They're almost ready... WHN's million-dollar new studios and offices at 711 Fifth Avenue! A few more equipment tests... a little more trim here and there... and we'll proudly open the doors of what we think to be the finest broadcasting plant in America. But this is going to be more than just a move to new quarters! We've been keeping under wraps some other important news too, news that will astound the whole radio world.

Watch for announcement of "the day."

THE BIGGEST DAY IN OUR 27 YEAR HISTORY!
A red-letter day for advertisers in the nation's Number One Market!

50,000 WATTS...1050 ON YOUR DIAL
Corralled!
for Alert Advertisers

THIS GREAT FOUR-STATE* MARKET
WITH ONE STATION, ONE COST,
AND ONE BILLING

It's a Four and One-Half Billion Dollar retail sales market, this four-state area of Eastern Ohio, Western Pennsylvania, West Virginia and Virginia served by WWVA. More than eight million people live and work in this foremost steel-and-coal belt; that they listen and respond to WWVA's friendly programming is proved by more than one million contacts in 1947 through mail response and personal appearances of WWVA artists. For more details, write or call WWVA—or Edward Petry & Co.

*Plus bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
**Closed Circuit**

AT INSTIGATION of Edgar Kobak, MBS president, complete review of radio rate structures may be undertaken in cooperative study by broadcasters and agencies. High agency quarters understood to be in agreement with Mr. Kobak's belief that investigation needed to determine whether present rate schedules are realistic or outmoded.

PEPSI-COLA, long-time heavy user of radio, through new agency, Brown & Co., New York, planning most intensified advertising campaign in its history. Radio spots will play important part. Spot schedule already started in some areas, such as New York and Cincinnati.

PERENNIAL problem of "irritant" commercial copy, not taken care of by NAB code, may lead to pantry-shelf laboratory test under joint auspices of NAB, American Assn. of Advertising Agencies and Assn. of National Advertisers. Idea already discussed informally with advertising groups.

NETWORK-AFFILIATE relationships worrying FCC again. There's talk that year-old WING Dayton protest against ABC's insistence on six-month cancellation clause in affiliation contract [BROADCASTING, July 7, 1947] will soon get action and may inspire thorough review of problem by FCC, as WING requested.

SEASONAL spot advertisers preparing fall radio campaigns. Gardner agency is looking at availabilities for their Grove Labs. (cold tablets). Morse International, New York, preparing annual campaign for Vicks.

MOST TV-minded federal agency, Dept. of Agriculture, has jumped budget hurdle and is engaged in long-range planning for wide use of television in keeping farm populace informed on crop and market developments. Department, minus budget sanction for TV since start of fiscal year July 1, will reveal project in few days.

VISIT of James Lawrence Fly at White House Friday noon inspired speculation that ex-FCC chairman, who spent more than decade in government, might return to temporary federal service. Communications assignment with international aspect among possibilities mentioned. Ex-chairman strictly mumm on subject of interview with President, which he requested.

LEVER BROS. planning to switch Bob Hope from Pedestal to another product in autumn, it was indicated Friday. Possibility of ABC transcribed program mentioned for comedian, heretofore on NBC.

SIGN that Frank E. Mullen, president of G. A. Richards stations who resigned as executive vice president of NBC in mid-May will (Continued on page 90)

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**Upcoming**


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


(Other Upcoming on page 36)

**Business Briefly**

DARLING NEWS • Doubleday & Co. returns to networks Sept. 12, 1:15-3:30 p.m. (EDT), sponsoring weekly news series by John B. Kennedy, on MBS. Agency, Huber Hoge & Sons, New York.

$1,000,000 SPOT CAMPAIGN • Kellogg's Variety Package, New York, Aug. 2. Starts big campaign in 50 major markets for 52 weeks. Estimated cost, $1,000,000. Agency Kenyon & Eckhardt, New York.


DE SOTO CHAIN BREAKS • De Soto Division of ChryslerCorp. to begin 52-week chair break campaign about Aug. 1 in 46 markets Agency, BBDO, New York.

**SPONSOR TV DRAMA SERIES**

CHEVROLET Dealers Assn., in addition to sponsoring New York Yankees pro football games on WABD, DuMont video station, this fall, also will sponsor half-hour dramatic series tentatively titled Chevy Playhouse or WNTB New York for 13 weeks starting about Sept. 1. Sponsor will probably present show Mondays, 8:30 p.m. Program is an NBC package. Series may be sponsored later in season on other stations with various dealers picking up tab. Agency, Campbell-Ewald, N. Y.

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**Military Ad Policy Draws NAB Protest**

ADVERTISING forces, aroused last week by reported ruling disallowing tax deductions for advertising featuring products or services used by military, have banded together behind NAB in demand for public hearings by government board, which maintains misunderstanding exists.

Tempest touched off when reports reached advertisers that Joint Audit Coordinating Board of military, headed by Rear Admiral Frank Baldwin of Navy's Supplies & Accounts Division, intended to issue ruling, or proposed ruling, to effect that advertising costs are inadmissible on government contracts for supplies or services "except for Help Wanted and required public notices."


Adm. Baldwin acknowledged his group was "engaged in making recommendations to Muni-
Response from listeners throughout 6-state Mid-America area indicates audience approval of KCMO's diversified programming. Mail response—(shaded area on map)—has come from 415 counties in 6 states, plus 22 other states not shown above!

Inside the measured ½ millivolt* 213-county area are over 5 million people...54% rural, 46% urban. With KCMO's 50,000 watts daytime non-directional, you're sure of reaching the entire Mid-America market.

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

*50,000 Watts Daytime, Non-Directional
...10,000 Watts Night—at 810 Kc.

National Representative: John E. Pearson Co.
Our leading industry hangs by a thread...

One-fourth of the nation's cotton goods comes from Spartanburg County and the Spartan textile industry... the world's largest producer of cotton fabrics. We turn out $152,294,265 worth of cloth a year — and make capital of the fact that our leading industry hangs by a thread.

But industries generate only a part of the Piedmont's wealth. From the land, Spartan farmers draw 226 million dollars a year. Peaches, cotton, dairy produce and poultry combine with urban enterprise to balance the WSPA-Piedmont's billion-dollar economy.

That's why, when the Piedmont people go to market, they have $1,054,811,000 to spend.

And for the past 19 years they've gone to market over WSPA, South Carolina's oldest station — dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shuffar, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market
WCAO
Baltimore

BASIC
CBS

5000 watts
600 kilocycles

PROMOTES
YOUR SHOW*

*Just ask your
Raymer representative
RUTH CRANE, long Washington's favorite woman broadcaster, is now featured in her own television program, "THE MODERN WOMAN," on WMAL-TV. The program is packed with personalities, color, and human interest. Above, on a recent program, the television audience enjoys an authentic surprise bridal shower in honor of Miss Pat McDaniels. Miss Crane is standing just to the bride-to-be's left.

JACKSON WEAVER, an important part of both AM and TV versions of "THE MODERN WOMAN," is caught in the middle, as Officer Adam P. Scherl of the D. C. Police Department gives pertinent advice on how to outwit purse snatchers and thugs.

Mr. John Greer, eminent interior decorator, shows Ruth Crane and her television audience fashions in summer furnishings—a room decorated for cool summer living. Miss Crane's teleenic features make her a television natural.

Typical of programs featuring personalities from "Embassy Row," was the one in which the Ambassador of Iran participated. A colorful touch was added by the Misses Bahktiar, who demonstrated Iranian tribal dances.

ELEANOR REASONER, of media department of Brinscher, Van Norden & Staff, San Francisco, advances to radio timebuyer, succeeding Marie Eaton, resigned.

TAYLOR ADAMS, former account executive with Kudner Agency, and previously with Young & Rubicam, both New York, rejoins latter agency as account executive.

GEORGE J. KUHBACH, former account executive with Comstock, Duffies Co. and J. Jay Fuller & Assoc., both Buffalo, N. Y.; appointed account executive with Lindsay Adv., New Haven, Conn. Among other duties, he will supervise radio accounts.

BRIAN MacCABE, executive director of London office of Foote, Cone & Belding, appointed attache to British team in Olympiad in London.

YOUNG & RUBICAM, New York, newly merged radio-television department announces following new members: WALLACE CHATEAUVERT, transferred from another department; BROADUS JOHNSON Jr., former program director of WYBC, undergraduate radio station at Yale; OGDEN KNAPP, formerly with Music Corp. of America and Foote, Cone & Belding; and WILLIAM H. BROWN Jr., former concert director of Julliard School of Music.

HERSCHEL DEUTSCH, formerly with Grey Adv., New York, joins Small & Seifert Inc., New York. As part of his executive duties he will supervise all radio operations for the agency.

THOMAS P. CAREY, former partner in Burke, Dowling Adams Adv., and one time program director of international division of NBC, joins overseas staff of Foote, Cone & Belding International.


JOHN ARCHER CARTER, formerly with J. Walter Thompson Co., New York, joins McCann-Erickson, New York, as radio script supervisor.

FLETCHER S. UDALL, former head of own San Francisco agency and previously on executive staff of American Assn. of Adv. Agencies in New York, and RICHARD RAILTON Co., San Francisco media advertising representative, combine to form Railton, Udall & Co., with offices in Manadnock Bldg., San Francisco. Los Angeles office to be opened with Mr. Udall as head.

LEONARD DAVIS, former commercial manager of WPJZ (FM) Providence, R. I., forms Leonard Davis Adv. at 274 Main St., Worcester, Mass.

JON H. BJORNSON, Minnesota newspaperman and brother of BJORN BJORNSON of NBC Washington, joins Melamed-Hobbs Inc., Minneapolis agency.


MRS. JANET WOLFF, former copy chief of Bennett, Walther & Menadiez Inc., Boston, and previously in copy department of Compton Adv., New York, rejoins Compton in same department.

BOB SIMPSON, radio director of Young & Rubicam, Toronto, resigns. No successor named as yet.

MILLER-GOULD & Co., New York agency, moves from 55 W. 53rd St., to 277 Broadway. Telephone: BErkman 3-1514.

CORNWELL JACKSON, vice president and manager, Hollywood office, J. Walter Thompson Co., named radio director of Los Angeles Community Chest Drive starting end of September. Committee includes WAYNE TISS, BBDO Hollywood vice president;
Sweet Potatoes make sweet music . . .

YOU MAY or may not care for their homespun sound in a hillbilly band . . . but Virginia's 1946 crop value of the yellow tuber, totalling six and a half million dollars, helps keep cash registers singing in the Old Dominion! And $13,452,000 worth of white potatoes . . . Virginia's 1946 crop value . . make a sales-producing duet! These are another two of Virginia's outstanding crops which are making the lucrative billion dollar market so effectively and continually reached by Virginia's 50,000 watt voice . . . WRVA . . . represented by Radio Sales.

$0,000 WATTS . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK
Feature of the Week

TO THE GARISH aspect of the giveaway, something new has been added—even advertising agency vice presidents get radio's jackpots.

Take Bob Parman, vice president of Ted Bates Inc., for instance. On one recent weekend, Mr. Parman won a Gruen wrist watch from ABC for guessing the Hooper rating of the Louis-Walcott fight. From Mutual, he made off with a case of scotch by answering a phone call in connection with the network's new quiz show, *Three For the Money*.

Lest there be momentary misgivings, it should be added Mr. Parman won the liquor as part of extra-curricular activity—not on the air itself. For the past two weeks the network has been querying advertising agency men and advertising clients on quiz tunes which form the format of its Saturday night show. They are quizzed early Saturday evening and notified the following Monday.

Prizes range from one bottle of

Mr. Parman and his booty.

... scotch (consolation) to a case (for two sets of tunes correctly identified), with intermediate guesses netting the winner three bottles, half a case, etc.

According to Mutual's New York publicity office, the stunt is primarily a promotion gimmick—directed for good will purposes at

(Continued on page 54)

On All Accounts

TED STEELE, vice president and newly appointed general manager of Benton & Bowles operations in Hollywood, ought not to be confused with Ted Steele, the well known bandleader. Yet the confusion persists, for Vice President Steele was a bandleader before forsaking the baton for the swivel chair. Mr. Steele retains his APM card, although now he translates the letters to signify "A Former Musician."

Louis Thornton Steele took his pal- lium in Boston and his matriculation at Bowdoin College, Maine, where he majored in English composition between band dates with a local jazz group.

His first post-graduate job was as copywriter with the Porter-Sargent Agency in Boston, from which he transferred to another Boston agency, Chambers & Win- well. At the latter agency he wrote copy, serviced ac- counts and advanced ultimately to the post of assistant account ex- ecutive.

In 1932 Ted sacrificed his adver- tising career temporarily to join a musical group on the French liner, the La Fayette. Convinced finally that his paradiddles were no com- petition for the beating drums on the continent, he forsook Europe completely to return to America and advertising. He joined Louis Glasser Inc. in Boston, writing and producing air shows and performing other duties at the agency.

Five years later Ted went to New York and the Benton & Bowles agency as a member of the research department, and two years after that he was named account executive on five products of General Foods.

In 1942 he took temporary leave from the agency to join the Army Air Force. During his four-year military term he served as Army radio officer at the headquarters of Admiral Nimitz in the Pacific, and General Eisenhower in Europe, and was for one year executive producer of the Army Hour.

Returning to Bene- ton & Bowles in 1946 as manager of the radio department, he shortly afterward was elected vice president and radio director under Walter Craig.

A further promotion came last month [BROADCASTING, June 28] when he was named general manager of the agency's operations in Hollywood. In this capacity he and Al Kaye, vice president and radio

(Continued on page 74)

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**NEW BUSINESS**


MILLER BREWING Co. (Miller High Life Beer), MILWAUKEE GENERAL TIRE Corp., and ENNIS MOTORS (used cars), all Milwaukee, sign contracts for one-minute spots during four weekly broadcasts of Midget Auto Races on WTMJ-TV Milwaukee. First time Miller and General Tire have advertised on television.

FULLER BRUSH Co., Hartford, Conn. (distributed by Debuteante Cosmetics), appoints Erwin, Wasey & Co., New York, as its advertising agency. Definite plans for campaign not made as yet. Appointment does not affect Don B. Fairbairn Co., Hartford, which will continue to handle industrial advertising of company.

PIONEER SCIENTIFIC Corp. (Polaroid TV screen filters) buys 15-minute segment of Howdy Doody on NBC television, becoming initial sponsor of that period on the program. Firm took over 5:45-6 p.m. slot on July 15, and will sponsor that portion each Thursday. Agency: Cayton Inc., New York.


STADLER PACKING Co., Columbus, Ind. (meat packer), signs with WCSI (FM) Columbus, to sponsor all local and regional football and basketball games, plus Indiana sectional and regional basketball tournaments and option on Indiana State Final.

PURITY FLOUR MILLS, Montreal, Sept. 20 starts to April 29, L’Ecole de Bonheur on 7 CBC French stations, Mon., Wed. and Fri. 1:45-2 p.m. Agency: McKim Adv., Montreal.

SOUTHWESTERN BELL TELEPHONE Co., St. Louis, appoints Gardner Adv., as its counsel.


S. C. JOHNSON & SON, Brantford, Ont. (floor wax), Sept. 13 starts for 39 weeks Fred Waring Show on 29 Dominion Network stations, Mon. and Wed. 10-10:30 a.m., with repeat to West Coast 4:30-5 p.m. Agency: Needham, Louis & Brorby, New York.

Howard E. Williams, San Francisco manager for Young & Rubi-cam since 1944, resigns to become general manager of Wine Growers Guild, Lodi, Calif., effective Aug. 1. He succeeds B. C. SOLARI, retired.

RAYMOND W. CARLSON, sales manager, S. C. Johnson & Son, Racine, Wis., appointed general sales manager to fill duties held by P. M. PETERSEN, vice president in charge of sales, who retired June 30.

W. T. (Tim) KILDUFF, former head of own agency, Kilduff & Co., Cincinnati, joins H. & S. Pogue, Cincinnati department store, as sales promotion director, replacing BUDD GORE, recently resigned to return to Marshall Field & Co., Chicago.
RCA Audio Accessories
FOR EVERY STATION NEED—AM·FM·TV

Available now for immediate delivery—more than 100 high-quality items to meet your installation requirements

MAIL THIS COUPON FOR YOUR FREE COPY

RCA's NEW AUDIO ACCESSORY BULLETIN—KEEP IT HANDY!

RCA Engineering Products Dept.
Camden, New Jersey

Please send me my copy of your bulletin on RCA's Audio Equipment Accessories.

Name

Address

Station              Position

City                State

Represented here are items from broadcasting's most complete line of fine audio accessories. Microphone stands... studio warning lights... cabinet racks... panel-mounted auxiliary units... transformers of many kinds. In all, more than 100 different items—with every type of unit you need from large size cabinet racks down to patch cords.

Designed by audio men for audio men, these accessories are built with the professional thoroughness needed to meet the most exacting requirements of broadcast use. Mechanically and electrically, every unit is built to "take it."

For information on RCA's complete line of audio accessories... immediately available from stock... call your RCA Broadcast Sales Engineer, or Dept. 19 GC, Engineering Products, RCA, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal.
STORY OF A SIX RING CIRCUS ★ The Big Top's pitched every Saturday morning from nine till noon on the NBC Network. First ring: story-teller Craig McDonnell cracks his whip and favorite characters of fairy lore come to life. Second ring brings us back to this world with small fry themselves participating in a Mind Your Manners session during which Proper Deportment jumps through hoops and illustrates how easy it is to make friends and influence people.

A fanfare, and American hero Frank Merriwell sprints into ring three for another dramatic adventure. The Adventures of Frank Merriwell is higher than the circus' loftiest serial act with the January to March quarterly Hooperating soaring to 5.4. The Gilbert Youth Research Organization Survey shows that availability of younger listeners reaches its peak when Frank carries the ball for NBC. Incidentally, Frank Merriwell, Mind Your Manners, and Story Shop are all waiting for a sponsor's banner to fly over their rings.

Swift and Company hold the hot-dog concession at this NBC Saturday morning circus when they present Adventures of Archie Andrews—the comic-strip lad and a first-
rate clown in his own right. Ring five is filled with the zany characters of Meet the Meeks, as wacky a family as ever staged a circus of its own—again for Swift and Company.

Smilin' Ed McConnell and His Buster Brown Gang throng into ring six with thirty minutes of thrills, drama and fantasy bringing all the world of glamour and imagination to the sawdust trod by the millions of young folks who wear shoes made by the Brown Shoe Company.

Just like the circus that rolls across the continent, pitching its tents in the soil of America, the Saturday morning NBC big top is visited by Mom and Dad as well as the young folks—only the NBC big top stretches from the Rock Bound Coast of Maine to the Sunny Shores of California.

How to stage a circus? Jump on the Band Wagon in the big parade that goes on every Saturday morning through all the forty-eight states. Route your act over the powerful facilities of the NBC Network. Stretch your canvas over the vast NBC audience. Join the performers of other great NBC acts. The result: a circus of sales that pays off week after week for show-minded sponsors.
Open Mike

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

Do you need both your eyes and your ears, each in their proper place doing the job they were given to do? THEN—is there not a place for BOTH FM and TV?

Has history proved the opponents of same progressive improvement have always been wrong?

Gentlemen, if your answers are all NO, please send your name and address. I shall be only too happy to pay my deepest respects by sending appropriate flowers, post-haste, for I am among those who mourn your passing as one commonly known as a die-hard.

Chester F. Petersen
"FM" National Adv. and Publicity
Hollywood.

Agency Clarifies Status

EDITOR, BROADCASTING:

In the interests of accuracy, we would like to call to your attention to a news item in June 21 BROADCASTING which concerned this agency. We would greatly appreciate any publication of the correct facts which you may give us.

I refer to the story concerning the purchase of some of our Dallas accounts by Ted A. Workman, formerly vice president of Glenn Advertising. Your story is substantially correct, except for these points.

(a) Ted did not purchase the Dallas office of Glenn Advertising, but merely those accounts which he had handled himself for a number of years.

(b) This organization will continue to operate Glenn Advertising offices in Dallas, as well as in Fort Worth and Los Angeles. Glenn Advertising "retains" the account of the Frito Company.

In other words, Glenn Advertising continues as before with offices in Fort Worth, Dallas and Los Angeles. There is a new agency in Dallas called Ted Workman Advertising, for which we all wish the best luck and business success.

John H. Stewart
Vice President
Glenn Advertising Inc.
Fort Worth 

Use of 'Spot' Favored

EDITOR, BROADCASTING:

I have been asked to fill in a small form contained in a Raymer advertisement referring to the suggested title of "National Selective Broadcasting" as a replacement for the presently used spot broadcasting.

The form allows enough space for: (1) approval or (2) disapproval of the term; (3) suggestion of another name; (4) name of person submitting blank—and no appreciable amount of space devoted to comments.

I don't see the necessity for completely overthrowing the name of spot broadcasting when it refers to broadcasting other than announcements or network programs. Why not break spot broadcasting down to comprehensive terms like "spot programming" and "spot announcements". I think you will find that rather than a substitute, "National Selective Broadcasting" will eventually prove to be only an additional term to apply to spot broadcasting...

The term "National Selective Broadcasting" does not signify a specific form of radio media but it sounds a bit discriminatory against the networks. The word "Selective" suggests exclusiveness and distinctiveness, and used this way, it implies that spot programming is the ultimate in radio advertising.

To quote the ad "With it (National Selective Broadcasting) and it alone the advertiser can select his markets, stations, talent, etc.

With the exception of being able to choose only a preferred and given number of stations or markets, the client can accomplish any of the above points using network, providing the time, talent and so forth are available. The same conditions prevail when selecting one station from a regional network with a fair chance of realizing all of the above points.

Annabelle Anderson
Robert W. Orr & Assoc. Inc.
New York, N. Y.

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On WSBT, every CBS show has a Hooper that's higher...

Yes, 23% to 202% higher!

WSBT Hooperatings on all CBS shows are higher than the national ratings. Not just a little higher, but much higher—23 to 202 per cent!* And no other station, either local or out-of-town, even comes close in Share of Audience. It is WSBT—and only WSBT—that gives you blanket coverage of the South Bend market.

*Hooper Report, Fall/Winter 1947-48

Paul H. Raymer Company • National Representative

Page 16 • July 19, 1948

Broadcasting • Telecasting
These proved tubes are "money in the bank" for medium-size AM broadcast stations

- Plenty of power . . . Either tube in push-pull will handle the final output of a 10-kw transmitter.
- Dependable . . . Already GL-892's and GL-892-R's are on the job in scores of stations where a 24-hour day and 7-day week make exacting demands.
- Long-lived . . . General Electric superior design and workmanship pay valuable dividends in extra hours of tube service.
- Versatile . . . Applications include broadcast and communications work as amplifiers and modulators—also industrial electronic-heating use as oscillators. A plus-feature: the special 2-unit filament will take 2-phase or single-phase a-c current, or d-c.

YOUR tube investment is soundest when backed by proved quality, a proved record of performance. In key radio stations—in factories where electronic heating speeds production—GL-892's and GL-892-R's are respected because their performance is well known, their reliability demonstrated many times over. G-E tubes are a standard by which others may be judged. Builders of equipment, by specifying General Electric tubes, take an important step toward buyer acceptance. Your G-E electronics office gladly will help you choose the correct types for new circuits in the development stage . . . On tubes for replacement, station operators and manufacturers will obtain the fastest, most efficient service from their nearby G-E tube distributor or dealer, with same-day delivery a customary feature! General Electric Company, Electronics Department, Schenectady 5, N. Y.

**GENERAL ELECTRIC**

**F I R S T  A N D  G R E A T E S T  N A M E  I N  E L E C T R O N I C S**
WHERE will network television be available and when? No question in recent broadcasting history has driven so many usually clear-eyed seers to such a wild assortment of predictions.

Last week Broadcasting sought and got probably the calmest predictions. recent broadcasting history has been replete with such a wild assortment of predictions. Although these facilities are constructed primarily to meet the needs of long distance telephone service, provision is being made at the same time for video channels and other Bell System communication services where demand warrants it.

Used During Conventions
The Bell System's entire Eastern television network—which extends from Boston to New York by radio relay and from New York to Philadelphia, Baltimore, Washington and Richmond by coaxial cable—was used during the Democratic Convention in Philadelphia, as during the recent Republican Convention. Three video channels were set up to carry different programs to cities on the network both north and south of Philadelphia. A complete analysis of the Bell System's television service, including rates, follows:

Bell System Television Routes

(Continued on page 44)
PLANS PROCEED APACE

It's the middle of August for a test pattern . . . the first of October for programs. We are making schedules now.

WSB-TV

ON PEACHTREE STREET

"THE EYES OF THE SOUTH"

Represented Nationally by EDW. PETRY & CO., INC.
The level of building activity continues to soar upward in GREATER Miami, breaking all records as it goes. Here's the score for 1947... Building permits issued: 24,405... Estimated value of private construction: $127 million... Estimated value of public projects: $55 million. Last year Miami was one of the three U.S. cities which exceeded their own 1946 totals. And, on the basis of population, Miami ranked a pace-setting First for the entire nation.

*Building inspectors of greater Miami

Yes, building is big business in GREATER Miami... one of the many key industries which combine to make this an active, solid year-round market. And when it comes to Sales, you'll reach more of the people who spend most of Miami's $1 billion bankroll via WQAM, the station whose clear signal covers all of Miami's rich trading areas, and serves an additional 15 of Florida's fastest growing counties.
By HERMAN BRANDSCHAIN

RADIO AND TELEVISION

were given a plank in the
platform adopted by the Dem- 
ocratic National Convention 
in Philadelphia. It is the first 
time television has ever been included in any political platform.
The plank urged world-wide 
freedom in the furthering and dis-
semination of news by 
press, radio and television and stated that the primary step toward achieve-
ment of world-wide freedom is access by all peoples to the facts and the truth.

By the plank, the broadcasting 
industry became one of the few 
industries especially singled out for mention in the platform.

Adoption of the measure was interpreted as due to two develop-
ments:

1. The recognition of the im-
 pact radio and television are making in the life and politics of the country, and;

2. The fact that the Republic-
an platform wholly ignored the matter. Democratic platform draft-
ers were determined to avoid 
omissions of the GOP policy piece where possible.

Incorporation of a freedom of radio and television plank, which were given mention on parity with the press, was a step in mo-
tion by BROADCASTING. In a tele-
gram to Sen. Francis J. Myers (D-Pa.), chairman of the Resolu-
tions Committee, BROADCASTING urged adoption of language along the lines of the 1940 plank. What was adopted, however, was regarded as going further than the 1940 plank. In 1940, television was given no status in the plank and the plank confined itself only to freedom of radio newsgathering inside continental limits of United States. The present plank not only includes television but also urges "world-wide freedom" in gathering and piping news.
The 1948 plank is printed in full in the adjacent column.

The 1940 plank read: "Radio has become an integral
part of the democratically ac-
cepted doctrine of freedom of speech, press, assembly and re-
ligion. We urge such legislative
steps as may be required to afford the same protection from censorship that is now afforded the press.

In the future on the subject of governmental industry regulation. But the industry leaders gener-
ally considered the Democratic effort satisfactory since broad-
casters did not join in any con-
cernted lobby or exert any pressure on the party for inclusion of the

Freedom of Information Plank

Following is the text of the freedom of information plank, which embraces radio and television, adopted by the Democratic Con-
vention in Philadelphia at its closing session last Wednesday:

We urge the vigorous promotion of world-wide freedom in the gathering and dissemination of news by press, radio, television and newsreel with complete confidence that an informed people will determine wisely the course of domestic and foreign policy.

We believe the primary step toward the achievement of world-wide freedom is access by all peoples to the facts and the truth.

To that end, we will encourage the greatest possible vigor on the part of the United Nations Commission on Human Rights and the United Nations Economic and Social Council to establish the foundations on which freedom can exist in every nation.

We deplore the repeated attempts of Republicans in the 80th Congress to impose thought control upon the American people and to encroach on the freedom of speech and press.

under the Constitution of the United States.

Broadcasters were happy about inclusion of the plank, particularly after the Republican treatment only two weeks before. Many broadcasters, however, hoped for even broader statements of policy

The desirability of such a plank was merely called to the attention of Sen. Myers, who carried on from there.

Senator Myers told BROADCAST-
ing that the importance of free-
dom of radio and television, on parity with the press, was a matter

on which every platform drafter was in complete agreement. The plank gave little trouble at all.
The subcommittee which was given the task of writing the party's policy worked on the matter as a whole, said Sen. Myers, but particularly it was worked on by Solicitor General Philip S. Perlman of Maryland. Mr. Perl-
man himself had additionally one of the most important platform jobs, that of reporting the Commit-
tee's actions to Clark Clifford, White House legal adviser, and to State Department officials. There can be little doubt that the plank has a White House endorsement.

Observers at subcommittee hear-
ings, where witnesses were given opportunity to argue on behalf of matters they wished to see included in the platform, believed that the freedom of radio and television plank stood a good chance of finding a place in the platform structure. There could be little doubt that the hand of the Democratic party was out to the media. The probing of wit-
nesses by members of Sen. Myers' group indicated, too, that the Demo-
crats were bent on exposing every weakness they could find in the Republican platform, capitalizing on such weaknesses, and correcting them in 'their own draft. It

(Continued on page 62)

PORT HURON TEST

By RUFUS CRATER

A COURT TEST of FCC's controversial "Port Huron" interpretation of the law on political broadcasts [BROADCASTING, Feb. 2, July 8] was precipitated last Thursday when the Houston Post's KPRC Houston filed suit asking that the Commission's views be set aside and that the court itself interpret the law.

Judge Thomas M. Kennerly is slated to hear argument Thurs-
day (July 22) in the U. S. District Court at Houston, where the suit was filed.

Jack Binion, Houston attorney, and Frank W. Wenzencraft, Wash-
ington counsel for KPRC, filed the suit and will argue the case for the station.

The case, which conceivably may be carried on through to the Su-
preme Court, could settle once and for all the controversy and con-
fusion engendered by FCC's de-
cision, handed down on a split
vote in the WHLS Port Huron (Mich.) renewal case. In essence, the decision held that the political broadcast section of the Communi-
cations Act (Sec. 315) means that:

- Stations may not censor po-

titical broadcasts for allegedly libelous or slanderous material;

- Stations may not censor po-

titical broadcasts for allegedly libelous or slanderous material;

- Since stations are forbidden to censor, "it would appear" that they won't be held liable in event of criminal or civil suits based on libel or slander contained in such broadcasts;

- It is censorship to cancel a scheduled political speech because

it contains libelous or slanderous material.

The suit, of which FCC authori-

ties reportedly were aware in ad-

ance, is designed to resolve the controversy between FCC's ruling

and state laws against libel and slander. Both can't be appli-
cable, FCC was told repeatedly by radio spokesmen in the course of arguments before the decision was made final.

The KPRC suit brings this con-
troversy clearly into focus, stress-
ing that the Texas State Attorney General has ruled that Texas sta-
tions must still abide by Texas libel laws, regardless of the Commis-
sion's ruling.

With a Democratic primary

scheduled July 24 and a second primary four weeks later, KPRC's

(Continued on page 65)

KPRC Files Suit

July 19, 1948 • Page 21
Peron Rebuke

ARGENTINA stands rebuked internationally for its stifling of free radio, following adjournment July 11 of the Inter-American Broadcasting Assn. meeting at Buenos Aires.

In adjoining at 7 a.m. Sunday the conference wound up a busy fortnight during which a uniform 15-point basis for standard broadcasting in the American republics was adopted.

This legislation will be presented to national legislatures throughout the hemisphere with the request that existing laws be altered to conform. Exemption from special taxation is included, with official stimulus to manufacture and sale of radio equipment and parts envisioned.

Fourteen nations joined in a declaration upholding Feb. 4 findings of the association that the Peron government in Argentina had virtually taken over private broadcasting.

Argentina's answer was an impassioned reiteration of the official "line," based on the theory (recently heard elsewhere) that people will believe anything shouted loudly and frequently, that complete freedom exists and that restrictions ranging from banning Peron's opponents from air to open censorship of scripts of foreign correspondents are only mirages, however real they may be for those affected.

The assembly took no further action, however, being content with expression of hope that the situation will be corrected. No time limit was fixed but a poll indicated the situation likely will be examined within the year.

Field of international politics was entered when moral support was offered Guatemala in its territorial dispute with Great Britain. Gilmore N. Nunn, head of the Nunn stations, U. S. delegate and acting also for Canada, refused to vote on this issue on the ground he was unable to understand the issue or the debate.

In the resolution condemning Argentina's interference with radio freedom, Mr. Nunn voted in favor. Other signers were from Brazil, Canada, Chile, Costa Rica, Cuba, Mexico, El Salvador, Guatemala, Panama, Puerto Rico, Uruguay and Venezuela.

The new executive committee is composed of Uruguay, Mexico, Brazil and the United States.

Peronist newspapers took up defense of the policy after the conference had adjourned. Their line followed that of Eduardo Pelliciani, Argentine delegate to the conference, who contended that opposition parties had more time than Peron's supporters in the 1946 presidential election, without referring to the basic charge that all private broadcasting in Argentina is controlled directly or indirectly by the government.

Venezuela was selected as site for the 1949 meeting, the United States having rejected the offer due to conflict with the NAB convention [BROADCASTING, July 12]. Havana was site of permanent headquarters.

Goar Mestre, Cuban delegate, was elected president of the association. He led the condemnation movement. Emilio Anzodocar, Mexican broadcaster, declined to be a candidate.

The main portion of the declaration against Argentina radio control follows:

"Whereas, under the statutes, declarations of principles and code of ethics of our association we are obliged to defend the liberty of radio dissemination and to point out cases of its total or partial suppression, "Whereas the sessions have taken place without, despite the opportunities, the true situation that confronts radio in the world has been frankly explained as to link the forces of Argentine broadcasting with those of all enemies of freedom of expression in all the world; "Whereas the international economic, commercial and political principles, the understanding of the representatives of the General Assembly of the Inter-American Broadcasting Association, "Resolve that liberty of dissemination of ideas and association has been virtually abolished in the Argentine radio.

