on the last day of the offer, gave the program a rating of 31. Of an estimated 214,800 sets covered by the NBC Television Network, 31% or 66,588 sets were tuned in. He interprets this to indicate nearly one request for each set . . . and a 33% return for the first announcement.

The Sales Manager says it’s television’s greatest success story—the most forceful demonstration to date of television’s drawing power. Bob Smith says he has a headache; he’d only ordered 5,000 buttons.

Howdy Doody says shucks.

The Research Director’s wife doesn’t interpret figures. To her, Howdy Doody keeps the children glued to the set Tuesdays, Thursdays, and Saturdays from 5 to 6—and that’s wonderful. She just says she’ll be more than happy to buy any product or service a sponsor of Howdy suggests to the youngsters.

So will a lot of other grateful parents of enthusiastic children.

America’s No. 1 Television Network

NATIONAL BROADCASTING COMPANY
Remembrance Advertising*

We like this motto—

But

We'll much prefer to make an adaptation.

We'd like to say:

REMEMBRANCE ADVERTISING—WITH ACTION

WHHM advertising is remembered and most of all— it's acted upon.

How do we know? By the merry ringing of cash register bells when a WHHM advertising campaign is soundly planned and merchandised.

Local, regional and national advertisers—a smooth vehicle on the paved road to sales is yours when you use the station that delivers:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

The Sales Road of the Air
MEMPHIS, TENNESSEE

PATT MCDONALD, general manager
FOEJOE & CO., representatives

Check for availabilities now for fall schedules

* Pretty girls are just part of the Brown & Bigelow line
Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage. Complete specifications are available via Graybar.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Graybar BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

<table>
<thead>
<tr>
<th>Monitors (1, 4)</th>
<th>Recorders and Accessories (9)</th>
<th>Speech Input Equipment (1)</th>
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<td>Test Equipment (4, 10)</td>
<td>Tower Lighting Equipment (2, 12)</td>
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<tr>
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<td>Towers (Vertical Radiators) (11)</td>
<td>Transmission Line and Accessories (13)</td>
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<tr>
<td>Cabinets (5)</td>
<td>Transmitters, AM and FM (1)</td>
<td>Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)</td>
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<tr>
<td>Console (1)</td>
<td>Tubes (1, 2)</td>
<td>Turntables, Reproducers, and Accessories (1)</td>
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made by (1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Prata; (10) Weston; (11) Blau-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

Distributor of Western Electric Broadcast Equipment
Radio Plank
(Continued from page 21)
appear before the committee, the
matter probably would not have
been considered by it until Satur-
day or yesterday.
Sen. Myers emphasized, however,
that even if his witness appeared
for or against such a plank, the
subject would be given the same
attention as matters for which
witnesses appeared.
"Submission of a communication
in writing to us," he said "is all
we need to make the subject mat-
ter a topic for consideration."
This was reassurance to broad-
casters, many of whom felt that
lack of witnesses and other pres-
sure before the GOP platform
makers resulted in the failure to
have their cause given expression
in a 1948 plank.

Truman Backs Parity
A statement of Sen. Myers on the
opening of hearings on plat-
form suggestions also provided
further reassurance that if a
strong radio plank were adopted
by the subcommittee it would re-
main in, for he asserted that he
thought President Truman should
be consulted before the platform
is submitted to the Convention.
In a letter to BROADCASTING,
sent July 3, 1945, President Truman
committed himself to freedom of
radio on parity with the press as
follows:
"Regulation by natural
forces of competition, even
with obvious concomitant
shortcomings, is to be pre-
ferred over rigid governmental
regulation of a medium that
by its very nature must be
maintained as free as the
press."

In addition to the stand of the
President, however, a freedom of
radio plank would be given most
careful consideration, observers
believed, for no other reason than
that the Republicans failed to in-
corporate such a plank in their
platform.

Democrats Will Act
It became apparent to observers
sitting in at sessions of the sub-
committee that the Democrats intend-
ed to capitalize on many points
where the Republicans had failed
to act, either in Congress or in
platform drafting. Witnesses ap-
ppearing before the subcommittee
on other matters were interrogat-
ed frequently on what the Con-
gress or the Republican platform
drafts had done on the same sub-
jects. Such interrogations came
not only from Sen. Myers but also
from almost every member of the
subcommittee.

Members of this subcommittee,
which had the fate of the radio
plank in their hands, were:
Former Gov. Chauncey Sparks,
Ala.; Mrs. Esther Murray, Calif.;
Perkins Brown, Mich.; Mayor
Hubert H. Humphrey Jr., Minne-
apolis; Rep. Mike Mansfield, Mont.;
William Ritchie, Neb.; Rep. Eman-
cuel Cellier, N. Y.; Sen. Clyde R.
Hoey, N. C.; Rep. Michael J. Kir-
wan, Ohio; George D. Key, Okla.;
Sen. Theodore F. Green, R. I.;
former Gov. Dan Moody, Tex.;
former Sen. Hugh B. Mitchell, Wash.;
Phillip S. Pearlman, Md.

CUP which they won in an international
test "for most successful advertising
and merchandising of Philco products"
is proudly displayed by Alvin Q. Ehrlch,
vice president of Kol, Ehrlch and Mer-
rick, advertising agency in Washington,
D. C.; Joseph Zamolski, vice president
in charge of television, and Saul Graber,
vice president and general manager of
the Joseph M. Zamolski Co., Columbia
Wholesalers Division. Entered in com-
petition were agencies retained by Philco
distributors in the U. S., Mexico and
Canada. James B. Carmine, vice president
of Philco Corp., awarded the trophy.

DEMOCRACY JINGLES

Used on July 4 by Three
N. Y. Advertisers

THREE New York retail radio ad-
vertisers once again on July 4
replaced their regular commercials
with the democracy jingles "Little
Songs on Big Subjects," originated
by WNEW New York, as a public
service. The singing democracy
 commercials, actually the Bill of
Rights set to music, are presented
on holidays such as Memorial Day,
Thanksgiving and Christmas.
The retailers, Barney's Clothes Inc.,
National Shoes Inc. and the
Canadian Fur Co. handled by
Emil Mogul Co., are the first to use
the jingles to substitute on their
commercial spots and pro-
grams. On July 4 all commercial
copy for these firms was replaced
with jingles promoting democracy.
The "Little Songs on Big Sub-
jects" were conceived by Ted Cott,
vice president and program direc-
tor of WNEW New York. The
advertisers took up the idea shortly
after its conception and it is now
an integral part of the radio ad-
vertising campaign of Emil Mogul
agency's national as well as local
retail accounts.
The jingles are written by Hy
Zaret and Lou Singer. They have
been cited by the National
Conference of Christians and Jews
and the New York Radio Critics
Circle.

HOTEL NEW YORKER, New York, has
announced installation of television sets
in 100 hotel rooms with more than
50 rooms wired for "nooning" sets.
Rental fee of $3 a day for television
is required. Set and AM and FM
AM radio service is free to all rooms.
More sets will be installed as equip-
ment becomes available.

... but most of its population (1406, including the
new schoolteacher) teams up to play ball with WMT
for good radio listening! Like a thousand other
communities, Brooklyn listens to WMT more than
any other Eastern Iowa Station.

WMT land's twin markets—rural and urban—
deliver the highest per capita income audience in
the U.S.A. Last year Iowans garnered close to $2 billions
from farming—and nearly as much from manufac-
turing.

Reach both these potent markets on WMT—
Eastern Iowa's only CBS outlet. Ask the Katz
man for details.

There are no "Bums" in BROOKLYN (IOWA)

Page 36 • July 12, 1948
Yes, there's a 'sea of grass' reaching from Tulsa to the Kansas line and every year this famed Osage pastureland fattens thousands of feeder cattle from all over the nation. Serving this sea of grass with its busy and prosperous towns is the Voice of Oklahoma, Oklahoma's Greatest Station. Osage cattle ranches are big business and KVOO's Farm Department plays an important part in helping assure their most profitable operation through the dissemination of wanted information. We're 'home folks' with Osage cattlemen and proud of it!

P. S. In case you hadn't noticed, beef is bringing a good price these days. There'll be a lot of new money in the Osage-KVOO market this year.

1. View of part of 1947 Osage Cattlemen's Association Ranch Tour cavalcade.
2. Sam Schnieder, KVOO Farm Editor
3. Barbecue scene on Ranch Tour.
THE CORN IS RIPE early this season—due to the spring rains. So BROADCASTING harvests its 1948 crop, and serves notice of no more planting until next year. Right off the cob are these girls having “fun” during the WCAU-TV Philadelphia’s “Lit’s Have Fun” series for Lit Bros. store.

NOW THAT THE CROP is harvested, you won’t have to look at any more pictures like this, for instance, of Producer Elliot Gaver (I) and Announcer Fred Millegas of WSYR Syracuse heckling “Fiery Felix” during the “X” Out Fire in Syracuse Campaign.

Gruesome, isn’t it?

NO INDIAN corn this. Preparing a commercial for Shawmut Bank’s seven shows on WBZ-TV Boston are (l to r, standing) Joseph Dephoure, camera; Jack Stein, makeup; Rogers model; the Shawmut Indian. Seated, Richard Williams, Shawmut advertising manager; John Barry, v.p.

WELL, MAYBE you gotta be a ham to be a good special events director. Here goes Jack Paige, in that capacity, obviously, for Mutual, on his way to Philadelphia for the Convention.

LITTLE LIFE left in this NBC-“Life” Convention television team after the tumult and shouting had died and the captains and the kings departed. The Democrats will probably awaken these Sleeping Beauties.

NO INDIAN corn this. Preparing a commercial for Shawmut Bank’s seven shows on WBZ-TV Boston are (l to r, standing) Joseph Dephoure, camera; Jack Stein, makeup; Rogers model; the Shawmut Indian. Seated, Richard Williams, Shawmut advertising manager; John Barry, v.p.

SOME FOWL THING flies into Don Bell’s “Don Bell Thing Contest” on KRNT Des Moines (in the Corn State). The rooster was sent in by some old hen that was tired of having him around. He crowed each dawning. (See story, page 18.)

“NATURE BOY” Jack Day, m.c. of WFBR Baltimore’s “Shoppin’ Fun” program, somewhat resembling an unshucked ear of Iowa’s finest, leaps among the ladies attending the show.

“SENSELESS” SIMON, otherwise known as Ernie, takes a breather from his zany WJJD Chicago disc jockey show. He broadcasts from his cell, padded with gifts from fans.

“LITTLE GENEVIEVE” of WLS Chicago’s “National Barn Dance” gets a 15-pound lollipop from Jack McCarthy, veteran of 45 years with Keystone Steel & Wire Co. Yeah, we think it’s silly, too.

HOW CRAZY can you get? “Crazy” Elmer (Jack Bowyer) of WJHP Jacksonville’s “Dixie Barn Dance” seems to have gone about as far as he can go. Or maybe it’s the heat that’s got Elmer.

APING A GORILLA soon to arrive at the local zoo, Frazier Thomas, m.c. of WLW Cincinnati, doesn’t scare WLW’s Ruth Lyons and two youthful admirers in the least. Frazier, named “Susie,” is being purchased through funds raised by WLW, the “Enquirer” and RKO.

HOW CROWD can you get? “Crazy” Elmer (Jack Bowyer) of WJHP Jacksonvile’s “Dixie Barn Dance” seems to have gone about as far as he can go. Or maybe it’s the heat that’s got Elmer.

“SENSELESS” SIMON, otherwise known as Ernie, takes a breather from his zany WJJD Chicago disc jockey show. He broadcasts from his cell, padded with gifts from fans.
Takes all kinds...

For any advertiser who wants to attract a major audience and keep it coming back for more... make conversation and comment among customers... promote prestige, build business and better sales... WPIX presents a wide variety of remote pick-ups and studio productions... children's shows, sports events, pertinent programs for the homemakers, comprehensive news coverage, public service presentations, comedy, drama, movies... offers an unusual opportunity to reach a growing market—well worth the effort now... and from here on in!

For full facts, production costs, and time rates on currently available programs... just write, wire or phone... WPIX, The News Television Station, 220 East 42nd St., New York 22, New York.
The Don Lee Broadcasting System's
Los Angeles Television Station

KTSL (W6XAO)

offers the newest and finest facilities in the world for the televising of your commercial programs and announcements...in the important and rapidly developing Los Angeles market. Detailed information and rates on request. Write or call Sydney Gaynor, General Sales Manager, Don Lee Radio Center, 1313 North Vine Street, Hollywood 28, California.

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr.

Represented Nationally by John Blair & Company
**Video in San Francisco Previewed at Exposition**

"T-DAY" in San Francisco, tentatively scheduled for Dec. 1, had a forerunner at the Bay Area Industrial Exposition, which was held in the Civic Auditorium, July 2 to 9. KGO-ABC presented a comprehensive television preview. General Electric Co. air-shipped two camera-chains to San Francisco for the occasion.

KGO, through arrangements made by General Manager Gayle V. Grubb; Chief Engineer "Shorty" Evans and Robert Laws, advertising, promotion and publicity director, televised live programs in a specially built studio.

Television set manufacturers showed sets in operation.

Blue Wright, program director for KGO, scheduled a special series of programs, which originated in the Auditorium for the television presentations.

---

**VA HOSPITALS RADIO SYSTEM**

**Funds for Installation Needed More Than Bedside**

Receivers, VA Says Unofficially

FIRMS, private groups and individuals who have been donating bedside radios to patients in veterans' hospitals are advised unofficially by New York representatives of the Veterans Administration that their money could be better spent in helping to set up more intra-hospital "radio" systems.

The VA has pointed out that only 45 of 127 veterans' hospitals in the U.S. are equipped for bedside service in the cases of the Spanish-American, are equipped with such devices. In actuality the devices are public-address systems through which programs originating in the hospitals are fed throughout the wards, together with commercial radio pickups from one or two fixed channels, into the patients' earphones. Individual loudspeaker receivers would be objectionable in many hospitals, officials said.

At the current rate the remaining veterans' hospitals will be radio-equipped by January 1950, it was indicated. VA entertainment and recreation officials said that funds now being donated for bedside radio could hasten the process by short-cutting government channels.

Importance of radio to hospitalized veterans was emphasized by Michael J. Wardell, in charge of recreation at 10 veterans hospitals in New York State and Puerto Rico. Aside from the morale-building aspect, radio entertainment is particularly helpful in the therapy of patients for whom bed-rest is vital, as in the case of tuberculosis suffers, Mr. Wardell said.

To co-ordinate and centralize this entertainment program the AFRA Hospital Committee was organized last winter, with Carl Rigrod, Donahoe & Co. radio director, as chairman. Other members include Harvey Marlow, WPIX New York program director; Paul Whiteman, ABC musical director; Ted Cott, WNEW New York vice president and program director; and Clayton Collyer, AFRA president.

Newest "affiliate" in the VA hospital radio system was dedicated on Thursday, June 24, at the Castle Point, N.Y., hospital. Most of the systems have been rented from the Radio Receptor Corp., New York, according to the VA. Others were inherited from the Army and Navy.

**CBC Plans New Toronto, Montreal Radio Centers**

UNDER A $10,000,000 expansion program, Canadian Broadcasting Corp. is to have new radio centers at Montreal and Toronto.

Revenue Minister J. J. McCann has announced at Montreal that the government has bought the Ford Hotel for $2,050,000 and will spend another $1,000,000 to convert it into a radio center for the international shortwave services of the Canadian government and the domestic services of CBC. Building is to be turned over to government in Sept. 15, and shortwave service and CBC are expected to move in about year's end.

At Toronto a radio center is to be built at a date yet to be announced. Revenue Minister McCann reported. At the same time he stated that there will not be a sitting of the Parliamentary Radio Committee this summer, and that international shortwave service is to be extended to Italy, Yugoslavia, Poland, Belgium and Russia in the near future.

**Problems to Be Studied By Television Committee**

MELVIN L. GOLD, chairman of the newly-organized National Television Film Council, New York, has appointed a production committee to study motion picture film problems in regard to television. Members are Jack Glenn, senior director of March of Time; Gene Martel, president, Screen Directors Guild; Joseph Josephson, Jerry Fairbanks Inc.; Nathaniel Zuckerman, Sono-Chrome Productions; Fred Rosen, producer, World Video, and Henry Morley, general manager, J. A. Waurer Inc.

Seymour Peyser of the law firm Phillips, Nizer, Benjamin & Krim, has been retained as legal counsel for the organization.
IT’S STAR POWERED!

IT’S IRRESISTIBLE!

IT’S EAR CARESSING!

IT’S HOLLYWOOD!

IT’S ZIV!
"IT'S SHOWTIME FROM HOLLYWOOD"

WITH A GREAT GALAXY OF STARS . . .

From the opening curtain to the final spotlight, IT'S SHOWTIME FROM HOLLYWOOD sparkles with musical thrills. Starring Freddy Martin...whom The Saturday Evening Post features as "The Man Who Helped Kill Swing"...and a terrific cast of outstanding performers. A colorful, quarter-hour musical-variety show...set to quick-paced tempo...that means pulling power and prestige for sponsors and stations.
The quarter-hour musical-variety show is today's proved high-Hooper technique. Look at these ratings: Chesterfield's "Supper Club" (8.3) — Oxycodol's Jack Smith (9.8) — Campbell Soup's "Club 15" (9.1). Let us show you why IT'S SHOWTIME FROM HOLLYWOOD is radio's greatest buy!

*C. E. Hooper, April 7, 1948

NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP

ONCE AGAIN — "TRANSCRIBED BY ZIV" MEANS: THE GREATEST IN RADIO SHOWS!
EDITOR, Broadcasting:

I have been reading Broadcasting for these many years but never expected to find myself in it. I am so confused to one phase of this complex business that I rely heavily on Broadcasting to tell me what the boys in the back room are doing.

Jack Van Nostrand
Sullivan, Stauffer, Cowell & Eagles Inc.
Hollywood

* * *

Says NAB Muffed It

EDITOR, Broadcasting:

I was especially interested in your editorial "Radio Won, Radio Lost." It's surprising to me that the NAB, as you state, failed to turn a wheel, and, at the same time I have some doubt as to assuming free radio and television is on a parity with the press, as stated by Sen. Lodge. It looks to me like the NAB passed up an excellent opportunity to do something constructive for radio.

Edgar F. Bell
Secretary-Treasurer
Oklahoma Publishing Co.
Oklahoma City

* * *

NAB Story Criticized

EDITOR, Broadcasting:

Your usually excellent publication featured a strangely inept bit of reporting in the May coverage of the NAB convention. An article regarding the code imbroglio refers to Edward Breen's being denied more than three minutes in which to address the group. A further statement reads:

Edward Breen . . . who had rounded up 309 signers to a petition aimed at cancellation of the board's code adopting powers, entered the meeting with blood in his eye as the champion of the opposition. A few minutes later he was a chastened delegate, a lawyer who has been crisply out-maneuvered by Judge Justin Miller, chairman of the meeting.

The reporting is sophomorically inept because it attempts to suggest a parallel between a court-room battle of wits and the code meeting at the same time.

Suggesting that Mr. Breen as attorney for one side of the case was given only a small token bit of time to present his argument—contrary to all principles of Anglo-American jurisprudence.

Suggesting that Judge Miller, as chairman, failed to maintain judicial objectivity but by maneuvering became both judge and opposition attorney—contrary again to all principles of Western law.

And with the article implying such obvious loading-of-the-cards, the writer goes completely naïve with the statement.

They were wondering how such pre-convention vigor could fade in-to on-the-scene-anemia.

If the facts were accurately reported, why did Broadcasting miss the obvious service of an editorial?

Pointing out that there have been enough instances in the American tradition where the lone dissenter or the small minority were right as to require a body of men and women engaged so completely in an estate of democracy as the radio industry to guarantee to any minority more than a token hearing before a court that is both judge and prosecutor?

Judge Justin Miller, with his estimable record in American jurisprudence, would unquestionably concur with this viewpoint.

J. S. Duncon
Tuscaloosa, Ala.

(EDITOR'S NOTE: Mr. Breen was unable to obtain more than three minutes time because—(1) The three-minute limit was announced and published in advance of the meeting to give all a chance to present their views, proponents and opponents alike; (2) the meeting voted overwhelmingly to deny Mr. Breen's request for more than three minutes. The code discussion was not a plenary meeting but was designed to obtain views of delegates prior to final action of the Board of Directors, vested under the By-Laws with full authority to promulgate a code. Therefore, Judge Miller was not performing as a judge but as chairman of the meeting. His function was to conduct an orderly session and to bring out delegates' views. Opponents of the code had been given opportunity to present their position in more than a year of committee sessions as well as at the Atlantic City Convention in 1947.)

* * *

Need to Find the Citizen

EDITOR, Broadcasting:

[Recently] NBC broadcast a dramatization of the 10 biggest news stories of the last century. Among the 10—"Marconi opens a century of science," and Mr. Gould of AP commented that "the 11th story—perhaps the biggest of them all—is what is taking place in the world today."

One of the great problems through the centuries has been to FIND THE CITIZEN. Perhaps more and more we can and we will use radio, particularly the television of tomorrow, to "find" the citizen—here and in every land. If this job is well done, if broadcasters and telecasters do what it seems they could do, the broadcast industry may write the 11th story, the biggest of them all.

John F. Clappgett
Washington, D. C.

Open Mike

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

It's always Harvest Time in Kansas

This month, Kansas farmers are harvesting a rich yield of golden wheat. Millions of bushels are being sold for millions of dollars. All through WIBW-land farm families are buying. They're buying equipment for farms and homes. They're buying more food, more clothing ... more everything. And they're making these purchases by brand name.

That's why it's always harvest time for WIBW advertisers. Twelve months of the year, they reap the rich yield of sales seeds which WIBW has planted deep in the friendly, receptive minds of our vast farm audience. Put WIBW to work for you and share this year-round harvest.

Serving the First Families of Agriculture

Rep.: Capper Publications, Inc.

WIBW
Top of the Kansas
CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Page 46 • July 12, 1948

Broadcasting • Telecasting
LOOK TO RAYTHEON FOR THE FINEST IN FM TRANSMITTERS

1 or 3 KW

250 WATTS

10 KW

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

Broadcasting * Telecasting

July 12, 1948 * Page 47
WE DON'T TRY TO GET SUBTLE (Ky.)!

WAVE doesn't have a Subtle approach—at least not to Subtle, Kentucky, which is too far away to hear us.

WAVE's one and only approach is to the Louisville Trading Area—which does almost as much business as all the rest of the State, combined! And at our low rates, it's obvious that WAVE is your most practical medium of reaching "the mo test" with "the leastest" in Kentucky.