The association adopted in principle the 15-point program holding that broadcasting is "public interest" but not a "public service," and opposing monopoly by a government or single private interest. It held further that radio should enjoy the same freedom of expression as other media; all political parties should have equal access to air time; a government should use private radio only in specific instances such as safety and disaster signals.

Trial and punishment of persons taking advantage of freedom of the air to violate laws must remain judicial matters, the code stated. Censorship was adopted except where security is involved.

Vote in favor of the code was 12 to 8, Mr. Nunn voting for it.

The association unanimously adopted a resolution praising NBC and CBS for their interpretation of the spirit of the Americas.
PHILLY COVERAGE

RADIO and television last week gave the Democratic National Convention in Philadelphia the same goldfish bowl treatment it accorded the Republican gathering three weeks before—and in doing so chalked up new records for the media along the way.

Broadcasters came for the quadrennial donkey nominations in greater force than during the GOP rally and, taking advantage of the former experience, put on a show that was regarded as smoother, although not as consistently exciting.

In brief, these were the high points:

On hand were approximately 1,200 broadcasters from networks. Affiliates and independent stations sent almost a third more than during the GOP Convention. Personnel came from every part of the United States. They sent back the total picture and the local angle to every nook and cranny of the country. An estimated 1,600 stations carried Convention doings.

The television audience was estimated at 10,000,000, while the audience following proceedings by sound was estimated in the 60 millions. Proceedings were also relayed abroad by shortwave.

Total expense to radio and television was estimated as running around the $2,000,000 mark.

The Democratic Convention's radio and television achievements were accomplished despite an enormous handicap—the gathering started in a wakelike atmosphere and program material for the kind of job the broadcasters came prepared for was lacking. In the Convention preliminaries, there weren't enough big news breaks and there weren't enough big names present for interviews to give radio and television programming what was needed.

With facilities in place and pool arrangements working smoothly after the Republican experience so short a time before, broadcasters were ready for a really tough job. But news material just wasn't there compared to the GOP session—until the final day of the convention. That last day, however, climax'd by the acceptance speech of President Truman, was one of radio and television's greatest days in history.

Up to that last day, broadcasters swung away from the spotlight approach to look for feature material. Interviews ran the gamut from live donkey brays to busy bellhops, with the usual string of politicians in between. This was not always enough to keep the bright stars of network news staffs working full time. In the middle of the first day, one national commentator was reading a murder mystery; another had time to see his first movie in weeks.

But the final day provided enough excitement for everyone present trying to do a job for radio and television. And the two media got a terrific break.

This break came with the film-like outcome of President Truman's personal appearance and his uncanned speech. Because no copies of the speech were ready for release in advance with hold orders, its content was a surprise first carried to the nation by radio and television. Because copies were not prepared in advance, newspapers did not have the speech in type prior to its delivery. The result was a most dramatic speech made by a member of the Democratic Party in recent years.

Some observers called it the most effective political speech in their experience. This was the clean beat radio and television got before the tired delegates went home.

Radio and television benefited in numerous ways from the convention. Many of their news gatherers who had worked only in local areas came out into the national news arena for the first time and won valuable experience. Television especially made the most of the opportunity—aided by big drives on the part of set manufacturers and dealers to sell receivers. The effects of the two conventions on set sales undoubtedly will be felt for months to come.

Radio and television also benefited by the friends they won in high places in both parties. Praise of the media was lavish. They

(Continued on page 70)

GOP Experience Aids at Demo Session

ED SCOVILL. CBS special events director in Washington, talked a Missouri delegate into giving him one of the Convention's thrifty souvenirs, a foot-wide Truman button—only to lose it an hour later to the President himself. Mr. Scovill was one of the reporters who met the Chief Executive at Philadelphia's B & O station when the President arrived to make his acceptance speech. The President spotted the outsized Truman badge and had little difficulty persuading Mr. Scovill to yield it.

THOMAS VELOTTA, ABC vice president in charge of news and special events, alerted all staffers during the Democratic Convention to the possibility of a quick flight to Birmingham, Ala., to cover rump convention of Southern Democrats.

WITH Convention Hall a sweeter—

(Continued on page 66)

ENTIRE STAFF of ABC news commentators covering Democratic Convention is briefed by Thomas Velotta (seated at desk), vice president in charge of news and special events for the network, and John Madigan (hands on desk), national news director.
RADIO LOGS

QUESTION of how to get the program logs of radio stations before listeners now that newspapers are showing an increasing tendency to charge for publishing logs (BROADCASTING, June 21) was covered thoroughly in the tenth survey of station manager opinion conducted by Broadcasting by Audience Surveys Inc.

Among the salient points brought out by the survey and not covered in the June 21 review were these: Majority of stations use publications other than their home city newspapers to carry program listings.

Slightly more than half (51%) of the representatives’ cross-section of commercial AM station managers polled said they use their own radio time to broadcast their logs.

Broadcasters gave a resounding “yes” (95%) to the question of whether they believed program logs should be published as a public service without charge.

On the question of how much space newspapers in their home cities devote to radio, 54% of the stations reported that at least one column, radio feature or radio page was carried.

Detailed breakdown on the aforementioned and other questions follows:

Are your logs carried in publications other than your home city daily newspapers? (See Table I this page)

The majority of stations use publications other than their home city newspapers in their service areas to carry their program listings to their audiences. More than a quarter of the stations (28%) publish their logs in daily papers outside their home city; 19% use weekly papers; 18% publish a station paper themselves in which their logs appear; 9% have their logs in shopping news publications; 4% print their logs in advertisements, and 5% use miscellaneous other publications.

43% of the stations use no publications outside their home city newspapers (if they have them) to carry their logs.

Do you broadcast your own logs? (See Table II below)

Stations divide almost evenly on using their own radio time to broadcast their logs—47% do, 51% do not. Among those who do broadcast their logs, about a third (34%) do so once a day; another third (33%)


Table I

<table>
<thead>
<tr>
<th>Other daily papers</th>
<th>Weekly papers</th>
<th>Station papers</th>
<th>Shopping news publications</th>
<th>Advertisements</th>
<th>Miscellaneous</th>
<th>No other publication</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>28</td>
<td>19</td>
<td>18</td>
<td>9</td>
<td>4</td>
<td>5</td>
<td>4</td>
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</tbody>
</table>

‘Trends’ Finds Listings Widely-Circulated

BULOV A BUDGET

By FLORENCE SMALL

THE BULOVA WATCH Co., for many years one of the largest purchasers of radio spot time, is currently contemplating an increased emphasis on television.

This was confirmed last week to BROADCASTING by Terry Clyde of The Biow Co., account executive on Bulova and a member of the agency’s plans board on radio and television.

Mr. Clyde pointed out that Bulova in addition to pioneering in radio, was the first sponsor of a time signal on television when six years ago it started with a spot schedule on WNB T New York.

In the last year, Bulova has increased its television schedules from two stations in New York to more than 20 stations in all markets receiving television service. The latest schedules contracted for are time signal packages over three radio feature or radio page.

35% of the stations are served by newspapers which carry a local radio column. 23% have papers which carry a Sunday radio page.

19% have papers with regular radio features, and almost as many (17%) carry a syndicated radio column. 13% have papers which offer a daily radio page.

Are your logs carried in publications other than your home city daily newspapers?

Table II

<table>
<thead>
<tr>
<th>Do you broadcast your own logs?</th>
<th>% of stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47%</td>
</tr>
<tr>
<td>No</td>
<td>51%</td>
</tr>
<tr>
<td>No answer</td>
<td>2</td>
</tr>
<tr>
<td>100%</td>
<td></td>
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</tbody>
</table>

BROADCASTING • Telecasting

TV Emphasis Planned

ABC-owned and operated video stations, WXYZ-TV Detroit, WENR-TV Chicago and KGO-TV San Francisco. The opening dates of the stations are as follows:

WENR-TV, Sept. 1; WXYZ-TV, Oct. 1, and KGO-TV on Dec. 1. The contract specifies 17 time signals a week on each station and the starting date coincides with the opening dates of the stations.

Bulova plans for the balance of 1948 and 1949 call for continuation of current radio expenditure which is the greatest in the history of the company. Bulova radio time signals are now broadcast on more than 200 stations throughout the country. All of these markets and stations are under continuous analysis in terms of degree of expenditure impact, and station efficiency. As new factors develop, changes which appear advisable will be made.

Bulova’s advertising budget for radio and television runs to more than $3,000,000 annually.

The watch company's sales figures in 1947 reached an all-time high and it is predicted that in 1948 sales returns will be even greater. Inasmuch as it is reported that 80% of the company's entire advertising budget is channelled to radio and television, these media must be credited as a great factor in the successful sales figures.

Mr. Clyde showed a recently completed study which attempts to analyze and evaluate television as it is today and will be in the foreseeable future. The study outlines the growth of television circulation and estimates what this circulation will be at the end of 1948 and the end of 1949.

Also analyzed is the cost of television impact in all cities getting television service today. The study estimates that television (Continued on page 61)
By J. FRANK BEATTY

GRASSROOTS drive to bring broadcast stations within the terms of the NAB Standards of Practice, and keep them there, will open next week as the annual series of NAB district meetings gets under way.

Scarcely a month after the code's July 1 enforcement date, NAB President Justin Miller will start a 24-hour tour covering every NAB district. This is the first important step ordered by the NAB board to inform stations of the code terms and to induce their adherence.

Every one of the 15 district meetings (Districts 7-8 and 10-12 meet jointly) will have a code session during the opening day luncheon. Judge Miller will speak at these luncheons, featuring code problems and going also into other national and international matters. The district meetings start at White Sulphur Springs, W. Va., July 26 (District 4) and run through Oct. 15.

The luncheons will last 2 1/2 hours in most cases. This will give all stations a chance to get into the discussion and pose code problems, as it is felt. Judge Miller will be backed by Harold Fair, NAB Program Dept. director. Mr. Fair has key headquarters contact in the two-year code writing and drafting project.

A special Standards of Practice Committee is to take over the main job of bringing about adherence to the code. It definitely is not an "enforcement" committee, all taint of compulsion being avoided in the code-drafting process at suggestion of the Dept. of Justice.

Membership of this committee has not been announced but it is understood Judge Miller has asked the following if they will serve: William B. Quarton, WMT Cedar Rapids, Iowa, District 10 director, committee chairman; Hugh B. Terry, KLZ Denver, Nunn, general sales representative, director; Gilmore N. Nunn, head of the Nunn Stations and District 7 director. Proposed as ex officio members are Eugene S. Thomas, WOR New York, chairman of the Sales Managers Executive Committee, and John S. Hayes, WINX Washington, chairman of the Program Executive Committee.

Some Confusion Prevails

The committee plan for code observance was suggested by the board at Los Angeles in May at the time the code was formally adopted. Acceptances have not been received from all members. Mr. Quarton being in Europe and Mr. Nunn en route home from the Inter-American conference at Buenos Aires (story page 22).

First signs of station difficulty in conforming to the code have appeared, but the reaction is so scattered at this early date that NAB officials feel no conclusions can yet be drawn.

Some stations appear confused over the language opposing programs which "buy" an audience via contests and other devices instead of relying on entertainment

DISTRIBUTING

Code on Agenda of NAB Sessions

A SET of "recommended standards, looking toward the promotion of public understanding of television advertising," was released July 9 by the Advertising Standards Committee of the Assn. of Better Business Bureaus in New York City.

The standards were prepared at a two-day meeting of leading BBB representatives, headed by Victor H. Nyborg, ABBB president. Directed at manufacturers, wholesalers, retailers and dealers of TV receivers, their text covers such

TV ADVERTISING

ABBG Recommends Standards

factors as price and installation terms, performance claims, picture size, guarantees and other matters.

Key portions are:

* Advertising shall clearly and conspicuously indicate whether the price advertised . . . includes cost of installation, antennas, or other equipment or service necessary for reception of television.

* Advertising of television receivers shall not represent to prospective purchasers generally, either directly or indirectly, that any . . . receiver will get satisfactory reception on all channels within range, unless such is a fact. If a set is not (so) equipped, the number of channels . . . shall be stated.

* Whenever program material which is to be televised from motion picture film, as distinct from direct television, is referred to in advertising, such fact shall be clearly and conspicuously stated.

The standards also provide for statement of tube diameter, where mention made of picture tube. As distinct from direct view receivers, and mentions of projection or built-in screen enlargers where indirect reference are made. PDC rules on furniture woods and the radio manufacturing industry also apply, the standards point out.

"But, there must be something in the fair practices section to cover her!"

July 19, 1948 • Page 25
By ED KEYS

WILL any major radio legislation be born during the second special session of the 80th Congress? It was to an almost deserted Capitol Hill that Broadcasting carried this vital question in the wake of President Truman's acceptance speech announcement last Thursday that he intended to call Congress July 26.

A few Senators and Congressmen attempted to forecast what battle plans might be drawn up by Republican strategists upon their return to Washington. The more cautious relied on the "no comment" avenue of retraction.

From the meager garrison holding the Republican fort only speculation could be offered. And that, admittedly, was variable with a multitude of circumstances.

These circumstances, in turn, depended largely upon action outlined by top-level Republican leaders when they return to the Capitol.

The majority party might get the first day adjourn sine die. The President might again recall them the next day. They could adjourn the day after that. Thusly, might legislative perpetual motion be installed. Such legislative shearlings are, of course, highly unlikely, although Congress might adjourn and the President would be content to let them go home with such programs as civil rights, housing and federal aid to education, that he had recommended, still untouched.

There is also the strong likelihood that Congress will return to maneuver with, or even pass, some measures, as housing and civil rights. They will still be anxious to return home. All of the Congressmen and a third of the Senators have campaigns. It is considered only a remote possibility that legislators will take the time to weigh radio legislation.

However, if the Republicans' field marshals elect to by-pass the issues President Truman has thrown to them and concentrate on entirely different measures, broadcasting legislation might then occupy a spot on their agenda.

Only one, if any, radio bills in the Senate appeared to have any chance for consideration during the special session, according to a consensus of a few uncertain speculators.

This bill—S-1333—authored by retiring Senator Wallace H. White Jr. (R-Me.) would ban power above 50 kW until an international agreement is reached, split the FCC into two administrative panels, boost the Commissioners' salaries from $10,000 to $15,000, and give FCC program review powers, a provision hotly contested by broadcasters [Broadcasting, June 14, 21].

Stymie Is Seen

Although given a better than even chance of passing the Senate, the measure would undoubtedly be stymied in the lower chamber, informed quarters believe. Its passage by the Senate would constitute a tribute by colleagues to Senator White, chairman of the Senate Interstate and Foreign Commerce Committee, upon his retirement, observers say.

Uncertainty was running at an equally high level in the House.

Staff members of the House Commerce Committee indicated that they were preparing to dispatch wires to witnesses in petroleum hearings, but that they did not, at present, contemplate hearings on any radio legislation, nor did they anticipate any during the special session.

"I can see no occasion for a special session now," Sen. White declared, "I think it is regrettable there should be a session of Congress in the middle of a campaign. It's almost impossible to keep an objective frame of mind—it just isn't the right atmosphere for constructive legislation. If the President has something specific in mind, that's one thing. But I think it is highly regrettable if he is just going to dump all the current problems, national and international, in the lap of Congress."

Capehart's Reaction

Sen. Homer E. Capehart (R-Ind.) identified the bill as "purely a political move, unwarranted, and unwarranted at this time."

He said the Democrats had 14 years with large majorities in both Houses in which to pass the legislation they now are asking a Republican Congress to pass in 15 days. "It is perfectly silly, and ridiculous, and the action of a very confused and tired gentleman," Sen. Capehart concluded.

Rep. Robert Hale (R-Me.), a member of the House Interstate Commerce Committee, said he felt personally that it was a "grandstand play" and "it doesn't seem to me it's a particularly good grandstand play. I do hope, however, that at a special session there may be some improvement made in the housing legislation."

Rep. Carroll D. Kearns (R-Pa.), who has indicated his intentions of introducing a measure providing a token revenue to be paid by stations and Juke box owners to provide a musicians' welfare fund, described Mr. Truman's move as "pure politics." Congressmen Kearns said he would be willing to return if a national emergency existed, but he doubted that it did.

The leader of a special subcommittee investigating the FCC considered the session futile. Rep. Forrest A. Harness (R-Ind.) said: "President Truman is desperate and will do anything he can to pull out of the mess in which he finds himself. He has called a special session in the hopes of getting out of the spotlight and making more campaign fodder. It would be a waste of the people's money to call Congress back now because the session will be held in an atmosphere of antagonism between executive and legislative branches and only confusion will result."

Congressman Harness' investigation, once underway, will furnish some of the most interesting moments of the session, however, observers believe.

Other House bills still hanging fire included session of the Congress [Broadcasting, June 21], and their status are as follows:

H.R. Res. 430, Rep. William Lemke (R-N. D.), directs FCC to assign FM frequencies in the 47-50 mc range for period of five years at maximum amount of power FM had ever held. No action by House Interstate and Foreign Commerce Committee. No chance.

H.R. 6954, Rep. Lemke, provides broadcasters' right of appeal to courts for reversal of FCC decisions if established appeal decision is or was influenced by or based upon error of scientific or technical fact. In House Commerce Committee. No action taken or expected.

H. R. 38 71, Rep. Joseph P. O'Hara (R-Minn.), to strip PTC of power to issue "cease and desist" orders. House Commerce Committee. No action taken or expected.

H.R. 6373, Rep. Harry R. Shepard (D-Calif.), to prohibit own-
HIGH BAND TV

POWER need may be required in the 500-900 mc area proposed as the ultimate home of television if signals of usable strength are to be received in certain shadow areas, according to results of a series of propagation studies by the RCA Labs, Research Dept.

Serious multipath effects become severe in the higher band, compared to slight ghosting at the same site in 68 and 288 mc channels, according to the study, which appears in the June issue of the RCA Review.

Shadows from hills and other obstructions increases steadily as the frequency increases, thus requiring higher power at these higher points in the spectrum, it is stated. Authors of the study are George H. Brown, Jess Epstein and Donald W. Peterson, of the Research Dept.

The service area, in general, will be about the same size for the high as for the lower frequencies, according to the findings, but the service for the high frequencies will be spotted with local areas where the signal is low or non-existent.

RCA Cites Power Need

In case of relatively level terrain, where a "very substantial service with a radiated power of the order of 100 kw" could be expected, the study discloses.

The problem of receiving antennas is dealt with at length in the article. In most obstructed or hilly areas, it was found that a clean picture could be obtained by orienting the receiving antenna.

"It was generally possible to find several responses which gave a good picture," according to the study. "This was true when the receiving antenna was a large array having a narrow beam and a front-to-back ratio of 15. A single dipole and reflector with low front-to-back ratio and a broad pattern. It is quite likely that the best position and orientation of the receiving antenna in the frequency band between 500 and 900 mc will not prove to be best or even suitable for one or more other stations operating on other channels in the band.

"Indeed, receiving antennas may be required which are rotatable and even this added luxury may prove to be insufficient. At least, it seems evident that the receiving antenna problem will be of primary importance in establishing a successful television broadcasting service at these higher frequencies."

"Use of high-gain directive receiving antennas doesn't offer a quick solution to the high-band problem, according to the article, which explains the problem this way, "Failure of high-gain directive receiving antennas to function properly in shadow areas where the fields are badly distorted cannot be over-emphasized since this makes it impossible to employ a simple means of making use of weak signals."

In studying multipath effects it was found that a strong clean picture was received when the antenna was pointed toward the television transmitter, according to a Bldg. balcony in New York. When the antenna was rotated, weak reflected signals were noted occasionally but they were too weak to use. In the vicinity of some oil storage tanks, reflected signals compared in intensity to the main signal. A clean picture could be obtained on either 510 or 910 mc using an array or a dipole in front of a screen.

"The difference between multipath effects at 510 and 910 mc is simply that the signals are more profuse at the higher frequency, and, of course, in shadowed areas it was harder to receive a single signal strong enough to give a satisfactory picture at the higher frequency," the study revealed. "At many points where an acceptable picture was obtained at 510 mc, the signal was too weak to give a good picture at 910 mc."

Under Typical Conditions

RCA's study was designed to study propagation and multipath effects under typical broadcasting conditions. Measurements were taken along two radials from New York City, one slightly north of west over extremely hilly country, the other southwest over fairly level terrain with very few hills. Best agreement with theoretical values was obtained along the relatively level southwest line.

According to the article, "there was closer agreement with the theoretical curves at 67.66 mc than at 910 mc, probably because the lower values at 510 and 910 mc were usually far below the theoretical.

ABC TV CENTER

PLANS for the location and equipment installation of ABC's new Television Center in New York have been consummated and its studios will launch operations before year's end, Robert E. Kintner, executive vice president of the network, announced today (July 19).

The studios, which will serve WJZ-TV New York and ABC's expanding video network, will occupy the width of an entire city block between 65th and 66th streets and between First and Third avenues in mid-Manhattan.

The building will have 2,000,000 cubic feet of usable space, which is being taken over by ABC effective immediately. Principal studio will be 200 ft. by 100 ft. with a 45 ft. ceiling. Soundproof transalient panels, affording division of the large studio into smaller units, are to be included in the plans.

In a distribution system, requiring video amplifiers and special coaxial cable, will be distributed to programming, programs, rehearsals and auditions in lobbies, clients' rooms and offices of the executors. Provision also will be made for amplifiers and lines for sound purposes. ABC will produce the entire range of programs, and, besides, will include in the plan the storage tanks, for the broadcast program.

ABC's producers will have about 16 cameras with which to work, all image orthicon and of the standard picture and field type, according to present plans. Each studio will have its control room containing picture monitor, camera controls and audio equipment, as well as a push-button operated TV switching system for choice of cameras.

The network will immediately begin an extensive reconstruction job on the building, which formerly was used as an arena for the New York Riding Club. It is expected to be finished in six months, during which time ABC will occupy temporary quarters for origin of its television network programs. Reconstruction at the site, leased for a long term, will start at once, Mr. Kintner said.

WJZ-TV is due to go on the air, on Channel 7, Aug. 10. Its New York transmission tower is being erected atop the Hotel Pierre, at 55th Ave. and 61st St., adjacent to Central Park. With the August inaugural, WJZ-TV will begin origin of regularly-scheduled telecasts to ABC affiliates in Philadelphia, Baltimore, Washington and Boston.

RORABAUGH ENTERS TV; FIRST REPORT MAILED

N. C. RORABAUGH Co., compilers of the Borbaugh Report of spot broadcasting, announce that it had entered the television field.

The company will issue periodic reports of sponsors, programs, and all commercial time on U. S. television stations.

The first Borbaugh Report on television, covering all video markets save St. Louis and Detroit, was sent to subscribers last week. It listed program and program agencies, length and type of programs and announcements, on all reporting stations. The company, situated at 247 Madison Ave., New York, plans monthly expansion of report to cover all video stations as new ones go on the air.
Third Party Meet Coverage Planned

Radio-TV Job to Be as Thorough As at Demo, GOP Sessions

HENRY A. WALLACE'S Third Party Convention in Philadelphia July 23-25 will be covered as completely by radio and television as were the Democratic and Republican sessions, it was indicated last week.

The four large networks have announced plans to report all phases of the Wallace conclave in Philadelphia and the Third Party rally scheduled for Shibe Park on Saturday night, July 24.

Specific details of the Wallace coverage had not been disclosed by the end of last week. It was understood, however, that many of the network personnel who had been covering the Democratic Convention this week were working on Philadelphiana for the Third Party gathering.

Meanwhile, J. R. Poppele, president of the Television Broadcaster's Assn., and coordinator of the General Television Committee for Pooled Coverage of Major Political Conventions, disclosed the committee plans for the Wallace convention.

All video network outlets and independent stations in Boston, New Haven, Schenectady, New York, Philadelphia, Baltimore and Washington will carry the pooled coverage, according to Mr. Poppele. Television cameras inside and outside of Convention Hall will be operated by NBC, CBS, ABC, and DuMont. The Philco Corp., operators of WPTZ Philadelphia, will have cameras at Shibe Park for the Saturday night rally.

The video firms will rotate production duties on alternate days, as was done during the Democratic and Republican conclaves.

Mack Firm Merges With Buchanan Co.

THE MERGING of Norman A. Mack Agency of New York with the $14,000,000-a-year Buchanan and Co., New York, Chicago, Los Angeles and San Francisco agency, was announced last week.

The Mack firm, whose three major accounts involve about $750,000 in advertising billings, has been directed the last 15 years by Norman A. Mack, who joins Buchanan as vice president in charge of merchandising. The three accounts are General Sales of the Ritz and Five-Day Laboratories.

Other key personnel making the transfer with Mr. Mack are Gertrude Browns, fashion director with Mack and now vice president at Buchanan, and Elliott Greenfield, Mack research head, who will devote himself to market analysis in the new setup.

Sympathy Struggle

RADIO has played an important part in the struggle for public sympathy between Boeing Airplane Co. and Aero Mechanics Union in Seattle, Wash., since union went on strike April 30. Company is reported to be using total of 50 to 75 spots a day on all eight Seattle stations using theme: "Boeing has a job to do. . . Boeing has a job for you." Union is reported to be using two quarter hours weekly on KING Seattle for a scheduling. "We want to keep in touch with the membership," Boeing agency head is Frederick Baker & Assoc., Seattle.

TV PLAN HIT

FCC Allocation Procedure Challenged by FCBA

Both the wisdom and the legality of the procedures anticipated in FCC's proposal to rely on rule-making for changes in the television channel allocations table (BROADCASTING, March 29) will be challenged by the Federal Communications Bar Assn. in a brief now in preparation.

In a HUDDLE preparatory to launching of intensive introductory advertising campaign July 26 for Surf, Lever Bros. Co.'s new general household detergent, Mr. Ral. Roche, advertising manager, John R. Gilman, vice president in charge of advertising, and Lawrence R. Leach, assistant manager in charge of Surf. Radio and television coverage, are asking for use of all 30-second spots each weekday on 35 stations in 11 Illinois, Indiana and Wisconsin markets. Day, Duke and Tarleton, New York, is the agency.

Output of TV Tubes Tripled, RMA Finds

Total Transmitting Sales Less For Quarter Than in 1947

Sales of cathode ray receiving tubes to TV sets was tripled in the first quarter of 1948 compared to the same period a year ago, Radio Mfrs. Assn. announced. Sales for all types of radio and television equipment by RMA members, about 90% of the industry, amounted to $40,551,820 in the first quarter, down from $56,000,000 a year ago. Main factor in the decline was a drop in government purchases which amounted to $18,053,969, two-thirds a year, compared to $40,000,000 a year ago when wartime orders were being completed.

Sales of transmitting equipment for the quarter totaled $6,725,365, about the same as a year ago. FM transmitting sales totaled $1,615,204 compared to $667,435 for AM. Studio equipment sales for both AM and FM stations were $1128,060 and antenna equipment, including towers, for both AM and FM stations totaled $568,577.

Sales of TV transmitters, including studio, transmitter, antenna and associated relays and receiving apparatus, totaled $1,682,615. Miscellaneous broadcast transmitting equipment sales were $216,046.

General communications equipment sales were 282,3015 and marine and navigation $1,351,317. Sales of aviation communications and navigational equipment, including radar aids, totaled $683,101. All types of electron tube sales, including cathode ray, amounted to $40,500,955.

Fourth quarter sales for all types of the quarter's radio and TV equipment total.
Industry Opposes FCC Remote Plans

Shift Endorsed; Views Conflict On New Spectrum Position

UNANIMOUS opposition to FCC's plan to remove remote pickup broadcasting from the 152-162 mc band, but conflicting views on the proposal to put this service in the 235 and 450-460 mc areas, were evidenced by broadcasters in statements filed with the Commission last week.

NAB, opposing the deletion of 152-162 mc, filed the NAB's "other page of the history of [remote pickup broadcast] facilities" which "have never been adequate in quantity or quality to serve the public interest from day to day, to say nothing of meeting distress and emergency needs."

NAB supported the proposal allocation of the 26-mc band for remote pickups, declaring that it "has value," particularly for cue and line-up work where some interference may be tolerated, but that the possibilities of interference from all sources are too great for reliable broadcast purposes. It also supported the proposed 450-460 mc allocation, which it felt would permit development of "specialized applications" and "accommodate some of the needs of the enormously multiplied AM, FM, and TV licensees."

The NAB felt that "unquestionably there would be greater use of [remote pickup] facilities were it not for the lack of stability caused by the failure of the Commission to make final and relatively permanent allocations."

Meanwhile WJR Detroit, WGAR Cleveland, and WEER Buffalo jointly opposed the deletion of 152-162 mc, at least "until satisfactory substitute frequencies are available and until a reasonable amortization for the equipment has elapsed." The three stations felt that frequencies between 25-30 mc are not suitable for remote pickup broadcasting "because of signal interference and the bulk of the antennas used," and that suitable equipment is not now available for such operations in the 450-460 mc area. WSM Nashville took a similar view.

NBC asked that one more channel be added to the 19 proposed by FCC for remote pickups in the region. NBC said that the 152-162 mc band should be kept for such operations. In any event, the network declared, at least a five-year amortization period should be permitted.

Mutual similarly felt that 152-162 mc should be retained. Its petition maintained that the scarcity of remote pickup channels has been most severe in large metropolitan areas and that WOR New York, for example, has found 152-162 mc more satisfactory than any other frequencies it has tried. Mutual suggested that the 450-460 mc band be considered for aural television transmission, camera and pickup cueing and station lineups.

Other stations filing briefs, largely in opposition to the reallocation of 152-162 mc, included WGGG Gainesville, Ga., and KOIL Omaha.

Literally scores of protests against other phases of FCC's reallocations proposals were filed by non-broadcasting interests, such as police, railroad, taxicab, and similar services. Oral argument was assumed though no date has been set.

TAKING OVER as ABC Western Division manager of technical operations is Philip G. Coldwell (1), shown with his boss, Don Searle (2), ABC vice president in charge of West Coast activities. Mr. Coldwell, former manager of transmitter sales for General Electric Co., Syracuse, N. Y., assumed new duties July 8.
RECORD REPORT

A REPORT on the outlook for lifting the recording ban will be issued in a few days by record company representatives within the Industry Music Committee, according to an official of Decca Records.

Decca's President Jack Kapp, speaker for his industry colleagues, reportedly met with James C. Petriello, the AFM president, two weeks ago in an effort to re-open negotiations leading to a re-verse of Mr. Petriello's adamant stand against further record-making by union musicians.

Although the official at Mr. Kapp's office refused at first to admit there had been any such meeting, he finally admitted that he had any statement now on the recording situation would impair relations between the two camps, thus admitting tacitly that Messrs. Kapp and Petriello had conferred and implying that the current situation is in delicate balance. Mr. Kapp himself left for Europe last Thursday, according to his office.

Meanwhile, the Industry Music Committee, organized some months ago to seek means of prying the lid from the record and transcription business, has tentatively scheduled a meeting for tomorrow, July 20, probably in the executive offices in New York.

Rumors of impending settlement continued to fly thick and fast last week, as they have every week in the six months since Mr. Petriello put his foot down. But there were few facts to buttress the various promises of the new era.

The multiplex development makes it possible to expand to 12 editions and 48 pages daily, he explained.

New Sound on Film Kinescope Ready

NEW kinescope recording camera capable of 24 frame sound on film result was announced by James Nicholson, head of Television Relay Inc. and Berndt-Bach, manufacturers of the auricon camera. Photographically it "is the answer to the need of television broadcasters for a quick, economical method of transcribing live events and film for later re-broadcast," according to Mr. Nicholson.

The equipment will not be for sale, Mr. Nicholson stated, but will be used to provide service to stations on a footage basis. "Our own technicians and cameramen will operate the equipment and arrangements will be made in each area for fast processing," he said.

Mr. Nicholson emphasized that "rates will be materially less than what it would cost the broadcaster to perform the work himself with any existing equipment." The unit, he reports, will be complete with kinescope tubes and will be installed without charge; the station must only provide the space and pay for the footage on some sort of contract basis per footage used.

Technically stated, this new unit converts 80 frames or 60 scans into 24 complete pictures per second; in doing so it is necessary to join together scans onto each frame of film so as not to cause a flicker.

Television Relay Inc. sales department is headed by Jack Strauss, with offices at 8879 West Pico Blvd., Los Angeles.

NOVEL TWIST on its one-minute weather relay is being used by The Hecht Co., Washington, D. C., department store. Aired over WMAL-TV Washington at 6:59 p.m. Monday through Friday, the first 30 seconds is devoted to the weather, with a model adjusting the gauge while a narrator gives details. The last 30 seconds is given over to a description and showing of an appropriate costume for the following day's temperature.

Internal Struggle Continues In 802

Unity Group Makes Second Appeal to Petriello

ANY RESEMBLANCE to the allegedly undemocratic administration of Local 802, New York Film and Television Technicians and Cameramen, to the national union, is purely coincidental, according to the New York local's dissidents declared last week.

This view was taken by Henry A. Macaro, a leader of the local's "United 802" and one of the four members of the 802 executive board whose "disciplining" by the local bosses (BROADCASTING, July 5) brought about the open revolution within the union which had been smoldering for several years.

Mr. Macaro, an attorney, said that he and the other members who comprise the local's Unity Group remain solidly behind Mr. Petriello and the AFM national leadership generally, despite their dissatisfaction with the way Local 802 is being run.

The United Technicians, a new group of the local's leaders, are awaiting the international president's reply to their second appeal in two weeks to the National Convention in their struggle with the Local officers.

The appeal was sent after a membership meeting, held on July 12 in New York's Palm Garden Bar, ended in a near-riot. The union president had ruled in the first instance in favor of the Unity Group, upholding the legality of the June 14 meeting in spite of contrary protestations by the Local president.

Last week Mr. Petriello was attending the Democratic National Convention in Philadelphia as a delegate in ainclame from Illinois, with one-half vote. Mr. Macaro said he expected a reply from the AFM president upon his return, and said he was confident the Unity Group again would be upheld.

Talk among the 802 dissidents of impeaching the Local officers for what Mr. Macaro has called "incompetent, irresponsible and bungling" policies has diminished. Instead the Unity Group is expected to bide its time in the hope of unseating the present officers in the annual local elections next December.

Miami Gets Look At Multiplex Fax

"Herald," WQAM-FM Airing FM, Fax Editions Simultaneously

MULTIPLEX facsimile broadcasting, involving transmission of FM programs at the same time that facsimile news stories and pictures go on the air, was launched by The Miami Herald on its affiliated station, WQAM-FM at 12:01 a.m. July 15.

James L. Knight, vice president of Knight newspapers, said the midnight edition is the first of its kind in newspaper history.

WQAM-FM's transmitter will broadcast ABC programs and the Herald's facsimile editions simultaneously, according to Mr. Knight. FM listeners will get usual programs without hearing facsimile signals. Facsimile readers in Miami will get the new pages of information and pictures, Mr. Knight said. The multiplex development makes it possible to expand to 12 editions and 48 pages daily, he explained.

Fall Schedule Plan

Changeover of facsimile receivers to the multiplex system is underway. By early fall the Herald's expanded service will be available to hotels and business firms as well as the Miami area, Mr. Knight said.

Timothy J. Sullivan, Herald facsimile editor, had this to say: "Multiplex is the latest of 14 electronic developments to come out of the Miami Herald laboratory and since we began daily facsimile editions in December 1947."

"We have deliberately held up placement of facsimile receivers on a commercial basis," according to Mr. Sullivan.

"Meanwhile, the Herald has offered daily facsimile editions on a few sets located in Miami and Miami Beach."

"Successful multiplexing means facsimile can be transmitted without cutting off the aural FM commercial programs. We believe this is the most significant recent development in our industry," said Mr. Sullivan.

Marion Gulick, Herald facsimile engineer, designed and constructed the multiplex equipment in the Herald's facsimile laboratory, William Lee and Willard R. Burton, of the Herald's facsimile technical staff, assisted him.

BROADCASTING • Telecasting
WLEE announces the appointment of
FORJOE & CO.
as its exclusive
National Representative

We expect big things from Forjoe—lots of nice, new national business for WLEE. They’ll be calling on you soon with the big WLEE story. Let us know what you think of it, won’t you?

W-L-E-E
Mutual . . . in Richmond

TOM TINSLEY, President
IRVIN G. ABELOFF, Gen. Mgr.
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**Television**

- Fort Worth-Dallas: WBAP-TV
- New York: WPIX
- St. Louis: KSD-TV
If you are selling your product in every city, town and hamlet in the U. S., and if your sales in every market are now 100% of that market's final potential, and if you can foresee no possibility of change—then our headline, above, is certainly not true for you.

For everybody else, however, spot radio (Bull's-Eye Radio) is the most economical medium in the field of consumer advertising, and we think we can prove it to you.

Give us the facts about your present advertising activity, and see if we can't come up with some suggestions. After sixteen years as pioneer radio (and television) station representatives, working with many of the finest stations and most successful advertisers in the nation, we know some things that you'll be glad to hear.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
CAA EXPLAINS

Broadcasters' Fears Allayed

PRONOUNCEMENTS by Civil Aeronautics Authority officials last week dissipated fears in radio circles that the aeronautics agency contemplates utilization of a new law for indiscriminate purchases of land, giving it air space which would dislodge broadcasters.

Misgivings have arisen in broadcasting circles since passage in the final hours of the second session of the 80th Congress of a bill, H.R. 4434, subsequently Public Law 872. The law empowers the CAA administrator to buy, lease, condemn, or otherwise acquire, land near government airfields on which alleged obstructions to air navigation are located.

Broadcasters' concern while the bill was being designed by CAA legal draftsmen evidently was justified for in the form it was presented to Congress it contained broad powers, observers said.

However, legislators injected a section restricting condemnation powers of the CAA to the landing approach zone and its immediate surrounding environs. Without the restrictive clause, broadcasters could have been bludgeoned into line by a powerful CAA legal weapon which would permit arbitrary rulings on tower locations, industry officials declared.

It was felt in official quarters that the law, in its present form, would equip the CAA to cope with other navigational problems, such as high smokestacks or buildings, the image-orthicon camera. Facts about the station are printed on the back of the folder.

TV Color Guide

A TELEVISION color guide is being distributed to agencies and station advertisers by W L W T (TV) Cincinnati.

The guide contains a center block of colors and hues, flanked on one side by a grey scale representing the colors reproduced on panchromatic film, and on the other side by a grey scale representing reaction of the same colors in the image-orthicon camera. Facts about the station are printed on the back of the folder.

CAA would try to effect "a mutual settlement." A remote possibility where the CAA might ask the broadcaster to divert his transmission or when the agency might be compelled to acquire his transmitter site would be in the case where a broadcasting signal crossed or interfered with the ground control approach signals. In this case it was felt that the CAA might interpret the law to give it power to condemn land geographically situated beyond the immediate area of the government airfield.

Authorities said the statute would not be applicable to AM, FM or TV towers located an acceptable distance from the approach area and whose signals do not interfere with the ground control system. CAA standards defining the borders of the approach area are governed generally by the length of the runways, the types of aircraft operating from the field (consequently their gliding angle), and the adjacent terrain. Only areas near government areas are affected and parties affected by government condemnation are compensated for their losses, CAA officials said.

Text of Law

Part of the text of Public Law 872, of interest to broadcasters, follows:

(1) The Administrator (CAA), on behalf of the United States, is authorized, where appropriate to carry out this section, (1) to accept any conditional or unconditional gift or donation of money or other property, real or personal, or of services; (2) within the limits of available appropriations made by the Congress therefor, to acquire by purchase, condemnation, lease, or otherwise, real property or interests therein, including, in the case of air-navigation facilities (including airports owned by the United States and operated under the direction of the Administrator), easements through or other interests in airspace immediately adjacent thereto and needed in connection therewith; and (3) for adequate compensation, by sale, lease, or otherwise, to dispose of any real or personal property or interests therein, so acquired. Any such acquisition by condemnation may be made in accordance with the provisions of the Act of August 1, 1882 (40 U.S. C. 257; 25 Stat. 257), the Act of February 24, 1931 (40 U.S. C. 258a-258e; 46 Stat. 1421), or any other applicable Act of Congress: PROVIDED, That in the case of condemnations of easements through or other interests in airspace, in fixing condemnation awards, consideration may be given to the reasonable probable future use of the underlying land.

Humko Says Its Wonderful*

HUMKO is the name of one of Memphis' leading manufactured products. It's the leader-by-far in Memphis against national brands of shortening.

George Gershwin furnished the inspiration for their slogan: "It's Wonderful" and it is wonderful

WHHM's sales story is wonderful, too!

Wonderful Hoopers (giving the audience what they want, when they want it).

Wonderful clients—advertisers who know WHHM rings the bell at the cash register when that campaign is WHHM-aired.

WONDERFUL, WONDERFUL, WONDERFUL FOR WHHM delivers:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent—but not aloof
MEMPHIS, TENNESSEE

PATT MCDONALD, general manager
FORJOE & CO., representatives

*HUMKO—the Dainty Cooking Fat—all vegetable

Write or call for market information for local or nationally advertised products or services!
YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS*—

BUT . . .

YOU NEED WKZO-WJEF TO MAKE A KILLING IN WESTERN MICHIGAN!

Good reception of even the largest “outside” stations is mighty unreliable in Western Michigan—so spotty, in fact, that most people in that area don’t even try. Their signals are effectively choked off by a real wall of “fading” that surrounds our area.

Hence WKZO in Kalamazoo and WJEF in Grand Rapids get a lot more listenership than most regional stations would ordinarily draw. Your Hoopers prove it!

The latest Hooper (Jan.-Feb., 1948) shows that WKZO’s Share of Audience in Kalamazoo, Mon. thru Fri., Noon to 6:00 p.m., is 55.2—36.5 above its highest competition. WJEF’s in Grand Rapids is 26.7—4.5 above its highest competition.

Don’t you think you ought to investigate further? Write, or ask Avery-Knodel, Inc.

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*On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.
Fort Industry Outlet is Equipped At Half-Million Dollar Cost

WSPD-TV TOLEDO, equipped at a cost of $500,000, was slated to take the air today (July 19) with the first telecast of baseball in Toledo.

With a 555-foot antenna tower in the heart of the city, the station expects to cover a radius of 45 miles. It is assigned Channel 13 (210-216 mc). By fall, WSPD-TV hopes to be linked by coaxial cable and radio relays with St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Buffalo and New York.

It is planned to use $30,000 video equipment in covering games of the Toledo Mudhens from Swayne Field. In order to protect the equipment a special platform on the second deck of the stands has been partially enclosed by heat-tempered plate glass through which the cameras will shoot most action.

Made by Libbey-Owens-Ford Glass Co., the glass is a plate 4x9 feet and one-half inch thick. It provides clear vision and is said to be five to seven times stronger than ordinary plate glass with greater resistance to shocks.

Completion of the production staff of the Fort Industry station was announced by E. Y. Flanagan, general manager.

Steve Marvin, who started in video in 1940 at WCBS-TV New York, is production director. Film director is Elaine Phillips, who started in TV in 1943 at WBKB Chicago and set up and directed the film department at WWJ-TV Detroit. Ashley Dawes is remote director. He entered TV in 1943 at WRGB Schenectady and worked there until joining WSPD-TV in May. The art director is Jerry Peacock, who entered video in 1947.

Trial run to test cameras and lenses of WSPD-TV Toledo, Ohio, is made at Swayne Field by (l) E. Ashley Dawes, remote director; (rear) Harry Pense, cameraman, and (r) Stanley Jones, technician.

doing free-lance art work for WWJ-TV while working for a local agency. Mr. Peacock joined WSPD-TV in May.

WSPD - TV Begins Telecasting Today

ABC AFFILIATE
5000 W • 980 KC

WSIX selected again

The Voice of Tennessee's Capital City

NASHVILLE, TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

Upcoming

July 23-26: Third Party Convention, Philadelphia


July 29-30: NAB District 3 meeting, Belvedere- director 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. 16-17: NAB District 10-12 meeting, Meuhlebach Hotel, Kansas City.

Aug. 16-17: Missouri Broadcasters Assoc., first annual meeting, Missouri Broadcasters Assn., Kansas City.

Aug. 19-20: NAB District 11 meeting, Hyatt Hotel, Minneapolis.

Aug. 23-25: Western Assn. of Broadcasters, annual convention, Beauchamp Hotel, Sacramento, Calif.


Sept. 18-20: National Television and Electrical Living Show, Chicago Coliseum, Chicago.


WDXB in Chattanooga is Fulltime Independent

WDXB Chattanooga, Tenn., has started fulltime operation on 1490 kc with 250 w. The independent station is owned by Joe V. Williams, Chattanooga attorney, and is managed by Charles H. Gulkisson, former program director of WDEF Chattanooga.

Walter H. Stamper Jr., also former WDEF program director, is program manager, continuity chief and traffic manager. Other ex-WDEF personnel at WDXB are Byron Fincher, chief engineer, and William Palmer, chief announcer. Walter Dyer and James Rodgers, both formerly of WAGC Chattanooga, are engineers, and announcers include Red Brown, Lloyd Payne, Byron Bryan and Hillard Brown. Control operators include Dewey Bryant, Ken Rodgers and Gene Lewis. Members of the sales staff are Margaret Spiteri and J. Will Rodgers.

Station operates 18 hours daily and uses World transcriptions and International News Service.

Broadcasts to Far East No Longer Being Jammed

"VOICE OF AMERICA" broadcasts to the Far East are now free from "jamming" for the first time in months, the State Dept. reported last week.

Odd noises began to hinder the broadcasts this spring (BROADCASTING, April 26), and continued through June. Russia answered an American protest by saying she was not to blame for the interference. However, source of the trouble was traced to a Siberian point about 5,000 miles east of Moscow.

The broadcasts "have been getting through pretty well lately," according to the State Dept.'s latest report.

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 whole of a lot of merchandise to be selected for 8 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 have 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
KSL DAYTIME MARKET RANKS AMONG 7 TOP U.S. CITIES IN POPULATION.

KAY S. SELL

City Populations†

(1) New York - - 7,871,000
(2) Chicago - - 3,600,300
(3) Philadelphia - 2,115,000
(4) Los Angeles 1,921,200
(5) Detroit - - 1,921,000
(6) Baltimore - - 1,007,200
(7) KSL DAYTIME AREA - - 987,500
(8) Cleveland - - 963,400
(9) St. Louis - - 906,200

†1948 Sales Management Survey of Buying Power

ONE MILLION PEOPLE LIVE WITHIN THE SALT LAKE WHOLESALE DISTRIBUTION AREA, which coincides almost perfectly with KSL's 50-100% BMB Daytime Coverage Area. And of these million people, MORE ACTUALLY LISTEN MOST FREQUENTLY TO KSL THAN TO ANY OTHER STATION OR REGIONAL NETWORK—morning, afternoon, and evening. Let Radio Sales give you facts on how you can reach these million prospects—consumers, distributors, and retailers alike—through KSL.

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS
Four Applications Include Two More by Lasker

FOUR applications for commercial television stations were filed with the FCC last week, anticipating an initial expenditure of nearly a million dollars.

Two of the applications were filed by Edward Lasker, motion picture producer, who previously had filed for Denver, Salt Lake City and Seattle, Wash. His new requests are for Fresno, Calif., and Portland, Ore.

Applications were also submitted by KOMA Oklahoma City, and WLAC Nashville, Tenn.

Mr. Lasker, producer with Walter Wanger Pictures Inc. and former radio executive, made his fourth video bid with an application for Channel 7 (174-180 mc) at Fresno, Calif. His three previous applications, at Denver, Salt Lake City and Seattle, Wash., are still pending. The Fresno application calls for 30 kw visual and 15 kw aural powers with an antenna 1,183 feet above average terrain. Initial cost was estimated at $298,991 with first year's operating expenses estimated at $195,000. No estimate of income for the first year of operation was given.

The fifth application by Mr. Lasker requested Channel 10 (182-188 mc) at Portland, Ore. Powers of 30 kw visual and 15 kw aural were proposed, using an antenna 2,768 feet above average terrain. Initial cost was given as $225,337 with operating expenses for the first year estimated at $125,000. Income for the first year was not estimated.

The application of KOMA Inc., Oklahoma City, Okla., seeks Channel 5 (76-82 mc) with 17.3 kw visual power and 6.25 kw aural power. An antenna of 490 feet was specified. The initial cost was listed as $208,926 with an expenditure of $70,000 estimated for the first year. Income for the first year was estimated at $35,000. Principals of KOMA Inc. are also principals in Tulsa Broadcasting Co. which operates KTUL and KTL-FM Tulsa, Okla. Tulsa Broadcasting applied for Channel 8 (180-186 mc) in that city June 22.

J. T. Ward, doing business as WLAC Broadcasting Service, placed an application for Channel 7 (174-180 mc) at Nashville. Powers of 16 kw visual and 14.2 kw aural were specified with an antenna height of 746 feet above average terrain. Initial cost of the station at $205,100. The cost of the first year of operation was estimated at $100,000 with no estimate of income given. Mr. Ward owns and operates WLAC Nashville.

Ask 2-Year Delay On FCC FM Order

FM Assn. Wants 44-50 mc Ruling Held in Abeyance

FM Assn. petitioned FCC last week for two-year delay in the effectiveness of its order removing FM stations from the 44-50 mc band [Broadcasting, May 10] Dec. 1 is the effective date stipulated in the Commission's order.

FMA reiterated its plea for continued use of the 44-50 mc "low band" for FM network relaying, asserting that "the representations of AT&T as to the availability of common carrier facilities" for this purpose "have not in fact been fulfilled."

Nor has there been substantial experience in the use of the 940-952 mc band which FCC proposes for use in FM relaying, the association's petition declared, adding that apparently FCC hasn't considered the "relative costs of installing relay stations on the 940-952 mc band as compared to the cost of using FM relay facilities in the 44-50 mc band."

With respect to network relaying by direct broadcast from one FM station to another, FMA noted that the success of this method, which is in use by portions of Continental and other FM networks, depends upon there being no "breaks" in the chain—if one station in the link fails to carry a program, the relayed program ends there. Further, the petition said, as more and more FM stations take air, their interference-free service areas will shrink, thus placing "an ever-increasing limitation upon the system" of rebroadcasting.

In addition to an extension of its 44-50 mc order, FMA asked FCC to schedule further conferences with AT&T to get additional testimony on the telephone company's efforts to establish 15,000-cycle lines for FM network purposes. AT&T should be required to explain "why representations year's made regarding the manufacture of terminal equipment had not been carried out," and should be called upon to furnish a schedule of production for these facilities, the petition declared. Further, FMA said, the two-year extension should be used for further investigation of the 940-952 mc band and its suitability for FM intercity relaying.
You Can Hear Pin Drop—But Not Echo—In Modern Studios

You can hear a pin drop in one of KTEM's new studios, but if you hear it echo you must have a contact with the spirit world.

Reason you could hear the pin hit is that no effort has been spared to make the studios completely void of any noise. Incandescent lights are used instead of fluorescent because fluorescent tubes emit a slight hum.

Reason you couldn't hear an echo is that sound waves are handled like a well-controlled pool ball—bounced once or twice but kept headed in the right direction.

Sound waves in the studios are "kept alive," not absorbed completely as was the old practice of sound control. The principle of acoustics employed at KTEM is that the voice and musical scale must retain their life and tone, but harshness, reverberation and echoes must be filtered out.

This marvel is performed by the action of Heerwagen acoustical diaphragm tile—a contraption that operates like the diaphragm of a loud speaker or the diaphragm of the middle ear in the human head.

The tile gives and takes ... it absorbs most at non-harmonic frequencies, thereby keeping the sound waves pure.

Each tile is a foot square, fireproof, made of a material that weighs only three ounces. In KTEM's three studios, they cover the area of the ceiling and walls to a point eight feet down the floor.

From that point down, combed plywood is used. In each of the studios, modernistic motif is obtained by the color scheme of the plywood. Opposite walls are solid green and yellow and gold and dark blue in two of the studios, and entirely powder blue in the third.

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<table>
<thead>
<tr>
<th>HEERWAGEN ACOUSTIC DIAPHRAGM TILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>acclaimed</td>
</tr>
<tr>
<td>by Radio Stations</td>
</tr>
<tr>
<td>from coast to coast</td>
</tr>
</tbody>
</table>

Heerwagen Acoustic Decoration Co.
Factory: Fayetteville, Ark.
ROWBOAT FOR BOYS
WDEL Helps Chiefs of Police
—in Summer Camp Project—

Mr. Aydelotte presents boat and scroll to Herbert Barnes (r.), superintendent of Delaware State Police.

* * *

WDEL, Wilmington, Del., has been given credit for substantial assistance in a project undertaken by chiefs of police in Delaware to establish a summer camp for deserving boys. Total of $15,000 was raised in less than a month.

An example of WDEL's help, according to J. Gorman Walsh, station manager, was a stunt on the station's Saturday Night Dancing Party. Dick Aydelotte, disc m.c., said he would honor phone requests only if accompanied by a pledge to help buy a big rowboat for the camp. Twenty minutes later, Mr. Walsh said, Mr. Aydelotte had more than enough contributions to buy the boat.

PROPOSED DECISIONS RULE CHANGED BY FCC

TO SPEED its disposition of hearing cases, FCC last week dropped the requirement that its proposed decisions show the Commission's ruling on every "relevant and material finding and conclusion" proposed by the applicants.

The Commission has, in effect, that time has been wasted when a ruling must be made on every proposed finding suggested by applicants, and that in any event the applicants' rights were fully protected by reason of the right to file exceptions after the issuance of proposed decisions and by rulings of the Commission with respect to such exceptions . . . .

FCC's proposed decisions will continue to show "proposed findings and conclusions, as well as the reason or basis thereof, upon all the material issues of fact, law, or discretion presented on the record; and the appropriate rule, order, sanction, relief, or denial thereof."

The extent to which the new policy will speed up the general preparation of proposed decisions by the Commission could not be foreseen, since the filing of proposed findings by parties is not mandatory and frequently is foregone.

Agencies


PAUL RADIN, vice president, Buchanan & Co., Los Angeles, and Decla Dunning, authoress, were married July 5.

JULIAN E. O'DONNELL resigns as vice president and treasurer of Hixson-O'Donnell Adv., Los Angeles, announcing no future plans. KAI JORGENSEN continues as agency chairman of board and ROBERT M. HIXSON as president, with name changed to Hixson & Jorgensen Inc. H. D. WALSH, former secretary, named vice president. Name change does not affect Hixson-O'Donnell agency in New York.

THEODORE PALMER, formerly in radio section of Procter & Gamble Co. advertising department, joins Kastor, Farrell, Chealey & Clifford, New York.


MARION HARPER Jr., vice president in charge of research and merchandising for McCann-Erickson Inc., New York, elected a director of Adv. Research Foundation.

COWAN-GILLIAM Adv., with Chicago and Fort Worth offices, formed by JOSEPH B. COWAN and CHESTER A. GILLIAM Jr. Mr. Cowan will be at Fort Worth and Mr. Gilliam at Chicago.

A. C. BURY, former advertising and sales promotion manager for John H. Graham, manufacturers representative, joins Chelsea Adv., New York, as account executive.

ALFRED EICHLER, for past year member of creative staff of Biow Co., New York, named copy director in charge of all soap copy on Procter & Gamble account for the agency.

KUDNER AGENCY, New York, announces three new stockholders: A. M. CORRIGAN, MYRON P. KIRK and C. M. ROHRBAUGH, all long-time executives.


A. CULVER BOYD, for past several years copy chief for John H. Riordan Co., Los Angeles, joins creative staff of Erwin, Wasey & Co., same city.

GEORGE GALE, former account executive with Universal Adv., Hollywood, joins Tullia Co., that city, in same capacity.

HUGO WAGENSEIL & Assoc., Dayton, opens additional offices in Talbott Bldg., 131 N. Ludlow St., for its radio, television and public relations departments.

TRANSAMERICA Adv. Inc. formed at 151 W. 46th St., New York, to cover all fields of domestic and foreign advertising and sales promotion. Agency personnel all have advertising background, including radio, of 15 and 20 years, according to president, JOSEPHINE LENTINI. Several accounts, which were not yet announced, are using Miss Lentini said.

GLENHALL TAYLOR, manager N. W. Ayer & Son, Hollywood, succeeds DON BERNARD as producer for Blondie show.

GER哈D G. EXO, formerly with Maxon Inc., Detroit, joins Day, Duke & Tarleton Inc., New York, as merchandising director.

VINCENT P. CONROY, former vice president of Atlantic Airlines and in charge of its advertising, joins John A. Cairns & Co., New York, as assistant to president.

STANDARD Adv., Seattle, elected to membership in First Adv. Agency Group, chain of affiliated independent advertising agencies in major cities. President of Standard is RICHARD D. WHITING.

BERNY SCHWARTZ, formerly with West Coast office of Fairchild Publications, joins Lander-Young, Los Angeles, as account executive.

McCANN-Erickson Inc., Portland, Ore., moves to new quarters at Public Service Bldg.

HENRY von MORPURGO Co., Los Angeles, moves offices to 521 N. La Cienega.
REPORT ON TELEVISION

NO. 3

30,000 SMALL FRY. The vast army of young listeners to WABD's Small Fry program has a solid core of 30,000 faithful followers who have qualified as members of the club.

ORIGINAL AMATEUR HOUR promises to repeat on television its great radio success. Two successive Hooper Reports have given it a whopping rating of 46.8—tops in television.

"COURT OF CURRENT ISSUES," television's most adult public service program. Vital topics of public interest are put "on trial" before a picked jury of competent authorities.

PROGRAMS FOR EVERY TASTE. This breakdown of a month's programs on WABD—key station of the Du Mont Network—shows a well balanced entertainment diet.

Ask Du Mont—

For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

DU MONT TELEVISION NETWORK
"The Nation's Window On The World"
515 Madison Avenue, New York 22, N.Y.

TELEVISION DU MONT NETWORK

DU MONT NETWORK STATIONS

WABD—Channel 5
New York, N. Y.

WTGR—Channel 5
Washington, D. C.

WDTV—Channel 3
Pittsburgh, Pa.

WNHC—Channel 6
New Haven, Conn.

"TELEVISION Fashions on Parade" will come under Procter & Gamble sponsorship (Prell, Ivory Snow) starting July 23 on WARD New York, Du Mont TV Network key. Completing deal are (l to r): Humboldt Grieg, WARD sales manager; Walter Craig, Benton & Bowles v.p.; William R. Ramsey, P&G radio director.

"MR. RAINMAKER," W. W. Thomas (center), tells KALB listeners of his rain-producing flights over Alexandria, La. With him are Alex Marchand (r), KALB sports director, and Fred Ohl, KALB station director.

SSIE, the one who came home, sees with Jimmy Jr. and Penny insch, just returned from a vaca

Edward Arnold (center), one man who is sure of being "Mr. President"—at least over ABC—talks with Charles Harrell III, ABC Eastern program manager, and Fred Thrower, ABC v.p in charge of sales, at timebuyers' luncheon given in New York by the network and WJZ.

SONNY QUEEN, 8, spins platters for KXLW St. Louis every Saturday morning for Adams Milk Co. He also does a solo of his own on each show.

Owner of WADC Akron, Allen T. Simmons, cuts the cake his staff presented him on his 60th birthday.

Edward Arnold (center), one man who is sure of being "Mr. President"—at least over ABC—talks with Charles Harrell III, ABC Eastern program manager, and Fred Thrower, ABC v.p in charge of sales, at timebuyers' luncheon given in New York by the network and WJZ.

Celebrating 10th anniversary of Krueger Co.'s serial, "Mary Foster, the Editor's Daughter," are (l to r): Kay Campbell, "Mary"; C. M. Robertson Jr., Ralph H. Jones agency president; John Sinn, president, Ziv Television Programs Inc., wholly-owned subsidiary of Frederic W. Ziv Co.

Louis-Walcott fight in miniature was this promotion stunt for the championship fight over KFSA Fort Smith, Ark. Karl Lambertz, manager of station, is referee. Man in neutral corner is Jim Ayers, Taylor-Snowden, Atlanta.

HIGH GEAR are these planners of the five programs sponsored by Kaiser-Frazer Corp. (l to r), William Shaw, KNX account executive; Harry Trenner, William H. Weintraub & Co., N. Y.; Hal Hudson, KNX program director.

Having whale of a time is Moby Dick, the mascot of the new WALE Fall River, Mass., shown here as merely a mass of blubber with the call letters painted on the side. He was present at dedication of station.

Having whale of a time is Moby Dick, the mascot of the new WALE Fall River, Mass., shown here as merely a mass of blubber with the call letters painted on the side. He was present at dedication of station.
Just name it!...

With the widest range of television remote pickups and studio shows... helpful programs for the homemaker, complete news coverage, public service presentations...comedy, movies, drama... children's shows, sports and special events... WPIX provides any advertiser ample opportunity to make a profitable impression on a new major market—moving up fast and here to stay!... offers an unusual chance to create more conversation among customers, promote prestige, build business, better sales!

Details, production costs and advertising rates on request... write, wire or phone.

**WPIX** • 220 E. 42nd St., New York City
or **WPIX** representatives outside New York,
Free & Peters, 444 Madison Ave., N. Y. C.
INTERCITY CHANNELS AND STATION CONNECTIONS *—(Video 1 and 5 kc Audio)

<table>
<thead>
<tr>
<th>Service Points</th>
<th>Video Allocated (4 Hrs.)</th>
<th>Audio Total</th>
<th>Video Non-Allocated (8 Hrs.)</th>
<th>Audio Total</th>
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<tbody>
<tr>
<td>Boston-New York</td>
<td>$5,450</td>
<td>$2,290</td>
<td>$6,740</td>
<td>$1,290</td>
</tr>
<tr>
<td>New York-Philadelphia</td>
<td>2,775</td>
<td>648</td>
<td>3,423</td>
<td>505</td>
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<tr>
<td>Philadelphia-Baltimore</td>
<td>2,950</td>
<td>690</td>
<td>3,640</td>
<td>702</td>
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<tr>
<td>Baltimore-Washington</td>
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<td>366</td>
<td>1,926</td>
<td>456</td>
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<td>Washington-Richmond</td>
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<td>738</td>
<td>3,888</td>
<td>518</td>
</tr>
<tr>
<td>Richmond-Charlottesville</td>
<td>6,900</td>
<td>1,638</td>
<td>8,538</td>
<td>644</td>
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<td>Pittsburgh-Cleveland</td>
<td>3,350</td>
<td>834</td>
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<tr>
<td>Cleveland-Detroit</td>
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<td>1,566</td>
<td>8,166</td>
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<td>Chicago-Milwaukee</td>
<td>2,725</td>
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<td>501</td>
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<td>7,450</td>
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<td>490</td>
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<td>St. Louis-Kansas City</td>
<td>6,575</td>
<td>1,560</td>
<td>8,135</td>
<td>655</td>
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<tr>
<td>New York-Los Angeles</td>
<td>61,650</td>
<td>14,778</td>
<td>76,428</td>
<td>2,858</td>
</tr>
</tbody>
</table>

* The above charges do not include local channels.

The maximum charge for occasional service is that for non-allocated (8 hours) service.

Note: The above charges are for Two-Point service between the service points indicated and cannot be used to determine combined network charges.


during the past two years, Bell System television network facilities were made available to the broadcasters on an experimental basis, without charge. By this spring, the Bell System had had sufficient experience in proving the practicality of placing this service on a commercial basis and rates were filed with the Federal Communications Commission. These became effective May 1.

A television channel between two cities costs the broadcaster $35.00 a month per airline mile for eight consecutive hours each day, and $2.00 per month per mile for each additional consecutive hour. For occasional or part-time service the rate is $1.00 per airline mile for the first hour of use and one-quarter of that amount for additional consecutive 15 minutes.

For use of terminal equipment, there is a charge of $500 a month for connecting stations to the television network for eight consecutive hours daily. For stations which require only occasional service, the charge is $200 per month, plus $10 per hour of use.

Special Rates Scheduled

A special schedule of rates applies in the event that two or more broadcasters share available intercity channels. This schedule provides a charge of $25 per airline mile per month for four hours of service daily and a connection charge of $800. If demand for four hours may be accumulated by fifteen-minute intervals, which may or may not be consecutive.

The Bell System's regular rates for sound or "audio" broadcasting apply for a separate sound channel needed for the complete television program.

The accompanying chart shows what the charges would be for television program transmission service between various cities throughout the country.

---

COMING ON—SPEND YOUR Summer Vacation in MIAMI!

You'll have more fun than ever, and...

...you’ll find us on the job, noon and night producing for you with the NBC Parade of Stars and the smash local shows, too!

---

You'll see it this year....

One Nation Under God

BRaDCASTING Telecasting

Page 44 • July 19, 1948

5,000 WATTS • 610 KC • NBC

---

Teletatus (Continued from page 18)

rest of the network will be coaxial cable.

By the end of the year, the Bell System plans to connect the East Coast television network with the new Midwestern network by a coaxial cable between Philadelphia and Cleveland. This cable will furnish two television channels, one in each direction. When the two networks have been connected, network service in each direction will be available to stations connected to the network from the Atlantic Coast to the Mississippi.

Provision of facilities for transcontinental television service depends upon the development of the television industry to the point where it requires such facilities on a commercial basis. Lines are now under construction which may be used for coast-to-coast television network service when such a demand develops.

Cable to Los Angeles

Coaxial cable equipped for long distance telephone service will extend across the country from New York to Los Angeles in the spring of 1949, when the link between St. Louis and Jackson, Miss., is completed. Although this route will also have been equipped from New York to St. Louis for television service, specific schedules, which will be coordinated with the actual needs of the broadcasters, have not been made for equipping facilities west of St. Louis for television.

AT&T engineers cannot predict how long it would take to equip the St. Louis-Los Angeles route for video after a demand for it appeared. There is no precedent for such long-distance transmission of video, and engineers say they cannot estimate what if any problems would arise until they actually undertook the project.

New York—Chicago Relay

A radio relay system is now under construction between New York and Chicago, scheduled for completion in the spring of 1950. Plans are being considered to extend radio relay beyond Chicago to the West Coast along a possible route through Des Moines, Omaha, Denver and Salt Lake City to San Francisco.

Other routes, indicated on the map (page 18), are also under consideration for the necessary construction to provide network television service. In most of these routes it has not yet been determined whether service will be furnished by coaxial cable or radio relay. Additional experience with present facilities, as well as both telephone and television requirements, will affect the decision as to which will be used on each route.

If the broadcasters have commercial requirements and give sufficient advance notice of their needs, the Long Lines Department can extend its network facilities in 1949 to certain cities adjacent to routes available in 1948. In the East, for example, wider coverage could be provided in New England to bring network video programs to such cities as Springfield, Worcester, Mass., Providence, R. I., and Hartford and New Haven, Conn. Similar expansion is possible throughout Pennsylvania and further south, to cities in Delaware, Virginia and North Carolina.

In the Mid-west, the Bell System's new television network in that area could see a comparable expansion, within a reasonable time after requirements are known. These network additions in 1949 would consist of extensions to cities adjacent to routes available in 1948.

---

TV Network Rates

During the past two years, Bell System television network facilities were made available to the broadcasters on an experimental basis, without charge. By this spring, the Bell System had had sufficient experience in proving the practicality of placing this service on a commercial basis and rates were filed with the Federal Communications Commission. These became effective May 1.
15,000
New England Poets
Listen to WBZ in the morning!

How do we know they listen?

Well, the makers of WALNETTOS advertised a "Rime-line" Contest via Arthur Amadon's "Seven-Thirty News," aired three mornings weekly over WBZ and WBZA.