So leave us not beat around the bush—figuratively or literally! Give WAVE a try, and watch the un-Subtle effect on your sales!

LOUISVILLE'S

WAVE

5000 WATTS • 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

Banks Bank on Radio

THE AVERAGE bank spends 20% of its budget on radio, according to a study of bank radio advertising made by Dale Brown, assistant vice president, The National City Bank of Cleveland. The survey took in 11 banks with deposits between $350,000,000 and $500,000,000. Highest of these spent 40% of its budget on radio and the lowest 9%.

Two New Video Sponsors Start on KTLA Hollywood

TWO video firsts in Los Angeles were claimed late last month with entry of Tidewater Associated Oil Co. and the Security First National Bank of that city, via KTLA.

In sponsoring the finals of the National Collegiate Athletic Association's tennis tournament Saturday June 26, Associated took its first step in television. Firm has been long-time sponsor of broadcasts of Pacific Coast Conference sports. Although no specific budget has been set aside for television during the remainder of 1948, Harold Deal, advertising director of the oil firm, said that every effort would be made to get telecast rights to the games of U.S.C. and UCLA. [Broadcasting, June 21]. Buchanan and Co., San Francisco, is agency.

Security First National Bank, through Foote, Cone and Belding, Los Angeles, started June 15 for 13 weeks, weekly two-minute film spot selling its commercial checking accounts. Utilizing a stop-action cartoon effect, produced by Patnin Studios, bank is believed to be first advertiser of its type to use the medium. Telling a story via cartoon, the same spot is being used throughout the 13 weeks. Cost of production is understood to be approximately $350.

Feature (Continued from page 18)

entertainment and supper-clubbing.

After Things quieted down, KRNT Manager Bob Dillion said, "It's the greatest Thing that's happened to us this year, promotion-wise. People all over were saying 'How's Things?' and meaning it."

A few of the choice Things were saved from the dump to send to KRNT's national representative, The Katz Agency, with this note: "Anything can happen in the Midwest... and did!"

Don Bell went off on a vacation after the contest was over, to forget Things, no doubt.

U. S. Chamber Appoints Advertising Committee

MEMBERSHIP of the U. S. Chamber of Commerce Committee on Advertising for 1948-49 was announced last week by the chamber. The committee maintains a working relationship with the advertising industry and related groups and currently is conducting the American Opportunity program designed to give U. S. people means to understand the nation's economic system.

Among members of the committee are Ken E. Dyke, NBC vice president; Edgar Kobak, MBS president; J. Harold Ryan, Fort Industry Co. vice president and treasurer; Kenneth G. Patrick, Advertising & Public Relations Dept., General Electric Co.; Robert M. Gray, advertising manager, Esso Standard Oil Co.; Charles Luckman, president, Lever Brothers Co.; Duane Jones, president, Duane Jones Co.; Gene Flack, advertising director, Sunshine Biscuits; Clarence R. Goshorn, president, Benton & Bowles; William N. Connolly, advertising manager, S. C. Johnson & Son. Committee chairman is Leonard W. Trestler, public policy director, General Outdoor Advertising Co.

WAAM Baltimore Signs As ABC Video Affiliate

ABC last week signed WAAM Baltimore as its 12th television affiliate, rounding out its Eastern video network. The station, managed by Norman C. Kal, will begin test patterns in August and regular programming is scheduled for September.

WAAM will operate on Channel 13 with 31.6 ksw, tower and 20 kw power. Studios and transmitter are located north of Druid Hill Park in Baltimore.

On All Accounts (Continued from page 18)

was getting their innings on off-days.

"There aren't many such days, however, especially as we now have a really BIG lawn, and I'm its favorite nursemaid." Born 31 years ago in Chicago, Bill has refused consistently to stray elsewhere.

To familiarize himself with the newest of media, he started investigating the television potential more than a year ago, and is a charter member of the Chicago Television Council. "I'm now beginning to get the 'feel' of video, and am sure it has a terrific future. It will be the primary phase of radio, which is far and away my favorite medium.

Broadcasting offers a great present and a creative, imaginative and lucrative future."

BOOKLET containing practical instructions on contacting radio stations, building programs, preparing speeches for microphone, etc., has been distributed to 100 regional offices of Palestine Histadrut Campaign in U. S. and Canada, by National Committee for Labor Palestine.
KSL FIRST in NEW HOOPER INDEX!

K. S. SELLLOGRAM

OF THE MILLION PEOPLE IN KSL'S 50-100% BMB DAYTIME COVERAGE AREA, MORE REPORTED LISTENING TO KSL MOST FREQUENTLY OR THE MOST TIME THAN TO ANY OTHER STATION OR REGIONAL NETWORK - MORNING, AFTERNOON AND EVENING.

KAY S. SELL

*KSL HOOPER LISTENING AREA COVERAGE INDEX, SPRING, 1948

This means that to reach ALL of your prospects in the 69-county, 8-state Salt Lake City wholesale distribution area—a $695,000,000 market of over one million people—you'll need KSL. For this is KSL's daytime coverage area, where city dwellers and farmers, retailers, distributors and wholesalers, are all reached by one powerful medium—KSL. Ask Radio Sales for details.

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS
OUTSTANDING showmanship and programming, combined with intelligent merchandising produced these increases. WMPS is consistently increasing its audience at no increase in rates!

FOR YOUR INFORMATION
(as if you didn't know)
Pardon us for Pointing . . .

but look what our Hooper's doing!

The Hooperatings of WMPS for March-April 1948 show the following gains over August-September 1947, the date of our changeover to 680 K.C., with 10,000 watts daytime (5,000 watts night).

<table>
<thead>
<tr>
<th>TIME</th>
<th>PERCENTAGE OF INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON</td>
<td>+ 52.6 %</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.</td>
<td>+112.3 %</td>
</tr>
<tr>
<td>EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.</td>
<td>+ 75.5 %</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON 12:00 NOON—4:00 P.M.</td>
<td>+ 29.5 %</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 8:00 A.M.—4:00 P.M.</td>
<td>+ 73.8 %</td>
</tr>
</tbody>
</table>

WMPS
MEMPHIS, TENNESSEE
Affiliated With The AMERICAN BROADCASTING COMPANY

Represented by TAYLOR-HOWE-SNOWDEN
TO TALK about television in other than superlative is futile. Each month since the war's end has brought new TV firsts, new records, new converts. None can gainsay, however, that this week will close TV's banner month. This happens with the conclusion of the Democratic convention in Philadelphia. This will have ended a four-week span in which two Presidential nominees will have been named and during which a heavyweight championship fight was witnessed by more people than any major sporting event in history.

To the 10,000,000 or so within range of the Convention and fight telectas this wasn't new. But to the many thousands of migrants from the non-video hinterland who attended the Convention and had a chance to see TV for the first time, the effect was startling.

Television thus went nationwide. It struck at the grass roots. The delegates who attended the Convention, the newsmen who saw the miracle of video for the first time, returned home as TV zealots.

In fact, more words were written in newspapers and magazines (and on the editorial pages) about the political revolution wrought by television than about many of the candidates themselves. TV was newsworthy. TV transformed politics into a goldfish bowl.

TV is plagued with problems. There are vexation problems, problems of economics, of programming. There are problems of competition within the radio media and with other media. Each problem will be resolved.

In America, the public gets what it wants.

---

**Port Polito**

STRIVING to reach any port in the erts political storm it had kicked up, the FCC— in between political conventions—has ginerously issued its final decision in the Port Huron case. In theory it decrees that stations may not censor political broadcasts and will be saved harmless, if sued.

In fact, it means nothing of the sort. The FCC mountain that labored so tediously and in such anguish has delivered a mouse of a decision. It came by a split vote of 2-1-1-1. It purports to affirm the highly controversial interpretation of the first amendment to the Constitution of the law. But the ruling is a mishmash. All five voted for renewal of the license of WHLS, which had been on the hook for three years. Four agreed that channels were for the public good and the rule of libel and slander. Two held stations would be relieved of liability, and one (Jones) held four colleagues were utterly off-base.

The upshot is that the broadcaster, faced with what may well be the most sanguine of political campaigns, from alderman to President, is now more confused than ever.

Even the two members (Coy and Dunn) who voted all out to sustain the proposed decision, found it expedient to equivocate. Instead of holding flatly (as did the original majority of four) that stations will be relieved of liability in event of damage suits arising from unlicensed broadcasts, they said it would appear that they will be.

So what does this latest effort at judicial law-making mean? Exactly nothing, legally.

With Comr. Jones we concur. Even if there were a day when it is proven that stations would not be held liable, it would be illegal, for the FCC cannot legislate. Congress hasn't acted. The courts haven't spoken. And several states already have shown their teeth on grounds of Federal trespassing upon states' rights.

What to do? Do as you have done. Accept no speech that is even borderline libel. If possible, get candidates to agree in advance to protect you from damage suits. Act in good faith. Let the FCC sweat it out.

---

**Our Respects To—**

GARRY JOHN CARTER

T ALENT usually crosses the international borders in a northward direction, from the U. S. to Canada. Certainly most disc shows heard on Canadian stations originate in the U. S.

This situation did not seem right to Garry J. Carter, managing director of Garry J. Carter of Canada Ltd., Toronto, who felt that Canadian talent was producing some fine shows which could be discarded and sent across the border southward. So he chose Canada's top daytime show, The Happy Gang, sponsored by Colgate-Palmolive-Peet as a noon-hour Canadian network show for many years, obtained the world rights, except Canada, recorded an international version of the varying half-hour program, and took it south of the international border.

That American advertisers were ready to buy a show, whether it originated in the U. S. or Canada, Mr. Carter found out when in the first year he placed the show on 31 stations in 15 states. The show earned almost as high ratings in the States on local stations as it has been making over ten years on Canadian networks. Chances are good for the program's going live on a national U. S. network soon, he reports.

Garry Carter has been in radio since he went to high school, starting as a singer. Born at Toronto on January 28, 1910, he received his education in Canada's second largest city, and made his radio debut on CKCL, now CKEY. Maurice Rapkin, then program director of CKCL, now a free-lance producer, gave him his first break. From CKCL he went to a number of other Toronto stations as a free-lance singer, and by the time he was 21 years old he had gained valuable experience as a singer, orator and also learned that the most lucrative part of radio was in selling time. He became salesman for Toronto stations, and on many of the shows he sold he was also the featured star.

Early in the '30's he went south of the border, as many young Canadians do, to seek wider opportunities under the Stars and Stripes. He worked with and for a number of time brokers and advertising agencies in Detroit, Chicago, Baltimore, and Milwaukee, picked up knowledge and more confidence in his abilities, then returned to Canada to open Frontenac Broadcasting Agency at Toronto, handling radio advertising exclusively. The agency has grown and changed its name last summer to Garry J. Carter of Canada Ltd. handling all types of advertising. In its development it has travelled widely through—

(Continued on page 54)

BROADCASTING • Telectasing
"I Always Listen While I'm Shaving...."

It's a universal habit in the Portland area—okay, ALMOST universal—to listen to

KOIN KLOCK

and it's a habit that started back in 1930...18 long years ago. Throughout those years

KOIN KLOCK

has had consistent appeal...both for listeners and for advertisers...because of its live talent, its ear-catching music, its informal humor.

KOIN KLOCK

is Portland's wake-up program...on the air from 6:15 to 7:15 six mornings a week.

* At present, time is available on these two outstanding participating programs.


HE'S Mr. Radio OF THE OREGON COUNTRY

but his real name is ART KIRKHAM

who for 20 years has been the chief mogul...the master of ceremonies...the Pooh Bah of KOIN's justly famous program

NEWSPAPER OF THE AIR

with its human-interest stories...oddities in the news...feature stories...and excellent music by KOIN's ten-piece staff orchestra.

Thousands know Art Kirkham as a radio personality...while thousands of others know him personally because of more than 650 talks he has made to representative groups in Oregon and Washington.

Advertisers find this a paying combination*—

ART KIRKHAM and NEWSPAPER OF THE AIR 1:30 to 2:00 five afternoons a week 1:00 to 1:30 on Saturday.
MR. SIMON, executive vice president of WKBW Buffalo, has obtained a release from station, effective July 28. Mr. Simon has not yet announced future plans.

JAMES A. SHAW, has been appointed assistant to broadcasting manager of CFCF in Montreal.

HERBERT BACHMAN, in ABC research department, has been appointed manager of television research network.

BENEDICT GIMBEL, president and general manager of WIP Philadelphia, has been named chairman of television research committee for Democratic National Convention. Committee's aim is to ease stay of delegates and visitors.

JOHN J. HURLEY, general manager of WHEE Worcester, Mass., is the father of a girl, Kathleen.

CARL M. EVERSON, manager of WHBC Columbus, Ohio, and vice president of United Broadcasting Co., has been elected president of Columbus chamber of Commerce.

GLACUS M. MERRILL, president and general manager of WHRB Clarksburg, W. Va., is father of a girl, Kathleen.

WALTER BAZIUK has been named acting station manager of KENN Bakerfield succeeding HAL BROWN, resigned.

MEMBERS of BMB's newly-formed Users Service Committee (BROADCASTING, June 28) announced at its initial meeting in New York late last month. Seated, t o r, are the following committee members and guests: Newman McEvoy, Newhouse & Co., Daniel Deneenholz, The Katz Agency; Richard Rettig, American Home Products; Elizabeth Black, The Joseph Katz Co.; Hugh Felits, BMB; C. Burt Oliver, Foot, Cone & Belden and BMB director; Linnea Nelson, J. Walter Thompson Co. and BMB director; Sherman Gregory, Campbell Soup Co.; Mary Dunleavy; R. J. Reynolds Tobacco Co. Standing, t o r, are: Hugh Higgins, NAB; John Churchill, Cort Langley and Philip Frank, all BMB; E. P. H. James, MBS and BMB director, and Kenneth Godfrey, AAAA. Committee members not present for the picture were: Oliver Capelle, Miles Laboratories; John V. Sandberg, Kraft Foods Co.; Harlow Roberts, Goodkind, Joyce & Morgan; Winslow Case, Campbell-Ewald Co.; Hugh Boice, WXQR New York; Ingalls Taylor, WEBO Harrisburg; John Outler, WSB Atlanta; Eugene Katz, The Katz Agency, and Z. C. Barnes, MBS.

FM PERMITS

CONSTRUCTION PERMITS for five Class B FM stations were announced by FCC last Wednesday, along with new permits issued to two FM affiliates. WABF-FM Mobile, Ala. to change call letters. The Commission also authorized frequency from Channel 300 (107.9 mc) to Channel 271 (102.1 mc), and KUAQ-FM Sloan Springs, Ark., to move from Channel 248 (96.5 mc) to Channel 289 (105.7 mc).

5 New Class B Outlets Are Given CP's

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Two applications for non-commercial educational FM stations were dismissed for "failure of prosecution." They were those of BMB's Standing, Committee members not present for the picture were: Oliver Capelle, Miles Laboratories; John V. Sandberg, Kraft Foods Co.; Harlow Roberts, Goodkind, Joyce & Morgan; Winslow Case, Campbell-Ewald Co.; Hugh Boice, WXQR New York; Ingalls Taylor, WEBO Harrisburg; John Outler, WSB Atlanta; Eugene Katz, The Katz Agency, and Z. C. Barnes, MBS.

Respects

(Continued from page 58) out Canada and has visited most Canadian stations. Soon after the war Mr. Carter decided that it was time to show American radio listeners that there were some good shows on the air in Canada. This summer he signed a contract with Bert Pearl, manager and star performer of The Happy Gang to record the show and sell it as a transcribed program coming into Canada, except Canada. It was a major venture in Canadian broadcasting, for the show is one of the highest paid in the world. It has been rated first or second for many years on the Elliott-Haynes ratings among Canadian daytime shows.

With faith in the show, he formed a private company, Garry J. Carter Inc., with offices in New York, and joined forces for distribution of the show with Charles Michelon Inc. Largest contract was with foremost station of Jacksonville, Fla., who used the show in 15 Southern markets last year.

With The Happy Gang now well established, the couple of United States Canadian S. A. border he has started a new venture in Canada and formed the Canadian Record Processing Corp., which will handle master discs coming into Canada. His agency produces unusual shows for local advertisers and some national accounts.

Garry Carter lives broadcasting. He did take time out last year to marry Dorothy May Peter of Toronto, and occasionally likes to play golf and go horseback riding. He likes to reflect that he was associated with and assisted Jack Cooke, now president of CKY Toronto, and Ken Sibley, now owner of CHML Hamilton when they were on their way up as time salesmen.

If ever an award is given in Canada for keeping Canadian talent in Canada but exporting its product to radio stations throughout the world Garry John Carter will be among the finalists for the award, if not the winner.

WBBC-FM Methedha, Md.—Class A; No. 276 (175.1 mc); 200 w; 100 ft.

WEIM-FM Fitchburg, Mass.—Class B; No. 284 (194.7 mc); 1 kw; 410 ft.

WCRF Pontiac, Mich.—Class B; No. 234 (99.5 mc); 20 kw; 500 ft.

WJAX-FM Jackson, Miss.—Class B; No. 275 (102.9 mc); 1 kw; 170 ft.

KCFM Kansas City, Mo.—Class B; No. 235 (154.6 mc); 54 kw; 1,100 ft.

KBON-FM Omaha, Neb.—Class B; No. 235 (98.7 mc); 1 kw; 300 ft.

WHFY-FM Hidew, N. D.—Class B; No. 275 (102.8 mc); 210 kw; 960 ft.

WEDD-FM Roanoke, Va.—Class A; No. 235 (99.4 mc); 1 kw; 100 ft.

WKAL-FM Romney, W. Va.—Class B; No. 239 (96.7 mc); 1 kw; 800 ft.

WHPI-FM Shadyside, Md.—Class B; No. 281 (104.1 mc); 5.5 kw; 460 ft.

WEXN-FM Athens, Ohio.—Class B; No. 279 (103.7 mc); 47 kw; 270 ft.

WDFH-FM Chillicothe, Ohio.—Class B; No. 298 (107.5 mc); 1 kw; 340 ft.

WTTM-FM Pittsburgh, Pa.—Class B; No. 268 (91.5 mc); 1 kw; 515 ft.

WHRM-FM Memphis, Tenn.—Class B; No. 285 (136.1 mc); 16 kw; 410 ft.

WBBH-FM Knoxville, Tenn.—Class B; No. 282 (100.2 mc); 2.7 kw; 315 ft.

WLOG-FM Logan, W. Va.—Class B; No. 271 (103.3 mc); 2.8 kw; 100 ft.

KPDZ-FM Alexandria, La.—Class B; No. 235 (98.7 mc); 47 kw; 215 ft.
Three Beauties of the Deep South

1. **SHADOWS-ON-THE-TECHE**, ancestral home of artist Weeks Hall, New Iberia, Louisiana. Built in 1830, said to be most photographed home in the United States.

2. **SALT MINE** of International Salt Co., Inc., Avery Island, La. Latest reports show Louisiana 4th in U.S. salt production with 1,867,689 tons—another reason why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. **WWL's COVERAGE OF THE DEEP SOUTH**
   50,000 watts—high-power, low-cost dominance of this new-rich market.

   The Greatest SELLING Power
   in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
FORTIETH anniversary of Simmonds & Simmonds Inc., Chicago agency, is celebrated with an "open house" at the agency's new quarters at 201 N. Wavles St. F. M. Simmonds Jr. (second from r), founder of the firm, congratulates Phil W. Tobias Sr. (third from l), present head of the agency. Others 1 to r, ore Phil W. Tobias Jr., Milton Mandelson; Merle R. Fuller, vice president in charge of St. Louis office; Albert M. Wolf, vise president of Chicago office; Dale Wilson and Harold Lewis.

Milestones

ABC's cooperatively - sponsored Breakfast Club program, aired Mon.-Fri. 8-9 a.m. CDT, celebrated its 15th anniversary of broadcasting June 23. Program currently is sponsored by Swift & Co., 8:15-8:45 a.m. on 127 stations, and by Philco Corp., 8:45-9 on 242 ABC affiliates. The first segment, 8-8:15, was dropped on Tojo Co. June 25, to be replaced Aug. 16 by Kix, General Mills product.

Mars Inc., through Grant Adv., on July 3 began third year of Curtain Time drama series on 130 NBC outlets, Sat. 7:30-8 p.m. . . . Thrifty Drug Stores, California chain, June 13 celebrated its 10th year of advertising on KECA Los Angeles with special half-hour broadcast featuring radio and film stars. . . . WMID Atlantic City. Mutual outlet, on June 4 marked its first birthday with party for sponsors and friends and series of special event broadcasts. Five-day teaser campaign promoted event. . . . ROAD (FM) on July 1 was one year old. Owned by the Omaha World Herald, ROAD is sister operation to AM station KOWH. Maintaining seven-day week and 16 hour-per-day schedule, KOAD reports number of FM receivers in area has swelled from 20 to over 12,000.

Fifteenth year celebrations were observed in May by the NBC serial. Today's Children, sponsored on 140 outlets Mon.-Fri. 2:30-2:45 p.m. by General Mills; William H. Weidon, vice president of the New York office of John Blair & Co., station representative, and Mrs. Ruth Hardke, traffic manager of WSYR Syracuse, N. Y. . . . Facsimile service of WCAU-FM, Philadelphia Bulletin outlet, has begun its second year of continuous transmission. Station serves local airports and farm markets with two daily facsimile editions of weather data, charts and forecasts and market and farm news.

Franklin M. Doollittle, president of WDRC Hartford, Conn., noted his 26th anniversary with the station in May. Harry Broderick, WDRC control and transmitter supervisor, has begun his eighth year with WDRC. This month Ralph Ingraham and John Champion, transmitter operators, mark their seventh and sixth anniversaries respectively with WDRC. . . . Ronald Dawson, head of Ronald Dawson Assoc., New York, radio production firm, June 10 celebrated his 21st radio birthday. . . . Dinner celebration highlighted fifth anniversary of the Esso Reporter newscasts on WSJS Winston-Salem, N. C., in early May. Esso Standard Oil sponsors programs through its North Carolina division.

FM station KMUS Muskogee, Okla., completed its first year of operation May 28. . . . May 15 was 10th anniversary of La Hora Mexicana, Spanish music program conducted by Sr. Jacinto Orozco on 15th anniversary of Simmonds & Simmonds Inc., Chicago agency, is celebrated with an "open house" at the agency's new quarters at 201 N. Wavles St. F. M. Simmonds Jr. (second from r), founder of the firm, congratulates Phil W. Tobias Sr. (third from l), present head of the agency. Others 1 to r, ore Phil W. Tobias Jr., Milton Mandelson; Merle R. Fuller, vice president in charge of St. Louis office; Albert M. Wolf, vise president of Chicago office; Dale Wilson and Harold Lewis.