15,000 listeners mailed in a rhymed entry . . each, mind you, accompanied by a proof-of-purchase wrapper. Entries came from all six New England states, and then some!

If 50,000-watt coverage like this . . even with an inexpensive early-morning show . . sounds like sweet poetry to your ears, see NBC Spot Sales about availabilities on

WBZ and WBZ-TV
BOSTON
NBC AFFILIATES

Westinghouse Radio Stations Inc . .
owner and operator of KDKA, WOWO, KEX, KYW, WBZ, WBZA, and WBZ-TV.
National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.
THE LATEST WCKY STORY!

MAIL PLUS RATINGS

on WCKY means THE LOWEST COST PER THOUSAND LISTENERS in the Cincinnati Area, with WCKY's large outside listening audience AT NO EXTRA COST!

MAIL

WCKY has pulled over 500,000 orders for merchandise in the first six months of 1948—50% MORE THAN LAST YEAR!

RATINGS

Pulse, Inc. has completed 8 months of sampling in the Cincinnati Metropolitan Area. This represents the largest sample ever taken in this area.

RADIO FAMILIES INTERVIEWED: 32,800

OR

12.6% OF THE TOTAL RADIO FAMILIES IN THIS AREA

INVEST YOUR AD DOLLAR WCKY'S-LY
WHAT DOES THIS LARGE SAMPLE SHOW?
LOOK AT THE RATINGS WCKY'S SHOWS GATHER!

**NEWS**—with Fred Holt—6:00-6:15 PM Daily

<table>
<thead>
<tr>
<th>Show</th>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WCKY</strong></td>
<td>8.2</td>
<td>6.2</td>
<td>8.9</td>
<td>4.8</td>
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</tbody>
</table>

**DAILY HIT PARADE**

— with Nelson King—6:15-7:00 PM Daily

<table>
<thead>
<tr>
<th>Show</th>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WCKY</strong></td>
<td>7.3</td>
<td>4.6</td>
<td>11.1</td>
<td>5.9</td>
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</table>

**WALTZ TIME**—1:05-2 PM Daily

<table>
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<tr>
<th>Show</th>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
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<tbody>
<tr>
<td><strong>WCKY</strong></td>
<td>6.3</td>
<td>6.0</td>
<td>5.7</td>
<td>4.4</td>
</tr>
</tbody>
</table>

New York Office:
Thomas A. Welstead, Eastern Sales Manager
53 East 51st St.
Eldorado 5-1127
TWX: NY 1-1688

S. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

One Radio World

THERE CAN be no isolationism for American radio. Events of the last fortnight demonstrate why that is so. And the Western Hemisphere, which historically has been the citadel of free radio in an enslaved radio world, now longs for that distinction.

One has but to listen to the newscasts or scan the headlines to get the gist. There is vastly more below surface.

The Inter-American Assn. of Broadcasters last week concluded its sessions in Buenos Aires. The question of freedom of the air was foremost. The host nation—Argentina—has no freedom of the air or of the press. It failed to put across a proposal that broadcasting stations in this hemisphere be construed as common carriers.

Strange, like the thinking of other Fascist dictators; like the thinking of the Communists, they too first commandeer the radio.

Hungary, under the Cominform, has made it a crime to listen to the "Voice of America" broadcasts. Under Hitler and Mussolini, to listen to any free radio was high treason, punishable by death.

The Russians have been jamming our Pacific broadcasts, and probably those in Europe too. There have been strange things happening to our radio beam in the Berlin area, connected with the unpleasantness there.

George Polk, a CBS correspondent in Greece, was murdered. International commissions are investigating.

Robert Best, a renegade American who staked out for Hitler's radio, has been convicted of treason.

Can't happen here? Such things happen by degrees. Defense planning is in full swing here. There are still those in the military who think in terms of censorship, radio silence, restricted waves, and complete government operation of broadcasting services.

In this atomic era anything can happen in the hysteria that would be provoked.

Another straw in the wind. In our insular possession of Puerto Rico, broadcasters are up in arms over a 10,000-w station on 940 kc licensed to the Puerto Rico Communications Authority, authorized by the FCC for commercial operation. It will put a branch of the insular government in the broadcasting business, in competition with 22 privately-owned stations. The government station would pay no taxes. It would operate with government funds—funds contributed in part by the 22 private stations.

Is this a harbinger? The FCC authorized it. Puerto Rico is a part of the United States of America. It flies our flag. It is as if the Federal Register, published by the government, would accept advertising in competition with the daily newspapers, or if the "Voice of America" should command our networks.

Not so ludicrous as it sounds. Before the last war there was a plan for a super-power network of government stations in the standard band. We've already adapted the BBC type of government operation for the "Voice of America" by default. Our Canadian neighbors have a government system competing with private stations.

Had an eyeful? It should be clear now why eternal vigilance is indicated; vigilance and action.

Everybody's For It

ONCE AGAIN both major parties are on record in favor of a free radio—as free as the press.

The Democrats stole a march on the GOP by adopting a free radio and television plank in the party platform. The Republican platform took up the call for radio, perhaps because, as Platform Committee Chairman Lodge put it, the First Amendment covers freedom of all media.

But from GOP Nominee Dewey came the strongest language yet by a candidate in defense of a free, uninhibited radio, safeguarded from undue governmental restraints.

Both parties were importuned by this journal to go on record. Both said in their own way.

The Democratic plank decries the "repeated attempts of Republicans . . . to impose thought control upon the American people and to encroach on the freedom of speech and press".

Everybody appears to be for full radio freedom. But so far, nothing has been done about it. The trend has been toward greater, not lesser, controls upon radio's freedom.

But it won't just happen. Positive steps are required. Will they be forthcoming?

Gallup's Wild Gallop

TUCKED AWAY at the fag end of the Gallup Poli covering voters' reactions to the way the radio stations had handled the mid-term elections (released on the eve of the Democratic session) were rather meaningful figures on radio's impact upon the electorate. But even more significant was Dr. Gallup's narrative analysis of the poll.

Dr. Gallup, with professional objectivity, said the politicians could get some valuable tips from voter reaction. He admonished them (in order to escape unfavorable public opinion) to cut the length of the conventions, and limit the appearances of wasted time and confusion; limit the time of speakers; avoid appearances of extravagance; spend less time attacking; eliminate long stretches when anything of substance is at hand.

These impressions, said the learned doctor, stem from a poll of what voters liked least "after reading about them in the newspapers, or listening to radio and television broadcasts," with the most vehement comments saved for length and content of speeches.

Tut, tut, Dr. Gallup. Show us any surveys where newspaper readers are swayed by "length and content" of speeches. Most people just don't read them. We contend the impressions created were made by listening and looking.

And Dr. Gallup's own figures bear this out, though not so significantly as we feel they should. The voters were asked: "Did you happen to read about the convention?" To which 20% responded "Yes, most of it." Another 44% replied: "Yes, only part of it," and 36% said "No, not any of it."

The same question, with "listen to" substituted for "read about," brought responses of 24%; 50%; and 26%, respectively.

The degree to which radio has stolen the political show, and the effect TV has had upon the radio and the politicians, even with its audience limited to 10 million, will be more than amply demonstrated from now until the November elections. It won't take any polls to prove it.

Page 48 • July 19, 1948

Our Respects To

LYNDON BAINES JOHNSON

If CHARM alone could win a Senate seat, Lyndon Johnson's election is assured. But it so happens he has other and more practical attributes to offer that August body on Capitol Hill.

Elected to Congress at the age of 28, Mr. Johnson has represented Texas' Tenth District for 11 years. He was firmly entrenched among the Democratic liberals of the Roosevelt era, and has since kept his progressive ideas, modified occasionally by divergences that mark him as more of an independent thinker than as a down-the-line party man.

It is election time, and he is a "broadcast-in-law," his wife, Claudia ("Lady Bird"), owning KTBC Austin, CBS outlet.

Mr. Johnson is campaigning with an atomic age technique—via radio and helicopter. He announced his candidacy for the Senate May 22 over a Texas-wide broadcast from Austin; he has covered Texas personally from Fm Handle to the Rio Grande in his helicopter, the "Johnson City Windmill."

Although owner of a radio station by marriage, Mr. Johnson, friends say, has been scrupulously careful never to use KTBG for a political broadcast without paying for the time and offering equal time for opposing views. He makes two radio speeches weekly over the Texas broadcast, and ten or twelve a day with the helicopter's aid.

The "Johnson City Windmill" considers no group too small or too large for a prospective audience. Many a Texas farmer and his farm hands have been wide-eyed, when suddenly a helicopter has lowered over their heads and hovered there while Lyndon Johnson personally delivers his message over the PA system. If he wished to go no further than past accomplishments he could conceivably say to his constituents merely, "Let's take a look at the record."

After working his way through Southwest Texas State Teachers College at San Marcos as anything from janitor to secretary, he taught school for a few years and then at 23 became secretary to Congressman Kleberg in Washington. In 1935 he was appointed state administrator of National Youth Administration in Texas. Two years later he was elected to the 75th Congress from a field of ten candidates at a special election held to fill the vacancy caused by the death of Texas Rep. James P. Buchanan. He has been reelected

(Continued on page 52)

BROADCASTING • Telecasting
REVEALING—UP TO THE MINUTE—ACCURATE.

WOV's 5 AUDITED AUDIENCES give you the real inside lowdown on specific listening groups. Get the facts—(where listeners live and shop, what they earn, spend and buy, what they like and dislike, how many own telephones, the average size of their families)—known, proven, tested facts on each of 5 AUDITED AUDIENCES. Say goodbye to costly program experimenting. See how you too can...take the guess out of buying.

WOV'S pantry survey—a continuing, accurate study of the sales acceptance of 365 items in 37 different classifications selling in the New York market is now available to any advertiser or agency upon request.

It pays to know WOV, one of America's important independent radio stations, originators of

AUDITED AUDIENCES
Ralph N. Well, General Manager. The Bolling Company, National Representative

★ WAKE-UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Cleveland and Cincinnati.
SINGLE SIDEBAND RADIO SYSTEMS...

How single sideband conserves power

THIS IS DOUBLE SIDEBAND
Voice modulation of carrier produces two beat frequencies—the sum and the difference of carrier and voice frequencies. Transmitter is called on to produce both sidebands in addition to carrier. This is inefficient in use of frequency spectrum and wastes power.

THIS IS SINGLE SIDEBAND (carrier reduced)
One sideband is suppressed by filters and carrier is reduced. Power thus saved is available for remaining sideband. This method of transmission conserves space in frequency spectrum, requires only a fraction of the power of double sideband, and provides an improvement of 9 db in signal-to-noise ratio.

This system was originated and perfected by Bell Telephone Laboratories and Western Electric

The research that resulted in single sideband started at Bell Telephone Laboratories as early as 1915, when speech was first successfully transmitted overseas by radio. To improve the quality of voice reception, Bell scientists began studies of the fundamental nature of voice modulation. They proved that the radio transmitter was handling two similar versions of the voice (the sum and difference beat frequencies) in addition to the carrier.

Question: Could one of the sidebands be suppressed—thereby increasing efficiency?

For the answer, new tools were needed and were forged by other Bell scientists: a balanced modulator that will reduce the carrier to any desired degree; an electrical

Single Sideband is used on these Bell System overseas circuits

BELLS TELEPHONE LABORATORIES
World's largest organization devoted exclusively to research and development in all phases of electrical communications.
wave filter that could accurately select one sideband and suppress the other; a very stable carrier frequency source and many other devices were originated. This accomplished, first transatlantic test of single sideband radio was carried out January 14, 1923.

1927 marked the entry of single sideband into commercial two-way long-wave radiotelephony, and the development by Bell Laboratories of crystal-controlled oscillators soon made possible its extension to short-wave communications.

Today one single sideband transmitter can simultaneously transmit as many as three separate radiotelephone conversations, using but little more frequency space than would be required for one double sideband voice transmission. Now, single sideband equipment—originated and perfected by Bell Laboratories, built by Western Electric—joins the U. S. with practically all major points throughout the world by radiotelephone.

The birth and growth of single sideband

1915. Bell engineers analyze nature of frequency band fed into antenna in voice-modulated transmission.
1918. Bell System makes first commercial application of single sideband, in carrier telephony.
1923. Bell System makes first transatlantic single sideband voice transmission.
1928. First commercial short-wave transatlantic single sideband radiotelephone circuit opened.
1941-1945. Single sideband equipment built by Western Electric extensively used by Armed Forces, as well as government agencies.
1945-1948. Many more Western Electric single sideband radio systems put in service throughout the world.

Now... NEWEST IN SINGLE SIDEBAND

the economical, low-power LE System

The latest development in single sideband is the compact, low-power Western Electric LE System. Like the higher-powered LC now in wide use, the new LE is built to Bell System specifications for operation with a minimum of maintenance.

The LE System consists of three self-contained units: transmitter, receiver and control terminal. New electronic speech privacy equipment is incorporated into transmitter and receiver.

With the LE System, the Bell System now makes use of the demonstrated advantages of single sideband in the field of medium-distance radiotelephony.

-Quality Counts-

LE Single Sideband equipment is distributed outside the U.S., Canada and Newfoundland by Westrex Corp., 111 Eighth Ave., New York, N. Y.
MORTON SIDLEY, sales manager of WASS in Seaside Park for the past three years, has been advanced to station manager. Promotion is in line with increased utilization of station's AM, FM and television facilities.

JOHN McNeil, manager of WARD New York, DuMont TV Station, has been named director of WNJ New-

ark, "Newark News" station. Mr. McNeil, before joining WARD was manager of WJZ New York. He has acted as consultant for radio and television station stations and will continue that work.

WILLIAM B. CAR-

KEY, assistant to manager and director of advertising of WPEN Philadelphia, has been ap-

pointed head of program department to succeed JOHN L. McCAY, resigned.

HARRY D. GOODWIN, promotion and publicity manager of WCPB Boston for past five years, has been appointed general and commercial manager of WNYJ Newark, N. J., effective Aug 9. He succeeds OTIS P. WILLIAMS, resigned. Mr. Goodwin previously was with WBBR. Business sources indicated that at WNYJ he will report directly to JOHN H. McNEIL, recently named director of WNYJ (see above). Mr. Williams has not announced future plans.

LES EUGENE, program director of KYTS Texarkana, Tex., has been named station sta-

tion manager. He formerly was WBOK Clarksdale, Miss., before joining KYFS in 1946.

CHARLES C. BEVIS Jr., has been named manager of NBC's Cleveland station, WNBR. He previously managed the network's video station relations.

J. ROBERT MYERS, a seer, NBC budget officer, last week was appointed administrative assistant to CARLEN B. SMITH, di-

rector of NBC television operations. Mr. Myers, who has been with NBC since 1936, will assume his new duties September 1st, but his present position has not yet been announced.

IRVING B. KAHN, radio manager of 20th-Century-Fox Film Corp., has been promoted to executive vice president of the company's television department. Mr. Kahn's successor as radio manager has not yet been announced.

MARC HOWARD, manager of WDBW Chicago, Ill., the "News-Gazette" station, has been given additional duties as advertising director by M. T. HILL, formerly directed adver-

tising and sales director. He recently resigned after buying controlling interest in the "News-Gazette," (Illinois, Chronicle Herald.)

J. FRANK KNEBEL, radio and newspaper man since 1939, has joined WMFU Crawfordsville, Ind., as general manager.

EUGEN EARR, director of radio for Howard Named President For Tobacco Network

LOUIS N. HOWARD, president of WHIT New Bern and WJNC Jackson-

ville, N. C., was elected president of the Tobacco Network at a board of directors meeting in Greenville last week. He succeeds B. S. Hodges Jr., general manager, WGTG Greenville.

Other officers elected were: Vice president—Victor W. Dawson, gen-

eral manager, WFVC and WFLG FM Fayetteville; secretary-treas-

urer—Fred Fletcher, general man-

ager, WRAL and WRL-FM Raleigh; and general sales man-

ager—Rudolph K. Scott of Raleigh.

Brush-Moore Newspapers Inc., operator of WREX Canton, Ohio, has been elected for sec-

ond term as president of Canton Chamber of Commerce. He also was named to fill vacancy on board of directors of organisation.

LYNN GIFFORD, former program di-

rector of WRB Lancaster, Pa., has

joined KRDW Dinuba, Calif., as assis-
tant manager.

MARSHALL N. TERRY, vice president in charge of promotion at Caddy Hollywood, has been elected president of Cincin-

nati Sales Executive Club.

Respects

(Continued from page 48)

consistently to Congress since that time. At present he is a member of the Armed Services Committee and the Joint Committee on Atomic Energy.

The day after Pearl Harbor Lyndon Johnson asked for leave from Congress to volunteer for combat duty with the Navy. Per-

sonally decorated by Gen. MacAr-

thur, he was awarded the Silver Star for gallantry in action over Lae and Salamaua in the South Pacific. He was discharged with the rank of lieutenant-commander. A "note at the record" shows Lyndon Johnson plugging for preparedness as far back as 1937. To-

day he has led the fight for the Air Force for such weapons as the 'Voice of America.' Already Moscow is trying frantically to jam these broadcasts," he said in a recent radio talk. "They don't want the 'Voice of America' to be heard. That is reason enough for me to continue it—stronger and louder than ever."

Largely through Mr. Johnson's efforts, more than 20,000 homes have complete electrical service now in the cooperatives in his Tenth District, bringing radios as well as lights and electrical appliances to the hitherto unserved region.

He has voted for the Marshall Plan, the extension of reciprocal trade agreements, and is responsible for numerous flood control measures, the extension and improvement of roads and slum clearance throughout his district, among other measures. He stands divided on labor to the extent that, while strongly pro-labor in many instances he was also pro-Taft-

Hartley Bill—"because I believe John L. Lewis is the most dangerous man in America today. When John L. Lewis or James Petrillo, or any other man thinks he is bigger than all the people, its high time for the long arm of government to reach out for that man."

One of his most active campaign managers, besides his wife, is John Connally, president and general manager of KVET Austin, a station in competition with KTBC. Mr. Connally is one of the ten veterans Mr. Johnson befriended when their station began operation, and is a former assistant of Mr. Johnson's at Washington.

"LB" in Names

The family "brand" seems to be LB. He, of course, is Lyndon B., his wife, whom he married in 1934, is "Lady Bird," and their two little girls are Lynda Bird, 4, and Lucy Baines, 1.

Although Mr. Johnson recently underwent an operation at the Mayo Clinic, he has worn out three assistants in his short campaign. His standing no doubt dates back through generations of Texas fore-

bears, his grandfather having been one of the founders of Johnson City, Tex., where Lyndon Johnson was born on Aug. 27, 1908.

Grandfather Johnson along with broadcasters throughout the country would surely agree heartily with the sentiment often expressed by Congressmen that "Government must be a strong ally and not a foe of Free Enterprise. Free Enter-

prise must be unhampered by needless red-tape ..."
It adds up!

Time salesmen need more than a dotted line
and a pen these days. It's a matter of getting
high-grade talent down to low-pitched budgets;
when you do, it adds up to sponsor sales!
That's where Capitol Transcription Shows come in.
You get artists that are the talk of the town...
Peggy Lee, King Cole Trio, Jan Garber, Frank DeVol,
Paul Weston... to mention just a few. And shows
like Music from Hollywood, Hayloft Jamboree,
Sunday Serenade... Creative selling always pays off.
Put your show together from the complete Capitol
Library, pick out your prospects, and set out... It
adds up. And dozens of stations agree that it pays off!
Write for illustrated book telling the complete story
of Capitol Transcriptions... mailed promptly on request.
(Sample transcription, too, yours for the asking.)
FIRST OF BAPTIST FM NET STATIONS STARTS

FIRST of eight FM stations in a network promoted by the Baptist General Convention of Texas—KMHF Belton—has gone on the air.

KMHF is owned by Mary Har- din-Baylor College and has a pro-

32,000—24,000—16,000—8,000—4,000—2,000—1,000—500—250

yearly permit. It is oper-

ating with 14 kw on Channel 246. 97.1 mc.

Dr. R. Alton Reed, director of radio for the Baptist group, estimated it would be "15 to 18 months" before the rest of the stations get underway. With a $175,000 budget, Dr. Reed will set up headquarters on the sixth floor of the Baptist Bldg., Dallas, to begin production of live religious broadcasts.

Stations in the network now holding FCC grants are KBSG Beaumont, KPHC Brownwood, KBOH Dallas, KSWW Fort Worth, KSSC San Antonio and WKSW Plainview. An application has been filed for the eighth sta-

ion at Abilene.

WBT May Buy Club

AN OPTION to purchase approximately 50% of the stock of the Queen City Athletic Club of Char-

lotte, N. C., has been obtained by the Jefferson Standard Broad-

casting Co., owner and operator of WBT Charlotte, Bob Allen, club president and general manager, an-

nounced last week. Option would insure AM, FM and TV coverage by WBT of sporting events sponsored by the club.

Robert Z. Morrison Jr., manager of WNBC's Radio-Recording Division, Washington, has joined sales staff of "Philadephia Inquirer" radio and television stations. He will be in charge of new business development. Mr. Mor-

nison worked with NBC's radio-recording in New York and managed a radio-recording division of the network in San Francisco prior to going to Wash-

ington. In those areas he also was in charge of sales.

Alfred J. Harding, salesman of WCCO Minneapolis-St. Paul, has been appointed sales man-

ager to succeed Tom Dawson, who has joined sales de-

partment of CBS New York. Mr. Harding joined WCCO as salesman in 1929 and remain-

ed in that position until he joined the Navy in 1942. He was associated with KSTP St. Paul upon his discharge from service, until he rejoined WCCO two months ago.

William DIX has been appointed by ABC to handle political time sales to Republican Party and Ed BENEDICT has been appointed to handle sales to Democratic Party.

Benton Paschall, former KROY Sacramento sales manager, has been appointed Los Angeles manager of Western Radio Adv., radio representa-

ive. He replaces Charles COWLING, resigning after 12 years with the company, to be moved to new quarters at 6018 Sunset Hollywood. Telephone: Granite 0656.

W. A. BradleY has been appointed manager of new sales office of WKRE, Lakeland, Fla. Mr. BEVERLY has joined KSUB as commercial manager.

Arthur Higbee, formerly of KSUB Clearfield, Utah, with group of KVU Logan, Utah, has rejoined KSUB as commercial manager.

Joseph Creamer, advertising and promotion director of WOR, New York last week was named to advertise and promote the station's television outlet. WOR-TV, now under con-

struction.

Creamer also directs promotion for the station's AM network. WBAM.

Nicholas J. M. MAIER, who has been sales representative of WOR in his position for three years, has been appointed assis-

tant sales manager of WBEN - PM and WBEN-TV. He will supervise all television advertising. Randolph Swift, sales development manager of Chase Co., and Albert E. Messer-

son of WBNF, have joined WBEN sales staff.

Paul Talbot, for more than two years president of Pennsylvania Radio Inc., foreign radio-station representa-

tive of Associated Press and director of Italian Publishers Representa-

tive.

WBAI-TV Baltimore has licensed rate card Number 2, effective Aug. 1. There is no increase in rates for live studio programs, but increase has been made in film programs and announcements.

Perry B. Rascom of sales department, WIP Philadelphia, is the father of a daughter, Janet, 9.

FORJEE & Co., Los Angeles office, has moved to 109 1/2 Wilshire Blvd. Tele-

phone: Park 9-1290. Larry Krabes is resident manager.

Shirley Sheldon, assistant in traffic department of WCXW Cincinnati, and Jack Schuler, have announced their engagement.

Harry C. Weaver, sales manager of WATQ Oak Hills, Ill., is the father of a boy, Victor George, born July 4.

Moskovich to Speak

George MOSKOVICZ, managing director, CBS-TV sales development, will speak on television trends July 21 at a regular lun-

cheon meeting of the Fashion Group Inc. The meeting is scheduled for 12:15 p.m. in the Roosevelt Hotel, New York. Others who will be Chet Kulesza of BDOD, New York, who will discuss selling with television, and Mrs. P. A. Rob-

in, a video observer, who will speak on consummation, point by point. A Paris fashion film, pro-

duced by World Video, is to be shown.

Independents Form New Organization

NEW Assn. of Independent Metropolitan Stations (AIMS), with 87 members from major markets, was organized July 10 at a meeting held at KSTL St. Louis.

An executive committee will direct AIMS op-

erations, with no officers, dues or other formal organization envisioned. Mem-

bers of the committee are S. A. Cam-

pbell of St. Louis, chairman; Frank E. Pellegrin, KSTL St. Louis and former NAB di-

rector of broadcast advertising; Patt McDonald, WHHM Memphis.

Main purpose of the organization is to interchange helpful in-

formation and ideas on a con-

fidential basis every two weeks. Special problems affecting inde-

pendent stations will be discussed. Other functions are to include group selling and joint campaigns.

Meetings of independent stations will be held in connection with all NAB district-area sessions and at the summer and fall, with a full meeting at the next NAB convention.

Additional members will be ad-

mitted at future group sessions. Only qualified groups that a station owner must be an inde-

pendent, located in a metropolitan market of more than 100,000. Only one station from any market will be admitted.

Charter members are:

WZKA Nashville, T. B. Baker Jr.; WAMS Miami, Dede; WNUM Evansville, Ind., John Englebright; WXXL Indianapolis, George Loger; WAO Richmond, Va., Douglas Robert-

son; WHN Cleveland, Ed F. Mitchell; WHPO WOR, Louis Waldon, DWMJ Cleveland, J. C. Mead; KCBC Kansas City, Ellis Attebury; WBOE Boston, Lawrence; WAKL Boston, King Robinson; WFTW Fort Wayne, Edward G. Thomas; KITE San Antonio, Charles A. Guitier; WABC Hartford, Lee Labrum, WMNN St. Paul, Edward Hofman; Mears, Cisker, Pelegrin and McDonald.

WISN-FM Starts

WISN-FM Milwaukee took the air last Monday on a schedule which duplicates 3 to 10 p.m. (CST) AM programming. Tempor-

ary signal strength is 3 kw, but a greater strength when addi-

tional equipment available will bring station's power up to its authorized 50 kw. Station is on Channel 276 (102.9 mc).

Feature of Week

(Continued from page 10) agency and advertising personnel. Mr. Parman was not the first to win the scorn—some 40 to 50 others have been in on the loot—

and chances are that the last, as radio's newest sidelight to giveaways—the "house" con-

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

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

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

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

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

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

Andrew Corporation
363 East 75th Street - Chicago 19

Transmission Lines for AM, FM, TV - Directional Antenna Equipment - Antenna Tuning Units - Tower Lighting Equipment - Consulting Engineering Service
KMUS IN MUSKOGEE UNDERWAY WITH 1 KW

KMUS Muskogee, Oklahoma's new 1-kw station at 1380 kc, took to the air for the first time a fortnight ago. The new fulltimer was originally designated KMHU but was recently granted the call letters KMUS. It will operate jointly with KMUS-FM from the studios of the FM station in downtown Muskogee.

The station is self-designated "The Voice of the Indian Capital of the World." Muskogee has long been so known, being headquarters of the five civilized tribes. Operating non-directional daytime and with 500 w directional, nighttime, the new outlet is affiliated with MBS.

Bill Bryan, formerly with KOMA Oklahoma City, and Margaret Ann Martin is music librarian.

WJRDR Tuscaloosa, Ala., recently inaugurated new auditorium-studio, seating 600, with two shows featuring stars of NBC "Grand Ole Opry."

NEW FIRM TO PRODUCE TV FILMS, MAKE SETS

DUAL production of television film fare as well as "quality" sets is the intent of Hayes-Parnell Productions Inc., Hollywood. Capitalized for $500,000 in Nevada, with headquarters in Hollywood, the corporation's principals are Sam Hayes, news and sports commentator, president and general manager, and Parnell S. Billings, former president of Belmont Radio Corp., who will serve as chairman of the board as well as vice president.

Film production is the firm's immediate aim with set production not likely to get underway before 1949. Three film packages already are in production, according to officials of the firm.

In addition, film aims to operate a film commercial unit for the production of video spots. Its headquarters will be Hollywood at 6000 Sunset Blvd.

Members of the firm's board are Mr. Billings, Mr. Hayes and Hazel Thornton, who for 13 years served as assistant to the secretary of Belmont Radio Corp. She is secretary-treasurer of Hayes-Parnell. Producer-director for the firm is Jim Leister.

WSB-FM Transmitter

A 10-KW WESTINGHOUSE FM transmitter was scheduled for delivery to WSB-FM Atlanta, owned by the Atlanta Journal, last Thursday. WSB has been operating an FM transmitter on a developmental basis for the past four years, according to John M. Outler Jr., general manager, who placed its new FM and television transmitters in operation early this fall. New transmitter site, where a building and 600-ft. tower are being erected for both FM and television, is three miles from the center of Atlanta. The WSB-FM operation will be on Channel 283 (104.5 mc).

OF ALL THE HARD WINTER WHEAT GROWN IN THE UNITED STATES is raised by OUR listening audience reach this rich potential through 5000 Watts 790 kc Colby, Kans.

Represented Nationally by: RURAL RADIO COMPANY
DAY and NIGHT
Dependable Raytheon Performance

PROVIDES Exceptional Signal Quality with ACCURATE DIRECTIONAL CONTROL

AM stations find that Raytheon equipment provides the complete and prompt answer to their most exacting or urgent needs. For new installations or for replacement, Raytheon Transmitters win immediate acclaim for signal quality, ease of operation and maintenance, handsome appearance, year-round dependability and low cost. Teamed up with Raytheon Antenna Phasing Equipment, they insure maximum signal quality and effectiveness with accurate control of directional pattern. Your Raytheon Broadcast Representative will supply complete information . . . or write for new descriptive literature.

AM TRANSMITTERS 250 W-1-5-10 KW

LOOK TO RAYTHEON FOR ALL YOUR NEEDS
Complete equipment for stations of any power, AM, FM or TV can be supplied by the Raytheon organization of specialists serving the Broadcast Industry.

RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

RAYTHEON MANUFACTURING COMPANY, 50 Broadway, New York 4, N. Y., WK 3-4980
BOSTON CHATTANOOGA CHICAGO DALLAS LOS ANGELES NEW YORK SEATTLE WASHINGTON

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES
**Ohio Decisions**

In a final decision on the Mansfield-Lorain-Fostoria (Ohio) cases, FCC last week reversed its proposed denial of the AM grant to Laurence W. Harry, of Fostoria, but made final its proposal to deny the application of the Mansfield and Lorain Journal companies [Broadcasting, Jan. 19].

The Commission also put into effect its proposed denial of the FM application of Mansfield Journal Co. As in its tentative decision, FCC held that the commonly owned Mansfield Journal Co. and Lorain Journal Co. are unqualified to be licensees, on grounds that in Mansfield the owners "have sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts."

Attorneys for the newspapers, owned by Isadore and S. A. Horvitz, have repeatedly denied any use of exclusive advertising contracts and have accused FCC of limiting free speech, exceeding its legal authority, and usurping powers that belong to the courts in connection with other FCC findings in the case [Broadcasting, May 10]. An appeal to the courts appeared probable.

The vote on the Mansfield-Lorain applicants was 3-to-2, with Comrs. Robert F. Jones, of Ohio, and George E. Sterling contending that "their general disqualifications by the majority are unsupported by this record and unsupported in law."

The two dissenters agreed that the Mansfield paper "has engaged in vigorous competitive practices." But they considered these "entirely within the realm of normal conduct of a private business enterprise" and saw no reason to conclude that all of the business practices would be carried over into the proposed radio operations.

Messrs. Jones and Sterling claimed the majority accepted as true the "testimony given by a number of witnesses who appeared in opposition to the newspaper applicants," but "refused to give any credence to the testimony of witnesses who contradicted that testimony. Additionally they noted that "we fail to find any mention in the conclusions of the majority decision with respect to the clearly established affirmative qualifications" of the Mansfield and Lorain newspapers.

They voted to put the Lorain company's application back into the pending files since the frequency it seeks (1140 kc) is one that is not to be assigned until after the decision in FCC's so-called "daytime skywave" proceeding. They also voted for a grant of Mansfield Journal's FM bid between the mutually exclusive 1510-ke applications of the Mansfield Journal and Mr. Harry, they preferred Mr. Harry because Mansfield has an AM station while Fostoria has none.

Comrs. E. M. Webster and Frieda B. Hennock did not participate in the decision.

**Fostoria Case**

In the Fostoria case, despite approval of Mr. Harry's qualifications, the application (1510 kc, 250 w, daytime only) goes back into the pending files since it involves a U.S. 1-B channel. The Commission refused Mr. Harry's request for a waiver of its policy against grants on such channels before the daytime-skywave case is decided. Mr. Harry, an attorney, overflow WFB of Buffalo, N.Y., Fostoria.

In the proposed decision FCC had anticipated a denial of Mr. Harry's application on grounds that he did not plan to carry discussions of governmental issues, at least during the first year of operations, that he proposed to give "preferential treatment" to one church, and that he would seek to discourage political broadcasts "through possible use of the device of increased rates."

The correctness of these findings was challenged during oral argument, and in the final decision the Commission declared itself "satisfied" that he would operate in accordance with the FCC's so-called "WHKC decision" on the provision of time for governmental issues, that he would not discourage political broadcasts by rates, and that his policies on religious broadcasts would be in the public interest.

The Mansfield Journal Co., one of the most outspoken critics of FCC's Mansfield FM grant to Edward Lamb, Ohio-Pennsylvania broadcaster whose social views also have been under Congressional fire, and the Lorain Journal Co. were applying for 250-w daytimers on 1610 and 1140 kc, respectively.

**ANPA Asks Relay Press Status Quo**

FCC has been asked by the American Newspaper Publishers Assn., the three leading press wire services, and several individual newspaper publishers to make no change in the present allocations for mobile newspaper communication units without first holding public hearings on the subject.

The Commission had set last Monday (July 12) as the deadline for filing replies to its recent "show cause" directive. Four channels are assigned to operation of "relay press services" through which two-way radio contacts are maintained between newspaper editorial desks and reporter teams on the street.