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HERE IS "PROGRAMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE

More features, more convenience, better construction,— these all add up to the best operation in your station.

Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.

Gates
Radio Company
Quincy
Illinois

IN '49 IT'S THE GATES LINE

Washington, D.C. Gates Radio Company, 13 E Street N.W. Tel. Mel-6532
Houston Houston Radio Supply Co., Clay at LaBranch Tel. CA-9909
Atlanta Specially Distributing Co., 425 Peachtree St. N. E. Tel. AT-4406
Montreal Canadian Marconi Company
Los Angeles Gates Radio Co., 1681 McComb Ave., Pomona Tel. LY-2-8910
New York Westinghouse, 40 Wall St., New York City Tel. WH-2421

BROADCASTING • Telecasting
July 12, 1948 • Page 57
The partners (to r.), Messrs. Taggart and Young.

"KBKI SELLS IN 42 WONDERLAND* TOWNS!" said Alice

"But I never heard of Skidmore or Freer or Orange Grove," objected the Timebuyer. "Are you sure they're towns?"

"Of course I'm sure," said Alice, "because local merchants in Skidmore and Freer and Orange Grove and 39 other towns and small cities in Wonderland have paid us good money for KBKI advertising since last November. Those are the places where Wonderland folk spend all that money they get for their cattle and oil and grain and cabbage. So of course those local merchants advertise on the station their customers listen to most."

*WONDERLAND: that rich collection of roses, farms, oil fields and communities where KBKI is on the air.

ABC Rebates

REBATES by ABC for cancelled commercial time and talent costs during the Republican National Convention were placed last week at $27,153 by the network. Coverage costs to ABC were $60,000. Inadvertently, losses to ABC through cancelled commercial time and talent costs were reported by Broadcasting, July 5 as $325,779.

Mr. Hansen blows fiercely in an effort to drown out District Judge Chase as he reads restraining order preventing Mr. Hansen from future horn blowing on the air.

MAL HANSEN, WOW Omaha farm service director, is also a trumpet player and had a chance to perform, by popular request, recently on WOW Calling. However, he won't be able to do it again because a restraining order has been served to prevent it.

The gag started as a result of "pseudo-feud" between Mr. Hansen and WOW Calling gang. When Bill O'Hollaren, who scripts the show, learned Mr. Hansen played trumpet in his high school band, listeners were asked if they wanted to hear him do a solo. Cards poured in and Mr. Hansen played.

At rehearsal it was discovered his horn would play only A-flat. Mr. Wells then arranged a special arrangement of "Liebestraum" in which Mr. Hansen played his A-flat and the rest of the tune was played by the orchestra.

District Judge Jackson B. Chase prepared and read, under the auspices of the WOW news room, the restraining order which forbids a repeat performance. Now Mr. Hansen must confine his activity to farm service.

KEX Portland is offering its facilities to Western Baptist Theological Seminary for its special summer session in religious radio production. Session will continue until July 23.

'GABRIEL' HANSEN

Court Order Restrains Trumpet Activities
**NETWORK BOXSCORE**

| Number of commercials on the four nationwide networks, May 31 | 299 |
| Number of network commercials starting during June | 5 |
| Number of network commercials ending during June | 0 |
| Number of commercials on the four nationwide networks, June 30 | 242 |

**June Additions**

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
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<tbody>
<tr>
<td>Coca Cola Co.</td>
<td>Songs by Morton</td>
<td>NBC Tue.-Thurs.-Sat.</td>
<td>D'Arcy</td>
</tr>
<tr>
<td>Fruehauf Trailers</td>
<td>This Changing World</td>
<td>Sun. 3:31 p.m.</td>
<td>Zimmer-Keller</td>
</tr>
<tr>
<td>John Morrell &amp; Co.</td>
<td>The Lassie Show</td>
<td>Sat. 5:15-5:30 p.m.</td>
<td>Henri, Hurl &amp; McDonald</td>
</tr>
<tr>
<td>Baxell Co.</td>
<td>Phil Harris-Alice Faye</td>
<td>NBC Sun. 7:30 p.m.</td>
<td>BDDO</td>
</tr>
<tr>
<td>U. S. Tobacco</td>
<td>Takes a Number</td>
<td>MB Sat. 5:30 p.m.</td>
<td>Knudsen Agency</td>
</tr>
</tbody>
</table>

**June Deletions**

| Brown & Williamson | Red Skelton | NBC Tues. 10:30-11 p.m. | Russell M. Seeds |
| Compone Sales | First Nighter | CBS Thurs. 10:30-11 p.m. | Wallace-Jerry |
| Campbell Soup | Double or Nothing | CBS Mon.-Fri. 7:30-7:45 p.m. | Ward Wheelock |
| *Campbells Soup | Club 15 | CBS Mon.-Fri. 7:30-7:45 p.m. | Ward Wheelock |
| *Campbells Soup | Edward R. Morrow | CBS Mon.-Fri. 7:30-7:45 p.m. | Ward Wheelock |
| *Cela, H. C. | Omega Show | CBS Sun. 3:30 p.m. | Gardner-Adven. |
| *Clary Multiplier | Newsweek Looks Ahead | ABC Sun. 7:45-8 p.m. | Brinches, Van Nordman &Staff |
| F. W. Fitz Co. | Phil Harris-Alice Faye | CBS Sun. 7:30-8 p.m. | L. W. Ramsey |
| Ford Motor Co. | Ford Theatre | NBC Sun. 5-6 p.m. | Kenyon & Eckhardt |
| *General Foods | Jubilee Jamboree | ABC Fri. 9:30-10 p.m. | Young & Rubicam |
| *International Silver | Abe Burrows | CBS Sat. 7:30-7:45 p.m. | Lambert & Fonley |
| *Lambert Pharmacal | My Friend Irma | CBS Mon. 10-10:30 p.m. | Young & Rubicam |
| *Lever Bros. | Paramount Playhouse | CBS Fri. 8:30-9:30 p.m. | Young & Rubicam |
| *Ludens Inc. | Strike It Rich | CBS Sun. 9:30-10:30 p.m. | Young & Rubicam |
| *Johns Manville | The News | CBS Sun. 9:30-10:30 p.m. | Young & Rubicam |
| National Bisquit | Pat Patterson | ABC Mon. 3:30-4:30 p.m. | McCann-Erickson |
| Nestle's Milk Products Inc. | The Night Town | ABC Mon. 4-4:15 p.m. | Compton Adv. |
| Nexcorbestos Chemical | Mary of the Town | ABC Wed. 8-8:30 p.m. | Sullivan, Stiffler Correll, Bayles, Ruthrauff & Ryan |
| *Pharmco | Charlie Chan | CBS Mon. 8-8:30 p.m. | Wm. H. Weintraub, Dresser-Fitzgerald-Sampson |
| *Piedmont Shirts | William Shiner | CBS Mon.-Fri. 7-7:15 p.m. | Dresser-Fitzgerald-Sampson |
| *Procter & Gamble | Bob Hope | CBS Mon.-Fri. 7-7:15 p.m. | Browing Co. |
| *Procter & Gamble | Jimmy Durante | ABC Mon.-Fri. 7:30-8:30 p.m. | William Esty |
| *Proctor & Gamble | Screen Guild Players | CBS Sat. 7:30-8 p.m. | William Esty |
| *R. J. Reynolds Tobacco Co. | Screen Guild Players | CBS Mon. 6:30-7:30 p.m. | Roy S. Durline |
| *Standard Laboratories Inc. | Screen Guild Players | CBS Mon. 6:30-7:30 p.m. | Eckhardt |
| *Trico Cloth | Sherlock Holmes | CBS Sun. 7-7:30 p.m. | Wm. H. Weintraub, Dresser-Fitzgerald-Sampson |
| *Tucker Corp. | Speak Up America | ABC Mon.-Fri. 4-4:15 p.m. | Dresser-Fitzgerald-Sampson |
| *Wesam Oil & Snowdrift Sales | Snowdrift Sales | ABC Mon.-Fri. 6:30-7:30 p.m. | Dresser-Fitzgerald-Sampson |

**June One-Timers**

| Ballantine | Zane-Graziano | MB Wed., June 9 | J. Walter Thompson |
| Gillette Safety | Louis-Wallott | ABC Fri., June 25 | Mason Int. |
| Rotor Co. | | | |

**Tube Sales Decline**

SALE of radio receiving tubes in May dropped seasonally from April's 18,675,364 to 14,906,067, about the same as in May 1947, according to Radio Mfrs. Assn. Tube sale by RMA members totaled 64,381,981 in the first five months of 1948, according to RMA. Of May sales, 11,04,658 went for new sets; 2,877,213 for replacements; 909,497 for export; 105,726 for government agencies.

**Staff Members Named For WLIV-FM Providence**

COMPLETE staff of WLIV-FM Providence, R. I., has been announced by Augustus M. Wilson, president and general manager.

Other staff members, in addition to Mr. Wilson, are, Ellsworth E. Rhodes, program director; Gus Parmet, formerly with WTUX Wilmington, Del., sports director, and Len Altman, formerly with WNAF Providence, news director. Paul Lester, formerly with WTUX, and Art Gordon, formerly with several ABC stations, including WFCI Pawtucket, R. I., are staff announcers. Sue Reid is in charge of promotion and also does a farm program.

The engineering staff is headed by Joseph Jacobowski, aided by Edward Holley and Alfred Green.

Station is licensed to Colonial Broadcasting Co. and has been operating on Channel 299, 107.7 mc, with 20 kw since March 15.

**XEO to 1 kw**

XXEO Matamoras, Mex., 970 kc, will increase its power from 750 kw to 1 kw on or about Aug. 1, Sr. Jose Maria Gonzalez, station owner and manager, has announced. New equipment being installed includes a new transmitter and a 255-foot vertical antenna. XEO is a fulltime Spanish-language outlet.

**Texarkana’s best radio “buy” . . . More listeners in the Texarkana area (daytime or night) than all other stations combined.**

Frank O. Myers, Mgr., KCMI and KCMC-FM

---

**TWO FOR ONE**

WDIG’s Stunt Helps Promote Dothan’s ‘Dollar Days’

Two dollars for one, and business was brisk.

TWO-DOLLAR bills were sold for $1.00 apiece during special events broadcasts on WDIG Dothan, Ala., as a feature of Dothan’s recent city-wide “Dollar Days” sale.

Several persons, apparently skeptical, declined the 2-for-1 offer on the day of the first broadcast, WDIG reports, but on the second day it was necessary to call for additional policemen to keep the town’s main street open for automobile traffic.

**RESERVES unit of Armed Forces Radio Service, has been formed, with headquarters in Los Angeles. New group will be open to all qualified officers and enlisted men now in the reserve. Headquarters are at 576 S. Spring Street.**
He who pays the piper...

...calls the tune

and on WATV it's the merry jingle of cash registers when your product reaches the thousands of JUNIOR FROLICS television fans who daily at five line up to follow Uncle Hal's film funnies and cartoons.

WATV channel 13

serving New York and New Jersey with 50,000 watts of effective radiated power.

Page 50 • July 12, 1948
The always dependable Westinghouse 5,10 Kw AM Transmitters

Your Westinghouse transmitter is backed up by twenty-seven years' experience in broadcast supervisory control design—sixty years experience in industrial supervisory control design.

That experience, together with the uncompromising Westinghouse standards of manufacturing quality, guarantees you the most advanced, most complete transmitter supervisory control system available today.

Complete Protection... the transmitter is protected against the effect of abnormal conditions, such as overloads, undervoltages, and insufficient forced-air cooling.

Complete Indication... pilot lights indicate circuit operation and the source of abnormal conditions... momentary interruptions, even though automatically reclosed, leave a light "on"... for later inspection.

Complete Sequence Interlocking... maintains proper sequence in the application of power when control is automatic, and prevents improper sequence when manual control is used.

Complete Utility... all supervisory indicators and controls are on the front panel of the transmitter, in plain view and ready for use. These are important details in Westinghouse transmitters that help to safeguard your investment. They are further evidence of the sound Westinghouse design that keeps you on the air, cuts your power costs and increases maintenance economy.

Ask your Westinghouse salesman to demonstrate how these extra features can be used to your own profit. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Penna.

Here are more features...
- Surge-proof metal rectifiers... unlimited life, no replacements.
- True cubicle construction... lower installation cost... easier to inspect and service.
- Single blower cooling... only one external blower, supplied in duplicate, cools entire transmitter. (Spare blower included.)

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

Mr. E. S. Mielke can help you in the New England District
Your Westinghouse salesman has at his fingertips complete facilities to help you with all your broadcast problems... from planning to operation. Mr. E. S. Mielke, one of several Westinghouse electronic sales engineers, assists him throughout the New England area. His broad experience as a radio engineer with the World-Wide Broadcasting Corporation, five years as a radio maintenance supervisor for Pan American Airways throughout South America, and with Westinghouse since 1944, qualify him very well for this work.
Pay no more

for 1,000 homes!

Yes, only 54 cents buys you 1000 potential radio homes... in the best listening hours... in Canada's richest market!

Plenty of advertisers have proved these "potential" CFRB homes are really there, too! Local advertisers... who are in a position to check day to day results from their radio advertising... report solid success with CFRB. So do national advertisers!

Compare CFRB's Bureau of Broadcast Measurement standing and Elliott-Haynes ratings with those of other stations in the Toronto area. You will see that on CFRB you reach more homes for every dollar you spend.

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

Between 6 and 7 p.m. you buy 1000 potential homes on CFRB for 36c.

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

Make your radio dollar work hard for you—one CFRB! You'll reach more potential radio homes for less money... and you'll get results!


CFRB
TORONTO
Ontario's favourite radio station
REALTY RADIO

Medium Effective, Realtors Find

By MARIE FORD

WHILE men in the real estate business must know their community and the values of its properties, the realtor who is to achieve outstanding success must in some way substantiate his name as a household word in the local real estate world and he must also convince the public that his organization is an active one that produces results. In other words, it's up to the realtor to go out and get the business by means of successful selling methods.

What constitutes effective selling methods is to a large degree determined by the realtor's objectives and by the character of the community. That radio is an effective approach was forecast on Aug. 28, 1922, when the Queensborough Corp. used the facilities of WAEF New York to extoll the advantages of its developments in Jackson Heights, paying $100 for ten minutes of airtime.

Quite aside from the historical significance of this event, it is noteworthy that the corporation produced a phenomenal return for its sponsor. Since then many realtors have found that radio is the pass key that unlocks the door to increased sales.

For a realtor appraising returns from use of radio, or for a realtor contemplating a radio campaign, the first consideration is whether such a campaign is or will be successful. It was with just such an attitude that the L. B. Frederick Co., Inc., Oakland, Calif., went on the air in March 1941 with a Mon-Sat. five-minute program on KROW at 12:30 p.m. Always a firm believer in advertising, Mr. Frederick had spent more than $600 a month in newspaper advertising and a five-minute program on KKXT was started.

Planning Important

In his opinion this venture into radio was a success from the very start, both in terms of sales and in listings. According to Mr. Frederick, the series produced (1) prospects, i.e., excellent leads, interested in doing business and financially able; (2) profit, with deals actually closed showing a profit of more than $1,400, or an average of more than $40 a day, and (3) listings which were excellent prospects for future sales.

Beyond this, Mr. Frederick stressed a very significant point in connection with broadcast advertising. "This program," he said, "gave my business a new human interest appeal to the point that, wherever I went, I could sell with a smile."

For example, the realtor of Trader Fred, the name of the character featured on the series. Naturally it created confidence and good will which helped my sales force to achieve with the least possible resistance.

The experience of this firm and others point up the necessity of a planned radio campaign. To be successful, one of the first essentials is a purpose. "Above all," said Linn P. Campbell, president of the Byron Reed Co. Inc., Omaha, "the realtor should decide what he wants to achieve through his radio time. There are several phases of the real estate business that can be benefitted by radio advertising, and the best evidence of our opinion on the subject is our consistent use of the medium."

The Byron Reed Co. was established in 1856 and covers city real estate, brokerage sales, praisals, city property management, farm sales and insurance. When it started using radio around 1937, its twice-weekly spot announcements on WOW Omaha were to secure property listings and to acquaint the public with its active sales organization. In general, this emphasis on getting listings has become increasingly important for realtors, since the lack of new construction and the fact that demand has been greater than supply has made it difficult to get listings.

There is no question in the mind of Mr. Campbell that the firm received excellent results from its radio advertising in its drive to secure listings, and the campaign also did a great job in establishing the name of the firm as a household word in the real estate world in its part of the country. It is significant that in all its radio campaigns the firm had a specific purpose, and on this basis it not only secured city listings, but, through the facilities of rural area stations, it secured farm sales and listings and also has successfully sold insurance.

Constant Use

Another factor which contributed to Byron Reed's success is its consistent use of the medium. The campaign is what produces the effect the advertiser wants to achieve.

Jack Wehner, Denver realtor, also holds with the theory of the value of consistent effort. He was the first Denver realtor to use radio as a method of obtaining direct sales of residential property. He began with three spot announcements a day in 1942, and reduced the campaign to a single spot devoted to indicated the possibility of real property through radio. When the wartime paper shortage restricted the amount of newspaper space for real estate listings, Mr. Wehner went into radio on an extensive scale. Direct returns more than justified the costs.

Returns at first were not phenomenal. There were a few direct calls after each broadcast, but it was nothing sensational. However, after a year of concentrated radio advertising the firm reached the largest volume for a like period since the business was founded. Radio advertising was given credit for more than half of 500 real estate deals completed in a single month. That's a graphic illustration of the value of consistency.

Short-Term Campaigns

This is not, of course, to discount the opportunities for broadcast advertising in connection with short-term campaigns. For example, Henry DeLugach, Oakland, Calif., realtor, used radio and newspaper in combination over a six-month period to promote a real estate development in Concord, Calif., which featured G.I. lots.

When the Denver Real Estate Exchange launched a campaign to (1) establish the term "realtor," and (2) create a backlog of real estate business for the industry, it successfully used a spot announce-campagne on five Denver stations in combination with newspaper, billboard and street card advertising.

A striking example of the impact of a short-term campaign comes from Frank L. McGuire, in connection with the opening of a Seattle office. Over a 21-day period, the firm's message was heard on three stations 200 times, and the campaign developed (1) a sales organization of 100 salesmen, (2) scores of listings and (3) $1 million in sales.

Where can radio be used successfully is a significant question. The size of the community seems to be relatively unimportant. In Portland, Ore., Mr. McGuire is on the air about 200 times a month. While his advertising budget of $100,000 a year is divided between billboards, newspaper classified advertising and radio, he gives to radio most of the credit for the sale of more than 2,900 homes in Portland through his organization between 1917 and 1946. "I am firmly convinced," he says, "that you can contact more people per dollar invested over the radio than through any other medium. Your message reaches individuals and groups with whom it would be impossible to make contact in any other way."

Realtors both in larger and in smaller communities have found radio a successful advertising medium. In Yakima Wash., realtor, Robert L. Saxon, used a 15-minute man-on-the-street program, five times a week, to obtain farm and orchard listings at the season of the year they were obtainable and to secure city homes and property the year around. At a time when listings were extremely hard to get, Saxon listings showed a definite increase.

In Conneaut, Ohio, to cite another example, the I. J. Miller Realty Office found that a year-after-year schedule on WICA Ash- tahula was $1,400, and listings were among the rural population to which the program was beamed. In Tulsa, Okla., the Dennis Flourney Real Estate Co., found that a news program on KTUL was a successful advertising medium. In Washington, D. C., Leo M. Bern- stein & Co. diverts almost its entire advertising budget to radio.

The list of these examples also indicates that radio can be successfully used in all parts of the country.

Many Factors Involved

How, specifically, to use radio, regardless of the size of the community or the geographic area, depends upon the realtor's purpose, the advertising budget available, and many other factors. Most realtors seem to prefer spot announce-camps. For example, Leo M. Bern- stein's radio budget is entirely diverted to spot announcements. Morning and night, daily and Sunday, its message is on the air, and from each segment of the day are directly traceable to its radio schedule. Dynamic, short spot announcements are also the key to the radio campaigns of Frank L. McGuire.

While both of these firms use a heavy schedule of spot announce-camps, much more modest campaigns have also been effective. For example, the H. A. Wolf Co., Omaha, successfully used one-night-
ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

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

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

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

WHAT THE SYSTEM DOES FOR YOU...

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.
- Provides high fidelity performance:
  - Less than 1% distortion from 50 to 15,000 cycles.
  - Noise level better than 65 db.
  - Frequency response well within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.

Limiting Amplifier designed by General Electric for efficiency plus. Like all G-E audio equipment, it fits into standard cabinet rack.

G-E two-studio ConSOLEtte contains all controls needed for split-second control of two studios, an announce booth, two turntables, eight remote lines.

S-T TRANSMITTER

- Conservatively rated 10 watts output. Continuously adjustable 1 to 10 watts, for maximum tube life.
- Remarkably easy installation.
- Single unit. Entire transmitter is complete within its cabinet. All maintenance done under comfortable indoor conditions.
- Low power consumption: 675 watts total input.
- Can be tuned and adjusted without special test equipment.
- Instant accessibility. All meter and tuning controls immediately at hand when front doors are open.
- Rear doors interlocked for maximum safety to personnel.
- Simple and easy to change tubes.
- Full overload protection with automatic reclosure in case of momentary power supply failure.
- External pre-emphasis unit for cabinet rack mounting.
for dependable broadcasting

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

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

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ATLANTA 2, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
149 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 2431

DALLAS 2, TEXAS
1801 N. Lamar Street
ED 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 4, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamman Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1900-1301
Security Title Insurance Bldg
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2241

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1331

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SALT LAKE CITY 9, UTAH—200 South Main Street
SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

For fast service call G. E.
Swift Success

(Continued from page 8)

through Thursday, from July 5 to Oct. 8 of 1943, then added Fri-
day for the period through De-
ember 1944. Philco picked up this 15-minute segment Sept. 3, 1945, and has been buying it ever since.

The 8 to 8:15 period, Monday through Friday, was purchased by Kaya Daumit Inc. (shampoo) Sept. 2, 1946. When this contract expired Aug. 29, 1947, the Toni Co. (home permanents) stepped in and sponsored Breakfast Club's opening quarter-hour until early last month when the company an-
ounced it would cancel out, ef-
fective June 25. Less than a week after Toni's cancellation General Mils signed a 52-week contract for Kix, and will take over Aug. 16.