Those asking for public hearings were the AP, UP and INS, and the following newspapers, which acted independently of the ANPA:

- Detroit Evening News; Salt Lake City Telegram; Portland Oregonian; New York Daily Mirror; and Hearst Traveler;

Representatives of the New York Times and Daily News attended as observers, at a meeting held in New York July 9 to discuss the FCC petition.

The meeting was regarded as the first concerted move in the newspaper industry to get behind relay press service. Those present included F. J. Starzel, AP assistant general manager; George Akeron, Boston Herald-Traveler assistant publisher, and Tom Brooks, Hearst Newspapers radio director.

**Education Sidelight**

When approached with an offer to buy the NBC College-By-Radio course last week, the 23 male inmates of the Louisville, Ky., jail, hastily accepted. Then came the women's section. The jailer outlined the proposal, then asked, "Is anybody interested?" Not a word was spoken.
Royalty Principle Favored At Video Panel

PRINCIPLE of actor payment for film performances in television must be on a royalty basis, Ronald Reagan, actor and president of the Screen Actors Guild, told the Hollywood Advertising Club July 12 in a panel titled "Television in Hollywood Today."

Mr. Reagan conceded that SAC recognized enormous returns were not possible at the present but he insisted that the principle of a royalty arrangement must be established even now. Further he believed that film would be a constant source of programming for video and that Hollywood as the talent capital of the country would thereby become the television program capital.

He also felt that the problem of adult, thought-provoking films would be much more possible for television film aimed at late evening presentation. He believed that the movies which find themselves having to aim at the broadest possible audiences to obtain the maximum box-office.

Bill Booth, program director of KTTLA Hollywood, said that programming is currently in a fluid state but felt that a station must not seek to be all things to all people with any one program. He observed that a station program man must stick to his guns in evolving a program format without being unyielding. Mr. Booth admitted that some of his most cherished ideas have had to be discarded as unworkable. He too felt that the industry will find Hollywood the key originating point with New York second and Washington leading in news.

William R. Lasky, shorts producer and son of the picture pioneer, J. Stuart Lasky, announced as his plans for the production of a natural history series to be known as "America Outdoors." He said these were aimed at being all-family material. Idea-wise he said that the medium calls for a "can do" approach.

Ludium on Packages

Stuart Ludium, vice president and general manager of 29:30 Inc., transcription and television firm, expressed opinion that time was now for package producers to get agencies into the television fold. Through use of program packages he believed that an agency greatly reduced its "contact cost." He also felt this would eliminate the excessive cost of building a total television department and devote full energies to new business.

Because of the excessive costs of film production he felt some such formula as 35% down by a would-be national sponsor is necessary to get a program series underway. He conceded frankly that another way a package "is between the devil and the deep red ink."

Rodney Pantages, theatre owner, recognized that television had to be reckoned with by any theatre owner. He described the fact that he had experimented with direct large screen television but found it wanting in the present due to picture not being large enough and light not bright enough to compare favorably with other fare on his program. Further he pointed to the difficulty in timing the presentation of a given event when presentation is simultaneous.

Accordingly he looked to kinescope recording presentations as the way to lick timing. An example that theatres would ultimately gain access to the special events and sports as substitutes for the currently slow newsreel. In the feature picture realm, Mr. Pantages felt that television would have no place largely because the cost which often runs to millions could never be met by sports.

Bernard Tabakin, West Coast television director of the Music Corporation of America, pointed out the extension of the concept of talent growing to include sports, spectacle and sports personalities. In the main, though, he observed that watchful waiting was the biggest function currently since so little film has yet been gotten under-way.

ET TU, BRUTE!

Radio to Rib Self in Guild Broadcasting Satire

RADIO will pull its own leg on Nov. 12 when the Radio and Television Directors Guild presents "a full-size satirical revue on broadcasting" at its annual ball to be held at the Hotel Astor, New York. The idea for an annual satirical issue of radio and television, paralleling the Gridiron Club dinners of Washington newsmen, originated with Robert Lewis Shayon, president of the New York local, the Guild said last week.

No phase of the industry will be safe from the needle, the union promised. Sketches, blackouts, songs, and ballets are planned, with the Guild footing the bill for talent at union scale and paying nominal rates for material.

All New York radio and video writers, directors, actors, technicians, and "even executives" are invited by Nicki Burnett, RTDG executive secretary, to submit material. "A show on radio for radio by radio people has long been overdue," Mr. Burnett declared.

James Baskett

FUNERAL services for James Baskett, 44 year old radio and film actor, who died July 9 of a heart ailment, were held July 14 in Los Angeles. Mr. Baskett was known for his role as Gabby on NBC.

BROADCASTING • Telecasting

THE AD MAY SHOCK SOME PEOPLE!

You don't have to Pay a High AM rate to get FM time in Kansas City over KOZY.

KOZY FM only rates are modest compared to PLUS results achieved by the Advertiser.

National Reps:
FM REPS, INC.
"A Dillard Station"
Robert F. Wolfskill, Mgr.

A TOP TOOL FOR TELEVISION
(AM AND FM, TOO!)

• personal copy?
• office copy?
• gift subscription?

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my subscription to Broadcasting and the 1949 YEARBOOK.

1 YEAR $7 2 YEARS $12
Add $1 a year for Canadian or foreign postage

NAME ___________________________ TITLE ___________________________
COMPANY ___________________________ ADDRESS ___________________________
CITY _______________________ ZONE _______ STATE _________________
- 52 WEEKLY ISSUES AND 1949 YEARBOOK -

July 19, 1948 • Page 59
Do advertisers in your home city plug their programs in their newspaper advertising, buy space for specific program advertisements or incorporate radio logs in their newspaper ads?

<table>
<thead>
<tr>
<th>% of all stations</th>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plug their programs in their newspaper ads</td>
<td>75</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Buy space for specific programs</td>
<td>67</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Incorporate logs into their ads</td>
<td>8</td>
<td>72</td>
<td>20</td>
</tr>
</tbody>
</table>

### Trends

(Continued from page 24)

of the stations are newspaper-owned.

Do stockholders in your station own stock in a newspaper in the same city? (See Table VII)

As before, 19% of stations have stockholders in common with a newspaper in the same city. 66% reported there was no such interlocking stock ownership, while 15% did not answer the question.

In your opinion, should program logs be published as a newspaper public service or should the station pay for them? (See Table VIII)

Broadcasters overwhelmingly (95%) feel program logs should be offered free by newspapers as a public service. Only 3% are of the opinion that stations should pay for such service.

Do newspapers and stations in your community cooperate well in community or public welfare causes? (See Table IX)

Almost half the stations (46%) report that broadcasters and publishers always cooperate well (in community or public welfare causes); 34% say they cooperate well; 12% report that this cooperation is rare, and 6% say it never happens.

Media Inc. Opened

MEDIA Inc., new advertising and public relations firm, has been opened in Washington by Martin Schadi, former account executive with Romer Advertising Inc., Washington. Mr. Schadi worked in the graphic arts field before the war in California. He had been associated with the Washington Post in display advertising and was commercial manager of WASH (FM) Washington before joining Romer.

### Table IV

Do you do any advertising in newspapers?

<table>
<thead>
<tr>
<th>% of all stations</th>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific program advertisers</td>
<td>86%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Institutional</td>
<td>15%</td>
<td>14</td>
<td>51</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>13%</td>
<td>87</td>
<td>5</td>
</tr>
</tbody>
</table>

### Table VI

In your station owned by a newspaper?

<table>
<thead>
<tr>
<th>% of all stations</th>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>19%</td>
<td>80</td>
<td>1</td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table VII

Do stockholders in your station own stock in a newspaper in the same city?

<table>
<thead>
<tr>
<th>% of all stations</th>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>19%</td>
<td>66</td>
<td>15</td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table VIII

Do newspapers and stations in your community cooperate well in community or public welfare causes?

<table>
<thead>
<tr>
<th>% of all stations</th>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper public service</td>
<td>95%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Station paid advertising</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Indefinite</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table IX

In your opinion, should program logs be published as a newspaper public service or should the station pay for them?

<table>
<thead>
<tr>
<th>% of all stations</th>
<th>Yes</th>
<th>No</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>46%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Usually</td>
<td>34%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Seldom</td>
<td>12%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Never</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Free TV Is Here to Stay, Council in Chicago Told

THE AMERICAN pattern of free television is here to stay and advertisers will continue to finance TV programming as they have aural radio, Norman C. Lindquist, vice president of Television Advertising Productions Inc., declared Tuesday, in an address before the Chicago Television Council.

Rapping the proposed Phonevision and the British system of television, Mr. Lindquist said "taxes are too high already, and costs of living are high enough without tackling a box office to our telephone bills."

He suggested that costs of producing motion pictures for television be brought down by “fewer lights, lower set construction costs and fewer props."
They Say...

"TELL the radio stations which programs you like, and those you dislike. The radio executive wants to raise the quality of his programs, but primarily he wants to put out programs people will dial in."

A. L. Chapman, director, bureau of research in education by radio, U. of Texas, speaking at national convention, Business and Professional Women's Clubs, Fort Worth.

... "BECAUSE Congress said that political candidates, speaking over the air, should not be "annoying," the FCC would give them carte blanche not only to speak their opinions but to utter slander uncontrolled... We do not believe Congress intended any such absurdity... If a station seeks to cut out a libel, the FCC will take away its license. If the station permits the libel, it can still be sued in a court which may not accept the FCC's ideas on jurisprudence and so the station may go out of business via bankruptcy."

From an editorial in the Wall Street Journal.

Summer Radio Workshop Under Way at Boston U.

TWO workshops on radio in education are being given jointly by Boston U. and the New England Committee on Radio in Education at Boston U. The three-week introductory workshop opened July 12 and will run through July 30. Dr. Everett L. Austin, of the Rhode Island Dept. of Education, is in charge of this section.

Advanced workshop runs from August 2 to August 20 and will be under the direction of Prof. Samuel B. Gould, director of the division of radio and speech at Boston U.'s school of public relations.

Robert Saubek, ABC; Robert Hudson, CBS, and Gordon Hawkins, Westinghouse Radio Stations Inc., will be guest lecturers during the workshops. Several local broadcasters will act as consultants.

WBAP-TV Will Be Video Affiliate of NBC, ABC

NBC AND ABC, in separate statements last week, announced that WBAP-TV Fort Worth, Tex., has joined both networks as a television affiliate. The station, to go on the air about mid-September, will be the first video outlet in Texas.

Carter Publications, publisher of the Fort Worth Star Telegram, owns and operates the station. Amon G. Carter is president. WBAP-TV will operate on channel 5, with 17.5 kw visual power and 8.2 kw aural power.
Radio-TV Plank

(Continued from page 21)

became apparent that on most matters they would take full advantage of their ability to second-guess the Republicans. The drafters also had before them a statement submitted by Broadcasting, as to the viewpoint of President Truman on radio. The President has expressed himself as favoring radio being maintained "as free as the press" from a regulation standpoint, and while the plank adopted omitted reference to governmental regulation of radio, thereby not going far as many broadcasters would prefer a plank to go, it did commit the party to giving radio and television the same free hand in gathering and disseminating the news as is now exercised by the press.

TV Films for $1,000

LOW-BUDGET advertisers may have video films made for "less than $1,000," according to a new plan effected last week by Sterling Films Inc., New York. The firm, producers and distributors of home movies, has established a television department headed by Carl King, WNEW New York narrator. Films are to include script, narration and advertising. Sterling Films is located at 61 W. 56th st.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WDBJ consistently covers a near BILLION DOLLAR MARKET!

Retail sales in WDBJ's daytime coverage area exceeded $850,000,000 in 1947, nearly double 1946. In the part of this rich market where WDBJ's listenership is 50-100%, retail sales exceeded $500,000,000. You can cover this fast growing market of Roanoke and most of Southwest Virginia with WDBJ alone, and the cost is surprisingly low.

Ask Free & Peters!

WDBJ CBS, 5000 WATTS, 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

Page 62 • July 19, 1948

TV IMPORTANT

THE IMPORTANT role played by Republican and Democratic Conventions in Philadelphia was pointed up in a memorandum issued to all speakers and chairmen of delegations by Kenneth D. Fry, radio director of the Publicity Division of the Democratic National Convention. In the memorandum Mr. Fry said:

We are all fully aware of the extensive television coverage given to the major political conventions this year. We are also aware that the growth of radio coverage of conventions during the past couple of decades tightened the convention schedules, made time schedules mandatory, and in general has done more to acquaint the people of the country with candidates and issues than any other means of news dissemination.

Now we have television, and millions throughout the country can see as well as hear all convention activities. This has a definite and vital effect on the party, the chances of candidates, the attitude of the people toward the party and the election. Television has a merciless and complete eye. All of us must remember that "Time" magazine estimated that ten million people in the east "saw" the Republican Convention instantly through television. Another five million did the same thing in other parts of the nation. I'd like to quote a few selected observations from "Time's" report:

"The TV camera...perched and pewed everywhere, and its watery gaze was often unflattering. Good-looking women were covered along with witches and dapper men became unshaven bums."...the camera caught occasional telltale traces of boredom, insincerity and petulance.

"Most TV viewers lost the thread of...address, because of the woman in the background who blandly read a newspaper."...a girl delegate smoothing a yawn behind her compact during a dull speech...

Conventions scored themselves to radio; it is obvious that they must now be geared to television. Do not forget at any time that the public eye is merciless and all-encompassing; the camera is slyly watching you everywhere. The camera shifts instantly - and often.

Speakers will be personally notified of plans for makeup before they appear on the platform. The Radio Division and the television companies will furnish you information about TV appearances.

1. Major speakers should, in their introductions, address themselves not only to the convention audience, but to the radio and television audiences as well.

2. Remember that any activity on the speakers' platform is emphasized by the TV camera, and directs from the speaker.

3. Introductions should not be done perfunctorily, or as an aside. They should be done completely, and with face to the audience, and then before the camera. Otherwise they appear on the screen as a "blip".

4. Reading of newspapers, yawning and other evidences of boredom should be avoided. Remember the camera emphasizes everything. The TV camera presents an overall view of the Convention Hall, it accentuates details.

Naturally we have serious business at Convention Hall, and our business is with the delegates. But do not forget that millions of curious eyes in all time zones as well as many millions of ears tuned to the broadcasts. Our attention to these points means votes.

NEW REGIONAL FORMED BY 4 GEORGIA OUTLETS

A NEW regional network, composed of four 5 kw stations, has been formed in Georgia and will be identified as "The Georgia Quartet."

All of the stations will be represented by the George P. Hollinger Co., Chicago, New York, and New Orleans, and will offer in its time sales a combination rate. George P. Hollinger, president, claims the new network will deliver a large Georgia audience rather than any other combination currently for sale. Member stations, their affiliation and management are as follows: WGST Atlanta, WMB, John Fulton; WJJD Augusta, CBS, R. W. Ringston; WSAV Savannah, NBC, Harben Daniel, and WRBL Columbus, CBS, James Woodruff Jr.

Kermit-Raymond Places Show With RNR, KFI

SALE of Hollywood's Open House to the Rural Radio Network, seven station FM network in New York state, has been announced by Bay Green of Kermit-Raymond, production company.

Mr. Green also announced the sale of the show to Kaiser-Frazer through William H. Weintraub Co. The half-hour package will be used five times a week on KFI Los Angeles for a ten-week period through the summer.

Mrs. Louise MacFARLANE, wife of WCMB Baltimore's Lon Ross MacFARLANE, attracted much attention and many comments by displaying the party symbol on her shoe peau. Mrs. MacFARLANE, who doubled in blows for her husband, is shown in MBS headquarters at the Bellevue Stratford.

NBC-"LIFE"

Two More TV Firsts Presented During Convention-

FIRST telecast from the press room of the White House in Washington was presented last week as a part of the NBC-Life coverage of the Democratic Convention. The exclusive broadcast was planned by NBC and Life as a Convention sidelight, augmenting, with other NBC-Life features, the pooled coverage presented from Convention Hall by the industry.


During the program White House Press Secretary Charles Ross stopped by the press room and reported that President Truman was watching the program in his study and enjoyed it very much.

Later in the evening, NBC and Life did a three city round robin television program with pickups from New York, Philadelphia and Washington. Acting Secretary of Labor John Gibson was interviewed in Washington, former Agriculture Secretary Clinton P. Anderson in Philadelphia and James W. Gir ard, U. S. Ambassador to Germany before World War II, in New York.

The round robin utilized 17 cameras and is reported to be another television first.
suit points out, "there are various heated political campaigns now being carried on in the State of Texas... and various charges and counter-charges have been made... Some of the charges have been made by various candidates border on libel and in some instances would be actually libelous unless the truth thereof were proven."

When the station announced its plan to accept broadcasts by any legally qualified candidate, the complaint alleged that the FCC is too liberal in allowing KPRC to broadcast "slanderous defamatory statements and libelous publications," and that the station and its independent contractors will "lead to unrestrained freedom of speech and privilege of making any statement over the radio, which said candidate could make to an audience physically present."

KPRC said that at the present time it is under commitment for 12 different political broadcasts.

OLYMPICS

Network Experts Covering Games in London

A VANGUARD of network sports experts left last week for England to cover the Olympic Games which begin July 29 in London. The next-to-home team slates a transatlantic crossing this week and next.

Bill Henry and Bob Considine sailed Friday, July 16, on the Queen Elizabeth. Mr. Considine is covering for ABC. Mr. Henry will cover for MBS, with the assistance of Arthur Mann, Mutual's London bureau chief.

NBC's sports director, Bill Stern, is scheduled to leave for England tomorrow, July 20. He will collaborate with Merrill Mueller, NBC news chief in London, in covering the games. Red Barber, CBS sports director, plans to fly to England July 28. His assistant, John Derr, sailed last Wednesday to handle preliminary arrangements.

The British Broadcasting Corp., with the aid of its office in New York, has made extensive preparations in radio covering of the Olympics by American independent stations as well as the networks. By the end of last week four independents had accepted the BBC's offer of free broadcasting facilities at Wembley Stadium.

The stations and their representatives are: KFWB Hollywood, Thomas Freebairn-Smith; WGR Buffalo, Sigmund Smith; WBNS Columbus, Ohio, Lawrence Snyder; and WHOB Gardner, Mass., Martin Tall.

CAB Group Gives Policy For Menion of Prices

RECOMMENDATIONS for handling price mentions by network have been made by the Canadian Assn. of Broadcasters management committee following a series of regional meetings. Price mentions go into effect in Canada on Sept. 1, for the first time for a trial period of six months.

The committee recommends no repeats of prices on spot or flash announcements, only one price mention in a 5-minute period, not more than two price mentions in 15-minute period, limit of three price mentions in half-hour period, and limit of five price mentions in one hour period; great caution in handling business from transient traders; copy deadlines 3 p.m. day preceding broadcast; figures to appear also spelled out in copy; no premium charge on price mentions, and minimum use of superlatives. Final word on price mentions and administration is left to committee of CAB, with Jim Allard, CAB general manager, as committee chairman.

Movie TV Study

(Continued from page 22)

the defendants, including Paramount, in violation of that Act and formally enjoined them from pursuing the practices in restraint of trade origin.

That decision is of interest to this Commission in considering the question of whether by the ownership of Paramount Pictures Inc. of stock in Tri-States Theatres Inc. (an FCC's precedent organization in turn holds 60% ownership of the instant assignee.)

Before finally passing upon this matter, however, the Commission will be glad to receive a memorandum from the assignee, or any of the stockholders of the assignee corporation, discussing the question of the qualifications of the proposed assignee in the light of the course of conduct of Paramount Pictures Inc. as set forth in the above-mentioned Supreme Court decision. Please advise whether you desire to make such brief. Please advise also what steps, if any, have been taken with respect to an extension of the contract.

Station owners and applicants found guilty in the anti-trust decisions include:

Paramount—Owner of WBKB (TV) Chicago and KTLA (TV) Los Angeles; 29% owner of Allen B. DuMont Labs, which has three video stations and applying for two others; half owner of WBKB and OHIO and WBKB (TV); owner or stockholder of television applications for Boston, San Francisco, Tampa, Denver, and, through its proposed acquisition of KSO Des Moines.

Warner Brothers—Owner of KFWB Los Angeles and authorized KLAC-TV; television applicant for Chicago.

25th Century-Fox—Television applicant from same assignee, the assignee, or any of the stockholders of the instant assignee.

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the defendants, including Paramount, in violation of that Act and formally enjoined them from pursuing the practices in restraint of trade origin.

That decision is of interest to this Commission in considering the question of whether by the ownership of Paramount Pictures Inc. of stock in Tri-States Theatres Inc. (an FCC's precedent organization in turn holds 60% ownership of the instant assignee.)

Before finally passing upon this matter, however, the Commission will be glad to receive a memorandum from the assignee, or any of the stockholders of the assignee corporation, discussing the question of the qualifications of the proposed assignee in the light of the course of conduct of Paramount Pictures Inc. as set forth in the above-mentioned Supreme Court decision. Please advise whether you desire to make such brief. Please advise also what steps, if any, have been taken with respect to an extension of the contract.

Station owners and applicants found guilty in the anti-trust decisions include:

Paramount—Owner of WBKB (TV) Chicago and KTLA (TV) Los Angeles; 29% owner of Allen B. DuMont Labs, which has three video stations and applying for two others; half owner of WBKB and OHIO and WBKB (TV); owner or stockholder of television applications for Boston, San Francisco, Tampa, Denver, and, through its proposed acquisition of KSO Des Moines.

Warner Brothers—Owner of KFWB Los Angeles and authorized KLAC-TV; television applicant for Chicago.

25th Century-Fox—Television applicant from same assignee, the assignee, or any of the stockholders of the instant assignee.

The British Broadcasting Corp., with the aid of its office in New York, has made extensive preparations in radio covering of the Olympics by American independent stations as well as the networks. By the end of last week four independents had accepted the BBC's offer of free broadcasting facilities at Wembley Stadium.

The stations and their representatives are: KFWB Hollywood, Thomas Freebairn-Smith; WGR Buffalo, Sigmund Smith; WBNS Columbus, Ohio, Lawrence Snyder; and WHOB Gardner, Mass., Martin Tall.

CAB Group Gives Policy For Menion of Prices

RECOMMENDATIONS for handling price mentions by network have been made by the Canadian Assn. of Broadcasters management committee following a series of regional meetings. Price mentions go into effect in Canada on Sept. 1, for the first time for a trial period of six months.

The committee recommends no repeats of prices on spot or flash announcements, only one price mention in a 5-minute period, not more than two price mentions in 15-minute period, limit of three price mentions in half-hour period, and limit of five price mentions in one hour period; great caution in handling business from transient traders; copy deadlines 3 p.m. day preceding broadcast; figures to appear also spelled out in copy; no premium charge on price mentions, and minimum use of superlatives. Final word on price mentions and administration is left to committee of CAB, with Jim Allard, CAB general manager, as committee chairman.
District Meetings
(Continued from page 25)

WMBD dominates PEORIA AREA

and PEORIA AREA is growing like a mushroom

HOMES FOR 10,000 people will ultimately be erected in Marquette Heights, brand new community rising just south of Peoria. By fall, 2500 will be moved in.

NEW CUSTOMERS will shop for nationally advertised products in the planned commercial center.

TREMENDOUS INDUSTRIAL EXPANSION is making Peoria larger and more prosperous than ever before.

WMBD alone keeps pace...

with new facilities

Soon to be announced: new power... new transmitter... new theatre studios.

The only Peoria station with FM. Now operating FM full time simultaneously with AM.

The first Peoria station to apply for television.

District 4 meeting, opening the NAB's summer-fall series, follows:

MONDAY, JULY 26
9 a.m.—Registration
10 a.m.—Call to Order—Campbell Arnold, WTAR-AM, 4th District Director; Announcements; Appointment of Committees
10:15 a.m.—Program: Edward S. Whitlock, WENN, Richmond, 4th District Program Chairman, "Better Programming for Greater Presence"—Wendy Fair, director, NAB Program Dept.; Music Matters, BMI, ASCAP, SESAC, Legal Aspects, Music Committee: introduction of representatives of transcription companies; re-elect members; question and answer period
12 noon—Luncheon
3:30 p.m.—"NAB—Your Association"—Judge Justin Miller, NAB President
A general overview of the services and activities of NAB, including Standards of Practice, current status and future plans; question and answer period
11:30 a.m.—Solve Your Problems—Call Campbel Arnold, 4th District Director; "Radio: Its Current Legal Problems"—Petty, NAB General Counsel. A review of legal problems, hurdles and pitfalls, code and state legislation; question and answer period
11 a.m.—Employer-Employee Relations Clinic; Harold Brown, WKBX, Winfield, WGN, 4th District Executive Vice President; "Your Station Labor Relations Problems, 18th Annual Radio Convention;"—Robert P. Ochard, Director, NAB, NAB Employer-Employer Relations Dept.; question and answer period
12 noon—Recess
12:30 p.m.—Luncheon
1:30 p.m.—Adress by Frederic R. Gamble, president, American Assn. of Broadcast Executives
2 p.m.—Problems of Coverage and Measurement: Broadcast Measurement Bureau, lunch, special address by the chairman of the broadcast measurement bureau; program clinics, music, public relations, labor relations; TV session, Horizons Unlimited
5:45 p.m.—Adjournment

COMPLETION of new 500-ft. Blow-Knox tower for WBT-FM Charleston, N. C., has been announced. An RCA four-section tower has been installed for FM and on RCA three-section super-furture will be added for television. Original cost estimate for FM only was $73,000. Complete antenna cost when television equipment is installed will be approximately $101,000, station reports. With initiation of service from new tower, WBT-FM increased its power to 54.6 kw and changed from Channel 27 to Channel 26 (99.9 mc).

WITTY, RHEA SET UP NEW CONSULTING FIRM

FORMATION of the consulting firm of Witty and Rhea, with headquarters in Dallas, has been announced by W. M. (Bill) Witty, and Henry E. Rhea, veteran RCA engineers.

The firm will specialize in television, primarily in equipment and installations. In addition, the organization will cover planning, design, supervision and construction in all broadcast operations.

Mr. Witty had been with RCA for 20 years, most of the time in the Dallas office handling sales and installation of all types of transmitter equipment. Mr. Rhea was with RCA about 12 years, eight of which were spent in television engineering at Camden headquarters. Offices are at 6923 Snider Plaza, Dallas. Phone J8-2402.

Witty, Rhea Set Up New Consulting Firm
Two Firms Are Merged in Houston

Wallace Davis & Co., Houston advertising agency, and Wallace Davis & Co., Houston, have consolidated to form one of the biggest advertising agencies in the south, Wallace Davis & Co., Houston. With his knowledge of writing and the oil business it was here that he opened his one-man advertising agency.

Aerial Service

Aviation is one of Mr. Davis' interests and the company owns two fast planes for servicing the agency's distant accounts. He recently bought and operates Sky-Travel Inc., an aircraft sales and service organization with headquarters at the Municipal Airport in Houston. Each week-end he flies 480 miles to his 244-acre ranch at Center Point, in the hill country of Texas.

AFN PREFERRED

WINs 3 1/2 to 1 Over BBC

By BILL GRAFFIS

WHILE the equipment, installations and operating personnel of the Armed Forces Network long ago was removed from England, the pleasant memories of fine radio entertainment provided for the GI's and, coincidentally, British listeners, have not been forgotten by the permanent residents.

Although the operations of the AFN are now restricted to the American Zone of Germany (including U.S. territory Berlin), a survey conducted by the London representative of an American advertising agency showed listeners in England possessing sets capable of picking up the GI station in Berlin, Hamburg or Frankfurt preferred the programs by a ratio of nearly 3 1/2 to 1 over anything presented on BBC's Home, Light or Third service.

Heavy favorites among the English were American comedy and variety shows with Fred Allen, Crosby, Hope and Bergen at the top of the heap. The ancient, alleged truism that more than the Atlantic separates the American and British sense of humor took a beating when the survey showed English listeners of AFN's Allen and Bergen shows favored the more subtle quiet presentations of these two over the boisterous pie in the face routines of Tommy Handley and Vic Oliver, supposedly the top two comedians in Britain.

Even the disc jockey shows on AFN have made a sharp cut in the BBC audience.

One of the midnight record shows on AFN, easily obtainable in Britain as it went on immediately after BBC's signoff time of 11 p.m., proved by a BBC survey to have more listeners in Britain than some of the highly touted BBC programs.

In an effort to pick up the late evening audience, the BBC continued their broadcasting schedule another hour, supposedly because increased allotment of electricity permitted the extra sixty minutes. This was successful, coupled with the fact the BBC loaded their last hour of broadcast time with live and canned musical shows, was much too flimsy to grab listeners in the amount desired by the English government radio.

The majority of the British listening audience cannot understand why the BBC doesn't buy transcriptions of some of the leading American radio shows. Although the official explanation is that the American artists and agencies demand payment out of Britain's none too large dollar fund, English listeners are quick to point out arrangements have been made whereby certain performers such as Danny Kaye and Mae West and even Joe Louis have been able to take dollar earnings out of the country. If these people can do it, the British are asking, with some justification, why can't other performers? Too, the heavily-taxed British, while paying very little for radio entertainment, still demand something other than the present unpalatable programs offered by any one of the BBC's services.

English Suffer

The same dearth of hard currency has indirectly affected British listeners in another way.

Before the war the Englishman could get relief from the BBC through Radio Luxembourg. Currency restrictions are now such that pre-war sponsors of top shows slanted for British listeners over Radio Lux have little if any chance of buying quality air entertainment.

For the Kids

WITH the children of Charlotte and Mecklenburg County, N. C., prohibited from all public gatherings, recreation spots, etc., under the polio ban, WBT Charlotte stepped in and inaugurated a new series of programs last Wednesday. Aired each Monday, Tuesday through Friday at 10:30-10:45 a.m. for the duration of the polio emergency, the shows were launched by Larry Walker, program director, to entertain things kept at home. Games, contests, stories and gimmicks are featured along with suggestions for round-the-clock entertainment. The response, station reports, has been "terrific."

AD AGENCIES

DOWN Texas way things are always done in a big way, and now Frank Stewart & Co., Houston radio agency, and Wallace Davis & Co., Houston, have consolidated to form one of the biggest advertising agencies in the south, Wallace Davis & Co., Houston. The expansion of his agency's operations to general advertising in 1936 but has always retained the specialized oil industry division. Wallace Davis & Co. now serves over 100 clients in all media and is housed in a modern office building at 3401 Buffalo Drive, Houston.

Mr. Davis credits the success of his agency over the years to the fact "the influence on markets is the primary objective of every successful advertising and sales program." Although immediate sales are the tangible result, they are not the end result and an ever-increasing influence on logical markets for the products of the clients is needed.

New Executives

With the newly acquired executives and their staffs, Wallace Davis & Co. officials state they can now provide their clients with these agency functions on a major scale: market research, product research, design and packaging, sales and distribution research, sales promotion, publicity and public relations, outdoor and transit advertising, motion picture production, direct mail, art, photography and other types of production.

The new director of radio, Frank Stewart, has been in radio in the Southwest since 1928. He was program director of the old Southwest Network and stations WACO, KXYZ, KABC and headed his own agency before consolidating with Wallace Davis & Co. Then Mr. Stewart was producing high listening, low cost shows for the clients is born out by the winter Hooper of 13.1 given his Portraits in Music show. It is a Sunday daytime program on KPRC, Houston's NBC station, and achieved the rating with only 16.8 sets in use.

Draws Others

Other executives now joining Wallace Davis & Co. are: J. F. Brinley, as director of market research, publicity and public relations; Cameron C. Stineman, as account executive on consumer advertising; and Vance Dan Demark as art director.

Mr. Davis attended the U. of Texas and traveled in his younger days. In Tokyo he served as a rewrite man on the Japan Advertiser and sold a syndicated column on his experiences and observations in distant countries. When he returned to this country he went to work as a news and feature writer on the oil fields of the southwest. He sold to newspapers and trade publications and served for six years on the staff of the Gulf Pub-
Philadelphia
(Continued from page 28)
ing hothouse, KYW Philadelphia rushed into production thousands of fans which it distributed to delegates, spectators and commentators. On them was the legend: "I'm a KYW fan."

THE CONVENTION HALL room in which President Truman awaited the outcome of the voting roll-call was so hot that when the rain stopped he went outside on the hall ramp for a couple of hours to sit and cool off. Frank Stanton, CBS president, heard the Chief Executive was outside and had no way of monitoring the proceedings, so he sent down two portables—one for the President and the other for Mrs. Truman. Both sets were thoughtfully pre-tuned to WCAU Philadelphia, Columbia Philly affiliate.

JOHNNY MEAGHER, publicist at KYW Philadelphia met Les Nichols, MBS newsmen, at the Convention for the first time in three years. The pair were buddies in the Pacific during the war.

EVERETT HOLLES, news director of WBBM, Columbia-owned station in Chicago, and Charles Collingwood, CBS Coast correspondent, helped cover the Convention for the network and also filed special regional stories.

GEORGE McELRATH and Frank Connelly, NBC engineers, gave the microphones on the speakers' rostrum a final check the day before the Convention opened—and to their horror heard a thunderous roar on every check. Mr. Connelly ripped out all the wiring, checked the control equipment and fiddled with the mikes. To no avail. The roar continued. After hours of checking and re-checking, he finally discovered where all the noise was coming from. The four huge fans on the platform were blowing directly into the mikes, causing the noise. The fans were turned in a different direction and all the technical difficulties were solved.

KYW Philadelphia had a hectic Convention schedule, but reported that its facilities were not taxed to capacity. The station handled all NBC origination; handled the Connecticut State Network which carried programs to WTHT Hartford, WATT Waterbury, WNLC New London, WSTC Stamford, WNHC New Haven, WTOR Torrington and WNAB Bridgeport; did special recordings for KSD St. Louis and KGU Honolulu; did daily stints for WJJ Detroit, WCPO Clearfield, WIBAL Baltimore and KDKA Pittsburgh.