Breakfast Club net time billings by ABC have been multiplied 10 times since Swift & Company first saw its commercial possibilities. Although the company and network both refused to give out exact figures as to this increase, BROAD-
CASTING obtained the following combined time and talent figures from an unimpeachable source:

** NBC 1941 $ 299,310**

1942 337,769
1943 441,131
1944 1,219,693
1945 1,150,486
1946 2,068,681
1947 2,095,175
1948 827,504**

** NBC 1941 $299,310**

1942 271,918
1943 441,761
1944 503,509
1945 677,666
1946 733,091
1947 977,094
1948 292,248**

* NBC ** First three months

Talent figures were not available.

Don McNeill and Breakfast Club completed 18 years on the air June 23. Since his inaugural, Don has been chosen America’s “fa-
vorable m.c.” for three years run-
ing by a nationally circulated magazine, and has been awarded honorary degrees by two colleges. He receives between 6,000 and 10,
000 letters monthly. A recent note was from U. S. Supreme Court Justice William O. Douglas, writ-
ten for his young daughter.

Swift & Company officials frank-
ly admit Breakfast Club has been a “factor contributing to increased sales.” Sales have more than dou-
bled since the company first spo-
sored the program in 1941, ($1,-
018,000,000 in 1941 as compared with $2,248,766,634 in 1947). The 1947 total represents a 71% in-
crease over 1945, and an all-time company record.

Los Angeles, July 12, 1948

Swift & Company officials con-
menced their campaign to時に
young nurses, who were among the first women to answer a call for volunteers to help in the war effort. The food campaigns were a part of the "Swift's 10-10-10" plan, which aimed to boost food sales and support the war effort. The campaign involved buying a box of Swift's products and donating the box to a service organization. This was done in an effort to help the war effort and also to support the nurses who were working on the front lines. The campaign was seen as a way to show appreciation for the work done by the nurses and to encourage people to support the war effort through their purchases. The campaign was a success and helped to boost sales at Swift & Company. Swift's Ice Cream Spot campaign

Radio Director Bill Fisher, former continuity chief at WGN, the Chicago Tribune station, does a crack coordinating job for Mr. Beatty. He is assisted by Dave Wil-
der, previously an announcer, ac-
tor and producer at WSUI Iowa City.

Founder of Swift & Company was Gustavus Franklin Swift (1839-1903), a native of Barns-
able, Mass., who started in busi-
ness with a $20 loan from his father, William Swift, a farmer. Young Swift bought a heifer with the original capital, killed and dressed it, and peddled the meat about his neighborhood in a red wagon, drawn by one horse. He cleared $10. The outgrowth of this enterprise last year had a sales total of $2,248,766,634.

New Delegate

A NEW NAME was added to the signers of the Declara-
tion of Independence on July 3, 1948. The name was Arthur Godfrey. The CBS entertainer was m.c. at the Washington Monument Cer-
tennial celebration, and was seated on the reviewing stand with President Truman and other state and military digni-
taries. One of the floats was passing out copies of the Declaration, and suddenly Mr. Godfrey found himself besieged with requests for his autograph—on the doc-
ument. So now Arthur God-
frey is one with Thomas Jefferson, John Hancock, Ben Franklin and the rest.

"QUORUM OF FARM RADIO FORUM," fall and winter program presented by Canadian Broadcasting Corp., has re-
ceived first award of Henry Marshall Tolley trophy for distinguished service to adult education. It is a program designed to adapt itself to needs of people for the "most effective in promoting active participation in hun-
derstanding of the agricultural project for improvement of rural life."

A RADIO HEAD—

Montana-born, educated

MYRNA LOY

Movie Actress

MONTANA HEADLINERS

The ART MOSBY STATIONS

KGV OR KANA-KGMF

MISSOULA

BROADCASTING • Telecasting

Page 66 • July 12, 1948
had of it was “last Friday by way of rumor.”

Chairman Coy advised the attorney that the information was available and could have been obtained by asking for it, but a few hours later he corrected himself, saying he had just learned that details of the agreement were not available until recently.

The WBEN-TV counsel complained that his station would like to have rural power, which is higher than metropolitan standards, but would be precluded from it under the agreement.

The agreement was attacked again on Thursday by Attorney Louis Caldwell who questioned the wisdom of taking Channel 13 from Buffalo, with a population of over 800,000, and giving it to St. Catharine’s which has 25,000.

Mr. Caldwell challenged the legality of the agreement, saying that FCC had no right to negotiate it. Chairman Coy assured him he would have a later chance to argue the issue. Shortly afterward, Mr. Coy announced that “sometime in the next week” he would issue a notice for oral argument on that subject and others, including the legality and wisdom of the current hearings.

He said that specific proposals in the present hearings would be finished on Friday (see story page 98) and there would then be a recess until July 26-27 when the general appearances will take place.

R. Morris Pierce, WGAR Cleveland vice president in charge of engineering, provoked a stir by recommending that FCC should give weight to the size of area served in making its channel allocations.

Mr. Pierce, speaking for WGAR, WJW, WNK, Allen B. DuMont Labs. and Cleveland Broadcasting Inc., presented alternative proposals, each designed to increase Cleveland’s channels by altering those of surrounding cities.

The WGAR engineer suggested that the large cities should get all of the present channels since their stations will be operating first and that smaller cities can get high band channels later on.

As voted by FCC Counsel Harry Plotkin if he didn’t think smaller cities should get TV service now, Mr. Pierce insisted that the larger areas should get first consideration.

Other areas reviewed in the Wednesday-Thursday sessions were St. Louis-Clayton, Mo.; Trenton, N.J.; Buffalo-Erie; Elmira-Batavia-Syracuse, N.Y.; Charlotte, N.C.-Johnson City, Tenn.; and Toledo.

Hot in the Ring

WITHOUT throwing its hat into the ring, WDGY Minneapolis-St. Paul found itself right in the middle of the political arena during the Stauffer Dinner Bell program. The program involves telephone calls to listeners, and in the “blind” selection of numbers called at random these names turned up, the station reports: Mrs. H. D. Truman, Mrs. Robert Taft and Mrs. Edwin Dewey.

Philco to Step Up Video Set Output

8,000 a Week Rate Is Predicted Under New Models Are Shown

WITH a $500,000 expansion program underway in the Philco Corp.’s tube department in Lansdale, Pa., Philco officials predicted last week that video set output will be at the rate of 8,000 sets a week, or 400,000 a year, by the end of 1948.

Philco, which last week displayed its 1949 line of radio and television sets in New York for the first time, currently produces more than 4,000 video sets a week, but by September is scheduled to meet the 8,000 production figure.

Estimating that Philco’s 1948 television receiver output would run around 200,000 sets, James H. Carmine, vice president in charge of distribution, said this would represent as much as the total output of the industry last year. He pointed out that the total industry production this year was estimated at around 700,000, and indicated this would be Philco’s 1949 goal.

250 Millions Mark

Retail value of the total output of TV receivers and microwave link and television station equipment will reach $250,000,000 this year, Mr. Carmine estimated. He said demand for video receivers is so great that sets are being sold as soon as they come out of the plant. The bottleneck, he added, is in installation and service. He reiterated Philco’s policy of leaving servicing to the dealers.

Three new television models, 47 radio and radio-phonograph sets, and five two-tone arm sets designed for use of the new Columbia long-playing records, were included in the Philco New York exhibition.

A 12-inch direct-view television receiver, Model 1275, combines FM and AM with automatic phonograph. To retail for $675 in mahogany, the set also is available in blonde mahogany for $685. Model 1240 is a 12-inch direct-view console set, combining both AM and FM, which retails for $424.50 in mahogany, and an additional $10 for the blonde mahogany cabinet. The third video set, Model 1075, includes all of the features of Model 1275, with a direct-view 10-inch picture tube. The price is $595. In the radio and radio-phonograph lines, sets range from $187.50 to $448.50, with special emphasis on FM reception.

Accommodating the new long-playing microgroove records which play up to 45 minutes of music from both sides of a 12-inch record, four of the two-arm sets are console models, and one table combination. They are priced from $124.95 to $469.50.

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 music. 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 stations.

Cowboy Hymns

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

Wire, Write or Phone for Complete Details

HEALTH, HABIT, HAPPINESS

The Elixir

Half a Decade of

The Best

in

Philco products.

World-Wide

Distributed.

REAP THE GOLDEN GRAIN!

— reach the rich buying power of the great American Wheat-Belt. The 9th successive bumper crop harvest is under way—

— it’s one purchase coverage for this rich grain belt, through—

5000 watts X

790 kc X

Colby, Kans.

Represented Nationally by

RURAL RADIO CO.

BROADCASTING * TELECASTING

July 12, 1948 • Page 67
### Allocating

(Continued from page 27)

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**The Nunn Stations**

**KFDA (ABC)** Amarillo, Texas

**WBIR (ABC)** Knoxville, Tenn.

**WLAP (ABC)** Lexington, Ky.

**WMOB (ABC)** Mobile, Ala.

**WCMI (CBS)** Ashland, Ky.

**Huntington, W. Va.**

--- OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN ---

- KFDA, WBIR, WLAP & WCMI—represented by the John E. Pearson Co.
- WMOB—represented by The Braham Co.

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**CHNS**

CALIFORNIA

**NOVA SCOTIA**

IN TWENTY YEARS, PIONEER TO LEADER;
FROM 1000 WATTs TO
5000 WATTs—NOW!

**JOS. WEADE & CO.**

350 Madison Ave., New York
Know What We Can Do

ASK HIM

**BROADCASTING • TELECASTING**
Mutual Aid Pact Signed in L. A.

MUTUAL cooperation pact between W6XAO, Hollywood television outlet of Don Lee Broadcasting System, and the Los Angeles Examiner was announced last week by Lewis Allen Weiss, vice president and general manager of Don Lee and Richard A. Carrington Jr., publisher of paper.

Under agreement, each agrees to make available to the other party joint exploitation, sales materials plus professional and technical staffs. Specifically, paper will derive four daily station break telecasts of the Examiner masthead. Examiner-sponsored events such as the Olympic Game swim tryouts, professional football games, etc., become exclusive for station. W6XAO also will make available any of its owned film to the Examiner. KFJ standard Don Lee outlet will give Examiner credit on all newscasts as one of its news sources. City desk of paper and newsroom of stations will exchange tips and Don Lee teleline newswire cameras will be provided with tips before actual news flashes that reach them.

Local and International News Photo stills will also be made available to W6XAO after proper clearances have been obtained. Until its formal commercial license comes through, call letters W6XAO will continue in force; with FCC approval of its formal license station to be known as KTSL.

ABC Promotions

PROMOTION of three engineering department personnel in ABC's Central Division headquarters in Chicago was announced Thursday. William H. O'Connor, control room supervisor, becomes operations supervisor. Robert B. Whitnah, former assistant station engineer of WENR-FM, has been named station engineer for WENR-TV as well as the FM station. Byron Speirs, master control room engineer during daylight time operations, is now recording supervisor.

Three Iowa Outlets Combine

STRIKE COVERAGE

Three Iowa stations staged triple-play demonstration of teamwork in news coverage which stations report may have set new record of cooperation among competing stations.

When rioting broke out at strike-bound Rath packing plant in Waterloo short time before KAYX, Waterloo daytimer, signed off for night, Manager Al Triggs relayed bulletin to WMT Cedar Rapids and that touched off the triple play. WMT's news department went into action, breaking net show to bulletin fatal shooting of one Rath picker minutes after KAYX had aired first break on story.

While WMT News Director Jim Bormann and Newsman Howard Anderson flew to Waterloo, line was set up for remote feed from KAYX studios to WMT-

Mr. Bormann covered developments on picket line, and KAYX News Editor Cole McMartin observed militia mobilizing at armory. Mr. Anderson, Mr. Triggs and several KAYX staffers teamed up at studio to feed several station-break bulletins to WMT listeners.

Regular ten o'clock WMT newscast originated in KAYX studio on remote basis with Mr. Anderson telling story of violence reported by Mr. Bormann and Mr. McMartin. Mr. Anderson also interviewed Mr. Triggs who had "eye-witnessed" shooting at plant gates.

Triple play was completed later when KIOA Des Moines set up line to Cedar Rapids, and WMT 10 o'clock newscast (which had been dubbed on disc) was piped to Des Moines for rebroadcast.

Video Gaining Speed

KRAFT TELLS AD CLUB

"TELEVISION is gathering momentum with the success of an atomic chain reaction," Warren E. Kraft of Honig-Cooper Advertising Agency, told the Seattle Advertising and Sales Club, July 6 at the Third in the club's summer series of "brass-tack meetings." Mr. Kraft warned that television is on its way faster than most West Coast advertising men realize, and that it is rapidly becoming a highly effective medium.

Acknowledging that video advertising is expensive at present—and will be until the industry finds itself—the agency executive called television a challenge to radio and other advertising media. He commented that advertisers must reach the accustomed to new charges, but observed that the profit return per dollar invested would soon be on a par with other media.

John Hogg, electronic engineer for GE, who shared the program with Mr. Kraft, predicted that by 1954 there would be in existence a television network consisting of Los Angeles, San Francisco, Seattle and Spokane.

Finance Group Reviews

NAB Monetary Situation

NAB's finances, based on a $790,000 estimated income and about $750,000 expenditure for the year, were reviewed Wednesday at a meeting of the board's Finance Committee held at NAB Washington headquarters. Proposals for expansion of some operations were considered and recommendations will be submitted to the board at its autumn meeting.

Attending the meeting, besides NAB administrative officials, were Clair R. McCollough, WGLA Lancaster, Pa., chairman; T. A. Craven, WOL Washington; John A. Mendenhall, WMU Mankato, Minn.; Harold E. Fellows, WEIE Boston. Harry R. Spence, KXRO Aberdeen, Wash., was unable to attend.

25TH ANNIVERSARY KFH WICHITA, KANSAS

5000 WATTS DAY AND NIGHT

Suttering and Stammering Are Taboo

Have you listened to your commercials lately? We don't mean the test-runs that you use to see if they sound as good as they read; chances are you have good announcers to test them out before you release the final draft to the stations on your schedule. How about the station announcers that put your living words on the air? Many a vibrant message has been butchered at the mike, and it's a sad commentary on this station to read ANY script without careful study in advance of the broadcast. No announcer ever goes on the KFH air until he has proven his ability to the satisfaction of our production manager, and that gentleman is a tough cookie, as many announcers on other frequencies can testify.

Let us put your message on the air to the big KFH audience...a Petry man can give you the details.

TOP HOOPERATED OUTLET FOR YOUR ADVERTISING MESSAGE CBS IN WICHITA, KANSAS 1330 Kc.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

Represented nationally by Petry

BROADCASTING • Telecasting

July 12, 1948 • Page 69
Veterans and the Airlines

Today, over 60 per cent of the men employed by the 35 Established Airlines are veterans of World War II. A total of over 30,000.

This is as it should be. The 35 Established Airlines, 18 of which were certificated for service by the Civil Aeronautics Board since war's end, faced a serious need for trained ground and air personnel because of the tremendous expansion of the public's air transportation needs since 1945. Thanks to the veterans, the Airlines had their manpower problem solved for them.

There are outstanding opportunities for these veterans if the Established Airlines continue and expand on an economically sound basis.

The Established Airlines lost $22,000,000 in 1947 due to new equipment costs, despite their substantial development of traffic. Nevertheless, charged as they are, by government regulations, with the responsibility of public service, the Established Airlines are constantly adding planes and improving their service to the American people. Today, approximately 1000 Established Airlines' cargo-passenger and all-cargo planes give direct mail, express, and cargo service to over 400 U. S. cities. Within the last year alone, 50 all-cargo planes, including 30 four-engined transports, have been added to the Established Airlines' freight fleets.

Yet today, the "rights to the future"—not only of veterans employed by the Established Airlines, but of all employees of these Airlines—are jeopardized by an application now before the Civil Aeronautics Board. Five Applicant Freight Lines have petitioned the Civil Aeronautics Board for certification to duplicate existing air freight service—not to 400 cities but—to major shipping areas only. "The cream of the crop" traffic is all they seek, as they do not propose scheduled freight service to several hundred smaller cities. The Established Airlines must depend on business acquired in these big centers to help offset the cost of serving hundreds of smaller communities.

The Applicant Air Freight Lines' proposal is at variance with the philosophy underlying the Civil Aeronautics Act of 1938. That philosophy is that "public necessity and convenience" can best be served—not by wasteful, excessive competition, but by regulated competition. Our government does not formulate laws for the benefit of the few, but for all. It does not favor statutes that permit one group of a transportation system to "skim off the cream" of big city freight patronage and fail to serve smaller communities where the profit is far less. The philosophy has proved its ability to develop an economically sound railroad system and strong motor transportation, as well as an air transportation system for America second to none.

Excessive and economically unsound competition would certainly not serve the interest of the 30,000 veterans employed by the Established Airlines. Be-
cause it would jeopardize the possibility of economically sound air transportation, unregulated competition would not serve the public. And it would seriously weaken the economic structure of the Airlines—so vital to national defense. 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.

"I am one of the more than 30,000 veterans now employed by the Established Airlines of 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 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.
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-Grace 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.

E. W. Wiggins Airways, Inc.
Wisconsin Central Airlines, Inc.
Philadelphia Coverage

(Continued from page 29)

minute documentaries direct from Philadelphia by Sen. Warren G. Magnuson, the state's Democratic senator, it will be presented each evening during the Democratic Convention for the benefit of Washington State listeners. The documentaries, similar to those presented by the other Washington senator, Harry P. Cain, during the Republican Convention, will supplement network coverage. They will be made possible by what is thought to be the longest direct line feeding any local station from Philadelphia.

WOL Washington

Albert L. Warner, director of news for WOL Washington and chief of MBS' news bureau in the Capital, will originate his Mon-Fri. Washington Today program, 6 p.m., from the Democratic Convention this week. The program, sponsored by the Bituminous Coal Institute, extended similar coverage of the Republican Convention.

Continental FM Network

Continental FM Network will relay the entire Democratic Convention to more than 55 stations, as it did the Republican conclave. Schedule calls for a 15-minute news wrap-up each morning before that day's sessions open, a Convention roundup at 5:45 p.m. daily and a complete review of the day's activities at 11:30 p.m. Continental's reporters will work under supervision of the network's chief correspondent, Joe McCaffrey, as they did at the GOP meeting. Commentaries and analyses are to be held to a minimum.

States Rights Network

Issue of states rights has prompted Southern stations to bind themselves together during the Democratic National Convention as the States Rights Network, which will bring listeners in Mississippi and possibly other Southern states direct one-hour daily broadcasts from Philadelphia. Members of the impromptu network include WVOK Birmingham, WJXN Jackson and other stations planning to join forces. The States Rights Network planned to confine feeding an hour program consisting of interviews, highlights of the day's affairs and commentaries by leading Southern statesmen to home listeners yesterday (July 11).

WAPI Birmingham

Sun. John J. Sparkman (D-Ala.) will provide a word picture of convention proceedings for his constituents through regular commentaries from the scene, according to Capital advisers. He is reported to have agreed to make the broadcasts over WAPI Birmingham.

Station Sales

(Continued from page 28)

owned the other half interest. Mr. Kerr will have control, increasing his interest from 39 to 54%. While his wife, Grace, will have 34%. Other stock interests will be held by Kerr and following, all identified with Kerr Oil Co., of which Mr. Kerr is president: T. M. Kerr, his brother, about 13.5%; A. McGee, 15%; T. W. Fenstermacher, 7%; Dean Terrell, 4.2%. Mr. Kerr also is president and substantial stockholder of All-Oklahoma Broadcasting Co., a Tulsa AM affiliate. The Gaylord group and the Interests they held in WEEK are as follows:

K. K. Gaylord, Oklahoma Publishing Co. president, 26-2/3%; Edgar T. Bell, secretary-treasurer and business manager of the publishing company, 16-2/3%; J. I. Meyerson and Leland S. Vance, also of the publishing firm, 3-1/3% and 1-2/3%, respectively; and Hugh B. Terry, manager of the company's KLZ and assistant secretary of its Ryob, 1-2/3%. Sales price: $37,500 plus one-half of net quick assets.

WLAL Laurel, Miss. (1490 kc, 250 w)—Hugh Smith, general manager and 15% owner, acquires control (50.18%) through the purchase of 32.18% from the other present stockholders, while Hubert Leggett, in the retail furniture business in Laurel, acquires the remaining 49.82%. Total price: $31,758. Mr. Leggett will be commercial manager and W. C. Dent, who has resigned, according to the transfer application.

W. L. O. B. (F M) Claremont, N. H.—Granite State Broadcasting Co., licensees of WVRB and WBKB-Paris Manchester, N. H., buys WLOB (FM) for $50,000. Oms Lorraine O'Brien (39%) and his wife Frances (10%). Granite State is a Claremont AM affiliate.

WLCX LaCrosse, Wis. (1490 kc, 250 w)—James J. Conroy, president and chief owner of KBIZ Ottumwa, Iowa, president of WBIZ Kau Claire, Wis., and minority stockholder of WBRR superintendent, purchases 5% interest held by members of the Berg family, who have been active in the station's operation. They are: Margaret E. MacLean, president; Hector C. Berg, vice president; Betty K. Berg, general manager; Millard W. Berg, commercial manager, and Fred C. Berg. The 48% interest held by other stockholders is not affected. Mr. Conroy, an attorney and publisher, formerly headed WDSD Superior.

New WVET Studios

WVET Rochester, N. Y., a Mutual affiliate, moved June 29 to studios in the newly-completed Clinton Building at 17 Clinton Avenue South. The 28-member staff has taken over the entire seventh floor, which includes 12 offices, three large studios and two dual control rooms. Each modern studio is being equipped with advanced soundproofing, double-paneled windows, set in sponge rubber and air conditioning equipment.

SETON HALL COLLEGE, South Orange, N. J., having completed a program of studies in communications covering radio, the theatre, television and the press.

For the Whole Family

Produced by
Ed Hart & Associates

1737 H Street, N.W.
WASH., D. C. • RE. 4312
ly spot announcement on KBON Omaha over a period of years. In this campaign, both real estate brok- erage, loans, building management, insurance, etc., the firm featured a personal message from Harry A. Wolf, its president. One factor which contributed to the success of the campaign was that the spot announcement was aired between two popular newscasts.