LEE BLAND, special events director of CBS, discovered there was real gnawpower in the Revolutionary War powderhorn hanging in his room at Pei Upsilon fraternity house. The frat house was living quarters for two dozen CBS staffers.

ABC claimed a resounding "beat" last week on the news of the special session of Congress called by President Truman for July 26. According to the network, Elmer Davis made the first disclosure of the special session in a broadcast from Philadelphia at 11-12 p.m. last Wednesday night. President Truman made it official in his acceptance speech at 2:20 a.m., carried by all major networks.

IF TELEVIEWERS have been wondering about the identity of a hazy figure drifting through a few telecasts of the Convention Hall crowds, we can tell you his profession, at least. The gentleman was wearing a large button hard to read via the TV screens. It said: "I don't care who wins—I sell buttons."

WPTZ Philadelphia put out the best-dressed crew in television—but they didn't like it. The Philco television station had the job of covering the famous Perle Mesta (very social) party, at which dinner clothes were strictly de rigueur, even for working press. By a super-effort of scrumaging, the boys got themselves the required habiliments and passed their cables through the swank Barclay Hotel in time. They worked until 2 a.m., but since they had an 8:30 a.m. call next on schedule, had to haul their equipment back to Room 418 at the Bellevue-Stratford, where they cat-napped. Among the heroes were: Harold Pannebaker, stage manager; Ben Squires, assistant stage manager; Ed Altman and Harry Osman, cameramen, and Andy McKay, make-up man.

SAM SEROTA, WIP Philadelphia special events man, got a beat for MBS on the Alabama delegation walk-out, via a walkie-talkie interview.

PAULINE FREDERICK, ABC's woman commentator at the Convention, was sketched by Rene Bouche, special artist for Vogue magazine, for a Convention feature in the publication. Art work will show Miss Frederick interviewing Mrs. Helen Gahagan Douglas, representative from California, who was selected by ABC as radio's "Mrs. DeMocrate."

WCAU-TV Philadelphia held commercial breaks to 20 seconds during the Convention. Result was that Brown & Williamson Tobacoo Co. found it couldn't use state for Kool cigarettes. Two local advertisers, however, jumped in to grab the time—N. Snellenburg & Co., one of Philadelphia's major department stores, and Peirce-Pelps, distributor of Admiral television receivers. They co-sponsored 14 announcements daily. Series was placed by Philadelpia office of Robert J. Enners agency.

AS DURING the Republican Convention, there were a couple of instances when proficiency got on the air through carelessness of spectators and others near mikes. Some "background" voices even became subject of news stories. United Press, for example, ran a short as follows: "The radio audience got an unexpected ear...
FAMED ROOM 22 at Convention Hall had some famous guests, including this group monitoring the video screens set up there. "Life" magazine and Young & Rubicam executives present were (l to r) Robert Walcott, assistant to the publisher; Andrew Heiskell, publisher; Dave Levy, Y & R television consultant, and Sid Jones, "Life" staff.

ful of what goes on along the national Convention sidelines when someone accidentally threw open a microphone on the rostrum where photographers were crowding around celebrities. "Quite shocking or I'll knock you on your ear," one photographer said to another and several million listeners."

ONE of the amusing sidelights of the convention was the "powder-nose" derby—the race among at least three broadcasting organizations and perhaps other unknown "dark horses" to make up and powder up President Truman for television. The President's advisers didn't wish to play favorites to any organization so the Chief Executive was televised raw.

BOB McCORMICK, NBC commentator, was reading the news in Convention room 28 when the lights went out— an experience many a broadcaster had during the Convention. He handled it the way most did. He lit match after match, trying to read his script. As he ran out of matches, Art Lodge, NBC newsman, dashed in with an electric lantern. Just as Mr. McCormick finished his stint, the fuse blew for the electric lantern and he was plunged into darkness again.

MIKE POSTER, publicist for CBS, changed quarters from a fraternity house, where trolley cars passing outside kept him awake. He went to the Broadwood Hotel to get sleep after two sleepless nights. But "considerate" friends back at the frat house kept calling him into the small hours of the morning, just to make sure he wouldn't get lonely. Mike finally solved the problem by ordering the hotel telephone operator not to call him even if Harry Truman was on the line.

NATIONAL Assn. of Manufacturers, which appeared at platform hearings, got out separate news releases for its projects angling "for radio newsmen and commentators."

EACH ABC staffer was a marked man at the Convention. He wore a six-inch wide, round, white button with letters "A-B-C" in the center.

WCAU-TV scored the first television beat of the Democratic Convention July 9, when it presented Sen. Claude Pepper of Florida in an interview on the 6:45 p.m. Bulletin news program. It was just after the Senator had disclosed the contents of his telegram from Gen. Dwight D. Eisenhower in which the general stated definitely that he would refuse to run.

FORMER Senator Joseph F. Guffey of Pennsylvania, a veteran of 11 Democratic National Conven-

tions and a delegate at two of them, believes the atmosphere at party gatherings is "more businesslike" as a result of radio and television coverage. This, said the ex-legislator who attended his first Convention in 1908 in Denver, allows the sessions to be "cut down to three days instead of five."

JOHN CAMERON SWAYZE, NBC commentator, came out of a Philadelphia restaurant and ducked into what he believed was the waiting NBC limousine that got plenty of network airtime in a manner to which they'd like to get accustomed. Mr. Swayze realized his mistake when the driver asked after a few blocks: "Where do you wish to go, Senator?" He was riding in the automobile of Senator Alben Barkley.

MISSING from Convention was Leon Levine, CBS director of discussion broadcasts, who was active in setting up programs for CBS at the GOP sessions. He tangled with poison ivy before the Democratic gathering started and came out second best.

EARL GAMMONS, vice president in charge of CBS' Washington office, had no trouble going places his first day at the Convention. The Governor of South Carolina placed his car at Mr.

COVERING the Democratic Convention from the CBS booth are (front to rear) Ted Koop, CBS news director in Washington; Bill Henry, also of the Washington staff; John Daly, of New York staff, and Carl Schutzer, engineer.

Gammons' disposal. With a sergent of the South Carolina State Troopers as chauffeur and a No. 1 license plate, traffic melted before the apparent VIP approach.

JOE CONNOLLY, program manager of WCAU Philadelphia, noticed an usher staring at him as he was working at Convention Hall. Uncomfortable, he finally found out what caused the staring: By

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Philadelphia
(Continued from page 67)

BILL BROOKS, NBC vice president in charge of news and international relations, won a rumba contest at the swank C-R Club in Philadelphia. Mr. Brooks was said to have had a big advantage over most contestants in town for the Convention because he recently had been practicing the dance in Cuba.

A GROUP of CBS men were watching preliminaries of the final Convention session on TV in their newsroom at Convention Hall when in walked Helen Sioussat, director of talks, with a hand-some blonde. The two women stood in front of the receiver. One newsman, looking at the handsome, fair-haired lady, said: "No use watching the television set, now." Miss Sioussat turned and said: "Oh, hello, Joe. Permit me to introduce the wife of the man now on the television screen—Mrs. Brian McMahon."

MORE than 40 persons used the television make-up rooms of WFIL-TV Philadelphia on the second floor of the Bellevue-Stratford, where a Max Factor expert was available to aid video neophytes appearing before the cameras.

MANY television enthusiasts were made at the Convention. One was Mrs. Joseph P. O'Mahoney, wife of the Senator from Wyoming. She and her husband made a TV appearance on ABC the day before the Convention started. When she became ill the next day she wished for a video set to follow the proceedings from her hotel room. Paul

through a co-op arrangement, WPX1 New York used a different MBS commentator nightly during the Democratic Convention. Ben Gross (11), WPX1 political analyst, makes his initial TV appearance with Robert Horleigh, director of news and television of WGN and WGN-TV, Chicago Mutual outlet.

Mowrey, ABC's national director of television, came to the rescue, dispatched a set to her.

ONE of the loveliest visitors at the Convention was Mrs. Charles Collingwood, wife of the CBS newsman. She's Louise Allbritton of the movies.

TOM McCABE, the prominent Duluth lawyer who is president of WEUX Duluth, was responsible for bringing more than a score of Midwest personalities to the microphones during the Convention for stations back home. He hustled personalities to MBS headquarters in the Bellevue-Stratford, put them on network shows, piped back specials to his own station and to WLOL Minneapolis, and made records which were rushed out to smaller stations in the Midwest.

LESLIE NICHOLS, MBS United Nations correspondent at the Convention, came to Philadelphia with a sensitive Jones Beach sunburn. He entered an elevator in the Bellevue-Stratford just as a young donkey got in. The animal got fright-ened as the lift suddenly started and Mr. Nichols received a kick in the sunburn. Unperturbed, Mr. Nichols made arrangements to get the burro on the air.

SEN. ALBEN W. BARKLEY threw network and TV schedules into a tailspin with his keynoter Monday night. His speech originally ran one hour and ten minutes. It was to have been cut to 45 minutes. But it ran one hour and 15 minutes.

WELL BEFORE the opening gavel Monday, broadcasters and telecasters were singing the praises of Ken Fry, Democratic radio chief. Radio-wise, everything was in order—a minimum of griping about badges, tickets and platform admissions. Mr. Fry, formerly with NBC, resigned his post as operations chief of the "Voice of America" to accept the petty portfolio.

JIM SAUTER, Air Features Inc. head, quadrupled in brass. He performed for the fourth night of the Convention as program director. He also is advisor to Mayor O'Dwyer of New York, as well as radio head of the New York state organization.

IS BEN GIMBEL Jr., WIP president, Republican or Democrat? At the GOP Convention, Ben was on the platform warmly greeting all-comers. Same thing at the Democratic. Answer: He was greeter's chairman at both Conventions.

ELEVATORS of the Bellevue-Stratford were stopped temporarily by a power shortage, so Martha Deane and Alvin Heifer, MBS news analysts, had to walk up to their tenth-floor studios for a show deadline. With tongues hanging

GATHERED together for a rare moment during the Convention is this group of NBC correspondents assigned to Philadelphia last week. Members include (seated, 1 to r) Robert McCormick, Richard Harkness, Morgan Beatty, Ned Brooks, Ed Wallace, Ray Henle, Clifton Utley, Robert Trout, W. W. Chaplin. Standing is Francis C. McCall, NBC manager of news operations.

FRANCIS C. MCCALL, manager of news operations for NBC at the Democratic Convention in Philadelphia, finding newsmen's quarters crowded, had a phone installed in the bathroom of his hotel room. It was the only way, he said, to hold a private phone conversation.
out, and panting, they made the first 9 flights. Then at the top of the landing of the final flight they found a gal waiting—garbed in flowing robes, with wings and a halo. Sure enough, it was an angel, a gal dressed up to advertise a local "Hamburg Heaven" restaurant.

CHARLIE HOBAN, publicist for WPTZ, the Philco television station in Philadelphia, found the Convention a profitable deal—at the expense of the P.R.O. staff of NBC. He taught them that he could roll a pair of dollys as deftly as a WPTZ camera crew dollys an image orchon.

IMMEDIATELY after the Alabama delegation walked out of Convention Hall at least half its members walked right back in again to make a broadcast for WAPI Birmingham and WAFM, WPTZ FM affiliate, as well as for four other stations which made up an Alabama convention network. The other stations: WMLS Sylacauga, WWWW Jasper, WJRD Tuscaloosa, and WJBY Gadsden.

ABC made its facilities and commentators available to its affiliates for special broadcasts. First day, five ABC affiliates used the network's facilities. Next day, KECA Los Angeles received a local angle, Report to the People. WNAO Raleigh used ABC facilities for a special on the governors of North and South Carolina. ABC Commentator George Hicks was used by WMFI Youngstown for an interview with Sen. Joseph O'Mahoney. WILK Wilkes-Barre and WARM Scranton also used the networks facilities.

LES ARRIES, Du Mont special events director, had "em guessing at the Democratic Convention. Three weeks earlier he had been a delegate to the GOP conclave from his native Maryland. This time he was a dispassionate operations executive.

Special Session
(Continued from page 86)
55 microphone posts
platform

ANY DEMOCRATIC delegate or official who wanted to speak at Philadelphia's Convention Hall had to get clearance first from Harry Bridges, CBS technician. From his control panel post on speakers' platform Mr. Bridges reed level on the 55 microphone positions around hall and on the rostrum. On cue from presiding officer he "gave a last" to each speaker by throwing open microphone nearest speak-er's position on floor. Mr. Bridges performed the same chores at the Repub-lican Convention.

THE standard
of comparison in TV

- RCA television tube achievements make modern television practical. Look to this continued leadership to bring you the finest and most advanced tubes that money can buy...like the RCA-5655 camera pickup tube for studio operation...or the RCA-8D21 twin power retrode for television transmitters. Whatever the application, there's an RCA television tube to meet your needs. For your convenience, these tubes are now available directly from RCA or your local RCA Tube Distributor.

For further information on any RCA tube, write RCA, Commercial Engineering, Section HP36-E, Harri-son, New Jersey.

The Fountainhead of Modern Tube Development is RCA

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Philadelphia Coverage
(Continued from page 28)

were commended by the entire Convention.

Kenneth D. Fry, radio and television director for the Democratic Convention, expressed the opinion that radio and television had exceeded the quality of their performance during the GOP gathering and, incidentally, in spite of the fact that he was unable to promise any network or station the privilege of making up the President of the United States for television, he did get praise from broadcasters for his efforts to help them in lining up important party members for broadcasts and for helping them in numerous other ways. He was aided by Wallace Gade and by Don Pryor, the latter a former CBS Washington man who joined his staff a week before.

Lauds Radio, TV

Mr. Fry said he believed radio and television did a smoother job for the Democrats for two reasons: First because the broadcasters had learned enormously from the previous Convention, and secondly, because the Democrats made energetic efforts to coach their people on the importance of microphone and TV camera decorum.

Along these lines, his office put out a statement to all speakers and chairmen of delegations warning them that the growth of radio coverage had tightened schedules and that television had a "merciless and complete eye." (See statement page 62). The statement further warned: "Do not forget at any time that the merciless and all-encompassing eye is on the Convention floor, the platform—and everywhere." The statement also said that broadcast editors have done more to acquaint the people of the country with candidates and issues than any other means of newsmaking.

Given Much Aid

With this point of view, it was no accident that radio and television had accorded every aid the overworked Convention staff could give it. There seemed to be less background noises on microphones, including profanity, video cameras had a less obstructed view of the rostrum, which was kept clearer of personnel than during the GOP gathering. Speakers planned their talks as if they held forth to the broad television audience in mind, with the outstanding example being the now famous "steak and baloney" speech of India Ed-wards, who held forth the objects of class as visual symbols of inflation, in what was hailed as the first political speech designed for television.

The networks each came with their separate strategies again. Largely unchanged was the NBC plan, which surrounded the Convention with a staff of 200. William F. Harris, NBC vice president in charge of news, special events and international relations, laid down the goal of at least equaling the GOP stint of the network. The network also repeated the NBC-Life magazine video cooperative venture, interviewing virtually every major Democratic figure, using kinescope recordings, special films and live shows. NBC brought along its own makeup experts.

Carleton D. Smith, director of television operations of NBC, said, as the Convention proceeded, that the biggest problem confronting his operation was the lack of big news stories which made programing more difficult.

"We feel that this was overcome by the tremendous efforts of Life magazine in obtaining top-ranking Democratic leaders to issue important statements before the NBC television cameras," he said. "Another important factor in the coverage of this Convention was the Democrat's realization of the importance of TV, which they had learned from scouting the GOP Convention. Every major speaker demanded makeup."

CBS Staff

CBS brought its big staff back in full, but the operation was a bit more quiet. In television, however, it decided to use only three of its top newsmen, instead of most of its staff, on the theory that the television audience likes to make friends with the newsmen and can do so only if they are shown often enough to become readily identifiable. Ed Edwards, Quincey Howe and Doug Edwards carried the video ball for the network.

From technical standpoint, CBS was apparently satisfied with the operation. Henry Grosman, director of technical and building operations for the network, who was in charge of both the AM and TV setup, said, however, it would be desirable to have AM and video setups closer physically so interchange of technical personnel could be made quicker as one medium took on a heavier load than the other.

MBS, without TV to worry about, again used its team of correspondents but this time stressing the feature angle rather than the spot news angle because of the dearth of news breaks. Mutual got two commercial breaks during the Convention—the Beau Jack vs. Ike Li'l Joe fight, Ballantine's Beer, and the All-Star Baseball Game in St. Louis (Gillette Safety Razor). Both events captured good lisening interest at dull times during the Convention.

MBS Arrangements

Technically, the MBS arrangements were in the hands of Cliff Harris, chief engineer of WIP, the MBS affiliate in Philadelphia. Mr. Harris reported that the MBS plan to use WIP's engineering staff had worked well. He also said that the line for the MBS network was "superb under the circumstances." During the GOP Convention, particularly the first day, there was much criticism from some networks of ABC TV.

ABC came to Philadelphia with substantially the same plan as during the GOP Convention. At the suggestion of Paul Mowrey, the network's national television director, an ABC engineering editor was assigned to the video pool to keep the television pool announcers abreast of political developments outside Convention Hall. The idea was the result of ABC's study of the pooled telecasts of the GOP Convention. Mr. Mowrey also said, as the Convention started and the threat of a southern walkout loomed, that ABC had a plane waiting and some staffers alerted to fly down South to the scene of any other development, should that have proved necessary. Thomas Velotta, ABC vice president in charge of news and special events, said the timing of shows during the Democratic Convention was better than during the GOP rally.

With the networks carrying (Continued on page 78)

6 a.m. Newscast Fan

REGULAR radio listener Harry Truman arrived at the White House shortly after 5:30 a.m. Thursday, after what Presidential Secretary Charles G. Ross termed "a rather arduous day." He went right into the White House to catch the 5:30 newscast but was a few minutes late. Though he had been through pre-nomination excitement and then had delivered a post-midnight acceptance speech at the Philadelphia Democratic Convention, he stayed up for a 6 a.m. newscast. After it was over he retired for a three-hour sleep.

...1948...

NEW—Original

SPECIAL FEATURE PROGRAM CAMPAIGNS

Producing more new accounts 
and station revenue...

Than Ever!

In hundreds of cities and towns 
IN OVER 20 STATES!

Inquiries invited anywhere!

GALLUCCI & ASSOCIATES
(Joe—Nick—Lou)

727 Meriden Rd. 
P. O. Box 1224
Waterbury 65, Conn.  
SINCE 1936

BROADCASTING • Telecasting

Page 70 • July 19, 1948
By DR. F. L. WHAN
Chairman, Committee on Radio,
U. of Wichita

RECENT DISCUSSION in trade journals and in commercial circles has centered on the question of the value of “coverage” versus “preference” ratings for radio stations. Should the advertiser depend on “coverage” maps in determining the size of a station’s audience, or should he ask for “preference” figures?

So far, BMB has reported station coverage figures only, based on percentages of families in individual counties who listen “once a week or more” to a given station. BMB officials have repeatedly warned that these coverage maps (and the figures on which they are based) in no way indicate the size of audience—either for a given program or for an entire radio day.

In spite of these warnings, stations, networks and agencies continue to use BMB figures as if they represent like portions of listening audience. Competing stations and networks continue to argue over the relative merits of their BMB maps. Advertisements continue to print BMB coverage maps, together with numbers of listeners within these areas, as if there was some straight line correlation between the two.

Little could be further from the truth. Recent investigation shows that a “coverage rating” of 88% may mean no greater number of hours of listening than another rating of 11% in the same county.

For the past ten years in Iowa and eleven years in Kansas annual studies have been made which rate all stations serving the area in two ways: with “Heard Regularly” ratings, found to be similar to BMB ratings; and with “Listened to Most” ratings, showing family preference for an individual station. The relative meaning of these two ratings in terms of actual hours of listening proves:

1. “Coverage” ratings give no reliable indication of size of listening audience.

2. “Preference” ratings are reasonably parallel to the percent of total listening given to a station.

3. Both ratings are necessary if the true picture of a station’s potential audience (in terms of area covered) and actual audience (in terms of hours of listening) are to be known.

1941 and 1947 Studies

In 1941 and again in 1947 the listening history of approximately 16,000 listeners was recorded for a four-hour period immediately preceding a personal interview. Interviewing was scattered throughout the radio day so that several thousand listeners were checked for each quarter-hour of daytime listening. These listeners had named stations “heard regularly” and the station “listened to most.” A comparison of the two ratings with their meaning in hours of listening has been printed in the annual studies.

The four scattergrams shown further report these comparisons. They compare “coverage” and “preference” ratings of individual stations with percent of total listening given to those stations. The top two scattergrams make the comparisons on a basis of large districts or areas—where 1,000 or more interviews were obtained. The bottom two scattergrams make the comparison on a basis of each county studied in which 100 or more daytime interviews were obtained in either 1941 or 1947.

Although the bottom two charts reflect smaller samples, both sets of scattergrams prove the three conclusions stated above.

First, the “Heard Regularly” ratings (showing “coverage”) in no way indicate percent of total listening time spent tuned to a

(Continued on page 72)

July 19, 1948 • Page 71
Station Ratings

(Continued from page 71)

station. The charts show the "line of approximate relationship" to have no correlation with the "line of perfect agreement," nor with any other straight line correlation. For example, the "By Counties" chart shows 5% of the total listening was given to stations with "Heard Regularly" ratings which ranged from 11 to 88%. Fifteen per cent of the listening was done to stations with "Heard Regularly" ratings which ranged from 26 to 93%.

Further, even stations with very high "Heard Regularly" ratings in individual counties could not point to the rating with knowledge that it represented a large audience. Stations receiving 90% or more on a "Heard Regularly" basis varied from 13 to 81 in per cent of total listening. Those with "Heard Regularly" ratings of 80 to 90% ranged all the way from 5 to 40% in amount of actual listening.

Lack of Correlation

To a lesser degree the same lack of correlation is shown in the large district chart, where some dots represent 8,000 or more interviews. In short, regardless of size of sample, a given "coverage" rating (based on percentages of people who occasionally listen to a station) does not represent any probable per cent of total audience.

On the other hand, both the "By County" and "By District" charts show reasonably close parallelism between the "Listened to Most" (family preference) ratings, and the per cent of total listening hours spent with a station. In each case the "curve of approximate relationship" is reasonably close to the straight "line of perfect agreement." Although relatively small samples in the county chart brought wider scatter on either side of this line than in the case of larger sampling, both charts show a distinct parallelism between the "preference" rating and the per cent of total listening figures.

The charts indicate two things to the advertiser. First, he should beware of interpreting "coverage" ratings of any type as indicative of audience size. Coverage of a given county in terms of per cent who hear a station regularly does not give a true picture of the number of people likely to hear a program.

Second, the advertiser should ask agencies showing station coverage for a second rating based on listeners' "station preference." Although constant testing has convinced this University (Wichita) that the "Listened to Most" question gives relatively good indications of per cent of time spent with a station, we do not urge that particular question on other researchers. It may well be that further research will uncover another "preference" question which will produce figures as close or closer to "per cent of total listening" figures. We do conclude, however, that "coverage" and "preference" figures are necessary if the relative position of stations in a market is to be understood.

Philadelphia Coverage

(Continued from page 70)

along the big picture, and affiliates and independents along for local angles, radio could feel collectively it had done a good job—measured in terms of eye-witnesses reporting features, scoops and entertainment. It gave the country an insight into how a convention works, from the dull moments when a speaker was talking to empty seats, to the dramatic tension-packed, climatic crowd scenes. The job radio and television did has left such an impact on political leaders that there can not fail to be much consideration given to what adjustments political conventions must further make in light of the fact they now are gigantic stages for radio and television shows. The roving camera and the roving reporter equipped with a walkie-talkie have turned the Convention Hall into a goldfish bowl through which peers all America. Talk that the media may have great influence in the future planning, programming and conduct of conventions was everywhere in Philadelphia—and the talk was not accompanied by criticism of radio or television. They had done a good job, but they had changed the face of an old institution considerably. Undoubtedly it would be a matter given considerable thought by both parties, each anxious to make the convention not only a vehicle for choosing nominees, but also initial steps in putting those nominees into office.

Expensive Will

THE WILL to furnish outstanding public service over-shadowed all other considerations, including sound economics, for Warner Brothers' KFWB Los Angeles, which had a membership and equipment on the opposite coast to cover the Democratic National Convention in Philadelphia. Hundreds of dollars were added to the $856 an hour line charges the ambitious independent suffered during the Republican Convention a few weeks earlier. Cleve Roberts, the "pooled" voice of the first Bikini atom bomb test, and George Lewin, staff commentator, did a masterful job of filling the program agenda and adding many hours of straight commentary.

Chesterfield Plans

FALL LINE-UP of vocalists on "Chesterfield Supper Club," which returns to air about Sept. 27, five times weekly, 7-7:15 p.m. on NBC, will feature newcomer to show Peggy Lee, on Thurs. Jo Stafford, heard on Tues. and Thurs. last season, will be heard only on Tues., while Perry Como will continue to be singing star on Mon., Wed. and Fri. period. Show is sponsored by Chesterfield Cigarettes through Newell-Emmett Co., New York.

RCA Holds Video Meet in Atlanta

MORE than 400 radio and television dealers in the Atlanta video area attended a meeting given by RCA Thursday night at the Asnely Hotel.

WSB-TV Atlanta, presented a product program by John M. Outler Jr., general manager. The show was one of many that have been in rehearsal for several months in anticipation of WSB-TV taking the air this fall. Test pattern transmission is scheduled for late August.

At the head table were J. B. Elliott, vice president in charge of instrument manufacture for RCA; Dan Halpin, RCA television sales manager; Earl Yancey, president of the Yancey Company of Atlanta, and J. Leonard Reinsch, managing director of the Cox radio and television enterprises.

TO AID Canadian stations in problems of price mention, which will be allowed for first time on Canadian air on Sept. 1, CHAB Moose Jaw, has liberalized its rates indicated for $6 to $6. station to obtain his comments on experience with price mention. Compilation of data from surveys is to be passed on to other Canadian stations through Canadian Assn. of Broadcasters.

Page 72 • July 19, 1948
TEN YEARS OF LEADERSHIP

Ten years ago the first AUDIODISC was manufactured... manufactured by a patented precision-machine process, which produced the finest recording disc known.

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

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

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

Audiодiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

they speak for themselves audiодiscs
Dear Advertiser:

As per your request: It gives me great pleasure to republish old confirmed data on the rich Crawford County (Pennsylvania) market.

Regards,
Vic Diehm

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.
2. 17% increase in factory payrolls.
3. Factory sales values jumped to more than $32,000,000, for a 17% advance.
4. Employment up 27% over 1946 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

WMGW
Meadville, Pa.

Charles Kelly, staff producer at WNSB, New Orleans, has been appointed program manager, succeeding John Galvin, who is now preparing to the production staff of NBC TV in New York. Mr. Kelly joined WPON prior to station's opening last June, after three years' association with WTGO, DuMont TV outlet in Washington.

Howard Maschmeier, recently program manager for Tobacco Network and Little FM Network, has joined Patroon Broadcasting Co., Albany, N. Y., as program manager. He will be in charge of programming for WPTR Albany, WBCA Schenectady and proposed TV station in Albany. WPTR TV.

Dick Rider, former producer of speech and drama at University of Missouri, has joined WEBK (TV) Chicago, as a staff director. He formerly helped produce educational films for Louis de Rochemont.

Bob Carlin Schreffler, known professionally as Bob Carlin, has joined WLOK Lima, Ohio, as morning disc jockey and for several years has been a weekend newscaster with WING Dayton, WATU Ashland, and WHKC and WCOL Columbus, Ohio.

Dwight Pinkerton has joined KJR Seattle as staff writer.

Kit Adler has joined WNDR Syracuse, as continuity director.

Alan Saunders, chief announcer, of WBNJ Boston, has resigned to join WVJN Newark, N. J., which is expected to go on air Sept. 1.

Bill Wells has joined KJL Dallas and Liberty Broadcasting System, as m.c. of record show. Show will soon be available on Liberty Network as co-op with local sponsorship.

Jack Fulton, associated with WBBM Chicago music department six years, resigns to become director of Radio, Television and Film, Chicago, Mr. Fulton, once a featured singer, has composed soundtracks for several films.

James H. Love, for the past year West Coast production supervisor, U. S. State Dept., International Motion Picture Div., has joined KFI-TV Los Angeles, as film editor.

Jack Wormser, freelance writer-producer, joins ENSCO Hollywood, a summer replacement for vacationing writer-producer, Sid Hafler, for studio, previously announced for post, has accepted permanent position in New York.

Alexander Leftwich Jr., veteran radio, stage, screen and television director, has been named a CBS television production-director, effective July 15. Mr. Leftwich has been with ABC as producer-director, with Associated Press as radio director of its all features and with 20th Century-Max and Warner Brothers.

Bob Meister, formerly with WMAM and WABC, has joined WABC New York as in-teriour producer, with William Wright, former ABC network chief technical executive.

Howard Malcolm, formerly with WBBM Chicago and WBSN Columbus, has joined WABC New York as disc m.c. He previously did a show on WJZ, Baltimore.

Ed Dinsmore, former disc jockey at WCOP Boston, has joined WBIF Buffalo. Formerly with Ithaca College, he plans to record show, five times weekly.

Milton Slater has been named production manager of WCAAX Burlington, Vt.

John Hanly, formerly with continuity department of WOL Washington, D.C., has joined announcing staff of WLBX Lebanon, Pa. Edward Pennington, copy writer of WLBX, has taken leave of absence to attend U. of Pennsylvania for degree in English.

Mel Stangdale, former chief announcer of Kloog Ogden, Utah, has been named program director of KUWY Logan, Utah.

Ruth Crane, director of newscasts for WMAL and WMAL-TV Washington, has been elected corresponding secretary for American Newspaper Woman's Club.

Annette Wubbolding, formerly with Cadale Antio Adv., San Antonio, has joined WOA in that city, as continuity writer.

Frank Reagan, announcer of WLAB Danbury, Conn., and Doris Chagnon, have announced their engagement.

Edward Ritten, former program director of Dartmouth College station, has joined announcing staff of WLAB Danbury, Conn.

Gene Reynolds, WBAP Fort Worth announcer, is the father of a boy.

Florence McCannell Pritchett, for several years a member of radio and writing fields, and Zarl E. T. Smith, New York, is the father of a girl.

July 12. Bride for a year conducted 30-minute women's program, five days a week, on WOR New York, titled "Barbara Wells.'

Arthur J. Vogel, member of Drake U. football team from 1943 through 1946, has joined KPRINT Des Moines, as staff announcer and color man of play-by-play shorts, Draino team with Al COOPER, the radio and television announcer and commentator.

Bill Wills has joined KJL Dallas and Liberty Broadcasting System, as m.c. of record show. Show will soon be available on Liberty Network as co-op with local sponsorship.

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ARMY PLAN

Special Public Information Training Slated

GROUNDWORK of new Army plan to improve its public information personnel is now being laid by Major Gen. Floyd L. Parks, chief of Army's Public Information Division. Plan calls for on-the-job training, with newspapers, radio and television stations of specially recruited group of enlisted men.

Gen. Parks is reported to have sent out letters to more than 100 editors, publishers, station managers and program directors requesting their cooperation. In these letters he explained that the move was designed "to improve the public information service of the Army, offer an enticing enlisted program to especially qualified men, and put an important portion of the training of these new soldiers in the hands of professionals."

About 16 men will be selected from each of the six Army areas, between the ages of 18 and 25, with high school education or better, and reported to have a public information potential by teachers under whom they have received instruction. This recruiting will start early in September, seeking an initial quota of 100 men to make the test.

After being recruited, the men will have the normal basic training of a ground soldier. They will then be sent to the Armed Forces Information School at Carlisle Barracks, Pa., for six weeks preparation. From that point, the training with newspapers, radio and television stations begins. The men will go, in civilian clothes, to become a part of the staffs of these establishments for 90 days.

This on-the-job training is at Army expense, at no cost to the cooperating institution, and the entire direction of the soldier is in the hands of the management of the business to which he is assigned.

The cooperating agency will prepare a report on the soldier and his work.

First recruits are not scheduled to arrive at basic training until Oct. 1, and it is estimated by the Army that they will go to on-the-job training early in 1949.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

July 19, 1948 • Page 75
**Texas Hearing**

FCC last week called for a consolidated hearing on four Texas AM applications, three of which would have to go back into the pending file—and possibly face another hearing—even if they "won." The case involves applications for 1010 and 1030 kc. The latter is involved while Anderson Broadcasting is owned by five local business and professional men headed by Samuel R. Moorhead, retail druggist.

**American Programs Hold Canadian Lead**

WITH ONLY two Canadian originated programs in list of first ten evening programs in Canada during June, American network programs continue to hold a lead with Canadian listeners. The June national rating report of Elliott-Haynes Ltd., Toronto, covering survey in 15 Canadian cities, shows ten most popular programs to be Radio Theatre with rating of 30.9, Charlie McCarthy, 19.9, Fibber McGee & Molly 26.1, Fred Allen 24.1, Album of Familiar Music 18.6, Music Hall 18.3, Bing Crosby 17.3, Twenty Questions 17, Share the Week 13.2, and Wayne & Shuster (Canadian program) 15.7.

Daytime June Canadian listening was led by Big Sister 17.4, Ma Perkins 15.8, Pepper Young’s Family 14.9, Road of Life 14.9 and Laura Limited (Canadian program) 14.4.

French-language June ratings on evening programs, all of which originate in Canada, were led by Un Homme et Son Poche 36.2, Radio Carabinas 30.2, Metropole 26.9, Cceu qu’on Aime 25.6 and Qui Suis-je? 22.6. French daytime program leaders were Jeunesse Dore 27.5, Rue Principale, 27.5, Le Quarte d’Heure Dentele 20.9, Quelles Nouvelles 20.4 and Grande Soirée 19.8.