Since the effectiveness of a spot announcement depends in large measure upon the listening audience of the program which precedes and follows it, the element of time selection is important. When the Byron Reed Co. began its first radio campaign, it used 60- and 100-word spots on WOW Omaha twice weekly, and, limited though its use of advertising on the air then was, it was in part effective because the announcements were heard between a noon time newscast and a man-on-the-street interview program both popular in the area. Since then the firm has used other spot announcements on WOW morning programs in mid-week, as well as announcements on Sunday afternoon and evening, but it consistently carried through with its noon time spot. It also has used some programs such as a Sunday afternoon sportscast, but its emphasis has been on spot announcements which precede or follow network programs with large audiences.

The form of the spot announcement also is important. In the case of Byron Reed it features a snappy recital of a case history of a list-
ing, with most case histories pointing up how a sale was effected within a few days. All claims made in the copy are backed up with factual proof taken from the files. All copy stresses settlers until the word became closely associated with the name of the company.

This, in general, is the copy approach followed by most successful users of radio in the real estate business. Most of them use a combination of specific listings plus information about the firm that will increase listings and sales. For example, Jim Wehner, Denver, in his nine quarter-hours of news broadcasts a week and his two 100-word spot announcements daily, featured three houses in different price brackets each day, and there was seldom a day in which at least one of the listed houses was not sold. In addition to the listings, copy pointed out the advantages to the property owner to list with the firm.

From Spots to Programs
Because of the word limitation of the spot announcement, realtors have in many instances gone on from spot announcements to program sponsorship. Many use spot announcements in combination with a program. At any rate, if the budget is up to it, sponsorship of a program has much to recommend it, in that the sponsor gets the credit for the editorial content of his program, and with more time at his disposal, there is more time to get the commercial message across to the listener.

If the realtor does use a program, it should be one with broad, general appeal, since his market is the public. Music falls in this category, and it was the music of Guy Lombardo, transcribed, that Stevens & Co., Charlottesville, Va., offered WCHV Charlottesville listeners. News also is in this class, and when the Dennis Fournory Real Estate Co., Tulsa, Okla., offered KTUL Tulsa listeners the 8 a.m. newscast, six days a week, it could do so confident that its message would be heard by a large percentage of the general public.

In determining the frequency with which a program is aired, the same factors which determine the frequency of a spot announcement campaign are involved. Naturally, the more frequently a message is heard, the greater its impact. But only where business volume justifies the expense of a daily program schedule is it to be recommended.

Good results can be achieved on a weekly schedule. On this basis, the H. C. Louis Agency, real estate and insurance, used a weekly half-hour program of music on KROW Oakland, Calif., 11:30 a.m.-12 noon each Sunday. Another realtor, Fred T. Wood Inc., used a quarter-hour of Sunday music on the same station.

In the selection of a type of program, and in determining the frequency with which it is aired, as well as the day and time for its airing, the realtor should consider who it is he wants to reach, and how great the impact need be to induce action. While realtors seem to have a preference for Sunday morning time, on a weekly schedule, the important thing is to select time and program on the basis of the availability of the type of person the realtor wants to induce to act.

This same factor applies to the
(Continued on page 76)
Demo Seats

(Continued from page 29)

Convention are the following:

Asterisk indicates party to whom a seat has been assigned.

- Bill Henry, CBS, Chairman, Convention Committee.
- Harold McGrath, Superintendent, Senate Radio Committee.
- Robert C. Oyuff, Assistant Superintendent, Senate Callers' Committee.
- Miss Rossella Donohue, WLW Cincinnati, with New York, Secretary, Convention Committee.
- Albert Warner, MBS, Chairman, Executive Committee.
- Arrowhead Network, Duluth, Minn., also representing WISC Madison, Wis.; WEBJ, Duluth, Minn., Claire Wix; WMFO Hibbing, Minn.; WSBM Virginia Mine, Lake, Wis.; KVOL Lafayette, La.; WBSM, Tomah, Wis.; WBCU, Champaign, Ill.
- WCIC, Network, Columbus, Ohio.
- Bob McNary.
- WRD, Bureau, Fort Worth, Texas: *Lowell Thomas, *Frederick Palm.
- KEFA, Pittsburgh, Pa.: *Donald B. Hesch.
- KELA Centralia-Chelpah, Wash.: *J. Irvin Mow.
- KFBS Kansas City, Mo., *Ambrose Boradcasters, Kalispell, Mont.: *Don Treloar.
- KFQ, Cheyenne, Neb., *Gayle Kitte.
- KLX Denver: *Bill Polger.
- KFQ, Corpus Christi, Texas.: *Joe Misteche.
- KOMO Seattle: *Rudolph Block.
- KWQ San Francisco: *Grant Holcomb.
- KROC Rochester, Minn.: *Ray Thompson.
- KSDK and KSD-FM St. Louis: *George Bunno, Frank Eichen, James Lawrence.
- KRFC St. Paul: *Stanley Hubbard.
- KTBJ Tacoma, Wash.: *Florenc Hof.
- KWIC Sioux City, Iowa: *Storm Wabler.
- KYVO Tulsa: *Ken Miller.
- KVOX, Great Northern Broadcasting System, Moorhead, Minn., *J. M. Kielland.
- KXOK St. Louis: *Bruce Barrington.
- KXXX Colby, Kan., *John Hughes.

- STONEHOUSE NEWS AGENCY: *George Yurchak.
- WATT Television, Newark: *Vance Watson.
- WABC New York: *William Lane.
- WARQ Cleveland: *John von Bergen.
- WEPN-Philadelphia: *Sander Schneider.
- Miss Hubbard.
- WRN Charlotte: *Parker Boy.

...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!

GALLUCI

(Joe-Nick-Lou)

727 Meriden Rd. Waterbury, Conn. Since 1936

P. O. Box 1224

Waterbury, Conn.

Van Weich Denver, Colorado
AM GRANTS

GRANTS for seven new AM stations and authorizations for improved facilities for four existing outlets were issued by FCC last Wednesday.

Two of the new-station grants and those for improved facilities were in effect reaffirmations of 1160-kc fulltime permits issued a year ago but reconsidered last March and limited to daytime hours pending settlement of a question relating to nighttime operations [BROADCASTING, March 22]. Two other applications for improved assignments on 1150 kc were among those approved.

The new-station grants were as follows:

**Coolidge, Ariz.**—Gila Broadcasting Co. (KCKY): 1150 kc, 1 kw fulltime, using directional antenna at night (one which had been issued previously and revised last March).

**Great Falls, Mont.—Moody’s Inc.** (KGFM): 1150 kc, 5 kw fulltime, directionalized at night (another whose nighttime operation had been in question as result of the March action).

**Hornell, N. Y.—Maple City Broadcasting Corp.**: 1420 kc, 250 watts, daytime only.

**Moline, Ill.—Lewis Wiles Moore.** 1400 kc, 250 watts, fulltime.

**Warwick, Va.—Northern Neck & Tidewater Broadcasting Co.:** 690 kc, 250 watts, daytime only.

Permits for changes in facilities were announced as follows:

**KVJ Klamath Falls, Ore.—Change from 1550 kc with 100 w to 1150 kc with 1 kw fulltime, directionalized at night.**

Grant was issued after KVJ requested its application so as to reduce antenna height from 390 to 218 feet. Station uses 1 kw power at night.

**KKRD Los Angeles—Increase daytime power on 1150 kc from 2,5 to 5 kw.**

With the WBZU mobile unit are (1 to r) Mrs. Earl Merryman, chief of the chief engineer; Leslie L. Allmann, vice president and general manager; Mrs. W. G. Kegel, wife of the commercial manager, and paul Palmer, staff announcer.

**The Studio** goes right to the sponsor’s door if the sponsor can’t get to WBZU (FM). Bradbury Heights, Md. When there are no facilities for a remote broadcast, Earl Merryman, WBZU chief engineer, drives the mobile trailer right up to the scene for an on-the-spot broadcast.

When the new Coral Hills Phase II opened there was a band in the store for entertaining the customers as they inspected the place. Doc Baker, the pharmacist, wanted a remote from the store that evening, so WBZU took care of that. The trailer drove up to the door, set up the equipment and picked up the band music as the band moved into the front window of the store. Just like the Doctor ordered.

**To create continuous listening,** CKBI Prince Albert now puts a news bulletin with each station identification. Station call is given, followed by short news bulletin.

**7 New Outlets Approved By FCC in 6 States**

**Grayson Headley, automobile dealer.**

*“Cornwell Broadcasting Co., Storm Lake, Iowa—Headed by O. J. Graw, owner, operates a real estate and farm property agency. Other principals: B. L. Dunnavant, auto dealer and partner; R. E. Kallidorf, attorney, and J. M. Kavane, salesman; Z. Z. White, attorney, Messrs. Graw, Dunnavant, McIver, and Kavane have about 22% each; Mr. White has about 11%.”*

**Atlantic Broadcasting Co., Augusta, Ala.—Owned in equal shares (16/23 each) by Wilson J. White, auto dealer, who is president; Robert Y. Dunnavant, WMSL (CJ) manager, WFMY, WKLX, engineer, of WAXN and WLDJ Birmingham, & Homer F. Dunnavant, bar-ber shop owner; Lois E. Dunnavant, farmer; Mrs. James E. Beasley Jr., owner of a hardware and paint store.**

**Maple City Broadcasting Corp., Hornell, N. Y.—Headed controlled (67.5%) by Arthur E. Kettle, a stockholder of Jamestown Baking Co., with the following other stockholders: Simon Gammell, vice president; a merchant of WJTN Jamestown, 5%; Miles Ward, owner of an auto supply store, and Phillips Austin, owner, of an ice cream company, 19% each; Nicholas J. Chang, attorney, 6.25%; Fred M. Palmer, superintendent of buildings and grounds for Alfred U., Alfred, N. Y., 1.25%.**

**Curb Service**

**WBZU (FM) Trailer Unit**

**Drives to Door**

With the WBZU mobile unit are (1 to r) Mrs. Earl Merryman, chief engineer; Leslie L. Allmann, vice president and general manager; Mrs. W. G. Kegel, wife of the commercial manager, and Paul Palmer, staff announcer.

**ASK AVERY-KNOEDLE, INC.**

**KOII delivers NEBRASKA’S NO. 1 MARKET—OMAHA plus Council Bluffs**

**BASIC ABC • 5000 WATTS Represented By EDWARD PETRY CO., INC.**

**July 12, 1948 • Page 75**
HOUSEWIFE SAYS WORD, WINS $18,000 'BOOTY'

SINCE philanthropy has become more popular on broadcast programs, no week is complete in broadcasting circles unless at least one citizen is elevated to unexpected riches. Last week was no exception.

A Long Island, N. Y., housewife won $18,000 worth of booty by deciphering the "secret sentence" on the CBS giveaway, Hit the Jackpot. Mrs. Margaret Holli Shelley at the fortunate moment said "twenty-three, skidoo" and immediately fell heir to:

A Delco sedan, a trailer, a two-week trip to Bermuda for two, a silver fox coat, furnishings for a living room and kitchen, a sailboat, a piano, a radio and television set, a record player, a refrigerator, a movie camera and projector, a children's outdoor playground including wading pool, a $1,500 watch, a $1,000 ring, seven men's suits, a topcoat, an overcoat, a Laundrell washing machine, $2 men's shirts, a portrait of herself to be painted by a well-known magazine illustrator, and a motorcycle.

Mrs. Shelley was a contestant on the program which is sponsored on CBS by DeSoto-Plymouth dealers through BBDO, Tuesdays 9:30-10 p.m. As soon as she cut the $18,000 worth of merchandise, another Jackpot was started by the generous program, this one worth $10,000 at the outset. The longer the Jackpot question goes unanswered, the more elegant the loot.

The Long Island matron won prizes worth only slightly less than those accumulated a week before by a Manhattan cabbie's wife who got $20,089 for identifying the mystery tune on ABC's Stop the Music [Broadcasting, July 5].

TULSAN SEE RADAR

KVOO Engineers Demonstrate —Skills During Oil Show

CAPABILITIES of the KVOO Tulsa engineering staff were vividly demonstrated when engineers took a step outside the broadcasting field to bring radar demonstrations to nearly half a million visitors at the International Petroleum Exposition in Tulsa.

Under the supervision of Watt Stinson KVOO Tulsa engineers, members of the Tulsa area.

On display at the booth, manned 12 hours daily by KVOO personnel during the $100,000,000.00 exhibit.

Another feature of the display was a radio facsimile machine, which was in operation at frequent intervals during the 8-day exposition.

In addition KVOO conducted daily broadcasts from other outstanding displays. John Henry, KVOO special events announcer, provided one of the most interesting programs during an on-the-scene broadcast of drilling operations by one of the oil companies.

Realty Radio

(Continued from page 78)
By HARRY WELCH
Advertising Manager,
Grocery Products Division,
Far... Instant Coffee,
of increasing number of sponsored large fort will that that particular ONE OF TV PROMOTION
that Schacht's were... BROADCASTING
During the first four day calls were made, two... Al Schacht pro-
 outlines, designed to... radio and television. "It's closer to you and..."

THE BORDEN CO.'s formula for promoting sponsored shows on television is outlined in the accompanying article by Harry Welch, advertising manager of the firm's Grocery Products Division. Using the basic sales idea of "selling the salesman," the Borden Co. concentrates its promotional efforts for the Al Schacht TV show on WNBT New York... telephone calls to grocery stores, introduces himself and asks, "Do

you know the code?" If the reply is, "It's Al Schacht—for Borden's Instant Coffee," the person answering the phone receives two tickets to a New York Giant's home game.

Salesmen Help
In addition to the letters, Borden salesmen are talking up the contest and explaining to their accounts that a number of stores are to be called each day. The stores selected to be phoned are those who have been doing the best job, merchandising and sales-wise, on Borden products. Two pairs of tickets are awarded each day. The very first day calls were made, two out of the first four phoned, replied with the correct answer.

The Borden salesmen, too, are being constantly "covered" promotion-wise. Special awards are being planned for those representing whose territories provide the largest number of winners. They are kept advised of the features presented on the Schacht show so that they may in turn transmit this information to their customers. Other ideas are being prepared, designed to keep the salesmen supplied with ammunition against the competition.

In addition to the campaign directed toward point-of-sale, considerable supplementary activity is carried on for televisioners and prospective "tuner-inners." More than 5,000 letters were sent to bars and grills in the New York Metropolitan area, over Mr. Schacht's signature, suggesting that they tune in their sets five minutes earlier, before each New York Giant's home game, to "catch my act."

Letters, in addition to regular releases, have been sent to sports editors, "radio and television" feature writers, announcing the show and explaining its unique format. Many newspaper writers thus approached, by personal letter, have responded by giving news space to this program.

Numerous plans are being formulated, designed to sustain interest in the program at the point-of-sale level. The ideal situation is one where the grocer, while wrapping his customer's purchases, remarks, "Have you seen the Al Schacht program on television... it's a fine show." Of course with practically every product on a grocer's shelf backed by a radio (and lately television) show, it's quite an accomplishment to have your particular show singled out for recommendation.

Toward such an end we are pointing our promotion efforts for the Al Schacht television program. It is not as difficult as it seems. Good will, in the form of the personal touch, brings the grocer closer to you and subsequently makes a friend who will go "all out" for you, just as he feels you are doing for him.
MERCHANTS UNITE

July 20-21: Georgia Ass. of Broadcasters, summer meeting, Henry Grady Hotel, Atlanta, Ga.
July 20-29: NAB District 3 meeting, Bellevue-Stratford Hotel, Philadelphia.
Aug. 5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. Y.
Aug. 9-10: NAB District 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.
Aug. 14-17: NAB District 10-12 meeting, Muehlebach Hotel, Kansas City, Kans.
Aug. 16-17: Missouri Broadcasters Assn., 1st annual meeting, Muehlebach Hotel, Kansas City.
Aug. 19-20: NAB District 11 meeting, Marsson Hotel, Minneapolis.
Aug. 23-35: Western Assn. of Broadcasters, annual convention, Beachborough Hotel, Baxtonton, Sask.
Sept. 18-20: National Television and Electrocal Living Show, Chicago Coliseum, Chicago.
Sept. 21-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

by Glen G. Whittier
Program Director
Lenoir, N. C.
I am one of those people who meet with logic and with almost complete surprise. If a man bites a dog, that is his privilege; I will not buy a paper just to read about it. This being the case, I am completely knocked off balance by the execution of a sound and reasonably plan of operation by a group of no less than seventy-five people acting together with resourcefulness. Those things just don't happen to me often enough but more experiences like the one I am having with Merchants' Assn. of Lenoir, N. C. will probably soften me up considerably. I am looking forward to it.

Helps Both
Realizing that whatever helps the city of Lenoir also helps the individual merchants of the city (no matter how competitive among themselves), those merchants of Lenoir decided to band together and sponsor a radio program to promote the city itself as a shopping center, to attract customers from the surrounding area, and call attention to city-wide events.

The program they chose was "Kate Smith Speaks" (a cooperative Mutual program) released locally on WJRI.

The cost of the program (Monday through Friday—12:00-12:15 p.m.) is divided among the 75 merchants of the Lenoir Merchants' Assn. Larger firms pay $60 per year while smaller firms pay $30. These amounts are pledged directly to the Association in which in turn pays all expenses for the program and allied merchandising activities.

Here is a list of the types of business which are participating:

- Furniture Stores
- Drug Stores
- Banks
- Service Stations
- Insurance Agents
- Hardware
- Bakers
- Men's Clothing
- Office Equipment
- Launderies
- Dry Cleaners
- Wholesaleers
- Theaters
- Printing Co.
- Jewelry Stores
- Farm Stores
- Department Stores
- Fuel Distributors
- Groceries
- Dress Shops
- Music Stores
- Appliance Shops
- Restaurants
- Garages
- Variety Stores
- Finance Company
- Auto Supply Stores

New merchants are constantly being added to the group. It is the hope of the Lenoir Merchants' Assn. that sooner or later every reputable firm in Lenoir will be included.

All copy used is of the institutional type. The basic aim is to build Lenoir as the principal trading center of its area. No mention is made of individual firms. However, from time to time, the program is used to call attention to city-wide and other civic promotions in which the merchants as a group take part.

Opening commercials are used for identification and explanatory comment. The main message is presented in the longer middle spot... with a follow up commercial in the closing announcement. At the present time, the first and middle commercials are changed three times each week. Actually there are only two new copy changes; however, the carryover from Friday to Monday puts three different announcements on each week...

Here are samples of commercial announcements used on the program:

First Commercial—45 seconds:
Fresh week day...Monday through Friday at High Noon—"Kate Smith Speaks" is presented by the Lenoir Merchants Association and your Lenoir merchant as your civic community. This week... The Lenoir merchants are inaugurating a new series of announcements on this program... in which they will try to stimulate interest in the project of making Lenoir a great shopping area and a great civic community.

They hope through the use of this program... to instill a closer feeling of cooperation between the merchants and the people who... in truth... are... Lenoir.

All of them have taken a loyalty pledge... which will repeat later in the program... won't you join them in this civic enterprise... working together, you and the merchants can build a great city where a great city belongs.

Middle Commercial—60 seconds:
This is your town... your county... this program is your program... it is presented to remind you of the importance of... the spirit of... home loyalty... What is really means in happiness and prosperity... If all of us give preference to our home town retail stores—wholesalers—manufacturers—lenders— and industries. Beginning today, your Lenoir Merchants Association, with the help of Lenoir's leading business firms, will present a series of announcements every day... giving you facts and figures and multi-ply of reasons for you to buy from us... to buy Lenoir and boost Lenoir every day in every way.

Thank you to this program regularly... Take your friends to listen. Let's get a team together to make Lenoir grow and grow. At the close of this program we will repeat the loyalty pledge... for all merchants who have taken. But now... back to Kate Smith.

Closing Commercial—30 seconds:
And now to build a greater city, take this pledge with your merchants:
That during the year 1948 I will hold in the thought that part of my time belongs to Lenoir.
That I can well afford to give back to my town some portion of what it has given me.
That I will cooperate with my fellow citizens in every move made for our common betterment.
That I will only good thoughts about the town which is good enough for me to live in.
That all things being equal... I will buy in Lenoir and give preference...
to Lenoir-made products, and only send money to other cities when absolutely necessary.

As might be expected, the Lenoir Merchants Assn. are aggressive and resourceful in merchandising this series. A typical example is the "Kate Smith Days" held on May 20, 21 and 22.

During these days, a city-wide sales event was held in conjunction with the radio sponsorship. Every store member put on a sale, special merchandise values at special prices. This led to additional dollar day promotions but because of the close association of the merchants with the Kate Smith program, all merchants Uniform name was used to stress the trade-at-home idea featured on the broadcasts. Window displays, newspaper ads, radio advertisements all were directed to making Kate Smith Days the biggest promotion of this type ever planned in Lenoir. The merchants were solidly behind it and used their best to promote and practice the aims as set forth in their daily Kate Smith program.

In addition, the Association uses constant promotional tie-ins of various kinds. Included are window cards used by each participating merchant makes mention in his newspaper ad of the program and the home loyalty pledge in his regular newspaper ads.

Results of Drive

What have been the results of this campaign?

Here's what J. C. Baskerville, executive secretary of the Lenoir Merchants' Assn. had to say in a recent letter to R. J. Hauser, Mutual's director of cooperative programs:

"It is rather difficult, of course, to accurately evaluate the direct results of radio advertising, especially when it is of an institutional nature. We have approximately 75 merchants participating in the Kate Smith radio program, however, and almost without exception they feel that it is worth while and that is drawing more business to their stores, especially from the rural area surrounding Lenoir. At one of our meetings last week, one of the participating members said that he was able to trace at least $3,000 worth of business a month to radio advertising and that he considered it far more effective than newspaper advertising in this area. Several of the other merchants agreed with him, feeling that the great majority of our participating merchants feel that this community advertising in connection with the Kate Smith program has been and is continuing to be both successful and profitable . . .

"Lenoir has a population of approximately 15,000 within a radius of 20 miles, has a population of approximately 15,000 people and with the exception of two small towns, Granite Falls (population 1,000) and Hudson (population 1,200), it is the only . . .

The Public Interest

Missing Man Found

WITHIN a few minutes after KCKO St. Louis broadcast an American Red Cross appeal by phone, a large number of people called the police department with information as to where the brother of a deceased service man contact was established. A sister of the next-of-kin called saying she had heard the broadcast. Shortly thereafter the missing brother called and was immediately referred to the St. Louis Red Cross chapter.

Aids Police Dept.

KTMQ McAlester, Okla., within a few minutes time, was able to accomplish a mission recently that had the local police stumped. The police were attempting to locate a man who had been killed that morning in Tecumseh, but the address they had been given proved worthless as no one in the area had ever heard of the man. The request was then put on the station's Listen Ladies and before the show had left the air, a listener called to say she was an aunt of the man in a milk store in Tecumseh and was able to get the man's last address as General Delivery, Tecumseh. Gov. Ford gave the story to UP and KGVO used it on a local newscast. A listener, knowing of Mr. Godsell's whereabouts, informed the station and shortly a KGVO announcer was talking to Mr. Godsell in Seattle and to the message from England.

AUDIENCE for the first press of "College by Radio" series, U. of Louisville course, was conducted by (I to r) Dr. Robert A. Werner and Dr. John W. Taylor of U. of Louisville and Victor A. Godsell of KGVO. Programs will be broadcast by WHAS as adjunct to university correspondence course.

Cousin Is Found

C. A. GRIFFIN of Cheltenham, England, was able to contact his cousin, Tom Godsell, in Seattle, by means of the operation of KGVO Missoula, Mont. Mr. Griffin wrote Montana Governor Sam C. Ford asking him to help locate Mr. Godsell, as he had given his last address as General Delivery, Missoula. Gov. Ford gave the story to UP and KGVO used it on a local newscast. A listener, knowing of Mr. Godsell's whereabouts, informed the station and shortly a KGVO announcer was talking to Mr. Godsell in Seattle and to the message from England.
POLK SLAYING
CBS Documentary on Case
-Started June 19-

MURDER of CBS correspondent George Polk... was a cold, deliberate political demonstration... planned to intimidate," according to a CBS report on circumstances surrounding the death of Greece of its chief Middle East correspondent.

CBS Newsman Edward R. Murrow, Don Hollenbeck and Howard K. Smith took part in a special CBS program inaugurating the series intended to document the slaying. The report concluded: "If the murderers are not discovered, an invisible but inevitable pressure of intimidation will rest on every American correspondent abroad... (but) at this point, little progress toward a solution" is being made.

The facts presented in the CBS broadcast were supplemented by information collected by CBS correspondent John Burdett and John Secondari, who are in Greece investigating the slaying. Mr. Polk's body was found in Salonika Bay May 16.

EFFECTIVE in August when the Porter & Gamble (P&G) show "Life of Riley," formerly heard Sat., 8-11 p.m. on NBC, returns to the air, it will be moved to Fri., 10-11 p.m. on NBC, vacated by Sterling Drug Co., Mystery Theatre and the B Dakota's 78s, 7. Benton & Bowles, New York, is agancy for P&G.

Stumer Quits Own Firm To Join WABD New York
LOUIS M. STUMER, until recently president of Television Radio Enterprises Inc., has joined the staff of WABD New York, DuMont television station, as an assistant to Robert Jamieson, manager of operations.

Mr. Stumer will assist in the handling of station traffic and eventually will join the WABD program department, according to the announcement last week by Leonard Hole, general manager of the station.

In accepting his present position, Mr. Stumer resigned from the presidency of his own firm, which produced television packages and TV and radio spot announcements.

Plan City Series
KTLA Hollywood has arranged with Mayor Fletcher Bowron of Los Angeles to produce a weekly 10 minute film known as Your Town dealing with aspects of the city government and its functions. All costs to be absorbed by Paramount Television Productions Inc., according to Klaus Landsberg, West Coast television director, and prints will be made available to city for educational purposes. All production will be handled by the station's staff.

Inside Fort Smith
The number 2 market in Arkansas is the hub of a rich and varied agricultural market, the center of the state's greatest industrial development. This market has over 33 million dollars from manufacturing sales... and 33 million from retail sales. Effective buying power is set at 58 million per year. Bank deposits are over $3100 per capita. Truly a GREAT MARKET... brought to you through KFSA... Fort Smith.

MUMMERS STAGE SHOW FOR DEMO. DELEGATES
THE MUMMERS, famed for their annual New Year's parade in Philadelphia, will present a half hour of music and prancing for the nation's television audience tonight (Monday) 7-7:30 via WCAU-TV Philadelphia and the CBS television network. The Mummers will put on their parade as part of the welcome to delegates to the Democratic Convention.

Democratic Convention Call, 6:15-6:30 p.m. each day of the Convention on WCAU-TV, will feature Hal Hadley, WCAU news editor, and leading newspapermen, in a digest of what is happening and what is likely to happen at the Democratic confab.

Mobile television again will bring the political scene to the door of Philadelphians. The Philco-Keytone Automobile Club jeeps again will present WCAU-TV programs at various intersections throughout the city while the Democrats are in session.

Flashback
DR. FRANK C. GOODMAN, who has just retired as executive secretary of the Department of Religious Radio of the Federal Council of Churches of Christ in America, never made any bones about the worldly fact that in his youth, or pre-conversion period, he was interested in New York betting circles.

A fortnight ago, to honor the venerable church leader, Niles Trammell, NBC president, invited him to lunch and presented him with a television set. The set, handsomely installed, was tuned in for its first program. Dr. Goodman was given a sad moment when, at his initial twist of the dial, the screen jumped to thundering life with the running of a horse race at Pimlico.

HELICOPTER, shown with transmitter house of WINS New York, is used by station in connection with fluid measurement and direction of remote antenna system. Because of impenetrable meshes, use of the helicopter is perfect for experiments, station reports, not only for the ground, but also for measuring the skywave's high angle radiation.

Texans Are Libel Maintenance
TEXAS Attorney General Price Daniel, who had challenged the FCC's proposed Port Huron decision on political broadcasts, greeted the Commission's reaffirmation (Broadcasting, July 5) of policy with a new warning that Texas stations must still operate under Texas libel laws, regardless.

Declaring the FCC views on political-broadcasting responsibilities of licensees are "just another attempt by Federal bureau to set aside state laws," Mr. Daniel said: "I think the FCC is grossly in error in the Port Huron case, and that radio stations still are responsible if they broadcast libelous matter over the air. In my opinion, the Texas libel laws are still in effect and cannot be nullified by a decision of FCC."

Martin B. Campbell, general manager of WFJA Dallas, told the Dallas News WFAA does not practice censorship "nor do other stations that I know of." He added: "We must be guided by two principles in the acceptance of a political speech for broadcast. One is the Communications Act itself; which sets forth rules on good taste and the elimination of offensive material. The other is the libel law of Texas. No ruling of the FCC relieves us of liability for libel under state statutes."
TV FILM PRODUCTION CENTER TO BE BUILT
A MILLION-dollar studio will be built in San Antonio, Tex., to make both movies and television films. It is said to be the first designed for this dual function.

The builder will be Ralph A. Ralle, production chief of Ralle United Motion Picture Co. It will be financed jointly by Texas and Hollywood interests.

Gordon M. Smith, San Antonio architect, designed the studio which will house a film processing laboratory, wardrobe facilities, sound studies, two swimming pools and complete sets for interior shooting. Building will be air-conditioned.

The equipment is said to be adequate for complete production of major films, and it is planned to make it available on a rental basis to independent producers.

Don Lee Places $250,000 Equipment Order With GE
DON LEE Broadcasting Corp., Los Angeles, recently authorized by FCC to start commercial TV operations, has placed a $250,000 order with GE for postwar television equipment, it was announced last week.

The company's station, which has been on experimentally since 1953 as W6XAO, will change its call letters to KTSL and will operate on Channel 2. Equipment ordered includes a high-powered transmitter, complete studio and film units, and mobile equipment to be used in covering special events.

PUSH PORTABLES
KOIL Conducts Special Promotion

"TAKE Along a Portable" was theme of recent promotion campaign conducted by KOIL Omaha, Neb. Idea was to get more summer listeners, but the station reports many new friends made among retailers.

Letter outlining idea was sent to 108 radio dealers explaining purpose and plan of campaign. Station reports dealers cooperated with radio and newspaper advertising as well as window and counter displays.

KOIL placed car-cards for a month on 475 streetcars and buses in the Omaha-Council Bluffs area. During period June 5-14 silk-screened signs were placed on the back of 105 Checker cabs. Postcard showing taxi with KOIL sign was sent to the dealers with message to effect that station hoped promotion was helping sale of portables for the dealer. Newspaper advertising was also placed during promotion period and dealers helped with special portable radio displays incorporating the KOIL car-cards.

Satisfaction is the Key to Lingo's Progress

For delivery on schedule and complete satisfaction depend and "look to Lingo" and these 5 important "exclusives":

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

Write for Pertinent Data
We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.
RUNNING the gamut from paramedics to pyrohrea, the Creighton U. Summer Session Radio Institute last Friday presented a special telecast on the WOW Omaha-Creighton screens.

Highlight of the TV demonstration show were the paramedics, microscopic animals 1/7500 of an inch, which were enlarged to a four-inch picture on the screen, thanks to the flexibility of the image-orthicon tube. They were shown cavorting around in a pool—actually a drop of distilled water 100th of an inch in diameter.

A dramatic presentation of the life of the ancient Greeks and Romans was also shown, plus a painsed dental patient suffering with pyoehrea, undergoing treatment.

There were several speakers during the Friday and Saturday Institute, including representatives of the four major networks.

Dr. E. W. Ziebarth, director of education, CBS Central Division, spoke Friday on "Documentary Technique in Social Problems." Betty Ross, assistant director of public affairs and education, NBC Central Division, discussed "Children's Problems." Frank Shopen, general manager of KOAD (FM) Omaha, talked on "Jeremians of FM." Chairman of the day's sessions was George Hey, Creighton U. professor of English. J. Bernard Conway, department of marketing at Creighton U., was the chairman for Saturday. Scheduled speakers included: Robert B. White, director of public service, ABC Central Division; Gilbert McClelland, director of promotion and research, MBS Midwest Division; Dr. Franklin Dunham, U. S. Office of Education, Washington; Elden Angus, KEWI-KFMX Council Bluffs, Iowa, program director.

A question period after the sessions was followed by a noon luncheon at the Omaha Athletic Club. The Institute is free, and open to the public.

L. A. Used Car King Sets Up Two Television Stores VIDEO SET SALES as well as the production of television film have become the concern of Earle (Madman) Muntz, Los Angeles used car king.

Mr. Muntz is setting up two stores in Los Angeles to sell TV receivers made by RCA, Philco, General Electric, Admiral, and other manufacturers.

In addition, he is planning to merchandise a set under his own name with distribution to get under way within 30 days. No price has yet been set on the Muntz-made set.

Instead of the usual 30% down, plus the cost of installation, Mr. Muntz is lumping the entire cost of set and installation in one figure and asking purchasers to put down 20%. Payments are being offered on 12-15 or 18-month basis.

On the film side of television, Mr. Muntz is shooting at the Chaplin lot in Hollywood. No details have been forthcoming.

AMERICAN COLLEGE PUBLIC RELATIONS Assn. has presented its annual award for "Distinguished Service in Interpretation of Higher Education" to Lowell Institute Cooperative Broad- casting Council of Boston, in recognition of its success in presenting adult education courses over six Boston stations: WBZ WOOP WBZ WBZH WHZ and WNAC.

INSTITUTE
Creighton U.-WOW Demonstrate TV

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CLEO F. CRAIG, vice president of AT&T in charge of department of personnel relations, has been named director of department of operation and engineering. He succeeds WILLIAM H. KARNS, who resigned to become president of International Telephone and Telegraph Corp. [BROADCASTING JUNE 28]. WILLIAM C. BOLENIUS, president of Wisconsin Telephone Co., was elected AT&T vice president in charge of personal relations, succeeding Mr. Craig.

J. F. CROSSIN, former vice president of Olympic Radio & Television Inc., and member of the executive staff of Crosley Corp., has been named director of national sales for the U. S. Televison Mfg. Corp. He will be located in the New York headquarters.

WORLD VIDEO Inc., New York, has announced completion of new puppet show for television titled "The Adventurers of Billy Bravo." "Billy" is based on "Ouiounl," hero of countless Punch and Judy shows in France, where series will be produced for American audiences. Episodes in series will be adapted from "Sinbad the Sailor," "Cinderella," "Aliadin," etc.

RACLiffe L. ROMEY, factory export manager of Philco Corp., has been appointed vice president and factory export manager of International Division of Philco. He will continue same duties with added responsibilities of new position. Mr. Romeyn joined Philco in 1945 as merchandising and sales promotion manager for export division. He has been associated with Kraft Cheese Co. in Argentina, and helped open branch office of Grant Adv. Inc., in Argentina. He later became vice president of agency in charge of two offices in Brazil before joining Philco.

BETTY HOPKINS has been named radio director of Los Angeles Community Chest, succeeding DICK DAVY.

NORMAN M. MARKS, formerly with Research Enterprises of Toronto, has joined Jerry Records Productions, Hollywood, as head of studio research staff.

J. ROBERT BURNS, publicity director of Chamber of Commerce Phoenix, Ariz., has announced plans of production not later than Sept. 1, of 16 mm video, 132 ft. in length, plus clips for insertion into television newsmagazines. Purpose of films is to publicize advantages of Tempe and Arizona as winter vacation resort and good place for industry and business. Film will be available to stations on "competition-protected" basis.

RAYMOND ROSEN & Co., Philadelphia, has announced formation of sales subsidiary company. New company will be known as Raymond Rosen Engineering Products Inc., and will handle all business formerly handled by engineering products division of Raymond Rosen & Co. Raymond Rosen & Co. has elected new company and LOUIS P. CLARK, former general manager of engineering division, has been named vice president and general manager.


Equipment

BEll TELEVISION Inc., with branch offices in Boston and Hartford, has opened Los Angeles branch at 6404 La Brea Boulevard. WARREN C. BOWMAN, retired Army colonel, heads the branch.

STURGIS-GRANT PRODUCTIONS Inc., with offices at 314 E. 46th St. New York, has formed to produce special purpose films and filmstrips for medical and allied professions. COMPTON WARREN STURGIS, president, DWIGHT STURGIS, vice-president, M. C. ROLLY, secretary-treasurer.

ROCKWALL INSTRUMENTS, Terre, Tex., has introduced "Programat," playback and recording machine with up to five turntables and features instantaneous starting, automatic cueing and exact groove-spotting electronically controlled firm reports.

ADMIRAL RADIO CORP. is currently featuring console radio-phonograph, that plays four hours of records in 30 1/2 revolutions at standard speed, as at standard speed. It is expected to sell for $139. Records made at slower speed provide 22 1/2 minutes of music per side instead of usual three. New player combination has capacity of 12 10-inch records or 10 12-inch discs.

ANDREW Corp., Chicago, is distributing two brochures to the trade. First one covers work done by company in design and construction of radio station in Madison, Wis. Second brochure is technical paper, "Eliminating Equinox Distortions from BC Transmitters," written by Dr. Victor J. Andrew and reprinted from "Tele-Teach" of Feb., 1948.

ELECTRO-VOICE Inc., Buchanan, Mich., has released four pages of its bulletin of Electro-Voice Microphones, Stands and Accessories, Houston, Chicago, Washington and Detroit area, company reports.

Factory Workers Lulled By Special Broadcasts

WABX (FM) Harrisburg, Pa., is now conducting special programs for broadcast to factories in the area. Programs are controlled by time clocks which turn on and shut off the amplifying equipment at pre-set times, according to Harold Bishop, station owner and operator. Kent J. Terry installed the RCA sound equipment which distributes the music and entertainment to all workers in the industrial establishment.

TELEVISION programs in New York area are being covered by Radio Reports Inc., which currently covers FM radio. Service may later be extended to Los Angeles, Boston, Chicago, Washington and Detroit areas, company reports.

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolia Seaboard Market.
July 2 Decisions...

By Commission Stenographer

WQIT Inc., Pittsburgh—Granted petition to discontinue without prejudice its FM television application.

Central Beat, Co., Des Moines—Iowa—Granted petition for leave to amend its TV application to specify Channel 12 in lieu of 2.

Rock River Valley Best, Co., Waterloo, Wis.—Granted petition for leave to amend its application to change power from 250 to 250 1/2 w on 820 kc.

KSDL Salina, Kan.—Commission on its own motion continued consolidated hearing scheduled for July 9 to July 28 at Washington.

Bunker Hill Best, Co., Boston—Granted petition to continue consolidated FM hearing for July 6 to August 9 at Boston.

The Fort Industry Co., Miami—Granted petition in part in change of size, ant., characteristic, ERP and to specify Channel 7 for TV station; denied petition in other respects.

The Master Best, Corp., Rio Piedras, P. R.—Granted petition for leave to amend its application to report changes in officers, directors and stockholders, etc.

Staunton County Bests, Inc., Modesto, Calif.—Granted petition to take depositions in re its application.

Radio Sales Corp., Seattle—Commission on its own motion continued indefinitely, hearing scheduled for July 6 in re extension of completion date of CP action on petition for reconsideration and grant.

Sam P. Douglas, Portales, N. M.—Ordered that application of Douglas be dismissed without prejudice for failure to prosecute, and removed from hearing docket application of Plains Bests, Co. Inc.


July 2 Applications...

Accepted for Filing

AM—1370-CP
Fairmont Bests, Co., Fairmont, Minn.—Granted petition to operate on 1700 kc 1 kw DA unil. AMENDED re officers, directors, and stockholders.

AM—1320-CP
W. L. Motley, Maysville, Ky.—CP new standard station on 1320 kc 250 w. D.

AM—960-CP
WWST Wooster—Moder. license to increase power from 500 w to 1 kw.

AM—1380-CP
KMUJ Muskogee, Okla.—Mod. CP new standard station to change type of trans.

AM—620-CP
WKAQ San Juan, P. R.—Mod. CP install DA for first Savings Trust Co. Ltd. at 1000 kc 1 kw.

AM—1280-CP

AM—1450-CP
WCRS Gaffney, S. C.—Reimate CP as modified, installation of new standard ant. and to support FM ant. on 1450 kc 250 w unil.

AM—1000-CP
Sparta Bests, Sparta, Tenn.—CP new standard station on 1050 kc 1 kw D.

Modification of CP

KXNN Austin, Tex.—Mod. CP new standard station to make changes in FM ant. that is mounted on top of the AM tower and to change studio location.

KDSX Denver, Tex.—Mod. CP new stations for approval of trans. and studio location.

KROD El Paso, Tex.—Mod. CP increase power. Install new trans. and DA-H and change tower, location, for extension of completion date.

WGBS Tell City, Ind.—Mod. CP increase power. Install new trans. and DA-H for completion of trans. location.

KPKN Palo Alto, Calif.—Mod. CP new FM station for extension of completion date.

WGST-AM Atlanta—Same.

WMDD-FM Orlando—Same.

WBON Bowling Green, Ky.—Same.

KEX-FM Portland, Ore.—Same.

WCAC-Philadelphia—Same.

WGFR Schenectady—Mod. CP for extension of completion date.

KDYL-TV Salt Lake City—Mod. CP new commercial television station for extension of completion date.

License Renewal

KEYS Corpus Christi, Tex.—Renewed for filing.

Assignmnet of License

WRQN Vidalia Bests Co., Vidalia, Ga.—Assignment to license to M. P. Brice and C. E. Ledford, a partnership.

Accepted for Filing

License for CP

KNX San Jose, Calif.—License to cover CP new standard station.

WDIV Dover, Del.—License to cover CP new standard station.

WFTA Tampa, Fla.—License to cover CP to install new trans.

WCFL Chicago—License to cover CP installation of commercial trans. and new change in DA-DA.

KARK Tulsa—License to cover CP changes in the vertical ant. and install FM on AM tower and change location.

KNFP Newport, Ore.—License to cover CP new standard station.

WTTA Natchitoches, La.—License to cover CP new standard station.

Modification of CP

WDAK Columbus, Ga.—Mod. CP new FM station for extension of completion date.

License to Cover

WKJG-FM Fort Wayne, Ind.—License to cover CP new FM station.

Modification of CP

WBZ-FM Chicago—License to cover CP new FM station for extension of completion date.

WHEC-FM Rochester—Same.

WESH-FM Bradford, Pa.—Same.

License for CP

KTEM-FM El Paso—License to cover CP new FM station.

Modification of CP

WJOD-FM Milwaukee—Mod. CP new FM station for extension of completion date.

License for CP

WPHJ-FM Huntington, W. Va.—License to cover CP new FM station.

Modification of CP

WRJN-FM Racine, Wis.—Mod. CP new FM station for extension of completion date.

License for CP

WRAL-TV Baltimore—Modification of CP was authorized for extension of television station for extension of completion date.

License for CP

WMB-AM Radio Baltimore—Modification of CP was authorized for extension of television station for extension of completion date.

Central Pennsylvania Corp., Altoona, Pa.—CP new commercial television station on Channel 10, 192-196 mc, ERP vis. 2.8 kw, surf. 1.1 kw.

WBNK Bests, Corp., Youngstown, Ohio—CP new commercial television station on Channel 11, 210-216 mc, ERP vis. 21.6 kw, surf. 11.4 kw.

WJET Buffalo, N. Y.—License to cover CP new FM station.

WJZ-TV Baltimore—Modification of CP was authorized for extension of television station for extension of completion date.

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<td>WASHINGTON, 6, D. C.</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
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<td>ARLINGTON, TEXAS</td>
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<tr>
<td>Merl Saxon</td>
<td>203 W. Hutchison Street</td>
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<td>Telephone 888 or 211</td>
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<td>San Marcos, Texas</td>
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<td>NATHAN WILLIAMS</td>
<td>AM—Allocations &amp; Field Engineering—FM</td>
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<td>Osbobo, Wisc., Phone Blackhawk 22</td>
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<td>DIXIE ENGINEERING CO.</td>
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<td>Columbia 1, S. C.; Ph. 2-2742</td>
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<td>MAURICE BARRON</td>
<td>Consulting Radio Engineers</td>
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<td>Specializing In Broadcast and Allocation Engineering</td>
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<td>Warner Building, Washington 4, D. C. Telephone National 7757</td>
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<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477</td>
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<td>WASHINGTON, 6, D. C.</td>
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<td>HERBERT L. WILSON</td>
<td>1035 CONNECTICUT AVE., N.W.</td>
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<td>WASHINGTON, 6, D. C.</td>
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<td>WELDON &amp; CARR</td>
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<td>1728 Wood St.</td>
<td>Riverside 3611</td>
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<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE</td>
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<td>DALLAS, 5, TEXAS</td>
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<td>JUSTIN 8-6108</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Wash., D. C. 3459 26th St., S. E.</td>
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<td>AXXminster 3882</td>
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<td>Birmingham, Ala., P. O. Box 2468 6-3924</td>
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<td>PREISSMAN &amp; BISER</td>
<td>AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES</td>
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<td>$300 14th St., N. W. Washington 10, D. C. Adams 7299</td>
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<td>LYNNE C. SMEBY</td>
<td>820 13th St. N. W., EX. 8073</td>
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July 12, 1948 • Page 85
AFN's Five Years

As of July Fourth, the American Forces Network, in the U.S. Occupied Zone of Germany, has been beaming American programs to our troops for five years.