**New KGW Studios**

OPEN HOUSE was slated for Saturday night (July 17) by KGW Studios, Ore., to celebrate the move into studios in the new Oregonian building at 1320 S. W. Broadway.

---

**Collins’ 37M Series**

The Collins 37M series, consisting of only three basic parts: (1) radiating rings, (2) connecting inter-ring transmission line, and (3) supporting structure. They are available in two styles, the top mounting as pictured or the versatile side mounting design. Any number of rings, odd or even, from one to eight, may be employed, providing maximum flexibility in supplying required power gains.

The 37M Series features mechanical and electrical simplicity and stability, quick and easy installation whether on new or existing towers, light weight, low windloading, wide tuning range, and high efficiency. Competitively priced, it also gives you the advantage of maximum economy in erection and maintenance. Write us for a fully informative folder.

Collins Radio Company
Cedar Rapids, Iowa

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**Affiliated Arts**

Harold Joyen, for the past year in Hollywood band department of General Artists Corp., has been elevated to head of West Coast radio and television department. He succeeds John Mulvihill, shifted to New York. Mr. Joyen had been in radio ten years prior to joining GAC.

INTERNATIONAL NEWS SERVICE has placed Televar, 20-minute, direct-to-home newsreel in Baltimore, via WMAR TV making city tenth major market carrying INNS news. Televar weekly is sponsored by local Chevrolet dealers in Baltimore.


DEL GAY, experimental photographer, has joined staff of Television Ad. Productions, Chicago, as director of photography. He previously was with Burdine's Educational Films, Bell and Howell Camera Mfg. Co., both Chicago.

J. Arthur West, former New England sales representative for Harry Goodman Pictures, is currently an appointed general manager of Television Camera Line, New York. Mr. West will be handling Canalzone animated cartoons for television advertising.

RAY FAIRBANKS PRODUCTIONS, Providence, R. I., has announced availability of new series of "Dottore's Daydreams," its transcribed program package. N.B.C. Radio-Recording Div. is producing series.

Sherman H. Dryer Productions, Inc., New York, has announced victory of new Broadway star, Ethel Merman, to appear in radio and television series which is being prepared. For radio, comedy series planned, and for television, will appear as singing star in the video program.

Ray Fairbanks Productions, Hollywood, has announced start of children's new series of educational programs, "Talking Places with Uncle George." Films are based upon visit of Uncle George to zoo, zoo and other places of interest to children. Dick Elliott has been signed to head the series.

Equipment

Bendix Radio Co., Baltimore, Md., has introduced new 1949 radio and television models consisting of new models, including "Front Row" TV. "Front Row" is 55-square-inch, direct view television in three price ranges, and priced at $229.50, $239.50 and $259.50.

Carden Radio-Recorders, Inc., (auto, hardware radio supplies) has added 200 of 200 condition on outstanding common stock, payable in 50% preferred stock. The stockholders of record July 14, first regular quarterly dividend on outstanding 5% cumulative preferred stock will be payable on same date.

Melvin Sprinkle, of Altec Lansing Corp., New York, is the father of a girl, Janet Elaine.

**Kermit-Raymond Series**

AVAILABILITY of three new transcribed programs was announced last week by Ray George, general manager, Kermit-Raymond Radio Productions. One, titled It’s A Great Show, is a quarter-hour five times per week interview-variety show starring comedienne Jackie Gleason. Another features Fred Robbins, New York disc jockey and network m. c., and is titled Robbins’ Nest. It is a one-hour weekly comedy show. The third is a five-minute six-weekly comedy show, Anything for Laughs, on which m. c. Frank Gallop features guest comedians.

While Anderson Broadcasting is owned by five local business and professional men headed by Samuel R. Moorhead, retail druggist.
The new Collins 737A 5 kw FM transmitter

The most economical way...

to radiate 20 to 40 kilowatts

Those who hold FM grants for 20 to 40 kw radiated power have found themselves confronted with something of a problem.

Neither a 3 kw transmitter and very high gain antenna, nor a 10 kw transmitter and low gain antenna, is the ideal combination. The first is risky because of transmission line loss, and the second calls for an unduly expensive transmitter.

A better and far more economical balance is found in the combination of the new Collins 737A 5 kw FM transmitter and a Collins four to eight bay 37M FM ring antenna. This transmitter delivers plenty of power to overcome transmission losses to the antenna, and the savings in costs in obtaining 20 to 40 kilowatts of radiated power are very substantial.

The 737A costs much less than a 10 kw transmitter to buy, ship and install. It requires only about 23 square feet of floor space with all doors open; its external plate transformer approximately 6 square feet. The power demand is only 11.5 kw, 90% power factor at maximum rated transmitter output. The 737A's complement of 29 tubes includes but 10 tube types, minimizing the number of maintenance spares.

You also save in antenna cost. A large transmission line is not required; standard 1½" line will handle the load. Thus windloading is reduced and, especially with the Collins 37M series top or side mounting FM ring antennas, lighter structures may be used.

Economy is an increasingly important factor in the successful conduct of a broadcasting business. Whatever power you intend to put on the air, call us in for consultation. The Collins line of FM transmitters ranges from 250 to 50,000 watts, and includes the only 5 kw transmitter on the market!

FOR THE BEST IN FM, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.
D. AVID J. MILLER Jr., for two years chief engineer of WFIL-TV Phila-delphia, has been appointed television operations supervisor of ABC. Mr. Miller will report to GEORGE O. MILNE, ABC director of technical operations. JIM LYONS has joined technical staff of WLAB Dayton, Ohio, as technical advisor. FRANK KASPER, KENNETH GLAZER, and JIM KASPER, formerly of KXIC Iowa City, have been appointed chief engineers of WVU Logan, Utah.

JAMES G. WINDSOR, formerly with RCA and WVCH Chestertown, Md., has joined engineering department of WCAU Philadelphia, as vacation relief technician. JOHN J. KNIER, assistant chief engineer of WOTM Wilkes, N. C., and Evelyn Bullock have announced their marriage.

RADIO AD CHECK
Results Measured By Allied

SIMPLE system of checking results obtained by department stores from use of radio advertising has been devised by Allied Stores Corp., nationwide chain operating a large number of important outlets, according to Walter L. Dennis, Allied radio and television director.

The plan is explained in a bulletin published by the NAB Dept. of Broadcast Advertising. A seven-point formula is given by Mr. Dennis, along with the chart used by Allied stores in checking the results they get from the medium. Joskes of Texas, Allied’s San Antonio store, pioneered the modern beamed-audience technique for retailers.

The seven-point plan involves these processes:

1. We shall use radio to sell goods.
2. We shall use the repetitive technique in selling and the beamed technique in programming to a specific audience.
3. We shall measure sales results either transaction-wise, dollar-wise or both, whichever most suits our requirements.
4. We shall be reasonably generous in our comparison of sales with advertising expense (the general "break-even point" is figured at about 10% for radio).
5. We shall not be influenced so much by the given results as we shall by trends over a substantial period of time.
6. We shall be fair and impartial in our appraisal of any optimum of advertising as against any other.
7. We shall use the same care in merchandising for radio as we use for any other medium.

These steps are not too much to ask," according to Mr. Dennis. "They are necessary points and should be given primary consideration in any attempt to evaluate radio as a selling medium."

"You take care of your end of the deal and radio will hold up its end."

Mr. Dennis lists stations, with program used on each station, days and hours, along with number of specific radio-advertised items sold during the week. Comments covering, among other things, reaction of salesmen and customers are inserted in space provided for that purpose.

The seven points premise that "evaluation of results from radio advertising is in direct ratio to how you use your radio advertising," Mr. Dennis says.

Use of Medium Urged

"If you are of the hit-or-miss school, your results, if any, will be hit-or-miss at best. You must use the medium properly to stand any kind of a chance to find out what is happening.

"All measurable success in radio advertising of a consistent and long-term nature is based on consistency and repetition in the use of radio. This is how national advertisers use it." He explains that smaller advertisers and individual stores aren’t basically different.

Mr. Dennis suggests that in scheduling advertising, stores "must select a brand of goods or even a single item or at most a department, and stay on them on the air for periods of a week, two weeks, a month or even longer depending on how much coverage you can give the individual effort. In Allied we have used a sin-

ge brand on a series of radio spots for an entire year and we seldom use any particular item less than a week unless we sell out before that."

"In Allied we quickly discovered we could not evaluate results at all without some definite consistency and organization in our radio approach."

Besides the results shown by weekly checkups, Mr. Dennis reminds there is no way of knowing what else the people who came to buy radio-advertised items bought in the store.

Comparative results on a specific item for preceding and following weeks are often advertised, he said, adding, "In most every case I know of where this has been done the week in which the advertising was run has produced larger volume."

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Merl. Press Bldg. Reseter Hotel
Washington 4, D. C. Watseville, Calif.

PAUL GODLEY CO.
LABS. GREAT NOTCH, N. J.
LITTLE FALLS 41000

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 6, D. C.

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. CO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
50 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLET AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N. W.
DE. 1234
WASHINGTON 5, D. C.

RUSSELL P. MAY
1422 F ST., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13th & E Sts., N. W.
National 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 6477
WASHINGTON, D. C.

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W.
Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N. W.
WASHINGTON 6, D. C.
NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga.
ATwood 3328

DISSIE B. Mckey & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave.
MI. 4151
Dallas, Texas
1728 Wood St.
Riverside 3611

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
343 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

DIXIE B. Mckey & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WILLIAM L. FOSS, Inc.
Formerly Colson & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

JOHN C. GIFFORD
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

KEAR & KENNEDY
1700 K ST., N. W.
STERLING 7922
WASHINGTON, D. C.

GIDES BROS.
1106 Lillian Way Gladstone 6178
HOLLYWOOD, CALIFORNIA

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. Lake Charles, La.
Longsage 3-5023 American Bk. Bldg.
6-1680

NATHAN WILLIAMS
AM-Allocations & Field Engineering-FM
Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone—Kingswood 7631, 9541

MERL SAXON
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave, RE. 6646
Washington, D. C.

WILLIAM E. BENNS, JR.
& Associates
3738 Kanawha St., N. W.
Okaway 8071
Washington, D. C.

GILBEY BROS.
1106 Lillian Way Gladstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
& Associates
3738 Kanawha St., N. W.
Okaway 8071
Washington, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

ANDERSON & MERRYMAN
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33 W. 42nd St. Lake Charles, La.
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July 19, 1948 • Page 79
Situations Wanted (Cont'd)

Manager-Program director-annoncer well-versed in all phases of station operation. Excellent growth prospects. Prefer small market. Box 95, BROADCASTING.

Manager and chief engineer-qualified person to operatechestra and full details including audition and particulars. Good references. Available immediately. Box 919, BROADCASTING.

Commercial manager-Salesman, young, aggressive and diplomatic. Good opportunity at growing independent. Must be well educated and work in close cooperation with management. Prefer someone who can produce this good chance to make money. Prefer anyone in Southwest. Box 82, BROADCASTING.

Announcers

Announcer, young, aggressive and diplomatic. Good opportunity at growing independent. Must be well educated and work in close cooperation with management. Prefer someone who can produce this good chance to make money. Prefer anyone in Southwest. Box 82, BROADCASTING.

Situations Wanted

Manager

Manager's Job wanted. Background of 15 years in network and local advertising, programming, production, promotion. Wants full time position in major market. Salary to be negotiated. References. Box 62, BROADCASTING.

Executive manager with over 15 years experience in network and local advertising, production, promotion. Must be available immediately. Desires position in major market. Salary to be negotiated. References. Box 62, BROADCASTING.

Copywriter and editor. Must be able to write selling commercial copy and keep air time schedule. Must have ability not required—traffic experience not necessary. A must. Oral or written test planned. Salary, base and sample commission. Good references. Write Box 250, BROADCASTING.

Continual writer, man or woman, who can originate shows, and sell. Box 95, BROADCASTING.

Two immediate openings: Program director, staff announcer. 250 watt network affiliate and AFL. 450 watts net- work AM-FM. State university city. Salary $15,000 plus. Opportunity for advancement. Affili- ate managing and producing ability required. Send die with application. Box 98, BROADCASTING.

Situations Wanted (Cont'd)

Manager

Manager available fully qualified in production of commercials. Excellent records. Thoroughly experienced in all phases. Reception, management, sound, music, etc. Box 55, BROADCASTING.

Owners, managers, dept. heads... I'd like to become your affiliate and am qualified by virtue of eight years' broad- cast experience. NBC-AM-FM network: local station; AM-FM; station relations and public relations. Prefer present my present salary and have room in your office. Box 802, BROADCASTING.

AFTERNOON DEBUT 1

Manager for small market or Southern station. Ten years local and national experience. Must be qualified to perform and be able to provide station with top program and management. Salary minimum. Box 250, BROADCASTING.

Manager-program director-annoncer well-versed in all phases of station operation. Excellent growth prospects. Prefer small market. Box 95, BROADCASTING.

Manager and chief engineer-qualified person to operatechestra and full details including audition and particulars. Good references. Available immediately. Box 919, BROADCASTING.

Commercial manager-Salesman, young, aggressive and diplomatic. Good opportunity at growing independent. Must be well educated and work in close cooperation with management. Prefer someone who can produce this good chance to make money. Prefer anyone in Southwest. Box 82, BROADCASTING.

ATTENTION TV MANAGERS

Illustrated program, technician and technical director wanted with four years training and experience, de- signed to operate live production as designer, scenic designer, stage manager, sound engineer, director of production or any combination thereof. Good references. Available for two weeks. Box 993, BROADCASTING.

Professional writer. 50,000 watt clear channel midwestern network affiliate has immediate opening for experienced writer-producer-sound engineer. Send small information and photograph in first letter. Box 49, BROADCASTING.

Copywriter and editor. Must be able to write selling commercial copy and keep air time schedule. Must have ability not required—traffic experience not necessary. A must. Oral or written test planned. Salary, base and sample commission. Good references. Write Box 250, BROADCASTING.

Continual writer, man or woman, who can originate shows, and sell. Box 95, BROADCASTING.

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Situations Wanted (Cont'd)

Engineer—First phone, veteran, ex-radio man, radio servicing experience, single, big-city background. Home, 230 Oakwood Drive, Riverside, New Jersey. Box 122, BROADCASTING.

Engineer, Chief, etc.—Wanted for large chain outlet. Extensive experience in all phases especially AM, FM, TV, Radio. Must have sound engineering background. Excellent health. Salary commensurate with experience. Box 126, BROADCASTING.

Engineer-Chief, Engineer. Extensive experience in all phases of broadcasting. Excellent health. Box 128, BROADCASTING.

Engineer-Chief, Engineer. 10 years experience in all phases of radio-television. Box 130, BROADCASTING.

Announcer-Technician. Excellent background and references. Will travel if opportunity affords itself. Box 132, BROADCASTING.

Announcer, experienced, strong voice. Extensive TV experience. Excellent background and references. Box 134, BROADCASTING.

Announcer, experienced, strong voice. Extensive TV experience. Excellent background and references. Box 136, BROADCASTING.

Announcer—good voice, excellent college degree. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 138, BROADCASTING.

Announcer—good voice, excellent college degree. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 140, BROADCASTING.

Announcer—experienced, college degree. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 142, BROADCASTING.

Announcer—experienced. College graduate. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 144, BROADCASTING.

Announcer—experienced. College graduate. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 146, BROADCASTING.

Announcer—experienced. College graduate. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 148, BROADCASTING.

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Announcer—experienced. College graduate. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 152, BROADCASTING.

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Announcer—experienced. College graduate. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 156, BROADCASTING.

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Announcer—experienced. College graduate. Extensive experience in all phases of broadcasting. Will travel if opportunity affords itself. Box 208, BROADCASTING.
WB Tape Recorder

WJR Assigns New Posts To Kramer and Mitchell

Mr. WORTH KRAMER has been promoted to assistant general manager of WJR Detroit, and Franklin (Bud) Mitchell, chief announcer, has been named program director of the station by Harry Wismer, executive assistant to President Frank E. Mullen, of the Richards stations.

Mr. Kramer has been program director since 1940 and previously had filed a similar post at WGA, Cleveland, and had been general manager of WGVK Charleston, W. Va. Mr. Mitchell became chief announcer in 1945. His Wismer also announced addition of Ralph Dawson, formerly sales manager of WWOK Flint, Mich., to the WJR sales staff.

(Continued from page 81)

WJSY Appeal

THE QUESTION of a network's right to set the national advertising rate of an affiliate, upheld by a U. S. Circuit Court in the WJSY Rochester case [Broadcasting, May 3], was before the U. S. Supreme Court operating under its discretion.

Mr. KRAMER, commonly called "Mr. Mitchell," is the new program director of WJR, Detroit, and has been named chief announcer.

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VACATIONERS at guest ranches in Tucson, Ariz., area have discovered new recreation for Saturday mornings when they may find themselves "on the air." Wayne Sanders, manager and moving reporter of KCON Tucson, with cooperation of Sunshine Climate Club is bringing the microphone to the people with his weekly show aired from guest ranches. Each Saturday afternoon, KVOY, visit a ranch. With portable mike, Sanders interviews owners, cooks, wranglers and guests. Sometimes he climbs aboard a horse and goes for short ride with guests during broadcast. Most of "The Magazine" carried a feature item about the show called "Man on a Mare With a Mike."

Job Analyses
JOBS ANALYSES are given weekly to three applicants on new WDN program "Your Job and Mine," Sat., 10-63 to 11 p.m. (CST) Dr. Charles Dewey, employment counselor for past 10 years and consulting psychosist, gives environmental, intelligence and aptitude tests to persons appearing on broadcast for advice. Personal desires and job preferences are also considered. Show is sponsored by Arlington Employment Counselors, Chicago. Agency: Klein Anderson.

"Uncle WIP" Simulcast
ONK OF INDUSTRY'S oldest children's programs, "Uncle WIP," which is aired over WIP Philadelphia, MBS outlet, is now simulcast on WIP-AM Philadelphia, Wednesday, 6-6:15 p.m. over WCAU-TV Philadelphia, CBS affiliate. Series of soundtracks, 13 weeks, will be placed by Robert J. Enders Adv. Philadelphia office, and handled by WIP Brothers and Pierce-Phelps Inc. Admiral Television Tuesday morning show continues to be sponsored by Gimbel's. Format of show has been changed very little and consists of Uncle WIP's animated shorts, his songs for the children, which is animated for TV audience. Stage is decorated with candy cane set, one piano and Admiral video set. "Uncle WIP" dress in his usual costume, except for red coat, which moves his hat and dons an admiring hat in honor of sponsor.

Welfare Reports
ON-THE-SPOT reports of activities of member agencies of Community Union are being aired each week over WIBA and WIBA-FM Madison. Each week the show originates at different agency office, recreation center, county, city and features interviews with staff members by the "Red Feather Kid" representing Community Union. Unheard conversations between publicity representatives are also aired.

TV beauty Contest
FIFTY Philadelphia beauties are competing for title of "Miss Horizon Television" on new 11-week "Hornburg Beauty Pageant," sponsored by Horizon Beer, under sponsorship of Horizon Beer and WIP Philadelphia, under sponsorship of Horizon Beer and WIP Philadelphia, WIP, and Philadelphia Farmers' Market. A woman consultant, emcees telecasts, brings forth pageant details before the cameras on each of first ten programs. Winners will compete in semi-finals on 11th and 12th programs and final finalist set will be selected from each of these shows and four will appear on final program when "Miss Horizon Television" is selected. Luxurious stage setting has been prepared for ceremony at St. Luke's Playhouse Philadelphia's "most beautiful television set."

Dad Dedication
FLYING BOOSTER, WIPW Topka airplane, took to the air again early this morning with Gene Shipley, fare service director, and Fug Marquardt, chief engineer, who attended dedication ceremonies of new dedication dam for Cloud Chief, Oklahoma. Station crew made recordings of ceremonies, which included welcome by Gov. Roy Turner and toast by Dr. Hugh M. Bennett, chief of U.S. Soil Conservation Service. Recordings were later broadcast over WIPW.

Anniversary Prize
IN OBSERVANCE of first anniversary of "Cinderella Weekend" program over WTIC Hartford, Conn., usual weekend prize trip to New York will be replaced by vacation trip to Bermuda. Month-end grand prize winner and escort will be given all-expense-paid trip to Bermuda via Colonial Air Lines. Couple will stay at famous Rockefeller's Guest House overlooking Riddle's Bay.

"Breakfast in Washington"
MARITHA ROUNDTREE is producing new show on Mutual, "Breakfast in Washington." Program originates in Presidential Hotel and features discussions of the morning news with Washington personnel.

WGTW Features
CIVIC, social and personal news items not available through other news programs are presented on "I See by the Paper," new show aired over WGTW Philadelphia. Host over WGTW, N. C. Hill Jackson, WGTW's news and sports reporter, conducts show and gathers material from editors of eastern North Carolina daily and weekly newspapers. WGTW Started with the children's show titled "Kid's WIT." Children are conducted between groups of boys and girls who then are divided into groups such as Boy and Girl Scouts. Winners are awarded prizes and every youngster with most points receives additional cash prize. Ice cream and bubble gum are given to all attending.

Hair Styling
HAIR STYLING and other beauty topics are bals of new program "Your Charm Consultant," heard during and after new program on WGTY Philadelphia. PA. James Bonate, hair stylist, conducts weekly program. Question and answer sessions are featured as actual demonstrations on the air. Mr. Bonate styles hair for a model while Bob Vesel, staff announcer, describes action to listening audience.

Traffic Forum
LOCAL ISSUES are discussed each week over WPPG Atlantic City, during round-table discussion program, "Atlantic City Forum of the Air." Listeners are invited to phone in questions which are referred to participants for discussion in second half of show. Leading police traffic officials from all four cities on Abescon Island participated in recent show, reviewing "A Reporter's Summer Traffic Parade." Station reports that since traffic problems are extremely acute in resorts during summer months, responses to shows were numerous.

Political Rally
POLITICAL speeches will fill the air in Atlanta, Ga., today (June 19), broadcast from political rally being Held by WGBH and WGBH-FM. Stations have invited public to participate in fashion basket picnic which will be followed by street speeches from both candidates. Speeches will be broadcast by both WGBH and public address system also has been installed at picnic grounds. Fireworks display will follow speeches. Time has been donated by both WGBH and WGBH-FM without charge to candidates.

Any Hats to Eat?
OFFICIALS suggest by Bill Lee on his early morning "Coffee Cup Parade" program over KQOL Phoenix, Ariz., a result of booming "thing" contest. Mr. Lee suggested that listeners send in assortments of "things" that they consider amusing, like ten-foot pole you wouldn't touch anybody with. Listeners will be invited to phone in reports of humor found that more than 50 entries have been received already. Couples sets. Among exhibits, the "Over the Hill kit" from Mr. Sport's, chowder, model ship that never comes in, idly past things jump out of, etc. Highlight so far is the horse-the one you'd like to sink your teeth into when you get so hungry that you could cut a steed.

Washington to London to Baltimore
RADIO SIGNAL sent across the Atlantic and back again is being diced daily for the first time by shortwave broadcasting Corp. correspondent in Washington broadcast for listeners in Britain. Rare, Islet's capital direct to listeners in American cities is segment of BBC's nightly "Radio Newswave" that calls in reporters from major English centers. Shortwave signal, flashing back to America from London, was prepared for series with aim that they may find themselves "on the air" .

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July 12 Decisions...

BY COMMISSION EN BANC

Capt. M. McAdams, Chicago—Granted petition to reconsider, remove from hearing docket, and grant without hearings, an application for mod. CP make changes in DA-D.

KWBU, Corpus Christi, Tex.—Di- mitted an original construction permit for construction of a directional antenna which was essentially a directional antenna which was rejected.

KXEL, Scranton, Pa.—Granted application for a directional antenna and D-1 original construction permit for construction of its new station.

Palis Public Service, Marlin, Tex.—Granted an original hearing application for consolidated hearing applications of Palis Consolidated Service, Inc. at Marlin, Tex., on 1010 w 250 w.

WMKI, Middlesboro, Ky.—Granting renewal of a CP for WMKI, Middlesboro, Ky., 1400 kw, 100 kw unlit.

Wyst, Middletown, Conn.—Granted an application for a directional antenna and 15 kw unlit for construction of their new station.

July 12 Applications...

ACCEPTED FOR FILING

AM—590 kc

Forrest Clark, Inc., Co., Forrest City, Ark.—Grant new standard station application on 1150 kw 250 kw, D, AMENDED to change frequency from 1150 kw to 1170 kw.

Modification of CP

KWME, Wichita, Kan.—Modification of CP, standard station application from 1420 to 1410 kc, change power from 5 kw to 1 kw.

KDKA, Pittsburgh, Pa.—Grant change of frequency from 1000 to 1010 kc.

KPHS, Middlesboro, Ky.—Granting change of frequency from 1600 to 1590 kc.

Modification of CP

WKBW, Bucyrus, Ohio.—Grant change from 1200 to 1200 kc, D, AMENDED to change frequency from 1200 to 1200 kc.

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KPHS, Middlesboro, Ky.—Grant change of frequency from 1600 to 1590 kc.

Modification of CP

WKBW, Bucyrus, Ohio.—Grant change from 1200 to 1200 kc, D, AMENDED to change frequency from 1200 to 1200 kc.

Wisconsin's newest and most powerful radio station

WINNIPEG製作

WKKM, Milwaukee, Wis.—Grant change from 1450 to 1470 kc, D.

July 12 Decisions...

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Wisconsin's newest and most powerful radio station

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WKKM, Milwaukee, Wis.—Grant change from 1450 to 1470 kc, D.
July 13 Decisions...

By the SECRETARY

WRC-FM Washington — Granted license for new FM station.

WABE Atlanta — Granted license for new non-commercial FM station.

WLSU Baton Rouge, La.—Granted license for new FM station.

Allen B. DuMont Labs, Oxford, Conn.—Granted new exp. TV relay station.

The following were granted mod. CP’s for extension of completion dates as shown: KCEN-FM Kansas City, Mo., to 9-22-48; WPWF-FM Hagerstown, Md., to 9-24-48; WEMW-FM Harrisburg, Pa., to 10-14-48; KEK-FM Portland, Ore., to 10-5-48; WIBB-FM Columbus, Ohio, to 10-14-48; WUNJ-FM New Brunswick, N. J., to 10-14-48.

WOMI-FM Owingsboro, Ky., to 10-14-48; KCKY Coolidge, Ariz., to 10-13-48; WKEA San Juan, P. R., to 7-31-48; KZRT Greensboro, N. C., to 10-20-48; WLOF Orlando, Fla., to 8-14-48; KMAC San Antonio, Tex., to 2-2-48.

KVKI Coeur d’Alene, Idaho.—Granted new license station 1240 kc 250 w.

WFLX Missoula, Mont.—Granted licenses new station 1450 kc 250 w.

WXML Columbus, Ohio.— Granted new FM station.

The following were granted mod. CP’s for extension of completion dates as shown: WAPQ-FM Chattanooga, Tenn., to 1-21-48; WPOE Elizabeth, N. J., to 9-14-48; WCED-FM DuBois, Pa., to 9-1-48.

KWAL Wallace, Idaho.—Granted mod. CP for change of completion date to 10-10-48.

COMMISSION EN BANC

WAGS Inc., Syracuse, N. Y.—Grants new TV station Channel 10, 192-196 mc, visas 525 kw, 95.0 ft, estimated cost $218,852.


WABC TV Radio Projects Inc., Syracuse, N. Y.—Grants new TV station Channel 3, 76-82 mc, visas 23 kw, 12.8 ft, 500 w, estimated cost $182,560.

The Commission made public a letter from Com. C. A. Schuyler, J. O. Shostak, WAGS, Inc., asking for a change of tower. The Commission decided to refer the matter to the Commission and did not change the tower. In the light of Supreme Court decisions this matter is again referred to the Commission for action.

ACTION IN DOCKET CASES

Commission granted a new license to a new station WCAP. New York, for a change of tower to a height of 350 ft.

KWWN Wenatchee, Wash.—Granted new license station 1140 kc 250 w.

WQSM Jacksonville, Fla.—Granted new license station 1360 kc 1 kw D and studio location.

WAMS Wilmingtom, Del.—Granted new license station 1030 kc 1 kw D and studio location.

KSO Des Moines, Iowa.—Granted a change of tower to a height of 350 ft.

KWWL Des Moines, Iowa.—Granted a license to change tower to a height of 350 ft.

KBWB Bench, co.—Granted a new license station 1450 kc 250 w.

WJTV Jacksonville, Fla.—Granted a new license station 1450 kc 250 w.

WQOC Fairfield, Conn.—Granted a new license station 1450 kc 250 w.

WFLA-TM Tampa, Fla.—Granted a new license station 1450 kc 250 w.

WAPQ-FM Chattanooga, Tenn.—Granted a new license station 1450 kc 250 w.

WUEX Des Moines, Iowa.—Granted a new license station 1450 kc 250 w.

WQCB Cape Girardeau, Mo.—Granted a new license station 1450 kc 250 w.

WFMJ Youngstown, Ohio.—Granted a new license station 1450 kc 250 w.

WQLE Kalamazoo, Mich.—Granted a new license station 1450 kc 250 w.

WQPA Kansas City, Mo.—Granted a new license station 1450 kc 250 w.

WQXK Atlanta, Ga.—Granted a new license station 1450 kc 250 w.

WQPB Mobile, Ala.—Granted a new license station 1450 kc 250 w.

WQOA Montgomery, Ala.—Granted a new license station 1450 kc 250 w.

WQNA Norfolk, Va.—Granted a new license station 1450 kc 250 w.

WQNL Milwaukee, Wisc.—Granted a new license station 1450 kc 250 w.

WQOL St. Louis, Mo.—Granted a new license station 1450 kc 250 w.

WQOP New Orleans, La.—Granted a new license station 1450 kc 250 w.

WQOA Mobile, Ala.—Granted a new license station 1450 kc 250 w.

WQOD Hattiesburg, Miss.—Granted a new license station 1450 kc 250 w.

WQOR Memphis, Tenn.—Granted a new license station 1450 kc 250 w.

WQOS Birmingham, Ala.—Granted a new license station 1450 kc 250 w.

WQOT Nashville, Tenn.—Granted a new license station 1450 kc 250 w.

WQOM Chicago, Ill.—Granted a new license station 1450 kc 250 w.

WQPA Kansas City, Mo.—Licensed to change tower to a height of 350 ft.

Grace L. Aultman.

July 13 Applications...

ACCEPTED FOR FILING

Assignment of License

KCMJ Palm Springs, Calif.—Volumeary assignment of license from Richard W. Joy and Donald C. McPhail d/b/a Palm Springs Bostg. Co. to Palm Springs Bostg. Co.

Transfer of Control

KQW San Jose, Calif.—Volumeary transfer of control of license corporation from Mott Q. Brunton and Ralph H. Brunton, as individuals and trustees, and Dorothy M. Brunton, as individual, trustee and executrix of the will of Sheriff B. Brunton, deceased, to CBS Inc.

Assignment of License

KSSA Santa Maria, Calif.—Volumeary assignment of license from Bataan, N. J., to John H. Poole.

Modification of CP

KBWB Wichita, Kan.—Modified CP new station for extension of completion date.

transfer of control of license corporation from A. R. Stephens, H. O. Wall and T. W. Webster to International City Bostg. Service Inc.

AM—1310 kc

WACM Camden, N. J.—CP to decrease power from 500 kw to 250 kw, change antenna system, and make changes in tower.

Modification of CP

WKBW Buffalo, N. Y.—Modified CP change frequency, increase power, install new tower, and maintain control.

Modification of CP

WQWG-FM Washington, D.C.—CP new FM station to change type, ERP from 20 kw to 19 kw, ant. height above average terrain from 500 ft to 514 ft, and make changes in tower.

License for CP

WFLA-TM Tampa, Fla.—License to cover CP new FM station.

CP Replacement

WTAL-FM Tallahassee, Fla.—To replace one which expired Sept. 20, 1947.

FM—94.1 mc

Home Bostg. Inc., Loganport, Ind.—CP new FM station (CGWS) on 94.1 mc, Channel 231, ERP 2.46 kw and ant. height above average terrain from 326 ft. AMENDED to change ERP from 2.46 kw to 1.46 kw, ant. height above average terrain from 326 ft to 212.5 ft. and make changes in tower.

Modification of CP

KFB-FM Wichita, Kan.—Modified CP new FM station for extension of completion date.

License for CP

WHOP-FM Hopkinsville, Ky.—License to cover CP new FM station.

(Continued on page 86)
**FCC Actions**

(Continued from page 85)

**Applications Cont'd:**

- Modification of CP
  - WNFS-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

- License for CP
  - WSGC-FM Charlotte, N. C.—License to cover CP new FM station.

- Modification of CP
  - WKKO Columbus, Ohio—Mod. CP new FM station for extension of completion date.

- WBAP-FM Fort Worth, Tex.—Same.

- License for CP
  - WDBJ-FM Roanoke, Va.—License to cover CP new FM station.

- Modification of CP
  - KLAC-Los Angeles, Cal.—Mod. CP new commercial TV station for extension of completion date.

- WYU—67.2 mc
  - OkKan Television Chain Inc., Wichita, Kan.—CP new commercial TV station, Channel 6, 67.2 mc, ERP via 15.1 kw, 7.78 kw unui.

- TV—148-192 mc
  - Elmlra Star-Gazette Inc., Elmira, N. Y.—New CP new commercial TV station, Channel 9, 186-192 mc, ERP via 2.9 kw, 1.45 kw w.r.

- TV—180-186 mc
  - Southern Sales Corp., Tulsa, Okla.—CP new commercial TV station, Channel 8, 180-186 mc, ERP via 31.2 kw, 15.3 kw unui.

- WPSD—66 mc
  - Presque Isle Bestg. Co., Erie, Pa.—CP new commercial TV station, Channel 3, 66 mc, ERP via 1 kw, 0.23 kw w.r.

- TV—76-82 mc
  - WIXX Nashville, Tenn.—CP new commercial TV station, Channel 5, 76-82 mc, ERP via 17.1 kw, 8.86 kw unui.