The network, originally set up with five 50-w transmitters and BBC studio facilities in London, now has a total of five studios in Frankfurt, Berlin, Munich, Bremen and Stuttgart, and seven transmitters ranging from 300 to 100,000 watts each, with its transmitter and two additional ones operating out of Bayreuth and Bremervouren. During the European campaign there were 14 stations and upward of 70 transmitters operation simultaneously in the network. While serving GIs, and more recently U.S. citizens and dependents in Europe for the past five years, AFN has built up a vast audience in Europe, Scandinavia, the Balkans, Middle East, Baltic States, Iceland, Finland and Africa.

AFN's Five Years

July 4th Marked Birthday

AFRFS thanks industry for service to troops

Appreciation of military officials for radio's services to activities of Armed Forces Radio Service was expressed by Brig. Gen. John K. Rice, of the Troop Information & Education Division, War Dept. Special Staff.

In a letter expressing "sincere appreciation," Gen. Rice wrote NAB President Justin Miller that the AFRFS broadcasts "are a strong factor in the happiness and contentment of our far-flung troops of the Navy, Army, Marine, Air Force and Coast Guard at the present time, and their effect may become even more significant with the passage of the Selective Service Law."

TV at Chicago Show

Seventy-Two per cent of the exhibition space in Chicago's Coliseum has been reserved by television set manufacturers for the national TV show to be staged there from Sept. 18 to 26, according to Harry Alter, chairman of the show committee. A television theatre seating 3,500, a special room for viewing video on a large screen with seating capacity of 500, and a so-called "jeep" studio in which show visitors may see themselves on a receiver as they stroll through the exhibit are features of the show.

VAUGHN MONROE show, now known as "The Need for Caravan," formerly heard Sat., 9-11 p.m., on CBS for H. J. Reynolds Tobacco (Camel cigarettes), July's moved to Mon., 10-12 p.m. Starting Aug. 30 and through Sept. 24, program will be heard 10-12 p.m. on Mon. Oct. 4, in same time slot, "Screen Guild Players" replaces show for summer. Wm. Esty, New York, is agency.
Pete French (r) interviews Louisville Safety Director David McCandless at a oil refinery fire June 27.

Four staff of WHAS Louisville, Ky., almost lost their lives, station reports, while covering half-million dollar fire at Aetna Oil Co. refinery June 27.

When first tank exploded shortly after 1 a.m., Pete French, Jim Walton and Alice Watkins sped to the scene. They were met there by Engineer Dick Bell with tape-recording equipment. While Mr. French was interviewing persons working to put out fire, tank in front of him exploded, showering area with oil, flames and debris.

Mr. French kept right talking, and came up with excellent news recording of fire, station reports. Only casualties on staff were oil-splattered clothes.

**Radio Promotions**

*Shows with a Hollywood Heritage*

**Howard J. McCollister**

10660 Belaggio, Los Angeles, Calif. 90075

Regional Promotion Campaigns

**Terri Sue Cooper & Associates**

**Tony Kuhlman & Associates**

**Steve Selman & Associates**

**Bob Blankenship & Associates**

**Bill McFarland & Associates**

**John Cooper & Associates**

**Steve Selman & Associates**

**Bob Blankenship & Associates**
FEDERAL BROADCAST EQUIPMENT

... An Outstanding Line Offering
Finest Performance and Real Economy

In standard AM and FM transmitters...TV transmitters for low or high band operation...Square Loop Antenna...special new developments including Studio-to-Transmitter Links...Dummy Antenna...TV Monitors...High Power Transmitting and Rectifier Tubes.

You can count on Federal Broadcast Equipment—from a complete system to an individual installation. Federal Broadcast Equipment brings you the latest in engineering technique and practice...high quality of materials...precision craftsmanship of the highest order. There is real economy in both initial cost and operation. And you are assured of the finest performance, because Federal sees every job through. This Federal policy upholds a reputation established by more than 38 years of continuous achievement in the radio transmission field.

FEDERAL'S FM 10 KW Transmitter, officially approved by the FCC, has the exclusive "Frequence" FM Modulator. It reduces distortion and noise well below RMA specifications and stabilizes mean carrier frequency within 0.001 per cent of assigned value. This transmitter combines outstanding fidelity with economy, accessibility and highly dependable performance.

FEDERAL'S Transmitting Tubes provide long service. They stand up under severe operating conditions, and maintain original characteristics for life.

FEDERAL'S TV Monitor meets all FCC requirements. Designed for long service life, it accurately measures video carrier frequency, and monitors sound carrier and modulation.

FEDERAL'S Field Intensity Meter accurately measures signal intensity of AM broadcasting stations whether in the standard band of 530-1000 Kc—200 to 400 Kc—1600 to 3600 Kc—or 3600 to 7000 Kc. This 29-lb. unit is portable.

HIGHEST GAIN IN THE FIELD WITH FEDERAL'S SQUARE LOOP ANTENNA. In many installations from coast to coast, this design is producing an effective radiated power of as much as twelve times the Kilowatt rating of the FM transmitter. This means new power and new range for better and wider service. Federal's Square Loop Antenna also brings you simplicity of mechanical and electrical design...greater accessibility for maintenance...no operational tuning...maximum lightning protection...immediate delivery and ease of installation.
Federal's Studio-to-Transmitter Link for High Fidelity Program Transmission.

Here's the new Federal microwave system to eliminate S-T wire and cable circuits. Combining outstanding fidelity — distortion less than 1% over 50-15,000 cycles — low noise level, 65 db below 100% modulation — and a 35-mile "line of sight" range — this system complies with all applicable FCC regulations for good engineering practice. Link consists of a transmitter, receiver and two standard 6-foot parabolic reflectors (4- or 8-foot reflectors supplied on request).

**ONE OF MANY NEW DEVELOPMENTS BY FEDERAL TELECOMMUNICATION LABORATORIES**

**TRANSMITTER** employs advanced-design direct frequency modulation and crystal-controlled klystron power oscillator. Complete monitoring facilities include frequency and power measurements, aural monitoring, and vacuum tube metering. Designed for mounting on standard 19” relay rack, it is only 35” high and 13” deep.

**RECEIVER** is a single superheterodyne which utilizes reflex-klystron local oscillator. It features pre-selection to reduce possibility of spurious interference. Relative stability is maintained within 0.01 per cent with automatic frequency control. Metering is provided for all vacuum tube circuits, carrier level, and crystal current. Same mounting and size as transmitter.

**FEDERAL'S De Luxe Studio Console** combines control of all facilities of an FM transmitter into one unit—a "nerve center"—convenient, foolproof, and handsome in appearance.

**FEDERAL'S All-Metal Dummy Antenna** meets the need of the Broadcasting Industry for testing of high power, VHF and microwave (FM and TV) transmitters. No conventional resistors and insulators. Compact, light, water-cooled — determines RF power accurately.

**FEDERAL'S Standard 5KW AM Broadcast Transmitter** assures high fidelity performance and maximum operating efficiency. Nominal output of 5KW can be transferred instantaneously to 1 KW. Every component is conservatively operated. Every circuit is engineered for maximum life of its elements. A new simplified power supply reduces maintenance to a minimum. Standard operating band.

Federal Telephone and Radio Corporation
100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.
VIC DIEHM SAYS:

We Dominate Our Coverage Area

Here are the results of a survey recently conducted by Bob, S. Conlan and Associates in our coverage area.

WAZL .. .67.5% Station A: 2.6 Station B: 2.3 Station C: 2.0 Station D: 1.9 Station E: 1.9 Station F: 2.4 Others: 7.1

For further information write to Vic Diehm c/o WAZL or Robt. Mosker Assoc. 321 Fifth Ave. N. Y. C.

FCC Actions

(Continued from page 84)

For FM and hours of operation in accordance with sections 415(b) and 416.

ST - 940.5 mc

Joe L. Smith Jr., Beaumont, V. A. - New ST link station on 940.5 mc.

TENDED FOR FILING

TV - 46-66 mc


KBBW

Robt. D. MEE. SAYS:

Coverage Area

THE BEST BET

1932

Our H. D. TV, Informa-

_ _

_ _

NBC

-to change frequency from 710 to 1170 kc, increase power from 500 w to 1 kw and change hours of operation from S-WCAM and S-WCAP to D.

Assignment of License

WBSD Richmond, J. N. - CP to change frequency from 1310 to 1170 kc, increase power from 500 w to 1 kw and change hours of operation from S-WCAM and S-WCAP to D.

Assignment of License


License Renewal

WMOC Covington, Ga.

APPLICATION DISMISSED

Modification of CP

WtWS Ware, Mass. - Mod. CP new standard for extension of completion date. DISMISSED June 19, 1948.

KSUR Rawlins, Wyo. - Mod. CP new standard for Jackson station to change frequency and trans. and studio locations.

APPLICATION RETURNED

AM - 1300 mc

Montclair Bstst, Co., Montclair, N. J. - CP new standard station 1200 mc 40 w and N 50 w D and limited hours of operation.

DELETED AND CALL LETTERS CANCELLED

KSUR Rawlins, Wyo. - 1240 kw 250 w D.

WHL Hammond, La. - 720 kw 250 w D.

ACCEPTED FOR FILING

Modification of CP

WCGV-AM, Knoxville, Tn. - Mod. CP new FM station for extension of completion date.

FM - 100.7 mc

KVCW The Voice of Ventura County, Santa Monica, Cal. - CP new FM station (Class B) on 100.7 mc Channel 26 ERP of 12.59 kw and antenna height above terrain 144 ft.

Modification of CP

WAXJ-AM, Easton, Md. - CP new FM station for change frequency from 1200 mc 1 kw, change trans. (make type and power) and make changes in ant. system.

KCBF-AM, Des Moines, Ia. - CP new FM station for extension of completion date.

WATL-AM Atlanta - Mod. CP new FM station for extension of completion date.

WOMI Owensboro, Ky. - Same.

WFDJ-FM Flint, Mich. - Same.

WILD Columbus, Ohio - Same.

WBFJ-AM Erie, Pa. - Same.

WPAM-FM Pottsville, Pa. - Same.

JULF-AM Johnson City, Tenn.

License Renewal

WNYC-FM New York, N. Y.

ACCEPTED FOR FILING

Modification of CP

WLWC Columbus, Ohio - Mod. CP new commercial television station to change studio and trans. locations, change ERP from 15.3 kw, air. 7.2 kw to vis. 15.2 kw, air. 12.8 kw, change equipment and antenna.

TENDED FOR FILING

AM - 1280 mc

WDSU WBDS-FM, WDSU-TV New Orleans, La. - Consent to transfer of control of AM station, WDSU permittee of WDSU-FM and WDSU-TV to Inter- national City Bstst. Service Inc.

A partnership composed of Douglas Blair, Walter Colvin, and Carlton Woodrow of San Angelo, Texas - CP for new standard station on 1450 mc 250 w unil.

July 7 Decisions ...

By the Secretary

KPOJ-FM KALE Inc., Portland, Ore. - Granted mod. CP change name to KPOJ Inc.

The following were granted mod. CPs for extension of completion dates as shown: WCHV Charlottesville, Va., to 1-31-49; WMBO Aberdeen, Ky., to 9-15-48; KPAC Port Arthur, Tex., to 1-9-49; WEST-FM Euston, Pa., to 12-15-48; WOL-FM Washington, to 7-26-48; WMMC Muskegon, to 5-3-48; WODD Chattanooga, to 10-15-48; WNAV-FM Annanpolis, Md., to 3-2-48; WBBA Schenectady, to 9-20-48; WIMA Moline, Ill., to 7-22-48; WAIL Flint, to 9-29-48; WMAO-FM Raleigh, to 8-28-48; KRNA Kekul- e, Okla., to 10-5-48; WCAP-FM Tonkawa, to 8-23-48; WKBZ-FM Muskogee, to 8-1-48; WQDQ Hinesville, III., to 7-14-48.

AM - 1450 mc

WUSN Chardon, Ohio - Granted license new station 1450 mc 250 w unil.

Modification of CP

KLMR Lancaster, Ohio - Mod. CP for extension of completion date to 8-3-48.

TV Licenses

WXPO, WXBB, WPX Inc., Area New York - Granted licenses for new exp. TV relay stations.


WKWH Sheepshead, Va. - Granted CP make changes in DA and mount FM ant. 12 axis.

The following were granted mod. CP for extensions of completion dates as shown: WBAI Wauwatosa, Wis., to 12-4-48; WPRI Providence, R. I., to 6-15-48; WBOB-AM, San Diego, Calif., to 1-10-48; WETN Columbus, Ohio, to 10-31-48; WOSU Columbus, Ohio, to 12-15-48; WMGN-AM, Des Moines, Ia., to 1-5-48; KFAM-FM St. Cloud, Minn., to 7-14-48; WMAQ-FM Chicago, to 10-14-48; WATL Atlanta, Ga.- Same.

AM - 930 mc

KSDN Aberdeen, S. D. - Granted CP change frequency and change studio location; 930 kc 1 kw DA unil.

AM - 1000 mc

WTFT Fort Wayne - Granted license new station Columbus, Ohio studio location; 1000 kc 1 kw DA.

TOWER CONSTRUCTION COMPANY
402 COMMERCIAL STREET
SIOUX CITY, IOWA 51101
PHONE 5-6761

You just can't beat experience in tower construction and maintenance -- especially during this time of the year. You can have a successful experience as we've enjoyed over the past ten years. Operating numerous skilled crews throughout the country makes each job a success at your command for any scheduled or emergency jobs.

A phone call, wire, or letter brings you our consultation service without any obligation.

TOWER CONSTRUCTION COMPANY
402 COMMERCIAL STREET
SIOUX CITY, IOWA 51101
PHONE 5-6761

Radio Tower Section Maintenance General Systems FM Antenna and General Transmission Lines

BROADCASTING  Telecommunication
Help Wanted

Manager

Salesman

Salesman—Experienced time salesman with proven selling ability capable of producing results. Immediate opening. Details, references, photo, or interview write, Box 982, BROADCASTING.

Salesmen—Lead all phases radio—independent, progressive station. Drawing account against local, regional, or national networks. Excellent opportunity. Needed in larger, progressive station in the South. Will travel. Box 925, BROADCASTING.

Situations Wanted

Manager

Owners, managers, dept. heads ... I'd like to become your assistant and am qualified by vast experience in all phases of broadcasting experience including NBC-ASC statistics, production, operations, and special events, including present management. Send detailed references, Box 925, BROADCASTING.

Manager-program directory–announcer writer in all phases of radio, broadcasting. Fifteen years in radio. High compensation. Opportunity. Box 955, BROADCASTING.

Commercial manager — Salesman ten years experience in broadcasting with proven selling background as salesman, commercial manager and station manager. Will work full-time or part-time. Photo, references and salary requirements in first letter. Box 955, BROADCASTING.

Manager or commercial manager. Experienced in construction of AM and FM stations. Successful personal selling, good business management and station operation. Good opportunity. Best references. Box 79, BROADCASTING.

Manager and chief engineer—qualified pair each with first class licenses and over 20 years experience in broadcasting. Available together or separately. Desire major market. Box 915, BROADCASTING.

Wanted

Producing-Results

Opportunity

Box

J. W. Craig, WCOP, 15th Street, Boston, Mass.

Wanted

Chief Announcer: Presently employed, available to leave immediately. Send full details, references and salary requirements in first letter, Box 360, BROADCASTing.

Announcer

Immediate opening for all around staff announcer with turntable experience. No application will be considered from anyone not submitting disc and photo. WCCM, Lawren, Chicago.

Wanted—Experienced morning man with showmanship who can be immediately self-programmed. Looking for established 5 kw southeast network affiliate. Station located in southeast. Excellent opportunity. Permanent. Give experience, references, salary requirements in letter, accompanied by photo. Box 45, BROADCASTING.

Radio WOKE, Wellington Hotel, Albany, N. Y.

WANTED:

WRITER-PRODUCER

50,000 watt clear channel midwestern network affiliate has immediate opening for writer-producer. Send complete information and photograph in first letter. Box 49, BROADCASTING.

Situations Wanted (Cont'd)

Manager, college background, graduate in radio-technical. Excellent experience and contacts. Pertinent experience in news, commercials, communications, sales. Will travel. Box 978, BROADCASTING.

Announcer with talent and experience. Excellent on news. Ditto on any type of program to which he is suited. Looking for permanent position in metropolitan station. College graduate. Send for references and disc, Box 32, BROADCASTING.

Announcer — experienced, strong on morning drive. A third generation disc and continuity man. Back through be-bop. Excellent educational, cultural, and audience experience. Can get down with the hottest, local R&B, rock and roll and local sports. Send short letter and photo on request. Box 47, BROADCASTING.

Annual—five years experience thoroughly trained, capable and conscientious. Married vet. Available immediately for any type of work including sales. Box 47, BROADCASTING.

Announcer—three years experience in news, commercials, disc shows. Expert board operator. Send for references and disc. Box 45, BROADCASTING.

Announcer—Experienced three years in sales and management of a three network station. Able to turn around news, commercials, disc shows, interviews. Box 14, BROADCASTING.

HELP WANTED

Manager—Canton, Ohio.

Help Wanted—Experienced salesman for a well established 5 kw, mid-western station with established Roll-up-Call list. If you can pull Roll-up and send orders, disc (preferably old-skool, but modern classics will do) to BOX 965, BROADCASTING.

Wanted

BROADCASTING

Situations Wanted

Manager

SITUATIONS WANTED

Radio-Manager needed by WCSB, by August 19, 1948, for station located in the downtown area of Charleston, W. Va., 1000 watt station. Will consider you if you have five years experience in news, commercials, disc shows, continuity, and production writing, handle board, setting, for complete re- sume. Send photo and write, phone Paul Lohman, 729 Oak- road Wood, Charleston, W. Va. 25305.

Announcer

Announcer: Presently employed, available July 15th. Skilled all phases, strong on morning show. Available to be very progressive. Disc, photo on request. Box 46, BROADCASTING.

Announcer—five years experience thoroughly trained, capable and conscientious. Married vet. Available immediately for any type of work including sales. Box 47, BROADCASTING.
Situations Wanted (Cont'd)

Announcer. Now employed 50 kw clear channel AM stn. Available to relocate. Box 936, BROADCASTING.

Experienced engineers, 2 to 12 years experience. Occasionally available for good voice. Personality disc jockey shows. Some M.G. work. Now available for 2 to 12 years experience. Wire or write details, available on two weeks notice. Easy to get along with, write-ups in leading trade magazines. Apply in care of photo. Prefer 1st or near New York State. Box 62, BROADCASTING.

Situations Wanted (Cont'd)

Announced by chief. Experienced 20 years experience in phonograph and radio. Located in the Chicago area. Reason for changing—home is in the Southwest, any radio station, experience. Box 931, BROADCASTING.


Engineer, first class license, 31 years experience in the EDM. Alleged opportunity now in Oklahoma City. Will relocate. Reason for changing—home is in the South. Wire or write details. Available immediately. Box 6, BROADCASTING.

WANTED

For sale: 30 kw transmitter. Excellent condition. Will trade for similar power station. Box 390, BROADCASTING.

Job available to a dynamic, hard working, experienced engineer. Previous experience in station operation. Must be willing to relocate. Box 457, BROADCASTING.

Proprietor wishes to meet experienced engineer with Southwest experience. Must have ability to handle any phase of radio station. Will consider any location. Box 72, BROADCASTING.

Job available to a dynamic, hard working, experienced engineer. Previous experience in station operation. Must be willing to relocate. Box 457, BROADCASTING.

Situations Wanted (Cont'd)

Young man, age 25, mother dependent, has transportation maintenance experience in the AM-FM, 250 to 3 kw, IHEW transmitter and receiver field. Six years experience. No remote work wanted, 1st, 2nd, 3rd, and 4th shifts. Daytime experience. Can do nice job on transmitter control room work.住在 Colorado or any state in the West. Box 62, BROADCASTING.

Technical

Situations Wanted (Cont'd)

Listener, 31, Oklahoma City. Desires new opportunity in Midwest. Will relocate. Reason for changing—home is in the Southwest. Box 98, BROADCASTING.

FOR SALE


159 ft. Lingo vertical antenna. 18 months old, complete with transmitter, tower equipment, guy wire and 2-3 B lighting equipment. Ready for shipment. What are we offered? WCTO, New Brunswick, New Jersey.

Complete 1 kw transmitter house equipment available this fall. 1 WE 1 kw transmitter type 6 A program amplifier; 1 WE 94-A amplifier; 1 General Radio 681-A frequency monitor; 1 General Radio 473-B frequency monitor; 1 Col- lin's T-11 equalizer; 1 Clough's S-1251 11-B calibrated standard signal generator. Four 2' patch cords; all in excellent condition. Also, 2 pre-war, never off reel; 1 steel phasing cabinet with miscellaneous parts. WICA, Ashtabula, Ohio.

Prove to be a better or equal job. Reason for changing—minimum.

Job available to a dynamic, hard working, experienced engineer. Previous experience in station operation. Must be willing to relocate. Box 457, BROADCASTING.

WANTED

Job for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly trained in all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO

$800 Wilshire Blvd.

Beverly Hills, California

Bradshaw 21490

NOTE: Station Managers and Program Directors will have the opportunity of working with experienced professionals.

Sponsors, listeners, and employer tell us we are top of the line in sportscasting. 21/2 years experience in both football and basketball, and high school football. Former pro baseball, radio, and football player. High school graduate, veteran in business with 5 years experience, and experience, gained on this fine 250 kw commercial station. Want a chance to prove my ability, on larger station. Write today for details. Box 35, BROADCASTING.

Broadcast engineer desires chief position in medium power AM station. 75 kw, BROADCASTING.

Engineer, experienced transmitter, control room, remote location, reasonable. Best references. Will travel for permanent job at right location. Announcing. Good knowledge sports. Veteran, 28, single. Post Office Box 461, Oklahoma City.

Transceiver and remote location. Reason for changing—home is in the Southwest. Box 25, BROADCASTING.

FOR SALE


Federal 181-B Field Intensity Meter, in good condition. KXLA, 1401 S. Oak Knoll, Pasadena.

FOR SALE


159 ft. Lingo vertical antenna. 18 months old, complete with transmitter, tower equipment, guy wire and 2-3 B lighting equipment. Ready for shipment. What are we offered? WCTO, New Brunswick, New Jersey.

Complete 1 kw transmitter house equipment available this fall. 1 WE 1 kw transmitter type 6 A program amplifier; 1 WE 94-A amplifier; 1 General Radio 681-A frequency monitor; 1 General Radio 473-B frequency monitor; 1 Col- lin's T-11 equalizer; 1 Clough's S-1251 11-B calibrated standard signal generator. Four 2' patch cords; all in excellent condition. Also, 2 pre-war, never off reel; 1 steel phasing cabinet with miscellaneous parts. WICA, Ashtabula, Ohio.

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FOR SALE


159 ft. Lingo vertical antenna. 18 months old, complete with transmitter, tower equipment, guy wire and 2-3 B lighting equipment. Ready for shipment. What are we offered? WCTO, New Brunswick, New Jersey.

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NLRB Upholds Claim of Voice of Alabama

VOICE OF ALABAMA, Inc., operating Birmingham stations WAPI (5 kw fulltime) and WAFM (FM) on Channel 258 (99.5 mc), has "not engaged in unfair labor practices," James A. Shaw, National Labor Relations Board trial examiner, has found after reviewing charges brought by Radio Broadcast Technicians Local No. 253 of the International Brotherhood of Electrical Workers.

Mr. Shaw recommends that the technicians' complaint against Voice of Alabama be dismissed insofar as the unfair labor practices allegation is concerned. The union charged that Voice of Alabama has refused to bargain collectively with the technicians' local since November 1947, although the local had been designated in an election conducted under NLRB auspices as the appropriate bargaining unit.

Voice of Alabama has consistently objected to including the WAFM technicians in the contract covering those at WAPI. On this point Trial Examiner Shaw's conclusion was: "All radio technicians of the respondent at its Birmingham stations, except guards, professional and supervisory employees . . . constitute a unit appropriate for the purpose of collective bargaining . . ."

International Broadcast Course Will Be Offered

A COURSE on international broadcasting again will be offered next fall at the New School for Social Research, New York City, and will be conducted by Dr. Arno Huth, writer and lecturer, who was in charge of a similar course there last fall.

Course will run for 16 weeks (Wednesdays, 8:30-10:10 p.m.) beginning Sept. 29. According to Dr. Huth, it will examine the potentialities and problems of international broadcasting and the possibilities of radio for national propaganda and international cooperation.

Leading broadcasters representing the international radio services of the United Nations and American broadcasting organizations will appear as guest lecturers. Several foreign radio experts also are scheduled to appear.

Agencies (Continued from page 10)

manager of Airquipment Co., Burbank, Calif., and before that account executive for Erwin, Wasey & Co.

RICHARD M. DAY, former radio director of Los Angeles Community Welfare Federation and Community Chest, joined BBDO Inc., Los Angeles, as manager of publicity department.


ERMENITRUDE LANSING, formerly with William Esty and Arthur Kudner Inc., both of New York, named office division manager of Walter Lowen Placement Agency.

ROBERT SAUNDERS, former announcer-producer of KWSC Pullman, Wash., joined West Coast office of BBDO.

Adpeople • • •

HUGH E. KENT, former assistant to president of Bromo-Seltzer Ltd., Toronto, has been elected first vice-president of the company, in charge of sales and advertising. He has been with Bromo-Seltzer for 11 years.


VERNON H. JONES, manager of store planning and display department of Goodyear Tire & Rubber Co., received citation from American Marketing Assn. for "setting pattern for coordinating merchandising efforts of manufacturer and retailer."

SEYMOUR D. HESSE, former director of advertising, sales promotion, and merchandising for Schenley Distillers Corp., New York, until he left firm in 1945, has rejoined as advertising co-ordinator.

Formal Opening of Two Canada Outlets Delayed

DELAY in opening new 50 kw stations at Edmonton and Winnipeg has been announced by Canadian Broadcasting Corp. CBX Edmonton and CBW Winnipeg, were slated to open July 1, but manufacturers found troubles in lining up equipment, postponing opening to sometime this summer, at the latest. A final release of CBC states that CBX, CBW, new 50 kw transmitter of CJBC Toronto, and new 10 kw transmitter of CB7 Chicoutimi, will all open Sept. 1.

Meanwhile CBC takes over on July 1 CKY Winnipeg, 16 kw station, purchased earlier this year for $500,000 from Manitoba government, and will continue to operate it under old call letters until new 50 kw CBW is ready. With announcement last week that CBR Vancouver, and CBM Montreal, would also go to 60 kw, the CBC will have completed its expansion of high powered stations right across Canada envisaged by Aird Report in 1929.

Reception of WCBS-TV Is Reported by Arkansan

WHILE the range of a television image is ordinarily about 50 miles and occasional reception beyond that range is not uncommon, a television has reported reception of a WCBS-TV New York signal in Little Rock, Ark.—1,100 miles from New York City.

Conrad F. Harrington wrote in part: "During the hour and a half that your station was received, there was no trouble due to lack of sync control, and had it not been for the head focus, the reception would have been ideal." He said he received the signal on a set constructed from surplus parts.

CBS engineers attribute the range to abnormal conditions in transmission paths. Video waves ordinarily penetrate the ionosphere and return to earth; in long range reception they are reflected from the ionosphere.

A year ago, a St. Charles, Ill., televisioner reported CBS-TV reception in that city—about 1000 miles from New York.

Work on Illinois Relay Towers Is Progressing

WORK on the microwave relay towers at Champaign and Danville, Ill., which will enable Illinois Bell Telephone Co. to put U. of Illinois football games on the Chicago-St. Louis coaxial cable next fall, is proceeding "ahead of schedule," officials of the telephone company reported last Wednesday.

American Tobacco Co. through N. W. Ayer and Son, has purchased exclusive TV rights to the five Illini home games.

Champaign and Danville, 36 miles apart, will be linked by means of 250-foot relay towers.
Baker Raises the Dough
Celebrates 1,000th Broadcast on WMBH;
 Attributes Rise to Radio

AN IMPORTANT milestone in his 19-year-old, personalized radio advertising campaign was reached July 4 by Willard Markwardt, baking company executive, when he conducted the 1,000th consecutive broadcast of his Quality Hour of Music show, reputedly radio's oldest Sunday noon broadcast, over WMBH, Joplin, Mo.

Mr. Markwardt, owner of the Markwardt Quality Bakery in Joplin, traces the rapid growth and success of his business back to an electronic crisis. While most of the nation was listening to battery sets through earphones, Mr. Markwardt was launching his radio advertising campaign in the spring of 1929. With a spot announcement over the station which bore the call letters WBW (since moved to Topeka, Kans.) he became its first advertiser.

The program had a homely, personal touch from its sponsor from the very start. It was—and is now—one-man show with Mr. Markwardt not only composing his own commercials and station announcements, but also serving as disc jockey, announcer and m.c. Recordings on the one-hour weekly show, heard from 12 noon to 1 p.m., are drawn from the personal, 2,000-piece, library of the sponsor-producer-announcer.

His informal home-spun comment and show commercials, presented in a friendly tone, have earned more mail response for him than any other performer, national or local, heard through the 250-w., full-time Mutual affiliate and station KMFM, according to station officials.

In the latest Conlan survey he reportedly rated a high 42. A contest he once sponsored inspired 3,000 pieces of mail.

The program has popularized Mr. Markwardt as a public speaker. He has been principal speaker at the American Baker's Assn. convention a number of times and has appeared before Rotary, Kiwanis and Lions club meetings in Kansas City, St. Louis and Wichita.

He has become a leader of civic and district activities and is today president of the Joplin Chamber of Commerce.

Mr. Markwardt has announced all the shows, with the exception of a few which conflicted with out-of-town speaking engagements.

Mr. Markwardt credits radio for his successful campaign and maintains that he could duplicate his personalized program in any town by securing a local station and gain a substantial market within a few months. He heartily recommends his business formula to any independent baker who wants to increase his sales by concomitance of advertising effort.

Business Women Told To Achieve Better Radio

NECESSITY for better radio listening to implement programs was emphasized by Dr. A. L. Chapman, U. of Texas, at a radio luncheon held July 6 in Fort Worth in connection with the National Federation of Business and Professional Women's Clubs.

Dr. Chapman, who is head of the university's leisure research in Education by Radio, said that every radio executive with whom he had talked about programming wants to raise the level of his programming as high as possible and that "when radio people can get a large enough discriminating listeners audience they will offer programs to meet their discriminating tastes."

Discussing the influence of advertising on radio, Dr. Chapman pointed out that "from 65 to 75% of radio time is sold to advertising, pays for all the programs which are not commercial... Radio, according to radio people, is giving us the kinds of programs that people—large numbers of people—will listen to."

FCC Actions

(Continued from page 81)

removed amended application from hearing docket and granted same. Further order of April 7, proposing to withdraw no longer be granted, and applications be removed from hearing dock- et and granted same.

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As a result of complaints by CJCA Edmonton, the Canadian Broadcasting Corp. board of governors ruled at its June board meeting in Montreal that where there is dual ownership of a newspaper and a radio station the operations should be distinctly separate one from the other. This important ruling will affect 28 Canadian stations which are owned by newspapers in full or through inter-lying directorates.

The CBC board felt that the complaints of Mr. Henry were important questions in relation to basic principles of freedom of the air. The kernel of the matter as far as the CBC board is concerned is whether or not the licensees, in this case The Edmonton Journal, kept off broadcasts material which would normally be broadcast under general policies governing stations in Canada and the responsibilities of a licensee as trustee of a radio frequency.

The board is of the opinion that there has been some undue influence in favour of The Edmonton Journal with regard to broadcasting operations with CJCA, which is not in the public interest since such a situation tends to restrict the free flow of information on the air, fair access to the air, and the presentation of all main points of view.

"The board will keep the broadcasting of station CJCA under close observation, and will review them carefully when the present license comes up for renewal (April 1, 1949). It believes that the licensee company would be well advised to make clear arrangements for responsibility as to what is broadcast on the station, under which no official of the newspaper could give directions regarding particular broadcasts."

Complaints of Mr. Henry were of interference with operation of station and newscasts by the newspaper-owner management.

Also at the June meeting the board approved for recommendation an FM license for the Board of Education at Hamilton, Ont., for the first such license recommended in Canada. The education station will operate with 390 watts. FM license was also recommended for CBC at Winnipeg with 766 watts power, and unlimited operating hours for CHUM-FM Toronto, which was operating as dawn to dusk station, for which CHUM is licensed for AM operation.

New AM stations were recommended for Fernand Levesque at Roberval, Que., 250 watts on 1340 ke, and for Department of National Defense for 100 watts at Norman Wells, Northwest Territories. CJBR Rimouski was denied its request to increase power from 5 kw to 10 kw as this would affect present coverage of other community stations in the area, a precedent set when CHML Hamilton applied for a similar increase recently. Applications for 250 watt station at Smith Falls, Ont., were denied as board felt community could not support a station. CFRA Ottawa and CKRN Brandon were recommended for broadcast Pick-up licenses to handle remote broadcasts.

At private meeting of board following public session, it was decided to amend the wartime prohibition against broadcasting speeches from important conventions of national political parties. It was felt that "where a qualifying national party holds a national convention for the purpose of choosing a new national leader the CBC will, at its discretion, give a lot free national network time for the broadcasting of a speech or speeches at the convention; and during the following week the CBC will offer each of the other qualifying national parties, national network periods of approximately half the time devoted to speeches from the convention."

This new ruling was prompted by the forthcoming Liberal party convention to choose a new leader to succeed Prime Minister William Mackenzie King, who is retiring as leader and prime minister.
FCC Actions

(Continued from page 95)

July 8 Applications...

ACCEPTING FOR LICENSING

KIHJ Seward, Alaska—Mod. CP new standard station for extension of completion date.

KCOK Tulare, Calif.—Mod. CP change frequency. Increase in power. Power, construction of new tower and antenna. New tower will be 170 ft. high above average terrain.

KRXJ Truckee, Calif.—Mod. CP new standard high-powered station in South Lake Tahoe area.

KWAO N. C. Mod. CP new standard station on completion date.

KWTV Scottsboro, Ala.—Mod. CP new standard station on completion date.

KWYQ Bluefield, W. Va.—Consent to assignment of CP to J. Lindsey Adler, Odessa, Tex., and George R. Jarratt, partnership d/b/a Radio Bluefield Co.

BOLSTERING Fred Beck (center) for his second year on Columbus Pacific Network with "Fred Beck Program" for Miles Labs., Inc., California, [Alko Seltzer], are (1 to r): R. C. Lockman, CBS account executive; F. G. Clancy, president of Miles Labs., Calif.; Tip Corning (second from r), of Beck program; A. E. Jocelyn, director of KNX-CBS operations. Occasion was a dinner party for Mr. Beck.

AM-860

KTRB Modesto, Calif.—CP to install FM ant. on top of AM tower.

KOPR Butte, Mont.—Consent to assignment of CP to Copper Beart. Company.

AM-1010

WACM Camden, N. J.—CP to reduce power from 500 w to 250 w, change trans. and ant. and change trans. location.

Transfer of Control

WPAT Watan Patterson, N. J.—Consent to transfer of control from Donald Fiamm 200 shares and James V. Conlan, to The Passaic Daily News.

AM-580

WPVI Dayton, O.—CP to make changes in DA.


Salt Lake City Beart. Co., Salt Lake City—new commercial television station on Channel 7, 147-140 mc, ERP of 30 kw. Aur. 23.4 kw Uni.

Remote Pickup

Central Utah Beav. Provo, Utah—new remote pickup station on 153.87 mc, power of 15 w. Emission A-3 hours of operation in accordance with Section 440.5, also CP new remote pickup station on 153.47 mc of 15 w. Emission A-3 hours of operation in accordance with Section 440.5.

TENDEDER FOR FILING

TV-66-72


TV—114-180 mc


WPJB (FM) Is Launched By ‘Providience Journal’

WPJB, the Providence Journal-Bulletin’s FM station, began operation July 11 on Channel 286 (106.1 mc). Station is operating on an 11 a.m.-11:05 p.m. schedule, with new presentations every hour on the hour.

WJPP’s transmitting station and its 475-ft. tower are located on Neutaconantuk Hill in Johnston, R. I., with temporary antennas at studios in 53 Mathewson St., Providence.

H. William Koster is station manager, Harmon Hyde program director, Maurice Dolbier news director and George W. Sharpe chief engineer. Station used teaser ads to herald its opening.

WEBR Buffalo received silver trophy in recognition of its outstanding contribution to youth of Buffalo area at radio session of 5th Annual State Convention of Elks.

LAW TAGS ALLEGED EXPLOITER

New York High Court Hears Story of Man Charged With Misrepresentation on Radio—

New York High Court Hears Story of Man Charged With Misrepresentation on Radio—

A STORY of how radio's effectiveness as a means for soliciting charity and sympathy is occasionally exploited was unfolded last week before the New York Supreme Court where Nathaniel L. Goldstein, attorney general, charged a resident of the state with misrepresentation in his appearance on a network radio program.

The principal, John A. Walker, who received $13,500 in one or two dollars charges from listeners appearing on MBS Alexander's Mediation Board last Dec. 18 was charged with swindling all but $2,631 of the money and misrepresenting himself and his family's circumstances. His wife, Edna, also was interviewed on the December program.

Attorney General Goldstein said Mr. Walker had spent $3,000 to clear mortgage on a Connecticut home and an additional $9,000 for a Florida vacation and a new automobile.

Further, he alleged, Mr. Walker told Mr. Alexander he was facing starvation and eviction. The charge states also that he and his wife concealed from Mr. Alexander a record of convictions, previous indictment for grand larceny and forgery, and ownership of his Connecticut home. The couple had posed the question of whether to tell the children the father had once been convicted of passing a bad check.

The attorney general said it appeared too late to return the donors' money, but has asked the court to appoint a special guardian to protect the youngest son's interest which would preserve "the faith of the radio contributors." It was also emphasized that neither the network nor the program was involved in any way other than incidentally.

Briefs supporting the charge will be filed Monday (today).

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows:

Standard-stations—1,693 licensed, 341 construction permits, 281 applications in pending file, 304 applications in hearing; FM-142 licensed, 106 conditional grants, 771 CP's (of which 421 are on air under special temporary authority) 27 applications pending, 45 applications in hearing; television—seven licensed, 101 CP's (of which 23 are on air), 299 applications pending of which 186 are in hearing.

WBCB BATTLE CREEK STARTS; MBS OUTLET

WBCB Battle Creek, Mich., started operation July 9 with 1 kw fulltime on 930 kc. Outline of program policy and introduction of staff members was made by members of Detroit Tigers baseball game as first program, according to Robert H. Holmes, president and general manager.

Dedication of station will be held July 16 during dinner at Post Tavern. Local, state and county officials and celebrities will take part. Dancing of A Wilderne, documentary dramatization outlining history of Battle Creek will be presented along with salutes from other Michigan stations.

Adrian R. (Bud) Cooper, formerly of WDFD Flint, is head of programming, production and promotion departments of WBCB. Charles E. Dewey Jr., who designed the studios, double control room and offices, is chief engineer. Continuity department is staffed by Wilbur and Fred Jones.

Station is affiliated with MBS and is represented nationally by McGeehan and O'Mara.

AT&T Amends

AN AMENDMENT to AT&T's rates for intercity television facilities, described by the telephone company as "a more competitive rate schedule," was filed with FCC last week. Authorities said the change, relating to monthly service on intercity channels which the telephone company makes available that the daily base of four hours may be used in multiples of 15 minutes, whether consecutive or non-consecutive, and does not have to be used in segments of at least one hour each.

THURSDAY night television program and news schedule that has been added to "Winner Take All" package on CBS, daily quiz program heard from 4:30-5 p.m. CBS Television Network has scheduled "The Jackpot," NBC, from July 1 from 9:30-10 p.m. Sunday broadcast is heard 8-9:30 p.m., replacing "The Jackpot," which moved to 9:30-10 p.m. Tuesday.

July 12, 1948 • Page 97
At Deadline...

INCREASE IN MAXIMUM POWER FOR TV STATIONS URGED

INCREASE in maximum power for metropoli-
tan-class television stations from present 50
kw to 500-ft. antenna height to power corre-
spending to 500 kw at 600 feet, plus greater
engineering protection for all TV outlets, pro-
posed by Allen B. DuMont Labs. in recom-
endations offered to FCC Friday along with its
plan for 8 new TV channels [BROADCASTING,
July 5].

DuMont flatly preferred present low-band
TV area over 475-890 mc “upstairs” band
whose potentialities for commercial video are
to be explored in FCC hearing in September.
Suggested parents band might be given to
government services displaced by its plan
to add 8 channels in present TV region, com-
pany said: “DuMont feels that the lower fre-
quencies are more desirable for broadcasting,
certainly from the point of view of available
power and proven broadcast coverage.”

Firm's data and proposals [see Telestatus,
BROADCASTING, July 5] were tendered by Re-
search Director Richard D. Feltis; Carl Alvin L. Yashmak, of
analog transmission plans. Hearing on allocations in specific localities was
completed late Friday.

DuMont statement said “many important
centers of population will not be provided
with service” if stations are protected against in-
terference only to their 5,000 microvolt-per-
ner meter contours. DuMont suggested protection
for 2,000 microvolt contour “and, where possible,
on to the 500 uv/m contour.”

Study of tropospheric (long-distance)
data should be given “specific attention . . . as soon
as possible” and suitable quantitative stand-
ards for protection should be incorporated in
rules for TV allocations, according to DuMont.

NAB OFFERS TECHNICAL ADVISORY SERVICE TO FCC

NAB Engineering Executive Committee Fri-
day offered full-length version of its Friday
afternoon session of FCC's channel allocation
hearing (earlier story page 21). They were not
discussed. That will come after hearing re-
sumes July 26, along with “general” testimony
including Westinghouse Stratoview plans.
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NAB DISTRICT MEETINGS SCHEDULE TV SURVEY

NAB survey of TV's place in broadcasting
placed on agenda of first eight NAB district
meetings, starting with District 4 session July
J. E. Batson, author of study, is to present
under title “Television—the Blue Chip Deci-
sion.”

Agendas of meetings to include Standards of
Spectroscopy talk by Col. H. F. Doherty, NAB
vice president; Dr. Walter W. Miller, chief
of FCC, to discuss “Television.”

OUTRANKED

FCC CHAIRMAN Wayne Coy, whose
salary is no better than second best
since federal employees pay raised $12,000.
Only General Counsel, $15,000, and
FCC a half million, has gotten better, state-
ments. Members of NAB committee are:

J. E. Batson, Mountain View, Calif., chairman; Dr. L. F. Towner, WHAS
Louisville; Mr. Jett, Oscar C. Hogan, WRPV, Capetown, Me.; T. B. W. Pyle, KFBI
Wichita; John H. Shepard, WOR New York; John H.
DeWitt, WSM Nashville. Technical advisory members:
Dr. Robert W. Faris, consultant; Paul deMars, Raymond
M. Wilmutte Inc.; Dixie B. McKey, consultant. Net-
work broadcasting advisory members: John B. Lodge, CBS; Earl M. Johnson, MBS; O. B. Hanson,
NAB board liaison members: J. A. M. Craven, WOL Washington; C. D. Shafer, WIS Columbus.

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PEOPLE
ARE "SEEING THINGS"
IN DETROIT

Every day of every week, WWJ-TV, Detroit's first and only television station, has the eyes of Detroiters focused in its direction. WWJ's diversity of programs and features has aroused the interest of Detroiters of all ages, in all walks of life, to the point where steadily increasing sales of television receivers has attracted an impressive list of national and local advertisers. Thanks to WWJ-TV's pioneering and showmanship, television has already become an effective advertising medium in the Detroit market—4th largest in America!
Department store demonstrations show how television makes shopping easier—saves time!

Shopping by Television—a coming convenience

You know television as an exciting source of news and entertainment. But what about other uses?

250,000 people—at a demonstration arranged by RCA Victor—learned the advantages of a "Shop-by-Television" program. Television receivers, conveniently located throughout a big store, showed customers what was going on in other departments... saved time... made shopping simpler.

88% of these customers said television was a major help... 62% said the program had drawn them to the store... more than half intended to visit departments where televised merchandise was sold. Sales of many televised items jumped 200% above normal!

Beyond its value within a store, "Shop-by-Television" is already reaching across the air waves to customers' homes. How convenient it will be to see merchandise on the screen of your RCA Victor television receiver, and then do much of your shopping by telephone!

Progressive research leads to new uses for radio-electronic products and services, and to the quality you associate with the names RCA, and RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.

RADIO CORPORATION of AMERICA