- TV—114-118 mc
  - Edward Laker, Salt Lake City, Utah—CP new commercial TV station, Channel 7, 114-118 mc, ERP via 20 kw, 15 kw unui.

- Modification of CP
  - WSOU South Orange, N. J.—Mod. CP new noncommercial educational station for extension of completion date.

- License for CP
  - WHAD Madison, Wis.—License to cover CP new noncommercial educational station.

- Experimental TV Relays
  - The Atlanta Journal Co., Atlanta, Ga.—CP new experimental TV relay station 970.5 mc, 0.1 w, 10.1 kw FM relay station at 950 mc, hours of operation in accordance with Secs. 4.313(b) and 4.163.
  - Scripps—Howard Radio Inc., Cleveland—CP new experimental TV station 897-700 mc, 0.1 w, A5 and hours of operation in accordance with Secs. 4.313(b) and 4.163.
  - Intermountain Bestg. Corp., Salt Lake City, Utah—CP new experimental TV station 890-897 mc, 0.1 w, FM relay station at 950 mc, hours of operation in accordance with Secs. 4.313(b) and 4.163.

- FM RENEWAL APPLICATIONS
  - WMIX-FM Mt. Vernon, Ill., and WDBB Dayton Beach, Fla.

- TENDERED FOR FILING
  - AM—990 kw
    - Bankhead Bestg. Co. Inc., Jasper, Ala.—CP new standard station 990 kw 1 kw-D. Assignment of License
  - WLBK DeKalb, Ill.—Voluntary assignment of license to DeKalb Radio Studios Inc.

- AM—1580 kw

- AM—1380 kw
  - KSRV Ontario, Oreg.—CP change frequency from 1450 to 1580 kc, increase power from 250 w to 1 kw DA-N.

**July 14 Decisions...**

**DOCKET CASE ACTIONS**

- Petition Denied
  - Announced order denying petition of Crescent Bra. Corp., Shennandoah, Pa.—Granting reconsideration of CP new FM station action of November 4, 1947, denying petition requesting license to amend and reinstate its application in compliance with Section 1387 (b) (4) of the rules.

- Request Granted
  - Announced order granting request of Sterling Bestg. Corp., Denver, Colo.—For extension of time within which Robert E. Woolrych, stockholder in applicant corp., shall dispose of his stock interest; and sever his connection with Radio Voice of Springfield Inc. (WIZE), Springfield, Ohio, for 60 days from June 17, 1948.

- Petition Denied
  - Announced order denying petition of KGO Inc. to move WOAL, San Francisco, Ore., for review and reversal of action of Mo- tions Commissioner February 26, 1948, granting petition filed by RIKO Boise, Idaho, for leave to amend application for CP to specify 930 kc, 5 kw, unui, using DA; declaring said action of Motions Commissioner.

**July 14 Applications...**

**ACCEPTED FOR FILING**

- Extension of Authority
  - MBF Inc., Chicago, Ill.—Extension of authority of WMIX-FM, reissue CP new commercial TV station, Channel 5, 550 mc, ERP via 1 kw, 15 kw w.r.

**Modification of CP**

- KLAC-Los Angeles, Calif.—Mod. CP new commercial TV station, Channel 6, 69-75 mc, ERP 1 kw, 0.2 kw unui.

- KLAC—1356 mc
  - WBBCT Flint, Mich.—CP changes in directional ant. and mount FM ant. on directional antenna for extension of completion date.

- AM—550 kw
  - WTGR Winston-Salem, N. C.—CP change frequency from 710 to 1380 mc, change D to unui, increase power from 1 kw-D to 1 kw-DN, install DA- DN, etc., AMENDDB to change frequency from 1380 to 550 mc, changes in ground system, etc.

- Modification of CP
  - WPAT Dayton, Ohio—Mod. CP new standard station for changes in trans., changes in directional ant. and trans. location.

- AM—920 kw
  - WKBY Buffalo, N. Y.—CP new standard station for changes in trans., changes to directional ant. system, and trans. location.

**Modification of CP**

- KOMB Los Angeles—Mod. CP new FM station for extension of completion date.

**Transfer of Control**

- KQB-FM San Francisco—Involuntary transfer of control of permittee corp. to Burns, Joseph, & Ralph H. Brunton, as individuals and trustees, and Dorothy M. Brunton, as individuals and trustees, and Dorothy M. Brunton, as individual and trustee of Brunton stockholders trust, in accordance with Section 1377 of the Rules.

- Modification of CP
  - WCCP-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

**Transfer of Control**

- WSUA-FM New Orleans, La.—Voluntary transfer of control of permittee corp. to E. A. Hebert, H. O. Wells and Fred Weber to International City Busig., Service Inc.

**Modification of CP**

- WJLB-FM Detroit, Mich.—Mod. CP which authorized changes in CP new FM station, for extension of completion date.

- WINR-FM Binghamton, N. Y.—Mod. CP new FM station to change type station from Class B to Class A, specify frequency of 92.7 mc, ERP 0.32 kw, ant. height above average terrain 353 feet; type of trans. and make changes in ant. system.

- License for CP
  - WFBG-FM Altoona, Pa.—License to cover CP new FM station which authorized a new FM station.

**Modification of CP**

- KGKL-FM San Angelo, Tex.—Mod. CP new FM station change trans. site, channel, power from 95.5 mc, ERP 1 kw to 13.613 kw, ant. height above average terrain 498.5 ft, change overall height above ground to 399 ft, and make changes in ant. system.

- WBNN-FM LaCrosse, Wis.—Mod. CP new FM station change trans. site, channel, power from 138 mc, ERP 2 kw to 83.8 kw, ant. height above average terrain 563 ft, and make changes in ant. system.

- Definition of CP
  - WREZ-Chicago, Ill.—CP which authorized changes in non-commercial educational station, for extension of completion date.

- License for CP
  - WNYE Brooklyn—Mod. CP new non-commercial educational TV station for extension of completion date.

- License for CP
  - Edward Laker, Fresno, Calif.—Mod. CP new commercial TV station, Channel 5, 550 mc, ERP via 1 kw, 15 kw unui.

- TV—66-72 mc
  - Cornell U., Ithaca, N. Y.—CP new commercial TV station, Channel 4, 66-72 mc, ERP via 1.9 kw, 6.8 kw unui.

- TV—504-510 mc
  - Eugene J. Roth, tr/asa Mission Bestg. Co.—New CP new commercial TV station, Channel 12, 504-510 mc, ERP via 21.9 kw, 10.97 kw unui.

- TV—54-60 mc
  - Frank C. Carmel & David G. Smith,

(Continued on page 89)
George R. Nelson Forms Agency in Schenectady

NEW agency, George R. Nelson Inc., Advertising, has been opened in Schenectady, N. Y., with temporary offices at 469 State St. George R. Nelson, head of the agency, was a partner in the Leighton & Nelson agency until he dissolved that firm June 23.

Mr. Nelson joined NBC at WGY Schenectady in 1932 and was soon made commercial manager of the station. In 1936 he resigned to form the partnership of Leighton & Nelson. Mr. Nelson was active in the formation of Western Gateway Broadcasting Corp. which, in 1942, began operation on WSNY Schenectady. He is still vice president and director of the station.

Mr. Nelson (center), president and founder of George R. Nelson Inc., is shown with Edward F. Flynn (r), account executive and radio and television director, and Robert S. Crain, copy director.

Dealer Co-Op Programs Are Surveyed by NAB

SURVEY of dealer-cooperative advertising programs has been started by Dr. Kenneth H. Baker, NAB director of research. The data will be used to bring up-to-date NAB's 1942 publication on co-op programs.

In asking stations to supply names of manufacturers having co-ops, Dr. Baker explained it has not been possible to revise the 1942 list because post-war plans are just beginning to settle down into a pattern.

The Most Powerful Advertising Influence in the Southwest

WOAI
San Antonio

50,000 WATTS CLAR CHANNEL

NBC Affiliate * Member TQN

Represented by Edward Petry & Co., Inc.

FCC DENIALS

Refuse KVLU Merger, KXXX Petition

ACTING on a question which it has seldom faced, FCC made clear last week that it "cannot condone the effectuation of a transfer of control through the device of seeking to amend an application already granted."

It refused to permit Lubbock County Broadcasting Co. (KVLU), a permittee for 790 kc at Lubbock, Tex., to amend its application and thereby effect a merger whereby control would pass to the owners of KFYO Lubbock, its unsuccessful rival for 790 kc.

The Commission held that the petition for amendment, filed after the issuance of the grant to Lubbock County, "comes at much too late a stage in the proceeding," even though it could not have been filed earlier because the Lubbock County-KFYO agreement was not reached earlier. Further, FCC said, the amendment plan does not conform to the Aceo Rule on station sales, which requires that transfers be publicly advertised so that competing bids may be offered.

FCC also denied a KFYO petition—filed before the amendment request—which sought to have the grant to Lubbock County reconsidered.

Grant in 1947

Lubbock County won the grant for 790 kc with 1 kw in June 1947 after a competitive hearing with KFYO, which was seeking 790 kc with 5 kw to replace its present 1340 kc with 250 w [BROADCASTING, July 7, 1947]. Since then, in compliance with a condition of its grant, the company has applied for and received authority to boost daytime power to 5 kw. The company is owned by Wendell Mayes (43%%), and C. C. Woodson (43%%), who are associated in ownership of KBWD Brownwood and G. H. Nelson (12½%), an attorney.

Under the amendment proposal, Mesmer, Mayes and Woodson would have 14% each in the new company and Mr. Nelson 4%; Hugh DeWitt Landis, manager and 1% stockholder of KFYO, would have 17% and Plains Radio Broadcast-

NETWORKS, WOR NEAR AGREEMENT WITH RWG

STAFF newsmen of CBS, ABC, NBC, and WOR New York are expected to ratify this week an agreement reached by the broadcasters and the Radio Writers Guild providing a monthly wage rise of $33.75, retroactive to July 1, 1949, and effective through Sept. 30, 1949. The new contract will cover 35 or 40 network newsmen, according to the Guild.

The increases are said to average about 8%. The present scale starts at $850 with $25 rises at six-month intervals, and a top bracket of $460 after two years.

With the newsmen's pact virtually sealed, the WG plans to begin negotiations for network scriptwriters with CBS, ABC and NBC within the next few days. Still on the union's agenda for this fall, however, are plans for a strike of freelance script writers against the agencies and package producers.

GF Gets Carson

GENERAL FOODS Corp., New York (Sanka Coffee), will sponsor the Jack Carson Show for the 1948-49 season, Fridays, 8:30-9 p.m. on CBS starting in October.

The advertiser sponsored the Danny Thomas Show on CBS in the same period last season. Young & Rubicam, New York is the agency.
UNUSUAL method of promotion and publicity was used by KVNY Logan, Utah, when station recently changed program and frequency. Initial program was planned for occasion and widely publicized. On day that station was to change from 250 w on 1320 k to 1000 w on 610 k special program went on air at 6 p.m. At exactly 9 p.m. station received telephone call from man who made to 610 k allowing listeners to tune in and hear station's first broadcast. Program was made to entertain and appeal to short speeches of congratulations, including comments by Edgar Kobak, president MBS, and talk by Gov. Maw of Utah.

TV in Connecticut

FOUR-PAGE BROCHURE has been issued by Connecticut State Development Commission reviewing television activities in the state. Brochure, titled "Connecticut Progress" and spanning the state, was distributed to station, WNHC-TV New Haven (Channel 12). Both inside pages displayed pictures of WNHC-TV facilities and personnel.

Easy Pickings!

"You Can Profit By His Mistakes," says WTOP Washington in its latest promotional piece, "Charlie Cohen's Jenkins," show, titled "Easy Pickings," front cover was a drawing of baskets full of money. Inside page displayed pictures of Charlie Cohen, who is known as "The Pickle King." The story tells of "mistakes" made by Uncle Bill in saying that local Washington television stations had too many pickles. listeners took him seriously and sent in their own stories of mistakes. WTOP was happy with the publicity for furer and Uncle Bill. Cohen is planing to make a book of it when he next won't make a mistake if you sponsor some of Uncle Bill's mistakes!"

Who's On First?

THREE-FOLD promotion gimmick has been prepared by KSTP St. Paul, Minnesota, to plug its "Amateur Baseball Parade." Featuring Jack Horner, and its sponsor, Rock Springs Sparkling Water, Outside fold shows baseball with "Who's On First?" written across it. Second fold displays ball in glove and text of "Who's On First?" And third fold displays ball in glove and text of "Who's On First?" Third fold reveals head shot of Horner, so says Jack Horner! Promoting "Amateur Baseball Parade?"

Baseball Parade." Back of third fold shows bottle of Rock Springs Sparkling Water and note on bottle and sponsor.

Saturday Morning Plug

Saturday morning is promoted as "time to reach shoppers in latest brochure prepared by WCKY Cincinnati and distributed to the trade. Titled "Oh, What a Beautiful Morning." brochure is illustrated profusely with cartoons and "musical notes" and states that "Saturday morning offers opportunities for better radio buys." In Greater Cincinnati. Data in brochure are based on Household Pulse ratings.

Advance TV selling

TO STIMULATE video receiver buying interest, AP has prepared a "THREE-FOLD" promotion piece which has been distributed to stations in the AP network. Features the words "We're Receiving Television In Rochester. interest from Bonita," Copy includes sentences such as: "It's a great thrill of course, from such a distance is not perfect, but certainly enjoyable. Well worth it for commercial purposes above all, you'll have your set in perfect operation when Rochester has its own television station.

Cleveland Radio Poll

THIRD ANNUAL Local Radio poll was made this week in the city of Cleveland with "Car and Press" with WQAR winning first place with total of 44 points. This is second year that WQAR has won poll. WMJ second place with 31 points and WJW took third place with 11 points each. WIKR, with 10 points, won fourth place.

Flow Contest

PLANS are being made for 1948 Kansas City Police Relief Commission "Neighborhood Police Poll," to be held in Nemaha County Aug. 4, under sponsorship of Nemaha County Soil Conservation District and WIBB Topeka. Contest will be held on farm near Centralla, Kan. Several counties in Kansas are expected to enter WIBB reports. Prizes will be awarded for both junior and senior classes. Registration fee for those WIBB entertainers will be present for direct to program during contest.

WMAQ Folder

FOUR-PAGE folder in two colors, titled "WMAQ Chicago," has been sent to WMAQ Chicago clients, agencies and radio stations. Folder contains information on sponsorship of Jim Hurbut, "Reporter at Large." (Re-week poll). Folder carries reproduction of full-color "King Size" Brochure. Awards won by WMAQ news programs.

Thimble Offer


Air Trailers

TWO AIRPLANE trailers towed over Chicago by WJW's "A Tale To Tell," which features Bob Wills and his Rainbow Ranch Band, during the month by WNMP Evanston. Trailer also are released to luncheon club groups.

Jersey Night Caps

WHITE SILK jersey night caps have been mailed throughout the industry to remind radio listeners that WQEX New York is on the air with its musical "Nightcap" show from 12:05-1 a.m. — a recent extension of the station's broadcast day.

RCA Brochure

COLORFUL BROCHURE on AM transmitters is being offered to broadcasters by RCA for use in promoting their stations. Information on RCA 5-kw and 15-kw broadcast transmitters is given in the 8-page descriptive brochure, titled "AM. Broadcast. RCA 5-kw TV. RCA 15-kw TV. The Brochure is available only on request.

WNMP Bulletins

MIMMOGRAPHS with latest national and local news, and special stories to be placed in each table in the dining room of the Orion, 14th and Wabash, during the month by WNMP Evanston. Bulletins also are released to luncheon club groups.

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Bill McKinnon

Bill McKinnon, sports director of WBNY, has a "nose for news." 16 years of radio and newspaper work has enabled him to present a volume of news in a minimum time. His two daily broadcasts are supplied to 200 stations in all parts of the country because the name of Bill McKinnon means "hot stuff" in news and sports coverage in Central Ohio.

Louis G. Cowan’s Sales and Renewals Listed

SALES AND RENEWALS announced last week by Louis G. Cowan Inc., New York radio agency, was as follows:

National Biscuit Co. (bread division) has bought "Red Ryder" trademark, signed to WBNY New York to promote station's summer youth program. Includes billboards on traffic condition reports, by WBNY, and is announced hourly. Norger Refrigerator Youngsters Bulletin, which total more than 100 spots a week.

Sell by Album

SPECIALTY albums are being used by WJMO Cleveland, Ohio, for direct-to-sponsor programs. Salesmen place albums on desk and also use prospect's desk as that message. "WJMO Sales Through The Air With the Offices East," can be seen during talk. He takes first record from album. Record has in place of label a picture of Dave Bayor, and includes blue and orange sailing on the album contains picture-label of some state or national industry who has recorded sales message.

"King Size" Brochure

NEW "King Size" brochure announcing "Billie Holiday" show has been prepared and distributed to the trade by WBTM Wilson, N. C. Brochure picture rollaway "King" perched on a tray with his hat and mouth and road set by his side—"King of the Streets." Texas Rangers Ride

COLORFUL mailing piece on the Texas Rangers, musical group, has been distributed by Arbor, 8601 S. Wabash, Chicago. It gives titles, dates, and time of concerts, which handles transcriptions of name of station. A picture of Rangers around camp fire. At the bottom of card there line which is printed: "You saw and heard them at the Annual Fall Party May 16." Attached is sticker reminding that at this high point of 1948 NAB convention the Texas Rangers played reproductions of clippings, telegrams, electro-phonics.
**WHYY change**

A Grant of WHYY Holyoke's bid for 1-kw regional facilities was proposed by FCC last Thursday in preference to Pynchon Broadcasting Corp.'s application for the same assignment for a new station at Springfield, Mass.

Under the proposed decision, WHYY would increase its power from 560 to 600 watts, and with 250 w, has switched to 610 kw with 1 kw fulltime. Licensee is Coche Valley Broadcasting Co.

**KCBC PURCHASES HALF OF PRINTING COMPANY**

KAPITAL City Broadcasting Co., owners and operators of KCBC Des Moines, has announced purchase of half interest in Plain Talk Printers, Des Moines. The firm is engaged in commercial printing and publishes a 6-page newspaper, Plain Talk, a Des Moines weekly for over 80 years. R. D. Bywater retains his half interest in the printing company and will continue his management of Plain Talk Printers. Besides the newspaper, the company prints a number of other publications, including the Iowa Voice of the VFW, the monthly Rural Electrification newspaper, the Iowa Republican News and the Iowa Federationist.

Executive officers of KCBC and Mr. Bywater report that future plans of Plain Talk Printers are in the tentative stage.

The station also reports that Rollo Bergeron, Iowa secretary of state, has been appointed a vice president of KCBC and will become active in the station and newspaper management about Jan. when his term in office expires.

**WAAT Willing to Take 5 kw Day, 1 kw Night**

WAAT Newark, given a proposed denial on its application to boost power from 1 to 5 kw on 970 kc (Broadcasting, April 5), is willing to accept 5 kw daytime and continue with 1 kw at night, Attorney Paul M. Segal told FCC in oral argument last Tuesday.

He emphasized, however, that the Commission had conditioned a previous grant to WAAT upon its increasing its coverage, and that the station was prepared to make whatever adjustments may be necessary to protect WEBR Buffalo and Canadian operations on the same frequency.

Reed T. Rollo, counsel for WEBR, opposed a fulltime increase for WAAT on grounds that it would cause interference at night.

**SYRACUSE U. HOLDING WORKSHOP MEETINGS**

FIRST ANNUAL workshop conferencie of newly-organized Empire State FM School of the Air opens today (July 19) for three days at Syracuse U.

Dr. Harold McCarthy, director of WHA Madison, Wis., U. of Wisconsin station, keynotes the conference and Robert Huggard, rector of education and opinion for CBS, will speak on "Radio's Role in the Next Decade."

William Levenson, assistant superintendent of the Cleveland public schools, will head the sections on practical application of the public school use of radio. He will be assisted by Elizabeth Masters, associate director of the board of education at WEBC Chi- cago.

Discussions on script writing and "arts" work will be led by Olive McGee, director of script workshop for WTDS Toled,o. Demonstrations will be presented by Walter Krames, program supervisor WHA and consultant for the schools of Newark, N. J.

Other radio personnel and educators will also be heard from during the workshop. The entire conference will be under the direction of Eugene Foster, Radio Center faculty member.

**FCC Actions**

(Continued from page 88)

Frank A. Carman, Administrator for estate of deceased and of Father John A. Hazlett, 69, for a new commercial TV station, Channel 5, 54-560 kc, 15.4 kw, aur. 7.65 kw unii. TV-174-180

Edward Lawrence, Seattle, Wash. — CP new commercial TV station, Channel 7, 174-180 mc, 10 w, emission power 25 kw.

ST Linlote

Board of Representatives of System of Georgia, for and on behalf of Georgia Institute of Technology, Inc., to reorganize new ST linlote, subject to the order of FCC.

WMMF Fajardo, P. R.

TENDERED FOR FILING OF COMPLAINT

KCL Fort Worth, Tex. — Consent to transfer of interest in station KBMK to L. M. Ulmer, J. O. Ulmer Jr. and James H. Lawson Jr. to W. Bruce Chambers Jr., Horst Couraud and John Andrews. (1546 kc-1

**July 15 Decisions . . . DOCKET CASE ACTIONS**

The Commission announced a decision ordering:

(1) Denial of the petition of Postoria Bost, Co., for a new AM station at Mansfield, Ohio, for 150 kw fulltime and 250 w, in 550 kc, and the Lorain Journal Co., for an AM station at Lorain, Ohio, for 150 kw fulltime and 250 w, in a different location.

(2) Granting of the petition of Postoria Bost, Co., for a new AM station at Fostoria, Ohio, for 150 kw fulltime and 250 w, in 1500 kc.

(4) Further that the application of Mansfield Journal Co., for a new Class B FM station at Mansfield, Ohio, be denied.

(Comra, Webster and Hennock not participating; Comras Jones and Sterling dissenting in part in the above decision.)

The Commission adopted an order severing from other applications in the consolidated proceeding the application of The Hampden-Hampshire Corp., Holyoke, Mass., and Pynchon Bost, Corp, Springfield, Mass., ordering that the applications of Atlantic Radio Corp., Brockton, Mass., and Fairfax Bost, Corp., each requesting the use of the station of the objector's house, be denied (subject to the hearing status to be considered separately, from the other applications with which they were heard).

At the same time the Commission authorized a request by the Same 4 stations (Bob Webster and Hennock not participating; Comras, Jones and Sterling dissenting in part) looking towards grant of the application of The Hampden-Hampshire Corp., to change the facilities of station WHTN Holyoke, Mass., from 1400 kw, 250 w, unii to 560 kw, 1 kw, unii. DA, and the application of Pynchon Bost, Corp., for a new station at Springfield, Mass., to change the facilities of station WPTD to 560 kw, 5 kw, unii. DA. The proposed decision of the WPTD application is subject to approval of trans. side and antenna system by the FCC, all but one of which will be subject to any interference which may be received. The proposed decision of the applications of Atlantic Radio Corp., at a new station at Fostoria, Ohio, (WNBH), New Bedford, Mass., or The Fairfax Bost, Corp., at Danbury, Conn., in effect and of all applications are subsequently granted.

**Commentator Close Back On Radio After Absence**

UPTON CLOSE, commentator, has started a new series of commentaries via KFOX Long Beach, with a daily 15-minute program.

This marks Mr. Close's return to the airwaves after almost two years. He previously had a commentary series on MBS.
FCC DELAY IN KSO SALE DRAWS SHARP REBUKE

CONTRACT for $450,000 acquisition of KSO Des Moines cancelled Friday by Tri-States Meredith Broadcasting Co., accompanied by sharp protest against FCC's last-minute call for briefs on qualifications of Paramount Pictures, 25% owner of Tri-States Meredith (earlier story page 22).

Letter being prepared to advise FCC of cancellation, pointedly calling attention to fact that contract has been awaiting Commission action for five months, that by its own terms it expired July 15 unless renewed, and that FCC's letter raising Paramount for five months arrived in Des Moines on afternoon contract was slated to expire. FCC had "assumed" it would be extended by mutual consent, but Tri-States Meredith on Friday notified Kingsley H. Murphy, KSO owner, it would not.

Letter going to FCC will deny emphatically that Paramount, one of major film producers found guilty of anti-trust violations, lacks broadcast qualifications. Paramount interest in KSO was by way of less than half ownership of Tri-State Theatres, co-owner (with Meredith Publishing Co., TV grantee for Syracuse and applicant in several other cities) of Tri-States Meredith. Letter will note that KSO transfer application has been amended to show testimony by Paramount President Paul Railbourn that he didn't know of Tri-State Theatres' interest in KSO transaction until he read it in trade publication, and that Paramount has no voice in Tri-State Theatres affairs.

Letter also expected to report that, when KSO contract was drawn, five months seemed reasonable time to give FCC to act; that Tri-States Meredith for five months have had $300,000 tied up on deposit pending FCC action on transfer; that they have no way of knowing whether another five months or more might not elapse before FCC acts; that even if in main FCC might grant additional stations in Des Moines and jeopardize investment in KSO. Letter also slated to cite instances in which in comparative hearings, FCC preferred applicants who have records as anti-trust violators.

FCC RURAL TV POLICY FACES OFFICIAL REVIEW

ARGUMENT that applications for rural-class television stations must go through rule-making proceedings was advanced to FCC Friday by former Assistant General Counsel Vernon L. Wilkinson, who raised question during motions hearing before Comr. George E. Sterling, with passing reference to it. Pending.

Question came up on Van Curler Broadcasting Co.'s petition to amend its Albany, N. Y., television application (for Channel 9) to specify rural rather than metropolitan-class operations. Mr. Wilkinson, representing Meredith-Champlain Television Corp.'s rival bid for Channel 9 at Albany, called attention to new FCC policy which requires that changes in TV channel-allocations table be handled by rule-making proceeding. Since table lists Channel 9 for metropolitan use, he argued, consistency would require that use for rural-class operation must also go through rule-making proceeding.

FCC counsel took no firm position on question, apparently feeling full Commission should decide.

NEW PROPOSED GRANT FOR CLEVELAND STATION

CLEVELAND BROADCASTING Inc., which won over Scripps-Howard in fight for new Cleveland 5-kw fulltimer on 1300 kHz but then lost grant pending further hearing (BROADCASTING, March 10, Sept. 15, 1947), given new proposed grant by FCC Friday. Scripps-Howard, operating WEWS (TV) Cleveland, WCPO Cincinnati, and WNOX Knoxville, gets proposed grant.

New proposed decision continues to base preference for Cleveland Broadcasting largely on local ownership, owners' familiarity with local conditions, diversity of owners' background and experience, and non-newspaper affiliation.

Cleveland Broadcasting is FM permittee and TV applicant. Largest block of its stock (31%) is owned by President Ray T. Miller, local attorney, former mayor, and one-time special assistant to U. S. Attorney General. Minority stockholders (none more than 7%) include former Sen. Robert J. Bulkeley; Second Assistant Postmaster General C. Aiken, 1936 and 1940 director of Democratic National Committee's Speakers Bureau; Alvanley John- son, Grand Chief Engineer of Brotherhood of Locomotive Engineers, and Alexander F. Whitney, president of Brotherhood of Railroad Trainmen.

BAKER REJOINS WKWB

APPOINTMENT of Roger Baker, manager of KSO and vice president of Buffalo Radio, as commercial manager of WKWB Buffalo, announced Friday by Dr. Clinton H. Churchill, president and directing head. Arthur Simon, resigned, previously had served as both general and commercial manager. Mr. Baker originally was with WKWB in 1928, and during 11-year tenure had been program and sports director. Afterward he joined WLW Cincinnati, and last year became manager of KOB.

SWERL BUYS SEGMENT

FINAL 16-minute segment of Stop the Music, ABC Sunday night show, sold last week to Swerl Products Division of Allied Chemical & Dye Corp., effective yesterday (July 18) for $1,150 a week. Agency, Maxon Inc., Detroit. Eversharp is scheduled to assume sponsorship of 8:15-8:30 period when Swerl contract expires. Other program sponsors: P. Lorillard Co. (Old Golds) and Speidel Co.

GREENVILLE TV PETITION

WFBC GREENVILLE, S. C., applied to FCC Friday for television station on Channel 10 (192-198 mc) with 27.8 kw visual and 13.9 kw aural powers. Initial construction costs estimated at $219,500; first year's operating costs $72,000; first year's revenues $50,000. It's only pending application for only channel tentatively allocated for Greenville.

BMB MEMBERSHIP HITS 706

TOTAL Broadcast Measurement Bureau membership reached 706 last week, with announcement of several new stations. In addition to four nationwide and four regional networks, members include 996 AM, 97 FM and five television stations. Many FM outlets have subscribed under new combination subscription plan.

BOSTON YANKS TO BE ON TV

OWNERS of Boston Yanks pro football team have agreed to permit television coverage of home games by WNAC-TV Boston, starting with season opener against Green Bay Packers night of Sept. 17. Agreement is for 1948 season only and is in nature of trial run.

FCC CANCELLATION POLICY

GROWING NUMBER of voluntary cancellations of broadcast grants, particularly FM and AM, reflected Friday in decision of FCC to give its secretary power to grant AM, FM, or TV cancellation requests.

Closed Circuit

(Continued from page 4)

participate actively in clear channel fight was seen in his attendance at Clear Channel Broadcasting Service strategy meeting at Palmer House in Chicago scheduled for today. WJR Detroit is only 1-A clear channel station of Richards triumvirate. "

ERWIN WASEY & Co., New York, planning nationwide spot campaign for Scek & Kade (Pertussin cough medicine) to start in September. Both major and minor markets to be used. Contract will run for 26 weeks on station breaks and participation shows.

FRIENDS of Edwin R. Borroff, who resigned as vice president of ABC's Central Division six weeks ago, expect him to launch own station representative business in Chicago next fall. Mr. Borroff has conferred with MBS President Edgar Kobak as to possible Mutual connection, and Walter Evans, president of Westinghouse Radio Stations Inc., has urged him to talk to Free & Peters, which will represent WRSI stations after Jan. 1.

CONFLICT of NAB 16th District meeting Sept. 21-22 at Los Angeles with NBC affiliates convention in Sun Valley Sept. 22-23 expected to bring change in district meeting date. Cal Smith, district director, to make decision this week during NAB indoctrination course for new directors.

BIDS for combined television package of 13 home games of USC and UCLA, Los Angeles, are to be in by end of this week.

THOUGH neither ABC nor NBC is prepared to confirm possibility, each is studying definite proposed contract for production of television film by Hal Roach Studios, Hollywood.

ASSN. of American Railroads is considering institutional network program using music-review format. Agency is Benton & Bowles.

IT'S OPEN secret in official circles that Com- missioner E. M. Webster is unhappy about FCC operating structure. There's talk that he'll resign before his term expires next June 30 unless FCC is divided into separate panels so he can devote his main energies to safety and special services. He duets controversial broadcast matters whenever he can.

ABOUT mid-September, WHN will become WMGM, connating Metro-Goldwyn-Mayer ownership. Sister FM station now WMWM, will ad suffix FM. Shift will follow removal of station from Broadway location to 711 Fifth Ave., first headquarters of NBC.

BROADCASTING • Telecasting
JAMES R. REESE ADVERTISING CO.

Mr. Arthur B. Church, President
Radio Stations KMBC-KFRM
Kansas City 6, Missouri

May 28, 1948

Dear Arthur:

I believe you will be pleased to know of the very quick and continued response we have received on the Peters Serum Company program on the KMBC-KFRM Team, Monday through Friday, at 6:25 a.m., featuring Bob Riley and Livestock Market reports.

First of all...our returns in actual sales took an immediate jump...Furthermore, we have had continued sales on the items offered, and results have been more than gratifying—in fact, amazing!

I would say that the KMBC-KFRM Team has proved itself beyond any need of qualifying this strong statement in any way...Not all sales increase has come from your primary market coverage area, but from as far away as Nebraska, Oklahoma and Arkansas markets which we did not expect to cover with KMBC-KFRM.

Mr. W. G. Peters, president of Peters Serum Company, has told me "We can only credit the KMBC-KFRM Team with these sales, for they could not have originated from any other source..." For this reason we have extended our contract for this five-day week series indefinitely.

Very truly yours,

James R. Reese Advertising Co.

The KMBC-KFRM Team Serves 3,659,828 People

Here's but one of a number of advertisers who are finding satisfaction in utilizing the KMBC-KFRM Team. The Team completely covers the enormous Kansas City Trade area. This exclusive, custom-built coverage offers simultaneous, complete and economical coverage of this great Middlewestern area.

This extended coverage, made possible by the addition of KFRM, is unique in broadcasting. It's important to YOU as an advertiser! With programming from KMBC of Kansas City, capital of the area the KMBC-KFRM Team permits ONE broadcaster to blanket the trade territory. The proved 0.5 mv/m contour, as illustrated, boosts the potential audience of The Team to 3,659,828 people...and, they are all important consumers in this rich Heart of America market.

The KMBC-KFRM Team
7th Oldest CBS Affiliate
Represented Nationally by FREE & PETERS, INC.

KMBC of KANSAS CITY
5,000 on 980

KFRM for KANSAS FARM COVERAGE
5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Out of a weekly 500 quarter-hours of broadcasting, WKY rates first 485 times, ties for first once*. Only two other stations out of 20 in its area score top ratings in one or more quarter-hour periods.

This is the kind of "power" WKY sells advertisers... the biggest radio audience in central and western Oklahoma hour after hour, day after day almost without exception ... more thousands of listeners at a fraction of the cost per thousand than is possible through any other station.

* 1948 LISTENER DIARY STUDY, conducted by Audience Surveys, Inc., in 41 counties in which WKY has 50%-or-more BMB coverage day and night, is a cross-section of family listening by quarter-hours showing sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and audience composition. Full details available from WKY or Katz Agency representatives.